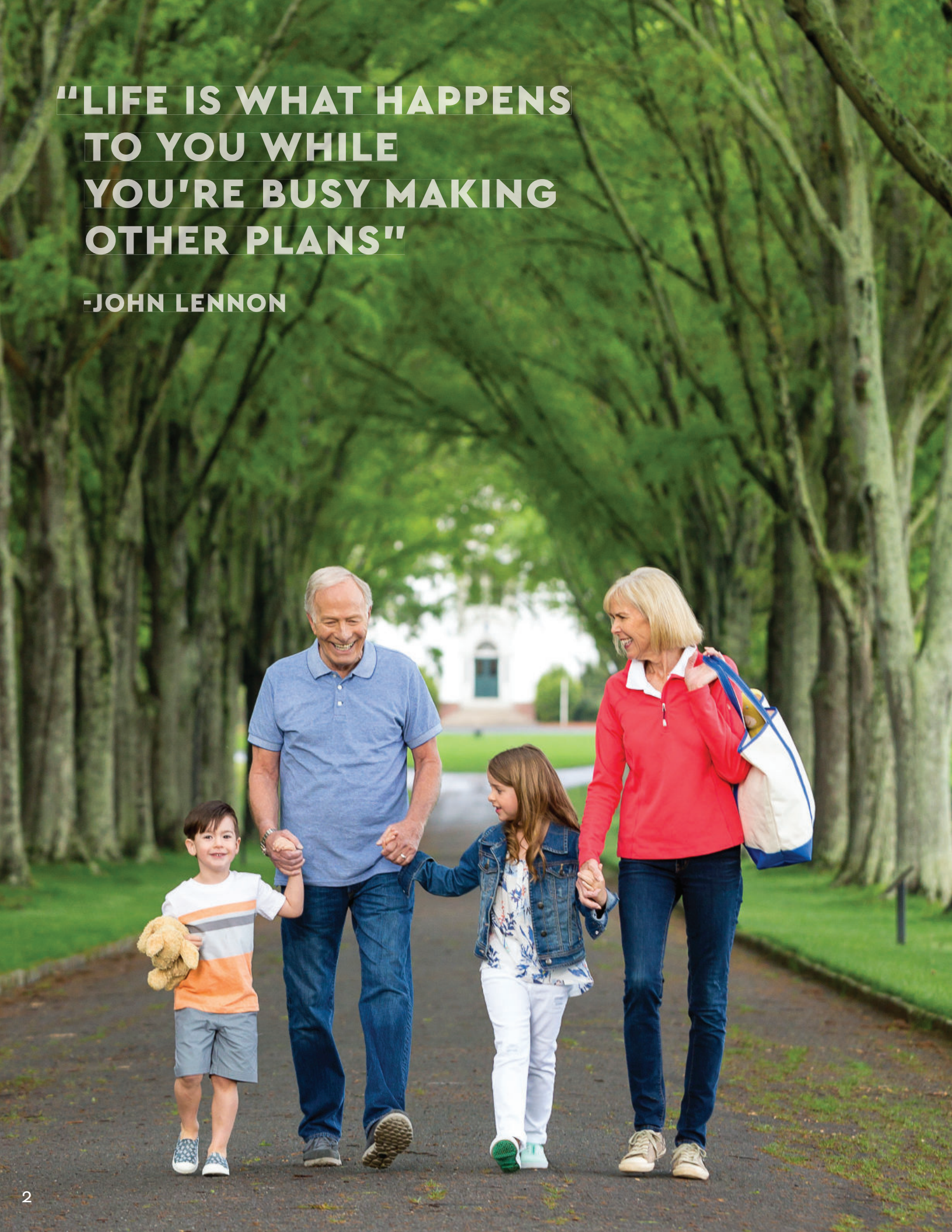
THE SPIRES
AT BERRY COLLEGE

--- Lakeside Senior Living ---

THE HIGH COST OF WAITING.

WHY SOONER IS BETTER WHEN IT COMES TO RETIREMENT PLANNING


"LIFE IS WHAT HAPPENS TO YOU WHILE YOU'RE BUSY MAKING OTHER PLANS"
-JOHN LENNON

THERE'S ALWAYS A GOOD REASON TO PROLONG A DECISION.

"This is where I belong." "The house is paid for." "I value my independence." "I can take care of myself." "Why would I spend money to move when I don't have to?"

When faced with a major life decision such as whether to move from the home where we have made a life, most of us can think of many excellent reasons to delay that decision indefinitely. And why not? The known is always more comfortable than the unknown; and doing nothing invariably feels far easier than doing something.

The trouble is that by forestalling a choice like this, many of us will wait until a time when our choices can become limited or we have no choice at all. When an unforeseen change in our health or our finances will predicate a change in our lifestyle—and suddenly, it's our children or doctors who are deciding our future for us based on what's available and affordable at that time.

AND, BEHIND EVERY GOOD REASON IS A VALID EMOTION.

Of course, when it comes down to it, those excuses we make to ourselves are generally a mask for legitimate fears: fear of change, fear of loss, fear of aging and illness and giving up control. And like many of our fears in life, they become far less scary when seen in the light of the facts.

When examined more closely, many of the assumptions we make about senior living turn out to be incomplete or just plain wrong. For instance, the notion that aging in place at home is a less stressful living option than moving is not always correct. Or that it's necessarily more affordable.

When we factor in the costs and advantages of different options, the picture that emerges is more nuanced than it first appears. And the closer we look, the more questions we are compelled to ask.

IT'S NEVER TOO SOON TO HAVE A PLAN IN PLACE.

