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CLEARY GULL ANNOUNCES 8th ANNUAL SENIOR LIVING SURVEY

Participants will receive report on their organizations' financial practices

Milwaukee, Wisconsin, April 25, 2016 –Cleary Gull Advisors today announced that the firm's 8th Annual Senior Living Survey is available and encouraged executives at senior living organizations to participate. All participants will receive reports comparing their organizations' financial practices to those of others who participated in the study.

Cleary Gull's Senior Living Study compiles asset allocation, investment policies, governance practices and financial ratios from not-for-profit senior living organizations representing a range of rating categories and portfolio sizes. The results help organizations benchmark their organizations, evaluate their overall investment program, identify trends, and communicate with boards and investment committees as they perform their fiduciary and due diligence evaluations.

The survey seeks participation from CEOs, CFOs, and Executive Directors at senior living organizations. To access the survey, go to [**2016 Senior Living Survey**](#).

“By participating in our survey you will receive the results of our study in a format customized for you to share with your organization, leadership team and board, that offers perspective on strategic and business planning and how health care organizations are making policy decisions,” said Steven J. Backus, Vice President - Client Advisor and the study's author.

“We encourage leaders at senior living organizations to take part – the study's impact grows as engagement increases,” Backus said. “Access to timely and relevant information can only help as the industry evolves.”

For questions about the [**2016 Senior Living Survey**](#), contact Steven Backus at 414.270.2273 or sbackus@clearygull.com

For a copy of the full 2015 Senior Living Study results, or to review an Executive Summary of the 2015 survey, [Click here](#).

About Cleary Gull

Cleary Gull (www.clearygull.com) is an employee-owned firm providing financial advice through two operating divisions: Investment Advisory Services and Investment Banking Services. Cleary Gull provides investment advice with respect to over \$2.1 billion of client assets for high net worth individuals and families, pilots, and not-for-profit hospitals and senior living communities across the nation. Cleary Gull's investment bankers specialize in providing advice



on exclusive sales, mergers and acquisitions, and private debt and equity capital placement, typically for transactions from \$10 million to \$200 million.

Cleary Gull Specialized Focus: Not-For-Profits & Senior Living

Our team brings extensive knowledge and experience of the not-for-profit healthcare and senior living industries, which allows us to design more relevant, customized investment portfolios. We understand what being a not-for-profit healthcare organization means and the uncertainties due to the changing health care landscape, the components that drive revenues and impact expenses in this industry, and factors that rating agencies and lenders use to evaluate the strength and viability of these types of organizations.

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