



A VIBRANT SENIOR LIVING COMMUNITY

## CEO Opportunity Presentation



An Executive recruiting firm dedicated exclusively to the SENIOR LIVING industry for two decades.

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## Opportunity Summary

### Lead a Vibrant Senior Living Community in Picturesque Marin County

Villa Marin, a premier CCRC nestled in San Rafael, California, seeks a visionary leader to join their team as Chief Executive Officer. Imagine leading a premier community where seniors thrive in a breathtaking Bay Area setting.

### What Makes this CCRC Unique

- **Unparalleled Location:** Nestled amidst the beauty of Marin County, Villa Marin offers residents easy access to the San Francisco Bay area while enjoying the serenity of a natural environment.
- **Resident-Owned and Managed:** A cornerstone of the community, resident ownership fosters a collaborative spirit and ensures resident needs are prioritized.
- **Upscale Living Options:** Choose from 224 luxurious one, two, and three-bedroom condominiums, ranging from 660 to 3075 square feet across seven distinct floor plans.
- **Comprehensive Care:** Experience peace of mind with a dedicated Health Care Center staffed by registered nurses and certified nursing assistants 24/7, along with on-call physicians.
- **Skilled nursing:** Villa Marin provides compassionate Skilled Nursing care for the resident needing assisted living and a higher level of medical care. These services are available for Short-Term Recovery, Long-Term Care, or permanent residence at the Medical and Health Center. The Villa Marin Medical and Health Center is Medicare-certified.

### A Legacy of Excellence Continues

Established in 1985, Villa Marin boasts meticulously maintained facilities and pristine grounds, reflecting their commitment to providing a beautiful and comfortable living environment.

### Become a Leader Who Makes a Difference

This is more than just a job; it's an opportunity to shape the future of a thriving community and enrich the lives of our residents.

## The Role of the CEO

### Board Collaboration

- With the President of the Board, develop meeting agendas so that the Board can effectively fulfill all its responsibilities.
- Keeps the Board fully informed, reporting all important operational issues.
- Works closely with the Board to facilitate the smooth operation of the committee structure and provides timely responses to the residents' and committees' inquiries and suggestions.
- Works closely with the Board of Directors, staff, committees, and residents to ensure that VMHOA has a strategic plan for the years to come.

## Strategic Planning

- Lead the development of Villa Marin's strategic goals with the Board and staff.
- Make sure the short-term and long-term strategies are measurable and achievable.
- Communicate final strategic planning documents to VMHOA to establish clear communication and expectations.
- Maintain a strong awareness of the competitive market landscape and industry developments.

## Budget Development and Oversight

- Responsible for the overall financial performance of VMHOA, including preparation and implementation of operating and capital expenditure budgets.
- Responsible for operational budget oversight for operational departments.
- Responsible for the development of business plans as needed for the CCRC.
- Responsible for the consistent achievement of Villa Marin's mission and financial objectives.

## Leadership

- Responsible for the development of an effective management team; directly supervises: Chief Financial Officer, Health Services Administrator, Director of Facilities and Engineering, Director of Housekeeping and Environmental Services, Director of Resident Services, General Manager of Food Operations, Director of Social Services, Director of Excursions and Entertainment, Director of Transportation and the Real Estate Sales office.
- Support managers throughout the organization to help them do their work more efficiently and at a high level of quality.
- Ensure that Villa Marin's philosophy and mission statements are pertinent and practiced throughout the organization.
- Ensure the development and implementation of personnel training, plans, and programs that will provide the human resources necessary to achieve Villa Marin's mission.
- Maintain a culture that attracts, keeps, and motivates top-quality people – both professionals and managers.
- Provide leadership by example, demonstrating credibility, discipline, follow-through, accountability, and strong team orientation.
- Ensure accountability, communication, and good working relationships among the staff and residents.
- Evaluate the work of other leaders and managers within the staff.

## Organizational Design and Systems

- Responsible for the oversight of building operations across departments.
- Develop and maintain an appropriate organizational design so the components of the organization function together efficiently and effectively.
- Ensure decisions are made in line with expectations so that results drive strategy.
- Develop a system for ensuring that people are appointed to appropriate positions in the organization based on capability, knowledge, skills, and values.

