

The Money Matrix & Xcellerent LLC

[Home](#)

- Who we are
 - With experience in over 85 combined years of the real estate industry, the companies were created to continue expansion in development and ownership. Xcellerent's current focus is development in Senior Living Campuses- specifically in Assistant Living and Memory Care- with a revamp of Independent Living.
 - With Combined efforts we are able to finance and develop a wide variety of projects to include the growing area of Senior Housing.

[ALF/MC](#)

- *Assisted Living Facilities (ALF)*

ALF's are designed for seniors who are no longer able to live on their own safely but do not require the high level of care provided in a nursing home. Assistance with medications, activities of daily living, meals and housekeeping are routinely provided. Three meals per day are provided in a central dining room. Residents live in private apartments which frequently have a limited kitchen area. Staff is available 24 hours per day for additional safety. Most assisted living communities provide licensed nursing services. The hours vary greatly, so be sure to ask when you visit. Social activities and scheduled transportation are also available in most communities. A special unit for Alzheimer's residents is available in some, but not all communities.

Memory Care (MC)

Memory Care is a senior housing option for people with dementia or Alzheimer's. With impaired memory, it is important to have 24-hour support and structured activities to ensure their safety and quality of life. If you need to consider a community, understand that MC is delivered in the assisted living setting, as well as in nursing homes and occasionally in personal care homes. Generally, the residents live in semi-private apartments and have structured activities delivered by trained staff members. Most of these living environments have secured or locked areas to ensure no one wanders off.

- **Church Campus Program**

OBJECTIVE: To partner with churches that have an interest in providing comfortable and affordable housing to seniors within their neighborhood,

thus helping to extend both quality and longevity of life. Our simple promise:
“To provide the BEST CARE to those who paved our way”

LOCATION:

Our goal is to co-op with churches that have real estate connected or in proximity to their location. Additional neighborhood amenities should include such things as local churches, commercial areas, nearby parks, shopping, medical clinic's/hospital and public transportation to name some of those valuable services needed by our residents.

SIZE:

Depending upon the number of residents, we can work with 1.5 acres and up depending upon demand. The number of residence would be established by an appraisal and market study done by us from a nationally recognized firm in the senior living segment.

BUILDING:

The square footage of the building requires approximately 950 sq. ft. per residence. This includes all resident rooms (500 sq ft + or -) and the balance of the 450 sq ft are amenities such as open areas, administration offices, outdoor community space, worship chapel, barber shop, exercise room, dining room(s), interior local-community spaces and recreational (hobbies, games, movie theater, pub etc.).

We also work with the city planner and city engineer in determining what the local permitting and licensing requirements are. The local government may require special covenants such as the dimension and size of the rooms or the number of floors we can build in order to be in compliance.

Assisted living & Memory care

PRE CONSTRUCTION:

Our architects and engineers have decades of experience when it comes to senior living projects. In fact, several of our associates concentrate only in the senior living sector. This is highly important as many features of the building need special attention to detail to meet certain standards within the health care industry. The pre- development phase may take 4-5 months for planning for approvals to be completed.

CONSTRUCTION:

Construction can take as little as 6 months and as long as 14 months depending upon the size of the project or its' location. Project time may vary as we work in all kinds of environments as other unforeseen obstacles can happen. Our current structures are stick built construction but in the near future we are looking to also include a modular design in efforts to complete the overall campus in less time.

- Our company is always looking to improve the health, welfare and the longevity of our clients. We are looking to incorporating state of the art design for lighting, sound and sight, making us the cutting edge leader in design when compared to other competitors. As we age all of our senses change and the need for special recognition of these problems are challenges that we are already addressing.



Assisted Living & Memory Care

BUILDING RESIDENT MIX:

A typical resident mix (population) for our properties is usually a blend of 75% - 25%. That is 75% assisted living and 25% memory care. Some campuses may even include independent living as a separate part of their business plan and we can certainly evaluate that need on an individual basis.

LEASE UP OF THE RESIDENT POPULATION:

Our marketing efforts begin the day that construction starts. Certainly your membership would have priority anytime there would be an opening. Typical lease up takes 15-20 months. What we call stabilization takes place usually in the third year of operations (the point when predictable revenues are stabilized). Cash flow positive usually happens late in year one when the population reaches approximately 60% of occupancy.

INPUT FROM CHURCH/CONGREGATION:

We welcome input from the church body as they know their congregation and community demographics best. You are invited into the planning stage as we encourage your input as our goal is to have you engaged in operating amenities and some level of ownership.

