



SILVER BRIDGES
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Your Expert Senior Living
Partner

Silver Bridges Consulting

Who We Are:

- ▶ Over 20 years of leadership experience working in the senior living industry
- ▶ Deeply personal understanding as caregivers for aging parents and navigating the transition into senior living

What We Do:

- ▶ A concierge consulting firm dedicated to helping families, older adults, and their loved ones find the ideal senior living community
- ▶ Commit over 45 hours per client engagement, offering a high-touch, personalized, and end-to-end service experience



Senior Living Overview

- ▶ There are approximately 30,600 senior living communities across the US
- ▶ By 2030, 1 in 6 people in the world, will be 60 years or older
- ▶ By 2034, older adults are projected to outnumber those under 18, for the first time in US history
- ▶ In every major market across the US, there are hundreds of senior living options
- ▶ Finding the right senior living community to meet the needs, preferences, budget and desired location is both challenging and overwhelming



Types of Senior Living Options

- ▶ Life Plan Community/Continuing Care Retirement Community (CCRC)
 - ▶ Independent Living, Assisted Living, Memory Care and Skilled Nursing
- ▶ Rental Communities
 - ▶ Independent Living, Assisted Living and Memory Care
 - ▶ Assisted Living and Memory Care
 - ▶ Group Homes: 8 residents max
 - ▶ Memory Care only
- ▶ Skilled Nursing or Long-Term Care



Life Plan Communities (CCRCs)

- ▶ Campus model which includes Independent Living, Assisted Living, Memory Care and Skilled Nursing/Short and Long Term
- ▶ Must be 62 years or older to qualify
- ▶ Various room styles are available including 1 - 3 BDRM and Studios. Apartment sizes vary from 800 - 2,600+ square feet
- ▶ Onsite physical, occupational and speech therapy
- ▶ Most have physicians either onsite or visiting physicians and may include primary care, audiology, podiatry, dentistry, etc.



Life Plan Communities (CCRCs)

- ▶ Amenities may include onsite salon and spa services, pool, fitness center, bocce ball, pickleball, woodworking shop, art studio, putting green, etc.
- ▶ Offer 5 - 8 activities per day
- ▶ Most communities are pet friendly
- ▶ Most provide free transportation within 5 - 10 miles



Life Plan Communities: Pricing

- ▶ Model is private pay. Skilled nursing may be covered by Medicare
- ▶ Entrance fee (1-time) ranging from \$200,000 to \$5 million+ (market dependent)
 - ▶ Portion of entrance fee (50% - 90%) may be refundable upon move out depending on contract type
- ▶ Monthly service fees average between \$3,000 - \$6,000 per person
 - ▶ Expect a 5% - 6% annual cost of living increase (market dependent)
- ▶ Contract types:
 - ▶ Type A (Lifecare), Type B (Modified Lifecare), Type C (Fee for Service) and Equity/Co-Op



Life Plan Communities: Pricing

- ▶ Included in the base monthly fee:
 - ▶ Independent Living: meal plans include 20 - 30 meals/month on average, housekeeping and linen services (depending on community)
 - ▶ Assisted Living and Memory Care: 3 meals/day, daily housekeeping, weekly cleaning, daily trash removal, laundry, activities

Life Plan Communities are regulated and inspected by the Bureau of Insurance and the Department of Health or similar agency (state dependent)



Rental Communities

- ▶ May include Independent Living, Assisted Living and Memory Care or a mix of these options
- ▶ Various room styles are available including 1 - 3 BDRM and Studios. Apartment sizes vary from 400 - 2,200+ square feet
- ▶ Many have onsite physical, occupational and speech therapy
- ▶ All have visiting physicians and may include primary care, audiology, podiatry, dentistry, etc.



