

VENTANA

BY BUCKNER

When it opens in 2018, Ventana will be the first-of-its-kind high-rise CCRC and will be known as the premier senior living address in Dallas. Ventana is a project of Buckner Retirement Services, which possesses 60 years of experience and operates seven distinct senior communities throughout Texas. Parent company Buckner International is one of the oldest and the most unique faith-based social service organizations of its kind, serving hundreds of thousands of people each year in the United States and around the world.

The challenge for Ventana was to create interest among an affluent audience in the pre-construction phase, with an aggressive goal of 600 Priority Club Members set for the end of 2013. Without details on pricing or floor plans, and with well-known and well-established competition vying for the high-end CCRC audience, Ventana had to establish a very unique position in the market. Based on research, a pivotal insight was that this senior target enjoyed rich, full lives and didn't want to give up their freedom by moving into a senior living community. As a result, Ventana had to offer a distinctive senior lifestyle that included the very best of refined living with a suite of services for individuals 62+. This idea revealed itself as "Life Opened Wide."

ASSIGNMENT

Pre-construction marketing and sales support for the first high-rise luxury CCRC in Dallas.

LevLane is instrumental in our pre-selling phase. The pace is fast and furious, but well-planned and executed considering the mass amount of mailings and additional work.

- Dida Horton, Sr. Director of Marketing & Sales

RESULTS

OVER 500
PRIORITY MEMBERSHIPS
SOLD IN 6 MONTHS

CHANNELS

STRATEGIC PLANNING
SALES RESEARCH
TARGET AUDIENCE RESEARCH
BRAND IDENTITY
MEDIA PLANNING & BUYING
COLLATERAL
DIRECT MAIL TARGETING &
CAMPAIGN MANAGEMENT
PRINT ADVERTISING
DIGITAL MEDIA
WEBSITE DEVELOPMENT
PUBLIC RELATIONS





LIFE OPENED WIDE

Ventana by Buckner will be a window through which residents see continued opportunities for exploration and growth. Here, lives already rich in meaning and purpose will be enhanced.



Let the possibilities in.

Begin by seeing yourself in a spacious, sunlit apartment overlooking the sophisticated surroundings of North Park. Visualize the attraction of a retirement-free life in a setting where your every comfort has been anticipated. Picture the long-term value of on-site healthcare, fitness and wellness centers. And look ahead to a clear financial future where virtually every expense is already accounted for, and any others are predictable.

A place that's about time.

Ventana was created expressly for people who seek to continue lines of personal and spiritual fulfillment free of the preoccupations of maintaining a home and property. From after-dining options to a spa, pool, fitness center, salon and movie theater—from clubs and cultural pursuits to volunteer opportunities—you'll find yourself with more time to spend and more meaningful ways to spend it. In truth, life opened wide.

Keep this window of opportunity open.

All 182 apartment residences at Ventana by Buckner will no doubt be spoken for by the time our doors open in 2018. To be assured of reserving one for yourself, and to enjoy the significant financial benefits of Priority Club membership, do plan to attend our upcoming lunch and information session.

SERVICES	AMENITIES
<ul style="list-style-type: none"> Concierge Dining 24-Hour Security Housekeeping Services Emergency Alert System 24-Hour Concierge Services Utilities Cable Television Resident Programs Educational Programs 	<ul style="list-style-type: none"> Club Programs Spa/Wellness Center Guest Parking Concierge Services Pool Maintenance Assisted Living Memory Care Storage Units
<ul style="list-style-type: none"> Multiple Dining Venues Indoor Fitness Center Guest Parking Private Dining Room Creative Arts Studio Club & Game Rooms Spa & Day Spa Heavenly Indoor Pool Lobby & Business Center Theater 	

Meet us for lunch and further enlightenment.

