



Senior Living • Residential • Commercial • Construction

# REAL ESTATE ADVERTISING



*A.J.* ROSS

[www.ajross.com](http://www.ajross.com)

**A. J. Ross Creative Media**, we're experts in the business of promoting new communities to prospective buyers – from pre-opening through groundbreaking, from Grand Opening to the selling of the last unit.

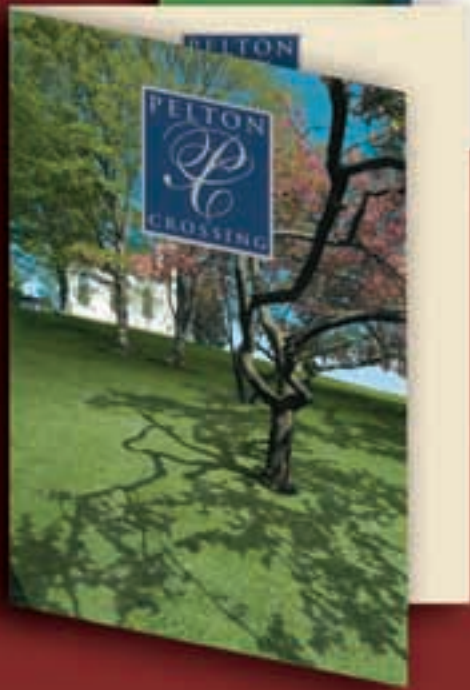
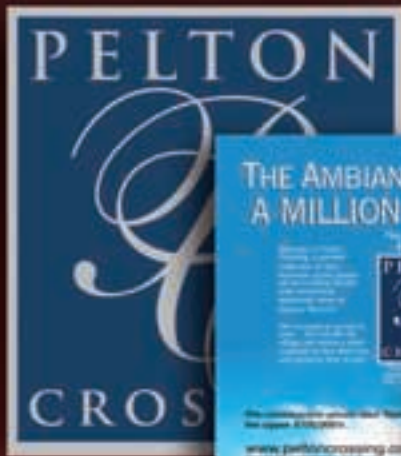
Whether your development is in a quiet rural setting or a fast-paced urban locale, be it **Residential, Senior Living, Commercial** or **Construction**, we can sell the advantages of your vision through direct mail pieces, print ads, newsletters, brochures, websites, radio and TV commercials that convey excitement and instill confidence in your project.

The staff at **A.J. Ross Creative Media** is committed to providing the quality and depth of service of a "Madison Avenue" agency without the high expense and impersonal treatment. As your marketing partner, we promise to deliver the personalized service that these large agencies reserve for only their biggest clients. We take the time to understand each client's goals, challenges, and opportunities, as if they were our own. Through that understanding, we design plans that our clients are completely comfortable with, both financially and strategically. We encourage our clients to be personally involved in everything we do. After all, no one knows their business better than the client.

We only achieve success when our clients achieve success. To that end, we make sure your **creative** and marketing message is delivered in a powerful and distinctive fashion. *We provide the force that makes things happen.* We're big enough to provide the services that you need, yet small enough to be thoroughly familiar with your local market. We love what we do and genuinely care about your results.

The successful marketing of your project and the confidence of its future residents couldn't be in better hands.

***Find out what we can  
do for your project.  
Call us at 800-723-4644.***



**Client:** Sanford Pankin Properties  
**Property:** Pelton Crossing  
**Business:** Estate Homes  
**Projects:** Brochure, Inserts, Logo, Stationary, & Website  
[www.peltoncrossing.com](http://www.peltoncrossing.com)

# The whole package

AJRoss know that you speak to a broad audience, as well as one person at a time. We take the time to understand your goals, challenges, and opportunities, as if they were our own. Through that understanding, we plan designs for our clients that they can be completely comfortable with, both financially and strategically. We are here to handle all your marketing needs from beginning to end or piece by piece.

- Logo Design
- Brochures
- Print Advertising
- Direct Mailing

- Web Design
- Newsletters
- Signage
- Virtual Tours

- Stationary
- Media Planning/Buying
- Online Marketing
- Radio/TV, Video

- Market Research
- Sales & Model Displays
- Public Relations
- Outdoor Advertising

# An Invitation to the *Good Life*

**Pre-Construction Prices**  
starting at  
**\$279,900**

Wilder Balter Partners, a premier Westchester County developer, is pleased to announce its **FIRST LUXURY TOWNHOUSE COMMUNITY** in Orange County, Pondside at Spring Hollow.