- Ensure a framework is in place for accountability and that authority is established to ensure work that needs to cross departments can be done efficiently.

### Regulatory Compliance and Risk Management

- Ensure compliance with programs and facilities by regulatory agencies (city, state, and federal).
- Closely monitor Villa Marin's contract compliance with city, county, state, and federal rules and regulations to be certain that all operating standards are met; ensure the continued existence of a license to operate a skilled nursing facility; maintain appropriate insurance coverage.
- Assess risks to the company and ensure they are monitored and minimized.
- Administers all major policies.

### Communication and Public Relations

- Establishes and maintains an effective system of communication with the Board, staff, and owners, including off-site heirs.
- Serves as the chief spokesman for the association and thereby ensures that Villa Marin is properly presented to its various publics.
- Responsible for communicating on behalf of Villa Marin with any stakeholders, government entities, and the public.

## About the Community

Villa Marin condos range from studio to 3-bedroom layouts, with living spaces offering 660 to 2,254 square feet. With on-site medical facilities, it's easy to see why Villa Marin has become a top choice for senior homebuyers in Marin County. The residents own Villa Marin, and the CEO reports to their HOA Board.

### Independent Lifestyle with Unparalleled Support at Villa Marin

Imagine a vibrant community where you can enjoy spacious living, exciting activities, and peace of mind with on-site medical facilities. At Villa Marin, a top choice for senior homebuyers in Marin County, we offer the perfect blend of independence and support.

### Residents own their homes and their future

- Luxurious Condominiums: The property offers studio, one, two, or three-bedroom layouts, ranging from 660 to 2,254 square feet, offering the comfort and personalization of homeownership.
- Resident-Owned Community: Villa Marin is governed by its residents, ensuring their needs and aspirations are always at the forefront.

### Live Life to the Fullest

- Unwind and Reconnect: Residents enjoy an indoor pool, library, auditorium, gift shop, and paddle tennis courts.
- Explore and Engage: They participate in enriching activities programs, with regular outings to local shows, operas, museums, and events.

- Dine in Style: Residents enjoy delicious, healthy meals prepared by award-winning chefs in the beautiful dining room.

### A Continuum of Care, Just Steps Away

- Peace of Mind: On-site medical care ensures residents receive the support they need.
- 24/7 Security and Support: Residents relax knowing they have 24-hour security, an emergency pull-cord system for medical assistance, and a gated, secure underground garage with assigned parking.

### Convenience at Your Doorstep

- Effortless Living: Residents enjoy weekly housekeeping and linen services, building maintenance, water, garbage/recycling, fire, and liability insurance included.
- Stay Connected: Those without computers can connect with loved ones in the centrally located computer room/business office.
- Transportation Made Easy: Resident can use the community's transportation services to Marin County shopping destinations and medical appointments.

## Qualifications

The successful candidate will have a proven track record of strong leadership and operational success in senior living. The new CEO will be an accomplished, engaging, senior living executive with high integrity, strategic vision, strong interpersonal relations skills, and outstanding leadership ability.