For all the uncertainty surrounding life in retirement, there is one universal truth. Whether we choose to stay at home, to relocate to a smaller residence with a lower maintenance lifestyle, to move in with a relative or to make the move into Independent Living at a Continuing Care Retirement Community (CCRC) such as The Spires at Berry College, sooner is often better. Because the sooner we make a choice, the better we can enjoy and appreciate the benefits of the choice we've made. And the longer we live in doubt about the years ahead, the more stressful, anxious and uncertain those years will become.

THE MOST EXPENSIVE THING YOU CAN DO IS NOTHING.

Although no one can predict the future with absolute confidence, it is safe to assume that for most of us, costs will grow higher and options become fewer as we age. That's why putting off a decision today is, more than likely, just making a decision to spend more money and exert less control over your circumstances tomorrow.

THE FINANCIAL COST OF WAITING.

While staying in your home may seem like your least-expensive option, especially if you no longer have a mortgage to pay, the secondary costs of home ownership are numerous. Real estate taxes, homeowner's insurance, repairs and maintenance, landscaping and utility costs can add up substantially. And then there's healthcare. Even with long-term care insurance, many policies will not cover the cost of care past a specified number of weekly hours or past a specified number of years. And the market rates for such services as Skilled Nursing, Assisted Living and Memory Care are affordable only to the wealthiest and are subject to the volatility of the healthcare marketplace.

THE SOCIAL COST OF WAITING.

At a CCRC like The Spires, residents form close and lasting friendships, bonding over common interests and pursuits, from art and culture to sports and civic engagement. Neighbors look in on and care for one another. Being able to take advantage of the active amenities, excursions, volunteering opportunities and fascinating programming the community offers is one of the principal benefits of residency. To fully appreciate those experiences, of course, it is best to arrive at the community while your health and vitality will allow you to pursue and participate to the fullest extent.

THE MEDICAL COST OF WAITING.

Aside from the seemingly inevitable rise in health care costs over time, there are other limitations to consider, if a CCRC is your preferred senior living option. To qualify for Independent Living at a CCRC, applicants are subject to a health screening that includes both physical and cognitive testing. For those who do not meet the testing standards, Independent Living will no longer be an option, and many communities can only admit candidates to the higher levels of care from their resident population.

What's more, residents in an Independent Living setting experience another health benefit in the form of mental and intellectual stimulation. Particularly at a community like The Spires, where college classrooms and lecture halls offer opportunities to engage with the young and explore our own interests and passions, there is a definite correlation between a healthy mind and body.

THE CAPACITY COST OF WAITING.

As all of us have heard and read many times over, the generation born between 1945 and 1960 represents the largest segment of the US population. Consequently, as Baby Boomers age, their numbers will put a strain on the residential and medical infrastructure. Even as new communities are coming up and existing ones expanding, the competition for residential retirement options is intensifying. As availability is reduced by demand, costs will inevitably rise.

53% of **RETIRED SENIORS**

SAY ONE OF THEIR TOP FEARS IN RETIREMENT IS HEALTHCARE COSTS GOING OUT OF CONTROL.*

* Nationwide, HEALTHCARE Costs in Retirement, 2012.

THE POWER OF NOW.

There are, of course, no guarantees in life. We can't predict what the future holds, but we can manage our risks and improve our odds through judicious planning. By having a plan in place and acting on it while we are healthy, we can be sure that if and when a time comes when our health may not be in our control, our future will be. Our families will not be burdened with personal or financial responsibility for our care. Our legacy will be secure.

NOW IS WHEN YOU'LL APPRECIATE YOUR FREEDOM.

Imagine life unburdened. Free from loneliness and isolation; free from the rigors and expense of home ownership; free from fears about your financial and medical future. At a CCRC like The Spires, you will experience the freedom to spend your time on the precious things and people in your life. But no matter where and how you choose to shape your retirement living experience, it should free you from the anxiety of waiting—knowing you have chosen your own course, rather than waiting for life to choose one for you.

78% of people **INDICATE "FREEDOM FROM HOME MAINTENANCE" WOULD MOTIVATE THEM TO MOVE TO A CCRC IN THE FUTURE.****

** Mather Lifeways/Ziegler/Brecht Associates, National Survey of Family Members of Residents Living in Continuing Care Retirement Communities, 2011.

NOW IS WHEN YOU'LL MAKE THE MOST OF YOUR OPPORTUNITIES.

This is your time. It's what you've worked for over a lifetime. Now is the time to make it start working for you. By making your move while you're still young enough to enjoy the rewards—even if your move is simply staying where you are—you are making the most of the years ahead.

And wherever you choose to spend those years, really only one thing matters. Are you loving life? Happiness, it turns out, is the most important factor in determining both the quality and longevity of our lives. We could cite studies that show residents of CCRCs tend to live longer than those who live elsewhere, but the real lesson of those surveys is that people who are living as they choose are happy with their choices. So, whether the most life-affirming place for you is in the house you live in now, a 55+ community near your grandchildren or in a CCRC like The Spires at Berry College, that's the place where you belong.

Would you like to reside within view of a majestic mountain? Alongside a clear lake where eagles nest? Or near the center of a vibrant college campus?

Welcome to all the above. The Spires at Berry College is a new Continuing Care Retirement Community, opening in 2020, that will offer its residents the best of all worlds.

It's all here. Spacious lakeside apartment homes and cottages, sparkling wellness, fitness and health care centers. A bustling small town with cosmopolitan amenities and world-class hospitals. And all the social, cultural, educational, spiritual and natural attractions of "America's most beautiful college campus" at your doorstep.