



A DISTINCTIVELY DIFFERENT COMMUNITY FOR SENIORS

June 2010

One of the choices you will make when deciding on a Continuing Care Retirement Community (CCRC) is the type of contract that best fits your needs. Continuing Care Retirement Communities (CCRCs) are an increasingly popular choice for retirement living, offering physical and financial security and access to health care and community amenities and services. With their emphasis on the individual, these vibrant and supportive communities allow you to continue to live life on your own terms, with the security of knowing that additional care will be available if needed.

CCRCs offer long-term contracts that provide for housing, services, and nursing care, typically all in one location. The contract is a legal agreement between you and the CCRC to secure living accommodations and services, including health care services. CCRC agreements come in three varieties, A, B, and C.



Type A: Agreements include housing, residential services, amenities and assisted-living and skilled-nursing services with virtually no increase in the fees.

Type C: Agreements also provide housing, services and amenities, but are "fee-for-service." Higher levels of care (i.e., assisted living and skilled nursing care) are provided and charged to the resident at market rates.

Type B: Agreements vary widely, but combine some aspects of both Type A and Type C agreements. For instance, higher levels of care may be provided with no increase in fees for a certain period of time and then be discounted from the market rate for a limited time.

If you are like most Americans beginning to think about retirement, you've invested a lot of time and money in your home. After years of caring for your home ~ paying down a mortgage, keeping up with regular maintenance, and making additions and improvements ~ you may be ready to let your house start taking care of you.

According to Retirement Weekly, the three most popular strategies for leveraging equity are: selling a primary residence and buying a less expensive home; selling a primary residence and renting a home or apartment; and obtaining a home equity line of credit.

Continuing Care Retirement Communities offer an attractive alternative to these options. Investing your equity in a long-term contract with a CCRC ~ like SearStone ~ provides you not only with affordable housing, but also with an enriched and carefree lifestyle and the security of onsite health care services and facilities if you need them.

You are invited to learn more about SearStone and the The ABCs of CCRCs at an Luncheon Seminar on Thursday, June 24 at 11:30am. Seating is limited and RSVPs are required. Call 919-466-9366 or email info@searstone.com to learn more, including the location.

FEATURED APARTMENT HOMES ~ WINSTON CLUBHOUSE

If living in the center of an active retirement community is what you envision, then the Winston Clubhouse would be an ideal location for you! You would share the vision of several SearStone Members who have chosen an apartment home in the Clubhouse, which means we have just a few more one and two-bedroom spacious apartments available.



Just imagine, waking in the morning and taking a short elevator ride down to a swim in the glass enclosed Aquatic Center, then off to enjoy breakfast at one of three restaurants right in the Clubhouse! If waking early for a swim is not your cup of tea, then imagine spending time in the Arts and Crafts Studio enjoying woodworking, painting, and more! And better yet, relaxing in the luxurious library with a good book!

If a one-bedroom is what you are looking for, then the Asturian is for you! With a pre-construction Entrance Fee under \$300K, the spacious one-bedroom, one-and-a-half bath is perfect! The Asturian is 942 square feet of well planned living. The Master Suite includes a large walk-in closet and spacious Master Bath and even access to your enclosed balcony!

Or choose the Buckskin, a two-bedroom, two-bath spacious apartment available on the 2nd or 3rd floor of the Winston Clubhouse. You have a choice of either 1215 square feet or 1298 square feet in this floorplan with Entrance Fees around \$400K.

Because of the desire to live in the Clubhouse, we have a small number of select apartment homes remaining. So don't hesitate, call the Sales Center at 919-466-9366 or toll free 866-717-5400 today.

FEATURED SEARSTONE BOARD MEMBER ~ CHUCK NORMAN



Chuck Norman, APR is Executive Vice President of S&A Cherokee. Norman's background includes experience as a consultant and practitioner in public relations, marketing, event management, branding, advertising & publishing. In addition, he has been directly involved with economic development & infrastructure planning for the Town of Cary through a number of Intercity Visit projects across the United States and Canada. He has worked with local, regional and national clients developing communication strategies and plans including: crises communication, reputation management, community relations, media relations, product launches and, grand openings, among others. Prior to joining S&A Cherokee Norman was most recently the VP of communications and governmental relations with the Cary Chamber of Commerce for seven years.

Norman is an accredited member of PRSA and has held leadership roles with the Public Relations Society of America and the Raleigh Public Relations Society including two terms as RPRS president. He is currently president for PRSA's North Carolina Chapter. Norman was also named to PRSA's Counselors Academy in 2008, a special interest section of only 550 public relations thought-leaders across the US and Canada. Norman also received the Business Journal's 40 under 40 Leadership Award in 2009. He also holds several board positions outside of the communications field including chairman-elect for the Holly Springs Chamber of Commerce. He was named to the Wake Technical Community College Advisory Board and the board of the International Special Inspectors Association in 2010.

Norman earned his B.A. in communication with a concentration in Public Relations from North Carolina State University. He later completed the Organizational Management

Institute at the College of Charleston satisfying requirements to lead or manage all aspects of an association. Norman was awarded the Outstanding Alumni Achievement Award from NC State in 2008 and Cary MacGregor Rotary named him Rotarian of the Year in 2009. He has been a member for more than 10 years.

SearStone
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Sales Center and Model Home is open Monday through Friday, 9:00am to 5:00pm. Evenings and weekends by appointment.



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