

# Redefining The Senior Lifestyle

Seniors throughout Bloomington and the metropolitan area are embracing a growing trend toward the cooperative lifestyle. Many active adults 55 years and older are finding great benefit living in an affordable, maintenance-free housing environment where they feel a strong sense of community along with still having control of their living situation.

Applewood Pointe of Bloomington at Southtown opening in August is the latest example of the growing momentum and demand for cooperative living. Developed by United Properties, Applewood Pointe at Southtown is the company's second Bloomington cooperative. Other Applewood Pointe cooperatives are located in Maple Grove, Roseville, Woodbury, and New Brighton. United Properties is currently marketing new Applewood Pointes in Minnetonka, Minneapolis, and a second location in Roseville.

of the residents' monthly payments to go towards future repairs or replacements in their homes and community.

Along with affordability, the residents of Applewood Pointe become part of a community of people with similar values and interests. "What a co-op does is pull together a group of people, and while it is a diverse group, because of their age and stage in life, and shared lifestyle choices, it very quickly becomes a really compatible neighborhood filled with their friends", Carey said.

Residents moving into Applewood Pointe are able to select homes from an extensive offering of floorplans as well as choosing many custom options which will make their homes unique to their tastes. One Applewood Pointe resident said "this was an exciting and comfortable decision"

Another benefit and attraction of living in the co-op is the maintenance-free lifestyle. Residents can retire their lawnmower and snow shovel and spend more time doing the things they now really enjoy. This may include taking up new hobbies as a result of having a woodworking shop, craft room, pool and card tables and fitness center all within the community. There is no shortage of activities in which residents

can participate. Heated underground parking with a car wash stall, 24-7 video surveillance and keyless entry fob system all provide the security and comfort so many people appreciate. Applewood Pointe of Bloomington at Southtown will feature extensive landscaping including a pond lined with Willow trees, gazebo and walking paths.

As with all of the Applewood Pointe cooperatives, the Bloomington Southtown location has experienced very strong interest. To date, 80 per-

cent of available homes have been sold. "We started having people inquire before we even did any marketing", Carey said. Location is very important. Many seniors want to stay in the community in which they are familiar. Applewood Pointe at Southtown is no exception. "This is where they are living; this is where they want to stay", added Carey. "It is a nice setting for seniors to feel safe."

"It is very challenging to find sites that make sense", Carey said. "None of this redevelopment would have been possible had it not been for the vision and support the city council showed for the seniors in the community." "Bloomington's Planning and Economic Development staff is way ahead of the curve of anticipating the needs of their community", he said.

## It's A Family Affair

With plans to open Applewood Pointe at Southtown in August, those who have purchased a home are anxiously waiting to move in. Two of those prospective residents are twin sisters Penny Johnson and Paula Nelson. The sisters decided to move in together when they heard that Applewood Pointe was opening another site in Bloomington. "We knew how successful they were at Lyndale" Johnson said. "We have heard such great things." Wanting the independence without the stress of maintaining a home and not being able to afford a condo, the two thought this would be a perfect fit for them.

Not only did it turn out to be exactly what they wanted, but when showing their parents, who still live in their house in Bloomington where the two sisters grew up, they also fell in love with the place as well and decid-



Applewood Pointe residents celebrate with a Super Bowl Party. Themed social events and catered dinners occur frequently.

ed to move into the same building. Living on the same floor, only a few homes from each other, the two sisters and their parents end up being together again. "We've come full circle," Nelson said.

With everyone in the family still living active lives, they all thought this would be the perfect choice. The thought of leaving a house that they have lived in since their children were young, can still be tough. "We have been going through 50 years worth of stuff," said Mary Elscott, Penny and Paula's mother. "It brings back so many great memories." Yet, all are still extremely excited for what the future has in store.

"It's going to be a fun, happy place to be", Elscott said. "It was the people. You sit down at one of the meetings and people were just so friendly and you instantly make a connection." All are just so pleased at how smoothly United Properties has made the process. "They understand the stress of moving and make it very easy", Nelson said. "We've just been really pleased with their attention to detail, how they have communicated with us, and kept us informed on the progress," Johnson said.

For more information about Applewood Pointe of Bloomington at Southtown, call 952-884-6400, or keep in touch by email at [info@applewood-pointe.com](mailto:info@applewood-pointe.com). The Marketing Office is located at 8341 Lyndale Avenue South, Suite #122, Bloomington, MN 55420 and is open Monday-Friday from 9:00 am to 4:00 pm.



Marketing Associate Ellen Johnson, Project Manager Jon Koehler tour the Southtown Applewood Pointe site with a future resident.

The cooperative model gives people moving in an affordable option to owning their own home. Members, who buy into a cooperative, own shares in a corporation and elect a board of directors to run it, while enjoying the same rights and tax benefits as home ownership. "All of this allows the residents to more accurately budget what their expenses are, and to control their expenses" said Brian Carey, Senior Vice President of Development of United Properties. Cooperatives build up reserves as part