



Virtual Tours

A beneficial asset when choosing a retirement community

By Andy Stonehouse
for Aging at Altitude

In recent years, more and more people of retirement age have decided to move from larger metropolitan centers to seek out a more relaxed Colorado lifestyle – one that's closer to their adult children and grandchildren as well.

But the complications of weather and cross-country travel often mean that retirees end up signing leases on retirement-oriented properties, without actually seeing the developments in person.

Looking to provide a better

experience for its future residents, The Avenues Crofton Park, an award-winning 55+ community in Broomfield, has worked hard to expand its virtual tour capabilities, both internally and on its website, livetheavenues.com/virtual-tours.

Having the option of taking a virtual 3D tour of the senior living community, can help out-of-town seniors make sure they find the right place. Or, as property manager Corné Lewis says, also be a good starting place to see if they would like to schedule an in-person visit.

“We added virtual tours to

our website during the pandemic so we could show people what was available while things were on temporary hold,” said Lewis.

“Prospective residents and family members helping with the initial research really liked being able to see our senior boutique living community’s common areas and rooms remotely, so we kept this feature in place even after in-person tours resumed.”

For potential residents, those options include something as simple as a leasing agent doing a live walk-thru Facetime session on an iPhone to provide a

real, first-person view of amenities.

Alternately, they can also access more sophisticated 3D tour software that allows guests the immersive experience of seeing The Avenues Crofton Park’s various rooms and floor plans.

It’s a way to get a better picture of what’s available on-site at its apartments, cottages and the development’s common areas, such as its demo cooking area, library, billiard room and private dining room, plus the community garden and patio lounge outdoors.