

---

# BRIDGEWATER

---

## ASSISTED LIVING

*Contact* Greg Corns, Chief Operating Officer  
*Telephone* 602-524-8000  
*Email* gcorns@solterraal.com  
*Website* www.BridgeWaterAL.com

FOR IMMEDIATE RELEASE  
January 29, 2018

### AFFORDABLE ASSISTED LIVING HOUSING

#### OPENING Phoenix Midtown Assisted Living & Memory Care Most Seniors Can Afford

#### Phoenix, AZ, January 29, 2018 – **BRIDGEWATER ASSISTED LIVING OPENS SECOND INCOME QUALIFIED COMMUNITY FOR SENIORS IN MIDTOWN, 4000 NORTH THIRD AVENUE**

*“We can’t take care of my mother anymore and the doctor says she can’t live alone. We can’t find an assisted living community that she can afford...what can we do?”*

This is an all too common story. Many seniors simply don’t have the annual income or savings to sustain life in an assisted living community. While there are options, many quite frankly are not great.

The typical cost for a market rate assisted living community is approximately \$4,200 per month. BridgeWater, through its unique Tax-Exempt Bond financing is able to offer supervisory assisted care-starting at \$2,995. This lower price point stems from the financing requirement that stipulates rental rates be substantially reduced and fixed. These annual rates are controlled by the Arizona Department of Housing.

To qualify for BridgeWater, an individual or couple’s monthly income must be at or less than 60% of area median income. For individuals that is \$27,480, and couples \$31,800. Customized care plans are provided and based on the need of the resident. Certified care staff can provide daily assistance for activities of daily living such as bathing, dressing, personal grooming, community transport, and medication management. Our dedicated team is available 24/7 to assist residents in maintaining their highest level of independence while providing exceptional customer service.

The stunning seven-story community is both modern and stylish. They provide a respectful and safe environment featuring advanced healthcare technology. The community features 141 attractive, upscale

and affordable, assisted living apartments (106) and memory care apartments (35) with Great Call Healthsense technology that expands the level of service to residents, ensuring their health and safety 24/7. The technology enables their team of expert care givers to be proactive. The centrally located upscale community affords easy access to downtown, shopping, sporting events, doctor's office, hospitals, and so much more. The exterior of the community is beautifully landscaped. The interior features attractive décor with fine furnishings featuring local art and many other elements reminiscent of historical Phoenix. The common areas, complete with activity area, library, theater, and meeting rooms. Residents will enjoy three meals a day in the community dining room, meet a friend for coffee in the bistro, take in a movie in the theater room, or take the community shuttle off property. Our goal is to make your new home fun, relaxing, and enjoyable.

#### Community Features

- 24/7 Security Surveillance
- Three meals a day in community dining room
- Bistro/bar lounge with daily snacks
- Beautiful landscaping
- Rents include all utilities
- Onsite parking
- Van transportation
- Movie theater
- Wellness center
- Emergency pendant
- Business center
- Scheduled activities
- Housekeeping services
- Community library

There are a number of opportunities to receive financial assistance to help defray the cost of care. The BridgeWater team has benefit advocates on staff to assist veterans and those that have spent down their life savings.

BridgeWater is proud to be an Medicaid ALTCS provider. This Medicaid program which pays for Assisted Living is for those unable to pay for their care themselves, meet income and asset levels and need daily assistance. Whether you are already on the ALTCS program, needing it now or you have a fear about running out of money in the future, we are pleased to have our Benefit Advocate answer questions and help you guide you how to pay for care, and explain different benefit options to help you move in to our community.

Veterans eligible for Wartime Pension may also qualify for supplemental Aid & Attendance benefits. This program is available to both veterans and widowed spouses of the veteran, and pays for assisted care. Understanding the benefit and how to successfully apply can be challenging. Our benefit advocates will offer guidance to applicants, families, and companies to help with this complicated process. The comprehensive pre-screening offered by BridgeWater will assess eligibility and offer solutions to secure these benefits. Our team will share options available and assist in coordinating next steps.

The anticipated opening for this unique community is scheduled for mid-February. BridgeWater Assisted Living and Memory care has a solution for income qualified older adults to have a great place to live. The community features 141 beautiful, high quality apartments installed with state of the art technology and amenities. Income qualified older adults can receive significant rent reductions and assistance with daily living.

**BridgeWater is open daily and taking apartment reservations. A Ribbon Cutting Ceremony and Open House will take place Thursday, March 22, 2018 from 3:00pm – 6:00pm.**

Contact:

*Greg Corns, Chief Operating Officer*

*602-524-8000*

*gcorns@solterrasl.com*

*www.BridgeWaterAL.com*

**###**

*About BridgeWater Assisted Living. BridgeWater Assisted Living communities are managed by Solterra Management Group an Arizona based company serving communities throughout Arizona and Colorado. The company is opening its second BridgeWater community in Phoenix Midtown, with a third in pre-construction. BridgeWater Assisted provides a quality senior service experience, offering assisted living and memory care. Solterra Management Group has embraced advanced technology to expand its level of service and is pleased to provide BridgeWater Assisted Living as an affordable senior living option to support income qualified older adults. For more information on BridgeWater, visit its website at [www.BridgeWaterAL.com](http://www.BridgeWaterAL.com).*