

**AURIA SENIOR LIVING**

## **Gold-Standard Choice Over Compromise in Golden Years**

PRODUCTION: **Christina Allcock**

Auria Senior Living is a foremost developer, owner, and operator of senior living communities in South Africa offering a range of independent residential, assisted living, and care options. "At Auria Senior Living we believe that your later years should be defined by choice, and not by compromise," the company opens, as it ensures that award-winning choice is in abundant supply.



“This is not retirement. This is living.” So goes the Auria Senior Living (Auria) mantra, on its mission to erase a deeply-etched line for South Africans seeking a comfortable, hassle-free lifestyle in their older years. “At Auria we refer to senior living and not retirement living, because we understand that this stage of life is not about retiring,” the company explains further, “it’s about a different set of needs and lifestyle choices defined by happiness, security, peace of mind and health.”

Auria operates continuing care retirement communities (CCRCs), what it terms “the most modern and comprehensive lifestyle choice for older adults today,” combining residential accommodation with lifestyle amenities and health and wellness services, and a continuum of care model to allow residents to remain in the community and receive appropriate support should their needs change.

With people living substantially

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longer a well-planned and comfortable lifestyle becomes paramount, to enhance and enjoy an exceptional quality of life in those golden, senior years. Auria isolates a litany of advantages to seizing the opportunity early, not least the eradication of the expense of insurance, maintenance and repairs linked to owning a home which ensues with the move to a life rights community.

Residents suddenly also have access to a variety of healthcare providers on-site, including doctors and physiotherapists within each community, while moving early also ensures first choice of community, rather than any compromise. “One of the other important benefits is the fact that you can save a significant amount of money just by moving earlier,”

summarises Auria CEO Barry Kaganson. “Another benefit of moving into a CCRC early on is that you can move in and live completely independently, just as you would anywhere else, knowing that care is on hand should you need it.”

### AWARD-WINNING CARE CONTINUUM

“The Auria Way is built on a foundation of openness, honest, transparency and respect for people,” the company details. “Our continuum of care is not merely a philosophy, it’s an experience that includes sound advice and support from a dedicated team of care professionals, medical experts, and community managers. You will never find a one size fits all approach at any of our Senior Living communities. We provide everything right here, and you can choose whether you would



prefer us to cater to your needs at our Care Centre or at your residence."

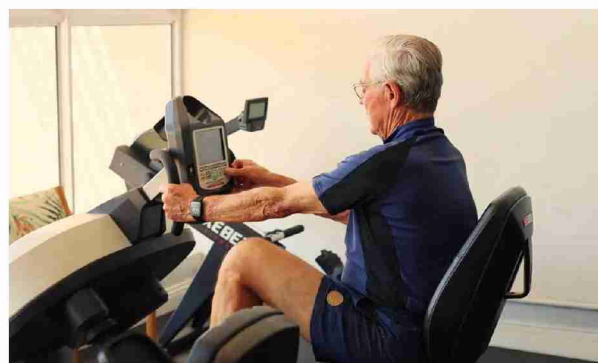
Time and again the Auria Way is vindicated by the receipt of the most prestigious awards in the business, with Melrose Manor, located in Melrose North, Johannesburg selected from more than 90 entries to scoop first place in the international category in the ninth iteration of the annual Senior Housing News (SHN) Architecture & Design Awards. "SHNA's showcase of best-in-class builds has yet again set a new precedent for senior

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living facilities as the industry shifts and new demographics flood the market," announced George Yedinak, founder of Senior Housing News.

The magnificently revamped gold-standard CCRC then received the most valuable of recognition from the Pretoria Institute of Architects (PIA) in its 2021 awards, for its inspiring large-scale

renovation of a dilapidated building into the setting for a thriving senior living community, now transformed into a veritable asset to the area. Melrose Manor's overhaul was driven by Auria's vision to raise the bar on senior living in South Africa, Kaganson revealed, its model of senior living facilitating an active, happy and meaningful



lifestyle in a beautiful setting.

“Our vision from the outset has been to set a new standard for senior living and to provide older people with supportive, engaging and vibrant settings in which to live,” he effused. “We strive to create the complete opposite of the uninspiring and institutional environments that are so often the norm and receiving an award such as this reaffirms that our drive to lead the market in the creation of sophisticated and modern senior living communities, in line with international best practice is well on track.

“These awards inspire our team to continue being innovative and to follow global best practices to provide our residents with extraordinary environments in which to live and be supported. This accolade is proof that a proudly South African business can stand head and shoulders amongst the best in the world.”

**GOLD STANDARD ACROSS SA**

A total investment estimated at R1-billion will now give rise to a senior living community of international



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standards at Zululami Luxury Coastal Estate, in Auria's bid to spread its unbending focus on five-star living to more corners of the country. With retirement facilities on KZN North Coast limited its freestanding garden villas, maisonettes and apartments to suit both independent and assisted living have meant that interest from those who are planning to, or have retired on the South Coast, Upper Highway and Midlands area, has been extremely high.

"Given the growth on the North Coast over the past few years, the provision of lifestyle environments for senior citizens hasn't been catered for fully, and Coral Cove is the first to comprehensively address this need," underlined Kaganson. "Research shows that coastal living has many life-enhancing advantages and Coral Cove will be, to the very best of our research and knowledge, the only senior living community of its kind in the world with direct beach access to

the pristine north coast shoreline.

"Auria's incredible reputation and quality delivery will contribute to the growth of the greater North Coast footprint," furthered Director Murray Collins, on behalf of developers Collins Residential, on this landmark deal resulting in a first for both parties, the region and a significant coup for the province. "Investment potential within KZN will also be significantly enhanced, and this is certainly a positive indicator for future investment opportunities within South Africa."

Construction has also commenced on Royal View, a new, upmarket senior living community set on a section of the Royal Johannesburg Golf Course in Sandringham comprising more than 120 apartments on a 2-hectare site, with entry prices starting at R1.5 million. "We believe that people are increasingly seeing communities such as Royal View as appealing lifestyle options, and we expect good uptake

in the market," commented Kaganson.

"We aim to dispel the outdated notion that moving to a senior living community is a compromise or the beginning of a decline," Kaganson finishes. "This is about making a choice that is absolutely a life-enhancement in every way. Modern senior living communities should be a first choice, rather than a default option - attractive places where older adults, retired or not, can scan enjoy their golden years free of hassles and supported in their wellness needs. The design of our communities encourages and facilitates the many important aspects that we now regard as part of overall wellness, all within an aesthetically pleasing, hospitality-style environment." **E**

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