TUESDAY, MAY 29
or THURSDAY, MAY 31
11:30 AM

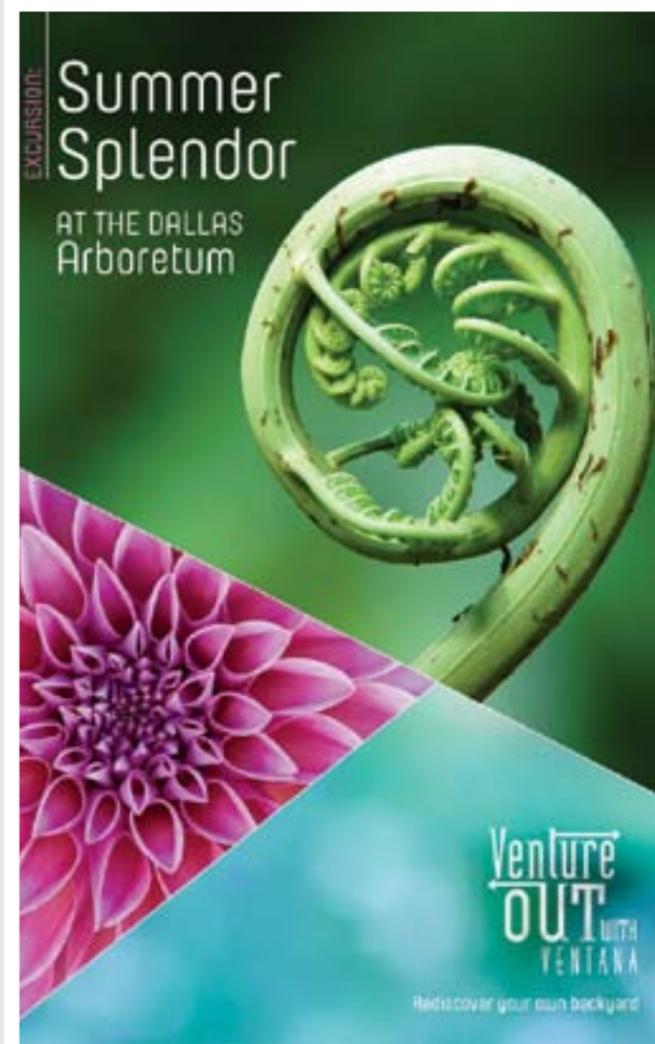
SEASONS 52
AT NORTH PARK CENTER
8807 N. CENTRAL EXPRESSWAY
DALLAS, TX 75225

CALL TO RESERVE AT 214.570.2129
Seating is limited and by reservation only. No walk-in reservations.



EXCURSION SERIES

To promote Life Opened Wide, we created a series of sales presentations that took on an adventurous tone, combining interesting venues and time to explore them with potential new neighbors.



EXCURSION: Summer Splendor at the Dallas Arboretum

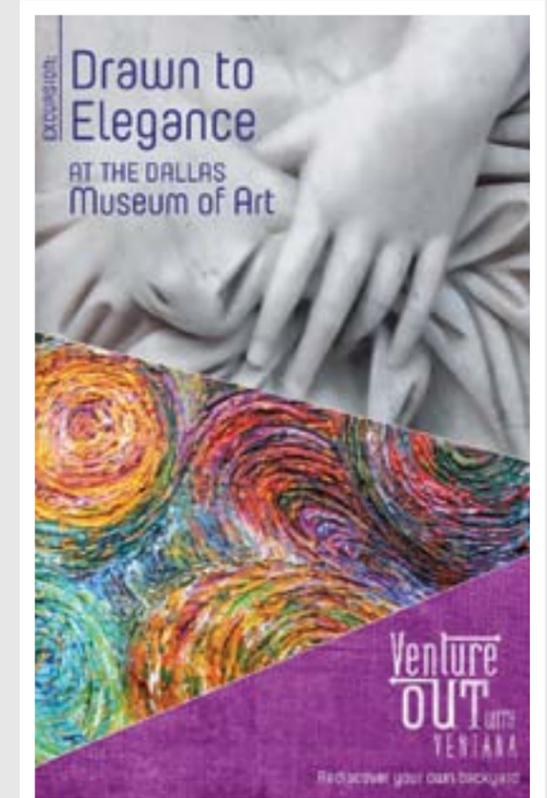
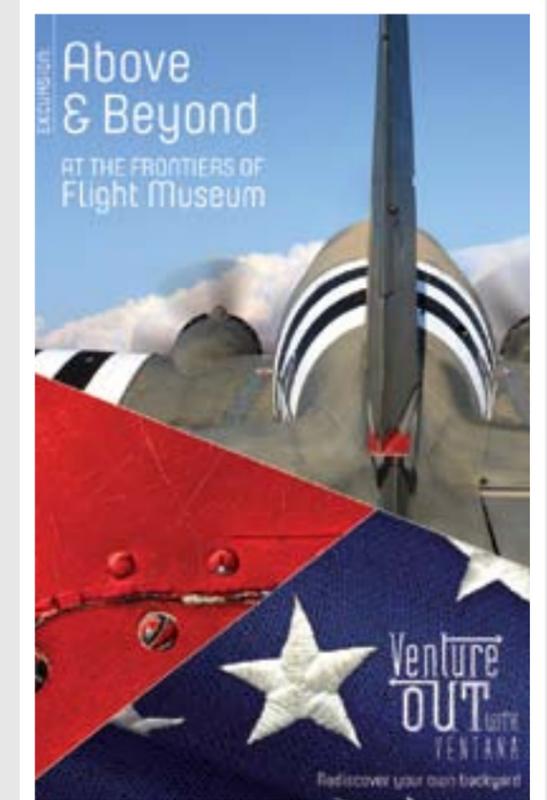


