

# Marketing Elevator Speech Examples

## **Glen Meadows Retirement Community Key Messages:**

Our goal is for this community to be much like a college experience, where adults can discover new hobbies, set and achieve new goals, and establish lifelong friendships. Research shows that aging well – both physically and mentally – is largely dependent on lifestyle. Masterpiece Living is our way of ensuring that our residents have the opportunity to challenge themselves across all aspects of their lives, creating stronger balance and fulfillment. People who come to Glen Meadows come for more than just a place to live. They come to feel energetic, challenged and fulfilled; they come to thrive. We understand that resident satisfaction is equally as dependent on our employees as it is the resources we provide. At Glen Meadows, we empower our employees to engage in Masterpiece Living, which will positively impact them as well as our overall community.

## **Llanfair Retirement Community Key Messages:**

Llanfair is a Masterpiece Living community. As a result of a 10-year study sponsored by the MacArthur Foundation, Masterpiece Living offers a revolutionary new way of looking at aging, redefining what healthy aging is all about. The residents at Llanfair don't accept the stereotypes associated with usual aging; instead they are empowered to reach individual goals for growth and achievement. We surround them with a strong network of positive

## **MonteCedro Key Messages (preopening):**

MonteCedro will offer a whole new world of cultural, social and wellness opportunities. Think of each one as a piece in your personal mosaic. Masterpiece Living isn't just a program or activity; it's a total approach to developing every facet of your life, a methodology for bringing out your best. From nourishing your body to nurturing your mind, Masterpiece Living makes better living a natural part of your day."

## **Holland Home Key Messages:**

Masterpiece Living means living with purpose and growing...spiritually, intellectually, physically, and socially.

## **Dr. David Gobble:**

1. Masterpiece Living is the ultimate way to show that when people move to your community they will have opportunities to grow and reach their potential.
2. Masterpiece Living is more than a wellness or fitness program, it's an orientation of the entire community supporting successful aging.

## **The Renaissance:**

Masterpiece Living is a community wide belief which offers opportunities for you to decide for yourself how to reach personal goals and live a happier, healthier life.

## **The Terraces of Phoenix:**

"Masterpiece Living is a framework of self-discovery. It is about loving yourself and recognizing that at whatever age you are, you can still live life to the fullest. Successful aging is about lifestyle choices. MPL provides the tools for this self-discovery process and brings staff and residents together to help you fulfill your goals and dreams. It's never too late to learn and grow...that's what MPL is all about."

## **Resident Examples:**

"Defines the many ways life can be meaningful and satisfying to the fullest extent of our abilities." ~Dorothy Allen

"Masterpiece Living enables residents to live daily to the utmost of their potential by providing the resources to make it possible to achieve measurable goals...Masterpiece provides a vehicle to staff and residents to share." ~Rose