



FRONTIER  
SENIOR LIVING

# 2025 | CELEBRATING ACHIEVEMENTS & MILESTONES

## Company-Wide Achievements: 2025 YTD

Revenue increased \$6.37mm year over year across 26-location portfolio.

262 Training Sessions delivered to date, ensuring team members are confident on operations, dining, lifestyle programming, surveys, sales & marketing, and more.

### Board Leadership:

- Greg Roderick: Texas Assisted Living Association, Florida Senior Living Association, American Senior Housing Association
- Wendy Souders: Assisted Living Federation of America (ALFA)

### Industry Engagement:

- 7 industry features in Senior Housing News, TALA, FSLA, Bridge the Gap podcast, and more.
- Wendy Souders: Guest Speaker, Women in Leadership – Argentum

Acquired Summer Wood Memory Care in Moses Lake, WA at 76% occupancy and brought the building to 100% by implementing Frontier fundamentals.

Managed the opening of The Preserve at Spring Creek in Garland, TX and quickly filled the 130 constructed units with effective Frontier sales and marketing standards.

Achieved deficiency-free surveys at eight communities, proving operational excellence.

Welcomed The Inn at Los Patios in San Antonio, TX with more new communities in the pipeline in Texas, Ohio, and Illinois.

Implemented an 8–10% rate increase, driving \$1.4M in monthly labor savings with a new staffing tool.

Launched a new dining service program, achieving .35 below budgeted PRD company-wide.

Successfully transitioned to ALIS software for CRM management and clinical documentation, and Waxman & Associates for improved accounting.



## Quarter 3, 2025 Highlights

27 Frontier communities earned U.S. News & World Report's Best of Senior Living recognition.

Four Frontier team members were named Future Leaders by Senior Housing News – more than any other company.

CEO Greg Roderick honored as a Top Senior Living Executive by Senior Housing News.

Five communities achieved Deficiency-Free Surveys.

Generated 5,369 website leads company-wide in Q3.



## Quarter 2, 2025 Highlights

Frontier celebrated 25 years of serving seniors with excellence and compassion.

CEO Greg Roderick participated in Texas Assisted Living Association Advocacy Day at the State Capitol in Austin.



## Quarter 1, 2025 Highlights

Grand Openings at The Preserve at Spring Creek and The Landing at Augusta Woods. Partnership with Nobi Smart Lamps to reduce fall intervention times.

Raised \$100,000+ for the Alzheimer's Association, with nearly every community participating.

## Award-winning Montessori-inspired Programming

In 2025, eighteen Frontier communities were awarded gold, silver, or bronze credentials from the Center for Applied Research in Dementia for their outstanding Montessori-inspired programming. This means that they are top-of-class when it comes to community, inclusion, and purpose.

Bronze Winners: 7 communities

Silver Winners: 9 communities

Gold Winners: 2 communities



## Celebrating Community & Culture

The Landing at Augusta Woods & Oak Hills Terrace celebrated Old People Are Cool Day. A Frontier star employee convinced Houston Mayor Sylvester Turner to make Old People Are Cool Day an official city holiday on March 9th!

Expanded the Frontier Advantage Network, partnering with Curana Health and NONA Scientific.

