



BRAND FOUNDATIONS



BRAND POSITIONING

For older adults and their families who seek a vibrant, fulfilling, and elevated lifestyle, Senior Resource Group is the premier senior living provider that cultivates a continual source of personal vitality—**The Fountain of You.**

Unlike traditional senior communities, SRG inspires joy, discovery, and pride in one’s next chapter, with extraordinary hospitality, connection, and care woven into every detail.

This positioning defines how SRG stands apart in the senior living landscape. It frames SRG not as a necessity, but as an aspirational lifestyle choice—one rooted in vitality, pride, and elevated living. This statement should guide all brand decisions, from messaging to experience design.

MANIFESTO

The Fountain of You

We believe the essence of who you are doesn't fade—it deepens. That within each of us flows a wellspring of passion, wisdom, and purpose. And when nurtured—through community, through discovery, through possibility—that inner vitality becomes limitless, and life becomes richer in every sense of the word.

This is not a place to live. It is a place to *come alive*. A sanctuary of elegance and ease. A stage for laughter, friendship, and daily delight. A space to feel liberated, celebrated, and authentic.

This is a celebrated beginning. This is your chapter to define. *This* is the Fountain of You.

The manifesto captures the emotional heart of the SRG brand. It articulates a belief system centered on personal vitality, self-expression, and possibility at every stage of life. Use this as an internal and external compass—anchoring storytelling, culture, and guest experience in purpose and optimism.



OUR VALUES

Spirit is Ageless

Every person has an internal source of energy and vibrant joy of humanity that can be awakened at any stage of life.

Choice Empowers Dignity

Senior living communities do not signify a loss of independence—we become the ultimate expression of it.

Care is Artistry

Our teams don't just provide support—they empower each and every member of our community.

Connection is Wellness

Community, curiosity, and shared experiences are central to a fulfilling life.

Excellence is Everyday

From elegant design to premier dining experiences, everything we deliver is catered to your indulgence and enjoyment.

These values articulate how SRG shows up every day—for residents, families, and team members. They balance emotional warmth with operational excellence, reinforcing that dignity, autonomy, and joy are not aspirations, but expectations woven into daily life across all SRG communities.



OUR PROMISE

A Life well lived is our gold standard.

To continually ignite the inner spirit of our residents by crafting experiences, environments, and relationships that make every day purposeful, inspired, and full of life—all while in premier destinations.

SRG's promise is a commitment to consistent vitality—not just care. It reinforces that every interaction, environment, and experience should feel intentional, enriching, and deeply human. This promise should be reflected in everything from hospitality training to marketing language and spatial design.



KEY PILLARS

Elevated Living

Beautiful, thoughtfully designed spaces that blend resort luxury with everyday comfort & functionality. Exceptional culinary experiences, engaging activities, and refined amenities support a lifestyle of ease and inspiration.

Personal Empowerment

Programs, services, and culture all support resident autonomy, exploration, and growth—because life doesn't stop, it evolves.

Purposeful Care

Passionate professionals delivering deeply human care that responds to both the spoken and unspoken needs of each resident, with dignity at the center.

Enriching Community

A vibrant network of social connection, creativity, and shared experience that nourishes emotional and mental well-being.

The four brand pillars define the holistic SRG experience—blending design, care, empowerment, and connection. Together, they ensure SRG delivers more than services; it delivers a lifestyle that supports physical well-being, emotional fulfillment, and personal growth.

BRAND ROLE

SRG is redefining the cultural narrative around senior living.

We are not a temporary transition or even a necessity. We are a proactive, life-enriching decision—a much-deserved gift that residents give themselves, and a reassurance for families seeking to honor their loved ones with elegance, pride, and joy. We are not where you “end up,” we are where you aspire to be.

This slide reframes senior living as a proactive, pride-filled decision rather than a last resort. SRG’s role is cultural leadership—challenging outdated narratives and redefining what aging, independence, and community can look and feel like today.