



***SUMMARY OF REQUIREMENTS  
FOR  
AMERICAN ASSOCIATION OF RETIREMENT COMMUNITIES  
SEAL OF APPROVAL***

**Level I: Towns/Municipalities**

**A. Support**

- ❖ Official Community Support - In order to ensure support of retiree recruitment efforts, a resolution by the city governing authority endorsing the local retirement recruitment effort is required.
- ❖ Designation of a Sponsor - The program must have an official sponsoring organization with a retirement program director that will be accountable to the community.
- ❖ If the state has a retiree attraction program with a certification system, confirmation of the receipt of the state's certificate should be included in the application for the Seal of Approval.

**B. Quality of Life**

- ❖ Hospital - There must be a hospital within a 30 minute drive of the community and preferably, closer.
- ❖ Adequate Medical Services - To include emergency services for stabilization and/or referral/transport.
- ❖ Available Housing - The community must have an adequate supply of both resale housing and rental housing sufficient to meet the needs of potential new retiree residents.
- ❖ Adult Education Opportunities - Availability of continuing adult educational offerings either through a college/university located in the community or a branch of a higher education organization.
- ❖ Available Goods and Services - Adequate shopping, restaurants, and pharmacies to serve the area.
- ❖ Recreational Opportunities - Adequate available outdoor outlets such as golf (public and private) walking trails, fitness/wellness centers.
- ❖ Cultural Opportunities - Adequate availability of theaters, art galleries, recitals.
- ❖ Low Crime Rate - Comparable to or below the national average.
- ❖ Civic/Community Pride - Includes intangibles such as appearance or "curb appeal" of the entrances into and the downtown area; living conditions such as quality of housing, public safety, and environmental quality; economic equity and vitality; culture and heritage.

### **C. Organization**

- ❖ Retiree attraction brochure - Must be printed on quality paper stock and include a reader response card.
- ❖ Nationwide toll-free number.
- ❖ Committee - Each town/municipality must have a general Retiree Attraction Committee that will assist the retirement director and encourage community involvement.
- ❖ Marketing Plan which will focus on the type of retiree you want to attract and how you plan to reach them.
- ❖ Annual sponsorship/participation in community projects/events for local retirees.
- ❖ Membership in and attendance at the American Association of Retirement Communities annual conference.

### **Level II: Master Planned Communities/Developments**

#### **A. Support**

- ❖ Designated individual/group within the community to act as an ambassador for retiring residents.
- ❖ Participation in community events for local retirees.
- ❖ Information packet/brochure on area educational, medical, and recreational opportunities offered for new residents.

#### **B. Quality of Life**

- ❖ At least three major amenities bonded or completed from list below: airplane landing strip, assisted living (on-site), beach club, club house/recreation center, equestrian center, fitness center, garden (community maintained), golf course(s), marina, pool(s) (community), tennis courts, and/or walking trails/sidewalks.

#### **C. Structure**

- ❖ Master site plan that details property use at build-out.
- ❖ Nationwide toll-free number.
- ❖ Marketing Plan which focuses on the type of retiree you want to attract and how you plan to reach them and collaterals that specifically mention retiree, retirement or retiring.
- ❖ Membership in and attendance at the American Association of Retirement Communities annual conference.