



# THE STERLING DIFFERENCES

## AT STERLING ESTATES OF WEST COBB

### WHAT ARE THE STERLING DIFFERENCES?

When you're touring senior living communities in the West Cobb marketplace, please pay close attention to the differences between Sterling Estates and the other properties. These differences are important to a senior's happiness and wellbeing. As owners, we designed and built Sterling Estates with care and purpose, knowing that our own friends and family would live here. Every detail was crafted with this personal commitment in mind. As you compare us to others, please ask yourself if our features and advantages will make you or your parents happier too.

#### MULTIPLE LEVELS OF LIVING AND CARE OPTIONS

- Cottages
- Independent Apartments
- Assisted Living
- Memory Care

#### LOCAL OWNERSHIP AND MANAGEMENT

- Owners are "hands on" and deeply rooted in the local area
- Executive Director and Resident Care Director employed with Sterling since opening in August of 2016
- Industry leading longevity of staff

#### LARGER ACREAGE 30 Acres

- Ample green space with sidewalks throughout the community
- Lush courtyards and beautifully landscaped grounds
- Bocce ball court, dog park, raised garden beds, shuffleboard
- Neighborhood feel, surrounded by residential homes
- Quick access to upscale shopping



## **WELLNESS CENTER** 7,500 Square Ft

- Indoor heated salt water therapeutic pool
- Workout machines designed for seniors
- Biodex balance program
- Dakim brain fitness
- Personal training sessions led by our staff consisting of exercise physiologists
- Classes for every fitness level including Yoga, Stretch, Water Aerobics, Aqua Power, etc.

## **LIFE ENRICHMENT**

- Full calendar of activities for independent, assisted living, and memory care led by our life enrichment team
- Scheduled on and off-site activities
- Active Travel Club with both local and overnight trips (independent residents only)

## **EMOTIONAL SUPPORT** Spiritual Care Director

- 30 years pastoral experience
- Offers comfort, counseling, friendship and a listening ear
- Support groups
- Faith based groups and events
- Support groups for care takers, spouses, those experiencing grief, etc.

## **PEACE OF MIND**

- Maintenance free living
- Concierge services
- Transportation provided
- On-site 24-hour care staff
- Fall detected pendants
- Pull cord and grab bars in every bathroom throughout community
- Medicine management administered in the privacy of resident's apartment (assisted living only)
- Comprehensive Care Model - Reducing preventable emergency room visits and hospitalizations





# COMPARATIVE ANALYSIS

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### West Cobb Primary Market Area Comparative Analysis

Description	Sterling Estates of West Cobb	Competitors' Average
Acreage	30-acre campus with 10 acres of dedicated greenspace	5 acres minimal greenspace
Lush courtyards, residential porches, walking paths and gardens	Yes	None
Full Continuum of Living & Care <ul style="list-style-type: none"> <li>• Cottages</li> <li>• Independent Apartments</li> <li>• Assisted Living</li> <li>• Memory Care</li> </ul>	Yes	None
Wellness Center <ul style="list-style-type: none"> <li>• Indoor, Heated Aerobic Pool</li> <li>• Aerobic and Strength Center</li> <li>• One-on-One Personal Training</li> </ul>	7,500 Square Feet Yes, Yes Yes	Minimal None Minimal None
Premier Living in a Residential Neighborhood Setting	Yes	No
Onsite Spiritual Care Director	Yes	No
Best of Cobb Winner	6 Time Winner 2019-2024	None
Cobb County Ownership and Management	Yes	Minimal

# ASK YOURSELF A FEW SIMPLE QUESTIONS....

- ☐ Have you had friends over for dinner or have you gone out lately?
- ☐ Are you part of a group of friends that travels, paints, gardens, plays cards, etc.?
- ☐ Do you have an exercise group that helps you maintain your independence?
- ☐ Are you living in a maintenance free home?
- ☐ As a couple, are you having the same needs as you age?

**If you can't say "YES" to all the above, it's  
time to discover what Sterling Estates has to offer...**

## THE TIME IS NOW TO ENJOY A HAPPIER, HEALTHIER LIFE!

Spacious Cottages and Flats • A Vibrant Social Life  
Cutting Edge Wellness Center with Full Time Trainers  
High-End Amenities • Healthcare Coordinated by RN/LPN  
Travel Clubs • Maintenance Free Living • Safe and Secure

**ALLOWING YOU TO BE AND STAY MORE INDEPENDENT, LONGER**



# STERLING ESTATES

Senior Living Community

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