

# Personal Connections Stories

## 5.3.24

Just wanted to send you our 10/3/1 Hot Board column #4 idea for a future resident. The resident is a cat mom. She loves her cat very much and must be able to bring her kitty when she makes the move to assisted living. We have two cat moms in our community now. I sent the future resident's cat an "I Promise" note and pictures from the cats that currently live with us.

Letter #1

**I am so excited to hear that your mom came to visit our community today. I promise to make sure you know where all the best lounging spots are located. Some of the other residents keep treats in their apartments for us!! You are going to love it here. Hope to see you MEOWWWY soon!!**

**Love, Boots**

Letter #2

**I cannot wait to meet you. I saw your mom today. She gives really good ear scratches!! My mom has a stroller that I get to ride in every afternoon around the community. I promise to let you sit in the front every now and then when you live here. I just know we will be PURRRRFECT friends!!**

**See you soon, Raina**

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I had multiple face to face and voice to voice contacts with Joyce and her daughter Susan. Joyce was a prospect for our memory care community. Susan, who took the role of primary caregiver, was very concerned about her mother's safety and would have moved Joyce to our community but for strong objections of Joyce's out of state brother. To assist Susan to better explain what was behind her concerns for Joyce, we helped Susan compile a "911 Report Binder" containing:

1. Excerpts with dates and narratives from Susan's personal observations journal
2. Checklist of things that Joyce would need to change to make her existing home safe
3. Crime statistics from the neighborhood that Joyce lived in
4. A letter from Joyce's doctor recounting his advice following Joyce's most recent visit

The 911 Report Binder was then sent via overnight mail to Joyce's brother with a request for a face to face meeting to review and discuss concerns together.

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A story about a touchdown. Katharine was referred to Watercrest by a family member of a past resident. He said, "You should call Watercrest. My father lived there, and he had a blast." She was looking for a place for her father, Henry, who currently he lives in an independent living community.

I realized this could be a depositor during the first Experience, but I needed to do as much Discovery as possible prior to the visit. I learned that in his spare time, Henry coached a women's softball team. This is how he met his wife as she played on the team. Later, he was a coach for his children's teams as well. As we greeted Henry during his Experience, we called him "Coach." He laughed and said, "Funny you should say that...." which brought a smile and many stories of his coaching days.

Henry's wife passed away last year as well as his daughter. His son, Robert also lost his wife. Katharine said, "2023 was an emotional year for our whole family." We are looking for a community that will bring their father happiness. During the Experience, we were able to find and meet what was important to Henry. I had a resident, James, join us for the Experience. They enjoyed talking about sports and James told Henry he will enjoy living at Watercrest. The family told me "Nice touch" with a smile and a thumbs up.

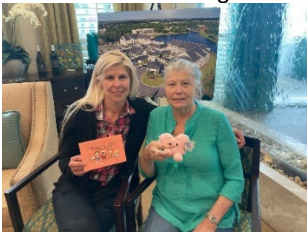
The Experience was on Super Bowl Sunday. We presented Henry a large bowl full of snacks, a football and Superbowl trivia questions for him to enjoy with his son. Henry will be moving in this month! I would call that a touchdown with using SalesCenterED methods along with a touch of a caring heart.



Some stories have such sweet endings. Lisa is looking for a community for Theresa, her mother. I asked them about her current situation and Theresa shared that she was in an abusive relationship with her boyfriend. Her daughter had come to Florida to help her mother move into a senior living community.

During Deep Discovery it was disclosed that other communities felt Theresa needed memory care as she wasn't responsive to their questions. After even deeper Discovery with our nurse, Jennifer, Theresa was obviously just sad and depressed. She did not like the other communities she had visited. At Watercrest, she became alive - the colors, the people, the dining, the staff... When I mentioned Theresa had been approved for assisted living, Lisa teared up and said, "This has not been easy. We visited other communities and all they did is show us around. They did not want to know our story."