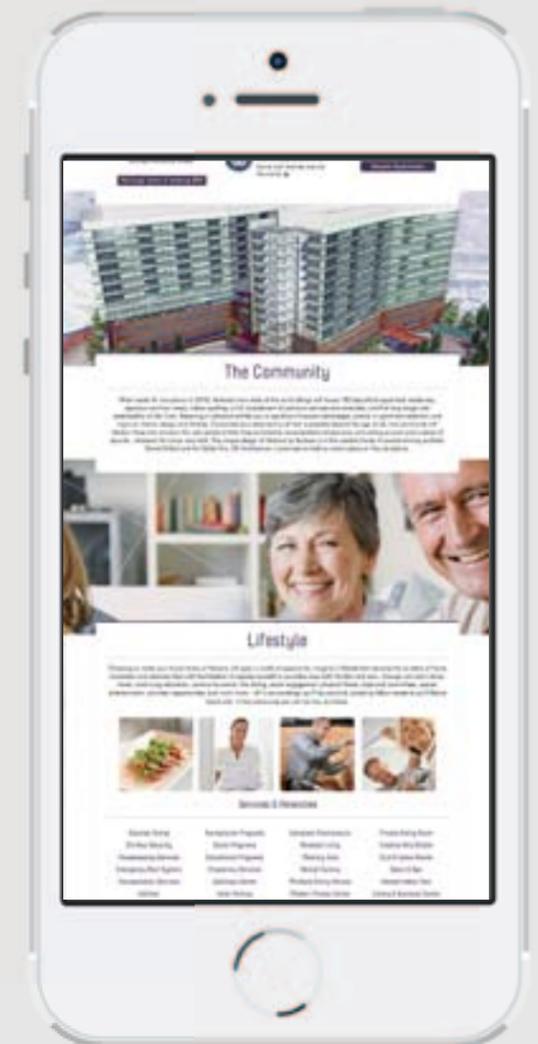
The Dallas Arboretum is a stunning 66-acre oasis tucked away in east Dallas, on the shore of White Rock Lake. Bursting with life at this time of year, there are waterfalls, arbors, flowers, ferns, and spectacular views of the Dallas skyline.

Your excursion begins with a chef-prepared lunch at Rosine Hall, during which you'll learn about life at Ventana by Buckner, North Dallas' premier Senior living community. After lunch, you are invited to learn more, socialize, and discover the magnificently manicured grounds.

Life Opened Wide

When it opens in 2018, Ventana will establish a new standard for first-class Senior living in North Dallas. With your every need anticipated and accounted for, Ventana will be a place where people 62-and-over can express their individuality while enjoying the lifestyle they've worked hard to create.





VENTANABYBUCKNER.COM



RYDAL PARK

A Presby's Inspired Life Community

Rydal Park is the flagship CCRC of the Presby's Inspired Life family of communities. It has enjoyed a strong reputation among Southeastern PA senior living communities but like its cohorts in the area, suffered from the "perfect storm" of the Great Recession and attrition, which produced significant vacancies. Additionally, given Rydal Park's aging population, attracting a younger demographic had become the number one challenge for successful marketing.