Rental Communities

- ▶ Amenities may include onsite salon and spa services, pool, art studio, movie theater, fitness center, etc.
- ▶ All offer 5 - 8 activities per day
- ▶ Most communities are pet friendly
- ▶ Most provide free transportation within 5 - 10 miles



Rental Communities: Pricing

- ▶ Model is private pay (No Medicare or Medicaid)
- ▶ One-time non-refundable Community Fee: \$3,000 - \$60,000
- ▶ Room rates vary by apartment size and location: \$4,000 - \$12,000/month
 - ▶ There is typically a 2nd person fee of \$1,000 - \$2,500/month
 - ▶ Expect a 5% - 6% annual cost of living increase (market dependent)
- ▶ In Assisted Living and Memory Care additional charges include:
 - ▶ Care Level support
 - ▶ Medication Management- pricing based on the number and types of medications (may be included in care level pricing)
 - ▶ Continence Management



Rental Communities: Pricing

- ▶ Included in the base monthly fee:
 - ▶ Independent Living: 1 - 2 meals/day, housekeeping and linen services (depending on community)
 - ▶ Assisted Living and Memory Care: 3 meals/day, daily housekeeping, weekly cleaning, daily trash removal, weekly laundry, activities
- ▶ In Assisted Living and Memory Care, care levels will vary by community
- ▶ Many offer a respite/short-term stay option, for 30 - 60 days

Rental communities are regulated and inspected annually by the Department of Health or similar agency (state dependent)



Care Level Basics

Care level is determined by a nurse's assessment. Each care level is a different rate. Every operator decides how they will determine care level pricing

Below is a general guideline:

- ▶ **Base:** No care needed
- ▶ **Level 1:** Resident needs reminders/cueing
- ▶ **Level 2:** Resident needs stand-by assistance
- ▶ **Level 3:** Resident needs hands on assistance of 1 caregiver
- ▶ **Level 4:** Resident needs hands on assistance of 2 caregivers

Care levels only apply to assisted living and memory care



Assisted Living Prohibitive Conditions

- ▶ The following conditions are not appropriate for assisted living:
 - ▶ Ventilator dependency
 - ▶ Some skin wounds: Stage 3 not healing and Stage 4
 - ▶ Intravenous IV therapy or injections directly in the vein
 - ▶ Feeding tube



Memory Care Specifics

- ▶ Long-term care, specifically for those with memory impairment
- ▶ A secure setting requiring a physician's approval
- ▶ Often part of an assisted living community but can also be a stand-alone building
- ▶ The same fee structure and amenities for assisted living apply
- ▶ Bridge Programs:
 - ▶ A specialized program available in some communities, to support individuals with early-stage dementia
 - ▶ These programs offer added stimulation and engagement to help combat the challenges associated with cognitive decline



Skilled Nursing Specifics

- ▶ Provides two types of care
 - ▶ Short-term services: for those needing 24-hour supervision following an operation or hospital stay
 - ▶ Long-term care: for those with chronic health conditions requiring skilled care
- ▶ Medicare covers Skilled Nursing expenses in specific situations, usually in cases where the person was hospitalized and released but requires specialized care for up to 100 days, for each benefit period
- ▶ Average cost is \$8,500 for a semi-private room and \$10,000 for a private room, per month



Funding Senior Living

- ▶ Sale of a home
- ▶ Long-Term Care Insurance
- ▶ Pension, investments and personal savings
- ▶ Social Security
- ▶ Aid and Attendance (Veterans Benefit)
- ▶ Contributions from family members

“The best resource for guiding your financial decisions about funding senior living is to work with a Certified Financial Planner”



Veterans Assistance - Aid and Attendance

- ▶ Must have served at least 90 days of active duty with at least one day during a period of war
- ▶ Must have anything other than a dishonorable discharge
- ▶ A surviving spouse must have been married to the veteran at the time of his/her passing, and not remarried unless to a wartime veteran
- ▶ Must require the assistance of another person to perform some activities of daily living
- ▶ Must meet income and asset criteria established by the VA
- ▶ Must be 65 years and older or totally disabled
- ▶ For those who qualify, the benefit pays \$1,478 - \$2,727 per month

