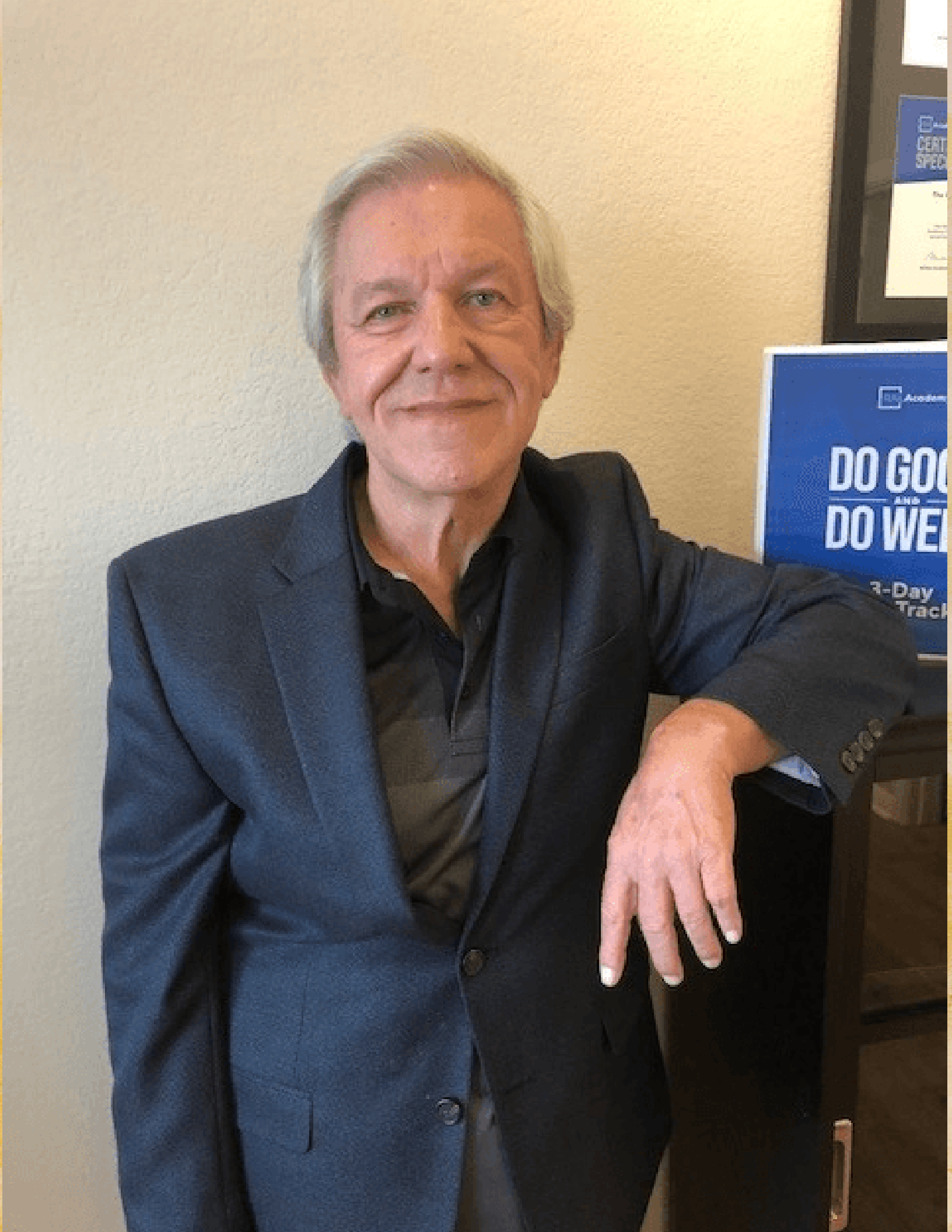


Richard McLemore

Biography





DO GOOD
AND
DO WELL

3-Day
Track

CERT
SPEC

What Does He Do?

When you hear the words 'nursing home', what images did you conjure? I want to positively change those thoughts. Whether it's a member of your family, associates or even you - our elderly deserves better. At our community of homes, we believe in the power of 'E'. Elderly Enablement, Engagement, Enrichment, Experience, and Enjoyment. Other facilities are doing the basics, we all strive toward successfully completing those basic goals, but we feel it's the 'Energy' and 'Enthusiasm' that contributes to the total 'Experience'.