The branding campaign needed to attract prospects, build the lead database, and ultimately result in increased sales by focusing on the lifestyle, value, and location of Rydal Park. Based on research and immersion with residents and staff, the "Spirited Living" campaign was born, capturing the vibrancy of life at Rydal Park while reflecting the aspirational mission of the parent brand. Crisp, energetic copy, striking photography of actual residents, and award-winning collateral create an authentic community portrait unlike anything in the competitive set.



ASSIGNMENT

Rebrand, revitalize and drive significant sales increases for a 40 year-old CCRC, an aging pillar of Presby's Inspired Life's community portfolio.

Rydal Park and LevLane took a team approach, creating a multi-layered marketing, advertising and PR campaign. Together we produced rich results — Rydal Park's best sales year ever was 2013, with a 19% increase in sales over the previous top-producing year. At the halfway mark, 2014 is already outpacing it.

— Sarah Jolles, Executive Director, Sales & Marketing

RESULTS

2013: HIGHEST SALES IN 40-YR. HISTORY

APRIL 2014: STRONGEST SALES MONTH IN COMMUNITY'S HISTORY

SHORTENED SALES CYCLE FROM 64 TO 42 DAYS

2 AWARDS FOR MARKETING EXCELLENCE

CHANNELS

- STRATEGIC PLANNING
- SALES RESEARCH
- TARGET AUDIENCE RESEARCH
- BRAND IDENTITY
- MEDIA PLANNING & BUYING
- COLLATERAL
- DIRECT MAIL TARGETING & CAMPAIGN MANAGEMENT
- PRINT ADVERTISING
- DIGITAL MEDIA
- WEBSITE DEVELOPMENT
- PUBLIC RELATIONS



10:00H • GETTING IN A FEW LAPS BEFORE LUNCH

"THE ONLY THING THAT LIMITS YOU AT RYDAL PARK IS YOUR IMAGINATION"

To maximize a vibrant and healthy lifestyle, it's important to stretch the mind and challenge the body every day. And when that happens, you begin to realize new possibilities, learn things about yourself, and look forward to each and every tomorrow. That's what residents at Rydal Park experience daily.

Our indoor heated pool provides year-round opportunity for you to swim a few laps or participate in water aerobics classes. Our state-of-the-art fitness center and

on-site personal trainer will challenge you physically. From weight training to cardiovascular exercise machines, you can push yourself as little or as much as you desire. We also have an indoor track, ta-chi and dance classes, walking clubs, and a wellness center to help keep you in tip-top shape.

Exercising both mind and body completely is something we firmly believe in because we know it's a great way to strengthen the spirit.

SPIRITED LIVING AT RYDAL PARK



9:00AM • SOAKING SOILS AND REAPING SMILES

"IF I TRIED TO MAKE A LIST OF THINGS I LIKE ABOUT RYDAL PARK, I COULDN'T FINISH IT"

It's been said that Passion is made up of equal parts Energy and Opportunity. Luckily, you'll find plenty of both at Rydal Park.

Rydal Park is overflowing with energy and brimming with ample opportunity that will allow you to pursue your passions... whatever they may be. If you have a green thumb, our garden beds and greenhouse will allow you to flourish. Our library is filled with an abundance of literature to stimulate your mind. Outdoor lovers will appreciate how close we are to walking trails and golf courses. And our enrichment department will treat you and your friends to a host of entertaining, engaging and educational programs right here on our campus.

This is a place that has you written all over it, with a friendly and supportive staff dedicated to helping you find and explore your passion.

SPIRITED LIVING AT RYDAL PARK



SPIRITED LIVING

RYDAL PARK
A Passion Inspired Life Community

RYDAL PARK
A Passion Inspired Life Community

SPIRITED LIVING

Rydal Park is a place where the young at heart are free to live and laugh and dream. It's a place to really live... to be vibrantly alive. This is the next chapter of life and should be all about Spirited Living.