During Discovery, Theresa had answered Nurse Jen's question, "What is today's date?" She answered the question correctly and added it was almost Valentine's Day. "I don't know who will be giving me a Valentine's Day Card now that I am no longer with my boyfriend but I hope someone will." Also during Discovery, she mentioned that she loves fried chicken but hasn't had it in a long time. The second visit to Watercrest was lunch in our dining room. Chef Chris brought over fried chicken and introduced himself. She laughed and said to me, "Wow, you listened." Then as they were leaving, we gave her a Valentine's Day card signed by our staff. Through tears, Theresa said, "You remembered" Theresa will be moving in next week.



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The team does an amazing job with their Hot Board weekly team meetings – the department directors are completely engaged! The sales counselor was following 10-3-1 with the team and had mentioned that the prospect has a love for puzzles. She's moving from California to be near her daughter, and wants a good view. The salesperson went to the apartment on the 5th floor, took a picture of the view (overlooking the pool and out beyond to the trees) and sent it to her. The lady loved it and confirmed her reservation. But, since it "ain't over till move in!" one of the department directors made the suggestion that the salesperson use the photo, add the community tagline, and have a jigsaw puzzle made using Shutterfly. Amazing! The puzzle is on its way to California!

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Phyllis told me that when guests come to her house, she has them draw a picture of a cow and she keeps them in a binder. It all started when her husband and one of their friends bet each other on who was a better artist and they chose a cow as the subject. From then on, everyone draws a cow. I didn't want to just send her a greeting card with a cow on it because that would not have had enough impact. I wanted to be part of her binder and a story that she will tell other people. Phyllis responded that she was really impressed with my cow picture because some of them she has received looked more like beetles!! Also, Phyllis and her daughter recently requested a second visit to our community. The results – not one move in but two! One IL apartment for Phyllis and one MC apartment for her husband. Persistence (and Personal Connections) pays off double!



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We have a prospect and her cat is very important to her. When her husband was alive this kitten **found them** and her husband didn't think they were going to keep it so he never let her name it! They jokingly called the cat "Kitty". When her husband passed away suddenly, she decided to keep the cat. As a team, we decided to customize a collar and tag for her Kitty in hopes she would move to our community.

The tag says "Kitty" and it has the our community's phone number on the backside of the tag. The prospect absolutely loved it! Signed a lease and is moving into the community this month!

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I traveled out of town with an RN to complete an assessment for Mr. Brown. His daughter was desperately pleading with him to consider assisted living. She was afraid for his safety since he had recently become very angry, forgetful, and begun driving to appointments that didn't actually exist. When visiting his home, I learned that he was a Teamster at the same Local that my dad belonged to. I was able to contact a good friend at Local 886 who put together a very nice Teamster Retiree gift package.

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I want to commend dining services on a great job today. I had a prospective resident in today who after my 1 on 1 meeting was told she is a vegetarian from birth. I gave Theresa a heads up. As I was coming into the dining room, she & Jennifer went to our Chef who came out and had a delightful conversation with the prospect. He prepared the most wonderful vegetarian meal for her. Then we ran into \_\_\_\_\_ and she happened to have with her an Indian Vegetarian Cooking Magazine which she gave to the prospect.

She was very impressed. Although she is just starting her search, I anticipate no one else will come close to our Personal Connection. Thank you. The dining staff as usual exceeded all expectations! In addition she was with a Realtor that is encouraging this move and, after today's visit, plans to bring me 2 more prospects.

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An objection expressed on the phone before even meeting the resident was that he hates Comcast. He doesn't like the limited baseball channels. Prior to his appointment I called and got quotes for the Comcast Sports Entertainment Package and MLB Package, he was happy to hear it. We are going to pick up that minimal cost from him. He gave a deposit that day and we are scheduled for assessment and contract next Wednesday. Woo hooooo!!