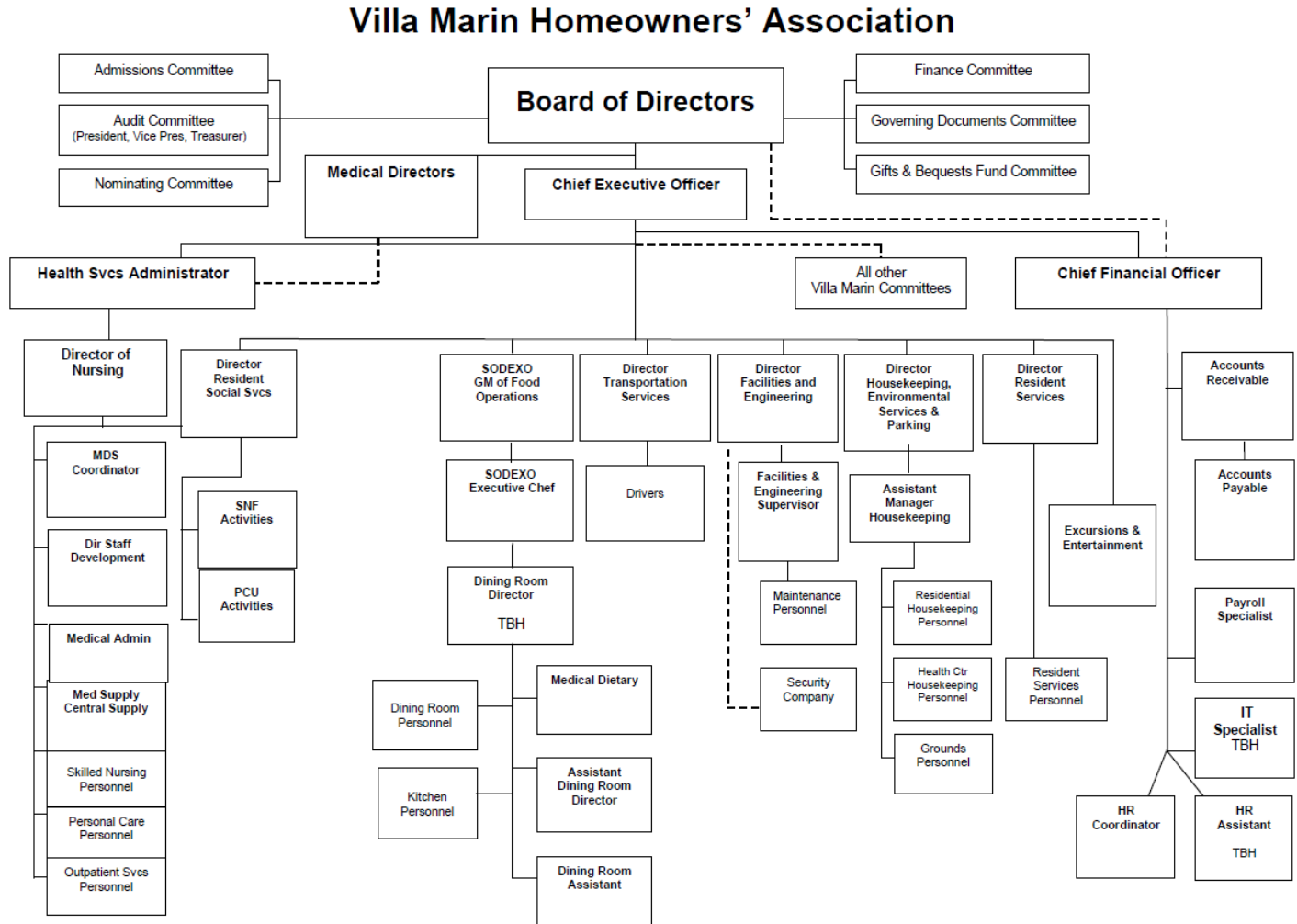
### Essential Qualifications

- **Senior Living Expertise:** At least 5 years of experience in operations management and assisted living administration within CCRCs or similar senior living environments.
- **Strategic Visionary:** Possess the foresight and ability to lead Villa Marin towards a thriving future, fostering continuous improvement and innovation.
- **Financial Acumen:** Demonstrated success in meeting financial goals specific to senior living communities, with a strong understanding of healthcare operations and regulations.
- **Collaborative Leader:** Build strong relationships with residents, staff, and the Board of Directors, fostering a culture of respect for older adults and a commitment to resident well-being.
- **Exceptional Leadership:** Inspire and motivate a team, establishing high-performance standards and holding everyone accountable for achieving key objectives.
- **Communication Excellence:** A skilled communicator, coach, and mentor, able to build positive working relationships with staff and residents.
- **Tech-savvy:** Proficient in using Microsoft Office and other software tools relevant to CCRC operations.
- **Legal:** Familiarity with state and federal healthcare and labor laws.

