



TRADITIONS

Every family has traditions, let us be a part of yours.

OUR COMMITMENT

We believe that some traditions are made to be broken. We are committed to breaking down the walls that isolate our residents and instead embracing the wisdom they hold and the lessons they have yet to discover.

To our residents and their families, we are dedicated to making our communities not just a place to live but truly a home where the laughter of children echoing through the hallways is not only tolerated but encouraged. Because it means multiple generations are growing old together. We are dedicated to our value of socialization and creating an environment where families want to visit, not have to visit out of duty. And know when you are not here, your loved one is being cared for with dignity, as if they were our own family.

To our employees, we recognize the five generations working for us and will create a sense of belonging for all. Your dedicated service to our residents is celebrated each day, both formally and informally. We are committed to a fair and equitable working environment. Your work/life balance will be respected, so you can continue to build new traditions with your family and the people most important to you.

To the towns and cities where we are fortunate to be a part of, you are our neighbors. It is important, though not necessary, to open our doors to you and become a part of your community. We will be a resource for your students to not only learn from their elders but also come and share their passions and projects, teaching our residents about the world children are growing up in. Our spaces will be open to share laughter, learn new things, and build a stronger community.

To the owners and business stakeholders, we recognize you have a choice in the management of the homes you have built. We are committed to the idea that doing good across generations and maintaining profitability are not mutually exclusive. Like our residents, we will never stop learning, growing, and trying new things – a commitment to innovation because we all work to leave behind something enduring for future generations... like a long-standing tradition.



DIGNITY



IMPORTANT V.
NECESSARY



CHOICES



SOCIALIZATION



SERVICE