



LEC Senior Living Insights: Meg Nieberding at Concord Reserve

Get the inside scoop on the growing demand for senior living from Meg Nieberding, Senior Director of Independent Living at Concord Reserve with 20 years of experience.

Why do you think more people are interested in planning for the future and choosing Independent Living in a Life Plan Community (LPC)?

Meg: LPCs are a nice option when looking to downsize from a large family home and leave behind the solitude and upkeep that come with it. While moving to an apartment or condo allows you to downsize to a lifestyle with less maintenance, LPCs do that and more. People want to start their next chapter in Independent Living with peace of mind and access to all levels of care, unique dining options, engaging programs, and new friends. Having an established community and support system is so valuable, especially for couples with different needs who want to stay close.

Why does the continuum of care and not-for-profit difference at Concord Reserve really stand out for those considering Independent Living?

Meg: As a not-for-profit LPC that's mission-driven and resident-focused,

our programs and services are built around our residents' needs and interests. Our strong history and faith-based roots as the Lutheran Home formed our robust pastoral care program and great reputation in senior living for over 90 years. People also value that our continuum of care provides everything you'll ever need, even if you transition to another level of care. Change can be overwhelming, but staying in the same community with your friends makes these life transitions more comfortable.

What is this generation of prospective residents looking for in an LPC?

Meg: They want to know they'll be well cared for at any stage and that the people here are kind and strive to provide quality service. We have a very high level of resident satisfaction, and our staff is always rated as excellent! Prospects tell us we set the bar high because of our warm, inviting atmosphere, culture, and level of customer service, and that's thanks to the tenure and commitment of our

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associates. We value and appreciate the people who make Concord Reserve run, and this true sense of connection and engagement leads to employee retention.

How does the Independent Living lifestyle here compare to other types of senior living communities?

Meg: People want to continue their interests and explore new things in Independent Living. We make these opportunities accessible here so they can stay active and choose how involved they want to be. There are all kinds of ways to actively influence our community, like our resident work groups for dining, finance, and events and programs. People want to engage at a pace and capacity that suits them with the added benefit of leading an independent lifestyle with new friends, resources, and peace of mind. Our residents live life on their own terms without having to navigate it alone!

What's happening at Concord Reserve that has you excited about the future?

Meg: Concord Reserve is expanding with new Independent Lifestyle apartments, additional dining options, and an aquatic and fitness center

featuring a warm-water pool! We're forward-thinking, so when we affiliated with Life Enriching Communities (LEC) in 2020, it was part of our plan to add these residences and rightsize for the future. We're listening to the market and residents as they move in, and they value health and wellness, engaging spaces, and more room. These new residences are larger, with balconies and an underground parking garage, and we're excited to be a top choice as demand for Independent Living rises.

What advice would you give to future residents and their support systems when exploring their options for the future?

Meg: It's always a great idea to visit the website and learn more about the community! I also recommend scheduling a tour with a meal included so you can get a taste of the lifestyle and food. Talk with the residents on the tour because they've been in your shoes, and tour the same places again to get a consistent feel and make friends. Even if you don't feel ready to move in now, get on the waitlist so you can say yes to the community you're excited about when the time is right. And while you're waiting, enjoy the events and programs and explore decluttering companies!



Concord Reserve is committed to equipping you with a plan for the future. Learn more about our senior life plan community at lec.org/concord-reserve.