

# Pioneers of Possibilities



SENIOR LIVING, REIMAGINED.



Together, we thrive

# The Power of We

Compassion. Commitment. Connection. Collaboration.

This is what powers SRG in every aspect of what we do.

Whether residents, team members, or stakeholders,  
“We” is what makes everything possible—and excellence achievable.



[CLICK HERE](#)  
to learn about  
the Power of We



Maravilla Scottsdale

Achievement  
Innovation  
Engagement  
Performance



FRANCINE



035

*Celebrate every mile!*

# Achievement Innovation Engagement Performance

For 35 years, we've been developing and operating award-winning senior living communities throughout the United States. Known for our stylish design and impressive amenities, we are driven by our passion, commitment, and continuous approach to learning.

Skillfully navigating the complex licensing and regulatory landscape, we have become successful at launching thriving communities, many in high barrier-to-entry areas. Our communities are accredited by the Commission on Accreditation of Rehabilitation Facilities (CARF), going above and beyond state and federal mandates—because it's absolutely worth every bit of effort to offer residents and their families the peace of mind and confidence of third party accreditation.

We are pioneering the next generation of healthcare delivery through onsite collaboration with healthcare providers. Our SRG Assure program lowers hospital readmission rates well below the national average. Working with health delivery systems, we can provide our residents in-home access to telemedicine and onsite clinical visits including lab collection and testing. SRG leads the industry with some of the most progressive approaches to holistic vitality and health related protocols in the country.



Learning is a lifelong process



# Achievement Innovation Engagement Performance

What do we attribute decades of growth and success to? Looking ahead and looking beyond. That means being out in front of lifestyle trends, wellness research, and interactive programs for mind, body, and spirit vitality. We have been at the forefront of the evolution of senior living since we began, contributing to resident satisfaction and happiness,

Branded programs like Genuine Hospitality, SynRGy, Zest Wellness, SRG Assure, and others are the cumulative result of our pioneering spirit. Our communities offer a continuum of life solutions from resort-like independent living opportunities to specialized assisted living and memory care services. We provide access to onsite rehabilitative services and medical clinics to offer more assistance under one roof. We custom tailor our services to fit our residents' care needs, scaling up as needed and utilizing the latest care methods and technology.

While it proves to be an excellent business and operational strategy, our future-facing approach is born from a deeper sense of opportunity and obligation to raise the bar and advance the cause of extending later-in-life vitality—in which we fervently believe.



# Achievement Innovation Engagement Performance

Engagement today is not about lifespan, but healthspan—not just living longer but living a rewarding life for longer. That’s what draws residents to communities, provides purposeful involvement and offers the opportunity to increase longevity.

Involvement, passion, energy, wonder, and camaraderie—these are the feelings and motivations that drive us throughout our lives. It’s a mistake to associate “old age” with a lack of determination or opportunities. We are about more than just the state-of-the-art amenities and thoughtfully designed communities we create—we’re about connecting family and friends, increasing health, wellbeing, and quality of life, and a strengthened sense of purpose. All of this is made possible by team members who prioritize engagement and connectivity.

When we build a community, we take into account everything from the physical building and surrounding grounds to the architecture and décor: all of the building and design details are examined and evaluated on how they will support community engagement. It’s not just bringing people together but bringing people together in the right environment that will set the tone for community engagement.



SILVER SPRINGS

Find Dining Bliss with SRG's Dine Your Way™ Experience

# Achievement Innovation Engagement Performance

Intentions, opportunities, and breakthrough ideas cannot come to fruition without a commitment to great execution and outcomes. Whether the careful hiring and training of our team members, the development of social, recreational, and intellectual opportunities for residents, exceptional cuisine, resort-like ambiance, or rehabilitation protocols—we strive to deliver both experiences and results at the highest possible level. Maybe that’s why, whether our goals are based on operational, resident satisfaction, or purely financial considerations, SRG has consistently reached—or exceeded—its targets, since our beginning in 1988.



*Age is just a state of mind*

# What compels us

We believe that we all grow from experiences throughout our lifetimes—treasured archives of character and wisdom. That every life stage deserves its own kind of support and access to fulfilling opportunities. That our aging population deserves the best possible environments and resources for optimal enjoyment and meaning late in life. The notion of healthspan—better, longer living—needs to replace lifespan and become a goal for every human life.

The Power of We defines individual empowerment through collective means, with family, friends, team members, activities, and resources all playing significant roles in the vitality and attitude of each SRG resident—and ultimately making a difference in the lives we touch, everyday.