Visit aidandattendance.com or patriotangels.com for qualification



Lower Cost Options

- ▶ Auxiliary Grant Beds
 - ▶ Income supplement for individuals who meet certain criteria and live in an assisted living community
- ▶ Moderate and Low-Income Senior Housing Communities
- ▶ Adult Day Centers
 - ▶ Non-residential facility that supports the health, nutritional, social and daily living needs of adults, in a professionally staffed group setting/social model



Aging in Place

▶ In-Home Support

- ▶ Companion care providers typically require a 4-hour minimum shift, 2 - 3 days per week. Average price range is \$35 - \$38/hour
- ▶ Home healthcare is provided by a licensed nurse and on average costs \$80 - \$90/hour

▶ Neighborhood Villages (280 across the US)

- ▶ A community of “neighbors helping neighbors” providing support services, social and educational programs to its members
- ▶ Volunteer-driven non-profit organizations dedicated to helping older residents continue living in their own home





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Our Approach

Silver Bridges Approach

- ▶ Initial FREE consultation to discuss your client's needs and our approach
- ▶ Comprehensive Needs Analysis to understand needs, preferences, timeline, desired location, and budget requirements, etc.
- ▶ Extensive research and community visits in each market to identify the best care options
- ▶ Detailed Recommendations Report summarizing options
- ▶ Tour recommended senior living communities with clients and their loved ones



Silver Bridges Approach

- ▶ Negotiate pricing on behalf of our clients
- ▶ Coordination of transition services with our Preferred Provider Network
- ▶ Attend initial care plan meeting with family and community leadership team to ensure satisfaction
- ▶ Continued resource as your clients navigate this journey





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Recommendations Report

SAMPLE CLIENT

Community Search Criteria

- ▶ 1 - 2 BDRM in Independent Living
- ▶ High quality design, look and feel
- ▶ Ideally no more than 30 minutes from daughter's home address
- ▶ Open to the following areas: Philadelphia only
- ▶ Product Offerings: Independent, Assisted Living and Memory Care
- ▶ On-site physical, occupational and speech therapy
- ▶ On-site massage, yoga, and well-appointed fitness center
- ▶ Ideally, access to a pool for water exercise
- ▶ Operationally sound with stable leadership team and no licensure red flags



Independent Living+ Communities within Search Radius

On Recommendations Report

Hidden Valley Senior Living (Rental):
Philadelphia, PA

MacArthur Senior Living (CCRC):
Philadelphia, PA

The Palisade (Rental): Philadelphia, PA

Excluded from Recommendations Report

Bethany Village: Philadelphia, PA - Waiting list of 2 - 3 years

The Easton: Philadelphia, PA - Out of price range

Beverly Hills: Philadelphia, PA - Lengthy waiting list 2 - 3 years

The Buchanan: Philadelphia, PA - Only have IL available. AL and MC will not be completed for another 3 years.

The Concord: Philadelphia, PA - Lengthy waiting list of 1 - 2 years

The Residences at Baker Street: Philadelphia, PA - Independent Living is great; however, there have been care and staffing issues in Assisted Living and Memory Care over the last 8 months



New Construction

The Brighton

- ▶ Philadelphia, PA - Operated by ABC Senior Living; 167 apartments; 86 IL, 45 AL, 36 MC; 16 miles, 23 minutes from home address (*Opening in May 2026*)

The Reserve at Jackson:

- ▶ Philadelphia, PA - Operated by XYZ Senior Living; 200 units, IL, AL and MC; 5.1 miles, 18 minutes from home address (*Opening in 2027*)

The Brantley at Lakeside:

- ▶ Philadelphia, PA - Operated by EFG Senior Living- All Independent Living with 140 residence; 12 miles, 20 - 25 minutes from home address (*Opening late 2025*)





