

WHY CHOOSE SILVERCREST PROPERTIES?

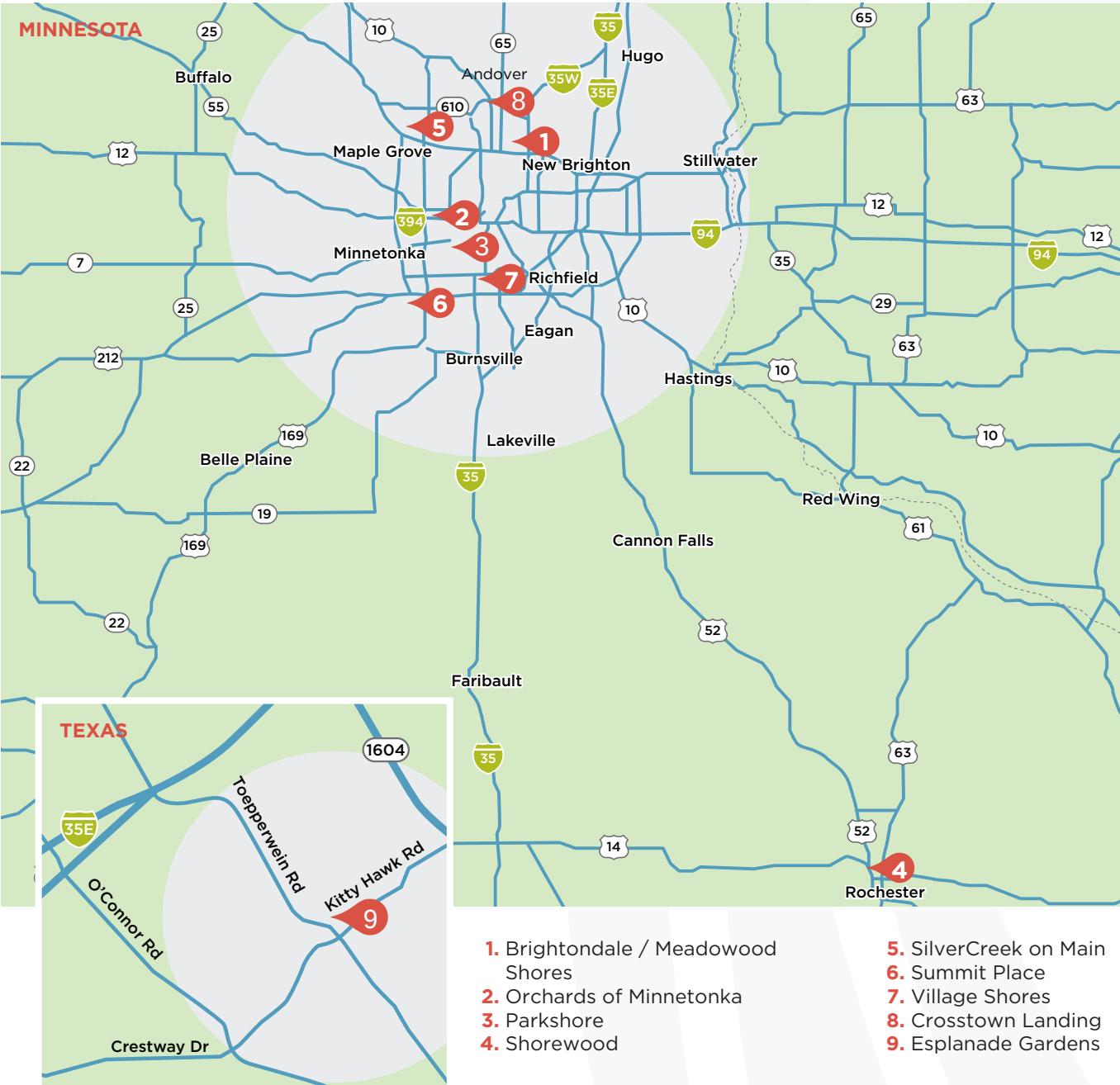
Choosing the right partner for senior living management and development is a significant decision, and at SilverCrest Properties, we are committed to making that choice easier for you. Here's why we stand out:

