

Active Lifestyle and In-Demand Amenities Spur Grand Opening Success for Local Senior Housing Community

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TITUSVILLE, Fla. (August 22, 2008) -- When it comes time to retire, it might be time to downsize at home, too. After all, who wants to clean all those empty-nester rooms, maintain that lush lawn or pay a hefty electric bill on retirement salary? And besides, there are grandkids to visit, faraway lands to see and hobbies to finally enjoy.

Senior housing options, however, have historically been sparse, to say the least. There's the apartment community down the street, but it's really better suited for young families. Then there's an assisted living facility (ALF), which is not even close to an option unless you go straight from work to needing a full-time nurse. Or you could move in with the kids, but who's ready for that? Finally, with 2012's "Boomer Boom" quickly drawing nearer, there's now a viable option: active senior communities.

Just a quick Internet search shows active senior communities available and growing nationwide. At a June 27 ribbon cutting, Titusville welcomed one of its own. Developed by Beneficial Communities, Royal Palms is an affordable rental apartment community just for seniors. And with its relaxed feel, comfortable accommodations and impressive amenities, it offers everything they want.

"There is truly a huge demand today for active senior housing communities, and we are proud to be bridging the gap in Titusville with Royal Palms," said Don Paxton, President of Beneficial Communities.

Located at 911 South Park Avenue, Royal Palms spans 106,000 total square feet over two levels and offers a total of 96 residential units. The 54 one-bedroom options are 758 square feet, while the 42 two-bedroom apartments are 929 square feet. Each unit features a private balcony, fully equipped kitchen, washer/dryer connection, individual central AC and heat, 9-foot ceilings, walk-in closet, neutral carpeting and ceramic tile bathroom flooring.

"Royal Palms apartments are very nicely equipped. We purposely kept these units comfortably small, though, because we know today's senior is very active outside the home," said Paxton.

Luckily, Royal Palms residents don't have to go far outside their home to stay active. In fact, it's just a matter of stepping outside their apartment door. The lushly designed, centrally located common area totals an impressive 30,000 square feet and features a wide variety of impressive amenities. On the first level, residents can pamper themselves at the beauty salon/barber shop, grab their mail at the post office, pay their rent at the leasing office, take in a film at the 30-seat movie theater, or relax in the two-level 1,700 square-foot clubroom with a adjoining kitchen and 52-inch Plasma television. The second floor features a computer center/cyber café, fully equipped fitness room and laundry facility. These amenities extend outside, too, with an 800 square-foot swimming pool and picnic area with grill.

“The Royal Palms common areas are spacious and luxuriously appointed, and the amenities are many,” Paxton said. “This was meticulously planned to encourage the active lifestyle today’s seniors want.”

The average monthly rental fee for a Royal Palms unit is approximately \$500, which includes water, trash and sewer. The fee also includes limited access to the community’s two guest suites and unlimited access to all the community’s amenities, daily activities such as water aerobics, resident activities such as holiday parties, periodic health and nutrition classes, quarterly financial counseling, and bi-annual life and safety training. Plus, management is on-call 24 hours a day, and a list of qualified service providers is available to residents who need assistance with light housekeeping, grocery shopping and laundry.

“No other community in the area offers anything close to Royal Palms. We’re truly changing the face of senior housing communities,” Paxton said.

Notably, nearly 60% of the community’s inventory was already under rental contract at the time of the ribbon cutting. And contracts are still streaming in. Because of this quickly diminishing inventory, Paxton encourages interested seniors to start the transition process now.

“The Royal Palms community has been very well received, and we anticipate full capacity before year end,” he said. “But it’s surprising to many how long the transition actually takes. Between selling the house and making all the other necessary arrangements, time flies. So if people who are interested now wait too long, we just won’t have anything left.”