Residents staying engaged at Casino Night



## A category of one location

When considering market opportunities, we start with area population trends; is it under or over-served? Does the area support communities at a variety of price points?

Even with an apparently saturated marketplace, untapped demand can exist. We frequently develop in high barrier-to-entry markets, where supply is constrained and competition limited. Through the years, we have become skilled at solving challenging entitlement issues, allowing us to create impressive purpose-built communities crafted for the style and culture of its area.

Strong in-house support and measured continual growth allows SRG to evolve our process and capitalize on our achievements, learning from what works best in each unique environment. These adaptations help to push us forward in everything we do and contribute to our overall long-run success.

## Pioneering the fully-engaged life

Not surprisingly, our residents enjoy a blend of comfort, style, social opportunities, world-class recreation and advanced wellness programs that are in a category all their own. At SRG, fine restaurants and spas commingle with an eclectic blend of robust resort and campus-like amenities to nourish the mind, body and spirit—in communities prized for their inviting atmosphere. No wonder so many of our residents and their families have become our most passionate advocates, welcoming an even wider group of friends into their communities.

## Rising to the healthcare challenge

Looking forward, healthcare is changing in both how and where it is delivered. Integrating healthcare provider systems on site to increase access to quality services, faster and more efficiently supports our already robust assisted living and memory care services. Our assessments, service planning and integrated clinical data systems are unique in the industry, allowing us to track resident outcomes and adapt to and fulfill changing needs. On a whole variety of fronts—from high-tech to high-touch—we seek to optimize our residents' healthspan, whatever their needs. Our mission and reputation demand it.



*What comes of the collaboration between residents and staff is much greater than any one individual*

## People make all the difference

We're in the experience business—and experiences begin with human connection. That's why our hiring, training, and culture-creation programs are among the most ambitious anywhere.

Many of our employees see their work not just as a job, but a calling to create inspiring communities and rewarding lifestyles for our residents. Things like truly making a difference in someone's life and being part of an extended family are intangible benefits that our team enjoys, and our residents can feel it too. It's one more way the Power of We elevates and defines all we do.

Robust operating manuals guide each department. Weekly and monthly reports, audits, checklists, and meetings assure a detailed picture of the operational and financial health of each community.

Our Zest employee wellness and SynRGy learning and recognition programs seek to keep employees engaged. Ultimately, creating a culture of service is a huge advantage—as demonstrated by SRG Strong, an employee-led campaign, and supported by our employee engagement platform.



*Over 30 years of experience and passion*



*Over the next decade, millions of Americans will make independent & assisted living choices*

## If you listen carefully, you can see the future

Change is a constant—especially in the rapidly evolving senior living space. Over the next decade, millions of Americans will make independent and assisted living choices, with each new group expecting more opportunities and fewer compromises. The huge Baby Boomer population, in particular, identifies with vitality, freedom, discovery and adventure. Accommodating their lifestyle and dreams will drive innovation and adaptation for years to come.

Our communities—their design, amenities, programs and services have become more impressive over time—and will continue to evolve and advance as the future unfolds. The one constant? The human spirit—and our desire to enhance lives and create rewarding experiences—remains remarkably the same.

By studying trends and generational shifts, and by applying our passion and imagination, SRG remains in a singular position to seize emerging opportunities and answer the call.



*We're in the experience business*

*"It's about offering opportunities to connect easier with friends and family, options to increase health and wellbeing and ultimately choices to create a sense of purpose."*

*- Michael Grust*





**MICHAEL S. GRUST**

President and Chief Executive Officer

As co-founder of Senior Resource Group (SRG) in 1988, Mr. Grust has used his unique multi-disciplinary approach to advance SRG to be a leading provider of award-winning senior living communities throughout the United States. Fueled by his passion and keen eye for extraordinary design and inventive architectural solutions, SRG has focused its efforts on growth through the development of market-driven, signature one-of-a kind senior living communities innovatively designed to meet the needs and preferences of the local market today—while anticipating the changes that lie ahead.



**TIMOTHY J. FOX**

Executive Vice President / Chief Investment Officer

Mr. Fox serves as Executive Vice President and Chief Investment Officer responsible for strategic growth of the company, including acquisitions and development. Under Mr. Fox’s leadership, SRG has developed over 2.5 million square feet of senior living space and acquired and/or assumed management of approximately 6000 senior living units. In 2005, as a member of SRG’s management team, he led the recapitalization of the company which returned ownership to senior management. Mr. Fox serves on multiple boards including NIC Maps leadership.



