

PROFESSIONALLY SPEAKING...

A MONTHLY ADVERTORIAL COLUMN

IT'S ABOUT LIFESTYLE

A couple called me the other day and said, "Scott, we've seen a lot of places, and there's nowhere quite like Garden Spot Village. We get a special feeling every time we visit—and we want that feeling every day."

If you've ever been to Garden Spot Village, you know what they're talking about. If you haven't, you owe it to yourself to visit and experience it for yourself.

Garden Spot Village is recognized as a "thought leader" in our industry. We consistently put new ideas into practice and deliver an unconventional level of service and quality that sets us apart. For example, you can personalize a spacious new Village Square Apartment with color-coordinated interior design options and exquisite kitchens as an expression of your individual style. (If you like to cook, you'll be glad to know that, unlike most communities, you won't have to pay for a meal plan you don't want.) Take a virtual walk-through of these soon-to-be-built apartments on our website at www.GardenSpotVillage.org. Click the apartment building on the home page; on the next page, click VIRTUAL TOUR on the left-hand menu. And don't miss the spectacular view of the countryside from the sunroom and the master bedroom.

We're also leading the way with The Center for Health in cooperation with Ephrata Community Hospital that brings a wide array of services on campus. It's a public outpatient medical center, where you'll find doctors' offices and a variety of services like MRIs, CAT Scans and a cardiology department. The Center is so successful that it's being expanded to include more doctors' offices and an urgent care center.

In addition, we recently transformed our on-campus skilled nursing residences to eliminate any trace of a hospital-like atmosphere. Now they look and feel like home—right down to the door bell.

"We're very excited about the households because they offer such a unique and uplifting experience," says our CEO, Steve Lindsey. "One problem we hadn't anticipated is that people who check in for rehab don't want to leave!"

More and more people ask me if they can get a house or apartment before they turn 62. When they see the lifestyle, they want to be part of it. Just this morning a woman said, "I wish I didn't have to wait another eight years."

As a marketing director I'm seeing an interesting shift in perception. While many people who age-qualify



Scott Miller,
Director of
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Village

think in terms of "being ready," Baby Boomers think in terms of "I can't wait." They are ready to give up yard work and the burdens that come with home ownership in favor of a carefree yet affordable lifestyle that frees them to do the things they truly love like travel, continue their education, exercise, eat out, and take time for themselves. When they look at Garden Spot Village they see a very appealing lifestyle. And, like the couple I spoke with the other day, they realize that the Garden Spot Village lifestyle is truly unique.



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