



NH

NEW HOPE

• SENIOR LIVING •

MEDIA KIT



NH
NEW HOPE
• SENIOR LIVING •

MEDIA KIT



OUR MISSION

Care for our residents as if they were our own family members. We combine the best of both worlds by providing a high level of constant care in a family home environment with a dash of southern hospitality.



OUR STORY

Heather and Greg founded ***New Hope Senior Living*** in Hendersonville with the intention of providing Greg's mother, Aline, a place she could call home. They had witnessed the way other elderly home care facilities in Hendersonville, TN did not have enough time for extra help with day-to-day activities and realized her experience had become a norm in the industry.

Heather, Greg, and Tim are certified Residential Assisted Living Specialists (*RALS™*) and Certified Memory Care Specialists. They have crafted a team of senior caregivers that will ensure every resident of their Hendersonville, TN community will not only feel loved and cared for but be loved and cared for.

WHO'S WHO



HEATHER SELF, CO-FOUNDER

- **Amazon #1 best-selling author** of *Don't Quit: Stories of Persistence, Courage And Faith*
- Motivational Speaker & Mentor
- As a **RALS™** (*Residential Assisted Living Specialist*), Heather has earned the **highest level** of professional certification in the industry.
- Certified Memory Care Specialist
- Full-time Real Estate Investor, Entrepreneur & Private Money Lender since 2009
- A devoted mother, wife, teacher, community member, and philanthropist. Heather & Greg are the co-founders of an annual backpack for the homeless program. They also work frequently with **Habitat for Humanity** and many other local charities and non-profits.

GREG SELF, CO-FOUNDER

- **Amazon #1 best-selling author** of *Success Habits of Super Achievers*
- Licensed Administrator for **ACLF** (*Assisted Care Living Facilities*) & **RHA** (*Residential Homes for the Aged*)
- As a **RALS™** (*Residential Assisted Living Specialist*), Greg has earned the highest level of professional certification in the industry.
- Certified Memory Care Specialist
- Full-time Real Estate Investor, Realtor, Entrepreneur & Private Money Lender since 2006
- Currently serves as a Mentor for countless Entrepreneurs and Real Estate Professionals.



TIM WILSON, DIRECTOR OF OPERATIONS

- Licensed Administrator for **ACLF** (*Assisted Care Living Facilities*) & **RHA** (*Residential Homes for the Aged*)
- As a **RALS™** (*Residential Assisted Living Specialist*), Tim has earned the **highest level** of professional certification in the industry.
- Certified Memory Care Specialist
- **2X Entertainer of The Year** – *Senior Housing Association*
- Published singer/songwriter – *Cutcraft Music Group*

PHOTOS



NEWS RELEASE

MEDIA CONTACT

Heather Self
New Hope Senior Living
P: 615-431-1430
heather@newhopeseniorliving.com

FOR IMMEDIATE RELEASE

First of Its Kind Senior Living Community in Hendersonville Now Open

At a glance:

- New Hope Senior Living is a family-owned boutique-style assisted living personal care home offering supportive care services in a residential environment.
- The community is the first of its kind in Hendersonville, TN providing 24/7 care for seniors ages 65 and older who need assistance with activities of daily life, extracurricular activities, personalized services, and medical management.
- The private chef is focused on a farm to table menu using much of the food grown on the 18-acre property and/or sourced from local farmers & growers.
- The home employs a team of experienced professional caregivers.

(Hendersonville, TN - November 2021) – New Hope Senior Living is the first of its kind senior living community offering assisted living supportive care for aging seniors. This new residential care home has revolutionized the way senior living care is provided in Hendersonville and the state of Tennessee. Recently opened, this state-of-the-art community provides a unique senior living option for aging adults who need assistance with activities of daily life, including eating, dressing, medication management and more. The luxury 13 bed licensed home is elegantly decorated and fully equipped with private rooms, bathrooms, and an elevator.

The pandemic has brought to light the need for senior living communities to provide the safety and security aging seniors need with a continual focus on infection control and socialization that can best be accomplished in a small care setting. New Hope's focus is to allow seniors to age with dignity while encouraging as much independence as possible. Moreover, this beautifully designed personal care home provides a high level of caregiver to resident staffing ratio as New Hope cannot have more than 14 people residing in the home at any one time.

Today, more than 800,000 people reside in assisted living facilities across the United States and that number is expected to double over the next few decades which makes finding great senior living options imperative. The need for quality senior care coupled with a safe living environment is paramount for many adult children as well as seniors in today's healthcare environment. New Hope understands this need for safety and has paired their best-in-class services with the latest technology and the highest caregiver to resident ratios in the industry.

"Over the years, assisted living services for seniors have evolved from basic, by-the-numbers developments into an established industry that offers nice services catering to various tastes," said Heather Self of New Hope Senior Living. "We've reflected this trend by offering personalized services and highly-qualified staff that are trained to not only take care of our residents but make them feel at home."

