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## The Truth About Choosing a Retired Living Community

**Moderator**

- Brett Junell - Junell Realty Group - Retired Moves Division w/Keller Williams

**Panelists**

- Jim Cox, Cascades of the Sierra
- Wendy Knorr, Morning Star Senior Living
- Laurie Leonard, Promenade on the River
- Mark Schulz, Revel Rancharrah



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# Senior Living Options “Back in the day”

**STAY AT HOME**

**LIVE WITH FAMILY**

**MOVE TO NURSING HOME**



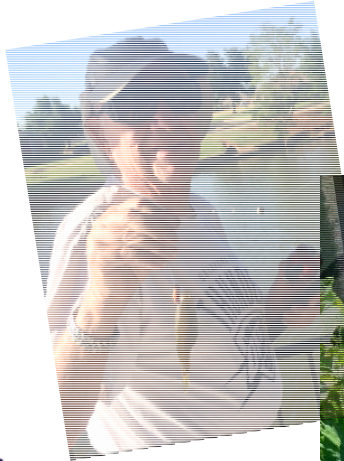
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# Pursuit of New Passions



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# GIFT



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## Just a Little Help Please



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## Memory Not So Good



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## Body Wearing Out



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## TRUTH

The only way to truly remain in control of both where and how you live as you grow older is to plan now.



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## TRUTH

Your next move may or may not be your  
“last” move.



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## Senior Community Truths

- There are many options and no two communities are alike.
- Marketing messages can be very difficult to navigate.
- Not all communities will have availability all the time.
- You may not get everything on your wish list.
- Market demand will determine availability and pricing.
- Not everyone is looking out for YOUR best interests.
- Educating yourself about your options is the only way to remain in control.



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## Current Options - Not Licensed

- **55+ Active Adult Maintenance-Free** (yard care, on-site maintenance, social calendar, club rooms, etc.)
- **Independent senior living** (meals, transportation, housekeeping, social, etc.) - usually minimum age 62
- **Income Restricted / Subsidized Apartments** (reduced rents for those with limited income)



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## Current Options - Licensed

- **Assisted living 1 & 2** (meals, transportation, housekeeping, etc. + support with personal care, dressing, medications, etc.)
- **Residential Care Homes** (private residences offering assisted living or memory care support to limited # of ambulatory residents)
- **Memory Care** (specialized programming and cognitive therapies)
- **Skilled** (short-term rehabilitative / usually within a longterm care community)
- **Longterm Care** (nursing, non-urgent medical, mental health & healthcare)
- \* **Continuing Care (CCRC)** (All levels - Independent, assisted, memory, skilled, longterm care)



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# GREY AREA

**Independent**  
(unlicensed)



**Assisted / Memory Care**  
(licensed)



**Nursing**  
(licensed)



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## Per Month Rents / Median Annual Rent

▪ <b>55+ active adult living:</b>	\$1,600 to \$2,500 (non-subsidized)	\$22,000
▪ <b>Independent living:</b>	\$1,800 to \$5,000	\$36,000
▪ <b>Licensed assisted living:</b>	\$3,000 to \$6,600	\$50,000
▪ <b>Memory care:</b>	\$4,000 to \$8,000	\$72,000
▪ <b>Nursing / Longterm Care:</b>	\$160 per day to \$300 per day	\$85,000
▪ <b>*Continuing Care (CCRC):</b>	\$75,000 to \$1M+ - entrance fee \$2,000 to \$7,000+ per month	\$42,000 (Independent)



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## Know Your Local Resources

**MYTH:** Placement services featuring celebrity personalities offering to “hand pick” the best senior living options will make your research easier and less stressful.

**TRUTH:** Many of the advertised placement services are simply “lead generators” for senior living communities offering little (if any) personalized support.



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Carson City, Reno & Sparks  
Senior Living Directory

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(775) 432-6300  
[www.JunellMovesMadeEasy.com](http://www.JunellMovesMadeEasy.com)

**JUNELL**  
Moves Made Easy  
*Overjoyed... not overwhelmed!*

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## Planning & Why It's Important

**Myth:** "I have plenty of time to plan. There are a lot of options out there to choose from when I am ready."

**Truth:** As your physical and/or mental health declines, your living options become fewer.

**Truth:** In a crisis there is no planning and little choice. Decisions are made in the moment and the selection process is often left to others.



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## Choosing a Community

- Geography: Location & size (unit and community)
- Price: Rents, entry fees, pay source accepted
- Support: Amenities and services
- Building: Maintenance, management, appearance
- People: Personality, pets, similarities
- Staff: Skills, competency, and character
- Competence: Inspections and training



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## Touring Communities

- Making Appointments
- Taking Tours
- Questions to ask
- Evaluating the differences



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## Just Start

**Wherever you are today... start there.**



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# Upcoming Seminars

**April 18:** The Truth About Downsizing, Rightsizing & Simplifying

**May 16:** The Truth About Dementia

**June 20:** The Truth About Selling the Family Home

**Retired Living Truth Series Retires**  
Never a sales pitch... only the TRUTH!

Join us for a series of candid conversations with local experts focused on the unique and complex housing-related issues facing Northern Nevada's mature homeowners & families.

**The Truth About... 2019 Schedule**

Living to be 100	January 10
Communicating with Adult Children	February 14
Choosing a Retired Living Community	March 21
Downsizing, Rightsizing & Simplifying	April 18
Dementia	May 16
Selling the Family Home	June 20
Living, Dying and Leaving a Legacy	July 18
Trusts, Wills and Guardianship	August 15
Home Health & In-home Care	September 12
Paying for Retirement Living	October 24
55+ Retired Living Options	November 21
Successful Aging	December 19

(more information about each seminar available online)

**RESERVE YOUR SEAT TODAY!**  
[www.RetiredLivingTruthSeries.com](http://www.RetiredLivingTruthSeries.com)  
or call (775) 432-6308

**Location:** 5680 Riggins Court, Reno  
**Time:** 10:00 a.m. - 11:30 a.m.  
*(see over for directions / map)*

About the Hosts: Annette & Brett Junell are considered leading authorities on issues related to downsizing, life-life moves and (55+) senior living solutions. Their mission is to educate, empower and equip Retirees. To contact the Junells directly call (775) 432-6300.

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# Questions & Answers



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# THANK YOU FOR COMING!

Please complete your evaluation!  
and Register for the next Seminar



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