

# Senior Views

## Search For Grandma's New Home Aids Cousins In New Indianapolis Assisted Living Venture

Some may think it is strange that two big city brothers and their cousin, ages 29, 30 and 34, purchased an assisted living community in Indianapolis. But it makes perfect sense that the former investment banker, real estate broker and attorney are now at the helm of Autumn Park Assisted Living Community in the heart of Indianapolis.

While the Michigan-based family has successfully owned and operated senior living communities for over 40 years, it wasn't until their 89-year old grandmother's health declined that they decided to follow in their grandfather and fathers' footsteps. Scott and Tony Kantor, and Bradley Dubin, quit their high-profile jobs and created Bloomfield Senior Living to focus exclusively on independent living, assisted living and Alzheimer's and dementia care.

"When it became evident that our grandmother needed daily living assistance, our closely-knit family confronted the dilemma of where she should live and began hunting for the perfect assisted living community. It had to provide the special assistance she needed and the individuality, independence and privacy she still desired. It had to be more than an institutionally disguised, dime-a-dozen, profit-driven business. We

were searching, with a sharp eye, for her new home, a lifestyle, and a place that could deliver the socialization, personal attention and platinum care she deserved.", says Brad Dubin.

Building upon their family's values, principals, reputation and three generations of experience, while taking into account the frustrations associated with their own personal search, the trio recognized a shift in the industry and set out on a mission to create the perfect assisted living community by redefining senior care with a more modern, less expensive, lifestyle approach to health care.

They acquired Autumn Park, along with its sister property on the Eastern side of Indianapolis, Autumn Glen Assisted Living Community, in August. Since January, Bloomfield has acquired 5 senior living communities, 306 collective units, for nearly \$11 million from bankrupt senior housing giant, Sunwest Management, Inc. With their family's conservative ideology and long-standing philosophy of not being over-levered, Bloomfield paid all cash for the Ohio and South Carolina properties and conservatively financed the Indiana properties. Their philosophy of operating their properties with little, or no, debt provides residents and their family's comfort that they will be around both now and in the future.

According to the U.S. Census Bureau, the number of people ages 65 and older is expected to more than double from 39 million today to 87 million by 2030. This is a result of the surge in births worldwide post World War II, the Baby Boom Generation. Since aging Boomers will live longer today than ever before, many seniors entering their retirement years will require some level of care. Whether resulting from gradual deterioration that customarily accompanies the aging process, a need for social interaction with their contemporaries, or another dramatic triggering event such as the death of a spouse, a fall in the home or a medical crisis, chances

are that many of you will confront the daunting task of making difficult choices regarding your parent or grandparent.

This is not a story about one family, one grandmother or one assisted living community. This story is about thousands of families, thousands of grandmothers and thousands of assisted living communities. While their journey took them from finding the perfect fit for their grandma to running Autumn Park in a manner that would make her proud, your journey to find the perfect home away from home for your loved one will be equally successful with careful planning.



Pictured are: (l-r) Bradley Dubin, Grandma Ruth Tischler, Tony Kantor and Scott Kantor.