**J. WICKLIFFE PETERSON**

Executive Vice President / Chief Financial Office

Joining Senior Resource Group (SRG) in 1997, J. Wickliffe Peterson (“Wick”), assumed the role of EVP/ CFO, responsible for the execution and attainment of both the corporate and operational goals, including all financial development and administrative matters of the company and its communities. He is continuously involved in the financial planning and the scripting of alternatives to finance a fast-growing company.



**CHERYL MESTRE**

Vice President of Acquisitions

Cheryl Mestre joined SRG in 2021 with over 20 years of investment experience across multiple industries, including nine years in senior housing. Ms. Mestre is responsible for the underwriting and sourcing of transactions and works closely with the development, construction and operational teams at SRG.

## OUR TEAM

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### RON MEAD

Vice President of Operations

Mr. Mead joined Senior Resource Group in 1990 and began serving in his current capacity, as Vice President of Operations in 2000. Mr. Mead's primary role and responsibility includes oversight of SRG's communities with a focus on food and beverage management. In addition, Mr. Mead directs SRG's voluntary participation in and adherence to accreditation by the Commission on Accreditation of Rehabilitation Facilities (CARF), leading all eligible SRG communities to receive the highest-level accreditation awards.



### JASON RICH, LVN

Vice President of Operations

Joining SRG in 2001, Mr. Rich has held several key positions before beginning his current position as Vice President of Operations. Mr. Rich's background includes over 25 years of a broad range of successful operations and supervisory experience including detailed technical knowledge of medical care facility healthcare, personnel, nursing and medication operations as well as a unique ability to balance and satisfy the needs of residents, families and staff to optimize efficiency and ensure long-term success of the business.



### ROB HENDERSON

Vice President of Operations

Mr. Henderson's background includes over 25 years of successfully overseeing full-service communities encompassing Independent Living, Assisted Living and Memory Care. Mr. Henderson was honored by the San Diego Business Journal in 2020 as one of San Diego's 50 individuals making a difference and was again acknowledged by the Journal in 2021 as one of San Diego's 500 most influential people.



### SARA PADILLA, RN

Vice President of Health Services

With more than 25 years of clinical, long-term care and technology experience, Ms. Padilla oversees resident-centered health services across SRG communities, focused on wellness, clinical management, resident risk management, staff training, education and survey readiness. She plays an integral role in coordinating the company's health care provider delivery systems and managed care initiatives. Ms. Padilla oversees Zest, SRG's science-based wellness program, and Enliven Creative & Adaptive Memory Care, two of SRG's signature programs.





**ALLIE SMITH-GOODWIN**

Vice President of Sales

A seasoned senior living executive for more than 20 years, Ms. Smith-Goodwin has expansive experience in sales and marketing as well as operations. She is a dynamic sales leader who has won several awards for her dedication to sales and resident experience in senior living.



**LEE RATTA**

Vice President of Marketing and Communications

Lee Ratta brings 26 years of senior living branding, marketing, and development experience to SRG. As Vice President of Marketing and Communications, Ms. Ratta oversees SRG branding and multi-channel lead-generating campaigns to support and promote SRG's senior living communities nationwide.



**CHRIS GLADHEIM**

Vice President of Human Resources

An accomplished executive with more than 25 years' experience in human resources, Mr. Gladheim joined SRG in 2021 to focus on recruitment, employee relations, performance management, and organizational effectiveness. As Vice President of Human Resources, Mr. Gladheim manages all aspects of human resources including talent acquisition and management, leadership development, total rewards and recognition, and advising senior management regarding current and future workforce strategies that align with SRG's business objectives.



**DANIEL PEREZ**

Vice President of Real Estate Development and Construction

Mr. Perez is an award-winning architect with 37 years of experience in design, development and construction in various market sectors nationally and internationally; including senior living, hospitality, and residential among other mixed-use developments.

## OUR TEAM

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### ROBERT BUELL

Senior Vice President – General Counsel

Joining SRG in 2010 as lead in-house counsel, Robert (“Bob”) Buell is an experienced attorney who has worked in all aspects of real estate, including institutional investments, contractual and partnership agreements, as well as seniors and residential communities. Bob works closely with senior management as acquisition, finance, development, construction, and operational phases of SRG projects.



