

## Point In Time Exclusive Neighborhood Dynamics Study



If the middle-market were a country, it's GDP would rank as the 4<sup>th</sup> largest economy in the world.

Point In Time is not a speculative program. Our unique marketing program starts at the parish pulpit gathering like-minded people interested in sharing a home with friends in their neighborhood. With the help of our

ambassadors, the communities form organically, within multiple neighborhoods, at the same time.

Access to convents, in neighborhoods with a substantial number of adults 55 and over, is our unfair advantage and total addressable market. We control both supply and demand in the neighborhoods and all the ratios are far and above in our favor.

Proof of concept lies in the fact that the Point In Time lifestyle is built on the age-old proven concept of housing and supporting older adults that has been a successful business model for decades and a tried-and-true lifestyle for centuries. Today, we take the status quo to a whole new level, projecting the function forward and abandoning the form.

The Point In Time exclusive neighborhood dynamics market study is pinpoint research across the 77 diverse Chicago neighborhoods and sub-neighborhoods.

The Point In Time Team has toured 154 convents, neighborhoods, and sub-neighborhoods over two years.

We have met with the pastors, their counsels, parishioners, and neighbors in the parish hall over coffee and donuts, beer, and pretzels. We cultivated real community engagement to help understand the context, culture, and socioeconomics of the neighborhood tribe.

We were there as friends of the parish, not strangers in the neighborhood.

This is a new approach to bring precise solutions to community within community.

Although the study does not follow a typical market study protocol, it is steeped in the science of observation, identification, and investigation of the many heirloom neighborhoods of Chicago with a profound history, deep roots, and social values.

We have obtained solid data from people who are passionate about remaining in their neighborhood and expressed their desire to have access to a pipeline of precise, personal solutions designed to meet their wants, needs, and budget being delivered to where they live, enabling them to enjoy their second half of life and age successfully.

*People don't go there, they are there.*