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# QUICK PITCH

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RRH Holdings LLC is a real estate holding company that uses investments to buy existing residential houses to remodel and convert them into beautiful residential assisted living homes. These homes are then leased at a high rate to Jaxpointe, a related company operating assisted living care for seniors with dementia needs, such as Alzheimer's. Alzheimer's is a subcategory of dementia, representing 80% of dementia cases.

Jaxpointe has plans for 9 additional homes in the next 24 months and RRH Holdings has the exclusive rights to provide them. The funds being raised will be leveraged with bank financing. The investors will be in 2nd position on the property, paid 8% interest annually (can be reinvested) and given an addition kicker based on appraised value. The kicker is positively impacted by the success of the Jaxpointe model.

Our unique business model and partnership ensures that investors are protected from the liabilities of the Jaxpointe operation, and yet will also benefit from the successes of Jaxpointe!

# TARGET MARKET FOR DEMENTIA CARE

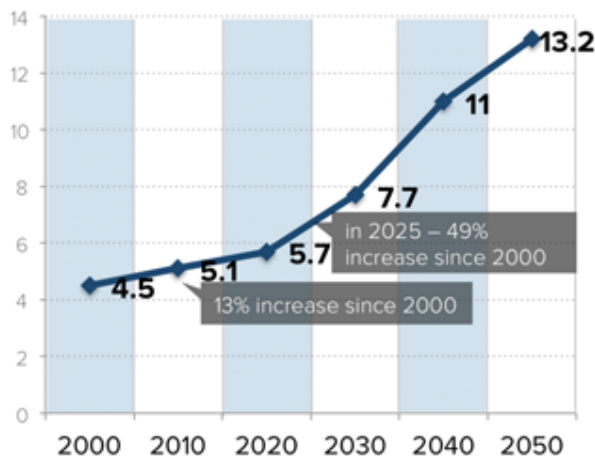
There is a huge demand for affordable, proper care for the dementia population of the Denver area that is not being met.

## Staggering Increase of Memory Care Residents

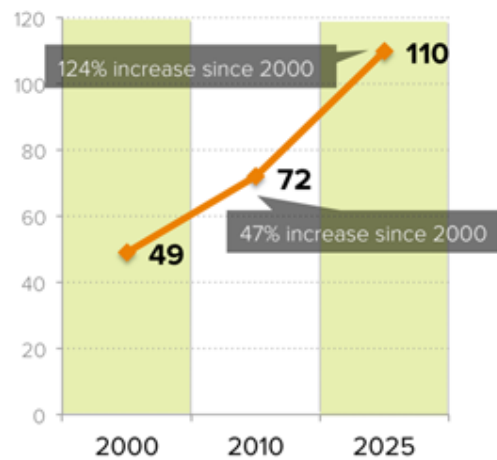
Projected Numbers of People Age 65 + in the U.S. Population with Alzheimer's Disease  
Using the U.S. Census Bureau Estimates of Population Growth\*



**Overall U.S. Population**  
in millions



**Colorado Resident**  
in 000's



Due to the current population of people with memory loss, if every bed available (estimation is 375-400 secure beds in our capture area) was filled with an Alzheimer's or dementia patient, there would still be a large percentage of the northwest side of Metro Denver market underserved.

\* Numbers indicate middle estimates per decade. Colored area indicates low and high estimates per decade. Data from the 2012 Alzheimer's Disease Facts and Figures. Chart Created from data from Hebert et al. Hebert LE, Scherr PA, Bienias JL, Bennett DA, Evans DA.

The Jaxpointe Assisted Living operation can draw their residents from many different settings, including transitions from hospitals, nursing homes, assisted livings, and home settings. The demand for care for people suffering from memory loss is growing at a staggering rate. It is a national crisis that is reaching epidemic proportions.

This population of people is growing so fast that, in the majority of cases, the care models have not been designed to provide the proper care. All other care models require a great deal of capital to implement. Most investors have directed their money toward the institutional large scale properties even though they have proven to be less than effective. Sadly, these larger, institutional facilities are providing overly expensive care that fails to meet the patients' needs.

