



TARGETED BUSINESSES for THE GREENS OF TROY: (Intended to accompany MLS Listing # 17078693)

This list of possibilities intends to "jog" for candidates likely to be attracted to "The Greens of Troy". It's the result of brainstorming the issue with our Troy friends, and interviewing many community and business leaders.

We feel we're developing nicely into a "services" community...especially "human services". We've even heard us described as a "Service Center"....and that patrons like the idea of having personal services centralized. We're happening along SrA Bradley Smith Drive, intended by Troy to become the major north-south connector in Troy, with each end relating to an interstate exchange. As such, it not only joins the north and south parts of Troy, but easily gathers patrons from other communities, from all directions, on 3 Interstates (55, 70 and 270), Highways 40 and 162.

Many users of services are destination centered....they target the business they want to visit, gleaned from the yellow pages and internet or from a referral. They get off the busy main street of businesses, therefore, and go into the "center", where they can find that destination with slower traffic and so, more time and safety to look for signs and numbers until they find their target. Meanwhile, they do observe other businesses, so become generally familiar, and so find it easier to return, or to give directions.

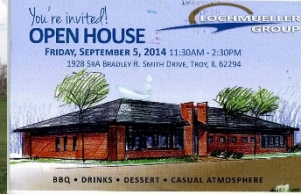
We already have:



Morningside



Aspen Creek



Lochmueller Assoc.



A Place2Grow



Walgreens (adjacent)

Other promising categories:

A major health care provider has an option on lot # 11 and welcomes tenants, (call us).

Especially welcome; GPs, Podiatrist, Gynecologist, Orthodontist, OBGyn, Dental, etc.

- A fitness/physical therapy/rehab center
- Professional Offices of all kinds –
- A Professional Office catering to small businesses, and those who work from home.
- Employment or Placement Offices
- Business Services - Accounting, Law, Insurance, Financial Planning
- Home Offices for other services:
 - Home Health Care - Hospice -
- Central Offices for Associations:
 - Area wide offices for realtors, teachers, all kinds of associations.

Education - a satellite learning center for colleges, junior colleges.

Food Service...

A good destination-centered restaurant - with a banquet center (overlooking the lake).

And/or a quicker serve restaurant as on our lots 10 or 12, 13, or 14.

A Laundry-Dry Cleaner is among local wishes, "near Walgreen".

A major opportunity apparently exists, in a virtual continuum of senior living facilities, adjacent or near Morningside and Aspen Creek. Currently traditional "assisted living" and "memory care" facilities, all sorts of more specialized offerings are appearing within that spectrum. Because of this "good start" and the inherent locational advantages, this appears to be a major opportunity for expanding services, perhaps even for relatively healthy seniors.