

News From Shell Point

The Latest News & Information from Shell Point Retirement Community April 2009

New Seminar Dates Added!
See below



Shell Point Responds to Economic Trends

For more than a decade you've heard me talking about one of my favorite subjects – Shell Point. While I have already shared some information with you in the past, there are some very compelling reasons for you to take a closer look at Shell Point today.



Lynn Schneider, assistant vice president of marketing & communications

Why Now?

Considering the condition of the current economy, most people are nervously "hunkering down" and putting off thoughts about tomorrow, while they worry about what is happening today. Have you experienced this feeling? Are you afraid you can't afford to retire? Or if you are retired, are you afraid you'll run out of money or have expensive health care costs that you can't afford? Perhaps you have seen the value of your home dropping, while at the same time you feel

the increasing burden of having to maintain it. The list of "worries" goes on and on and I hear these types of concerns every day.

Are You on Hold?

It feels like the entire country is "on hold" as we watch and wait to see what is going to happen. That's fine if you're just starting out. But for those of us nearing retirement, or in retirement, we can't leave our futures up to "wait and see."

At Shell Point, in light of the current economic factors, we have decided to take a "here and now" approach.

We want to aggressively assist people who have the desire to move forward with their future and enjoy the benefits of the retirement they have always planned and hoped for.

With that in mind, we have put together a variety of special programs that make living at Shell Point more afford-

able than it has ever been. Plus, we have customized some new options that offer greater financial flexibility and choice:

- Substantial discounts up to 25%
- One-year money-back guarantee
- Financial assistance with moving
- Three contract options
- Plus much more

In the midst of all the hype and hustle that is currently going on in the marketplace right now, it is hard to get people to stop and listen. If you take away anything from this letter today, let it be this: *there has never been a better time to consider Shell Point* – and I would like to help you find out why.

Do You Really Have all the Facts?

If you live in this area or visit here every year, you probably think you already know a lot about Shell Point, but I

want to be sure you have all the facts and have received enough information to truly understand the value of our product, and the comprehensive nature of our services. We have put together a packet of information to give you a better understanding of what we have to offer, and we would be happy to mail one to you.

Another great way to get to know more about Shell Point is to experience it first hand. We are holding a series of small group presentations that include an explanation of our product and the various offers currently available, plus a tour of the community and our decorated models.

The groups are small enough that we can personally answer any questions you might have about our neighborhoods, our product, our prices – whatever is on your mind.

If you have ever been curious about Shell Point, this is an easy way to get your questions answered with absolutely no pressure, and I encourage you to come to one of these presentations.

Don't "wait and see," call Shell Point today!

Attend a FREE Seminar

Register for the date that works best for you
Call (239) 466-1131 or 1-800-780-1131

Now is the perfect time to learn about new product offerings and special incentives, while getting all of your questions answered at an informative presentation and tour. Space is limited, though, so call today!

Afternoon Presentations - 1:00 p.m.

Tuesday, Apr. 28 • Tuesday, May 5 • Tuesday, May 19

Just Added!

Morning Presentations - 9:00 a.m.

Wednesday, Apr. 29 • Wednesday, May 6 • Wednesday, May 13

Just Added!

Family Tradition Residents Often Discover Shell Point Through Family

People are usually surprised to learn that the age difference between the youngest and the oldest resident at Shell Point is often close to fifty years. This is the result of two main factors; Americans are living longer than ever before, and many people have chosen to retire earlier than the statistical average, resulting in younger retirees. Combine younger retirees with individuals living longer, and you get the picture.

This has created an interesting phenomenon; intergenerational retirees. During the past twenty years, Shell Point has experienced multiple generations of retirees from the same family living in the community at the same time.

According to Mike Davis, director of sales for the community, "We have seen a large number of adult children learn about Shell Point through their parents. They observed first hand the superior lifestyle and lifecare the community offered. Based on these personal observations, they moved in as well."

And these relationships extend beyond parents and their adult children. "Shell Point has had numbers of siblings move into the community, as well as many other combinations of family relations," said Davis. "The Shell Point family tree has numerous branches of extended families, and we just recently welcomed our first 'third generation' residents."

Sales professionals in the retirement

industry are increasingly becoming blind to age.

"Age has just become a number on a piece of paper," said Davis. "It has no real significance anymore, and it certainly has nothing to do with the attitudes or expectations of the people who want to live here. I think that is one of the reasons that living at Shell Point is so attractive to so many people."

Sons, daughters, aunts, cousins, grandparents, fathers, and mothers – they all agree – life at Shell Point is certainly a family affair!

"Since Shell Point's best advertising is word of mouth, it comes as no surprise that satisfied residents have been our number one referral source for future prospective residents," said Davis. "It is not uncommon to find multiple generations of the same family who have enjoyed living at Shell Point."

Envisioning Shell Point

You might say that Joyce Seckinger knew about Shell Point before it even existed. Her father was one of the main visionaries responsible for creating the

Shell Point concept and Joyce remembers hearing him describe the property as he frequently traveled to the site during its early development.

When Joyce and her hus-

band, Dahl Seckinger, were ready to retire in 2007 it was only natural that they choose Shell Point.

The safe environment, the staff's compassion and friendliness, the sense of excellence, and the superior medical care all played a role in their choice. They also appreciate the freedom and sense of relief they have in knowing their children don't have to take responsibility for them in the future.

A Daily Blessing

Dr. Jim Arter began researching retirement communities for his mother in the late 1960s and discovered a new community called Shell Point. His mother moved into the community in 1969. Seventeen years later, Jim and his wife, Kitty, followed. Jim was pleased to have the two most important women in his life near and is still thankful that they discovered Shell Point.

A Family Tradition

Reverend Howard Kinsinger and his wife, Eva, spent their lives in Christian ministry and now enjoy a variety of interesting hobbies in their retirement at Shell Point.

Howard enjoys woodworking and crossword puzzles and he and his wife Eva also grow beautiful orchids that even professional gardeners would envy. They both love the community environment, natural beauty, and security at Shell Point.

The Kinsinger's daughter, Judy, an elementary school teacher for thirty years, was impressed by the caring relationships her parents enjoyed at Shell Point and decided to move to the community herself in July, 2005.

Howard, Eva, and Judy Kinsinger



Joyce and Dahl Seckinger hold a photo of Joyce's father, one of the original visionaries for Shell Point.

A Family Adventure

Joseph and Dorothy Grapes were an adventurous couple that crisscrossed the country on vacations until they eventually found a Fort Myers campground in 1972, where they enjoyed tennis, shuffleboard, and fishing every winter.

It was during this period they also found and fell in love with Shell Point and they moved into the community in 2002.

Joe and Dorothy have been married for an incredible seventy-three years and have two daughters, Barbara and Gayle. Gayle and her husband, Larry, enjoyed visiting her parents at Shell Point and decided to move into the community as well in May, 2005.

Dorothy and Joseph are glad to have their daughter living nearby in Shell Point. Both generations of this kind-hearted family appreciate the safety and security of Shell Point, as well as the community's resort-like lifestyle.

These are just a few of hundreds of family relationships whose bond has been strengthened by living at Shell Point.

SHELL POINT
Lifestyle With Lifecare

15101 Shell Point Blvd., Fort Myers, Florida 33908
1-800-780-1131 • (239) 466-1131 • www.shellpoint.org

Visit our Welcome Center
Monday - Friday, 8:00 am - 4:30 pm



Shell Point is located in Fort Myers just off Summerlin Road, 2 miles before the Sanibel Causeway.
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