

SIMMONS LOCKARD



Your partners in senior living.

PURPOSEFUL PARTNERSHIPS

Simmons-Lockard wants to partner with experienced senior living operators, including them in the ownership of the real estate asset, and allow them to participate in successful property value creation.

Simmons-Lockard's decades of experience in seniors housing, real estate development, capital formation, and joint ventures have taught us the value of partnerships with a purpose. We believe in finding the right partners for each project and aligning our collective vision to allow the highest probability of success.

Simmons-Lockard is unique in our approach to developing seniors housing. We're not an operator; we are a source of capital, a developer builder, and owner. But rather than simply hire an experienced, world-class operator and pay them a management fee, we prefer to include operators in the ownership of the real estate asset. By having a vested interest in the real estate, operators can realize a larger reward for their important work without taking on significant additional risk.

Our purposeful partnership believes profit and responsibility go hand in hand. We have built trusted and long lasting relationships with local and national health care specialists who value the vision that Simmons-Lockard brings to the table. No matter the potential profit, Simmons-Lockard invests in only the right market, the right location, and with the right operating partner as their foundation for success, forging long-term, sustainable, and profitable relationships.





TARGETED OPPORTUNITIES

Simmons-Lockard is creating value by delivering an extraordinary senior lifestyle through integrating focused operations.

Simmons-Lockard was formed with the vision to create the best customer-focused, service-enriched seniors living communities in the industry. By responding to a growing demand in the market we will develop, own and operate first-class communities with an unmatched lifestyle which will fulfill the needs and exceed the expectations of our residents, their families and our stakeholders. We will accomplish our mission by leveraging our collective experience in development, construction, capital management and senior living operations while implementing our proven best practices.

Simmons-Lockard key market characteristics include a stable or growing population of individuals aged 55-65. This group typically has primary responsibility for addressing their family members aging needs. We also focus on the population aged 75 and older with disposable incomes of \$45,000 or more. Our residents tend to come from this cohort. Communities with healthy economies, low unemployment relative to the state and the nation and where our competition is enjoying robust occupancies are preferred.

Simmons-Lockard targeted sites will be located on high traffic corridors in established areas of the target market. In our experience senior living facilities located in 'retail' locations result in higher levels of occupancy and encounter less volatility in their census numbers. Assisted living and memory care housing is a need based model and benefits from a location where drive-by traffic generates the inquiries that lead to conversions and ultimately a higher level of occupancy.





Team

Managing from an in-house integrated platform allows Simmons-Lockard to create value by focusing on operations while maintaining community involvement, and ultimately delivering on our brand promise, "Our seniors will not just live...they will thrive."

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DAN SIMMONS

Dan Simmons has personally been involved in successful ground up development and subsequent daily operations of over 5,000 senior living units. In 2002 he co-founded Harbor Retirement Associates, which grew to 17 communities in 4 states. He sold his interest in HRA in 2012.



KEN ETTERMAN, CCIM

Ken Etterman has raised over \$1 billion in financing for projects since 2006 when he formed Redfish Capital Advisors. He began his career with a predecessor of Bank of America and also served in a senior role in the real estate finance group at Wachovia (now Wells Fargo).



KEN LOCKARD

Ken Lockard has spent his entire career in the construction and development business. He began in his father's construction company at age 14, and has built, developed, bought, or sold over \$2 billion in retail, industrial, healthcare, and residential real estate.



ROBERT SMITH, Jr., SIOR, CCIM

Robert Smith Jr., SIOR, CCIM, oversees a team of development, construction, brokerage, finance, and property management experts. He has also cultivated a broad network of investors and advisors as a member of Harvard's YPO network, as well as the CCIM and SIOR networks

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