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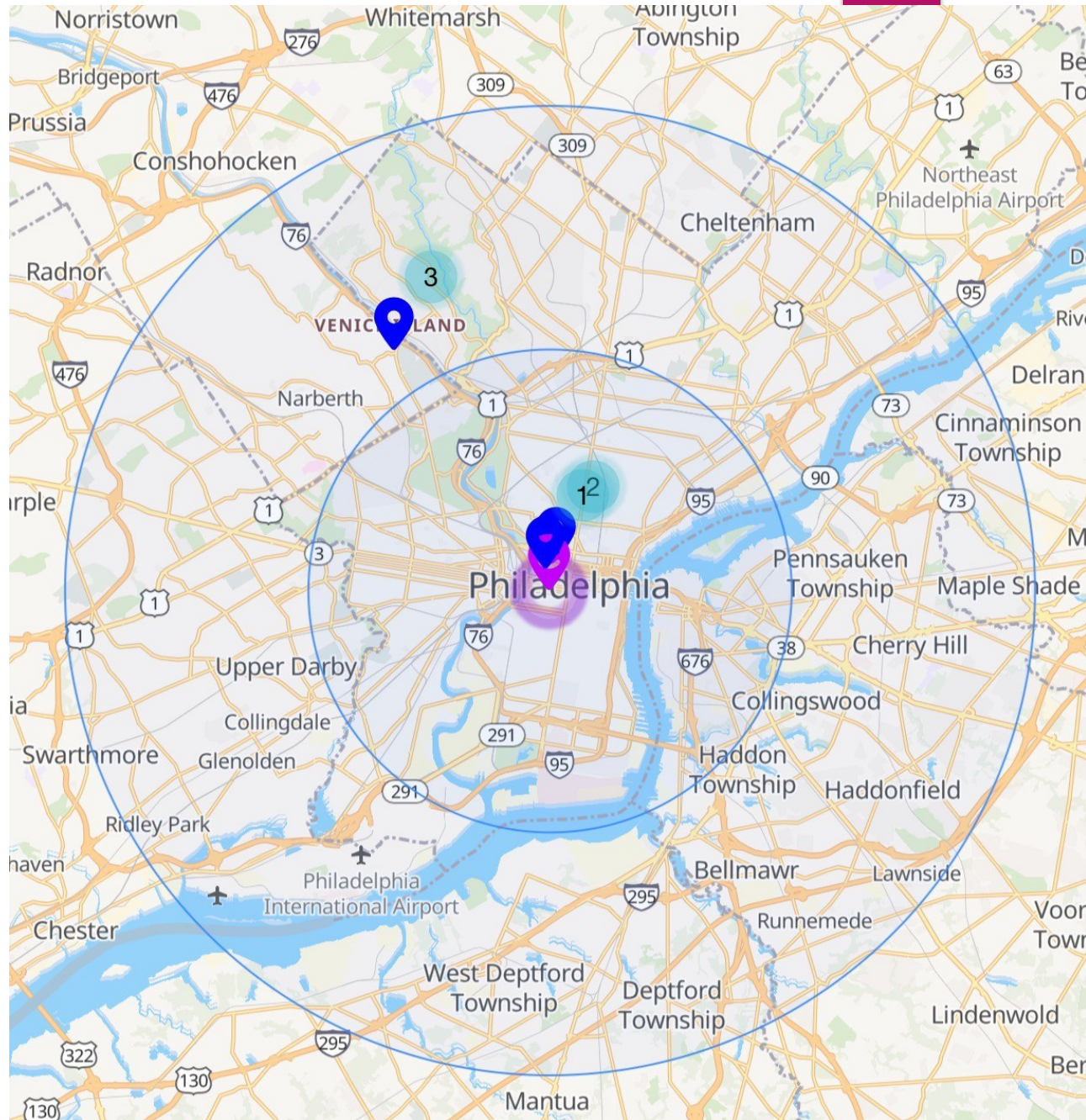
Community Recommendations