### CHRISTIAN HOLLAND

Vice President – General Counsel

With more than 30 years of experience providing risk management and legal advice in the healthcare and senior housing industries, Mr. Holland has expertise in regulatory, licensure, litigation, contract, and insurance matters. In addition to being a licensed attorney, he holds a Master of Public Health degree in health services administration.



### MELISSA DILLON, MSG, CDP

Corporate Director of Memory Care

Ms. Dillon leads SRG’s Enliven Creative & Adaptive Memory Care. She holds a master’s degree in Gerontology as well as certifications from Teepa Snow as a Certified Trainer, Certified Coach, and Certified Engagement Leader. Ms. Dillon is an innovator and nationally renowned thought leader who shares her expertise at national conferences. She was recently named in Senior Housing News as a Future Leader.



### LAUREN BLACKER

Corporate Director of Life Enrichment

Ms. Blacker has over 25+ years in the healthcare, food service, and wellness industries. A strategic and innovative leader, Lauren’s passion lies in health, wellness, and sustainability. Her mission is to inspire change, motivating others to engage in lifestyles that promote longevity today and for generations to come.



People make all the difference

# Catalysts for Growth

Innovative resident programs distinguish SRG communities from all others. Our focus on engagement, vitality and purposeful living has resulted in a wealth of specific amenities and activities that have produced impressive results for our resident populations at every community we serve.

Key programs are explained on the following pages.



*Growing old is growing more enjoyable*

## Zest Wellness

More than a program, resident and employee wellness is woven into SRG's organizational and cultural fabric through SRG Zest, the catalyst marrying science-based, preemptive and preventative health strategies with the engagement needed for acceptance and positive outcomes. Zest is based on the belief that to keep pace with the rapidly evolving healthcare market, senior living communities need to deliver service components that help improvement initiatives be repeatable and be scalable across the company. This data-driven approach to population health affords the benefit of consistency, awareness, responsiveness, feedback and quick confident decisions to increase positive health outcomes and retain residents.

Ultimately, the concept of Zest is pretty simple: bringing healthy, positive balance to the Mind, Body and Soul with a wealth of personalized, enriching experiences. Zest inspires the mind through creative and intellectual expression. The body is kept in tune through daily motion and attention to nutrition. With plant-based and whole-food focused FreshZest dining options, it is easy to enjoy fine dining AND make small but impactful lifestyle changes. And for the soul, our approach is as social as it is spiritual—personal connection, a bit of purposeful reflection and plenty of carefree interaction. Actually, it can be as simple as taking a moment to breathe.

## The Science of Zest

- Includes data analysis (EHR) to provide resident health overviews and employ strategic primary, secondary, and tertiary prevention strategies.
- Incorporates evidence-based change concepts to foster productive interactions and encourage residents to take an active part in their health and well-being.
- Uses stages of change concepts in training and to help decide the type of support to provide residents.
- Empowers residents to improve their health by integrating technology, innovation, and community health services to maintain positive health and well-being.



*Residents enjoying dinner al fresco*

## Zest Connections

A way for residents to stay in touch—and in conversation—with family, friends, and neighbors. The integrated platform allows residents to connect with team members, schedule services and more. And through automated reporting, team members can adapt programming to resident needs and desires.

## FreshZest®

FreshZest is just one of the many options available on our expansive and ever-evolving, fine dining menu. A plant-forward alternative, FreshZest is centered on creating delicious recipes with whole plant-forward foods, intact grains and excludes or minimizes meat, dairy products, eggs, and highly refined foods such as bleached flour, refined sugar and oil. From delicious Cremini Mushroom & Artichoke Cannelloni and Crispy Bean Chimichangas to tasty Kale and Quinoa salads and power bowls, a plant-based diet can offer a wide variety of tastes and choices as well as health benefits.

## Genuine Hospitality®

Engaged, energetic, light-hearted. It is a unique frame of mind that we cultivate in all our communities—with stylish surroundings, hospitable attitude, and robust programs centered on vitality and connection. Our residents are neither guests nor strangers—more like an extended family there to support and help thrive. It's how we help our residents feel truly at home and elevate their experience with us every day.

## Dine Your Way®

When you live at an SRG community, you Dine Your Way. Residents can dine early or dine late, with restaurants open and ready to serve 12 hours a day. The fresh, seasonal, and ever-evolving menus offer an expansive choice of signature dishes, daily specials, and family favorites so taste buds are never bored. Healthy options including a plant-based menu round out the choices. At SRG, we are constantly refining our dining service and daily menus to adapt to resident preferences as well as the latest in health and wellness. Our monthly Let's Dish sessions offer residents an opportunity to speak directly to their chef and sample new dishes, increasing resident satisfaction.





