

Investment Opportunity Deal

Willamette House is offering investors an exciting opportunity to participate in the rapidly growing residential assisted living market.





Overview

Market Opportunity: Invest in the rapidly growing residential assisted living sector.

Seeking \$500,000 investment for:

- 50% equity in real estate.
- 20% equity in overall business operations.

Investment Highlights

- 1. Immediate Asset:** Ownership of real estate with appreciation potential.
- 2. Recurring Revenue:** Monthly resident fees from private pay and Medicaid clients.
- 3. Scalable Model:** Expansion boosts revenue and profitability.
- 4. Proven Demand:** Aging population prefers home-like care over traditional nursing homes.

Key Financials

- 2025 Revenue (1 Home): \$900,000/year.
- Net Profit Margin: 25% (\$225,000 per home annually).
- 4 Homes Profit Projection: \$900,000 annually.

Use of Funds

Real Estate Acquisition:
Purchase homes in prime locations.

Home Modifications:
Ensure ADA compliance and safety standards.

Operational Costs:
Marketing, staffing, and initial setup expenses.

Revenue Streams

Average Monthly Billing per Resident:
\$11,174.

Client Mix:

- 18 Medicaid Waiver Clients
- 3 Private Pay Clients.

Passive Income:
Equity ownership generates consistent profit distributions.

Example:
\$75,000 Investment

Real Estate Equity:
15% ownership.

Business Operations Equity:
3% ownership.

Total Equity:
18% combined.

Investor Benefits



Passive Income:

Quarterly profit distributions from operations.



Appreciating Assets:

Real estate increases long-term value.



Scalable Opportunity:

Expansion adds homes, boosting returns.



Exit Strategy:

Sale or buyout within 5–7 years or retain passive income.



Next Steps

- **Commitment & Due Diligence:**
Access detailed financials and plans.
- **Timeline:**
Property acquisition begins within 30–60 days post-funding.
- **Contact:**
George Odoi |
godoi@bosstransport.org.

Marketing Plan





Objective

- Increase visibility, generate leads, and position Willamette House as a trusted provider of residential care services.
- Build brand awareness and drive inbound traffic to the website for consultations, tours, and resident sign-ups.

Key Marketing Assets and Team Structure

- **Website:** Fully optimized and user-friendly, showcasing services, testimonials, and virtual tours.
- **Brand Identity:** Modern logo and consistent visuals emphasizing compassion, trust, and excellence.
- **Marketing Partner:** Media Pop manages digital marketing, advertising, and PR, ensuring expert execution.
- **Leadership:** Emanuela Pop, Chief Marketing & Investment Officer, leads strategy and aligns efforts with growth objectives.

Why Now?

- **Growing demand for senior care due to an aging population.**
- **Increased preference for home-like care environments over traditional nursing facilities.**

Website Optimization

Purpose

Primary digital touchpoint for families.

Key Features:

- User-friendly design for desktop and mobile users.
- Service descriptions (e.g., 24/7 care, memory care, rehabilitation).
- Virtual tours to showcase the home's environment.
- Contact forms for inquiries, tour scheduling, or consultations.
- SEO targeting key phrases (e.g., "senior care homes near me").

Action Steps

- Partner with Media Pop to maintain high-ranking SEO and optimize user experience.
- Regularly update content with testimonials, blog posts, and care-related articles.

Social Media Strategy

Platforms:

- **Facebook:** Target families with updates, caregiver tips, and resident activities.
- **Instagram:** Use visuals and videos to build emotional connections.
- **LinkedIn:** Engage with healthcare professionals and industry stakeholders.
- **YouTube:** Post virtual tours, testimonials, and educational videos.

Content Plan:

- Weekly posts featuring success stories, health tips, and "day in the life" highlights.
- Stories and reels to show daily care routines and resident events

Action Steps:

- Use Media Pop's expertise to create a content calendar.
- Run paid ads targeting families of seniors, focusing on care quality and warmth.