Richard is Founder and Partner with his wife, Beverly, in Life and Abundance Senior Care MMLLC. They started Life and Abundance Senior Care in 2022 to disrupt the current senior care industry and marketplace for seniors desiring assistance and/or memory care services. He believes we're in what has been coined the 'Silver Tsunami', where Baby Boomers born between 1946 - 1964, are aging at escalating rates. 10,000/day turn 65. 4,000/day turn 85. The number is pegged by AARP at 77M Boomers today, and 70% (54M) will need assistance at some point in their lives. Additionally, 10% or 8M are needing dementia and Alzheimer's Disease care today and this number is expected to double by 2030.

Richard and Beverly have been active and passive investors for decades. Seven years ago, upon leaving Oracle, which he was one of the five startup employees, he immediately started using his training and skills within real estate. As a highly experienced, nontraditional real estate investor, he started fix/flipping and buying remote properties. He successfully rehabbed several houses in 2020-21 during the pandemic, but he was watching what was happening in his market and saw that there was an emerging movement with senior housing.

Richard developed a passion for the senior care industry starting his journey into senior care in 2019, joining and becoming certified in Transitions care with Mom's House. Mom's House identified and served the needs of families because of injury or physical or mental deterioration. As a result, they wanted to exchange their house for cash, so he purchased the house and the contents, working with the HO or RP to distribute the heirlooms, giving the homeowner as much money as possible and be treated fairly and ethically.



While supporting Mom's House business, Richard became interested in where the money went that he paid the HO for their houses. He quickly discovered that the money went 70% of the time directly to an Assisted Living/Memory Care facility – the other 30% stayed in their pockets and they moved into a house with relatives. Surprisingly, Richard discovered that of a majority of those who went to live with a relative, then moved to another facility within 18 months. To evoke 'disruptive innovation', as Bob Kramer coined it, as Richard investigated different methodologies involving peers involved with senior care, he soon discovered that other providers were performing unsatisfactorily with the caregiver support ratios provided, feeling 15:1 was appropriate, resultingly having difficulties finding qualified and compassionate caregivers to join them, knowing the conditions currently exhibited. His competitors lacked the labor pool to tap for caregiver support. We are circumventing these potential challenges by visiting and recruiting international healthcare professionals today. Most importantly, Richard has discovered and known that communication is what the key additive. People want attention, compassion, respect and be listened to. He feels his knowledge of emerging technologies will position their homes as innovative, safe and comfortable places to stay, while the 'Big E' is practiced. People want to be treated and respected as people, peers.

Richard has a deep understanding of businesses and has developed the passion to provide residential residences in Assisted Living and Memory Care to those wanting assistance and companionship via private pay. He has set a target of providing rooms for 1,000 residents in the next five years. A lofty goal, but one he feels is obtainable. This is being led by the belief that the Founders possess that people want to pass at home with their family surrounding them. We want to provide that facility, inside a residential house, in a neighborhood.

We don't believe that our peers want to pass in a facility in our opinion they want a home(like) experience. Our company, Life and Abundance Senior Care was established with three goals:

- Provide the 'Big E' to make life and conditions as comfortable, safe and interactive as possible for both the residents and staff. -Listen and show compassion to all residents 24x7.
- Differentiate our communities through the utilization of technology to make the caregivers jobs easier with instantaneous alerts, which will hasten responses to activities via knowledge and technology.

Professionally, Richard has enjoyed a long and highly recognized career in sales and marketing within the technology industry, which covered over four decades having senior roles in Oracle (which he a member of the startup in 2007 in Austin), Verio (IPO), CompuAdd and Hewlett-Packard. His primary strengths involve identification of emerging trends, implementing collaborative participation, but can certainly act independently depending on the situation. He loves to enter emerging industries and add value by solving common problems others experience. He was an early adopter to LinkedIn and conducts seminars frequently on LinkedIn and Facebook on senior topics like 'how to pay for long-term care'.

A quick review of his accomplishments include – college athlete, veteran, author (published 2 books), people leader, keynote speaker, sales & marketing acknowledged expert. Richard has grown companies from startup to over \$540M in five years and added billions to the revenues of tech companies. Mailed over 25M catalogs a quarter, generating substantial revenues. Expanded computer retail stores from 3 to over 125 profitably in 17 months.

At the end of the day, I want to 'do good' and 'do well'.

