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For more information:
Carol Hartzog
Carol Hartzog Communications
405-348-8500

Out-of-state retirees attracted to Edmond's Parkview homes as construction begins on five houses

*"We have looked for years at the concept of a retirement community. I'm a people person, and that sounds like a wonderful idea. I just fell in love with everything about Touchmark. It's fairly new, and I love the idea that they build you a home."
– Doris Schnuelle, 69, Virginia Beach, Va.*

EDMOND, Okla. – Edmond has been on CNNMoney's list of Best Places to Live, and the Parkview homes neighborhood at Edmond's Touchmark at Coffee Creek reflect the factors evaluated. The retirement community is expanding with groundbreaking on five new homes expected within the next 90 days.

Edmond's reputation for excellent schools and the city's recognition in CNNMoney.com's top 100 list of America's best small cities contribute to the demand for Touchmark's homes, said Melissa Mahaffey, executive director of the Touchmark community.

In fact, this information played a key role for Ron and Doris Schnuelle, both 69, of Virginia Beach, Va. Doris said that Edmond's ranking national ranking of a city of choice in which to live helped sell the community to the Virginia couple.

"I did some research, and we were impressed with that."

Parkview is a gated community of single-family homes for adults ages 55-plus located just north of the main Touchmark campus along Covell in north Edmond. There are currently 32 homes in the Parkview neighborhood, all constructed by Red Rock Builders of Edmond.

"Parkview is the best-kept secret in Edmond," said Melissa Mahaffey, executive director of the Touchmark community. "It is located just a stone's throw from our main campus, which makes it convenient for people to come over for meals, if they like, or for meetings and different activities or simply to get together with friends."

Homes range from 1,624 to 2,300 square feet in a variety of styles built to specifications of residents, Mahaffey said.

"For example, if you choose Lot A, then you can choose a variety of floor plans for that lot," Mahaffey said. "People work with an interior designer and can pick out the color of the carpet, the color the stain for the cabinets, all the way to the roof color."

Those personal touches also appealed to the Schnuelles.

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TOUCHMARK *at Coffee Creek*

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“I love the idea they build you a home,” Doris said. “When we came out to visit Edmond last fall, we were impressed with the city and quality of these homes. They bent over backwards to say, ‘we’ll build it the way you want it built.’”

The couple expects to move into their 2,200-square-foot “Madison” home by September, Doris said.

Touchmark provides all maintenance and landscaping, which will free the Schnuelles from typical homeowner headaches, such as leaky faucets or lawn care.

Retirement homes trending up

Demand for Touchmark’s Parkview homes lifestyle reflects a trend for 55-plus housing nationwide, according to a study commissioned by the National Association of Home Builders and the MetLife Mature Market Institute.

The report, titled “Housing Trends for the 55+ Market,” reveals a surge – a 30-percent increase in 2011, the most recent stats available -- in the number of homes built in “age-qualified” adult housing communities. As baby boomers continue to move into their retirement years, demand will grow even stronger, said David Crowe, chief economist for the homebuilder’s group.

The report also noted that residents of 55-plus residential communities report greater satisfaction with their housing situation than do retirees not living in communities built specifically for retirees.

Mahaffey sees lifestyle satisfaction every day in residents.

“Every morning, a group of Parkview residents come over and eat breakfast within our main campus; that’s how they get their day started,” she said. “The camaraderie, the socialization they experience on a daily basis, keeps people healthier. The quality of life is better.”

The Schnuelles were seeking a retirement community close to Ron’s sister, who lives in Guthrie, Doris said. Their son lives in Kansas City, KS.

“Edmond is a great place to live; real estate values are strong and now Mom and Dad are moving toward their kids,” Touchmark’s Mahaffey said.

Touchmark is part of the Coffee Creek 638-acre planned residential development, which includes a golf course, recreational centers and walking and biking trails for Coffee Creek homeowners. A full-service retirement community, Touchmark at Coffee Creek offers a wide range of homes and lifestyle options. For more information, contact Touchmark at 405-340-1975 or visit TouchmarkEdmond.com.