



**Institutionally backed investment fund retains experienced professional to devise complete business plan development capabilities and site selection experience**

**SVP of Seniors Housing Development, Western US – Scottsdale, AZ**

A dedicated real estate investor with over 40 years’ experience recently raised \$375 million in institutional equity for Seniors housing development to be deployed across the Sunbelt. Parallel to their fundraising effort, investment committee members of the company posed a number of questions about how to appropriately enter the wide and incongruous Seniors housing space with a product differentiating their value proposition and delivering return.

ibr Search proposed a “pre-search” data collection and analysis effort to examine the entire seniors housing industry over the past 12 years, including major developer-owners extant in the space including delivered assets and track record during this period. The analysis would help determine the individual professionals responsible for said growth in each firm, thereby making them “targets” for replicating a similar strategy with our client.

ibr researched over 240 seniors housing companies, parsing out the high and low outliers on the bell curve (number of assets/size). Focusing on approximately 75 relevant Seniors housing companies allowed the ibr Search team to review the number of development starts during a 12-year period and then examine the types of properties, amenities, and whether they were for sale or rental and target customer base.

This compelling data allowed our client to further refine their product strategy compared to what had already been delivered in the marketplace and to track growth of would-be competitors. Once their confidence was gained, ibr Search was subsequently retained (separately) for an executive search to recruit the professional(s) responsible for the growth at said firms.



**Wesley P. Easley**  
Managing Principal  
wpe@ibrsearch.net



**Melanie Robb**  
Managing Director  
mkr@ibrsearch.net



**Locally Networked, Nationally Known**

412.709.6966 direct  
412.904.4762 fax

600 River Ave. Ste. 101  
Pittsburgh, PA 15212

www.ibrsearch.net