

Buckner Retirement Services Monthly Update July 7, 2021

Dear Buckner Residents and Families,

I hope each of you had a wonderful Fourth of July! What an amazing blessing to be able to celebrate this amazing country with our friends and family.

Now that we are moving out of the pandemic and continuing to see life return to a more normal state, I want to share with you a little about what we are doing to grow our communities.

Each of our Buckner communities is implementing a referral program for new residents called *Birds of a Feather*. Many of you have asked about how you can help restore the energy and vibrant atmosphere that comes with having a full community and providing referrals to the marketing department through *Birds of a Feather* is the best way.

The pandemic shifted the perception of senior living communities for many outsiders, and as a result, we have not seen the normal growth over the last 15 months that we normally experience.

Word of mouth is one of the most effective ways to reach prospective residents, so I hope each of you will consider sharing your experiences with friends, church members, or colleagues. As a result, all residents can earn credit toward their monthly fees when they refer a new resident who is not already in our marketing database.

For more information about the specific details of *Birds of a Feather* at your community, please reach out to your executive director or director of marketing.

Because we have been without any new cases of the virus in one of our communities for a few months, I am discontinuing the tracking table in my updates. However, you may continue to access detailed timelines regarding COVID-19 cases specific to your community by visiting [Tinyurl.com/BucknerPandemic](https://tinyurl.com/BucknerPandemic).

Thank you for allowing us to serve you, and God bless.

Sincerely,
Charlie Wilson
President
Buckner Retirement Services