

The Village Advantage



CARING COMMUNITY IS THE GREATEST AMENITY.

Multifamily residents are 8% more likely to renew their lease with just one neighbor as a friend. One dodged turnover saves \$3,872 on average. And happy residents attract more residents.

If you were a solo ager, family caregiver or worker with a child or disability, which option would you choose?

1.

STANDARD SENIOR COMMUNITY.

- Neighbors of similar age and health.
- Bundled unneeded services.
- Subjected to infantilizing treatment.

2.

STANDARD APARTMENT BUILDING.

- Surrounded by nameless neighbors.
- Poor community programming.
- Mostly segregated from older adults.

3.

SUPPORTIVE VERTICAL VILLAGE.

- Mixed ages contributing together.
- Neighbor-led activities and events.
- Neighbor-made goods and services.

“This is my home, and I have no intentions of leaving.”

GRACE WHITMIRE

The Overlook at Oxon Run vertical village resident

America is getting sicker and lonelier while trending older. The resulting care demands are great and growing. At A Village for Life, we believe that vertical villages—caring communities for and by neighbors in multifamily housing—are a must for a sustainable response.

If you picked option 3 above,
contact us to explore the possibility of unlocking the
village advantage in your property:

hello@avillageforlife.com

Or learn about our services at
avillageforlife.com/housing



A vertical village doesn't happen simply by housing people under the same roof.

It starts with the desire to host one and telling an alluring story about your property: that your goal is turning it into a place where people have fun and find meaningful ways to use their gifts.

“How did a rental community in a competitive market go from stagnating at 65% occupancy at best for years, to 95% occupancy in 18 months?

A key ingredient is creating ways for the talents of our residents to be seen.”

ROB LIEBREICH

CEO and President of Goodwin Living.

By inviting village activity into your property—which means inviting residents to lead with light involvement from management—you will be contributing to the birth of stories that form the most genuine and magnetic kind of marketing. Potentially stories about...

- Uniting people.
- Connecting villagers to resources.
- Promoting healthy living.
- Reducing loneliness and social isolation across ages.
- Nurturing youth and helping older adults to live in community.
- Sparking creativity and joy!
- Providing home-based volunteer and business opportunities.
- Providing opportunities to learn and teach skills.
- Sharing resources.
- Creating a culture of care and support networks for caregivers.

These stories may not happen fast or all at once. But with the right support, they can all come to fruition and help your residents thrive, not want to move and make your property more attractive.

Ready for your property to shine & gain loyalty?

Contact me to assess its readiness to host a caring community:

hello@avillageforlife.com

Or learn more:

avillageforlife.com/housing



Who am I?

I'm Dr. Mary-Elizabeth Harmon

Scientist turned storyteller, caregiver and founder of A Village for Life, a venture that seeks to promote prosperous places to grow up and grow old by fostering caring communities (or villages) and caring economies (or business/bartering/sharing activity) for and by neighbors.