



Michaels

COMMUNITIES THAT *lift* LIVES

ACTIVE ADULT HOUSING

Long an Industry Leader in Transformative Housing

Solutions Across Market Segments, Michaels Is

Uniquely Positioned to Serve 55+ Residents

The Michaels Organization is a national leader in residential real estate, offering full service capabilities in development, property management, construction, and investments.

THE MICHAELS VISION

for Active Adult Living

The Michaels Organization has been creating a legacy for more than five decades that can be summed up in one powerful phrase:

**THE WORLD IS A BETTER PLACE TO LIVE
WHERE WE BUILD AND MANAGE IT.**

The Michaels Organization, a national leader in residential real estate with integrated capabilities in development, property management, construction, and investment is bringing its expertise in housing solutions to the Active Adult Market.

Our expansion into this dynamic market represents a natural evolution of our mission to create Communities that *Lift* Lives and to provide exceptional living experiences for every resident we serve. Michaels' communities inspire connection, promote wellness, and support the dynamic lifestyle that today's Active Adults seek.

Long a leader in affordable and market-rate multifamily, as well as student and military housing, Michaels is uniquely positioned to develop flexible solutions that make Active Adult Living accessible to a broad demographic.

In addition to its development experience, Michaels' experienced team of property management professionals brings a wealth of knowledge in maintaining high-quality living environments, while delivering superior customer service. Our technological infrastructure and operational expertise allows us to implement efficient systems that enhance both resident experience and property performance.



A MARKET NEED

According to the National MultiHousing Council, the Active Adult market has seen a surge of demand driven both by demographics and lifestyle choices. The most recent figures from the US Census show that nearly 25 percent of America's population is between 45-64, and almost 18 percent are 65 and older.

Michaels has a unique opportunity to bring our comprehensive expertise to this underserved segment of the housing market. We know how to deliver amenity-rich, holistic communities where residents can enjoy a maintenance-free lifestyle, as well as activities focused on wellness and social interaction.

For over 50 years Michaels has developed more than 50,000 apartment units and currently manages more than 80,000 units across 600 communities in 39 states, D.C., and the U.S. Virgin Islands.



Our strong financial balance sheet and deep relationships with investors also allows Michaels to enter this market poised for success. In addition, Michaels enjoys strong strategic relationships with award-winning architectural firms well-known for their leadership in urban planning, sustainability and Active Adult design concepts that promote health, fitness, and active lifestyles.

Michaels will concentrate its activities in this market segment in areas with large populations in the key 55-74 demographic, with easy access to healthcare, retail, and entertainment options. Together with community amenities focused on wellness and social connections, these communities will allow our residents to thrive.

Key Considerations for Success.

PRIMARY MARKET AREAS.

Most move-ins for ages 55-74 come from within a 15-minute drive of their former homes, making site selection a key component of success. It is critical to have 55-74 population counts, median household incomes, and proximity to an area with strong, stable job growth.

PROXIMITY TO SERVICES.

Locations close to primary care providers and healthcare facilities, as well as grocery stores, restaurants, and cultural, educational and entertainment opportunities, and transportation hubs are essential.

- **Accessibility.**
 - *Age-appropriate designs and maintenance free living are among the top reasons this population chooses Active Adult housing.*
- **Age Specific Amenities**
 - *We emphasize our distinctive resort-like amenities that encourage a leisurely lifestyle.*
- **Social Opportunities**
- **On-site Lifestyle Coordinators**
- **Maintenance-Free Living**
- **Tech-Forward Features**
- **Pet-Friendly Features**





MANAGING FOR SUCCESS

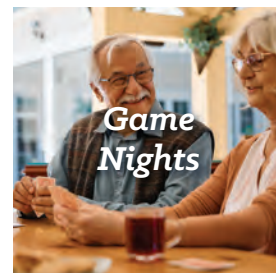
Our approach to serving the Active Adult market is rooted in market research and analysis. We analyze local census data to gain insights into the targeted population's needs, preferences, and common challenges, enabling targeted offerings that resonate with potential residents. A deep competitor analysis will assess strengths and weaknesses among existing Active Adult communities to focus our positioning on Michaels' unique offerings and services.

We spotlight customized living options and implement effective marketing strategies designed specifically for the Active Adult demographic, ensuring successful, viable communities where residents can thrive.

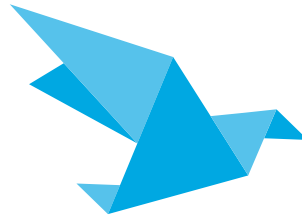
When creating Active Adult spaces that become a launch pad for people to move to the next level of their lives, we focus on two core objectives: enhance community engagement and promote wellness.

Foster opportunities for social interaction and community involvement through a diverse daily schedule tailored to residents' preferences.

Offer a comprehensive approach to holistic wellness programs that encompasses physical, mental, and emotional health.



Michaels is committed to creating living environments where residents can thrive.



Michael's

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Talk to us about Active Adult Living!

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