Community Map

Purple Circle:

Daughter's Home

1. Hidden Valley Senior Living
2. MacArthur Senior Living
3. The Palisade



Hidden Valley Senior Living – Philadelphia, PA

Hidden Valley Senior Living, 150 N 20th St, Philadelphia, PA 19103

- ▶ Hidden Valley is a rental community offering Independent Living, Assisted Living and Memory Care with a total of 140 residents: Independent Living - 40, Assisted Living - 83 and Memory Care - 17
- ▶ Owned by QRS Senior Living, out of North Carolina
- ▶ The community is nestled on an 8-acre campus and has been in operation since 2010
- ▶ This location is 10 miles from daughter's address (22 - 30 minutes, based on traffic)
- ▶ Independent living includes 3 meals a day
- ▶ On-site physical, occupational and speech therapy provided by Legacy Rehab
- ▶ On-site massage, facials and hair salon
- ▶ Executive Director has been the role for 6 years and Director of Nursing for 5 years. Both were promoted internally
- ▶ Community has a 2-year license with no violations from August 2024 inspection



Hidden Valley Senior Living - Photos



Hidden Valley Senior Living - Rates

Independent Living

- ▶ Community Fee (one-time): \$5,000
- ▶ 1 BDRM: \$7,000 - \$8,200 /mth
 - Square Ft: 635 - 900
- ▶ 2 BDRM: \$8,500 - \$11,000 /mth
 - Square Ft: 700 - 1,400
- ▶ 2nd Person Fee: \$2,500/mth
- ▶ Includes 21 meal credits per person/month, daily housekeeping, weekly house cleaning, activities

Assisted Living

- ▶ 1 BDRM: \$6,000 - \$7,000/mth
 - Square Ft: 500 - 630
- ▶ 2nd Person Fee: \$2,500/mth
- ▶ Care Levels: \$825 - \$4,450/mth
- ▶ Medication mgmt is included in care
- ▶ Includes 3 meals a day, daily housekeeping, weekly house cleaning, activities

Memory Care

- ▶ Companion Suite: \$9,100/mth
- ▶ Private Studio: \$12,000/mth
 - Square Ft: 300 - 450
- ▶ Medication mgmt and care are included
- ▶ Includes 3 meals a day, daily housekeeping, weekly house cleaning, activities



Hidden Valley - Floor Plans

1 BDRM – 608 square feet



2 BDRM -1,400 square feet





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Jessica Jarosik
Wealth Advisor, Focus Partners



SILVER BRIDGES
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Mary Moore

Principal, Armstong Flemming & Moore



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Partnership & Use Cases

Benefits of a Silver Bridges Partnership

1. Expert Support for Your Clients

- ▶ We are the resource your clients can rely on for expert advice and guidance
- ▶ We advocate for your clients while guiding them every step of the way

2. Valuable Educational Opportunities for Your Firm

Tailored sessions for your team/firm offering insights into our unique process and approach to senior living

3. Client Presentations

Interactive presentations (in person or virtual) to help your clients understand their options and gain clarity on the senior living landscape



Parting Words of Wisdom for Your Clients...

- ▶ Be proactive - Everything is okay, until it isn't. Please... don't wait for a crisis to strike before exploring senior living options and creating a plan. Waiting greatly limits your options
- ▶ Without a plan, you may forfeit your ability to have agency in the decision
- ▶ Research shows that isolation is the enemy of the brain. Chronic social isolation is associated with cognitive decline. Community living greatly reduces isolation
- ▶ Many CCRCs have a wait list of 1 – 3 years for independent living. Most waitlist deposits are fully refundable
- ▶ Most common response we hear from clients and their loved ones who move to senior living: ***"We wish we had done this sooner!"***



We're here to help!

Silver Bridges Consulting

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