



## Statement of Qualifications

### **Scott W. MacLean**

President & CEO  
SeniorLife Solutions, Inc.

### **PROFESSIONAL BIOGRAPHY**

Committed to finding practical solutions to concerns and opportunities in the senior housing industry, Scott's unique approach as a "coach" enables him to utilize his 20+ years of service in the trenches to help others succeed. Scott is able to analyze a situation and find the underlying issues. He then makes an effective plan of action. His philosophy is to provide strategies and training which can then be easily "plugged in" to the client's operation.

Scott is founder and president of *SeniorLife Solutions*, a senior housing management and consulting firm.

His professional experience includes tenures in all different types of companies, including small and large, profit and not-for-profit, private and publicly owned. He has directly impacted over 35 senior living communities, serving in every conceivable capacity, including front-line sales, facility management, corporate marketing and operations and independent consulting.

Prior to forming his own company in 2002, Scott played a key role in the development of eleven new senior living communities for a non-profit organization. His involvement included responsibilities in site selection, market feasibility, business plan development, and consulting for architectural design. Scott led the marketing and fill-up charge that resulted in five new properties reaching full occupancy ahead of pro-forma and developed and orchestrated successful turn-around strategies for three properties. Scott helped his client achieve company-wide occupancy of 94%.

Scott is a graduate of Indiana University, Bloomington, Indiana, with a Bachelor of Science in Administration. He lives in Indianapolis with his wife and four children.

### **PROFESSIONAL ASSOCIATIONS & EXPERIENCE**

Indiana Assisted Living Federation of America – Board Member, Conference Speaker  
Kentucky Assisted Living Federation of America – Seminar & Conference Speaker  
Indiana Association of Homes and Services for the Aging – Member, Seminar Instructor  
Indiana Center For Assisted Living – Conference Speaker  
Life Services Network of Illinois – Certified Marketing Professional, Conference Speaker  
Assisted Living Federation of America – Marketing Certification Course - Instructor  
American Marketing Association - Member

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## AREAS OF EXPERTISE

- ◆ Occupancy development & troubleshooting
- ◆ Market feasibility research
- ◆ Business plan development
- ◆ New project design and development
- ◆ Property & operations management
- ◆ Staff sales training and coaching

## PROFESSIONAL EXPERIENCE

2002 – Present **SeniorLife Solutions, Inc.** Indianapolis, Indiana  
*Owner/CEO* 2002 - Present

- ◆ Formed his own consulting and management firm, specializing in serving the needs of senior housing operators in the Midwest.
- ◆ Improved occupancy rates for clients through hands-on marketing/sales coaching of sales staff.
- ◆ Has successfully managed (fifteen years) a 120 unit independent and assisted living community, which consistently achieves 90+% occupancy.
- ◆ Assisted clients in expanding their scope of services including development of patio homes and dementia care units
- ◆ Conducted numerous market feasibility studies for clients looking to expand or develop new senior living properties.
- ◆ Has designed an innovative prototype for a next-generation adult living community.

1996 – 2002 **Senior Family Lifestyles, LLC** Indianapolis, Indiana  
*Vice President* 11/01 - 9/02  
*Nat'l Director of Marketing* 11/98 - 11/01  
*Director of Operations* 12/96 - 11/98

- ◆ Played key role on development team for eleven new senior living communities including involvement in site selection, market feasibility, business plan development and consulting for construction and architectural design.
- ◆ Led the marketing charge that resulted in five new properties reaching full occupancy ahead of pro-forma.
- ◆ Developed and orchestrated successful turn-around strategies for three properties.
- ◆ Achieved corporate-wide occupancy of 94+% for clients.
- ◆ Created and successfully implemented comprehensive marketing and sales development systems including lead management, lead generation strategies, goal-setting, statistical trend monitoring, and training.
- ◆ Developed and implemented comprehensive sales training program for parent

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company.

- ◆ Developed and implemented a plan to improve profitability of properties that will result in a 17% improvement in total net operating income in 2002.

1994 – 1996 **American Senior Communities** Indianapolis, Indiana

**General Manager**, Clearwater Commons Retirement Community

- ◆ Responsible for total operation of 75 unit retirement community, including the following functions: sales & marketing, health care services, food service, housekeeping & maintenance, business management, and human resources.
- ◆ Led community from 5% to 82% occupancy in 18 months.
- ◆ New systems developed successfully include: computerized sales management system, cross training for all departments, new employee orientation, building security and preventative maintenance program.