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Mrs. \_\_\_\_\_ was flying in to KY to look at 5 communities. I had asked the daughter some questions and found out that mother loves to read and is a big Earl Gray tea drinker. At our visit, I had a gift bag with Earl Gray and Lady Gray tea and a bookmark that had a butterfly on it and it said hope. I told her to take some time out in that busy week and have a cup of tea and read a good book and **our hope** is that she will spread her wings and fly with us at (community). She came back after her visits and said that that gift could not have been better and she signed a lease for an apartment for this month.

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When this prospect visited the community there was a UK basketball game that day. She is a HUGE Florida Gator fan. She teased a lot of people that had on UK apparel and would yell out Go Gators. I went and got her a Florida Gator keychain and took it to her home visit later that week and told her that I had her a key to the apartment she liked already made and on the Florida chain. She loved it. She has moved in and has proudly showed her Florida Gator keychain to other residents.

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On a home visit to this prospect's house – we sat in his office and there was an entire wall that was dedicated to his hat collection. I teased him and said “You do not like hats do you”? We had scheduled a visit to the community for a few days later. I went to a hat store in the mall and got a hat and had (community) embroidered on it. I gave it to him at the appointment and he proudly wore that on the visit and signed the lease the same day. He said he was going to wear it to his dentist office later that day – the hygienist had been the one that has helped him with looking at options.

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Mrs. Doe loves to paint. She shared with us her love of painting during her first appointment. She did not have the space to paint on a regular basis at her current situation. We were able to show her several areas what she would be able to paint if she was a resident at our community. Because of this detail, she chose to move her and become a resident.

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While speaking with a lead I discovered her great love for dogs and her disappointment in the fact that she could no longer care for one. We have four dogs at our community, so we took pictures of each puppy, made a collage and signed it from “The dogs of “Community”, Suzi, Pierre, Dixie, and Sprout” making a note that they are excited to meet her and hopefully spend much time with her in the future. We inserted it in a valentine's card and delivered it with a stuffed dog that resembled her previous puppy. She absolutely loved it and framed the collage next to her puppy's picture on her table.

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One of my hot leads came from an AFO caregivers support group. Things are moving forward since her daughter came in town and visited. We are going to have her start with the day program as a volunteer because she used to volunteer a lot. Our group came up with the idea of picking her up in the Community bus and making it a party bus. Maybe picking up another lady that has come sporadically to spend the day together. Making it not so scary and keeping he husbands out of it!

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My prospect's birthday was Sunday and they were coming to (community) to try a meal on Sunday. I notified (associates) that it was his birthday and they were coming for an appointment and lunch. The table was decorated with confetti and balloons by dining room staff. We bought a Birthday day cake from Marketing and Sales and a Birthday card signed (community) Staff. The family loved the attention given to their dad and he loved the attention on his birthday!

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“Our prospect who visited today loves to play Rook and watch Wheel of Fortune. We have a group playing Rook here and we just started playing Wheel of Fortune on the Wii, so I asked (associate) to make a flyer for her that we included in our gift bag and gave her sugar free candy because she is a diabetic. She loved it!!! She almost left her purse here and she said she would rather leave her purse than her candy.” I think this certainly shows that a PC can be SO impactful while not costing a ton of money!

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I had a great outcome of a Personal Connection last week. One of our prospects is in hospital isolation room right now, where she was not allowed to bring in any of her decorations. Her daughter mentioned how grave the room was. I called ahead to see what was allowed, and as she was getting some tests run, I brought in an explosion of Christmas decorations and some get well balloons. Most importantly, I left a very personal “thinking of you” card. Later that day, the daughter sent me a very heartfelt thank you and let me know that mom can’t wait to be at our community. She was happy to know that her mother would enjoy some holiday spirit for the next week in that isolation room.

10 minutes at the store, 10 minutes in the room, and \$35 well spent. We are waiting to hear the news of the test results, and if all goes well we will be receiving a check this weekend.

