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OWNERS BECOME NEW FACE OF CHURCHILL RETIREMENT LIVING

We have had plenty of reality TV – now we have reality marketing! And not surprisingly, it is being spearheaded by one of the UK's most forward thinking house builders – Churchill Retirement Living, based in Ringwood, Hampshire. As the UK's fastest growing privately owned retirement house builder, Churchill has decided to focus its marketing campaigns this year on showing what it is REALLY like to live in one of its popular developments. And what better way than to use one of Churchill Retirement Living's actual Owners in all the marketing material?

“We have always set the highest value on listening and responding to the needs of our Owners, taking their feedback comments and suggestions very seriously, and incorporating them in our plans in order to produce a home perfectly suited for those entering their retirement,” commented Spencer McCarthy, Chairman and Group Managing Director of Churchill Retirement Living.

“It is now perfectly fitting that the new ‘Face of Churchill Retirement Living’ should not be a model, or a glamorous Joan Collins-type granny/celebrity, but one of our actual Owners, who will truly reflect the benefits of living their happy retirement in our purpose built developments,” he said.

After a nationwide selection process open to all Owners of the current selling developments, Mr and Mrs Thomas, who moved to Andrews Lodge in Lymington two years ago, were the happy winners!

Mr Thomas said he was surprised and delighted to have been chosen and was looking forward to working with the company to promote its excellent facilities. “We

have been very happy at Andrews Lodge and would recommend a Churchill apartment to anyone entering retirement,” he said.

“We have a new sense of freedom, having sold our bungalow in Dunstable, and feel we can now come and go as we please without the laborious maintenance issues of our house and garden,” he continued. “And the safety aspect of the developments is particularly good for us too. We now travel a lot, and it is a wonderful feeling to be able to lock the door and know that our property is being looked after during our absence.”

The new marketing campaign, which will also involve new signage around the Company’s developments under construction, began this year.

Churchill Retirement Living developments can be found in carefully selected locations in the UK, all offering a good range of local amenities and shopping, together with independence, security and 24-hour support and help when required.

For further information about Churchill Retirement Living and its current developments please visit www.churchillretirement.co.uk or call 0800 458 1857.

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