1989 – 1994 **Marriott Senior Living Services** Washington, DC

**Marketing Director** Church Creek - Arlington Heights, Illinois

**Marketing Director** Towne Square – Merrillville, Indiana

**Marketing Director** The Harrison - Indianapolis, Indiana

- ◆ One of Marriott's top sales professionals. Silver Circle Sales Award recipient three consecutive years.
- ◆ Led 250-unit community from 80% to 100% occupancy.
- ◆ Closed over 500 sales worth over \$12 million annually.

## PROJECT EXPERIENCE

### INDIANA

**Bethany Village Residential**, Indianapolis, Indiana

Operations & Marketing Management

**Bradford Group**, Indianapolis, Indiana

Market Feasibility Study (2), New project development

**Brentwood Senior Living Community**, Elkhart, Indiana

Marketing Consulting

**Brentwood Assisted Living**, Merrillville, Indiana

Marketing Consulting

**Catered Life Communities**, Greenfield, Indiana

Market Feasibility Study

**Clearwater Commons**, Indianapolis, Indiana

On-site Operations Management

**Community Church of Greenwood**, Greenwood, Indiana

Market Feasibility Study, Business Plan Development

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**Crestwood Village (The Justus Group)**, Indianapolis, Indiana  
Marketing Consulting

**CrownPointe**, Anderson, Indiana  
Initial Development, Operations & Marketing Management, Development of Patio Homes

**CrownPointe**, Greensburg, Indiana  
Initial Development, Operations & Marketing Management

**CrownPointe**, Lebanon, Indiana  
Initial Development, Operations & Marketing Management

**GreenTree**, Greenfield, Indiana  
Operations & Marketing Management, Development and fill-up of 20unit addition

**GreenTree**, Columbus, Indiana  
Marketing Consulting

**Oak Grove Retirement Village**, Demott, Indiana  
Marketing Consulting and Coaching

**PRIME, Inc.**, Indianapolis, Indiana  
Design and Development Consulting

**Summit Place West**, Indianapolis, Indiana  
Marketing Consulting and Coaching

**Swiss Village Retirement Community**, Berne Indiana  
Marketing Plan Development

**Timbercrest Senior Living Community**, Manchester, Indiana  
Marketing Consulting, Sales Training

**Towne Center**, Merrillville, Indiana  
On-site Sales Management

**The Harrison**, Indianapolis, Indiana  
On-Site Sales Management

## **FLORIDA**

**CrownPointe**, Sebring, Florida  
Marketing Fill-up, Operations & Marketing Management

**CrownPointe**, Spring Hill, Florida  
Marketing Fill-up, Operations & Marketing Management

**Genesis Pointe**, Lake Wales, Florida  
Initial Development, Operations & Marketing Management

**The Rosemont**, Brandon, Florida  
Marketing Consulting, Occupancy Troubleshooting

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## KENTUCKY

**Liberty Ridge**, Lexington Kentucky

Initial Development, Operations & Marketing Management, Development of 20 Unit Addition, Development of 56 Independent Living Garden Homes (in progress), Development of dementia care neighborhood.

**Rose Mary C. Brooks Place**, Winchester, Kentucky

Market Feasibility Study, Business Plan Development

## OHIO

**First Church**, Circleville, Ohio

Market Feasibility Study

**Mayfair Village**, Columbus, Ohio

Marketing Consulting

**The Summit at Park Hills**, Fairborn, Ohio

Marketing Consulting

**Willow Knoll Retirement Community**, Middletown, Ohio

Marketing Management

## MICHIGAN

**Brentwood Assisted Living**, Niles Michigan

Marketing Coaching

**CrownPointe**, Stevensville, Michigan

Initial Development, Operations & Marketing Management

## PENNSYLVANIA

**The Orchard**, Butler, Pennsylvania

Initial Development, Operations & Marketing Management

## ILLINOIS

**Church Creek**, Arlington Hts, Illinois

On-site Sales Management

**Jarman Center**, Tuscola, Illinois

Marketing Consulting

**Westminster Village**, Bloomington, Illinois

Market Feasibility Study

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