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During Discovery we found out that the Does are Catholic and they were not able to attend mass regularly at their current community. Margo was able to connect with them since she is Catholic and walk them through the options her at the community. Because of the importance of staying in one church community, they chose to move here!

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During our appointment and lunch last month the prospect shared that his big heartache was the possibility of having to leave behind in Illinois his massive lifetime collection of museum quality interactive trains, tracks, small cities and other wonderful things. He couldn’t sell them for what they were worth and decided to donate them but that was becoming a process with which he just could not deal. He risked having to abandon them when moving here. The idea of the trash just broke his heart.

There is a children’s museum in the Northern Great Lakes region and it has a shipping and railroad theme since these are the industries along with lumber which settled that region. I contacted the museum Executive Director at a local Children’s Museum and she and our prospect are now in the process of arranging for “would-be” Eagle Scouts or other travelers to take a road trip from City to City to collect these treasures and bring them back to the museum where the children will be able to interact with the trains. It makes a wonderful addition to the museum and makes the family proud and happy. They are looking so forward to coming here where their only child (a daughter) lives. They are equally excited about living here at our community.

This Personal Connection was so powerful it overcame an objection!

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Mrs. Doe is 100 years old and plays dominoes every single day! Once we learned this fact we spoke with our Life Enrichment department and we were able to put dominoes on our calendar as a regular event. She now teaches dominoes to new residents and they play every single day!

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A gentleman who lived in another community visited and is moving in. Through the sales process, we discovered that this gentleman was very, very social – had several friends at the other community. He ate lunch with the same group of people almost every day - this circle of friends and the social interaction is/was very important to him. To do something special for him, the team planned a private, pre-move luncheon for him and his group of friends.

He was so excited! This dining team puts together wonderful meals and the presentation is top notch! The community bus motored to the other community to pick up him and his guests. They had a great time – had a beautiful luncheon, he got to show off his new digs and his friends got to sample what makes our community such a special place.

Outcome? THREE move in’s (including this gentleman and the potential of a fourth!)

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The daughter of a prospect is very involved in Forgotten Harvest. We did a little research and found a way to contribute to Forgotten Harvest. They take donations of food and supply food pantries and soup kitchens. The daughter scheduled a food barrel drop off at our community so our associates and residents could contribute.

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Doing a home drop recently and taking them a steak dinner complete with desert was a big hit.

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One of our housekeepers was in the hallway cleaning when Sales was taking a Prospect, Mrs. Black, through our community. She greeted them and introduced herself as \_\_\_\_\_ one of the housekeepers. She always wears a warm smile and is such a genuine person and said she was looking forward to her to move into \_\_\_\_\_ that she just knew she would love it here. Ms. Black introduced herself and (associate) said, “Black...why that’s my last name also. Perhaps we are related.” She chuckled

and said, "See you soon, I hope." Sure enough Mrs. Black moved in; but before she did her daughter called the Director of Housekeeping and told the story of how wonderful (the housekeeper) was and her mother wanted hers her housekeeper if she moved in. (Associate) is now Ms. Black's housekeeper and both of them are so very happy.

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We saved I respite and (associate) got two more deposits today...one of the deposits she received was a lead we reviewed during my visit last week at the 10-3-1 meeting. Since he was so into basketball and March madness, she bought a basketball and had the team sign it to let him know that "Team Community" needed him on their team. It worked!!!! Daughter gave the check today and thought that was the sweetest thing ever!!! WOOHOO!!!

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The Strawberry Rhubarb Pie is going to make the difference for Mrs. Anderson! Thank you for coming out and giving it to her. She is thrilled! Her daughters say she used to always make them and hasn't baked them in years! (I heard them talking about with whom they would share it!) So thanks so much!

What a great personal connection! I believe we will hear that Mrs. Anderson will move-in in June!

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One of the ladies who attended the dining program last night doesn't drive very far. She parks 1.2 miles from her home in a public beach parking lot and takes the bus wherever she needs to go. She wasn't going to be able to stay for dinner last night because the last bus leaving from this area leaves at just after 6 pm. I tried contacting [the ED] to find out if we'd be able to cover a taxi fare for her but we weren't able to touch base before the event late yesterday.

