

FUNDING THE FUTURE

Strategic Allocation and Milestones for Business Growth

SUPPLEMENTAL DISCLOSURE: PHASE I MARKETING & RESIDENT ACQUISITION PLAN

Dignity Communities 2026 Fund

Sponsor: Lawrence Enterprise

1. TARGET RESIDENT PROFILE (THE "SOLO AGER" FOCUS)

Our marketing strategy is honed in on high-net-worth seniors and their adult children residing in the Charlotte MSA. These individuals prioritize privacy and medical safety over the social offerings typical of larger senior living campuses.

- **Primary Persona:** The "Solo Ager" — a senior seeking a boutique, high-dignity environment in areas such as Ballantyne, Mint Hill, or Matthews.
 - **Secondary Persona:** Adult children, aged 50-65, living within a 10-mile radius of the facility, who are the primary decision-makers in their parents' care arrangements.
 - **Financial Profile:** These individuals have the financial capability to afford monthly residential care costs ranging from \$6,500 to \$8,500 or more.
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2. STRATEGIC CHANNEL MIX

Channel	Strategy	Objective
Medical Referrals	Partnering with Novant Health Matthews and Ballantyne-area geriatricians.	Capture high-acuity residents requiring specialized medication management.
Digital Dominance	Utilizing geo-fenced SEO and PPC strategies targeting "Boutique Assisted Living Charlotte."	Drive inbound inquiries from families researching premium care options.
Community Relations	Networking with Charlotte-area estate planners and elder law attorneys.	Establish Dignity Communities as the "Institutional Grade" residential referral.

3. RESIDENT ACQUISITION TIMELINE

- **Month 7-8: The "Early Interest" Phase**
 - Launch dedicated landing pages for the Phase I asset.
 - Conduct "Hard Hat" tours for local medical professionals to highlight our 2026 compliance features, including a 1:1 bed-to-bath ratio and a clinical medication room.
- **Month 9-10: Pre-Leasing & Deposits**
 - Secure waitlist deposits for the first 3 beds, achieving 50% occupancy.
 - Finalize personalized care plans under the supervision of CCO Alexis Nadea Voyd.
- **Month 11-12: Full Stabilization**
 - Reach 95% occupancy with 6 residents.
 - Shift marketing efforts to Phase II waitlist management.

4. THE "DIGNITY" CONVERSION ADVANTAGE

Our resident acquisition cost (CAC) is significantly lower than that of large facilities, thanks to several key factors:

- **Scarce Inventory:** With inventory growth at a 20-year low, our 6-bed model meets a pressing market need.
- **Intimacy & Trust:** Personalized oversight by an active RN/LPN, Alexis Nadea Voyd, fosters a level of trust that larger institutions cannot match.
- **Rapid Deployment:** Our faster conversion cycles enable us to capture market demand months ahead of larger competitors.