ENJOY THE BEAUTY OF
PHS meadowbrook farm
 AS YOU SAMPLE GREAT
 FOOD AND WINE

Rydal Park residents enjoy experiencing the richness of the surrounding community and that's why we're going "off campus" for an event that is sure to stimulate the senses. From the beautiful sights, fragrant smells and peaceful sounds of Meadowbrook Farm to the tantalizing tastes and delightful aromas of farm-to-table dishes prepared just for you. You'll enjoy seeing the greenhouses where many of the flowers that grace the PHS

**WEDNESDAY
 APRIL 23, 2014**

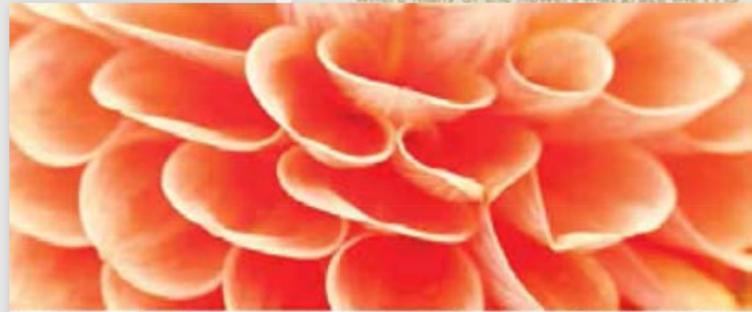
**TOURS OF
 PHS MEADOWBROOK FARM
 AT 1:30PM**

**CHEF'S TASTING
 AND WINE TO FOLLOW**

PHS Meadowbrook Farm
 1633 Washington Lane
 Meadowbrook, PA 19046

Rain Date: Thursday, April 24

To reserve your space for this event,
 call 877-933-6699.



RYDAL PARK PRESENTS:
**A WORLD OF
 BOTANICAL WONDERS**

STIR THE SENSES WITH US AT
 PHS MEADOWBROOK FARM



RYDAL PARK PRESENTS:
**CELEBRATE
 HERSTORY**

A VIBRANT SPIN ON
 WOMEN'S HISTORY MONTH

**- EMILY ASHER'S -
 GARDEN PARTY -
 JAZZ FROM NEW YORK CITY**

Inspired by the legendary, soulful sounds of such artists as Louis Armstrong, Hoagy Carmichael and Duke Ellington, celebrated trombonist Emily Asher and her jazz ensemble, Garden Party, have wowed audiences from coast to coast. A regular in the swanky jazz clubs of New York City as well as posh clubs and dance halls across the country, Emily brings her immense talent to Rydal Park for a performance that you will not want to miss.

**WEDNESDAY, MARCH 19
 TOURS AT 1:00 PM
 PERFORMANCE AT 2:00 PM**

Wine and light refreshments following the program.

**- D
 A**

With me... became
 Dr. Seuss to Dame Cicely Saunders, celebrated humorist, radio host and motivational speaker Dr. Yvonne Kaye has become a walking, talking, living, breathing bundle of energy who firmly believes laughter is the best medicine. Yvonne brings her life experiences and adventures to Rydal Park where she will encourage women (and men alike) to pursue their dreams at every age without forgetting to live life to the fullest.

**WEDNESDAY, MARCH 26
 TOURS AT 1:00 PM
 PERFORMANCE AT 2:00 PM**

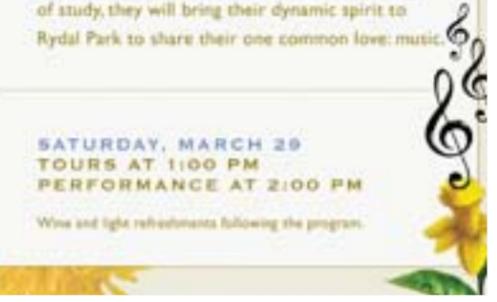
Wine and light refreshments following the program.

**ICES -
 INEST**

coeducational in 1960, the Women's Glee Club was founded by twenty ambitious young women. Today, the group has more than 50 members and is known as The Villanova Voices. The Voices spread their message of musical happiness and harmonies throughout the Delaware Valley, performing at various functions and events each year. Though these ladies have diverse backgrounds and fields of study, they will bring their dynamic spirit to Rydal Park to share their one common love: music.