### Preferred Qualifications

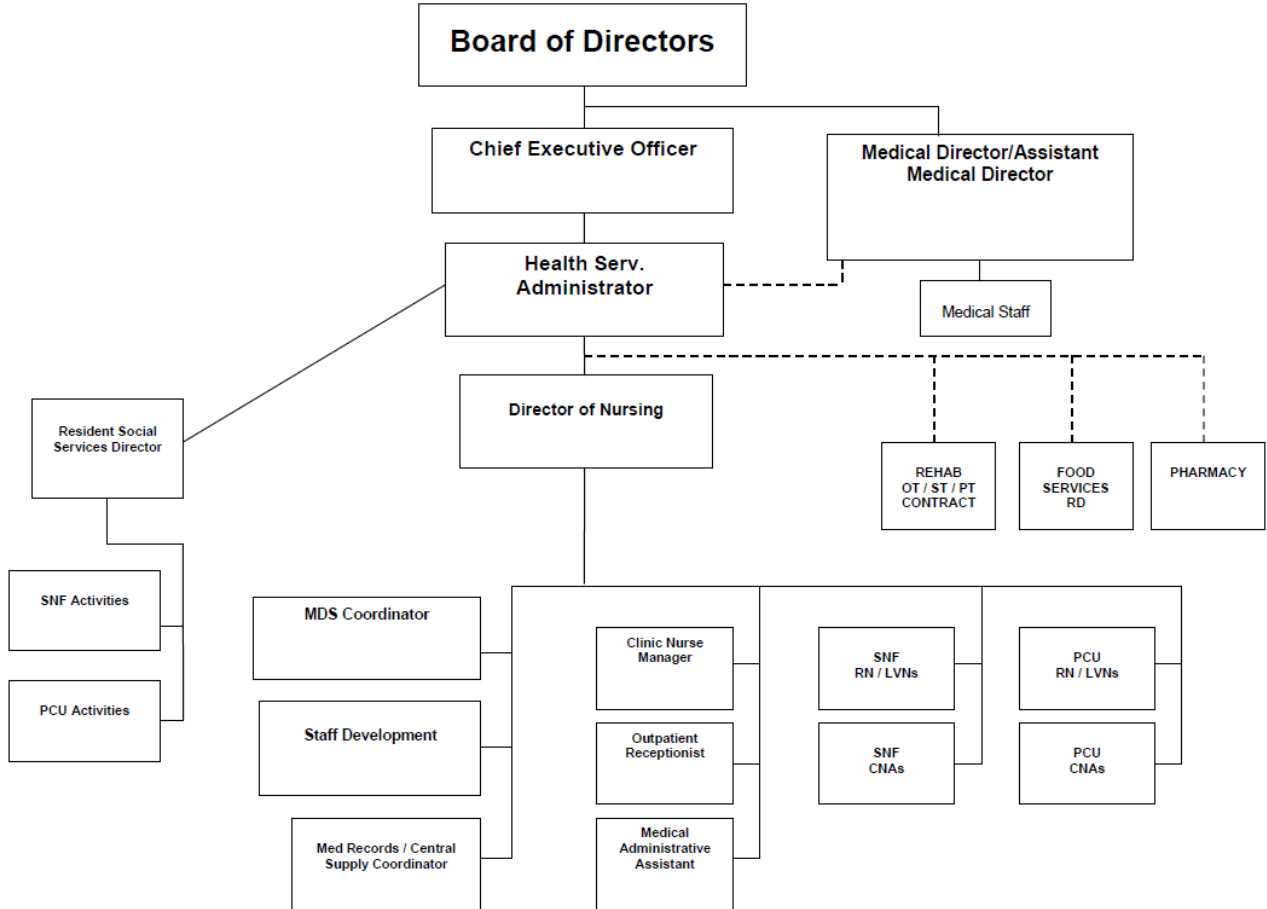
- Degree in a business-related field.
- Licensure in Long-Term Care or Assisted Living.

# HOA Organizational Chart



# Health Center Organizational Chart

## Villa Marin Homeowners' Association Health Center





## About Marin County

### *Marin County is Paradise!*

1. *Proximity to a world-class destination:* San Francisco. A beautiful city with superb museums, entertainment, and restaurants. From Central Marin, the drive takes about 20 minutes. You can also take a spectacular ferry boat ride from Larkspur, Tiburon, or Sausalito. You find it easy to visit SF many times a week! The Golden Gate bridge is 15 minutes from Villa Marin, CA.