- **HERITAGE OF EXCELLENCE:** With years of experience and a reputation for quality, we have a proven track record of providing outstanding senior living experiences.
- **COMPREHENSIVE SERVICES:** Our wide range of management and development services ensures that we can meet the diverse needs of senior living communities, offering peace of mind to them and their families.
- **COMMUNITY FOCUS:** We foster a sense of community and belonging, creating a warm and inclusive environment where residents feel valued and supported.
- **PERSONALIZED APPROACH:** We take the time to understand each community's unique needs and preferences, tailoring our services to provide the best possible care and support.
- **COMMITMENT TO INNOVATION:** We are always looking for new ways to enhance our services and improve the lives of our residents, staying at the forefront of senior living.



JOIN THE SILVERCREST FAMILY

Experience the difference that SilverCrest Properties can make in your community. We look forward to partnering with you and providing you with the care and support you deserve.



CONTACT US

Ready to learn more about SilverCrest Properties and how we can support your senior living community? Contact us today to schedule a consultation or speak with one of our friendly representatives.



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LEADERS IN SENIOR LIVING MANAGEMENT & DEVELOPMENT

OUR STORY

SilverCrest Properties has been a prominent force in the senior living industry in Minnesota since its inception in 1986. Founded with a vision to redefine senior living, SilverCrest Properties has built a legacy of excellence, innovation, and compassion.

Our journey began with a single community and has since expanded to multiple locations across the state as well as in TX. Each community is designed to provide unparalleled living experiences. We are proud of our rich history and the strong relationships we have built with residents, families, and the broader community.



OUR MISSION

At SilverCrest Properties, our mission is to create vibrant, caring communities where seniors can enjoy a fulfilling lifestyle. We are committed to delivering exceptional service, fostering meaningful connections, and enhancing the quality of life for every resident.

OUR SERVICE OFFERINGS

SilverCrest Properties offers a comprehensive range of management and development services tailored to meet the diverse needs of senior living communities. Our offerings include:



MANAGEMENT SERVICES:

- **OPERATIONS MANAGEMENT:** We provide expert management of day-to-day operations, ensuring efficiency, compliance, and high standards of care. Our team is dedicated to maintaining the excellence that residents and families expect. With an average profit margin of 38%.
- **FINANCIAL MANAGEMENT:** Our financial management services include budgeting, accounting, and financial reporting. We help communities achieve financial stability and growth through meticulous planning and oversight.
- **MARKETING AND SALES:** We develop and implement strategic marketing and sales plans to attract and retain residents. Our approach combines market analysis, brand development, and innovative marketing techniques.
- **HUMAN RESOURCES:** We handle all aspects of human resources, including recruitment, training, and employee relations. Our goal is to build a skilled, compassionate, and motivated team.
- **QUALITY ASSURANCE:** We implement comprehensive quality assurance programs to ensure continuous improvement and adherence to best practices in senior care.



DEVELOPMENT SERVICES:

- **MARKET RESEARCH AND ANALYSIS:** We conduct thorough market research and feasibility studies to identify opportunities and ensure successful project development.
- **PROJECT PLANNING AND DESIGN:** Our team works closely with architects and designers to create functional, aesthetically pleasing, and sustainable communities that meet the needs of seniors.
- **CONSTRUCTION MANAGEMENT:** We oversee all phases of construction, from site selection to project completion, ensuring that projects are delivered on time and within budget.
- **RENOVATION AND EXPANSION:** We provide renovation and expansion services to enhance existing communities, ensuring they remain competitive and continue to meet the evolving needs of residents.



OUR SPECIALTIES

INNOVATIVE PROGRAMS: We believe in continuously improving and innovating our services. Our signature programs are designed to enhance the physical, emotional, and social well-being of our residents.