Paid Advertising

Google Ads:

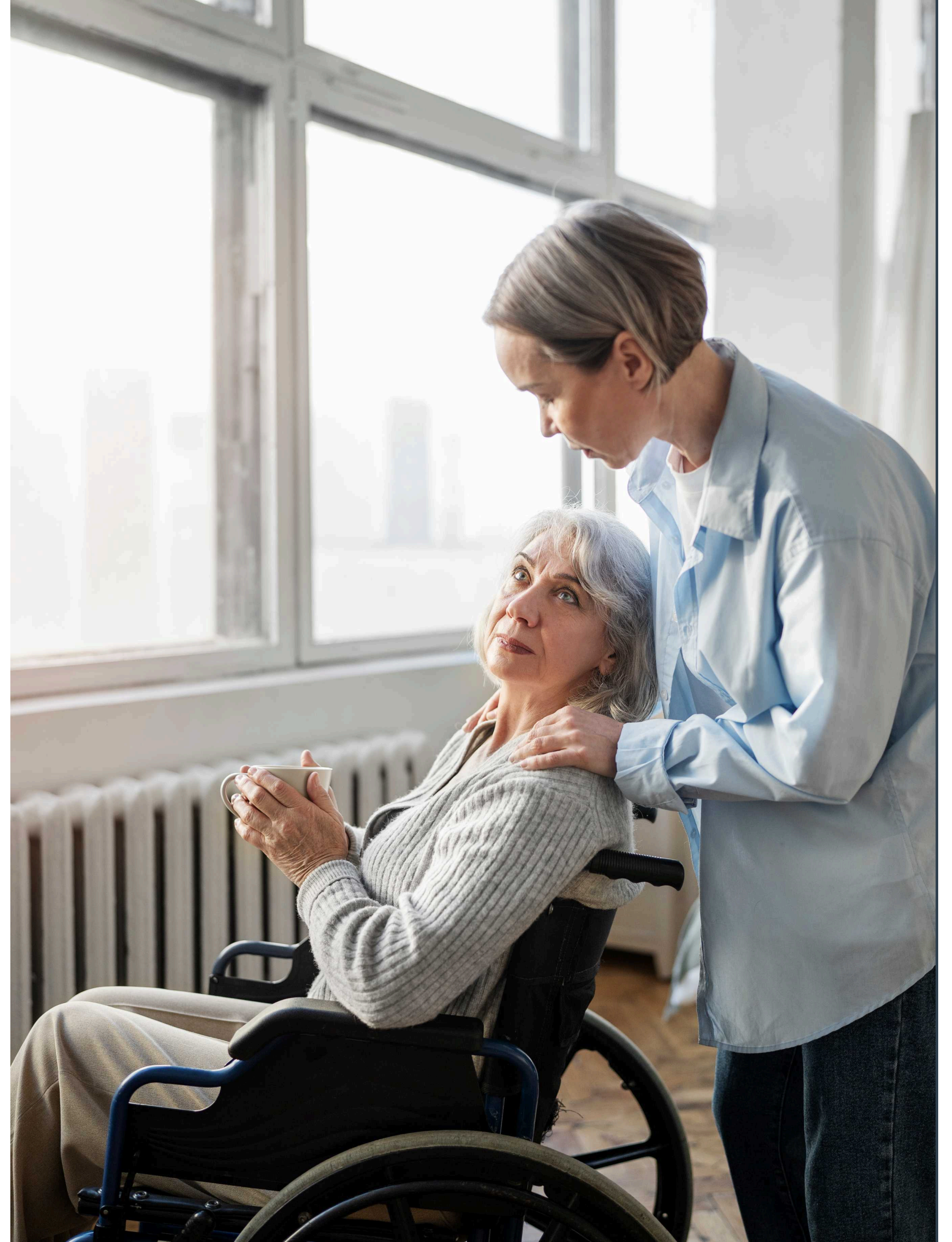
- Geo-target families searching for “best assisted living near me” or “memory care homes.”
- Use ad extensions for direct calls and location visits.
- Remarketing campaigns to re-engage visitors.

