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Breaking down active living apartment stereotypes

BY MIKE WATKINS

The Grand Reserve at Elkhorn does many things well, but where the staff and property truly excel is at obliterating independent active living apartment stereotypes.

Rather than holding true to the shuffleboard contests and knitting circles of old (although neither is frowned upon), the facility helps its residents live their lives to the fullest — in whatever way they wish.

“The Grand Reserve at Elkhorn is a great place to meet people from all over the country,” said Nidia Rodriguez, leasing specialist for the Midwest. “They come from varying backgrounds, experiences and interests. This variety is what makes a community grow. With new interests

come new clubs and groups for everyone to enjoy.”

Considering that on average 15,000 baby boomers turn 65 daily, the need for 55-plus living communities is greater than ever.

The Grand Reserve, a Calamar community, helps people swap empty-nest living for vibrant, independent living minus the daily responsibilities of owning a home.

Calamar has been in the business for more than 30 years and has communities under construction in Kansas, Iowa and New Hampshire, and they know a thing or two about how to build with the needs and wants of residents in mind.

Providing a maintenance-free lifestyle with no homeowner’s association or buy-in fees is among Calamar’s priorities when creating properties for their growing

audience.

When designing and building the Grand Reserve, Calamar did its research and decided to create a lifestyle that maximizes residents’ retirement years (although some people living on the property continue to work).

Like Calamar’s brother and sister properties, the Grand Reserve offers a balanced combination of social life, relaxation, wellness and recreation to keep residents happy and active as they gracefully enter their golden years.

While most residents at the Grand Reserve use it as their primary residence, some have two homes and spend winters in one location and live at active living apartments the rest of the year.

“Everyone has the opportunity to enjoy

their apartment home in the manner that best suits their lifestyle,” said Bobbie Wilms, community manager at the Grand Reserve. “The great thing about us is that you can just pack and go and not worry about preparing your home for traveling for several months.”

“Once people move in, the common theme is, ‘We should have done this sooner,’” Rodriguez said. “We still have some units and floor plans left in Elkhorn, so please stop in for a tour or call us to schedule one for you.”

Visit www.calamar.com and follow the link to your particular community of interest.

For specific information about the Grand Reserve in Elkhorn, call 402-502-7565 or a leasing specialist at 402-350-9318.