

Springhill Today

FALL 2011

Get Acquainted with Springhill!

“Getting to know you, getting to know all about you...”

—Song lyric from *The King and I*

Have you ever considered that the song “Getting to Know You” from *The King and I* perfectly describes the process of selecting a retirement community? At Springhill, we realize that as a prospective resident, you’ll have many questions and will want to get to know this community well—that’s why we offer so many different ways to become acquainted with the campus and with the delightful, friendly people who have made this community their home.

Come Lunch and Learn with Us!

If you are just starting to explore your retirement options, you may want to attend our popular *CCRC Lunch & Learn* event. During a brief presentation, you will learn what the term “continuing care retirement community” really means and get a general overview of Springhill. Attendees are welcomed to ask questions, and community brochures will be available.

You’ll enjoy a delicious complimentary luncheon and have the opportunity to embark on a group tour of our lovely campus and amenities. These events generally welcome a large number of attendees, so a tour of apartments or cottages is not practical. Attendees are invited to come back for a personalized visit to receive a tour based on their needs and interests.

A recent prospective resident sent us an enthusiastic note about her introduction to



Springhill, saying “The food was awesome, and the presentation was very interesting and informative. I was amazed and impressed by everything Springhill offers its residents.”

New resident Mary Ann Buetikofer remembers attending this event two years ago. “My husband and I lived nearby, in a home with huge trees. All the leaves and yard work were starting to be overwhelming, but we wanted to stay near our brothers, sisters and friends, so we decided to look at Springhill,” she explains. “The campus was beautiful, and at the luncheon, we learned that here, we wouldn’t have to worry about maintenance.”

“We attended several Springhill events and learned something new at each one. I was starting

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Get Acquainted with Springhill! (continued from page 1)

to feel guilty about having so many delicious free lunches,” she chuckles.

The Buetikofers had joined the Springhill wait list and decided to put their house on the market, when Larry died suddenly during a trip to Florida. “I decided to go through with our plans—if the home maintenance was too much for two people, it was definitely too much for me to do alone,” says Mary Ann. The house sold quickly and Mary Ann (on right) moved to Springhill in June 2011.

“It was easy to meet people here, everyone is so friendly. I participate in fitness classes and walking,

and I’ve made friends who enjoy the same board and card games. You can have as much or as little companionship as you want. And my children appreciate knowing I’m safe and secure.”



Learn How to Take the Next Step

If you’re like many seniors who have lived in their houses for decades, you may be unsure how to begin the process of downsizing. That’s why our *Next Step Lunch & Learn* programs often focus on the housing market and the process of selling a house. *Next Step* speakers

Greetings from the Executive Director



Here at Springhill, the first half of 2011 has brought us many new residents, and the marketing team plans to continue that trend! In August, we introduced a new savings incentive for our Garden Homes and one-bedroom apartments.

If you have been considering Springhill, but do not consider yourself “ready yet,” please contact the marketing office and ask about the “*Ready NOW*” incentive!

I’m also pleased to announce that our new and improved website was launched at the end of June. The new website (www.SpringhillErie.org) is an excellent place to start learning more about Springhill, with pages about our location, lifestyle,

residential living, health services, news and events and our reputation. The site provides a user-friendly experience and opportunities to “get to know us” by attending an event or scheduling a personal appointment with our marketing team. “Getting to know you” is also the theme of *Springhill Today*. This issue provides information on all the ways you can learn more about what Springhill has to offer.

I’m looking forward to welcoming more new residents in 2011 as people take advantage of the incentive and realize the value of joining the Springhill community now! I hope to see you soon!

include realtors, stagers, financial consultants and other experienced professionals to help you take control of your future.

Sue and Dick Koeck had lived in their house for 47 years when they began considering retirement options. They'd looked in the area but didn't see anything that suited their needs until they arrived at Springhill. "We were immediately impressed, so we scheduled follow-up tours to see different apartment styles. We saw a beautiful 2-bedroom apartment with views of the pond and gazebo. We loved it, and it was available, so we acted immediately," Sue explains.

To put the process on the fast track, the couple attended two *Next Step* events, including one featuring realtor Rita Brown. "We found the program so helpful! Rita gave an overview of the entire process of preparing and putting a house on the market," she says. Following the advice they learned at the *Next Step* events, the Koecks were able to sell their home in just two weeks. The couple moved in March 2011.

Now happily settled at Springhill, Sue says they enjoy a full schedule. "The calendar of events offers so many great choices, and that makes

it easy to meet people," she explains. "We have attended music, entertainment and social events on campus. I went to a lecture and exhibit by a natural life photographer that was wonderful, and we went on a fun outing to play putt-putt golf.

I really enjoy the fitness programs and bingo, too."



Hear from Our Residents Themselves!

Many people find it helpful to hear what their peers have to say about their decision-making process, that's why Springhill regularly

schedules *Resident Panel Discussion Luncheons*. Panelists share their stories about their personal journeys to Springhill and what they love about Springhill now that they live here.

You're Invited!

We welcome you to take advantage of as many of our "get to know us" programs as you wish. As a member of our mailing list, you will automatically be invited to many of our upcoming events. These events do have limited seating so if you wish to attend, please contact us right away once you receive your invitation by calling 814-860-7042 or 800-755-6784.

Call about our **Ready NOW** incentive that may save you thousands of dollars on a **Garden Home** or select apartment!

Take a Tour—
Tailored to
Your Interests!

