Five Questions for Jacob McGlade, RLC’s Director of Market Research

Lincoln, NE

1) When you begin researching a market, what’s your starting point in terms of a geographic area?

We look at the top 140 metropolitan areas in terms of population by the US Census Bureau. We want areas with a strong employment basis and stable jobs, like state capitals and university towns, or towns that have Fortune 500 companies in them. That means we’re focused on areas that have stable housing economies. They’ve either recovered from the recession, or the impact from the recession wasn’t as significant.

2) What other factors go into location choice?

We like cities where there’s no competition for us, or where the competition is old and lacks the amenity structure featured at an RLC community. We also target submarkets that feature competitors with little vacancy, which typically predicts future demand for our type of lifestyle in the community.
3) Once you’ve determined the city, what factors go into the choice of site?
We look for available sites that are in the highest performing areas which generally correlate with the safest neighborhoods. We want to be where they are experiencing the greatest commercial growth. Then we need to find the right-sized properties. We try and find between seven and ten acres of land zoned for our use, building height and density of units. Also, we want it to be adjacent to commercial amenities like shops, restaurants and hospitals – sometimes even golf courses. We want to add our lifestyle to that amenity space.

4) In terms of your team learning and developing expertise, where have the greatest learnings been?
RLC’s vertical integration with the construction, management and operation of a property, provides a feedback loop on our projects. We can use that information in our site selection process going forward. This allows us to evolve into new markets that we wouldn’t have looked at. The biggest impact over the last two years has been really understanding our residents – who they are and what they want.

5) What kind of track are we on?
With each opening, we’re entering a new phase of success. We’ve set company records with the last two communities we’ve opened in terms of resident move-ins within the first 30 days. That speaks volumes to both our site selection research and pre-leasing teams. We’re now leading the country in new senior housing development across all care segments. And we’ll have over 40 communities by the end of 2018. I think we’re on a pretty extraordinary track.
Albuquerque, NM – The weatherman delivered two pristine Albuquerque days for the grand opening of Coronado Villa on November 2-3. From the home office and from sales teams across the country, RLC employees came together to celebrate the opening of our latest community.

Also on the celebration docket was the news that in its first 30 days after opening, Coronado Villa had a record-breaking move-in rate, speaking to the site selection, dedicated construction team, and sales efforts of the pre-leasing sales force.

The grand opening began with a resident celebration ceremony the first evening, where the team recognized and thanked Charter Residents. Kicking things off, we joined the granddaughter of a new resident in singing the national anthem. After the champagne was uncorked, everyone raised their glasses to toast their new home.

At the following afternoon’s public event, community relations managers Tim and Fran Almond welcomed over 400 people coming through the doors to see the new community. Potential new residents and their families toured the model apartments, asked lots of great questions, and signed leases for the remaining apartments. Along with managers Paulette and Robert Oleson, Chef Robert Citto was on hand to explain RLC’s Freedom Dining program, wowing the crowds with his desert bar, sculptures, and fruit and meat carving stations. A local musician added to the festive atmosphere.

Charter Residents, wearing corsages, lined the benches of Main Street to enjoy the spectacle, clearly proud to show off their new home. Some also delighted in the opportunity to meet local dignitaries, including members of the Albuquerque Chamber of Commerce who had come to cut the ribbon.
Oak Park Construction Open House
October 13

Katy, TX – On a day so fair it seemed ordered to perfection, Oak Park Retirement Community held their construction open house. The event allowed members of the community to explore the model apartments and the community, meet new live-in managers Herschel and Donna Stauffer, view floor plans, and accept deposits for Charter Residents. But mostly, it was a chance for Oak Park to introduce RLC’s unique all-inclusive resort-style concept to the Katy community.

About 200 people attended and the feedback was overwhelmingly positive, with our guests calling out in particular the quality of construction and the spaciousness of the apartment homes. Ten additional charter residents joined the community that day.

After the tour, Katy Chamber of Commerce members and local businesses joined RLC staff for a festive cocktail hour. Executive Chef Bill Corbett, whose new industrial kitchen was not yet complete, worked with local caterers to serve RLC’s famous turkey bacon salad, a signature recipe.

RLC’s Signature Turkey Bacon Salad

Mix together the following ingredients:

- 2 cups chilled turkey cut in cubes
- ¼ cup diced spinach
- 1 cup diced crispy bacon
- 2 hardboiled eggs diced
- ½ cup mayonnaise
- ½ teaspoon onion powder
- ½ teaspoon black pepper
- 1 Tablespoon honey
Cheryl and Jim Apple are our first second-generation residents to choose Resort Lifestyle Communities. Cheryl wrote us a letter about her parents’ experience at Riverstone in Kansas City, and how thrilled she was to learn Oak Park was coming to Katy, Texas.