At any rate, I wanted her to be able to attend and enjoy the entire event and I was unable to take her to her car after the event, so I paid her cab fare. She is now a raving fan of ours!

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On our previous external professional appointment at xxx, we were talking to (referral source) and saying how nice it was to be so close to work now. She said that many times coming home from City, she would not even get close until after 7 or 8:00 and had no time to run errands. We joked that we both had dropped shoes off for repair at Helm's back in the winter and have never picked them up. I said "Oh, like picking up shoes at the repair shop?!" Nancy said "Oh my gosh...at Helm's? I have a boot there too!" We all got a good laugh.

Yesterday we were visiting City again. We swung into Helm's and got (referral source's) boot. When we got to xxx, (referral source) was not at her desk. Her office mate saw the boot, and remembering the conversation, cracked up. We left the boot sitting on her desk. We never did see her, but just as we were leaving she called my cell phone. She could not believe we thought about her for two weeks, and thought the gesture was too funny and too kind.

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Our business development director was at the Hospital and speaking with one of the social workers. She was having a bad day and throughout their conversation, he found out she had recently lost her mother and said, "It is days like today when I wish I could just talk to her and get her advice." So the BDD then went and had a bracelet made that said "WWMS" - What would mom say. He took it to her a couple of days later and she broke down in tears. She couldn't believe that he took the time to listen to and then to do something about it. He received a referral that day.

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I just wanted to tell you about a fantastic professional event we had last night called TGIAF or Thank god it's Almost Friday. We put together a party for a local CEO who is new to the area. We had him create his own "Guest list" of professionals. We had 30 attend and it introduced us to 6 new referral sources as well as getting some influential people here who typically wouldn't come to our community.

The Sales Manager personalized the event by featuring the CEO's favorite drink, appetizer and music. He was thrilled! In fact, he was so excited about it, he was 45 minutes early! Everyone give us 2 business cards and we put together a business card-folio for him. Next time we are going to take pictures of the guests enjoying themselves and send them with the business cards.

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Last Tuesday I dropped by Hospital and saw Carol, the outreach coordinator for the discharge planners. We chatted for a few minutes. Carol relayed a short story...A mom with three pre-school age children was trying to work our placement for her grandmother who had been in the hospital for pneumonia, but in order to attend the discharge meeting, she had to bring her young children with her. The three children behaved as well as can be expected, but they were still fussy and in need of entertainment. Carol mentioned that she wished they had something for children to do in the office during those situations. Our visit lasted about 15 minutes and I ended the Sales call by scheduling a visit on January 24, to delivery invitations to our CEU presentation in February. Carol's need was on my mind the remainder of that day; I decided that I would take a few coloring books and crayons up to Carol the next time I was in City. This morning I dropped off coloring books and small packages of crayons for Carol and her staff. She was so touched that I had not only listened to her problem, but thought enough of her to come up with a small solution. Carol

introduced me to all of the discharge planners; up until today I have never been permitted behind the "gate keepers" desk. A small moment of success!

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I have developed a nice relationship with the Administrative Assistant at [local hospital], which is a hospital we have not had referrals from previously. Over the last couple of months I have gotten to know Helen, and she is always very friendly when I stop by. During my last visit we were talking about our plans for the weekend and she mentioned she needed to figure out what to do with all the Zucchini she had from her garden. She said it had grown like crazy. I shared a simple grill recipe I have used in the past. After having experienced the personal connections training I wondered what I might do to take this a step farther and make a personal connection. I searched on line for recipe books and found one called "What will I do with all this Zucchini," which includes over 150 Zucchini recipes. I delivered the book to Helen today and you should have seen her face light up. She was so excited. She said she was going to email all her nurses and have them come down to the office to take a look at the book.

