



SAGE TALKS

Stay sharp with a competitive edge through SAGE Talks, a new and added resource for Council on SAGE members and friends. The industry's "must read" for builders and associates staying informed of national trends, critical market shifts, local news and more. Want to know more about the nation's largest and most active chapter?

In Case You Missed It

~May 10th "Life360" by Katja Martinez,
President of Council on SAGE

On May 10th, the Council on SAGE featured "Life360," the new 55+ Brand of TriPointe Group.

Linda Mamet, Chief Marketing Officer of TriPointe Group, shared her perspective on how to design a successful community and create a Brand, while addressing the specific needs within this market segment. She discussed the "Four Pillars" of creating a meaningful community: Vitality, Connection, Adventure and Style, and stressed the importance of community building and place making, as well as being able to enrich people's lives.

Lyndsay Fuller, Director of Sales and Marketing, presented Pardee's first age-qualified neighborhood, VERANO, in Santa Clarita (center right image). She explained how "keeping it simple" through pre-designing options helped make the project a success.

Matt Sauls, VP of Marketing and Product Development at Pardee Homes, discussed their first 55+ community ALTIS, that offers a 16,000 S.F. Recreation Facility in Beaumont (lower right image). He shared insights about hiring a Lifestyle Expert that educated the team on how to "upgrade by downsizing" and what motivates people to



move.

What's News?

~2019 SAGE Persons of The Year

Brian Flornes (top right) and
Eric Davidson (lower right)
Co-founders and co-presidents of Vintage
Senior Living

Founded in 1998, Vintage amassed 10 independent living/assisted living/memory care communities in Southern California by 2007. By 2008, following a \$225 million joint venture with California State Teachers' Retirement System (CalSTRS), the nation's second-largest public pension fund, Vintage had more than doubled in size, vaulting into the "major league" of senior housing investment.

After joining forces with CalSTRS, Vintage acquired additional properties in California and Washington, focusing on getting as close to the urban core as possible, with three communities in LA County, four in Orange County, one in Ventura County and nine communities in North California, all considered premium locations.

In August 2016, Welltower Inc. (NYSE: HCN) acquired the portfolio of 19 properties operated by Vintage Senior Living for \$1.15 billion.

Davidson and Flornes, who shared the title of Vintage Senior Living CEO, worked through most of the 1990s at ARV Assisted Living, created by industry pioneer Gary Davidson, Eric's father. During their tenure at ARV, Flornes developed approx. 1,500 senior apartment units (through the affiliated American Housing Concepts), while Davidson oversaw the acquisition of 27 assisted living facilities for the company in ARV's national expansion roll-out.



A Look Ahead

~July 17th Summer Mixer

Do the cool thing this summer, and network with the movers & shakers in the 55+ housing industry. Stay sharp with a competitive edge at this relaxed and social event.

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- Thursday, August 15, 2019 - Webinar

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Fourth Edition Underwriters