Facebook & Instagram Ads:

- Carousel ads showing the home’s amenities and staff.
- Video ads highlighting care quality and testimonials.

Action Steps:

- Test and optimize ad campaigns regularly with different visuals and messages.



Community Engagement & Public Relations

Public Relations (PR)

- Distribute press releases highlighting milestones, new home openings, and success stories.
- Partner with local newspapers, magazines, and radio for coverage.
- Share the benefits of residential care homes compared to traditional nursing facilities.

Reviews & Testimonials:

- Build trust with online reviews on Google, Yelp, and Facebook.
- Use video testimonials from residents and families on the website and social media.

Action Steps:

- Collaborate with Media Pop to schedule open houses and craft PR campaigns.
- Provide incentives, such as discounts or gift cards, to encourage families to leave reviews.



Referral Program

Purpose

Drive resident sign-ups through trusted referrals.

Incentives:

Gift cards, service discounts, or charitable donations for successful referrals.

Partnerships:

Establish referral relationships with hospitals, physicians, elder law firms, and social workers.



● HAPPY PEOPLE FOR LONGER

Reinventing Senior Living

Choosing The Willametta House means choosing a trusted partner in senior care. We are honored to be a part of our client's lives, supporting them in their journey and making a positive impact on their overall well-being.

[Get in Touch](#)



● OUR SERVICES

These Services Aim To Enhance The Quality Of Life Of Seniors



Health monitoring

Utilizing technology and remote monitoring systems to track vital signs, medication adherence, and overall health status, providing peace of mind to both seniors and their families while enabling early detection.



Transportation services

Assisting seniors with transportation to medical appointments, social outings, grocery shopping, and other daily errands, ensuring they can remain engaged and connected with their community.



Memory care

Process of designing, c...

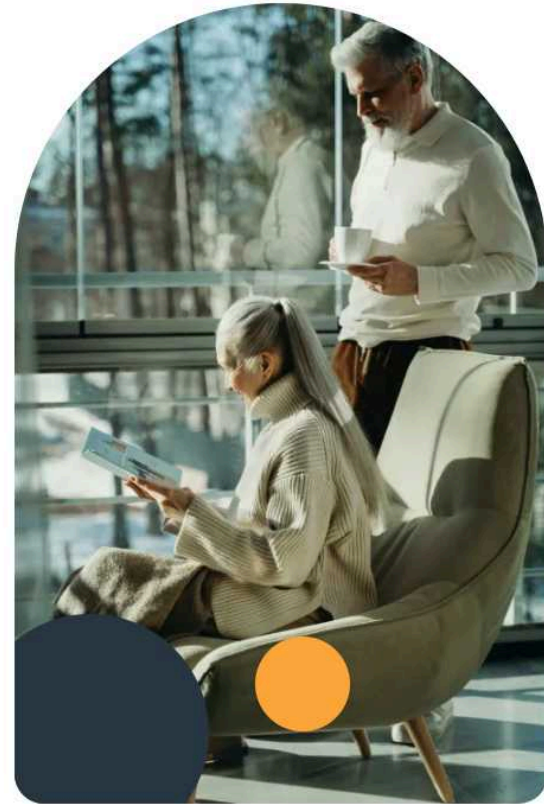
● ABOUT US

We Believe In Treating Our Clients With Dignity

At The Willametta House, we've created a warm, family-like environment where compassionate care and personal attention guide everything we do.

Our mission is to offer older adults the comfort, respect, and support they deserve, so they can feel at home in their daily lives.

[More About Us](#)



● REAL NUMBERS

We Deliver The Highest Quality Home Care

With years of experience in The Willametta House industry, our professionals is committed to delivering personalized care tailored to the individual we serve.

