

Creating extraordinary and innovative communities where people thrive.

- WATERMARK RETIREMENT COMMUNITIES -

## THE GATEWAY TO ELEVATED SENIOR LIVING



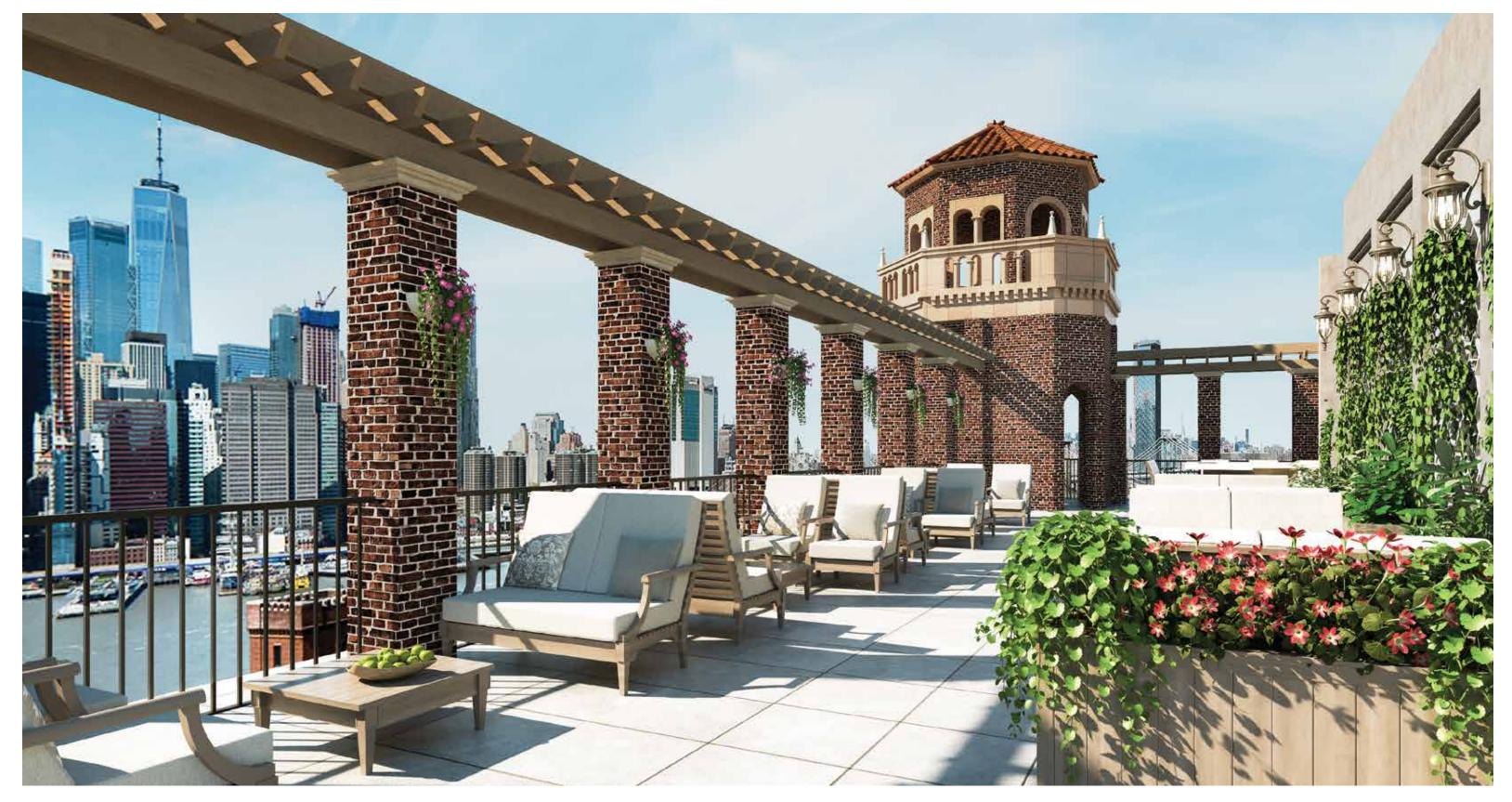
Watermark Retirement Communities® has been re-imagining the concept of retirement for more than three decades.