Book from Amazon, including shipping - \$15; Personal Connection – priceless!

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I just have to let you know about a successful Personal Connection that I made yesterday. Several weeks ago I dropped into \_\_\_\_\_ Retirement Community and had a lovely time with \_\_\_\_\_, Director of Marketing. We found out that she had lived in City and had fond memories of her time spent there.

I went on line and found a 1920 photo of the City waterfront, copied it and had it laminated. I gave it to her as I visited yesterday. I told \_\_\_\_\_ to stick it on her bulletin board and when she is having a bad day look at it. She was visibly moved and kept saying "what a nice gift". And guess what? The only expense was \$1.39 for the laminating. I am on a mission to listen and then find a PC that will move my referral sources and help them realize that I am listening.

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We have a rehab that is appointment only and they hardly give appointments. One of the case managers is a Veteran; I know this from previous conversations. This closed-door office also has very closed case managers. So the challenge was to warm them up to our community and myself. Every year I put on a 900-person Veterans Event and on Veterans Day I called the case manager to personally deliver him a shirt and a commemorative pin from the event. Not only did he welcome me up to the office but all of the case managers were impressed I remembered. He has asked to be my guest next year at the Veterans luncheon. The pin is sitting on his desk.

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At monthly all-associate meetings, we have a quiz for associates on trivia about our residents and associates. Prizes are given to the one with the most correct answers.

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One of our housekeepers lost her wedding band. The team found a jewelry store with a big sale, collected money from each department head and bought her a new gold band. She was thrilled (and shocked).

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On the first day for new hires, several members of the management team have lunch with them...even if it is just one new person. Our associates tell us (some several years afterward), that they still remember that and how important it was to them at the very beginning.

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We hung up our "Fun Board" today in the hallway outside of our break room. I left loose guidelines such as: leave a note or compliment for someone, say hi to someone from another shift you don't see often, leave a positive, uplifting quote, etc.... so far everyone already loves it. There are about 5 messages up already! I was very specific that there was to be no "shop talk" on this communication tool!

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The owner of Cafe in City, a VERY well-known landmark, moved to our community. When he arrived, he found a collage of pictures of that special place on his apartment wall – just waiting for him to enjoy! A personalized, customized Personal Connection!

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Mrs. \_\_\_\_\_ is one of our new rehab residents and her husband's birthday meant a lot to her. She was upset she was unable to bake him a cake and throw him a party. He comes twice a day to visit and spend quality time with his wife. It was a special birthday and he was turning 90! So I met with Mrs. \_\_\_\_\_ and we planned a party, including a cake for her husband. She was very appreciative and I bought her a birthday card to give him as well. She felt right at home.

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I met June when she was admitted for rehabilitation. I've gotten to know her through our many visits. She shared with me that she used to live in Boca Raton, Florida and her favorite place to go was the beach. Last year I took a trip to Destin, Florida and while I was there I brought back sand that I scooped from the beach myself as well as shells I had found. I decide to make June her own

little beach. I fixed an open glass container with sand and shells. This way she can actually feel the sand and shells. She was thrilled to receive this very special little gift and it made my day to see her smile and remember those sun filled days on the beach.

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I made a personal connection with residents \_\_\_\_\_. I spoke with them and found out George used to sing on Christmas Eve at their church in City carrying a candle as he sung. I spoke with them about George singing here and Janet and George started rehearsing to sing for our residents. A day before they performed I gave them a flameless candle as a gift. They really liked the candle and used it while performing for a packed room of residents. A new memory (and a great reminder) is made!!

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I was at \_\_\_\_\_, and as we were walking the community Christine, Marketing director, introduced me to a group of 4 women sitting at a table. In talking, one of the ladies, Rose, said how great the associates are, but that the residents are equally great. She told me that she had lost her husband and that some ladies there at \_\_\_\_\_ had helped her through the grief. She asked me if our communities had a lot of widows. I told her that, yes, our communities had many people who recently lost someone. I mentioned that my own mother was now in IL and had recently lost her husband. The next morning in the marketing department there was an inspirational book about grieving the loss of your husband for my mother with a note saying this book helped Rose the most. I experienced a "reverse" Personal Connection!