**Standard Features Include:**

- Approx. 2000 sq. ft. of Living Space
- 2&3 Bedroom Tri-level Townhomes
- 2 Car Garages
- Finished Rec. Room
- Gas Fire Place
- Granite Kitchen Countertops
- Stainless GE Appliances

**Call to get on our Priority List!**



**Call today 877-PONDSIDE**  
7 6 6 - 3 7 4 3

20 Phillips Street, Middletown, NY 10940

The complete terms are in an Offering Plan available from Sponsor. General File Number CD05-0401

Exclusive Sales by New Home Sales & Marketing Advertising ©2006 AJ Ross [www.ajross.com](http://www.ajross.com)

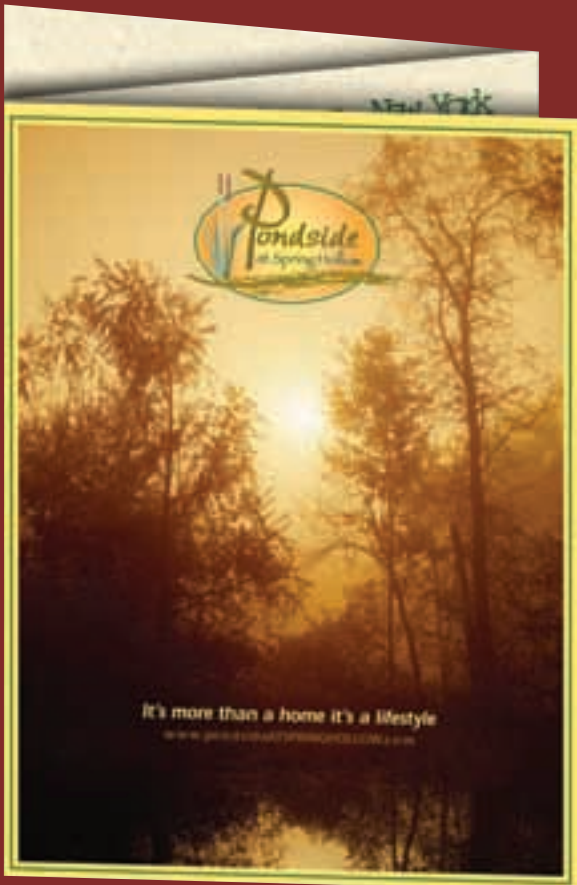
SPONSOR:  
Pondsides at Spring Hollow, LLC  
570 Taxter Road  
Elmsford, NY 10523



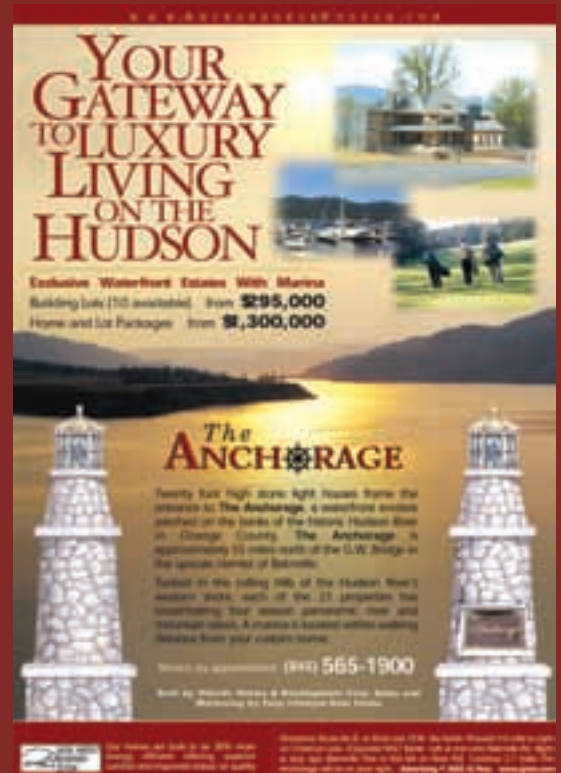
**Client:** Sterling Homes of New York  
**Property:** Sackett Lake  
**Business:** Residential Community  
**Projects:** Billboard  
[www.sackettlake.com](http://www.sackettlake.com)



**Client:** RLS  
**Property:** Huntington at Nashua  
**Business:** Retirement Living Community  
**Projects:** Brochure



