

William Hurley Associates LLC

Investor / Advisor One-Pager | Re-imagining the Senior Experience

The Opportunity

William Hurley Associates LLC is developing a Memphis-based senior community concept focused on re-imagining the senior experience for adults 62.5+ who can live independently or with light non-medical support, but who need more connection, wellness, creativity, mobility, dignity, and community than standard senior apartments often provide. The project is in early feasibility and capital-strategy development, before any formal capital raise.

Project Snapshot

| Category | Current Position |
|------------------|--|
| Market | Memphis, Tennessee |
| Resident | Adults 62.5+ |
| Phase 1 | Approx. 24-30 cottage-style studio and one-bedroom units plus a central community building |
| Phase 2 | Potential apartment-style expansion |
| Long-Term Target | Approx. 40-55 total units, subject to site feasibility |
| Model | Rental-only |
| Stage | Early feasibility and capital strategy |

What Makes This Different

This is not a nursing home, assisted living facility, skilled nursing facility, memory care facility, luxury-only project, or just apartments. The concept combines attainable senior rental housing with a community hub, wellness-centered programming, creative spaces, mobility-oriented activity, intergenerational partnerships, gardens, walking paths, and transportation coordination.

Founder Edge

Shirley Brown, Founder & CEO, brings more than 30 years of healthcare experience, including geriatric psychiatric and long-term care experience. She is an RN, psychiatric nurse practitioner, and Ed.D. in leadership. Shirley has firsthand insight into the gap this project addresses: seniors who can still live independently but lack an affordable, enriching, wellness-centered place to thrive.

Shirley’s husband, Steven B., brings more than 30 years of construction experience and is expected to serve as Construction Lead and General Contractor. His full professional credentials and contracting details will be verified before formal investor materials are finalized.

Current Ask

William Hurley Associates LLC is seeking early investor and advisor conversations to pressure-test Phase 1 feasibility, 2-acre site capacity, capital stack, rent/income assumptions, investor fit, grant/public-funding fit, mixed-income structure, and development timeline before a formal capital raise.

Important Notice

This material is for informational and discussion purposes only. It does not constitute an offer to sell securities, a solicitation of investment, legal advice, financial advice, medical advice, or a commitment to develop any specific site. Project details, site assumptions, unit counts, rents, funding structure, and timelines are preliminary and subject to diligence, feasibility review, legal review, financing, and approvals.