2. *Minutes to the Wine Country.* From Central Marin, a leisurely drive of 35 minutes takes you to the Sonoma Town Square. For another 30 minutes or so, you will be in Healdsburg and the Alexander Valley or Yountville, Saint Helena, Napa, and Calistoga. If you tire of visiting the hundreds of excellent small wineries, you can relax in the natural hot springs of The Sonoma Mission Inn or the many spa resorts in Calistoga. It is always beautiful in the Sonoma and Napa Valleys, winter through autumn.

3. *The Wild Beauty of West Marin and Point Reyes National Seashore.* From Fairfax to the ocean and the Sonoma coast, you can discover Marin's rural beauty as it has always been. Once you cross Mount Tamalpais, the land rolls toward Tomales Bay and the Pacific Ocean, capturing oak and redwood forests, dramatic grassy hills, pasturelands, and magnificent coastline. We hope you'll find this treasure soon.

We didn't forget the GGNRA (Golden Gate National Recreation Area), the breathtaking views of San Francisco and the Golden Gate Bridge across the Bay, the charm of Sausalito or San Anselmo, or the Alpine lakes and waterfalls. There is more! We invite you to discover these.

4. *Clean Air.* The Bay Area is highly populated, but the air in Marin is the best because of its coastal location and geographic features. Winds and summertime fog coming from the ocean wash the air clean. Because of the protection by Mount Tamalpais, most of Marin is free from the direct effects of fog.

5. *Great Weather.* Here in Marin, we only have three seasons—good, better, and the best! It is mild here year-round, so you can enjoy the great outdoors any time in comfort. In general, we have beautiful weather from April through October. In October, November, and December, we may have light rains and lower temperatures. Even on the coldest days, the afternoons can be sunny and warm. The heaviest rains are usually in January and February. But while we have our "winter," narcissus are blooming, and by mid-February, springtime is in full bloom. During the summer in some parts of Marin, the fog rolls in from the ocean—usually morning and late afternoon.



The Golden Gate Bridge from the Marin Headlands



Sonoma Wine Country



Point Reyes Seashore, Marin County, CA



China Beach

6. *Outstanding Schools.* See more about Marin's fine public and private schools at [Livinginmarin.com](http://Livinginmarin.com).

7. *Excellent Water.* Most of our water is from rain captured in protected lakes on Mt. Tamalpais. The rest comes a short distance from the Russian River in Southern Sonoma County. The water is fresh, light, and free of contaminants. It is close to the taste of spring water from the mountains.

8. *Art and Music.* Since the 1950s and '60s, Marin has been the home and haunt of many fine artists and musicians. An art colony is centered in the Marinship-houseboat area of Sausalito, the villages of West Marin, and, more recently, in the Hamilton center of Novato. Fine music venues are proliferating in Mill Valley (the Sweetwater Music Hall, 142 Throckmorton Theater), Fairfax (The Sleeping Lady Cafe), and San Rafael (Terrapin Crossroads, George's Nightclub). The Marin Center and the Marin Civic Auditorium, designed by Frank Lloyd Wright, presents music and dance groups from around the world.



Water Fall Hike on Marin's Mt. Tamalpais



The Marin Center by Designed Frank Lloyd Wright

## Process for Consideration

For inquiries, nominations, and resumes, please contact Frank Duncan at [Frank.Duncan@LMHurley.com](mailto:Frank.Duncan@LMHurley.com).

### **Villa Marin is an Equal Opportunity Employer.**

They celebrate diversity and are committed to fostering an inclusive environment for all employees.

### **Information Disclaimer:**

The details presented are for informational purposes only and compiled from various reliable sources, including Villa Marin documents and interviews. While accuracy is our priority, the original documents and factual situations take precedence. Information about Marin County is courtesy of [livinginmarin.com](http://livinginmarin.com).

### **About LM Hurley & Associates:**

LM Hurley & Associates is an award-winning executive search firm that has worked exclusively in senior living for over twenty years and is your trusted partner in CCRC leadership recruitment. We conduct customized searches for all leadership levels, ensuring you find the perfect fit for your organization.

Visit us online at [www.lmhurley.com](http://www.lmhurley.com) to learn more about how we elevate senior living leadership searches.