

# The Importance of Financial Strength in the Senior Living Industry



## Why multi-community senior living organizations offer more promise than single site communities

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You don't have to be a finance guru to appreciate the value of financial strength. To appreciate it, we must first understand the weight of the term. Financial strength refers to a company or organization's ability to withstand prolonged periods of economic decline. Stand-alone facilities— those which exist apart from any parent or affiliate organization— are by definition more vulnerable to changing economic winds than multi-community senior living organizations, for whom the weight of financial challenge is distributed over a broader system. If one of our communities happens to underperform in a given year, it's not as severe as it would be for a stand-alone facility; the institutional support of our system better helps to buoy those that need a little help.

Under the umbrella of our family of communities, you or your loved one will benefit from the resources and stability being part of a multi-site senior living organization affords. A rising tide lifts all boats: since our communities are part of a system, your loved one will feel secure with the knowledge that our regionally-recognized brand not only attracts national-quality talent, but also has the resources to provide the wide array of amenities, services and activities that smaller facilities can't.

Multi-site senior living organizations offer many benefits that standalone communities simply don't have the budgets for. Having a larger market share allows us to expand the scope of the care, enrichment, and entertainment we are able to provide our residents. Where a single-site senior living community may employ staff members that have to make time in already-busy schedules to plan and execute activities for members, our communities have dedicated staff whose entire job revolves around coordinating the kinds of events that bring smiles to our residents' faces. At our community, the cultivation of joy is never on the backburner.

There may be some benefits to single-site retirement communities, but they do not include the financial resilience that come with multi-community senior living organizations. With security, peace of mind, and the knowledge that you or your loved one has every opportunity to be engaged with the community around them, communities like ours are ideal. Ultimately though, the best way to understand what makes a community great is to see it up close and in-person: schedule a tour today and see exactly how our financial stability benefits our residents, staff, and community.



Call 301-355-2801 or visit: [www.thevillageatrockville.org](http://www.thevillageatrockville.org)

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