

## VIRTUAL STAGING

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Brazos Presbyterian Homes, Inc. has served Houston-area seniors for over 57 years in two award winning communities —

**Brazos Towers at Bayou Manor** near the West University and Bellaire neighborhoods and **The Hallmark** in Uptown Houston between the neighborhoods of Tanglewood and River Oaks. Each community offers attractive gardens, walking trails, active lifestyles, and some of the most beautiful and spacious apartments in Houston.

re-**INSPIRED LIVING**

Fall/Winter 2020

Designed for Today's Modern Senior

  
Brazos Presbyterian Homes



Contact us at [BrazosTowers.org](http://BrazosTowers.org) and at [TheHallmark.org](http://TheHallmark.org)

# A Proud Legacy of Service



Almost 20 years ago I had the privilege of joining Brazos Presbyterian Homes as their President and CEO. During that time, I have experienced many changes at our two Houston communities - Brazos Towers at Bayou Manor and The Hallmark. Our senior living options even expanded with an Austin property, Longhorn Village, several years ago. We are fortunate to have a rich legacy of service to seniors in our communities dating back to 1963.

With the help of my talented leadership team, and the commitment and unwavering support of our volunteer Board of Directors; we have navigated our way through the design, construction, and completion of a \$70 million expansion project at our first community, Bayou Manor. Doubling it in size and re-branding with a new name, Brazos Towers at Bayou Manor. Our process was well-planned, well-managed and well-received by active adults seeking senior living options in the Houston area. We started our pre-construction reservations of the expansion project in 2012. Following a very successful marketing campaign, in 2016, we successfully moved 84 new households into the expansion building within a 90-day time frame! It was truly an amazing feat that we are still very proud of to this day.

Brazos Towers at Bayou Manor continues to be one of the finest senior communities in our region, boasting a 5-Star Medicare rating since 2015, and just this year receiving The Best Of The Best award from The Houston Chronicle readers for both Retirement Living and Assisted Living. It's a community filled with vibrant, independent residents leading active lives as reflected in our annual [Resident Calendars](#) as well as those that have come to need more caring support surrounding them.



We have all heard it said, “the only thing constant is change”, so we now turn our planning strategies to accomplishing similar goals at our Uptown Houston property, The Hallmark. We have an incredible expansion planned that will feature a 34-story independent living high rise. Floor plans include luxury one and two-bedroom residences with sizes to meet the desires of seniors today. State of the art amenities surrounded by an abundance of gardens, classic and casual dining options and residences overlooking the Uptown skyline. We are thrilled to raise the bar once again for retirement options for Houston area seniors that thrive in an urban setting.

I encourage you to get to know us. We offer the best in Houston retirement living with the assurance of future healthcare should it ever be needed. Let us show you the many advantages of living at a Brazos Presbyterian Homes community.

Sheryl Callahan  
President & CEO  
Brazos Presbyterian Homes, Inc.

# Tech: Virtual Staging

Brazos Towers and The Hallmark are using a unique new digital technology tool to help future residents visualize their stylish new home. This new tool, known as virtual staging, features the use of a computer to virtually place furnishings within a photograph of an empty residence. The result is a unique way to see the interior space come alive with furnishings.

If you are going to be selling your home, consider virtual staging to help your buyers visualize their new space. When listing real estate in years past, sellers were always confronted with the question of, "...to stage or not to stage." Staging of an entire home can prove to be quite costly and stressful. Photographing empty spaces does not always give your prospect a good idea of how big the room actually is. This genius idea of virtual staging helps the buyer visualize how much furniture can actually fit in that space and goes a long way in turning an empty room into a place they can call home.