**Client:** Wilder Balter  
**Property:** Pondsides at Spring Hollow  
**Business:** Condominium / Townhouse Community  
**Projects:** Print Ad & Tri-fold Brochure  
[www.pondsidesatpringhollow.com](http://www.pondsidesatpringhollow.com)



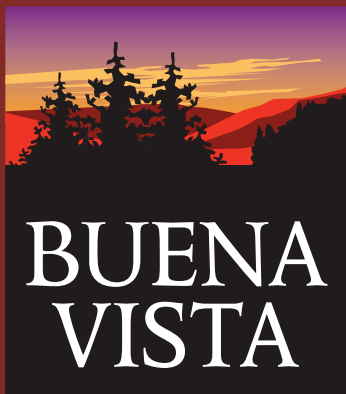
**Client:** Hillside Homes  
**Property:** The Anchorage  
**Business:** Estate Homes  
**Projects:** Print Ad



**Client:** GDC  
**Property:** Crystal Hill Club  
**Business:** Rental Community  
**Projects:** Postcards



**Client:** Pizzo & Pizzo  
**Property:** Barclay Square  
**Business:** Residential Community  
**Projects:** Website  
[www.barclaysquare.net](http://www.barclaysquare.net)



**Client:** BuenaVista Estates, LLC  
**Property:** Buena Vista  
**Business:** Real Estate Developer  
**Projects:** Brand Identity



**Client:** Sterling Homes of New York  
**Property:** Sackett Lake  
**Business:** Residential Community  
**Projects:** Brand Identity  
[www.sackettlake.com](http://www.sackettlake.com)



**Client:** Eagles Point Associates  
**Property:** Eagles Point  
**Business:** Condominium Community  
**Projects:** Brand Identity  
[www.eaglespointny.com](http://www.eaglespointny.com)



**Client:** Sackman Enterprises, Inc.  
**Property:** 35 Journal Square  
**Business:** Commercial Real Estate Development  
**Projects:** Brochure & Website  
[www.35journalsquare.com](http://www.35journalsquare.com)



**Client:** Eagles Point Associates  
**Property:** Eagles Point  
**Business:** Condominium Community  
**Projects:** Press Release & Website  
[www.eaglespointny.com](http://www.eaglespointny.com)



The Agency with the right ideas  
for your market.

Brand Identity

Collateral

Direct Mail

Print

Web Design

Signage

Virtual Tours

Media Placement

1149 RT. 17M  
Chester, New York 10918  
845-783-5770  
800-723-4644



[www.ajross.com](http://www.ajross.com)



**PROSS**  
*PROSS*

**REAL ESTATE**

**ADVERTISING**

**MARKETING**

**&**

**DESIGN**

# O U R M I S S I O N

**T**he staff at A.J. Ross Creative Media is committed to providing the quality and depth of service of a “Madison Avenue” agency without the high expense and impersonal treatment. As your marketing partner, we promise to deliver the personalized service that these large agencies reserve for only their biggest clients. We take the time to understand each client’s goals, challenges, and opportunities, as if they were our own. Through that understanding, we design plans that our clients are completely comfortable with, both financially and strategically. We encourage our clients to be personally involved in everything we do. After all, no one knows their business better than the client.

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We’re big enough to provide the services that you need, yet small enough to be thoroughly familiar with your local market. We love what we do and genuinely care about your results.

Our award winning advertising and proven marketing programs get results for our clients year after year.

Special Pre-Construction Offer

## Reserve Your Luxury Rental Apartment Now for July Occupancy Vacation All Year Long!

FREE immediate use of our Amenities: Multi-Million Dollar Club House, State-of-the-Art Fitness Center, Pool, Indoor/Outdoor Basketball, Tennis, Business Center, and much more.\*

Our new midrise elevator apartment homes will be available in July. Reserve your apartment now and take advantage of our incredible leasing incentives.\* This luxurious gated community is less than 30 miles from NYC! Come visit our furnished models and experience luxury now!

- Spectacular Hudson Valley Views
- Gated Community
- Optional Garage Parking
- Wired for T-1 and DirecTV
- 2 Bedroom, 2 Bath Apartment Homes
- Big NY Waterway Ferry to Metro-North
- Minutes to Palisades Play.

Directions: Palisades Play North to Exit 13. At end of ramp, turn right to light. Then left onto RT. 202 (East Mt. by Rd). Go 1.1 miles to entrance on right.

