



Seal of Approval Application:
MASTER PLANNED DEVELOPMENTS
(PLEASE PRINT OR TYPE)

CITY: _____ DATE OF REQUEST: _____

NAME OF PLANNED COMMUNITY: _____

CONTACT: _____

ADDRESS: _____

TELEPHONE: _____ EMAIL: _____

WEBSITE: _____

AARC MEMBER: ___Y___ N LAST CONFERENCE ATTENDED (YEAR): _____

Master-Planned Developments must submit this application and a \$100 non-refundable application fee along with the following application for review. Those that are eligible and approved as an AARC SOA recipient will subsequently pay \$150 Annual Fee for the use of the Seal for their marketing purposes and listing in AARC SOA Advertising efforts. This fee will be used to fund programing that furthers AARC's mission. An annual AARC Membership is required to be approved as a SOA community. Approval is valid for one year, at the end of the one-year period recipient will be responsible to complete the Renewal Form and certify any community changes and pay the annual renewal fee of \$150. Communities not meeting this renewal process must cease using the AARC SOA logo and references.

Please enclose along with this application, a non-refundable application fee check for \$100 (payable to The American Association of Retirement Communities), photos of your community, to include amenities, examples of housing in the development and any other relevant items. **Forward your completed application package to The AARC, PO Box 10981, Southport, NC 28461.** If you have any questions, please feel free to call (866) 531-5567.

I certify that the information contained in this application for The American Association of Retirement Communities Seal of Approval Program is accurate.

NAME OF AUTHORIZED OFFICIAL: _____

Please Print

SIGNATURE OF AUTHORIZED OFFICIAL: _____

FOR AARC USE ONLY:

DATE RECEIVED: _____ DATE REVIEWED: _____

ACCEPTED FOR FUTHER CONSIDERATION: _____ YES _____ NO

APPROVED: YES _____ NO _____

SIGNED: _____

**MASTER PLANNED COMMUNITY
ASSESSMENT PROFILE**

1. SUPPORT

a. Designate individual/group within the community to act as an ambassador for retiring residents?

YES NO Name: _____

b. Nationwide Toll-Free number: _____

c. Participation in community events for local retirees: Yes No

Describe:

d. Information Packet/Brochure on area educational, medical and recreational opportunities offered for new residents? Yes No **(If Yes please provide a copy with your application)**

e. Other Comments:

2. QUALITY OF LIFE AMENITIES (Check all that apply)

(Your community must have at least 3 major amenities bonded or completed from the list below.)

Airplane Landing Strip

Assisted Living Facility On-Site

Beach Club

Clubhouse/ Recreation Center

Equestrian Center

Fitness Center

Community Garden

Golf Course If yes, number of holes _____

Marina If yes, number of slips _____

Community Pool(s) If yes, number of pools _____ Indoor YES NO

Tennis Court If yes, number of courts _____

Walking Trails If yes, number of miles of trails _____

Sidewalk

Other – Please explain below

3. STRUCTURE

a. Master site plan that details property use at build out Yes No

b. Marketing Plan which focuses on the type of retiree you want to attract and how you plan to reach them Yes No

c. Collaterals that specifically mention retiree, retirement, or retiring Yes No

d. Membership in and attendance at the American Association of Retirement Communities' annual conference Yes No

4. OTHER AMENITIES

Please list any other amenities that may benefit retirees that were not addressed elsewhere

American Association of Retirement Communities

Seal of Approval

Consumer Disclaimer

The AARC Seal of Approval is awarded to Retirement Communities that, as a whole, meet the standards above. In evaluating whether the AARC Seal of Approval should be awarded, we rely primarily upon the representations made by the Retirement Community and cannot warrant that such representations are accurate or complete. We have no independent investigatory board. Community participants and consumers are advised to be self-policing of the guiding principals of the AARC Seal of Approval Program. The AARC Seal of Approval is not a guarantee or endorsement of the merits of any particular product, program, or service in a Retirement Community, nor is it a guarantee or endorsement of the merits of any particular sale of real property in a Retirement Community. It is simply a showing that such Retirement Community has endeavored to meet the criteria that has been established for this Program. Your decision to purchase any real property should be based upon your own independent research and assessment of your individual needs. The awarding of the AARC Seal of Approval to a Retirement Community does not guarantee that the Retirement Community will continue to qualify for the AARC Seal of Approval in the future. The AARC reserves the right to withdraw Seal of Approval status from any Retirement Community which fails to continue to comply with the standards established by the AARC. The AARC shall in no manner be held responsible for the acts or omissions of any community with respect to adherence to the guidelines for the Seal of Approval Program.

Disclaimers for Participants in Seal of Approval Program

Standards Applied

The standards used to award the AARC Seal of Approval are solely the creation of the American Association of Retirement Communities (AARC). The chosen standards may change from time to time and the AARC reserves the right to modify its standards at its own discretion.

Approval Process

The AARC reserves the right to grant or not to grant a Seal of Approval to any Retirement Community based on its own internal criteria. Decisions of the AARC are final and there is no appeals process. Notwithstanding the foregoing, approval will not be withheld for any purposes that may be deemed discriminatory or based upon any protected class. The approval process will simply be based upon whether or not a particular community meets the appropriate criteria and fosters and promotes the expressed purposes of the AARC.

Non-Exclusivity

The AARC Seal of Approval Program is an open system and is not exclusive. The AARC Seal of Approval is not conditional on the membership in any organization or association by a Retirement Community or any principals of a Retirement Community. Nor is a Retirement Community required to use the products or services of any particular firm or organization to meet the standards used in the approval process. No participant may seek to block the participation in the Program by any other participant on any basis other than a community's failure to meet the express requirements of the Seal of Approval Program.

Enforcement

AARC reserves the right to periodically reassess any Retirement Community that has been awarded the AARC Seal of Approval to ensure continued compliance with the standards used in the approval process. The AARC reserves the right to withdraw Seal of Approval status from any Retirement Community which fails to continue to comply with the standards established by the AARC.

Marketing

The AARC Seal of Approval must be used and displayed in accordance with the guidelines established by the AARC. The AARC retains the right to market the Seal of Approval Program in any way it deems appropriate. The AARC reserves the right to promote the Seal of Approval Program openly and to publicize a list of approved Retirement Communities. By participating in the Program, approved communities agree to the use of the names of their communities in any marketing of the Seal of Approval Program by the AARC. Outside parties may freely request proof of Seal of Approval status of a Retirement Community by calling AARC and ascertaining verbally or via any other methods established by AARC for such verification.