

# What We Believe.



We're  
better  
together.

After 35+ years of doing something that, for us, is as much a cause as it is a business, it's clear that *what we do, how we do it, and where we're headed* have everything to do with *what we believe*.

What we believe informs everything we do, and explains why we are always striving to reach higher, to become better.

Here are **ten things** that *inspire* and *guide us*.

# 1

## What we do is important.

What's better than contributing to the well-being of others? Especially if it can make a big difference day to day, year after year. The way we see it, life should be rewarding and absorbing at every stage—and at every age.

“This experience has been life-changing. Because at a young age, this was just my first job. Now, 10 years later, this is a career path for me and something I want to do for the rest of my life.”

*Jenna Ballard*  
Sales and Marketing  
Representative

# 2

## Some things change, some things don't.

Our communities—their design, facilities, programming, 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.

# 3

## Aging is a funny process.

The older we get, the bigger the difference between how we look on the outside and who we are on the inside. It's easy to confuse the wrapping for the gift. More often than not, what's on the inside is character, perspective, and wisdom in abundance. Not to mention some really good stories.

“When we came to Maravilla, there was just something about this place that was really very special. The ambiance, the people. We have that comfortable feeling that this was home. It's like a new adventure.”

*Maravilla Resident*

# 4

## Growing old is growing more enjoyable.

We can all look forward to living longer and living better. Improvement in lifestyle choices including diet and exercise, medical advances and purposeful activities after retirement have all contributed to an extended sense of vitality and involvement at any age. If health issues arise unexpectedly, it's reassuring to know we can rise to the occasion.

# 5

## There's a science, and an art, to feeling good.

We all need activities and services that allow for a productive, enjoyable life. Beyond that, there are creature comforts and thoughtful gestures that can make a good life even more rewarding. We learn from the latest trends in healthcare, hospitality and other lifestyle categories. Special gestures and a stimulating ambiance can make a big difference.

“My SRG experience has been about loyalty. The loyalty that corporate office has to the communities. The loyalty that the communities have not only to the residents and their family members, but also to the staff members as well.”

*Kimberly Garcia*  
Sous Chef

# 6

## We're in the experience business.

How people feel at any given moment has a lot to do with what's going on around them—and to them. That can be especially true later in life—which is why we're all about anticipating needs, fulfilling desires and creating opportunities that provide for an itinerary of enjoyable experiences day in and day out.



# 7

## It's better to lead than to follow.

What does it mean to lead? It means to pay attention. To listen, see, grasp, interpret, imagine. Much more interesting and rewarding than following in others footsteps. Especially if, in the process, you come up with ideas and standards that moves your entire field forward.

“We have an opportunity every day to make the residents’ lives just a little bit better. And in turn, that gives us fulfillment in life. It’s not about doing things for yourself, it’s about doing things for others. And that’s what I’ve gotten here over the years.”

Sean Howard  
Food Services Director

# 8

## Amazing what stretching can do.

It's the kind of reaching where you go beyond what is expected to a place you believe in. Not because you have to, but because you see the possibility—and sense it's the right thing to do. That's why we have accreditations no one else has—and an industry-wide reputation for going above and beyond.

# 9

## People make all the difference.

At the end of day, what else is there? We are nothing more than the sum total of everybody involved in our endeavor—from our team members to the people who build and supply our communities, to all the residents who choose to call one of our communities their home, it all comes down to individual people, the investment they make—and the enthusiasm they share with each other.

“When I first came here and I didn’t know anybody and someone would call my name and I’d be so amazed, because I thought, ‘I don’t know anybody here.’ But what I’ve found is the staff all know you. And they all go out of their way.”

—  
*Maravilla Resident*

# 10

# We're just getting started.

35+ years. Old enough to know something. Young enough to see what's possible. It's a great age to be, at the center of life. And, like many 35+ year-olds, we're looking out, surveying the territory, and focused on the boundless opportunities that the future holds. We approach our work as a worthy cause, but it's also an unfolding adventure.

We learned long ago that it's the passion and ideals of our people that makes us who we are. And we've kept that at the forefront of everything we do. We invite you to discover what we believe at SRG, as we continue to work better together.



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