**GDC** CONSTRUCTION GROUP  
"We Create Excitement."  
www.gdc-homes.com

\*Limited Time Offer. Restrictions Apply.



*Vacation on us*  
The ultimate rental experience. Enjoy a lifestyle so lavish, so rich with amenities, that it seems like you're on vacation all year long!


LUXURY MIDRISE STYLE RENTAL APARTMENTS W/ELEVATOR STARTING AT \$1,665/MO.

CRYSTAL HILL CLUB  
POMONA, NY

## By July 2000 Monroe, New York will be home to a new, World Class, Nicklaus Designed, Championship Golf Course.

It can also be your new home!

Announcing the Pre-Construction Sale of Orange County's first gated community since Tuxedo Park.



Thirty single family estate homes, up to 5,000 sq. ft. on 1+ acres, and eighty villas, up to 3,000 sq. ft., will grace this scenic 200 acre historic property - along with the spectacular par-72 Nicklaus designed 18-hole Golf Course, Pool, Tennis, Clubhouse, and 4-Star Restaurant, Banquet and Meeting Facility. All within an hour of Manhattan. This is your opportunity to reserve an extraordinary new home in a most prestigious new gated community.

# Mansion Ridge

GOLF CLUB

Call Toll Free to Inquire: 888-802-6387

This ad is not an offering, no offering can be made until an offering plan has been filed with the Department of Law, State of New York. This ad is made pursuant to CPSR#1 issued by the New York State Attorney General. H97-022. Advertising by AJ Ross Creative Media www.ajross.com © 1997 AJ Ross.

## Your Link to Luxury

SPECIAL PRICING FROM \$495,000



EXPERIENCE AN EXCITING NEW LEVEL OF ELEGANCE IN ORANGE COUNTY. OUTSTANDING ESTATE HOMES OF 3,800 TO 6,000 SQ. FT. IN BEAUTIFUL WOODED 1.5 TO 10 ACRE SETTINGS, NEIGHBORING THE EXCITING NEW NICKLAUS DESIGNED MANHATTAN RIDGE GOLF COURSE. THESE HOMES WILL BE BUILT TO THE HIGHEST STANDARDS BY F.A.S.A. CONSTRUCTION AND CUSTOMIZED TO REFLECT YOUR UNIQUE TASTES. LOCATED IN THE MONROE-WOODBURY SCHOOL DISTRICT, THIS LEVEL OF LUXURY IS VERY LIMITED - ONLY SEVEN SITES ARE AVAILABLE! CALL FOR MORE DETAILS.

SEMI-BARON FROM \$495,000



Build by **F.A.S.A. CONSTRUCTION CORP.**

**THE LINKS**  
Monroe • New York

Sales Office  
Open Daily 10-5  
(Closed Wed & Thurs)

914-469-1700

BRKER PARTICIPATION WELCOME EXCLUSIVE SALES AGENT NEW HOME SALES & MARKETING, INC. Advertising © 1999 AJ Ross Creative Media www.ajross.com

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# Brand New Luxury Rentals

**LARGE  
2 BEDROOM  
2 BATH  
TOWNHOME STYLE  
APARTMENTS**

**888-640-0639**

Less than 30 miles from NYC • Gated Community • Multi-Million Dollar Clubhouse

## CRYSTAL HILL CLUB

POMONA, NY

Advanced Technology Package with T-1 Lines and DirecTV

Directions: Palisades Pkwy North to Exit 13. At end of ramp turn right to left. Then left onto RT 202 East (Mt. Ivy Rd). Go 1.1 miles to entrance on right.

Brochure Available at Customer Service Desk

Message: Welcome to Allstate Interiors

Home About Us Quality What We Do Projects References Contact Us

**QUALITY  
SPEED  
SERVICE  
ON SCHEDULE  
ON BUDGET**

# A

## Allstate Interiors

**DRY WALL SPECIALISTS**

1392 Route 208 Monroe, NY 10950 844-459Y WALL (457-9923) Fax: 845-763-1849

Advertising and Web Design by *apress*

# Elegance every step of the way...

at a price that includes **everything!**

**9 ft. Ceilings, Two-story Foyer, Hardwood Floors, Gourmet Kitchen with all Appliances, Gas Fireplace, Whirlpool Tub and much more.**

Visit our models now and see the level of quality and elegance in our homes.