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On move-in day, the Maintenance Director noticed a picture of a nearby lake on the new resident's apartment wall. When he inquired, he found out that the gentleman had a cabin on that lake – the same lake as the Maintenance Director. A long conversation later, the new resident said that made him feel at home...just knowing that someone in our community knew about that special place. Personal Connections don't have to cost money, just your investment of time!

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While discussing parades at a recent activity, one of our residents told the group that she had seen a lot of parades in her lifetime but had never been in one. We were taking our van in the local "Proud to be an American" parade so our activities director made sure Miss Retha was in the van for the parade. Our resident was so pleased and proud. It was a first for her and she could hardly wait to tell her family.

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From a BOM....

One of the ways I make a personal connection at (community). Every other day and sometimes every day I go online and find a joke or two to print out for Ted \_\_\_\_\_, one of our residents who is known for his joke telling. I try to find one or two liners that will be easy for him. It is so much fun for him to share that joke with other residents during the day and I love to listen in and smile!

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\_\_\_\_\_ (Resident) called me at my home because she was so excited to share her experience with (Maintenance Director). While doing some repairs in her apartment he noticed that she was cooking her last two sweet potatoes. A few days later he brought her two giant sweet potatoes from his garden. Resident is just beside herself with joy that this was done for her.

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While talking to one of our residents one day, I discovered that she had lived in Honolulu at the same time I had. We began talking about the places we liked there and the people we knew, and found that some of her family members and friends of mine still living there were acquainted with each other. Since then we have enjoyed a much deeper personal relationship.

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We have a UPS man named Marcus. I always greet him with a smile and sometimes a cookie or cold water in the summertime. When Marcus' boss was talking about needing a good place to move his mother to, Marcus told him about us – said we were great people and he should check us out.

The connections we had with the UPS man turned into a successful move-in.

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I have had such success with Discovery (two deposits in the last week!) and the funneling aspect has helped me to discover that "wanting mom to be happy" really meant they wanted the activities person to go to her door and invite her to participate. The daughter was worried that she would just sit in her apartment all the time. I also found out during Discovery that she loved to travel extensively so my Personal Connection will be a coffee table book about places to travel and see in the world. I think it will bring back great memories and encourage conversations.

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Sandy, oldest of 7 siblings looking for a place for mom, came in after a phone inquiry for a visit to our construction site. We took a selfie at the site and created an electronic memento which I emailed to Sandy later that day. Sandy came back a second time with two siblings and we did the same thing for them as well!

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Mr. XXXX moved in on Monday! Just another reason why listening and finding those personal connections sets us apart from our competitors. We matched our services to the daughter's needs for her father and then we found the community resources and amenities that would match the needs of her father. Those were more about nurturing his spirit through his church connection and veteran's connection. On Monday, Mr. XXX left his home and community in LA where he had lived for the past 40 years to move to Cumming, GA. This was a major life event with a lot of unknowns and for him a leap of faith. This is the email that I sent on Tuesday to our team on Tuesday. I am so proud of the Towne Club Team and their big hearts.

This is a text that I just got from Erin. Her dad moved in yesterday. This is "the why" to why I am so committed to growing TCW. This is what will bring more families to TCW. Great job!

*I cannot say enough about the people here at Towne Club. My dad sat at the guy's table this morning for breakfast. They welcomed my dad with open arms. I was worried about where my dad would sit for lunch and dinner, as I know all the seats are taken at the guy's table. I told my dad we would just wait to see what happened. When we got down there for lunch, the table was bigger. My dad noticed it right away and got teary. He knew it was for him. I saw JJ and asked if he had done that for my dad and he said yes! He and Ryan are so very thoughtful and considerate!! I'm still choked up.*