Through our passion and commitment, we are building extraordinary communities all enhanced with Signature Programs unique to Watermark. Here, members thrive across countless opportunities to dine, learn, engage and rejuvenate. It's no wonder Watermark has become one of the most esteemed providers in the nation.

#### **ÉLAN COLLECTION**

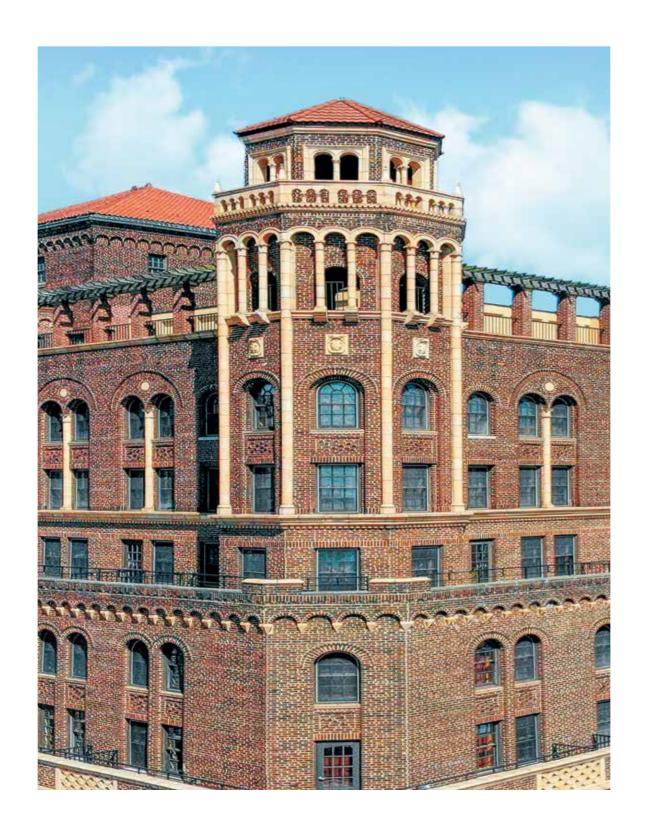
Our recently launched Élan Collection creates a new benchmark in senior living, blending ageless style with leading-edge innovation, personal service with grand-scale amenities, intimate tranquility with engaging opportunities, a spirited lifestyle with customized care. Along with The Watermark at Brooklyn Heights, the Élan Collection features four other premium locations The Watermark at Westwood Village in Los Angeles, The Watermark at Napa Valley, and The Hacienda at the River and The Hacienda at the Canyon in Tucson, Arizona.





Rooftop Terrace

Discover the timeless elegance of our Élan Collection in Brooklyn Heights.



## A DISTINGUISHED ADDRESS



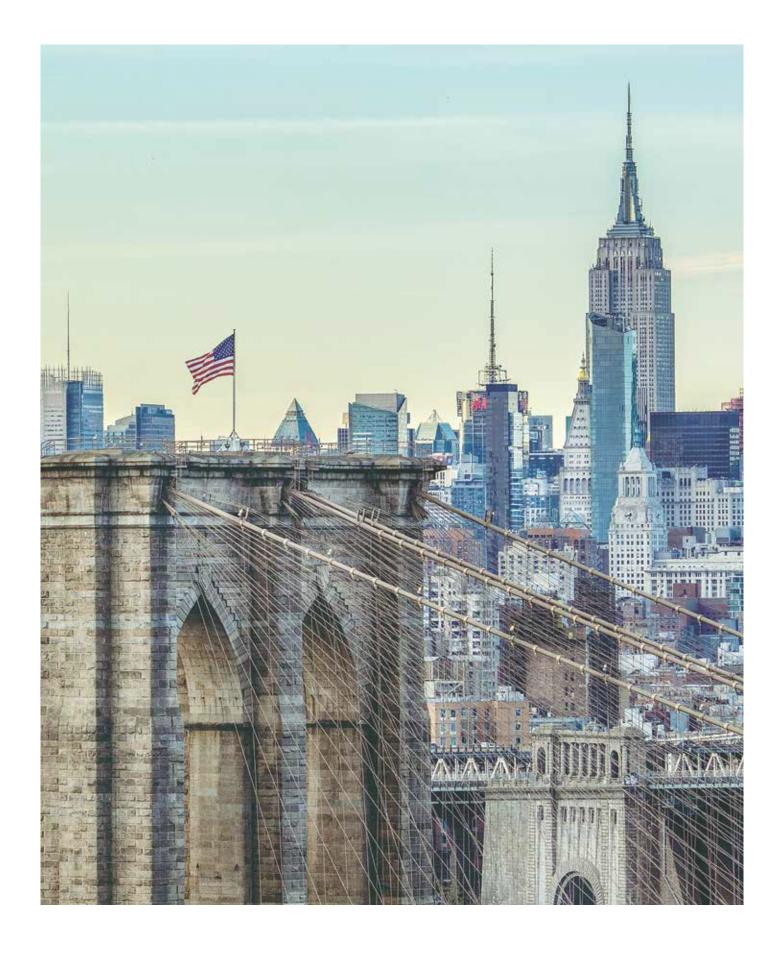
The Watermark at Brooklyn Heights is not only one of our most coveted communities, but an iconic architectural landmark.

