



TAYLOR JOHNSON & OLESKER

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FOR: Park Place of Elmhurst

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FOR IMMEDIATE RELEASE:

Retirement Community Offers Rare Realtor Referral Program

At Park Place of Elmhurst, real estate agents earn \$2,500 when their senior clients put down deposits at the new west-suburban continuing care retirement community.

Located near the intersection of Butterfield Road and Prospect Avenue, Park Place will offer one-, two- and three-bedroom residences when it opens in 2010. The community is owned by Rest Haven Christian Services, a not-for-profit organization that has provided care for seniors since 1912, with entrance fees ranging from \$325,000 to \$854,400.

As a Life Care community, Park Place offers independent-living residences while providing the assurance of high-quality health care services, such as assisted living, skilled nursing and memory support, should they be required.

“Some Realtors have been working with these clients for years, and maintaining these relationships is extremely important,” said Don Engelsman, vice president of marketing new development for Rest Haven Christian Services. “In the past, though, very few senior communities paid broker commissions. “Consequently, clients who might have depended on their Realtors through two or even three moves didn’t have an expert to help guide them through the process.”

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At Park Place of Elmhurst, Realtors will receive \$2,500 after a client places a 10-percent deposit within 90 days of his initial appointment. Further, Engelsman added, agents could earn commission on the sale of their client's current home, compounding the benefit of working with seniors.

“Unlike years ago when a decision came down to staying at home or moving into a nursing home, today's seniors have so many options that complement their current lifestyles,” he said. “If Realtors stay abreast of the latest options, it's just another way to help their clients find the best home and to keep working with families they've known for years.”

Realtors can accompany their clients to Park Place's Information Center to see a model vignette, scale model of the community and virtual tours. The Information Center is located at 360 West Butterfield Road, Suite 100 in Elmhurst. For more information, please call (630) 333-4343 or visit www.parkplaceelmhurst.com.

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About Rest Haven Christian Services

Rest Haven Christian Services is a not-for-profit organization that has provided care to seniors in the Chicago area since 1912. Formed by the Reformed and Christian Reformed Churches of metropolitan Chicago, Rest Haven currently operates 12 communities throughout Illinois, Michigan and Indiana, with three additional communities under development.



Park Place of Elmhurst is a new continuing care retirement community located at the intersection of Butterfield Road and Prospect Avenue in Elmhurst. As one of the only Life Care senior living communities in the western suburbs, Park Place recently began accepting reservations for its 183 residences.