**To learn more about this innovative technology, visit [StrataVisuals.com](http://StrataVisuals.com)**



## The Grand at The Hallmark

This 1,620 square foot apartment boasts of "dental" triple crown molding matched with custom white French paneled walls. Custom tile in the baths and more to see on this most unique apartment! **Call today and schedule a tour. 713-624-5576**



## The Chestnut at Brazos Towers

This spacious 1,061 square foot one bedroom provides the Houston skyline as your personal backdrop. With your own private walk out balcony, 11' ceilings, and huge windows this unit is a bright breath of fresh air. A must see! **Virtual, private, in-person tours are available. Call today! 713-660-5000**



## a·ro·ma· ther·a·py

Aromatherapy is a holistic way to ease stress. It has a significant healing affect on the mind, body and spirit. Both the senior and the caregiver can receive benefits from this stress management technique. Read on to learn about the art and science of aromatherapy and how it can benefit you and the senior in your life.

### The Art and Science of Aromatherapy

<https://www.myboomerbrain.com/aromatherapy>

### Aromatherapy Stress Relief for Seniors & Caregivers

<https://dailycaring.com/aromatherapy-stress-relief-for-seniors-and-caregivers/>



# For Profit vs. Non-Profit

Differences Between Non-Profit and For Profit Communities

The fact there are differences between communities is expected, but many times those differences run deeper than some consumers choose to dig. For example what are some of the inherent differences between "For Profit" and "Non Profit" communities? How does knowing this information affect you now or in the future? Brazos Towers at Bayou Manor is a not for profit 501(c) 3. Some of the more subtle differences would include:

## For Profit Company

- Changes are made first to satisfy investors/stockholders then to satisfy residents
- Higher probability of change of ownership
- Higher probability of turnover of residents and staff
- No financial report disclosure
- Need for higher profit margin may effect annual fee adjustments & transitions to higher levels of care
- Typically larger companies – less flexible

## Non-Profit Company

- The residents feel they have more of a vested interest in communities where they can be involved in decision making
- Fee increases are based on need not profit
- Benevolence giving and Life Care Benefits (ask us more)
- Disclosure of annual financial reports
- Stronger applicant screening practices
- More resident centered environment
- Feels more like family
- Less turnover of owner, staff and residents
- Typically more longevity of service – reputation

# ZOOM with our Residents

The residents at The Hallmark and Brazos Towers are some of the most interesting people in Houston. Join us for a virtual ZOOM Conversation; The residents will discuss their hobbies and interests and attendees will have the opportunity to ask questions.

Let us introduce you to a unique group of residents – **The 801 Singers.** Ruth Giampietro, her husband, and friends at The Hallmark started a small singing group – an idea that came from another resident. Meeting every week, each member picked a special place to sit or stand in Ruth's apartment, while she played the piano. "Someone was on the bench by the wall, while another was sitting on the ottoman" said Ruth. The melodious tunes took shape. Ruth's hospitable spirit soon brought new residents into the group. Before long, it was the largest social group at The Hallmark! Today, Cindy Lenoir plays the piano allowing Ruth the pleasure of guiding and singing with the group. The music is magical, and friendships abound. Says Ruth, "we are always seeking new members – come join us!"



Piano player extraordinaire, Ruth Giampietro and her husband are residents at The Hallmark

At Brazos Towers, there are a plethora of groups to join and interesting residents to meet. Robert Flatt and his wife Nancy are one such couple. They met when they were both 15 and have been married for over 50 years. In 1999, Robert was diagnosed with Parkinson's disease. Upon receiving the news, The Flatts decided to begin the next chapter of their lives. Robert retired from a successful engineering career and



Robert Flatt, resident at Brazos Towers waits patiently for the perfect shot of a passing bird.

immersed himself into the world of photography. Then he and Nancy spent many years traveling the world to allow Robert the opportunity to capture images of nature and wildlife. His passion for photography has been documented in many books. The Flatts have donated prints of Robert's work to be enjoyed by the residents at Brazos Towers. Currently, Robert & Nancy share their work with the residents at Brazos Towers via a monthly ZOOM.

**If you would like to join our next ZOOM Conversation, please contact us for more information...**

**Brazos Towers:** [Info@BrazosTowers.org](mailto:Info@BrazosTowers.org) or call 713-660-5000

**The Hallmark:** [Info@TheHallmark.org](mailto:Info@TheHallmark.org) or call 713-624-5576



# Two Distinctive Communities

with a Legacy in Houston Retirement since 1963



Residents have lots of options at both Brazos Towers and The Hallmark. Whether your dream is living among tall oak trees with wide open spaces or in a beautiful uptown high-rise we have what you are looking for. With 45 floor plans to choose from, you are bound to find your perfect place. Call and make an appointment to tour individual apartment homes in person or arrange a virtual visit.

The Hallmark has something brand new coming in 2021 that will be a must see. "We have completely remodeled one of our most spacious floor plans and will decorate it with the latest in transitional style furnishings. Showcasing a floor plan style complete with two bedrooms, a living room with fireplace, a modern kitchen, dining area and even a home office" says Mike Wallace, Director of Marketing. This Mega Design Model will exemplify our talent and ability to offer all the custom options you desire in creating your future home. The new progressive style of this model will have all the design finishes today's modern seniors are looking for. To keep updated on our progress contact us. Floor plans for the new Uptown Oaks to be announced soon.



## Schedule a visit with us!



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## THE HALLMARK

THE HERITAGE | LEGACY TOWER | UPTOWN OAKS

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713.624.5576

Independent Living | Assisted Living | Memory Care | Skilled Nursing | Rehabilitation

Brazos Towers at Bayou Manor and its sister property, The Hallmark, are the senior living communities in Houston of Brazos Presbyterian Homes, Inc.



“  
A cousin introduced  
me to genealogy  
almost 30 years ago.  
Beware, there is no  
known cure!  
”



## Genealogy 101:

By Robert Williams  
Brazos Towers Resident

### How can we learn a bit about our ancestors?

At Brazos Towers we have many ways! To paraphrase Elizabeth Barrett Browning, let's count some of those ways along with some points to keep in mind:

■ One of the best genealogical libraries in the United States is a few minutes from Brazos Towers. The Clayton Genealogical Library in the Museum District has resources for every state and European country plus a superb collection of records from Colonial Mexico. They will assist those beginning their quest and help researchers at all levels on specific issues.

■ Clayton Library Friends is a vibrant and welcoming group associated with Clayton Library. They assist each other, sponsor speakers, provide tips, send out newsletters, etc. They meet regularly at the library in a dedicated space, and their \$20 membership fee is well worth it.

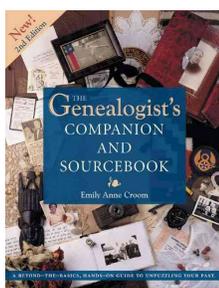
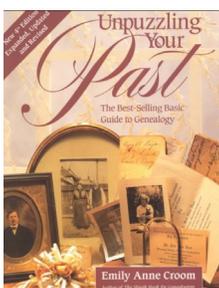
■ Internet research is better and easier every day, and it does not have to involve websites with fees! Brazos Towers provided Internet service in your residence to access free websites such as FamilySearch; Findagrave; and USGenWeb (organized by state with resources at both the state and county level). Another one is Cyndi's List covering world-wide subjects. With a free Houston

Public Library card, one can access most of their genealogical data bases remotely.

■ Brazos Towers programs for residents have included both outside and resident genealogical presentations with an emphasis on how to go about finding your ancestors and information concerning them. A number of residents are “into” genealogy and share ideas informally, too. One of the pleasures all amateur genealogists enjoy is sharing the results of their research with their children, grandchildren and extended family.

Keep in mind there is little point in gathering information without a place to keep it. Paper records should be organized in files or 3 ring binders. Software such as the free Family Tree Builder download or the easy to use Family Tree Maker—for about \$80—make organization easy and provides a way to create reports, charts, etc.

