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| A logo of a company  Description automatically generated*Distinctive Retirement Living since 1988* | PRESS RELEASEContact: Janis Ehlers, (954) 726-9228 |

**NorthWest Place Earns Distinguished CARF Re-Accreditation**

**PORTLAND, Ore.—**(DATE)—NorthWest Place, an active retirement community owned and operated by Senior Resource Group (SRG), today announced it has been reaccredited by CARF International.

Similar to the five-star rating of the hospitality industry, this certification is the highest level of accreditation that can be awarded to a retirement community.

“We are incredibly proud to have achieved CARF reaccreditation. It stands as a testament to our unwavering commitment to raising the bar on senior living and ensuring the highest standards of care and service for our community,” said Executive Director Shannon Lang. “This achievement is a reflection of the dedication and hard work of our entire team, and we will continue to strive for excellence in everything we do.”

To receive the three-year reaccreditation outcome, NorthWest Place completed a voluntary peer review process and demonstrated to a team of surveyors that its programs and services are of the highest quality, measurability and accountability. The survey team’s report highlighted the community’s many strengths, including a “boutique” approach to meeting the needs of residents, a talented and committed leadership team that has mastered the meaning of person-centered care, an innovative approach to technology, extensive menu options and enhanced outdoor spaces.

“NorthWest Place excelled in every category and benchmark evaluated by the committee, earning almost 100% across the board,” added Lang. “This isn’t just an endorsement of our commitment; it's a promise to our residents, their families, and our community that we will continue to set high standards, exceed expectations, and make a positive impact on the lives we touch.”

**About NorthWest Place**

Nestled in one of Portland’s most vibrant residential neighborhoods, NorthWest Place offers exceptional boutique-style independent living. The CARF-accredited community has a full range of services and amenities, including 12-hour restaurant dining, transportation, housekeeping, activities, and personalized, holistic health and wellness programs for residents. For more information, please call (503) 200-2505 or visit [www.NorthWestPlaceSeniorLiving.com](http://www.NorthWestPlaceSeniorLiving.com).

**About the Commission on Accreditation of Rehabilitation Facilities (CARF)**

CARF is an independent, nonprofit accreditor of health and human services, enhancing the lives of persons served worldwide. CARF accreditation promotes providers’ demonstration of value and Quality Across the Lifespan® of millions of persons created through the application of rigorous organizational and program standards organized around the ASPIRE to Excellence® continuous quality improvement framework. CARF accreditation has been the recognized benchmark of quality health and human services for more than 50 years. For more information or to contact CARF, please visit www.carf.org/home.

**About Senior Resource Group**

Headquartered in San Diego, California, Senior Resource Group, LLC (SRG) owns, develops and operates quality independent living, assisted living and memory care communities across the United States. Since 1988, SRG has championed the development and management of thoughtfully designed communities providing older adults with service-enriched, supportive living environments. SRG presently owns and operates senior living communities in Arizona, California, Florida, Georgia, Oregon and Texas. For more information, visit [www.srgseniorliving.com](http://www.srgseniorliving.com).

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