

Metro senior living experts forge partnership for adult education



by Michaela Marx Wheatley, BrandInsight Editor • Published: August 6, 2017 12:00 AM CDT • Updated: August 6, 2017 12:00 AM CDT



Jill Huff, Julie Davis and Nikki Buckelew at a recent senior seminar. Photo provided.

Historically the people on the front lines of both services and products are considered sales people. It's their job to get people to choose their product and to position it as better or more suitable than others in the marketplace – that's no different when it comes to senior living.

However, a group of Oklahoma City senior living professionals have shifted their focus to education

rather than sales because they say it's the right thing to do.

“Our collective goal is to demystify the various offerings of senior living communities in the metro,” said Nikki Buckelew, host of the Senior Living Truth Series, a monthly seminar program aimed at educating mature homeowners.

“With more senior living developments springing up in the area, operators are constantly reinventing themselves and carving out unique offerings to appeal to a savvier consumer,” Buckelew added.

Community partners

Three local life care communities - Concordia, Spanish Cove and Epworth Villa - have partnered with Buckelew and her team to bring a series of ongoing educational programs to Oklahoma City area retirees.

Julie Davis, marketing director at Concordia Life Care Community, shares that helping seniors make informed decisions is important to all of us.

"We have never really taken a sales approach to filling our community," said Julie Davis. "Once people have visited, they know whether it is right for them or not. Our job is simply educating people about what Concordia offers and help them compare it with staying where they are now."

You might also be interested in...

- Details continue to emerge in thwarted OKC bomb plot
- BancFirst issues statement on bombing plot
- Bomb plot suspect claimed support for anti-government group

Show more

But in the process, senior living professionals like Buckelew and Davis have learned that elders deal with a lot of uncertainty. Even those who have planned and saved for senior living still have unanswered questions.

“We try and educate everyone that walks through our door or calls. We want them to know about all of the options out there for senior living, even if the best fit is not Spanish Cove,” said Jill Huff, marketing director at Spanish Cove Retirement Village in Norman.



Buckelew Realty Group
BrandInsight

Buckelew Realty Group's Mature Moves Division is a full service real estate team specializing in retirement moves. They offer a turnkey approach including real estate sales, move management, and estate liquidation coordination. (affiliated with...

+ show more

from THE NEWSOK HOMEPAGE

Inhofe fundraiser violated federal law; farm bureau president warned

Turnaround appears to be taking hold after oil-and-gas slump

Log-in | Read for 99¢ Critics challenge change in OSU's business curriculum

Judge rules Oklahoma boy who had sex with teacher faces lifetime emotional scars

Trump speaks on Charlottesville: 'Racism is evil'

New principal brings wealth of experience to OKC school

See more stories on NewsOK homepage

Jill Huff, marketing director at Spanish Cove Retirement Village in Yukon.

"With over 20 years in the industry myself, and our community having been open for over 40, we see it as our responsibility to impart knowledge to seniors and their family members as they seek information," adds Huff. "This is done with their best interests at heart and in a no-pressure atmosphere. Our attitude is that everyone is welcome."

Helping retirees and family members understand that making decisions early about future health care and housing needs is vital. If left to chance, locating an acceptable assisted living or skilled nursing arrangement, especially in an emergency situation, will likely be more challenging than in the past.

"We often talk to people who have waited to long. When a crisis occurs it's usually too late to find a quality place that can take you at a moment's notice. It's heart breaking. Because of this, we encourage the adult children to get involved with the decision making process as well," said Huff.



Photo provided.

In the past people dreaded the idea of moving to senior housing – mostly because they had a certain perception of what senior living looked like. But in recent years, not only have the options been expanded, living in a 55+ community is becoming the new normal across the country.

"Over the last few years, we have seen a shift in how people view living in a retirement community. It's not seen as a negative, but rather a way to connect with others and live an active, yet simpler and more manageable lifestyle," said Sherman Huff, interim president and CEO of Epworth Villa. "In fact, there are a number of people who attribute improved health, wellness, longevity and enthusiasm for life to their lifestyle to Epworth."

It's a movement.

In an effort to encourage people to take a more proactive approach concerning investigating retirement living options, communities like Concordia, Spanish Cove, and Epworth Villa are opening their doors and inviting retirees and adult children to learn more through upcoming educational events hosted at or by their communities.

"I think it is a really healthy thing that communities are banding together to help educate potential consumers," Sherman Huff said. "I have always believed that one of the best things you can do for your children is to let them know how and where you would want to be cared for. I know from personal experience how difficult it was to make that decision for my mother."

Future educational seminars planned

Each of the three communities is gearing up to offer a series of seminars covering a variety of topics from senior living options and liquidating real and personal property, to how to pay for future care needs. The seminars include expert panels, as well as local and national guest presenters.

“This is also an opportunity to visit these very unique communities without any obligation or sales pitch,” Buckelew said. “It’s about making informed choices and taking a proactive approach to how you want to live out the rest of your life.”

For a list of upcoming educational events visit www.okcmatureliving.com or call 405-445-3473.

This article is sponsored by Buckelew Realty Group’s Mature Moves Division affiliated with Keller Williams Realty Platinum



Michaela Marx Wheatley

Michaela Marx Wheatley is an award-winning writer and journalist who has written for newspapers and magazines in both the U.S. and Germany. These... [read more](#) ›



Buckelew Realty Group



Buckelew Realty Group's Mature Moves Division is a full service real estate team specializing in retirement moves. They offer a turnkey approach... [read more](#) ›

Subscribe to NewsOK's Commercial Real Estate



Stay up to date with what is happening in Oklahoma City commercial real estate market. Delivered every Tuesday.

[View sample](#)

NewsOK BrandInsight provides a place for local organizations and companies to connect directly with the NewsOK audience by publishing articles of interest on the NewsOK digital platforms in a special section.

Sponsored Content

Sponsored Links by Taboola

Bee Tote Bag
onlinepresales.com

Amy Schumer's House Is Unlike Anything You Have Ever Seen
Lonny

Finally an Amazing Meeting Experience with Zoom
Zoom

Top 10 Free Things to Do in Berlin
Amazing pages

Vacation rentals for every budget
HomeToGo.com

Mechanic's Gauge: Check Your Score on This Shop Tools Quiz!
Zoo.com

Sponsored Content

Sheep Lg Bag (onlinepresales.com)

Finally an Amazing Meeting Experience with Zoom (Zoom)

Instagram Photo Mugs (PixyPics.com)

Bee Tote Bag (\$19.96 - onlinepresales.com)

High Pressure Power Washer (\$19.99 - boardwalkbuy.com)

More From NewsOK

Rare white moose captured on film in Sweden - BBC News

Houston's Reader ready to step in for Wilfork

Theater Review: 'Veronica's Room' is a creepy place

Top Fed official tells AP: Bond portfolio could shrink soon

Column: A magical season in the sun for Los Angeles Dodgers

Oklahoma City sales tax posts fourth consecutive monthly increase

State water official Tom Buchanan inadvertently violated federal law with Inhofe fundraiser, feds say

Promoted Links by Taboola

 0 Comments