OPERATIONS:

Our company will provide an internal person to work through the start up phase of the business. Their only objective is to make your site the very best it can be. Our administrator will interview and select the Director for your property who then becomes the day to day operations person in charge of your campus. That person, under the guidance of our administrator, will then interview and hire the balance of the managers (5-6) and supporting staff. The Director will be responsible for sending operations and financial reports back to us on a regular (weekly/monthly) basis.



Conceptual 64 Unit Combination Assisted Living and Memory Care Campus

FINANCING OPTIONS:

- 1)** Joint Venture – The church would contribute the real estate necessary to build the ALF Campus as part of the equity required for financing. Our company then provides the balance of the equity required by our lender(s). Once income was stabilized, the church would receive either monthly or quarterly payments based upon their percentage of ownership. The church would also nominate a person to the Board of Directors to represent their position on fiscal and physical matters of the JV Company. In most areas, a not for profit company can own a for profit company.

- 2)** Direct Purchase – The church would contract our Team as the developer to build the campus for the church. Our company can provide a turnkey delivery of the facility at completion of the construction period, at which point the church would take over operations. We could also be contracted to select the operating company for the church for the day to day operations once construction is complete. The church would provide their real estate as part of the needed equity and would need to complete the balance of the equity raise required to finance the project.

- 3)** Lease back – Our Company would consider utilizing the equity you have in your real estate as a lease down payment to build a special lease package for your church group. This would come in the form of a monthly lease for the facility and continue for a period of an estimated 10 years; at which time, you would have an option to purchase/buy out the lease at fair market value, less your equity contribution and less a portion of your principal payments made over the 10 years.

IL

- *Independent Living (IL)*

Senior independent living communities cater to seniors who are very independent with few medical problems. Residents live in fully equipped private apartments.

A variety of apartment sizes are available from studios to large two bedrooms. Fine dining services are offered with custom-designed meal packages. Often, residents can choose to pay for a specified number of meals per day. Frequently, there are numerous social outings and events to choose from for entertainment.

SL

- *Senior Living (SL)*

Senior living communities are as simple as they come. These communities are multi-unit housing developments for residents the ages 55+ (age restricted) who can live independently without any internal/external health care. Usually no additional services are provided such as meals or transportation.

EQUITY INVESTMENT

The profound growth dynamics of the U.S. senior population and the success of the U.S. seniors housing industry create a powerful investment environment and position the Senior Living Investment Fund for consistent profits in structured development opportunities. Demand for Senior Housing Continues to Exceed Supply. As an investor, you can participate in early stage in Senior Living Facility Developments.

- Who Needs Our Services?
 - Developers
 - Contractors
 - Communities
 - Churches
 - Land Owners

- Why Invest in Senior Living Developments?
- What You Can Expect If You Invest With us?

MEET OUR STAFF

- ***Members***

Alan Peterson – Chief Member

Entrepreneur, investor and small business owner brings over 30 years of related experience from his success in the commercial real estate industry. He has served on the Board of Directors for numerous business eatery companies and is currently completing the build out of Pulman’s Pub and in Lower Town St, Paul Minnesota. Alan’s personal energy, creative problem solving skills, direct and honest communication and business development vision, have been instrumental in his success of developing real estate brokerages, bar/restaurant businesses, ownership, property management services and real estate developments. His volunteer activities, including University United and The Masonic Cancer Fund at the University of Minnesota have particularly benefited from Alan’s networking and fund raising skills.

Gary Lee Augustine – Chief Member

Mr. Augustine has 35 years in the business consulting and finance field, having successfully raised millions of dollars of venture capital and conventional financing. His career has provided him a lifetime of significant experience in many areas of contract and business law. He is also an accomplished negotiator, having purchased, owned and sold multiple business. Gary’s many clients come from a diverse variety of industries including: bio-medical, real estate, health care, energy, environmental, e-commerce, finance, hospitality and agriculture. In addition, Augustine was the successful National Sales and Marketing Director for a mature Fortune 1000 Company growing sales at rate of 25% each year for nearly a decade. His responsibilities also included oversight and administration of staff and total budget planning for over \$70 million dollars in sales. He was awarded a most prestigious national award for his accomplishments, and is listed in “Who’s Who in Sales and Marketing of America”.

- **Associates**

Bruce Wickstrom – Wickstrom & Associates

John Gumbrill – BCM Management

Dave Wolterstorff – WAI Continuum

Craig Hartman – Momentum Design Group

Pamela Dillon – Evening Tide

John Panagako – Government Lesion

- **Senior Living Consultants**

Larry Johnson – LarMar

Mark Nagel – LarMar

- **Professional Services**

Ron Zilka – CPA – Schecter, Dokken and Kanter

Ron Lenz – CPA – Wilkerson

Peter Coil – PA – Larken Hauffman

Bill Gschwind – PA – Minnesota Construction Law Services

CPA – Clifton, Larson, Allen

