



WILLOW
VALLEY
COMMUNITIES

smart**LIFE**
VIA WILLOW VALLEY

connections**AT**HOME
VIA WILLOW VALLEY

Willow Valley Communities

Overview

- ❖ Located in Lancaster, Pennsylvania
- ❖ Opened in 1984
- ❖ Two campuses on 210 acres
- ❖ 2,600 residents – 1,500 residential apartments, villas and townhomes; 500 supportive living beds
- ❖ Full Lifecare – Type A Community
- ❖ Average age at entry – 74
- ❖ Residents from 40 states
- ❖ “A” category rating from Fitch

Willow Valley Communities



WILLOW
VALLEY
COMMUNITIES

Willow Valley Communities



WILLOW
VALLEY
COMMUNITIES

Overview

- ❖ Cadbury at Home Model
- ❖ Launched June 23, 2014
- ❖ 67 traditional members
- ❖ 3 contract types
- ❖ Full lifetime coverage- Lifecare
- ❖ Average age 76
- ❖ Geographical area of focus – Lancaster County, PA
- ❖ Regulated by the Pennsylvania Department of Insurance



smartLIFE

VIA WILLOW VALLEY

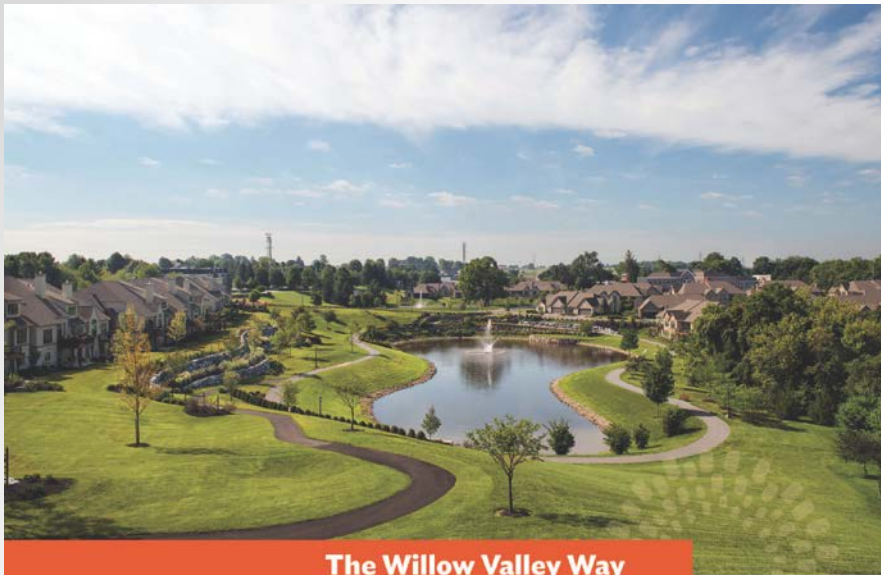


WILLOW
VALLEY
COMMUNITIES

smartLIFE Marketing

- Positioning SmartLife
- Obtaining Leads
- Advertising





The Willow Valley Way



For more than 30 years, Willow Valley Communities has been dedicated to helping people pursue exceptional lives. Our mission is simple: to inspire each person to embrace the possibilities of a *Life Lived Forward*. We are committed to innovative programming, operational excellence, and prudent financial practices. Our communities provide the security of Lifecare, which includes short- and long-term care at no additional cost, should it be needed.

And we've been grateful to have been affirmed for our efforts. The National Association of Home Builders Best of 50+ Housing Awards recognized Willow Valley for Best Lifestyle, Best Dining, and Best Fitness and Wellness Program. Our most important recognition, though, comes from the people who live here.

866.655.1441 | Lancaster, PA
WillowValleyCommunities.org
LifeLivedForward.org

Life Lived Forward



smartLIFE
 VIA WILLOW VALLEY

***"At this point in my life,
 SmartLife is absolutely
 perfect for me."***

Jerry Shultz
 Former President of
 Shultz Transportation

PERSONAL
 Husband, Father, Grandfather,
 Penn State Graduate, Avid Golfer,
 Dedicated School Bus Driver

SmartLife VIA Willow Valley

is Lancaster County's only Lifecare at Home, Membership-based program. This innovative, wellness-focused, long-term care plan is designed to help you stay healthy and independent in your own home receiving the help you need should your healthcare needs change. This unique, and exclusive plan reflects the same tradition of excellence in care and service that one expects from Willow Valley Communities.

**To learn more about SmartLife,
 call us today at 717.299.5673.
smartlifewv.org**

smartLIFE
 VIA WILLOW VALLEY

WV: SmartLife Ad Full Page 4/C August 2014 Susquehanna Style



Innovation

has always been at the heart of Willow Valley Communities' success.

With the opening of The Clubhouse, Willow Valley breaks through convention to create something that once again helps redefine senior living. Every amenity in this 30,000-square-foot building illustrates the spirit of "agelessness" that guides the philosophy of development at Willow Valley. The building is also a reflection of our organization's commitment to intergenerational engagement. The Clubhouse opens a new world of possibilities for those who live at Willow Valley and creates a spirit of vibrancy compelling to people of all ages.



Life Lived Forward

866.697.0712 | WillowValleyCommunities.org | LifeLivedForward.org | Lancaster, PA



smartLIFE

VIA WILLOW VALLEY

"SmartLife helps me protect my assets for my family, and that gives me great peace of mind."

Kathy Habecker

Former Reading Specialist,
Hempfield School District

PERSONAL

Passionate Reader, Enthusiastic
Water Aerobics Participant,
Caring Grandmother

SmartLife VIA Willow Valley

is Lancaster County's only Lifecare at Home, Membership-based program. This innovative, wellness-focused, long-term care plan is designed to help you stay healthy and independent in your own home receiving the help you need should your healthcare needs change. SmartLife also safeguards you and your assets from the increasing costs of care, giving you a lifetime of protection and peace of mind. This plan shares the same excellence in care and service one expects from Willow Valley Communities.

**To learn more about SmartLife,
call us today at 717.299.5673.
smartlifewv.org**

smartLIFE

VIA WILLOW VALLEY

WV: SmartLife Ad Full Page 4/C October 2015 Susquehanna Style