Katy, TX – My father and mother, Claremont and Charlotte Robinson, moved to Riverstone Retirement Community in Kansas City in 2010. My husband Jim and I visited them that August to see where they lived. We stayed in the guest suite and enjoyed the meals in the dining room. To celebrate my dad’s birthday, we invited about 25 family members to join us for lunch. He turned 92 that year.

Jim and I thoroughly enjoyed our first experience at Riverstone. I remember remarking to my cousins that life there seemed like going to college without having to take any tests. After all, there were classes, games, movies, friends, and meals together in the dining room.

My mother died May 2011. I had never spent any time alone with my dad and I enjoyed our time together following her memorial service. After I returned home that May, I realized how much I enjoyed life at Riverstone and I made
plans to return in August to throw my dad another birthday party.

After that visit I was hooked on the RLC lifestyle.

I visited my dad every other month until his death in December 2012. I would stay with him at least a week to ten days, so I made friends with many of the residents: Daisy and David, Sam, Mary, Dorothy, Sue, Marvin, Catherine and Jim, Victor, Fern... They even gave me my own name tag!

I enjoyed the ladies bible study, bingo, the library, Friday happy hour, the soft serve ice cream and the movies. Once, my cousin LaDon and I sat and talked for the longest time near a cozy fireplace on the second floor. Another time, Dad and I enjoyed a dance recital held in the Riverstone movie theater. Dad and I rode the Methodist church bus with other residents on Sunday mornings and we’d take the Riverstone bus to Target. Game day was fun with lots of activities and prizes. And I loved Sunday prime rib dinner and the annual Thanksgiving dinner. Yum!

In addition to the lovely residents of Riverstone was the lovely staff: extremely pleasant, friendly, and supportive. They were there to assist and serve. No one said “Wait! I’ll get someone to help you.” They stepped right in to help if needed. In fact, I’m not sure how RLC finds such lovely employees. And if a problem wasn’t solved to the residents’ satisfaction, home office sent a representative to resolve the issue. Between the friendly residents, outstanding employees, delicious food and the beautiful building, it was win-win all the way round.

I read in a local newspaper last October that RLC was building Oak Park only two miles from our home. I looked at Jim and said “I know where we can retire!” The next day, I called Evan and gave him our credit card number and we added our name to the list of Charter Residents.

We’ll move into our new apartment around January 2017. Jim and I are “only” 70, but we’re going to sell our two-story home of 30 years and trade it for a two bedroom apartment at Oak Park. I’m ready to leave the grocery shopping and cooking to Chef Bill. Our three grandchildren (seven, eight and nine) live nearby. We know they will love visiting us at Oak Park (ice cream is always available), and that they will be warmly welcomed by all.

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San Antonio, TX – When the San Antonio Spurs say goodbye to arguably the greatest power forward in NBA history on December 18, Emerald Oaks will play a special part. That’s because executive chef Sam Boisjoly will be catering the jersey retirement ceremony for Tim Duncan, the soft-spoken player who spent his entire 19-year NBA career with the Texas team. Duncan announced his retirement from basketball in July.

The ceremony, in which Duncan will be honored by his team and city, will take place in the VIP Lounge at the AT&T Center. Between 250 and 300 people are scheduled to attend. Fox Sports Southwest will be broadcasting the ceremony live.

Boisjoly said the meal, which takes up to eight hours to prepare on the day of, (and many days planning ahead), will come together with the help of his sous chef, Jarrell Barnes, and executive chef-in-training Pierre Ragnard, who will open our Bradford Square community in Naples, Florida.

The menu will include “Dueling Ceviche,” an appetizer of both shrimp and snow crab ceviche, and “Flan Napolitano,” served with poteet strawberries brûlée and candied mint whipped cream.

Boisjoly, whose culinary style has been called Latin American soul food, is also celebrating his one-year anniversary with RLC this December. A native of Santiago, Chile, Boisjoly began his culinary career working in the family restaurant. He later moved to Guadalajara, Mexico where he received a culinary arts degree specializing in Latino and Centro American cuisine. Boisjoly was awarded San Antonio Magazine’s coveted ‘Chef of the Month’ title in 2014 and in May, became a featured chef at the city’s foodie event of the year, the Seven Seas food festival at Sea World.

“They picked Chef Sam because he has a reputation in San Antonio of being a top-quality chef,” said Jared Beckmann, RLC’s Vice President of Culinary and Dining Services. “At Emerald Oaks, he’s family. Residents are blessed to have someone whose passion and talents combine in food. He’s as active in the dining room as he is in the kitchen, and always ensures menus are tailored to our residents’ preferences.”