



BIOGRAPHY:

ROBERT T. ADAMS, PRESIDENT

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SB&A

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Robert T. Adams, President of Brooks Adams Research, LLC, an affiliated company of SB&A, has been working in the active adult and senior housing industry with SB&A since 1989. The services of Brooks Adams Research were formerly part of the research division of SB&A. The subsidiary was launched in late 1997 in response to the rapid growth and success of the division.

In the seven years since it was created, the division has provided business, financial, and real estate development firms and retirement communities nationwide with research services ranging from one-on-one interviews to large-scale consumer market studies. Clients have included more than 100 active adult and senior housing clients across the country. The firm also has piloted Internet survey tools.

As President of Brooks Adams Research, Adams brings nearly 16 years of experience in market research, computer applications, and interactive program design to the table. His research division has mailed surveys to more than 300,000 individuals. He has talked with

thousands of boomers and seniors through focus groups and visits to active adult and retirement communities during competitive analyses and on-site training.

Brooks Adams operates an online internet panel dedicated to the 50+ market through their website hub: www.researching.com, www.seniorsurvey.com and www.fiftyplussurvey.com. Brooks Adams Research recently conducted a national direct mail research study of the "silent generation." The silent generation is a generation of seniors between the ages of 64 and 81. They represent a birthrate trough where the generations before and after the silents, the GI generation and Baby Boomer generation, have more members than this generation. This groundbreaking research study shows the commitment of Brooks Adams Research to lead the industry in cutting-edge research on the ever-changing senior and boomer population.

Robert Adams is a magna cum laude graduate of Virginia Commonwealth University in Richmond, Virginia, and served in the United States Air Force from 1986 to 1989 in the United States and the United Kingdom. Robert is a native of Richmond, Virginia is married and has two daughters and a son.

All successful organizations must start with a clear sense of purpose, and must stay in touch with the core values that keep their people motivated.

The core purpose of SB&A and Brooks Adams Research is to help our clients and employees realize their highest vision of the future.

Each and every employee at SB&A and BAR considers the following core values to be important. They are an integral part of the agency's culture:

Passion

Balance

Curiosity

Community

Integrity

Magic