Residents and team members spending time on the water

## ZestFit

From fearless athletes to the world's oldest yogi, everyone has their own reasons for moving. But one thing is true for all of us: movement energizes us, makes us stronger and nurtures our souls. In other words, exercise is the key to good health—and looking better, too. SRG's signature ZestFit program was created for our residents to promote the core elements of good health—no matter their age, fitness level, or goals.

## Integrated Health Care

Through a network of innovative programs and partnerships, SRG senior living communities offer access to personalized and adaptive solutions and services to stay healthier, heal faster and feel better. Health care options feature an onsite clinic as well as respite care and post-hospital care, including a full suite of rehabilitation services from state-of-the-art physical therapy to occupational and speech therapy.



*Our ZestFit program makes staying active easy and fun*



*SRG provides its residents with stability and peace of mind*

## SRG Assure®

A program designed to help residents who transition back from hospital care, lessening the risk of further readmissions. Heightened attention and skilled service is provided during and after the hospital stay. As a result, SRG resident readmission rates are on average half the national readmission rates.

## Enliven Memory Care

Alzheimer's/Dementia Care is unique and ever changing. Persons with dementia and their families have individual needs. Our programs, environments and care approaches reflect this uniqueness. SRG's Enliven Memory Care philosophy is centered on five focused disciplines aimed at providing creative and adaptive support for each person's needs.

## The Club

Designed exclusively for assisted living residents with mild memory loss, The Club promotes resident life enrichment while supporting individual interests and social connections in an intimate atmosphere. This specialized therapeutic program is designed to foster joy, friendship, connections and creativity in a safe and comfortable environment.

## Why is SRG Assure important?

With over 3 years of outcome tracked data, SRG Assure has been shown to substantially **lower hospital readmission** percentage rates and other nationally tracked outcome data rates for residents receiving care services.

30-day hospital readmission percentage rates for SRG's residents with an average age of 80+.

**6.3%**  
vs. **20%** National average of those 65 and older.

Average percentage of SRG senior living residents who went to the emergency room (ER).

**8.3%**  
vs. **14%** National average for senior living industry ER visits\*\*

\*SRG community re-hospitalization and ER visit rate averages for 12 months ending May 2021.

\*\*NIC Seniors Housing & Care Journal 2018, Vol 26 #1.



## CARF Accreditation

SRG was one of the first major senior living providers in the United States to earn across-the-board accreditation by the Commission on Accreditation of Rehabilitation Facilities (CARF) and continues to outperform the senior living category. While Federal and State guidelines do not mandate accreditation, it is an important part of our “above and beyond” approach. We will continue to participate in the accreditation process to ensure that our programs and services continue to meet the highest level of standards.

## SynRGy®

A program to promote team members’ growth through learning opportunities, continuing education, engagement lessons and connection driven by our Power of We ethic. It is how we stay on top of the latest developments and insights, rewarding team members through recognition and scholarship opportunities to create experiences that help our residents connect and flourish every day.



*There's a science and an art to feeling good*



# Energizing Each Day

Our communities are more than just homes for our residents. They are the best restaurant in town where the chef knows just how they like their steak cooked. They are the gym where a 100-year-old pedaled 100 miles in a week. They are the civic venue where all their friends gather for karaoke, art shows, concerts and more.

The robust lifestyle our residents desire is at the forefront of our minds when each community is planned. We explore enhanced dining experiences, from family-style large tables to more intimate nook settings to allow for different opportunities to connect—because dining is as much about expansive menu choices as it is about where you dine, and who you dine with.

Aging is no longer just about getting older; it's about living better, longer. Our onsite recreation and rehabilitation services, built through collaborative alliances with healthcare providers, offer residents unique wellness opportunities to encourage healthy lifestyles, preemptive wellness strategies, along with opportunities to rehab from an injury, creating a space for residents to move at their own speed and ability.



[CLICK HERE](#)  
to enjoy the  
“Friday Feels”





Every day is a new, unfolding adventure

# A Diverse Approach

Our communities range from charming boutique settings and resort-like properties to modern urban addresses, across 6 states. Whatever the style, each offers all the unique advantages of SRG living across independent, assisted and memory care capabilities.



