



# LAKEWOOD MANOR

Summer 2007

## UPDATE

### YOU ARE OUR PRIORITY AT LAKEWOOD

Often, prospective residents are surprised that there is a waiting list at Lakewood. When they learn this fact, they are anxious to place their names on our Priority List. They like the comfort of knowing their new home will be ready for them when the residence of their choice becomes available and they are ready to make Lakewood their home. Residents of Lakewood tell others not to wait until it's too late to decide to move to Lakewood. Our residents speak from experience when they recommend that you make Lakewood your home sooner rather than later so you can enjoy all the benefits of Lakewood's lifestyle.

Following are some of the frequently asked questions about the Priority List:

#### What is the first step to join the Priority List?

- Visit with one of our marketing counselors and tour Lakewood.
- Select your residence of choice.
- Complete the application forms.

#### How much paperwork is involved?

- You complete the application forms (general information, health profile, financial profile and pre-acceptance agreement).

#### What is the cost to join the Priority List?

- There is a non-refundable application fee (\$50 for a single person and \$100 for a couple) and a refundable deposit of \$1,000.
- Your placement on the Priority List is based on the date your deposit is received by Lakewood.

#### What happens if I decide I am not ready when a residence becomes available?

- You have the option of declining the residence and maintaining your place on the List. However, it might be a while before your residence of choice becomes available again. So, don't wait too long - keep in mind that you will need to meet health and financial criteria at the time of entrance.

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#### What happens if I am ready to make Lakewood my home?

- When your residence of choice is available, your marketing counselor will schedule a convenient time for you to visit the residence.
- You will be given forms to take to your doctor. Upon receipt of the forms from your doctor, we will schedule an interview for members of our staff to meet with you.
- At a time convenient to you, we will schedule a time for you to meet with our Move-In Coordinator to make your selections (paint, floor covering, etc.)
- Once your selections are in place, a date will be set for the contract signing and move-in, and you receive the key to your new home. Welcome to Lakewood!

As a member of the Priority List, you will be invited to marketing

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## IS YOUR HOUSE READY FOR TODAY'S REAL ESTATE MARKET?

General consensus in today's residential real estate market is that you have to be "lucky" to sell your home in a reasonable amount of time for a good

price. That is in fact true; but only if you define luck as preparation meeting opportunity.

To be sure, homes are selling in the marketplace every day, in every price range. So why shouldn't your home be one of those "lucky" enough to receive an attractive offer, maybe even the first week on the market?

In this buyers' market, it is no longer enough to place a sign in the yard, an ad in the newspaper, and bake some cookies for an open house. Preparing your home to sell is an art form, requiring time, effort, and expertise. Preparation best insures that when opportunity presents itself, you will be "lucky" enough to receive an offer from a buyer.

The first key concept to follow in preparing your home for sale is - **cleanliness**. From a manicured yard to a freshly carpeted and painted interior, a clean home translates into less work and money to the buyer and dollars earned to the seller. Most good Realtors provide sellers with a free house cleaning before going on the market. Some even have the home power washed and provide a stager to give you a free consultation or plan!

Next, make your home **clutter-free**. Buyers need to see your home without price reducing distractions. This means storing, selling, or even discarding items that get in the way when a buyer walks through your home. Remember, while the home may still feel like yours in spirit, it now needs to feel like home to the buyer. Reducing personal pictures, cleaning out closets,

garages and other storage areas separates you from the competition.

Lastly, **color** is something that is very personal to individuals and important when presenting a home for sale. No home needs to be boring egg shell or off-white in every room. But a home full of purples, pinks, greens, blues and other personalized colors will translate as time and money to prospective buyers. A buyers' perceived expense to correct even the tiniest cosmetic issue will far exceed the actual cost. Guess where that hits the seller?

Your decision to sell your home should include the following guidelines:

**Compromise.** Since you can't possibly be all things to all buyers, determine where you can get the most bang for your buck. Be creative. Some low budget shopping can not only be fun but can turn a profit in your sale.

**Communicate.** If you are using a Realtor in your sale - and you should - bring in someone you can trust to represent your best interests and communicate with them on your objectives and needs. Just like anything else, if you hire a good professional he or she will make you money. (Not to mention the infinite number of resources available to good Realtors.)

Finally, **commit to the process**. A successful sale requires a commitment to preparing the home, making it available to be shown, pricing it correctly (adjusting the price if necessary), and working with your committed Realtor to get the buyers to the closing table.

*For a free copy of Mark Foss Brown's home sale preparation manual, call the 24-hour real estate hotline - 1-800-817-9749. Enter extension 6115 or e-mail [fossinc@gmail.com](mailto:fossinc@gmail.com).*

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events sponsored by Lakewood. You are also invited to participate in a number of educational, spiritual, cultural, and recreational programs sponsored by Lakewood prior to your move.

To talk with our staff regarding placing your name on Lakewood's Priority List, please call the Marketing Office at 521-9100. We look forward to talking with you.



# NEW HEALTH SERVICES CENTER IS A REAL LIFE CARE BENEFIT

You might think about accessing the Center as a benefit you would only use in the future. But, these services are here to support and assist you all along the way.

Whether you take advantage of Lakewood's on-site therapy services upon your return following surgery or enjoy the convenience of



*Health Services Center*

stopping to pick up a prescription at the Clinic, the Health Services Center is a benefit of Life Care that starts the minute you move to Lakewood.

And if you need a short or long term stay in Assisted Living or nursing care you are among caregivers who already know you. And your spouse and friends are just a short walk away. So, staying in touch with one another is trouble-free for you and for them.



*Health Services Center Garden*

Couples really appreciate that they can continue to enjoy the relationships as spouses, because it is not necessary for them to become caregiver and patient.

Life care is a safety net and brings a real sense of ease into your life. And you can imagine the peace of mind all of this brings to your family.

## SAVE THE DATE!

Please mark your calendar for the "Getting Ready for Lakewood" Fair and Open House to be held on Thursday, August 16.

This is an opportunity for you to have access to the experts as you plan ahead for your move to Lakewood. You will meet representatives from moving companies and professional downsizing companies and you can ask a licensed real estate agent about the best steps to take to sell your house.

**ASK ABOUT  
OUR LIMITED  
APARTMENT  
AVAILABILITY!**



# LAKWOOD'S GOLF TOURNAMENT WAS A GREAT SUCCESS

The Lakewood Manor Golf Tournament held on April 19, sponsored by Virginia Baptist Homes Foundation, was a resounding success! The rain held off and everyone who participated enjoyed great fellowship, good food, and for many exceptional golf scores.

Over \$28,000 was raised in sponsorships alone, which will benefit the Lakewood Manor Endowed Fund for Seniorships—established to provide assistance toward the cost of care for residents in the future in cases of financial need.

We were especially thankful to our resident volunteers and golf committee members who did so much to make this tournament spectacular. We express our appreciation to: Alan Chenery, Winston Crawley, Don Fergusson, Frank Fritz, John Oliver, John Pearson, Gilbert Piercy, Wayne and Violet Varner and Trudy Williams. Special thanks are also expressed for all the work done by the staff of Lakewood and the Foundation. We truly couldn't have done it without you!



*Lakewood's Residents and Staff helped to make the tournament a success.*



LAKWOOD  
MANOR

## CALENDAR OF EVENTS —

### June

Ask the Experts Program

### July

Ice Cream Social and  
Entertainment

### August

"Getting Ready for  
Lakewood" Fair and  
Open House

### September

Antique Road Show with  
Motley's Auction House