**SATURDAY, MARCH 29
 TOURS AT 1:00 PM
 PERFORMANCE AT 2:00 PM**

Wine and light refreshments following the program.



RYDALPARK.ORG





When Senior Care Development, LLC purchased The Clare at auction, the soaring Chicago high-rise senior community had beautiful facilities and premier location, but faced an identity crisis. The new owners needed to rebrand the property in order to overcome marketplace uncertainty and staff insecurity, and to re-engage the educated, accomplished Chicagophiles that The Clare was meant to attract.

After an in-depth immersion process, the new brand embodied a Chicago-centric lifestyle combined with the ultimate in retirement comfort. This new, compelling personality became the foundation for its marketing direction, positioning The Clare as “an extraordinary community in the heart of it all.” It renewed the confidence and enthusiasm of residents and staff. Over a one-year period, occupancy – stagnant for three years – showed significant growth; more than 21%. For The Clare, the downturn has been replaced by a promising upswing.

ASSIGNMENT

Restore and rebrand a premier high-rise Chicago senior living community in one of America's poshest urban neighborhoods.

RESULTS

OCCUPANCY RATE
**INCREASED BY
MORE THAN 21%**

CHANNELS

STRATEGIC PLANNING
SALES RESEARCH
TARGET AUDIENCE RESEARCH
BRAND IDENTITY
MEDIA PLANNING & BUYING
COLLATERAL
DIRECT MAIL TARGETING &
CAMPAIGN MANAGEMENT
PRINT ADVERTISING
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WEBSITE DEVELOPMENT
PUBLIC RELATIONS

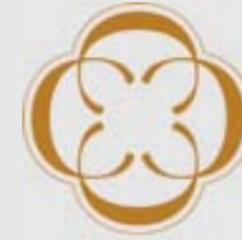
I look at LevLane as the brand masters. For the CCRCs that I've developed over the last 20 years in New York, New England and Illinois, I have counted on them for pinpoint branding strategy.

– David Reis, President & CEO





THE CLARE



...IN THE HEART OF IT ALL

With such an amazing location, layout and physical structure, all we had to elevate was curiosity. The Clare at Rush and Pearson delivered on all 54 levels.





The Clare is a work of art inside and out – its elements of design, construction, furnishing, lighting and color creating a synergy of elegance and good taste. Original artwork turns hallways into galleries. Terraced garden paths lead to calm. And beyond the beauty is a host of activities and amenities for you and your neighbors to delight in. From fitness and aquatic centers, art and computer rooms, library and business centers, to a calendar replete with entertainment and outings.

“LIVING THIS WAY DOES WONDERS FOR YOUR INNER BEING.”

Did we mention dining? At The Clare it's a social and culinary event, with a full and varied gamut of gourmet offerings prepared by a chef you will come to treasure. He, and all of the staff that attends to you, deliver five-star service with a deep desire to please.



“IF THIS IS RETIREMENT LIVING, WHERE HAS IT BEEN ALL MY LIFE?”

With so much to walk to, and so much more a short bus ride or cab hop away, the neighborhood surrounding The Clare is truly the heart of it all. From your corner of Rush and Pearson, the best of Chicago beckons. Now is the time to indulge in theater and performing arts subscriptions, museum memberships, major sporting events, Miracle Mile shopping, and restaurants as varied as your dining moods. Your Clare concierge can help arrange it all.



BECKONING FROM THE STREET

Signage outside conveyed the spirit of life within.





THE CLARE

at Rush and Pearson

AN EXTRAORDINARY COMMUNITY IN THE HEART OF IT ALL

CHICAGO, IL [f](#) [t](#)

SEARCH [SITEMAP](#)

SALES OFFICE: [312-651-4228](#)

EMPLOYMENT: [312-784-8037](#)

THE TERRACES: [312-480-8773](#)

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HAVING MOM & DAD ALL
SETTLED IN IS A SECURE
FEELING FOR ALL OF US.

THE CLARE
IN THE NEWS

LIFECARE AT
THE CLARE

LOOKING FOR
MOM & DAD?



IN THE
HEART
OF IT
ALL

MORE



VIEW GALLERY



REQUEST YOUR
APPOINTMENT
BROCHURE

THECLARE.COM