

LCS Pinnacle Club

A Whole House Sales and Occupancy Recognition Program

Objective

To recognize and honor sales team members who embody the SalesFIRST culture, demonstrate exceptional performance and achieve outstanding results. This program aims to celebrate top performers who consistently exceed sales targets, while promoting a culture of excellence.

Reward

An all-expenses paid trip to a highly desirable destination for the winner and their guest. The reward trip includes four days and three nights at an all-inclusive luxury resort. The trip also features a formal award dinner to celebrate the achievements of the top performers, along with a few hours of educational programming designed to further enhance skills and leadership. The remaining time will be dedicated leisure time.

Timing

The eligibility period will run from January 1 through December 31, 2026. The reward trip will take place in 2027.

Entrance Fee Communities

Eligibility Criteria

Top 10% of performers across LCS entrance fee communities in two categories:

Individual Closings/Move-Ins Performance and **High Occupancy**.

Communities are grouped into tiers based on unit count.

Independent Living	Assisted Living / Memory Care	Health Center
Less Than 225 Units	Less Than 60 Units	Less Than 80 Units
225 - 349 Units	60+ Units	80+ Units
350+ Units		

Category 1	Category 2
Closings/Move In Performance	High Occupancy Performance
<p>Independent Living</p> <ul style="list-style-type: none"> Salespeople: top 10% of individual salesperson closings Sales directors: top 10% of individual closings among those who have exceeded the communities budget Sales Directors who personally handle all the selling are only eligible for the Salesperson award. Sales Directors who manage direct sales staff are eligible only for the Sales Director Award. Can not win in both categories. <p>Assisted Living</p> <ul style="list-style-type: none"> Top 10% of individual salesperson commissionable (outside) permanent move ins 	<p>Independent Living</p> <ul style="list-style-type: none"> Top 10% average occupancy <p>Assisted Living / Memory Care</p> <ul style="list-style-type: none"> Top 10% average occupancy <p>Health Center</p> <ul style="list-style-type: none"> Top 10% of average daily census
Individual Recognition	Team Recognition

Rental Communities

Eligibility Criteria

Top 10% of performers across LCS rental communities in two categories: Individual Move-Ins Performance and High Occupancy.
Communities are grouped into tiers based on unit count.

Unit Count		
Less Than 150 Units	150 - 214 Units	215+ Units

All care levels combined (whole house)

Category 1	Category 2
Move In Performance	High Occupancy Performance
Top 10% of Individual Salesperson Move Ins	Top 10% Average Occupancy
Individual Recognition	Team Recognition

Regional Qualifications

Individuals who rank in the top 10% of regional marketing and sales directors based on portfolio performance, measured by actual closings/move-ins compared to budget. The regional health care marketing & sales director is based on year-to-date occupancy performance against budget.

Reward Trip Details

The following is included in the reward trip:

- Round trip airfare for winner and guest
 - Must be over 21 years of age
 - Three nights - 1 shared hotel room for winner and guest
 - Awards banquet
 - Educational programming
 - Meals included as part of the all-inclusive package
 - Transportation between the airport and hotel
 - Home airport parking
 - Luggage fees
- The location and date of the trip will be announced early in 2026.
 - There is no cash value exchange or transfer to another team member, if a winner declines to go on the trip.
 - If the trip is in a foreign location, the winner is responsible for securing a passport in a timely manner.
 - If +1 is from the winners community the ED will need to approve.

Additional Qualifications

- Salesforce is the source of truth from the Depositors Record. Data will be pulled on the 5th business day following the close of each month.
- Entrance fee independent living individual performance based on closings.
- Rental community and entrance fee assisted living/memory care individual performance based on move ins.
- Entrance fee assisted living/memory care individual performance based on outside, commissionable move ins. Move ins must be recorded in Salesforce.
- Health centers qualify based on average daily census only.
- High occupancy winners must have a minimum of 95% occupancy to qualify for the occupancy award.
- Occupancy wins out if community wins in multiple categories.
- Team awards includes all direct selling personnel responsible for the recognized care level and the marketing and sales director if they support that care level. Support staff and community leadership are not included.
- The community is responsible for timely and accurate data entry into LCS systems.
- Communities not using LCS systems must provide their data according to a specific schedule to be provided.
- Expansion inventory must be operational for a full year to be included. Expansion move-ins/closings for 2026 will need to use the product type of development in salesforce.
- Community must be under LCS Management for the entire calendar year to qualify.
- Winners must be employed and in good standing during the entire eligibility period and at the time of the award trip.
- New employees - to qualify for the team occupancy award, an employee needs to be employed by 7/1/26. They are eligible for individual leaderboard at any time during the year.
- In the instance of a tie for individual sales person, the highest occupancy for community wins. Occupancy tie-breaker, results will be pulled out to 3 decimal points to determine winner.
- Two people tie from the same community for move-ins, both attend (only if 2 slots are available and no one else attends).
- LCS reserves the right to adjust or modify rules of the award program or cancel the program at any time.