Arizona

## MARAVILLA SCOTTSDALE

7325 E. Princess Boulevard

Scottsdale, AZ 85255

**Independent and Assisted Living  
and Memory Care**

39 IL Casitas • 118 Independent Living Units  
36 Assisted Living Units • 24 Memory Care Units



## SILVER SPRINGS

500 W. Camino Encanto  
Green Valley, AZ 85614

**Independent and Assisted Living**  
107 Residential Units



## THE VILLAGE AT OCOTILLO

990 W. Ocotillo Road  
Chandler, AZ 85248

**Independent and Assisted Living**  
120 Residential Units





## Arizona

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### LA SIENA

909 E. Northern Avenue  
Phoenix, AZ 85020

**Independent and Assisted Living**  
79 Independent Living Units Casitas  
111 Assisted Living Units



## AMBER LIGHTS

6231 N. Montebella Road  
Tucson, AZ 85704

**Independent and Assisted Living**  
120 Residential Units



## VILLA HERMOSA

6300 E. Speedway Boulevard  
Tucson, AZ 85710

**Independent and Assisted Living**  
70 Independent Living Units  
135 Assisted Living Units



Arizona

## THE HERITAGE TRADITION

19303 N. New Tradition Road  
Sun City West, AZ 85375

### Independent and Assisted Living

35 Independent Living Cottages

227 Independent Living Units

41 Assisted Living Units



**LA VIDA DEL MAR**

850 Del Mar Downs Road, Solana Beach, CA 92075

**Independent and Assisted Living**

105 Residential Units







California

LA VIDA REAL

11588 Via Rancho San Diego  
Rancho San Diego, CA 92019

**Independent and Assisted Living  
and Memory Care**

- 210 Independent Living Units
- 99 Assisted Living Units
- 34 Memory Care Units



## MARAVILLA SANTA BARBARA

5486 Calle Real, Santa Barbara, CA 93111

### **Independent and Assisted Living and Memory Care**

92 IL Casitas | 154 Independent Living Units  
97 Assisted Living Units | 20 Memory Care Units





California

## THE VILLAGE AT NORTHRIDGE

9222 Corbin Avenue  
Northridge, CA 91324

### Independent and Assisted Living

191 Independent Living Units

84 Assisted Living Units



## PENINSULA DEL REY

165 Pierce Street  
Daly City, CA 94015

### **Independent and Assisted Living**

104 Independent Living Units  
103 Assisted Living Units

## RIVER'S EDGE

601 Feature Drive  
Sacramento, CA 95825

### **Independent and Assisted Living and Memory Care**

96 Independent Living Units  
96 Assisted Living Units • 10 Memory Care Units





California

## THE VILLAGE AT SHERMAN OAKS

5450 Vesper Avenue  
Sherman Oaks, CA 91411

### Independent and Assisted Living

156 Independent Living Units  
63 Assisted Living Units  
17 Memory Care Units



## THE CARLISLE NAPLES

6945 Carlisle Court  
Naples, FL 34109

### Independent and Assisted Living

257 Independent Living Units  
93 Assisted Living Units



## THE PIEDMONT AT BUCKHEAD

650 Phipps Boulevard NE  
Atlanta, GA 30326

### Independent and Assisted Living

163 Independent Living Units  
40 Assisted Living Units





Texas

## MARAVILLA @ THE DOMAIN

11001 Austin Lane

Austin, TX 78758

**Independent and Assisted Living  
Memory Care + Rehabilitative Services**

142 Independent Living Units

54 Assisted Living Units

34 Memory Care Units



## SPRINGRIDGE AT CHARBONNEAU

32200 SW French Prairie Road  
Wilsonville, OR 97070

### Independent and Assisted Living and Memory Care

180 Independent Living Units  
70 Assisted Living Units • 12 Memory Care Units



## NORTHWEST PLACE

2420 NW Marshall Street  
Portland, OR 97210

### Independent and Assisted Living

46 Independent Living Units





# We absolutely love what we do, and it shows.

## BEST OF AWARDS

Our communities—their design, amenities, programs, and services have become more impressive over time—and will continue to evolve and advance as the future unfolds. The “best”? We strive for it every day. Here are just a few of the results.