23

Years Experience

Our team of caregivers and professionals provides personalized care.

45K

Satisfied Clients

We believe in treating our clients with respect, fostering a sense of trust.

120

Professionals On Staff

We understand the importance of involving families in the care of their loved ones.

● WHY CHOOSE US

Our Senior Care Services Are Backed By Years Of Experience

Choosing us means entrusting the care of your loved ones to a dedicated and experienced team that prioritizes their well-being, offers personalized support, and upholds the highest standards of quality and safety.



Experience and Expertise

Our senior care services are backed by years of experience from trained professionals. We understand the unique needs of our seniors and have developed specialized expertise to provide personalized care.

Subscribe to our Newsletter!

For more information or to schedule a tour, contact a sales consultant who can help you decide which community.

Your email address

[Subscribe](#)

Online Booking For Appointments

Choosing Senior Care means choosing a trusted partner in senior care. Contact us today to learn more about our senior care services.

Full name

Email

Phone number

Company

Message

[Submit](#)

● FROM THE BLOG

Informed And Inspired



The importance of socialization for seniors

Promoting Connection and Well-being: This blog post can discuss the significance of social interaction for seniors.

[Read Article](#) →



A guide to choosing the right care facility for your loved one

This post can provide guidance to families seeking memory care options for their loved ones.

[Read Article](#) →



Healthy aging: tips for seniors to maintain a balanced lifestyle

This blog post can offer practical advice on healthy aging, covering topics such as nutrition, exercise.

[Read Article](#) →



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Contact Us

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Conclusion

- Willamette House leverages a well-rounded marketing plan to capture market demand, build trust, and expand its presence in the senior care market.
- With Media Pop's expertise and Emanuela Pop's leadership, we focus on:
 - Maximizing digital channels for visibility and engagement.
 - Strengthening community ties through outreach and events.
 - Ensuring consistent lead generation and a strong reputation in senior care.
- This comprehensive strategy positions Willamette House as a leading provider of high-quality residential care services, ready for sustainable growth.



Use of Investment to Secure Real Estate





Objective:

The investment will focus on acquiring and preparing real estate to establish Willamette House residential care homes, ensuring long-term value and stability.

Primary Focus Areas:

1. Real Estate Acquisition

- Purchase residential properties in strategic locations near healthcare facilities and public amenities.
- Secure 3-5 homes in safe, quiet neighborhoods with adequate space and strong appreciation potential.

2. Property Renovations & Modifications

- Make homes compliant with safety and ADA standards.
- Adjust bedrooms, common areas, and install essential safety features.

Goal:

Create welcoming, compliant homes tailored to elderly residents' needs while building a foundation for growth.

Real Estate & Renovation Details

Real Estate Acquisition

- Location Criteria: Proximity to hospitals, parks, and family members.
- Property Features: Safe neighborhoods, spacious layouts, and strong long-term value.

2. Renovation Highlights:

- Bedrooms: Install handrails, non-slip flooring, and accessible bathrooms.
- Common Areas: Functional designs for socialization and activities.
- Safety Features: Emergency systems, fire alarms, and ADA compliance.

Goal:

Transform properties into fully functional assisted living homes that enhance residents' quality of life.

Legal, Administrative, & Operational Setup

Legal & Compliance Costs:

- **Title & Closing Fees:** Ensure seamless property acquisition.
- **Licensing & Certification:** Meet state and local requirements.
- **Zoning Compliance:** Align properties with senior housing regulations.

Operational Costs:

- **Renovations:** Finalize property readiness for residents.
- **Staffing:** Recruit skilled caregivers and management.
- **Marketing:** Build awareness and attract residents.

Goal:

Achieve operational readiness while maintaining full regulatory compliance.



Long-Term Value Creation

Asset Appreciation:

- Real estate is a tangible, appreciating asset, forming a valuable base for the business.