Personalized tours are perfect for anyone interested in learning more about Springhill – from first-time visitors to people who've been on the mailing list for years. Our marketing team members can provide you with in-depth information on the community and tailor a tour to your interests and preferred residence styles. We will also follow up with you to be sure you received answers to all your questions and to share any updates.

To arrange your personalized tour, please call 814-860-7042 or 800-755-6784.

Friends of Springhill Learned What Seniors Need to Know Today

In November 2010, Springhill welcomed nationally recognized senior living expert, Rick Hunsicker, as the keynote speaker for an event exclusively for friends of Springhill.

In his seminar, *What Seniors Need to Know Today*, Rick discussed the advantages and disadvantages of living in an older, paid-off home, and examined key issues such as lifestyle, security, health, fitness and socialization, as well as the financial perspective. "I invite people to consider making decisions today based on what their needs will be 10 years from now," he said. "People find it eye-opening to explore the idea that there may be benefits to selling their house before they 'need' to move."

After 26 years in senior living management, including stints with Marriott Senior Living Services and Greystone Communities, Rick was forced to retire due to a heart condition. He received a heart transplant, and after a year-long recovery, launched his consulting business and made it his mission to share his insights about senior living with seniors nationwide.

When you join the Springhill mailing list, you will receive invitations to events like this. Many of the events are focused on topics that provide information and assist you in making the best

Are You in Control?

Maintaining control of their own lives is most seniors' mission. Is it yours? Rick Hunsicker asks seniors to consider the following:

- Do you control the value of your house?
- Do you control the cost of maintaining your house?
- Can you control your assets and other investments?
- Can you control where you will get future health care?
- You can control your lifestyle – the choice is yours.

To learn how living at Springhill can help you take control of all these aspects of your life, call our marketing department at 814-860-7042 or 800-755-6784 to make an appointment with one of our team members.

decision for your future. Give us a call at 814-860-7042 or 800-755-6784, or check our website (www.SpringhillErie.org) to stay up-to-date on upcoming events!

"People find it eye-opening to explore the idea that there may be benefits to selling their house before they 'need' to move." –Rick Hunsicker



Patty Leuschen



Kristen Gehrlein

While Director of Marketing Patty Leuschen, (left) Senior Living Counselor Kristen Gehrlein (right) and other members of our marketing team are available to assist you at any time, you will be assigned one person who will serve as your main contact and will coordinate your visits and get to know you as you get to know Springhill.

Successful Sales in Today's Housing Market

In today's housing market, you may have many questions and concerns about selling your current residence. How long will it take? What are buyers looking for? What can you do to assure you get the best possible price? Attending a *Next Step Lunch & Learn* at Springhill is a great way to educate yourself so these concerns won't stand in the way of your retirement dreams.

"Advance preparation is the key to assuring your home sells successfully," says Rita Brown of RE/MAX Real Estate Group, our speaker for the upcoming *Next Step Lunch & Learn* event on Tuesday, September 20. "In a buyer's market, you need to make your home stand out from the competition. For the quickest sale and the best price, you need to get your home in top-notch condition *before* you list it," she emphasizes.



Take Your Next Step!

Sign up to attend our *Next Step Lunch & Learn* event on Tuesday, September 20, at noon. Call 814-860-7042 or 800-755-6784 to reserve your place.

On September 20th, Rita will share her insights into the current market, discuss common myths about selling real estate and offer tips for choosing a good realtor and staging your home. She will also talk about what to expect

after you list your house, including what to expect from your realtor, how to evaluate an offer and how to prepare for an appraisal or home inspection. "As an informed consumer, you'll have a better understanding of the sales process, which can help calm your emotions so the business transaction goes smoothly," she says.

For more information or to reserve your seat at the upcoming *Lunch & Learn* event, call 814-860-7042 or 800-755-6784.

5 Low-Cost Tips for Staging Your House

- 1 De-clutter:** Remove excess furnishings for a spacious look. Clear surfaces of knickknacks, newspapers and seldom-used items. Store toasters and other small kitchen appliances.
- 2 De-personalize:** Pack up family photos and memorabilia so potential buyers can imagine themselves living in your house.
- 3 Clean and bright:** Keep your house in guest-ready condition—spotless, tidy and odor-free inside and out. Consider replacing heavy draperies with sheers to let in more light.
- 4 Paint:** Cover dingy, dated or dark walls with a fresh coat of neutral paint.
- 5 Repair:** Fix that dripping faucet, cracked window pane or squeaky door to show the buyer a well-maintained home.

New resident Sue Bruns enjoys decorating her home at Springhill.



Springhill

Senior Living Community

2323 Edinboro Rd. - Erie, PA 16509

www.SpringhillErie.org

 An Asbury Community

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MARK YOUR CALENDAR!

Garden Home Open House

Follow the Open House signs to tour our beautiful and spacious Garden Homes
Sunday, September 18

“The Next Step” Lunch & Learn

Speakers: Rita Brown, REMAX Real Estate Agent
Jill Mannino, Springhill’s Move-In Coordinator.
Tuesday, September 20

Garden Home Open House

Follow the Open House signs to tour our beautiful and spacious Garden Homes
Sunday, October 16

Resident Panel Discussion

Residents will speak about their personal Springhill experience and answer questions. Lunch will be served.
Tuesday, October 18

Ask us how
our *ReadyNOW*
incentive can save
you money!

*To register and for more information call
814-860-7042 or 1-800-755-6784.*

Reservations are required.

Seating is limited so please call today.