Best of the Northwest 2020 · Amber Lights

Best Active Living Community, Assisted Living Community & Retirement Community by Explorer Newspaper Award recipient in 2019 & 2020

Best of the Best Award · Sierra Pointe

Best Senior Assisted Living by Roseville & Granite Bay Press Tribune

2019 Best of the Best Award · The Village at Ocotillo

Best Senior Living Facility by East Valley Tribune – Award recipient in 2017, 2018, 2019 & 2020

Best of the Northwest 2020 · Villa Hermosa

Best Assisted Living Community & Active Living Community by Explorer Newspaper – Award recipient in 2019 & 2020

Best of 2018 Award · La Vida Real

Best Retirement Living by La Mesa Courier & Mission Times Courier – Award recipient in 2015, 2016, 2017, 2018 & 2019

Top 10 Assisted Living Facilities in California · Cypress at Golden Gate

By Assisted Living Today – Award recipient in 2016 & 2017

Best of the Northwest · Amber Lights

Best Assisted Living Community by Explorer News – Award recipient in 2013, 2014, 2015 & 2016

Best Independent/Assisted Living Community · Maravilla Scottsdale

Best of Arizona Business by Ranking Arizona – Award recipient in 2013 & 2016

“La Vida Real Day” Proclamation · La Vida Real (2004)

San Diego County Board of Supervisors

Neighborhood 2015 Best Award · La Vida Real

Best Retirement Living by Mission Times Courier

Ten Best Places to Live · Maravilla Scottsdale

Arizona Foothills Magazine

Best Retirement Communities · NorthWest Place

Best Top 10 Retirement Communities in Oregon by BestRetirementDestinations.com – Award recipient in 2012 & 2014

Certificate of Recognition · Peninsula Del Rey (2014)

Grand Opening of Assisted Living Health and Wellness Program by California State Senate

Best Retirement Communities · SpringRidge at Charbonneau Campus

Best Top 10 Retirement Communities in Oregon by BestRetirementDestinations.com – Award recipient in 2011 & 2014

Best of the Best Award · SRG Genuine Hospitality Program (2008)

Assisted Living Executive by the Assisted Living Federation of America (ALFA)

Best Senior Living · The Village at NorthRidge

Best Senior Living California – Caring Star Provider by Caring.com

Best in Retirement Residence by The Santa Barbara Independent Newspaper

Award recipient in 2005, 2006, 2007, 2008, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2019 & 2020

## READERS' CHOICE AWARDS

Ultimately, it's about your experience at our communities and Reader's Choice Awards say just that.

2020 Readers' Choice Awards · La Siena Best Independent Living by Jewish News

Readers' Choice Award · La Vida Del Mar

Best Retirement Community by Ranch & Coast Magazine – Award recipient in 2019 & 2020

2020 Readers' Choice Awards · The Piedmont at Buckhead

Best Assisted Living & Retirement Community by Atlanta Jewish Times – Award recipient in 2018 & 2020

Readers Choice Award · The Village at NorthRidge

Best Active Adult Living Community by LA Daily News Award recipient in 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2019 & 2020

Readers' Choice Award · The Village at Sherman Oaks

Best Active Adult Living Community by LA Daily News – Award recipient in 2014, 2015, 2016, 2017, 2019 & 2020

North Coast Readers Poll – Best of · La Vida Del Mar

Best Senior Living by Union-Tribune Community Papers – Award recipient in 2011, 2012, 2013, 2015, 2016, 2017, 2018 & 2019

Readers' Choice Award · Maravilla

Best in Retirement Community/Senior Living by Santa Barbara News – Press Award recipient 2005–2019

Reader's Pick 2019 · Silver Springs

Best Assisted Living Facility by Green Valley News & Sahuarita Sun

Best of Naples Readers' Choice Awards and Champion Awards · The Carlisle Naples

Best Retirement Community & Assisted Living – Southwest Florida by Naples Daily News Award recipient in 2006–2019

Readers' Choice Award • The Heights at Burbank  
Best Senior Care/Retirement by Burbank Leader (LAT) • Award recipient in 2017, 2018 & 2019

2018 Readers' Choice Award • Cypress at Golden Gate  
Best Senior Living Facility by The San Francisco Examiner

Readers' Choice Award • Amber Lights  
Favorite Active Adult Community by Arizona Daily Star

Readers' Choice Award • Sierra Pointe  
Favorite Senior Living Center by Style Magazine

Best of San Diego Reader's Poll • La Vida Real  
Best Retirement Community by The San Diego Union-Tribune

Readers' Choice Award • La Vida Del Mar  
Best Retirement Community by Del Mar Lifestyle

Readers' Choice Award • Peninsula Del Rey  
Best Senior Living Facility by The San Francisco Examiner

Readers' Choice Award • Villa Hermosa  
Favorite Active Adult Community by Arizona Daily Star

## EMPLOYEE / STAFF AWARDS

The connections and synergy that our dedicated staff create every day results in an experience as fulfilling as senior living can be—for our residents AND our team members.

