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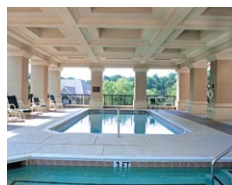
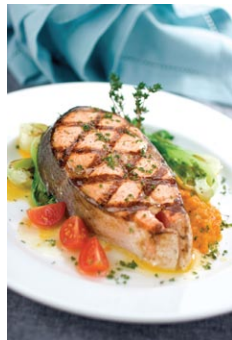
Promotion

As Seen In... Forbes, October 19, 2009

A New Approach to Retirement Living

Parc at Buckhead Lets Seniors Live the Dream on Their Own Terms

COMMUNITIES



Parc Communities knows Atlanta seniors. Just as importantly, Parc Communities knows what they want — nothing less than the best. With this in mind, Parc develops, owns and operates exceptional retirement communities serving active, independent seniors in Atlanta's finest neighborhoods, including East Cobb, Duluth, Alpharetta and, now, Buckhead.

The Right Plan for This Economy

There is one very important feature that distinguishes a Parc community. A buy-in is never required. Instead, Parc residents can take advantage of friendly lease terms that offer security and flexibility. Parc's rental-only format has many advantages over the traditional continuing care retirement community (CCRC) model, which typically requires a large front-end entrance fee that may also be non-refundable.

"There has been a marked shift in the industry toward seniors wanting to retain control of their assets," says Skip Kedney, CEO of Kedney Marketing Services and a leading retirement community expert. "Seniors are no longer interested in tying up a large portion of their portfolio in a deposit or buy-in. Rental senior living reflects where the industry is going, and Parc has been there for some time now."

This means that active, retirement-age seniors can enjoy the graceful Parc lifestyle without feeling compelled to hand over their life's savings. And in the current economic downturn, offering residents the opportunity for elegant living on their own financial terms makes a lot of sense. Parc residents find that at the end of the day, the economic value of living at a Parc community is exceeded only by the comfort and security of the Parc lifestyle.

Ritz-Carlton Meets Active Senior Community

Parc at Buckhead is the latest offering from Parc Communities. It was designed with the goal of offering the ultimate in service and style. "We contracted with Horst Schulze, the co-founder and former



CEO of Ritz-Carlton Hotels, to make sure everything is absolutely first-class," says Roy Dickson, president of Parc Communities. "We've created a remarkable atmosphere — where ladies and gentlemen serve ladies and gentlemen. For active, retirement-age seniors seeking socialization and hospitality, this is the place to be."

"At our age, change is not easy, and we didn't like it. But after having made the move, we are very, very happy with it. We know our children were right and there is no reason to have any trepidation about it. This is a wonderful change."

— Tom Wolfson, Parc Resident

Parc at Buckhead reflects the quality of lifestyle to which its residents are accustomed. "They get a spacious, fully-appointed residence, plus dining, activities, exercise classes, social events and transportation," says Dickson. "There is no more worrying." And with the exclusive ParcCare program, Parc residents can rest assured that in the event of a temporary illness they can be cared for on site. If needed, highly-trained help is just a phone call away, which gives the entire family peace of mind.

Few retirement-age men and women ever imagined this type of senior lifestyle option. With so much to offer, one visit makes everything clear. Chances are, you'll fall in love with Parc at Buckhead. And with no risk to your portfolio, your financial advisor will like it too!

P PARC at BUCKHEAD

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