It was built in 1928 by an architecture firm renowned for its aesthetic integrity — the very same that constructed downtown Brooklyn's own Macy's building. Once known as the Leverich Towers Hotel, The Watermark has been named a welcome retreat by cultural icons like the Brooklyn Dodgers. At 16 stories with a **breathtaking rooftop terrace, garden and Skyline club room**, it offers **sweeping views** up the length of the New York Harbor, the celebrated skyline of Manhattan and the Statue of Liberty.





OF BROOKLYN HEIGHTS

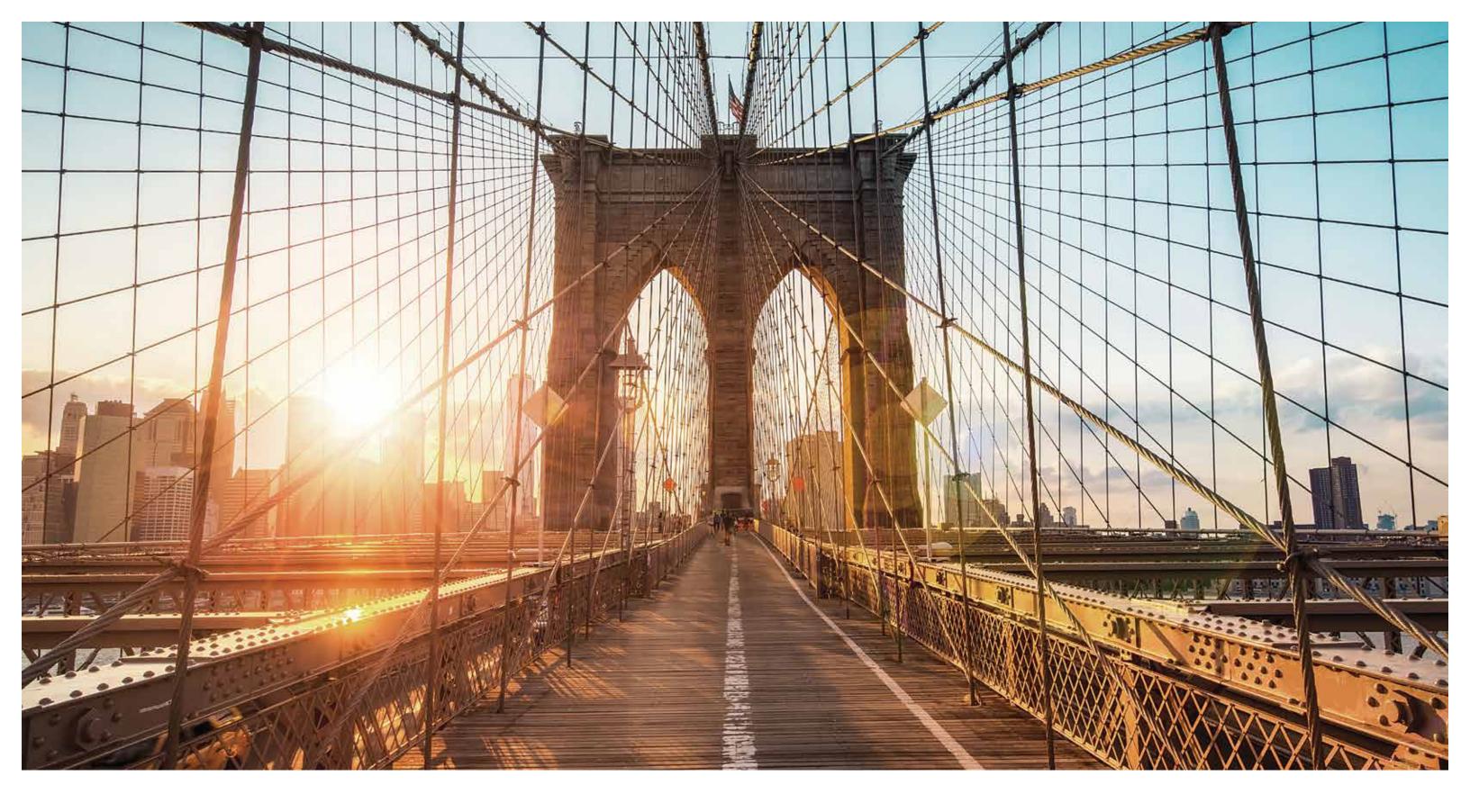


Situated in the heart of Brooklyn Heights, at
21 Clark Street, the building is surrounded by the finest in culture,
dining, entertainment, shopping and medical care.

Brooklyn Heights Promenade and Brooklyn Bridge Park are just a short stroll away, while Manhattan can be easily reached from one of **three nearby subway stations**:



York Street (F) Subway Station
Clark Street (2/3) Station
High Street - Brooklyn Bridge (A/C) Station