Service of Excellence Award • Villa Hermosa  
Outstanding Executive Director by Arizona ALFA • Award recipient in 2015, 2017 & 2018

Certificate of Recognition • La Siena/Bernadine Thomas  
Caregiver of the Year by Assisted Living Federation of America Arizona Chapter (AZ ALFA)

Shining Star Awards • Amber Lights  
Volunteer of the Year by Assisted Living Federation of America Arizona Chapter (AZ ALFA)

Staff of the Year • La Siena (2014)  
Fitness Director – AZ ALFA

Nurse of the Year • La Vida Real (2004)  
Assisted Living Federation of America Arizona Chapter (AZ ALFA)

Staff of the Year • Silver Springs - Director of Assisted Living  
Assisted Living Federation of America Arizona Chapter (AZ ALFA)



### Great Place to Work Certification™

All SRG employees from the corporate level to onsite staff (over 4,000 people) were given the survey anonymously. The survey measures credibility, respect, pride, fairness and camaraderie.

## DESIGN AWARDS

We design our communities with innovative spaces that enhance experiences and fit our residents' changing needs.

Best 50+ Full Continuum • Maravilla at The Domain (2022)  
Best of 50+ Housing Awards by National Association of Home Builders (NAHB)

Best in Interior Design - Gold Award • La Vida Real (2004)  
Best in Seniors Housing Design - CCRC - Large - National Association of Home Builders (NAHB)

Project of the Year • La Vida Real (2003)  
Senior Achievement and General Excellence Awards by National Association of Home Builders (NAHB)

Project of the Year - Platinum Award • La Vida Real (2004)  
Best in Seniors Housing Design - CCRC - Large - National Association of Home Builders (NAHB)

Best in Special Needs Housing - Gold Award • La Vida Real Memory Care (2007)  
Best of 50+ Housing Awards by National Association of Home Builders (NAHB)

Best in Interior Design - Platinum Award • Maravilla (2005)  
Best in Seniors Housing Design - CCRC - Large - National Association of Home Builders (NAHB)

Best Use of Public Space • Maravilla (2003)  
Goleta Valley Beautiful Awards Committee

Gold Nugget Award • Maravilla (2005) - The Village at Ocotillo (2006)  
Best Seniors Housing Project by Pacific Coast Builders Conference (PCBC) - Building Industry Association

Project of the Year - Platinum Award • Maravilla (2005)  
Best in Seniors Housing Design - CCRC - Large - National Association of Home Builders (NAHB)

Order of Excellence in Architecture and Design Award • Maravilla (2005)  
Contemporary Long Term Care

Best 50+ CCRC Community • Maravilla Scottsdale (2013)  
Best of 50+ Housing Awards by National Association of Home Builders (NAHB)

Top Honors • Maravilla Scottsdale (2013)  
Best Multi-Family Project by Arizona Commercial Real Estate (AZRE) 2013 Red Awards

Design Environments for Aging 2008 • The Village at Ocotillo (2008)  
Assisted Living - New Construction Category by SAGE and the Center for Health Design

Gold Nugget Award of Merit • The Village at Ocotillo (2006)  
Best Seniors Housing Project by Pacific Coast Builders Conference (PCBC) - Building Industry Association

Project of the Year and Best in Interior Design - Silver Award • SpringRidge Court (2004)  
Best in Seniors Housing Design - Assisted Living - Large - National Association of Home Builders (NAHB)

Best Independent/Assisted Living Community • The Village at NorthRidge (2010)  
Best Indoor Common-use Space • The Village at NorthRidge  
Best of 50+ Housing Awards by National Association of Home Builders (NAHB)



*Going back in time to the good ol' days of drive-ins and cruisin'*

# An abiding cause

The truth is, we don't always enjoy the attention, opportunities and support we deserve as we grow older. That's why we at SRG are passionately committed to providing the kind of communities, purposeful activities, camaraderie, and vitality enhancing programs that we all will benefit from as we approach our advancing years.

So, for us, it's not just a business opportunity; it's a highly important societal issue—and need. It's been that way from the start. That's what inspires our decades-long determination to elevate and reinvent what this most significant chapter in life can provide to the those who deserve it most.

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*As always, thank you to our SRG residents for making our communities their home  
and allowing us to showcase their lifestyles in this brochure.*

AN **SRG** SENIOR  
LIVING COMMUNITY



EQUAL HOUSING  
OPPORTUNITY

