

Sierra Pointe Asks The Question ... What are you waiting for?

The challenge

Here is a typical scenario for today's older adults: They have researched several retirement communities, evaluated the benefits of making the move, their families are encouraging them to move and they are confident it makes excellent financial sense. They are tiring of the burden of maintaining a house and the struggle to find honest and dependable in-home help with their own personal needs. Logic would say, go forward and take action. Reality is, the decision keeps getting delayed. What causes this indecision?

Identifying the real obstacles

Prospective residents agree that Sierra Pointe offers the resort lifestyle they are seeking and they can see all the benefits of moving to a full-service rental retirement community. The largest obstacle they see is the move itself. A resident says, "When I thought of leaving my home of many years and the work it would take to relocate, I really got stressed out. Fortunately my daughter took charge of everything." Not knowing where to begin in the process keeps older adults frozen in their complacency. They list their own stumbling blocks:

- Dealing with the accumulation of long term residency
- Knowing what to keep and what to get rid of
- How to decorate for apartment living
- How to dispose of one or two cars
- How to handle packing and unpacking
- How to find new doctors
- Handling the utility change over
- Rediscovering neighborhood services and entertainment

Introducing Sierra Pointe's Stressless Move-in

Les Hunt, executive director, notes, "As the leader in the luxury retirement industry, Sierra Pointe maintains our edge with our innovative *Stressless Move-in* package. We offer solutions to each stumbling block older adults will identify in their transition process."

Included in the package are two hours of pre-paid service by interior designer Lea Porter, to help with downsizing, space planning, accessorizing or new purchases. Porter also arranges estate sales or a pick up by a charitable organization. Sierra Pointe has a list of preferred movers who specialize in packing and unpacking to allow the new Sierra Pointe resident to stay overnight at a relative's or hotel and arrive the next day to find everything in its place.

Sierra Pointe Retirement Community

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