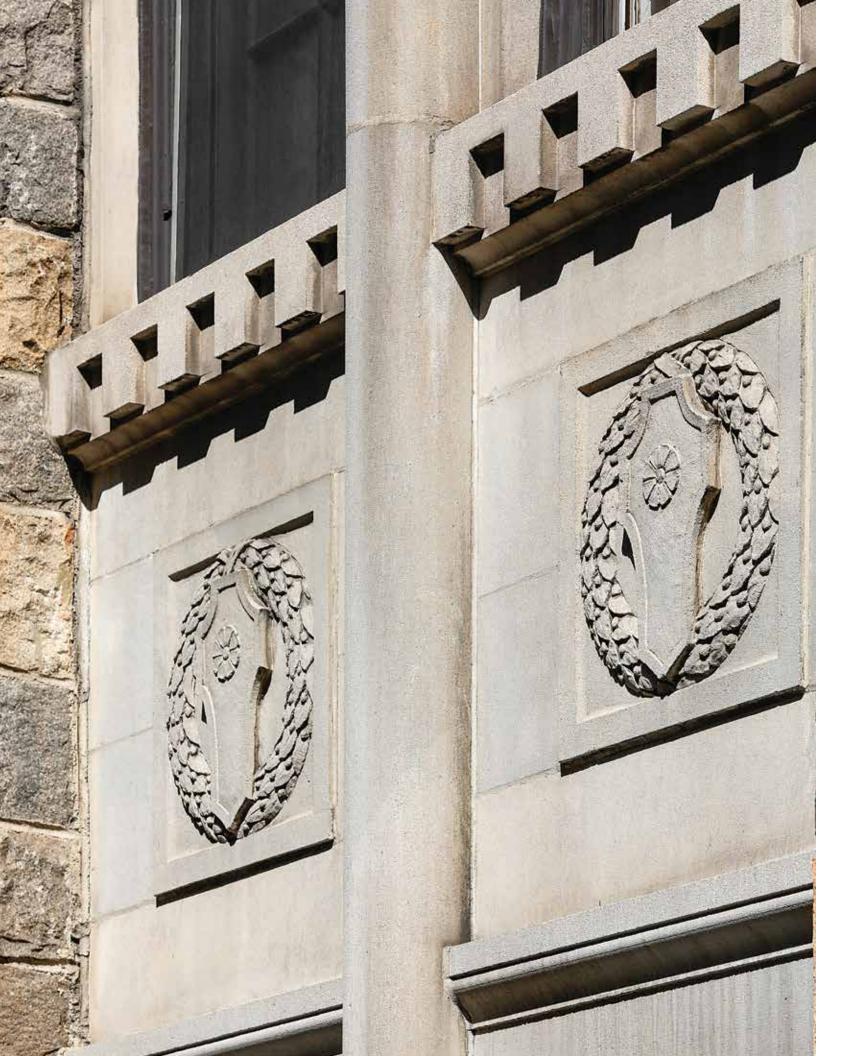


TAKE A SUNSET STROLL OVER THE BROOKLYN BRIDGE



# TIMELESS

Timeless beauty lies in the details. This shared vision permeates everything we do at every level.



