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4300 Marsh Ridge Road • Suite 114 • Carrollton, TX 75010
972.267.1111 • 972.267.3535 (fax) • www.alarryross.com

FOR INFORMATION, CONTACT:

[A. Larry Ross Communications](#)

Julie Shutley 214.457.1398

julie@alarryross.com

Steve Yount 972.267.1111

steve@alarryross.com

FOR IMMEDIATE RELEASE

As Baby Boomers Retire, New Generation of Senior Housing is Born: Investment firm makes ‘dignity’ highest priority in building design

CICERO, Ind., May 24, 2011 – Research by the AARP has shown that 90 percent of the Baby Boomers do not want any of the senior housing options currently available – they would rather live at home. Because healthcare needs still exist, [Mainstreet](#) is working to transform the status quo for senior housing, designing projects around social interaction, independence, resort-style living and quality care.

“The generation currently living in senior housing grew up during the Great Depression and is comfortable living a very simple and moderate lifestyle,” said [Zeke Turner](#), Chairman and CEO of [Mainstreet](#). “The generation after them is much different, and senior housing is going to have to change and innovate to meet their higher standards of living.”

According to the [Administration on Aging](#), the population 65 and over will increase from 35 million in 2000 to 55 million in 2020. To meet the growing demands of the retiring Baby Boomer generation, there will need to be between a \$200 billion and \$300 billion investment in senior care.

“Downsizing shouldn’t mean downgrading,” Turner said. “We want our properties to have the look and feel of a cruise ship or vacation property, not a hospital. Oftentimes the quality of care one might receive at a typical center is good, but the building is old and institutional. People should be able to have both – a good building and excellent care.”

In a continued effort to ensure dignity in senior living, [Mainstreet](#), an Indiana-based investment firm, recently completed construction on a 138-unit senior campus in Lawrenceburg, Ind., broke ground on two additional Indiana facilities in Valparaiso and Marion and will soon begin construction in six other markets in Indiana, Illinois and Ohio, including already announced projects in Westfield, Ind. and Martinsville, Ind. They are expanding into other states and exploring other locations for properties.

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“Our goals for our projects are to offer seniors a new and improved choice in senior care where they can live with a real sense of dignity,” said [Ed Grogg](#), president of [Mainstreet](#). “We also seek to enrich the community by creating new jobs and constructing a building that will be a true asset to these cities.”

[Mainstreet](#) facilities are unique in that nearly all feature private rooms and baths, pleasing architectural design – which lends itself to greater curb appeal – and a heavy focus on social amenities, including a “Main Street” concept with beauty salons, game rooms, fitness facilities, multiple dining options, ice cream parlors, pubs and other features. The facilities also offer short-term rehabilitation and therapy services for individuals of all ages in need of them. New buildings often coordinate with community revitalization projects or nearby health campuses. On average, each new development generates up to 375 construction jobs and over 150 permanent positions.

Following its mission “investing more than capital,” the company is selective about its properties, ensuring that each decision for acquisition or development passes through its own “social filter” and will help improve the community in which it is built.

[Mainstreet](#) was recently listed by the Indianapolis Business Journal as the third-fastest growing private company in Indianapolis. In 2010, it was included in the Inc. 500 list of the fastest-growing private companies in America and named one of 41 “Companies to Watch” in the state by the Indiana Economic Development Corporation, Purdue University and the Edward Lowe Foundation.

[Mainstreet](#), founded in 2002 and located in Cicero, Ind., owns, either solely or in concert with its subsidiaries, 11 properties, including eight senior housing and care properties. Additionally, the company has another eight health care campuses in various stages of construction and development in the Midwest. For additional information, visit <http://www.mainstreetcap.net>.