



LEC Senior Living Insights: Laura Chernauskas at Concord Reserve

Get the inside scoop on the growing demand for senior living from Laura Chernauskas, Sales Specialist at Concord Reserve with over 20 years of senior living experience.

More and more people are interested in planning for the future and choosing senior living. Why do you think that is?

Laura: People want to plan for themselves and not be a burden to their adult children. They want to be one-and-done with their decision-making, and choosing a Life Plan Community (LPC) like ours meets that need and gets them excited about planning their future. The Baby Boomers know what it was like to care for their parents, and they don't want their kids scrambling for them either as their needs change. They also want to be freed up from home maintenance to lead a more engaged, socially active lifestyle.

What are the benefits of moving into a life plan community (LPC) like Concord Reserve?

Laura: We're like a family here, the relationships you build stay with you should your needs change and you move through our continuum of care. It's a nice feeling to have familiarity and comfort wherever you go on all levels of living, it allows for lasting connections with the

friends you make and the associates you come to trust with your care. Life transitions become much easier, you don't have to keep starting over. Needs change as you age, so it's important to live somewhere that knows how to change with you!

You tour many future residents and their families. Why is this generation of prospective residents in particular looking for an LPC?

Laura: There are many unique reasons people look into LPCs. They might seek relief from maintaining their homes, or they may feel anchored to their homes and don't know how to move on. We then have proactive planners and adult children looking to secure their future with peace of mind. There are also solo agers who want to live independently and access great experiences without worry of emergencies. That's true for most of our future residents. Ultimately, they want to enjoy their freedom, leave behind the hassle of home maintenance, and have access to on-site healthcare.

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How does Concord Reserve meet the high standards and growing interests for senior living?

Laura: Baby Boomers are big on wellness, and we certainly deliver by following our Way of Wellness to support their needs and interests. They want to know about our programs, outings, and how to be active participants in the community. We stimulate their intellectual growth with our library and guest speakers, we meet their spiritual needs with our chaplain services and chapel programs, we support their physical goals with fitness classes and vital checks, whatever their wellness journey is! This is also an active social group, and our location is perfect for those who want close proximity to the lake, Playhouse Square, shopping centers, the Westlake community as a whole.

What does Concord Reserve's upcoming expansion consist of, and why should older adults join our Priority Wait List?

Laura: Our research shows a significant increase in Baby Boomers considering senior living by 2030. That's why Concord Reserve is thinking with

their needs in mind by expanding our Independent Lifestyle options, building a new state-of-the-art fitness center, and enhancing our dining options. We're also listening to our current waitlisters, so these Independent Lifestyle residences will be apartment homes with an underground parking garage. And by joining the Priority Wait List for these residences, you'll see early floor plans and reserve the customizable accommodation you want.

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

Laura: Some people wait for health issues or emergencies to motivate their senior living search. We want you to have peace of mind and enjoy a vibrant lifestyle now and in the years ahead with the people you love. If you're getting tired of maintaining your home, that's a good enough sign to explore your options in senior living! Check out our website, meet with me, take a tour of the community, and talk to the residents so you can hear their firsthand experiences with us. It's a great way to get acquainted with the lifestyle and meet your future neighbors.



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.