NEWS RELEASE (CONT.)

MEDIA CONTACT

Heather Self
New Hope Senior Living
P: 615-431-1430
heather@newhopeseniorliving.com

As the senior population continues to grow across the United States (*with 71% of seniors looking for assisted living being women who have outlived their spouses*), the need for more unique, comfortable, and dignified, assisted living facilities is likely to increase. Adult children are less likely to be able to leave their jobs to take care of their parents, creating a competitive market for the best senior living facilities. For most, assisted living is a more affordable option than having live-in care. It is also more dependable, especially in bad weather and times of crisis, as the nation has recently experienced.

Residents of *New Hope* have access to various highly customized options for dining, activities, and supportive care. *"Residential living doesn't have to feel clinical, and the staff at New Hope Senior Living work diligently to provide residents with the quality life they need and deserve,"* says Heather.

"There is a focus on security, safety, and privacy, among other chief concerns. Families can rest assured knowing their loved ones are receiving the best care in a warm, supportive residential environment. Our caregivers keep an active eye on residents while honoring their level of independence. Residents quickly becomes like family, and we strive to provide the quality care they need and deserve every day."

To learn more about New Hope Senior Living, visit www.newhopeseniorliving.com.

About New Hope Senior Living

New Hope Senior Living is a residential care home providing assisted living care and supportive services for seniors 65 and older. Located on 18-acres of private land, the community offers fresh farm to table meals, various on and off-site activities and a team of expertly trained professionals to support the daily living needs of aging adults.

Founded by Greg and Heather Self as a community Greg's mother could call home, the Self's witnessed the way other elderly home care facilities in TN did not have enough time for extra help with day-to-day activities and realized her experience had become a norm in the industry. Rather than accept the industry's standard of care, they sought to revolutionize the senior care model fueled by their mission to extend a home to seniors who would be treated with the care and respect they deserve.

At *New Hope*, our goal is to promote a resident's need for independence while providing an unparalleled quality of care that keeps aging seniors safe, healthy, and happy. We promote a holistic approach to care in an environment that is open and inviting for everyone, from residents who live here to family and friends who visit.



AMENITIES

- Emergency Alert System
- Medication delivery
- Care for hospice residents
- Incontinence Care
- Transportation
- Housekeeping & Laundry service
- Outdoor patio
- Social activities
- 24/hr Care
- First Aid & CPR Certified
- Care Predict Technology
- Medication management
- Customized Meal Plans
- Professional Chef & Nutrition Expert
- Zero transition flooring
- Appointment scheduling
- Exceptional staff-to-resident ratio
- On call physician
- On-site Salon
- Wheelchair accessible
- Fitness program
- ADA Roll under sinks
- Library
- Game room
- Security Cameras
- Two-way voice call systems
- Cable TV, Internet, Video Chat
- Air purification system
- Farm to table menu with locally sourced ingredients
- Onsite vegetable & herb gardens
- Elevator
- Golf Carts

PRIOR COVERAGE



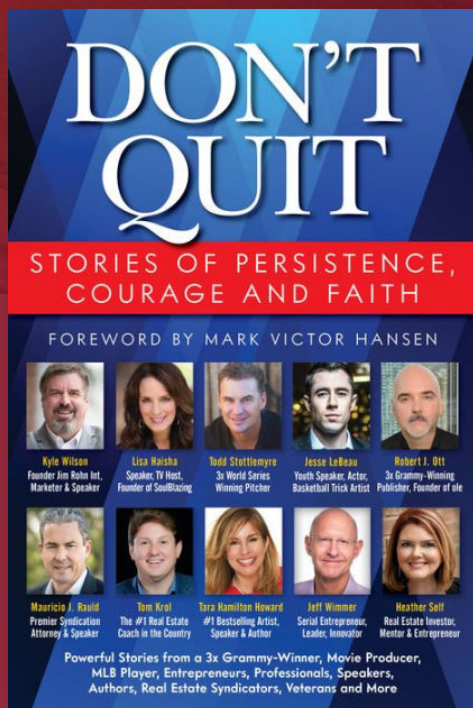
NashvilleVoyager



THINK REALTY
A REAL ESTATE OF MIND



Real Life Real Equity
PODCAST



MAGAZINE ARTICLES

- [Nashville Voyager](#)
- [2020 Women to Watch - Think Realty Magazine](#)

PODCASTS

- [Commercial Real Estate Investing From A-Z](#)
- [Real Life Real Equity Podcast](#)
- <https://apple.co/33VgPSg>

BOOK

- [*Don't QUIT: Stories of Persistence Courage and Faith* available on Amazon](#)

CONTACT



HEATHER SELF

New Hope Senior Living

P: 615-431-1430

heather@newhopeseniorliving.com