PERSON-CENTERED CARE: At SilverCrest Properties, we understand that each resident is unique. Our person-centered care approach ensures that we meet the individual needs and preferences of our residents, providing them with the highest level of comfort and satisfaction.

EXPERIENCED STAFF: Our team comprises highly trained and compassionate professionals dedicated to providing exceptional care and service. We invest in ongoing training and development to ensure our staff is equipped with the latest knowledge and skills in senior care.

BEAUTIFUL COMMUNITIES: Our communities are thoughtfully designed to offer a welcoming and comfortable environment. With beautifully landscaped grounds, elegant interiors, and modern amenities, our residents can enjoy a high quality of life in a place they are proud to call home.

ENGAGING ACTIVITIES: We offer a diverse range of activities and events to keep our residents active, engaged, and socially connected. From fitness classes and art workshops to social gatherings and cultural outings, there is always something happening at SilverCrest Properties.

OUR CORPORATE SILVERCREST TEAM

Mike F. Gould - President/CEO



Michael Gould, President of SilverCrest Properties, sets the company’s strategic direction, oversees operations, develops new senior communities, and works towards financial goals.

Since founding SilverCrest in 1986, he has integrated innovative wellness programs into senior housing, including therapy pools and fitness equipment. Under his leadership, the company has expanded to manage senior living campuses across several locations, including Minneapolis, Rochester, Des Moines, and Converse. Previously, Gould was a Development Manager at Bor-Son Construction and holds a BA in Business Administration from the University of Minnesota.

Denise Barnett - Chief Operating Officer



Denise Juday Barnett, oversees the daily operations of SilverCrest communities, ensuring superior customer satisfaction through the SilverAdvantage service model, managing employee training and development, and achieving occupancy and financial goals with over 500 employees in Minnesota and Texas. A seasoned executive and licensed Nursing Home Administrator with a BSN from Augsburg College, Denise has strong clinical, financial, management, and leadership skills, and extensive knowledge of state and federal nursing home regulations. She has served in Long Term Care for over 40 years as a VP Operations, Administrator/ CEO, Executive Director, and Director of Nursing, and attended the University of Minnesota for Long Term Care Administration.

Mark Smith - Chief Financial Officer



Mark Smith, Chief Financial Officer of SilverCrest Properties, oversees financial functions and has over 10 years of leadership experience. He excels in growing capital structures, managing multimillion-dollar acquisitions, and improving organizational performance through cost reduction and process improvement. His expertise includes financial planning, change management, due diligence, acquisition integration, and cross-functional team leadership. As CFO, he collaborates with the executive team to drive SilverCrest’s strategic financial growth. Mark holds a bachelor’s degree in finance from the University of Northwestern – St. Paul and an MBA, and he has previously held high-level financial roles, including at a \$120 million IT company.



Christine Shidla - Vice President of Operations

Christine Shidla, oversees the planning, direction, facilitation, and monitoring of multiple programs at SilverCrest communities, including healthcare, dining, and environmental services.

Her responsibilities include financial planning, quality assurance reviews, and system development, as well as supporting Executive Directors.

Jason O’Higgins - Corporate Director of Sales and Marketing



Jason O’Higgins, an industry veteran with 20 years of experience in senior living, including 15 years in leadership roles, is the Corporate Director of Marketing at SilverCrest. He excels in building strong sales cultures and developing marketing

and sales strategies at both corporate and community levels. Jason collaborates with the executive team to enhance SilverCrest’s market presence and occupancy growth. He holds a BA from the University of Minnesota.

Cheri Booth - Corporate Clinical Director



Cheri Booth, with over 25 years of healthcare experience, oversees clinical operations, ensuring residents receive exceptional care based on industry best practices. She holds a Bachelor of Health Science in counseling and rehabilitation services and a Master of

Public Health from the University of Florida, as well as RN and Master of Nursing degrees from St. Catherine University. With experience in pediatric and adult infectious disease and community health, Cheri was a clinical director at Summit Place for two years before joining the corporate team, where she now leads a team of dedicated nurses.