

Agility Senior Living Advisors BUSINESS PLAN

Prepared by:

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I. EXECUTIVE SUMMARY

Agility Senior Living Advisors (referred to from hereon in as the "Company") was established as a Limited Liability Company at 6139 55th Avenue Cir E, Bradenton, Florida 34203 with the expectation of rapid expansion in the management consulting industry.

Business Description

The Company was formed on July 2020 as Limited Liability Company under Florida state laws and headed by Zachary S. Zerbonia.

Dr. Zachary Zerbonia is an accomplished senior housing operations and asset management professional with more than 23 years of experience. He is a highly capable change agent, who consistently reviews and adjusts strategies and processes, introduces innovation, designs change, and facilitates solution-driven team collaboration. He is an enthusiastic problem-solver with exceptional ability to rapidly assess diverse situational challenges, develop action plans, and lead team to meet or exceed targeted goals. Dr. Zerbonia, a Doctor of Physical Therapy and Certified Geriatric Care Professional, has led private, public, private equity and not for profit entities serving roles spanning from Director of Rehab to Chief Executive Officer.

The Company currently employs full-time employees and 5 part-time employees.

Management Team

The Company has assembled an experienced management team:

Managing Director - Karen Doering ,

New Service

The Company is prepared to introduce the following service to the market:

Seniors' Housing Consulting and Asset Management: We are the premier senior housing asset management and consulting firm committed to partnering with Senior Living Communities including assisted living, independent living, memory care, home health, hospice, outpatient therapy and skilled nursing facilities to drive sales strategy plan . Our senior living and post-acute care consultants partner to assess and guide occupancy growth & stabilization, profit margins, cash flow, staff levels, operating expenses, facility expenses, and marketing and sales initiatives.

II. BUSINESS SUMMARY

Industry Overview

In the United States, the management consulting industry presently makes 0 dollars in sales.

Research shows that consumers in this industry primarily focus on the following factors when making purchasing decisions:

Business Goals and Objectives

Legal Issues

The Company affirms that its promoters have acquired all legally required trademarks and patents.

III. MARKETING SUMMARY

Target Markets

The Company's major target markets are as follows:

REITs, Private Equity Groups, Owner/Operators, Not for Profit entities

The estimated number of potential clients within the Company's geographic scope is 0.

Pricing Strategy

The Company has completed a thorough analysis of its competitors' pricing. Keeping in mind our competition's pricing and the costs of customer acquisition, we have decided on the following pricing strategy:

Promotional Strategy

The Company will promote sales using the following methods:

SWOT Analysis

Competition

In the management consulting industry, customers make choices based upon .

The primary competitors for the business are the following: .

Services

First-rate service is intended to be the focus of the Company and a cornerstone of the brand's success. All clients will receive conscientious, one-on-one, timely service in all capacities, be they transactions, conflicts or complaints. This is expected to create a loyal brand following and return business.

IV. FINANCIAL PLAN

Attached we have provided the following financial information: