

"BEING NEIGHBORLY IS MORE THAN PERSONAL."

"WE ARE AVAILABLE TO MEET YOUR SENIOR LIVING NEEDS SEVEN DAYS A WEEK."



COUNTIES WE SERVE

San Francisco	Napa	Solano
Alameda	San Joaquin	Sonoma
Contra Costa	San Mateo	Stanislaus
Marin	Santa Clara	

For guidance in navigating your senior living journey or to discuss your specific needs:

CALL 650.825.6148

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OR Complete the form on our website: NeighborlySeniorPlacement.com

Visit us on LinkedIn, Facebook, and Instagram.



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"HOW WE'RE DIFFERENT FROM NATIONAL REFERRAL AND PLACEMENT SERVICES."

NEIGHBORLY SENIOR PLACEMENT

Offers hyper-local, personalized, and concierge-level placement services

Provides personal guidance to families and their loved ones in finding the right senior living community

Is a lifelong resource that's always accessible, trustworthy, and with you every step of the way

Has personal experience with most Bay Area senior living communities

Coordinates, schedules, and joins you for tours at communities that we recommend

Helps expedite the move-in process

Offers services **absolutely free** to seniors and their families

"WE PROVIDE A UNIQUE, CONCIERGE-LEVEL APPROACH TO SENIOR LIVING PLACEMENT."

Anita Varelas, Founder

"THE IMPORTANCE OF BEING LOCAL."



Most referral businesses do a less than thorough service of placing seniors in their new senior living community.

Neighborly Senior Placement, a local

woman-owned business, was founded on the idea that a team hyper-focused on the needs and preferences of seniors specifically in the Bay Area will do a better job of meeting those needs.

What started as a small placement service has now blossomed into a team of senior placement consultants, realtors, and gerontologists proudly serving 11 Bay Area counties. Together, we are uniquely positioned to help seniors and their families find the communities that best match their needs.

"ANITA'S TEAM IS A WEALTH OF KNOWLEDGE AND THEIR HIGH LEVEL OF PROFESSIONALISM IS EVIDENT IN EVERYTHING THAT THEY DO."

Leslie Manrique
Community Relations Director
The Avenues Transitional Care Center

"A FOUNDER'S STORY."



I was lucky to have grown up around my parents, grandparents, and great grandparents who all led by example in honoring the seniors around us.

My professional journey began with a part-time job for an assisted living community. I also volunteered my time to learn everything that I could from the executive team. This led to increasingly responsible roles in all areas of operations and sales. I was later promoted to Sales Director, then Regional Sales Director for three states.

Today, my Neighborly Senior Placement team acts as your neighbors who know virtually everything and everybody in Bay Area senior living. And, our services are **absolutely free** to seniors and their families.



"WE'RE WITH YOU EVERY STEP OF THE WAY – FROM THE INITIAL PHONE CALL TO THE FIRST NIGHT IN YOUR NEW HOME AT A SENIOR LIVING COMMUNITY."

OUR PROPRIETARY PLACEMENT PROCESS

We ask specific questions to help families find the perfect community vs. doing Google searches:

- We start with an initial call with the family or the senior and assess each client's health, financial, and social needs.
- We focus on the importance of listening first: asking about your current lifestyle, activities, health history, and diet. Has anything changed? What's important to you and your partner? Current hobbies? Where else may you need assistance?
- Next, we provide straight talk about how much Bay Area senior living costs vs. your particular finances. Do you qualify for additional resources?
- We proudly facilitate all the details, including frequently checking in with you.
- And we're committed to working with you throughout the entire process.



OUR WHITE-GLOVE CONCIERGE-LEVEL APPROACH

Details of placement include:

- Coordinating, scheduling, and meeting you for tours at communities that we recommend.
- Offering Physician's Report 602 facilitation.
- Utilizing experienced Realtors on our team who specialize in senior living to assist the potential resident in selling their home.
- Recommending/facilitating dedicated movers who have experience in senior living and provide white-glove service.
- Synchronizing transportation, caregiver services, home health, attorneys, fiduciaries, and medical equipment you may need.
- Aligning assessments, physician's orders, and move-in paperwork.
- Facilitating Moving Day: Ensuring that everything goes smoothly and that the family feels well supported; then following up with 1-, 6- and 12-month check-ins.