**from \$254,900**

**RIDGEFIELD MEADOWS**

WARWICK • NEW YORK

**914-988-9500**  
www.ridfield.com/ridfield

Directions: NY5 To ramp to East 18. Route 17 West to East 127. Cross Route 17W diagonally to County Rte. 13 (Orange Highway). Follow signs to Ridge and end driveway on Rte. 13 to Ridgeway. Turn before Model. Drive under left on Furrow Avenue to end. Make left on Route 17A. Turn left right on Ball Road. Pass Meade's Orchard to Ridgfield Meadows on left.

Model Open 10-3 Thurs. thru Sat. or by app.

Century 21  
Pact Realty

Brokers Welcome  
Advertising by  
AJ Ross Creative Media  
www.ajross.com

# We're Planning for Your Future.

Active Retirement Living Designed with You in Mind

We planned a lifestyle to include well-designed apartment homes with fully-equipped kitchens on over 30 acres of rolling woodlands. Activities and amenities will abound including an indoor pool, library, fine dining and educational and recreational activities. Enjoy **worry-free** retirement because home maintenance and weekly housekeeping services are provided. Best of all, you'll have the **peace of mind** that comes with knowing that your estate is protected because, if ever needed, enriched housing and nursing home care is included at no additional charge.

**Westchester Meadows**  
Life Care Retirement Community

VISIT our Information Center.  
225 waM ll llRev rORdAh  
wahrtren, YN 0135  
**914-593-0115**

www.westchestermeadows.org

Advertising © 2006 AJ Ross Creative Media

A B I T O F  
H I S T O R Y

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***Find out what we can  
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**ROSS**  
*ROSS*

**RETIREMENT LIVING**

**A D V E R T I S I N G**

**M A R K E T I N G**

**&**

**D E S I G N**

# O U R M I S S I O N

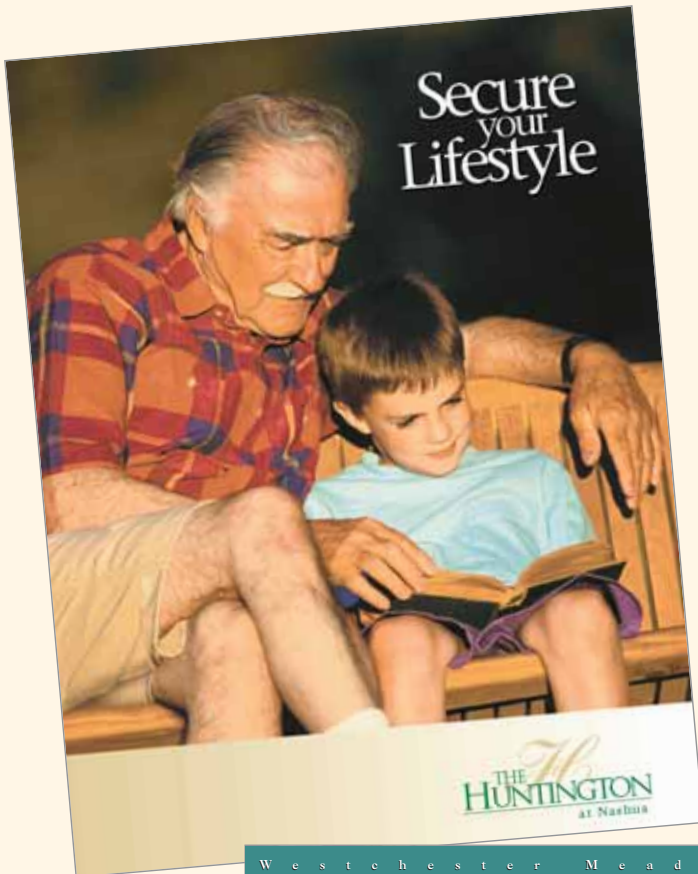
**A**merica's older population is expanding rapidly. By 2130, the elderly population is expected to double to 65 million people.\* As the baby-boomer generation gets closer to retirement and health care advances increase our life-span, the need for affordable quality retirement housing and long-term care will continue to grow.

We understand your vision. Like you, we know that retirement communities, and continuing care retirement communities in particular, were developed from the belief that delivering services to an elderly population is more efficient under a socialized arrangement than one in which services are delivered to individuals separately. We know that you speak to this broad audience, as well as one person at a time. We take the time to understand your goals, challenges, and opportunities, as if they were our own. Through that understanding, we design plans that our clients can be completely comfortable with, both financially and strategically. We encourage our clients to be personally involved in everything we do. After all, no one knows their business better than the client.

