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MORE INFORMATION
ON LUTHER CREST**

Please cut along the dotted line and return to:

Luther Crest
Attn: Marketing
800 Hausman Road
Allentown, PA 18104

Or call: (888) 978-4326

I am interested in:

- Scheduling a visit
- Receiving an informational packet in the mail
- Receiving a phone call to answer some of my questions
- Receiving an e-mail with more information

Name: _____

Address: _____

City: _____

State: _____ Zip Code: _____

Phone: _____ Cell: _____

E-mail Address: _____

The Luther Crest marketing department works in close association with future residents, their adult children, real estate agents, movers, auctioneers, decorators, and bankers as requested and appropriate to make residents' move as stress-free as possible.

Independent Living Homes

Memory Care

Personal Care

Nursing & Rehabilitative Care



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800 Hausman Road
Allentown, PA 18104

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Selling your home in the winter

Many people believe it's harder to sell your home in winter than summer, but there are several advantages to selling in the cooler months.

As everyone knows, the spring market creates a lot of frenzied action. In the cooler months, markets slow down and sellers can take a little more time to consider offers because fewer homes are on the market.

The things that lead people to buying homes are new-home purchases, new jobs, relocation, growing families and downsizing. This type of activity happens all year-round.

Yes, there are fewer buyers with a smaller inventory, but the buyers who are looking tend to be more motivated as they want or need a home as soon as possible.

Further, inventory is lower in the colder months, which means less competition. It works like supply and demand.

However, you still need to make your home show well to attract favorable buyers. This step means keeping the house well-maintained and using winter



curb appeal with proper landscape presentation.

To take advantage of serious buyers, you need to make sure your home is in prime condition. Think quality.

Touching up walls, replacing outdated fixtures, and refinishing hardwood floors are some of the steps you can take to encourage buyers to consider your home.

...continued inside

Lifestyles

LUTHER CREST

SPRING 2016

Care navigator serves as "eyes and ears" for residents

As a case manager at a Bucks County hospital, Bobbie Rutledge developed a good awareness of the health-care system, how it works and how to help a patient navigate it. At the same time, she became frustrated by the roadblocks she encountered as she helped patients through the discharge process.



if there is a hospitalization, the care navigator will reassess and assist with setting up appropriate services."

Because of changes in health care, this service is an added benefit for residents, helping them to obtain and connect with health-care providers, according to Rutledge.

"When I heard that Luther Crest was advertising for a care navigator, I thought the position might provide the opportunity for me to change the way things are done," she says of the position that is "the eyes and ears" for the campus as a whole, yet focuses on Independent Living.

"To know that I would be in on the ground floor and able to change some of the processes made me very hopeful," she adds.

Luther Crest officially

introduced its Care Navigation program Feb. 1 with Rutledge in the position of care navigator. When new residents move to Luther Crest, Rutledge meets with them to perform a baseline wellness assessment.

"The wellness assessment is a way to identify residents' health-care providers and obtain a current baseline status, as well as identify if residents have access to medical professions," she says. "As residents' care needs change, or

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This is the
Way to *Live!*

Executive Director's Message: Winter delight at Luther Crest

After enduring the recent winter storm Jonas, I am sure many people are dreaming of retiring to a warmer climate. But Luther Crest offers many options that help you to beat the snow—plus you can still live in the area you love!

At Luther Crest, we don't have to worry about the weather. Our maintenance staff takes care of any necessary shoveling and there is no need to navigate icy roads.

Plus, everything is here including a multitude of activities and an indoor, heated pool. But if you do need to venture out, we can provide transportation. At the same time, our residents never feel isolated or trapped inside their homes during a snowstorm, thanks to the many



friends and neighbors nearby ready to share a meal and good conversation.

Life at a Continuing Care Retirement Community such as Luther Crest is security for the future. Independent living offers an active, engaging lifestyle designed to keep you healthy and well. And with access to future health care

such as personal care, short-term rehabilitation and traditional nursing care, you never have to worry about moving should your needs change.

Don't wait any longer to see what Mother Nature has in store for us this winter. Call now to schedule a visit and warm up to life at Luther Crest instead.

— Cindy Bonney,
Executive Director

Upcoming Events

ST. PADDY'S BASH
FRIDAY, MARCH 11
7 P.M.