This large market is expected to grow rapidly. The growth of the Alzheimer's population in the U.S. can be attributed in large part to the aging of the Baby Boomers, and the average life expectancy continues to increase. Colorado has the fastest growth rate in the continental U.S. - projected to grow from 49,000 people in 2000 to 110,000 in 2025. Alzheimer's is a subcategory of dementia, representing 80% of dementia cases, so the numbers will even exceed these figures. The vast majority of those people are in the Denver metro area.

Our unique model presents a highly attractive investment opportunity as well as an opportunity to provide dementia patients the care they need to live happily.

## PROBLEM + JAXPOINTE SOLUTION



Jaxpointe creates an environment that allows residents to relax in a more comfortable, familiar setting so they can live with less stress -- allowing them to be themselves as much as possible. Between the extremely attractive home and the amazing care, the Jaxpointe model, when complete with ten homes and a wellness center, will establish a best practice model that will be difficult to match anywhere in the country.

Presented are the 4 major problems facing memory care patients and the Jaxpointe solution:

- Problem: Growing Market Need.
- Jaxpointe Solution: The plan is to locate 10 houses with 8 residents/house =80 residents in residential homes in close proximity in the Denver metro area (where the majority of Colorado's population lives). This is scalable and can be duplicated in other markets.
- Problem: Price.
- Jaxpointe Solution: The Jaxpointe health care model is much more cost effective and successful for the target population (people with memory loss) than other assisted living or nursing home facilities.
- Problem: Lack of Proper Care.
- Jaxpointe Solution: Jaxpointe provides exceptional patient care and a wonderful environment. The residents do better in a smaller home setting because of less confusion and appropriate stimulation.
- Problem: Fewer In-Home Caregivers + Increased Care Needs for Memory Care Patients.
- Jaxpointe Solution: Jaxpointe provides an active lifestyle which combines many activities and outings.

## TRACTION & ACCOMPLISHMENTS

The following is a list of what RRH Holding LLC and Jaxpointe have accomplished thus far:

- ✓ Reputation of providing excellent patient care
- ✓ Exceeded expectations on patient's results
- ✓ Created a unique home-like setting for residents
- ✓ Care model and operational system refined and improving
- ✓ Leadership and Care Team in place
- ✓ Full occupancy has been maintained and have waiting list
- ✓ Financially sound and cost-effective business model
- ✓ Solid 3.5 year track record

# LEARN MORE ABOUT JAXPOINTE

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## Our Team

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### **Russ - Founder + Managing Director**

Russ has extensive management experience (holding the role of president for over 15 years) and business development experience helping to start 3 companies.

Russ Udelhofen is the Licensed administrator and has managed Jaxpointe since its opening in December, 2009. Prior to starting Jaxpointe, he spent 5 years as a marketing liaison for home health, hospice and a critical care hospital where he called on assisted living, nursing homes, hospitals, hospice centers and was trained in patient assessments. Russ has a master's degree in Finance. He is responsible for overall company direction. Russ loves people and is passionate about this opportunity to start a model of care that can really help improve lives.

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### **Charlie - Founder + Director**

He has more than 11 years of experience in Health Care and has served as the executive director of a major home care company for 5+ years as well as the marketing director for a national home care services company for seniors.

His leadership, industry expertise, excellent communication skills, passion and focus on seniors and tremendous number of contacts will all be utilized in making this project a success. He is a great director and is mainly responsible for helping Jaxpointe to develop strategy to market their services.

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### **John - Founder + Finance and Strategy Advisor**

He is a proven leader and visionary with 20 years of entrepreneurial start-up experience.

He has been instrumental in founding multiple organizations in manufacturing and service industries and spent 12 years building a foundation as a public accountant, internal auditor and corporate controller and CFO for multiple public and private companies. He has an MBA in marketing, a BA in computer science and a BBA in accounting. He helps to ensure a proper financial strategy exists and is being followed.

## Zach - Construction Director

He has run his own design and construction company for the past 10 years and is responsible for all construction and maintenance of the houses.

He is a green conscious builder with a type B commercial/residential license. He was chosen for the team because of his attention to detail, ability to work on multiple projects, strong contacts with the best tradesman available, ability to meet budget commitments, meet deadlines and produce excellent work.

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