

Jim Soper

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PROFESSIONAL SUMMARY

A highly successful, visionary “C”- level executive with 30 years of experience in building successful senior assisted living operations. Strategic planner whose philosophy delivers for the seniors’ need to live a rich and safe life for lower cost; while developing efficient operations that will maximize investor returns. Well versed in managing P&L, large-scale projects from start to finish and bringing innovative solutions that reduce overall operations cost. Skilled in building and executive management team, sets clear direction and provides ongoing support to ensure the strategic vision is achieved.

Additional Strengths and Competencies include:

- Better Living By Design
- Strategic Planning
- Maximum Investor Returns
- Business Development
- Motivational Leader
- Marketing/Sales
- Cost & Service Optimization
- Organizational Development
- Full P &L Responsibilities

SELECTED ACHIEVEMENTS

Turned-around money-losing assisted living facility. Increased revenue of a 79 bed assisted living facility by 52% in 6 months. Ensured that the property would be able to make its mortgage payments from operating cash flow. Property had been unable to service debt from cash flow for previous five years.

Developed leading assisted living chain. Developed Heron House assisted living facilities into a chain of six properties totaling 580 units and generating \$15 million in annual sales. Sold Heron House properties to several investor groups with returns ranging from 23-100%, earning returns to his investors of several million dollars.

Earned massive investor return. The development 92-bed, Carriage Inn, St. Petersburg, Florida. Carriage Inn was constructed in 1990-91 for \$1.67 million. The property sold for \$4.2 million, earning investor returns of over 100%.

KEY STRATEGIC INITIATIVES

Better Living by Design optimizes property design and operations from the earliest planning stages and throughout the life of the property to this end ensuring an affordable high quality of life for the clientele. Better Living by Design addresses four key areas:

- Ambulation (ease of access), giving the resident of physical safety, while maintaining a level of independence
- Choice and control of one’s life that serves the whole person
- “This is my home.” Better by Design makes the residents feel that the facility is their home, where management and staff come in and provide residents with services.
- Open Communication with families.

Cost & Service Optimization

- **Dynamic Staffing Patterns:** This tool eliminates staffing redundancy, keeps costs lean while ensuring residents remain priority one.
- **Optimize Dining Spaces:** This space savings enables better dining room design.

Security

- **Advanced Security System and Monitoring:** All of the facilities are equipped with end-to-end security systems designed to protect residents, monitor activities system-wide, limit exposure to litigation and promote greater efficiency among staff.

EXECUTIVE SOLUTIONS

Overcame capital limitations to complete 1.6 million dollar facility. Built a 120 unit ALF through a multi-phase construction approach that enabled maximum use of limited capital. The initial 31 units were built with private capital and the remaining financing came through operating cash flow. The 120-unit facility was sold three years after completion for a 1.6 million dollar pre-tax profit.

Built a reduced resident fee facility while maintaining service levels. This price reduction was achieved by reducing room size, improving building efficiency (RSF/GSF ratio), and sharing common overhead with original property (reducing costs for both properties). However, the quality of services was maintained: Food budget, nursing services and life enrichment activities were all the same as the original Heron House Sarasota.

CAREER HISTORY

CEO

Autumn Senior Living, LLC, St. Petersburg, FL *2007-Present*

- Managing turnaround of 65 unit facility in Largo FL revenue increased 52% in 6 months
- Project Development Planning/Supervision for 3 memory care facilities
- Supervised design program to qualify for HUD 232 loan program
- Full P&L responsibilities and oversight of all aspects of operations

CEO/COO

Heron House Management, St. Petersburg, FL *1996-2007*

- Developed 5 units totaling over \$50 million in total project value
- Achieved in excess of 20% Total Return on equity
- Project Development Planning/Supervision
- Full P&L responsibilities and oversight of all aspects of operations

CEO/COO

Carriage Inn ALF, St. Petersburg, FL *1990-1995*

- Built and operated a 92-bed ALF facility
- Developed project for \$1 million, sold in 1995 for \$3 million
- Managed operations

Administrator

Nipissing Manor Ltd, Ontario, Canada *1979-1989*

- Operated a 120-bed psycho-geriatric/Alzheimer's facility

EDUCATION/CERTIFICATIONS

Degree in Healthcare Services Administration 1989

Canadian School of Management

College Certificate of Higher Learning 1980

Canadore College, North Bay, Ont.

Certificate in ALF Administration 1990

Florida Agency for Health Care Administration, Tallahassee FL

Certificate in Long-Term Care Management 1982

Canadian Hospital Association

American Citizenship November 7, 2003