



NEWS RELEASE

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OUT-OF-TOWNERS: ALDEN PLACE ATTRACTS RESIDENTS TO LEBANON REGION

"Alden Place makes us feel like we live on a five-star resort," says D.C. native

LEBANON, Pa. (JULY XX, 2009) – Lebanon-based active adult community Alden Place prides itself on a safe and welcoming environment and consistent customer satisfaction for retirement community homebuyers and homeowners. However, when she visited, Alden Place buyer Charlene Barton saw more than a safe, welcoming environment; she saw home.

According to a study conducted by AARP, 71 percent of retirees prefer to move less than 70 miles away from their home when choosing to relocate, however Barton decided to move from New York to Pennsylvania after a visit to Lebanon-based Alden Place active adult neighborhood.

Born and raised in Pennsylvania, but having lived in New York for 25 years, Barton knew that when she retired, she wanted to return home to Pennsylvania. After looking into 13 active living communities in the Lancaster, Lebanon and York areas, including Alden Place, Barton decided that Alden Place would be the right neighborhood for her.

Before settling into her Alden Place home, Barton was unsure how she would fit in as a single adult, but "the community atmosphere was also so welcoming that it felt more like a family community than a neighborhood," she said.

"What drew me to this community initially were the floor plans for the home I purchased. I could tell the house was built with the 55 plus in mind, especially by the large entryways and rounded corners," Barton said. "There were so many options that I knew I could make it my own, and even after moving in, the staff made sure to maintain a present relationship with me."

Barton had only seen the floor plans of her prospective house on the Alden Place website, but she knew the model was right in line with her expectations. She fell in love with the large open floor plan and the garden tub, which was exactly what she wanted in her home. She also wanted new construction that would allow her to make changes and provide her with the features she wanted.

Alden Place management's friendly and prompt service made it easier for Barton to make her decision. "It felt like I had known them all for a long time. It was so comfortable and they really made it feel like home," Barton said. "There was no pressure to buy anything when I looked at the models and they provided answers to my questions freely."

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The friendliness and familiar feel of the management staff was also a deciding factor for Fred and Judy Horowitz, who relocated to Lebanon from Washington, D.C. Although they were from out-of-state, they found the move to be surprisingly easy and making friends at Alden Place even easier.

“We chat with our neighbors every morning and participate in group activities most days and evenings,” the Horowitzes said. “The management staff has also been great; everyone is so efficient and pleasant.”

Living at Alden Place has opened up a wealth of cultural and wellness opportunities for the couple as well. They ride their bikes daily, swim in the clubhouse pool and travel throughout Lebanon, Hershey, Harrisburg and Lancaster frequently, enjoying the many cultural and entertainment events, which they’ve shared with their teenage grandchildren during their summer visit.

The location of Alden Place also allows residents to take advantage of a multitude of learning opportunities, including Lebanon Valley College, where the couple audits classes, only 12 minutes from their home.

“Alden Place is beautiful inside and out,” Judy Horowitz said. “From the floor plans to the family feel, the recreation to the excellent management staff, living at Alden Place makes us feel like we are living on a five-star resort.”

Alden Place offers two affordable purchasing options. The Cornwall neighborhood follows a land-lease model and the Northgate neighborhood follows a land-ownership model. No matter which campus residents choose or where they come from, Alden Place residents are provided with consistent resident service and a comfortable, family atmosphere.

Alden Place also offers on-campus recreational amenities, including the Alden Club, which features a library, swimming pool, billiard tables, exercise rooms and a beauty/barber shop.

Barton said she can’t imagine living anywhere else.

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ABOUT ALDEN PLACE:

Founded in 2005, Alden Place offers semi-custom-built homes for active adults 55 and older. It’s located on 270 acres in beautiful Cornwall, Pa. Alden Place offers two neighborhoods with a wide variety of homeowner options for both land lease and land ownership. For more information, visit www.aldenplace.com.