Everyone's Irish on St. Patrick's Day. Join us and enjoy Irish food and dancing!



THE BENEFITS
OF A CCRC
THURSDAY, MARCH 31
2 P.M. & 7 P.M.

We're covering everything you need to know about life in a Continuing Care Retirement Community—from the active lifestyle to the services available. It's the perfect opportunity to see if a CCRC is right for you.

Move is happy experience for active residents

Andrew Wiegner was worried that moving to Luther Crest might limit his ability to be active.

An avid outdoorsman, the 88-year-old hiked the Grand Canyon three times in his early 70s, continues to bike the Ironton Rail Trail and just returned with his wife from hiking in Yellowstone National Park and the Grand Tetons.



Zielinski, the wellness coordinator, checked us out on all the machines, which are top-notch," he says. "She approved what we were going to do, and we've been doing it ever since."

Andrew and his wife, Rachel, 85, settled into a cottage-home in Southgate in late 2013 and have become active members of the community.

"I am on a committee or two.

Rachel is in the chorus and plans to volunteer in the Gift Shop," Andrew says. "We've got to keep moving. We don't want to rust!"

The danger of that happening appears slim as the two show no signs of slowing down, and often enjoy hosting friends at their home.

"My wife loves to cook. She still experiments a lot. We like to invite people over for dinner," says Andrew, adding that they have met people from all walks of life at Luther Crest. "I worked all my life with engineers, but here I have met everyone from pastors to bankers. It has been a very happy experience."

"I was very apprehensive [about the move] because we still enjoy physical activities. I thought we were going to be around folks who didn't do such activities," says the retired engineer. "We found there are residents here with all levels of physical health enjoying the activities offered. You can always find someone to go off on a field trip with and have a good time."

The Wiegners particularly enjoy the campus gym, spending one hour a day, five days a week, to maintain their fitness levels.

"Even though we have exercised before, Doreen

Realtor shares secrets to selling your home

How to sell your home and make the most of your most valuable asset was the topic of a recent seminar that drew more than 30 people to Luther Crest.

Presented by Randy Beitler of The Fredrick Group, the seminar helped participants understand how to prepare for the selling process.

"Nowadays, about 50 percent of buyers start looking for a home on the Internet before they even talk to a Realtor," says Beitler. "That is why we are critical on photos; really nice pictures draw people in."

Beitler also cautioned participants to involve family members in the decision to sell.

"You don't want them to find out at the last minute," he says. "They may have strong emotional ties to the home."

Many of those in attendance were curious how much or how little a seller should improve his or her home for sale, Beitler notes. Where is the cut-off when it comes to doing too much or recouping your investment?

"Basically, you are not going to get your money out of redoing a bathroom or kitchen, even though the house will sell faster," he says. "The things you want to do are paint, improve landscaping—such as cleaning up leaves, new mulch, edging walkways, trimming back bushes and trees—and de-clutter everything."

Other suggestions include clearing off counters and exterior of the refrigerator, removing family photos from the walls and mantel and putting extra belongings in storage.

With home sales up 11 percent over last year in the Lehigh Valley, sellers can benefit from such recommendations, he believes.

"We're selling more homes, but our inventory is down 30 percent," Beitler says, adding that interest rates are still very favorable. "That is excellent news for the seller."



Randy Beitler of
The Fredrick Group



Joyce Riche, left, regional director of Diakon Adoption & Foster Care, Topton, poses with the Rev. Dianne Kareha, Luther Crest chaplain, presenting gifts purchased by the residents of Luther Crest for children and youths served by the Diakon foster care service.

Care Navigator *continued from front page*

"It is becoming more difficult for our residents to access the care needs they have, whether that be communicating with specialists when they leave the hospital and going back to their apartment or getting appropriate services," she says. "My job is to bridge the gap between all their community contacts."

When Rutledge sent a letter explaining her role to a local physician caring for a Luther Crest resident, the physician followed up with a phone call.

"She was grateful for the letter and wanted to discuss how we can coordinate our efforts to make sure the resident gets what she needs. That is an example of best practice," Rutledge says. "The physician called to say she understands I am the eyes and ears on the ground. That is exciting."