**Remember!** Basics like full names and dates and places for birth, marriage, divorce, death and burial are the beginning. The “fun stuff” can range from education/military service / religion / vocation / avocation / hobbies / accomplishments in the personal and professional accomplishment realms plus skills and traits such as “super fixer” to world's best / worst joke teller!



## RECOMMENDED READING

An excellent “beginners” book is “Unpuzzling Your Past: A Basic Guide to Genealogy”. An excellent “intermediate” book is “The Genealogist’s Companion & Sourcebook”. Both are by Houston’s own Emily Anne Croom, and available at Amazon.

# Featured Floor Plans



## Open the door to the Fort Worth!

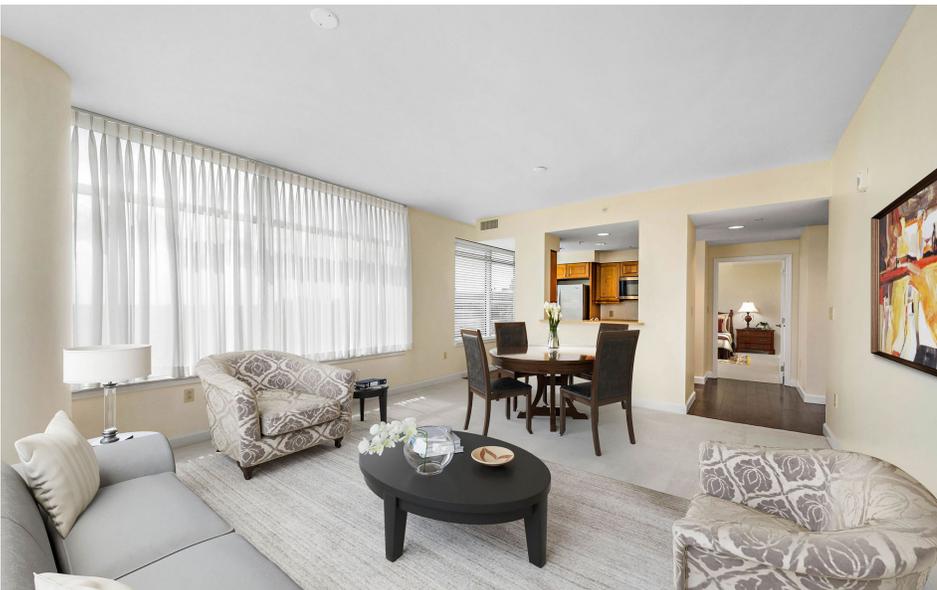
Floor Plan	Square Feet	Location
The Fort Worth	1,435	The Hallmark

This stunning apartment offers a spacious living room, an enjoyable small balcony with shaded West views, and an upscale electric fireplace in the living room flanked by built-ins. Across from the modern kitchen is a cozy dining area, and large bedrooms will hold your king size bed or executive desk. **Schedule a tour or virtual visit to see this one of a kind available apartment. 713-624-5576**



**THE HALLMARK**

THE HERITAGE | LEGACY TOWER | UPTOWN OAKS



## Expansive great room with tall windows

Floor Plan	Square Feet	Location
The Hickory	1,173	Brazos Towers

The Hickory floor plan offers 1,173 square feet of spacious living. This 2 bedroom with 2 bath apartment has large bedrooms and an expansive great room with tall windows. **Schedule an in-person tour or virtual visit today! 713-660-5000**



**BRAZOS TOWERS**

AT BAYOU MANOR

# An invitation to join the club

Many seniors these days start planning for a future transition years before it's actually needed. We make it super easy by giving them the option to join our Future Residency Program. It gives them the flexibility to let us know their estimated

time-frame for a future transition and the size residence they feel would work best for them. And if life changes — they are free to change the time-frame & size requirements needed for their transition. Change is constant so why not plan for it? For more information about the program, please contact us.



  
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