



Welcome to August!

At Sterling Estates Senior Living, we care about our residents' well-being — both in our community and in their online lives. Unfortunately, scams targeting seniors are on the rise, with criminals using phone calls, emails, text messages, and even social media to try to steal personal or financial information. These scams often appear urgent and convincing, claiming to be from government agencies, banks, or charities! Scammers often pressure people to act quickly, send payments through gift cards or wire transfers, or share sensitive details like Social Security numbers or banking information.

We encourage our residents to come to us when they have online situations where they feel unsure. Anyone on our management team is more than willing to help our residents identify a scam and contact a family member to help put a stop to it. We encourage our residents (and hope you will too!) to follow a few simple guidelines. Pause before responding — never click on links, open attachments, or give personal information unless you are certain of the source. When receiving a suspicious phone call, hang up and verify the information by contacting the company or person directly, using a trusted phone number. Keeping strong and unique passwords for each account is crucial. Above all, we encourage them to trust their instincts: if something feels off or too good to be true, it probably is!

Warm Regards,

Ann White

*Executive Director
Sterling Estates of East Cobb*

The True Cost of Staying at Home vs. Moving to a Senior Living Community

When considering the next chapter of retirement, many older adults instinctively believe that staying in their own home is the most cost-effective choice. After all, the mortgage may be paid off, and it seems familiar and comfortable. But when you dig a little deeper, the picture becomes more complex.



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Upcoming Events

Fall is approaching fast, and we are looking forward to the month of September! This month at our community, we'll have a few **expert speakers**. One speaker, coming from Emory University, will speak on **the importance of "Senior Brain Health"** and what our residents can do to maintain their brain health through puzzles, reading, and a host of other activities!

We'll also have a **refresher course on "Online Safety and Cybersecurity"** to help our seniors stay safe when navigating the web and their own email and texting apps. In addition, we have a great current events host who's also an attorney, who will visit and speak about **interesting topics in the national government and news.**

As always, we'll have several musicians that will come on various dates – We're especially looking forward to a new musician who will visit and bring his harpsichord, giving us some history and a taste of **Baroque Music!**

Our September outings will include the **Georgia Safari Conservation Park** in Madison, the **Booth Museum of Western Art** in Cartersville, and a couple of local restaurants for our "foodie" residents who enjoy trying the local cuisine.

All in all, we have a great September planned and are looking forward to some cooler weather! Drop by, take a tour, and take a look at all the other events planned for the coming month!

Come Visit Us

Scam and Fraud Prevention: How to Improve Your Personal Cyber Security

There are countless online scams targeting seniors, who collectively lost \$4.8B to fraudsters in 2024—a 43% increase over the previous year. Following some basic internet safety practices can help ensure that your online experience is safe and enjoyable.

IMPROVING PERSONAL CYBER SECURITY: 5 TIPS FOR SENIORS

01

Don't click on links in emails from unfamiliar senders. Be wary of any strange or unexpected messages, even if it's from someone you know.

02

Don't open any attachments unless you know the sender and were expecting them to send it.

03

Ignore unsolicited phone calls and "robocalls."

04

Don't respond to or click on pop-up windows on your phone or computer.

05

Don't conduct any transaction involving personal information while using a public (or unsecured) network.



Reference: brainiq.com

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Ask The Techspert: Simple Ways to Stay Social Using Tech

Whether it's waving hello on a video call, finding a walking group nearby, or joining a conversation online, technology makes it easier than ever to keep those connections strong. Here are a few simple ways to use your phone, tablet, or smartwatch to build and maintain your social circle.

[Read More](#)

Common Scams That Target Seniors

Scams targeting older adults are all too common in today's world. Luckily, there are plenty of ways to stay ahead of the fraudsters and avoid getting scammed. In this guide, we'll walk you through the most common scams that target older adults, so you know exactly what to look out for.

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The Sterling Resident Council: Empowering Residents in Independent Living

INDEPENDENT LIVING THAT EMPOWERS RESIDENTS:

A PEEK INSIDE STERLING'S RESIDENT COUNCIL



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[Watch The Video](#)

Meet Ann!



Ann moved to Sterling Estates East Cobb 5 years ago from Illinois to be closer to her children! She is the proud mother to 3, grandmother to 7, and great-grandmother to 3. When we asked Ann what she likes most about Sterling, her response was that the residents and staff are friendly and caring, and we have many fun and stimulating activities that she enjoys!

“How do WE love Ann? Let us count the ways!” We love that she plays her piano (yes, she brought it to Sterling and it is in our upstairs library!) and she practices and plays regularly, and the music wafts down into the atrium living room where we can all enjoy it! We love the fact that she is a founding member and has taken a leadership role in our book club! We love that she is secretary of the Resident Council. We love that she established her own “lending

library” allowing other residents to borrow from her vast collection of books! And we love that she loves our art classes, our music series, our happy hours, and much more!

Her advice to anyone contemplating a move to Sterling Estates East Cobb? She feels safe and secure here; there’s always someone to go to when you need help, and you have to get involved here! You’ll get back more than what you put in!

Our Azalea Cottage Terrace - 5100

This stunning first-floor 1-bedroom Cottage offers a casually elegant open floorplan for ease of everyday living.



[View Floor Plan](#)

- Full-sized kitchen with full-sized, stainless steel appliances, granite countertops, gas cooktop, and extended peninsula for dining

- Spacious family room with gas fireplace
- 9-foot ceilings with crown molding
- Hardwood flooring
- Master bedroom suite with custom walk-in closet
- And more...

Visit us on Facebook and share any scams you have come across online, so we can all help keep each other safe!



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