## DETAILS MAKE THE DIFFERENCE



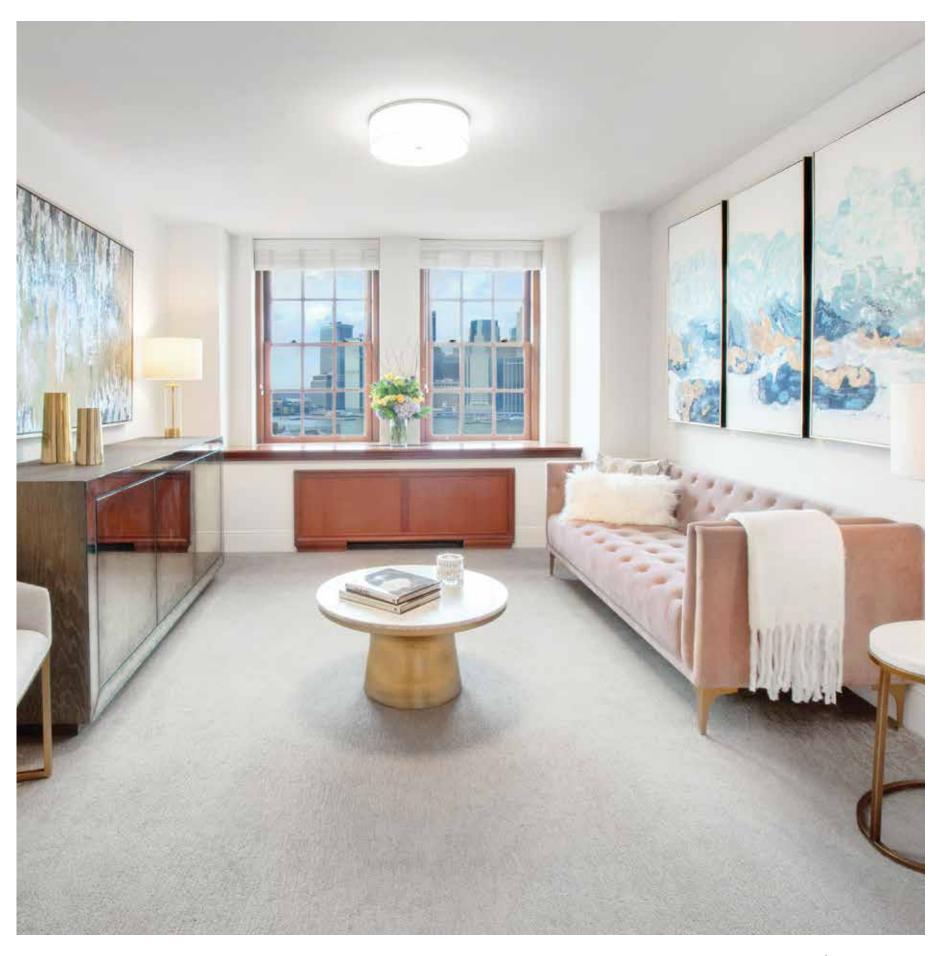
Your next adventure could begin at the threshold of a residential icon, newly renovated with a classic modernist aesthetic.

