

# Validus Senior Living Sets New Standards in Personalized Care for Seniors

*InspiredLiving<sup>SM</sup> Communities: Independent Living • Assisted Living • Memory Care*

Steven Benjamin's elevator speech is short and sweet: "We take care of moms and dads."

It would be easy for the CEO of Validus Senior Living to tout his company's standout properties, sophisticated technologies and remarkable amenities. But ultimately, Validus' mission boils down to doing whatever it takes to deliver compassionate, personalized care and programming for seniors.

"We understand that, at the end of the day, folks measure us based on how safe, cared for and happy their moms, dads and loved ones feel," says Benjamin, a 23-year veteran of the senior living industry. "So, we don't pay lip service to the idea of providing the highest quality customized care. A commitment to care for today's seniors infuses all we do – based on three essential core principles that make up our mission: empathy, respect and professionalism. That mission is top of mind from every decision made in our corporate office to the interactions between staff members, our residents and their families."

## Meeting Demands of Today's Seniors

To meet a growing need in the Florida market, Benjamin launched Validus Senior Living – an affiliate of Validus Group, an investment firm that develops, owns and manages real estate and real estate-related businesses. He understands the needs of local seniors well, having been a founding partner of Horizon Bay Retirement Living, headquartered in Tampa, where he managed all stages of operations. Under his leadership, that company grew to become one of the nation's largest, with 94 communities throughout the U.S. and more than \$3 billion in assets.



Amenities such as walking paths, gazebos, putting greens and screened porches offer residents an invigorating environment with opportunities to foster new friendships.

"We built Validus Senior Living with a very specific vision in mind," says Benjamin. "We are focusing completely on the needs and preferences of the residents we serve, and are committed to building a strong regional brand that is very responsive to the local communities. We are not looking to be the biggest. We are looking to be the best."

According to Benjamin, seniors have a strong need for a wide range of living options, including independent living and assisted living. But the heaviest demand is in the area of memory care – an area of special expertise for Validus.

Since the fall of 2012, Validus has opened five memory care/assisted living communities it manages in Florida:

Steven Benjamin, Validus Senior Living CEO, monitors construction progress at InspiredLiving at Lakewood Ranch in Bradenton.

*InspiredLiving<sup>SM</sup> at Hidden Lakes (Bradenton), InspiredLiving at Ivy Ridge (St. Petersburg), InspiredLiving at Sarasota, and its two*

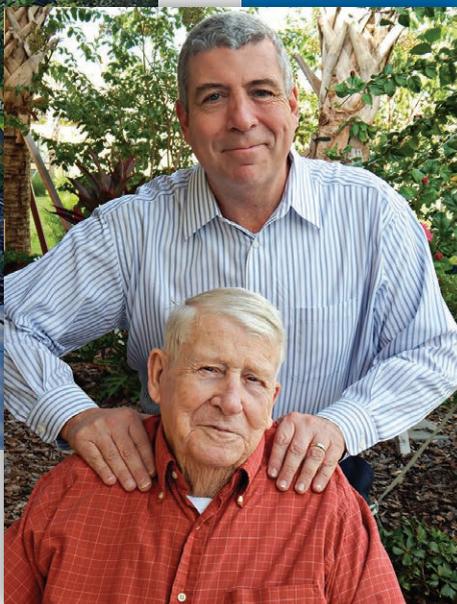
newest communities in Sun City Center (east of Tampa Bay) and Palm Bay (north of Vero Beach). This year, the company will complete work on five additional *InspiredLiving* campuses: Lakewood Ranch (near Bradenton), Windermere (just outside Orlando), Bonita Springs (north of Naples) and two new locations in Tampa.

Groundbreaking for *InspiredLiving at Windermere* occurred in January 2015. The multicare-level community mirrors the 124-unit Lakewood Ranch model, offering

*Florida*



*"We go to great lengths to learn as much as possible about our residents," says AJ Cipperly, Regional Director of Programming for Validus Senior Living.*



*"I am very impressed with the warmth of the community, the staff, the activities and all the wonderful people my dad is surrounded by. For me, it's peace of mind. I don't need to worry about him anymore."*

*– Mike Messer, Sarasota*

**Purpose-Built Communities**

*InspiredLiving*<sup>SM</sup> communities are designed purposefully, from the ground up, to foster meaningful days for residents and empower the staff to provide inspiring care.

"Everything, from the initial selection of the property and use of specialized construction techniques to the smallest details of selecting colors and patterns on the wall, is guided by our commitment to serve the needs of our residents," says Validus Senior Living CEO Steven Benjamin.

Interior and exterior amenities are designed to allow seniors the highest level of freedom and independence as possible without compromising safety or a sense of tranquility. From gracious living spaces with keyless door locks to lush, secure courtyards with gazebos and butterfly gardens, state-of-the-art technology is integrated seamlessly into the environment.

"Our people and their dedication to our residents are at the core of the Validus Senior Living experience," says Regional Director of Programming AJ Cipperly, who is certified by nationally renowned dementia expert Teepa Snow. Cipperly applies methods and techniques specifically geared to the changing life phases and needs of Alzheimer's and dementia patients. "We go to great lengths to learn as much as possible about our residents. Then we find creative ways to use the information to smooth their transition into one of our communities. It's not enough to know how someone likes their eggs, it's important to know that a resident would prefer to eat peanut butter for breakfast. If that's how they lived at home, they shouldn't be forced into someone else's routine unnecessarily."

"While others say they provide personalized care, we actually do it," adds Benjamin. "And we offer our services on a rental basis, so we're always competing for the loyalty of those we serve. As we surround our residents, their children and loved ones with unsurpassed support, they become confident they made the right decision moving here."

independent and assisted living to all phases of memory care. Both communities are pet-friendly and will provide additional services and amenities such as Olympic-sized swimming pools, lakes with fishing piers, walking paths and off-leash dog parks – all geared toward a more active senior lifestyle.

"We pride ourselves on being tuned into the changing needs of today's seniors and are well positioned to become the premier senior living care provider," says Benjamin. "Starting in 2015, we will be partnering with investment bank Piper Jaffray and Kronos Development to begin building developments in Dallas, New Orleans, Nashville and Atlanta."



*Validus Senior Living Communities* 

9119 Corporate Lake Drive | Suite 120  
Tampa, FL 33634

**813-699-4105**  
[validusseniorliving.com](http://validusseniorliving.com)