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\*Department of Health & Human Services, 1992.

Our award winning advertising and proven marketing programs get results for our clients year after year.



**Valuable Words on Living Well with Peace of Mind**

**Dear Friends:**  
Many people have been introduced to Peconic Landing by friends, word of mouth, informational seminars, and informal gatherings. Now that Peconic Landing is under construction, the excitement is mounting. Future residents are looking forward to the unsurpassed lifestyle, the advantages of equity ownership, and peace of mind that Peconic Landing will provide.

What is it about Peconic Landing that is creating all this excitement? The answer goes far beyond the lovely design of the community, its half-mile of beachfront on the Sound, and its extensive list of services. The real excitement stems from the intangible values Peconic Landing offers—the value of a worry-free and secure lifestyle in the company of good friends; the knowledge that, should it ever be needed, long-term care will be provided on site; and the security that your assets will be protected.

Peconic Landing will have wonderful amenities such as an indoor swimming pool, tennis

courts, and a choice of dining rooms with water views to Connecticut. Add to this the opportunity to make new friends to share your special times—enjoying a quiet cup of coffee at our on-site café or taking an invigorating walk along our beach or bluff. Our future residents represent a variety of backgrounds and interests, and you are certain to discover others who have shared similar life experiences—people with a curiosity and zest for life.

At Peconic Landing you will be able to partake in numerous cultural, educational, and recreational programs. Personal services such as housekeeping and maintenance will free you to enjoy the pursuits of your choice. Of course, your apartment home or cottage will still be your own private castle, a refuge of quiet solitude and a welcoming space to open up to guests.

Over and over again, I've met others who appreciate the joys of living well in communities such as Peconic Landing who ask themselves, "Why didn't I do this sooner?" Please, don't delay. Call us today to learn how you, too, can become a member of Long Island's most exciting and innovative retirement community.

**Warm regards,**



Living Well—Peconic Landing will provide a variety of amenities for you to enjoy with new friends, ranging from a choice of dining rooms to an indoor swimming pool. The artist rendering above illustrates the lobby area of the community center, complete with a welcoming fireplace and conversation area.

Westchester Meadows

**On the Move...**  
NEWS FROM WESTCHESTER MEADOWS  
SPRING 2001

**A Word from the Wise...**

**Caretings Hintz**  
I want to bring you up to speed on the exciting developments that have taken place since we were last in touch. In this issue of our newsletter *On the Move* you'll read an interview with our new Executive Director MaryAnn Michaels. MaryAnn came on board in December 2000, bringing years of experience in the senior housing market and an abundance of enthusiasm for the life care concept. She is a genuinely caring person who has some brilliant ideas on how to create a community with warmth and respect for all its members. Next, in a brief article called "Top Ten Reasons," you'll discover why many of our future residents decided not to leave Westchester in favor of Florida or Arizona, but chose to make Westchester Meadows their home. We'll give you construction updates and information about our Priority Waiting List. Please take a few minutes to learn about the progress of Westchester's premier life care community, then share the information with your friends. And don't be a stranger! I always love hearing from you.

Fondly,  
**Barry Wise**

**The Benefits of Life Care**

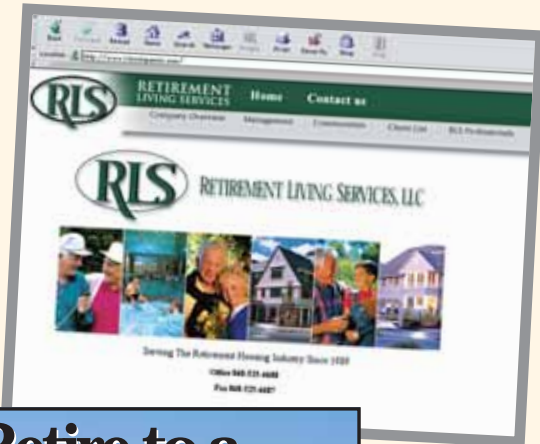
- A worry-free, vibrant lifestyle
- Maintenance-free, independent living
- A philosophy of wellness
- On-site enriched (assisted) living and nursing care, if needed
- Security and peace of mind
- Estate protection

**About Westchester Meadows**  
Marketing Director  
Westchester Meadows is located in the town of Greenburgh in Westchester County, New York. The site, a green and rolling parcel of 29.5 acres, was donated by Hebrew Hospital Home Foundation, Inc. to Hebrew Hospital

