

# GREEN HOUSE DEVELOPMENT WORKSHOP

FEB 4 • 10:00 AM TO 4:30 PM EASTERN

This workshop is a comprehensive overview of how and why the Green House model is made for this moment. Adopters and strategic partners explore the following cornerstones of developing Green House homes:

- **Market Feasibility**
- **Financial Feasibility**
- **Financing Structures**
- **Architectural Design**
- **Construction Insights**
- **Operational Testimony**

**GAIN OPERATIONAL AND  
DEVELOPMENT INSIGHTS FROM JOHN  
PONTIE, MANAGING PARTNER OF  
SOUTHERN ADMINISTRATIVE  
SERVICES, A FOR-PROFIT COMPANY  
THAT, FOR THE LAST DECADE, HAS  
OWNED AND OPERATED FIVE GREEN  
HOUSE COMMUNITIES WITH MORE  
THAN 370 SKILLED NURSING BEDS.**

GREEN HOUSE 2021

*Go Beyond  
Better*



Sponsored  
by  
**pmd**  
advisory services

## The Green House® Project Virtual Development Workshop Agenda

*Go Beyond Better*

DATE: February 4, 2021 TIME: 10:00am - 4:30pm EST

### GO BEYOND BETTER Cornerstones to The Green House Project model success

SEGMENT	TIME
Welcome Green House model Overview	10:00-10:30am
A Providers Perspective	10:30-11:05am
GHP COVID data	11:05- 11:20am
Market Feasibility Determinants	11:20-12:05pm
LUNCH BREAK	12:05-12:45pm
Key Financial Determinants	12:45 -1:45pm
Keys to Design & Construction insights	1:45 – 3:00pm
BREAK	3:00 – 3:15pm
Moderated Finance Panel Discussion	3:15- 4:15pm
Leverage the Cornerstones of Success	4:15-4:25pm
Closing	4:25-4:30pm



# **Green House Development Workshop**

**Feb. 4, 2021**



**Sean Cotter**  
**VP, Preconstruction &  
Estimating**  
**Warfel Construction**



**John Franklin**  
**Principal**  
**Pearl Creek Advisors**



**Terri Sult Metzker**  
**Principal**  
**Chi Partners**



**Scott Pfeifer**  
**Principal**  
**RDG Planning**



**John Ponthie**  
**Managing Partner**  
**Southern Admin. Services**



**Susan Ryan**  
**Senior Director**  
**The Green House  
Project**



**Michael Starke**  
**President & CEO**  
**PMD Advisory Services**



**Seth Wagner**  
**VP, Public Finance**  
**Truist Securities**



**Debbie Wiegand**  
**Director of Operations**  
**The Green House  
Project**



**Feb. 4 | 10AM to 4:30PM Eastern**

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*I know what it is like to build nice, traditional facilities, but Green House is exponentially better than that. All of the new campuses we are developing now are exclusively Green House – because the model works.*

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**JOHN PONTIE**

*Managing Partner  
Southern Administrative Services*



**GREEN HOUSE DEVELOPMENT  
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A leader in the senior living market, Scott understands the importance of incorporating small, resident-centered, home-based concepts into the design of environments for elders.



# **Green House Development Workshop**

**Scott Pfeifer**  
Principal  
RDG Planning &  
Design



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**“The future value propositions will be connection and coordination. Because this comprehensive workshop will demonstrate how those value propositions can be incorporated into your community, I am delighted to be a part of it.”**



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**JOHN FRANKLIN  
PRINCIPAL  
PEARL CREEK ADVISORS**



**Feb. 4 | 10AM to 4:30PM Eastern**

Anthony has completed approximately 190 FHA-insured transactions totaling over \$2.04 billion for skilled nursing homes, assisted living facilities, hospitals, and multifamily and senior housing communities. They include new construction, substantial rehabilitation, expansion, acquisition, refinancing, debt restructuring, “bridge-to-HUD” refinancing, loan modifications, and more.



**Green House  
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**Anthony Luzzi  
President  
Sims Mortgage  
Funding**



**Feb. 4 | 10AM to 4:30PM Eastern**

Sharon is responsible for M&T's healthcare and not-for-profit lines of business in Greater Washington and Virginia. She draws on over 30 years of commercial banking experience, including 16 years at M&T Bank. Prior to M&T Bank, Sharon worked for Fifth Third Bank and Signet Banking Corporation in a variety of roles that included asset-based finance and commercial leasing.



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**Sharon O'Brien  
Group Manager  
M&T Bank**



**Feb. 4 | 10AM to 4:30PM Eastern**

Aaron has financed more than \$6.0 billion for the development, expansion, refinancing, acquisition, and divestiture of nursing homes, life plan communities, senior housing, assisted living, and memory care facilities for both not-for-profit and for-profit clients. These transactions utilized a wide range of structures, including construction loans, subordinate debt, bridge financing, and capital, and much more.

## **Green House Development Workshop**



**Aaron Rulnick  
Managing Principal  
HJ Sims**