Equity Growth:

- Property appreciation will enhance equity, increasing the overall value of Willamette House.

Exit Strategy:

- Appreciated property values will contribute significantly to potential returns for investors during a future sale or exit.

Goal:

Leverage real estate as a long-term investment to maximize returns for both operations and investors.

Team for Willamette House Project



George Odoi

CEO

Expertise: Business leadership, healthcare operations, strategy, and community development.

Role: Drives the overall vision, business strategy, and operational management of Willamette House.

Key Responsibilities:

- Strategic planning and leadership.
- Overseeing real estate acquisition and compliance.
- Managing fundraising and investor relations.

William Woods

Co-Founder & Partner

Expertise: Financial strategy, operations management, and investor relations.

Role: Ensures financial efficiency and operational success.

Key Responsibilities:

- Overseeing financial operations and investment management.
- Managing partnerships, acquisitions, and profitability.

Emanuela Pop

CMIO

Expertise: Marketing strategy, business development, and investment relations.

Role: Leads marketing and investment efforts to drive growth.

Key Responsibilities:

- Implementing marketing strategies and investor outreach.
- Overseeing branding, public relations, and business scaling.

Media Pop

Marketing Partner

Expertise: Full-service digital marketing strategies.

Role: Handles branding and outreach for Willamette House.

Key Services:

- Digital campaigns (SEO, SEM, social media).
- Lead generation and public relations.
- Strengthening online presence and brand identity.

Medical Team

Healthcare Leadership

Medical Director: Oversees resident health, sets care protocols, and ensures compliance.

Registered Nurse (RN): Administers medications, monitors health, and provides training.

Caregivers: Assist with daily living activities, emotional support, and mobility.