(continued on back page)

Westchester Meadows





## Retire to a Long Island Paradise.




**Peconic Landing, on the East End.**  
**Long Island's FIRST Waterfront Lifecare Retirement Community**

Retire and deserve it! All the amenities of an exclusive resort are here for you to enjoy. Stroll along the beach, swim in the pool, exercise in the gym, play tennis and golf, enjoy fine dining overlooking the Sound – or just relax and enjoy the views from your own home. Skilled nursing and enriched housing are on site if you need it, for as long as you need it – at no extra cost! Find out more about this outstanding new community.

**631-765-9150**  
 Call us toll-free

P.O. Box 430  
 Southold, NY 11971

## “Too Much of a Good Thing Can Be Wonderful!”

–Mae West



### Retirement Living at The Huntington

The Huntington will provide all the ingredients for you to enjoy an active and vibrant lifestyle – companionship, world-class amenities, a multitude of garden-style apartment homes, and services such as housekeeping and maintenance that give you the freedom to enjoy the activities you love most. All this, plus the peace of mind of knowing that you will be financially protected if assisted living or nursing home care is ever needed.



## THE HUNTINGTON at Nashua

A LIFE CARE RETIREMENT COMMUNITY  
 603-598-1440 • 800-298-6608

VISIT OUR FURNISHED MODEL APARTMENT

Information Center: 589 West Hollis St., Nashua, NH 03062 [www.TheHuntingtonAtNashua.org](http://www.TheHuntingtonAtNashua.org)  
 Sponsored by Hunt Corporation—affiliated with Hunt Community, a tradition in Nashua for over 100 years.

## You're Invited!

This fall, you and your guests will be treated to a rare opportunity to discover the “real story” of living in a lifecare retirement community from people who are actually experiencing the lifestyle.

*Peconic Landing has arranged for residents of Canterbury Woods to visit Long Island and answer your questions about their experiences. Canterbury Woods is located in Williamsville, NY and developed and managed by Retirement Living Services, the same firm that is developing and managing Peconic Landing.*

**What motivated** the residents of Canterbury Woods to move to a lifecare community? What were their **apprehensions**? What was it like to move from a single-family house to an apartment home? Do they **enjoy** their new neighbors? Have they **adjusted** to community dining once a day? Is the food good? How does management interact? What kinds of **activities** are available? What were the **financial** considerations of such a move? How did their **children** react?

**Thursday, October 19, 2000**  
 10:00am to 11:30am  
 The Bridgehampton National Bank  
 2200 Main St., Bridgehampton  
 2:00pm to 3:30pm  
 The Milleridge Inn  
 Hicksville Road, Jericho  
 (exit 41N off the IEG)

Please bring your questions and hear, first-hand, about what life is like in a lifecare community and get a glimpse of the future at Peconic Landing.

Reservations are required as seating is limited and can be made by calling: 631-765-9150 or Toll Free: 888-273-2664

## We're Planning for Your Future.



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**Westchester Meadows**  
 Life Care Retirement Community

VISIT our Information Center:  
 225 waikiki ll lileey rokdah  
 wahtroen, YN 0135E  
 914-593-0115

[www.westchestermeadows.org](http://www.westchestermeadows.org)



**Tell a friend about Peconic Landing!**

Please send more information about **Peconic Landing** to our friends:

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax (optional) \_\_\_\_\_  
 Email (optional) \_\_\_\_\_

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax (optional) \_\_\_\_\_  
 Email (optional) \_\_\_\_\_

*Please be our guest for a very special presentation.*



## A B I T O F H I S T O R Y

**A**t A. J. Ross Creative Media, we're experts in the business of promoting retirement communities to carefully selected target audiences – from the inception of the development plan through groundbreaking, from the Grand Opening to the selling of the last unit.

We know how to explain the complexities of retirement living to potential residents, while guiding them with empathy and respect toward the decision that will best meet their needs. Whether your facility is in a quiet rural setting or a fast-paced urban locale, we can sell the advantages of your vision with a list of features and benefits that convey excitement and instill confidence. Through direct mail pieces, print ads, newsletters, brochures, websites, radio and TV commercials, we help your future residents understand that relocating to your community is a major life decision that will launch them into the best years of life filled with hope, eager anticipation, and peace of mind.

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