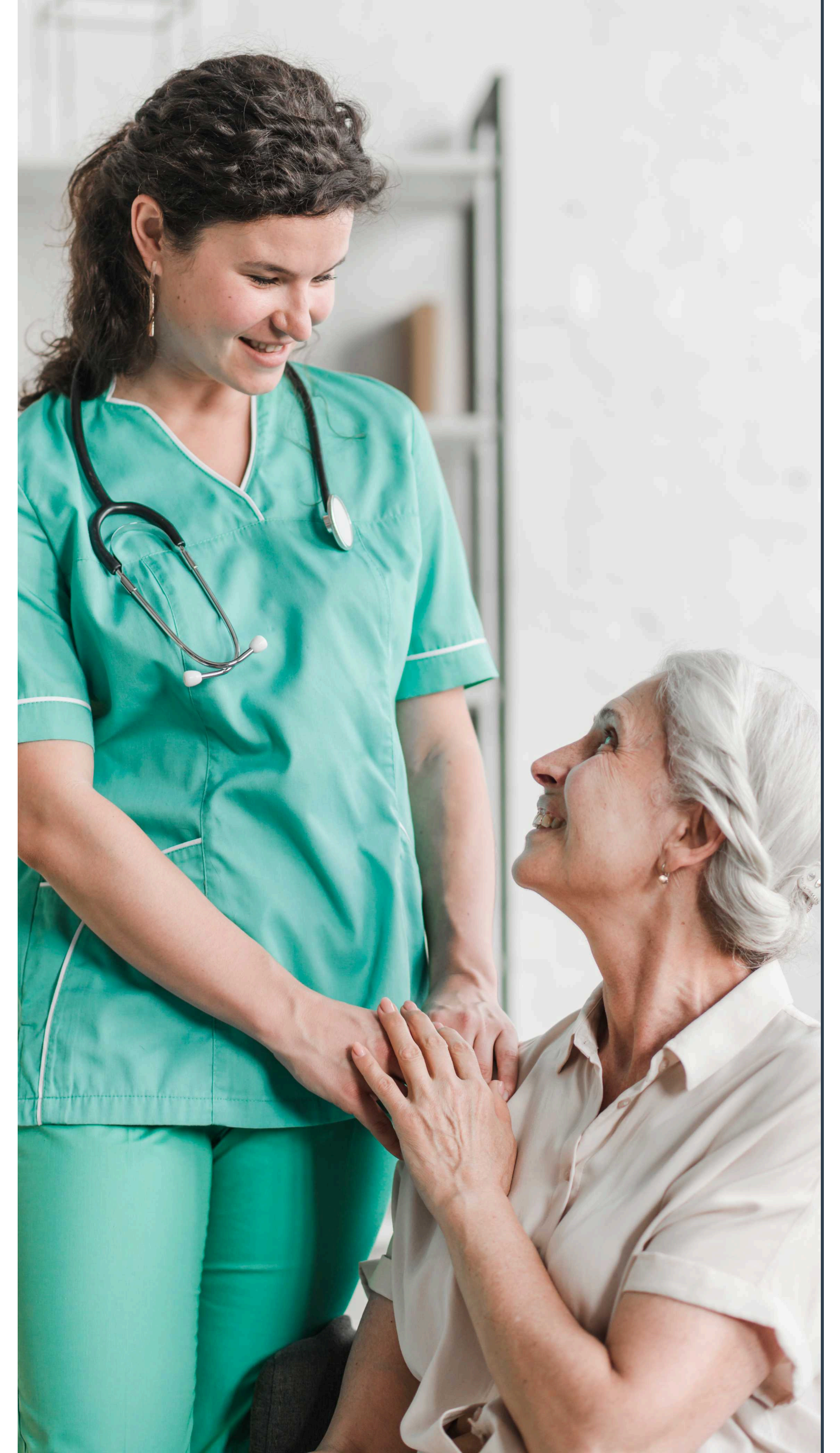
Operations and Real Estate Management

Property Manager: Ensures ADA compliance, oversees maintenance, and manages vendor relationships.

Maintenance Technician: Handles daily repairs and infrastructure upkeep.

Administrative Support Team

Administrative Assistant: Manages scheduling, client intake, billing, and inquiries.



Insurance Needs for Assisted Living and Projected Costs for 7 Residents





Role of Insurance in Assisted Living

- Protects the business, residents, staff, and assets.
- Ensures compliance with regulatory requirements.
- Mitigates financial risks from accidents, claims, or unforeseen events.

Key Insurance Types for Assisted Living

1. General Liability Insurance

- Covers accidents, injuries, and property damage.
- Estimated Cost: \$2,000–\$5,000/year.

2. Professional Liability Insurance

- Protects against claims of negligence or errors in care.
- Estimated Cost: \$1,500–\$4,000/year.

3. Property Insurance

- Covers building and equipment against fire, theft, or damage.
- Estimated Cost: \$2,000–\$7,000/year.

4. Workers' Compensation Insurance

- Covers employee injuries or illnesses on the job.
- Estimated Cost: \$4,000–\$10,000/year.

5. Umbrella Insurance

- Provides additional liability coverage beyond primary policies.
- Estimated Cost: \$1,000–\$3,000/year.

6. Health & Medical Malpractice Insurance

- Protects against claims of healthcare-related negligence.
- Estimated Cost: \$2,000–\$5,000/year.

Total Projected Costs

Annual Range:

- \$13,000–\$34,000 for 7 residents.

Per Resident:

- \$1,857–\$4,857 annually (\$155–\$405 monthly).

Financial Protection and Sustainability

Why Comprehensive Insurance is Critical

- For Residents: Ensures safe, reliable care and safeguards their well-being.
- For Staff: Provides protection in case of workplace accidents.
- For the Business: Mitigates financial risks and protects the facility's long-term viability

Commitment to Risk Management

- Partnering with trusted insurance providers.
- Continuously reviewing and optimizing coverage to align with facility growth and operational needs.

Goal:

Deliver high-quality care while maintaining a financially secure, well-protected facility.



**WILLAMETTE
HOUSE**