The Watermark offers a collection of **78 different floor plans**, uniquely configured and harmoniously designed to embrace the building's rich heritage and architecture. Ranging from studio to one- and two-bedroom apartments, homes are catered to your level of intimacy and sophistication.





Residences feature **designer kitchens or kitchenettes and modern bathrooms with walk-in showers**,
thoughtfully crafted within an **open floor arrangement**.
Find yourself in a world of light, streaming through
expansive, vintage mahogany-trimmed windows.



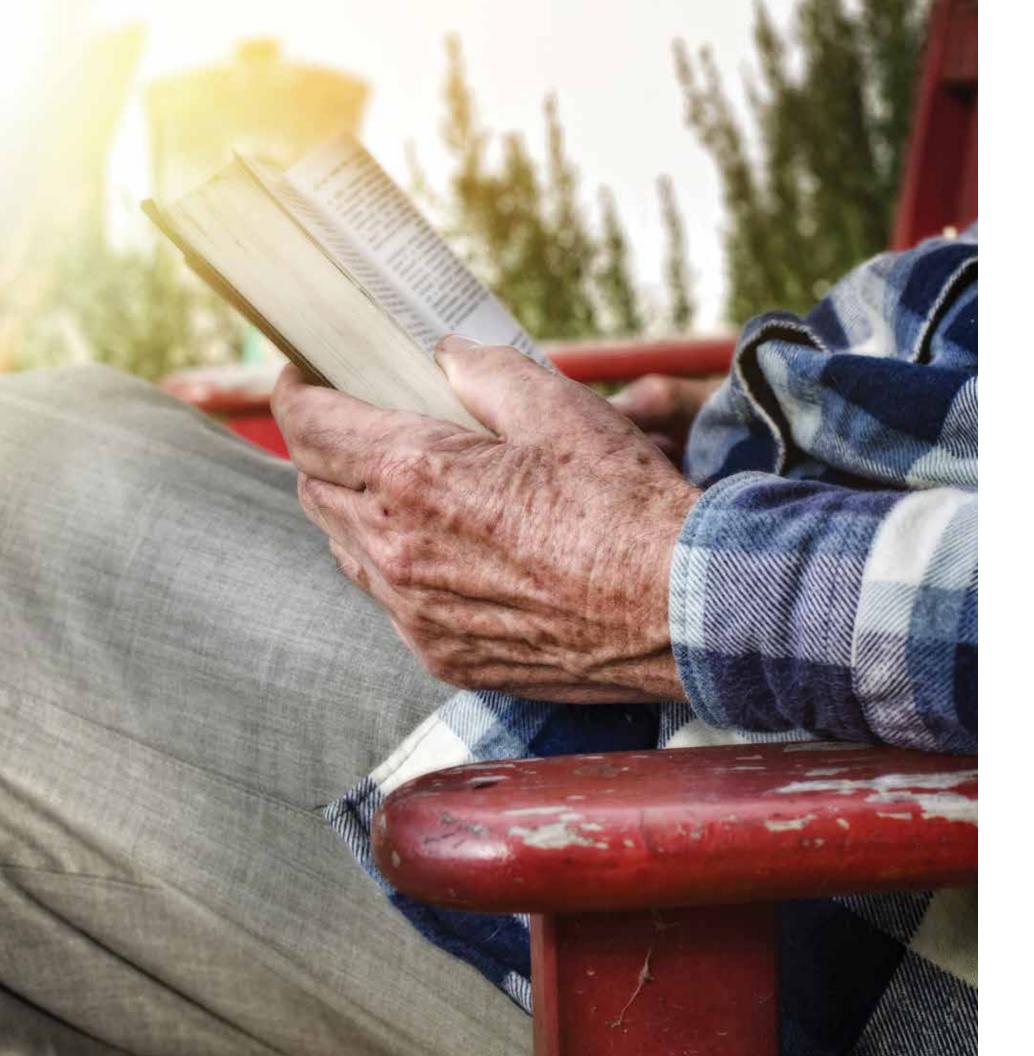
One-Bedroom Apartment



Biblio – Library and Wine Bar

Thoughtfully blended spaces offer unique opportunities to engage and connect, entertain or unwind.

# ENGACE



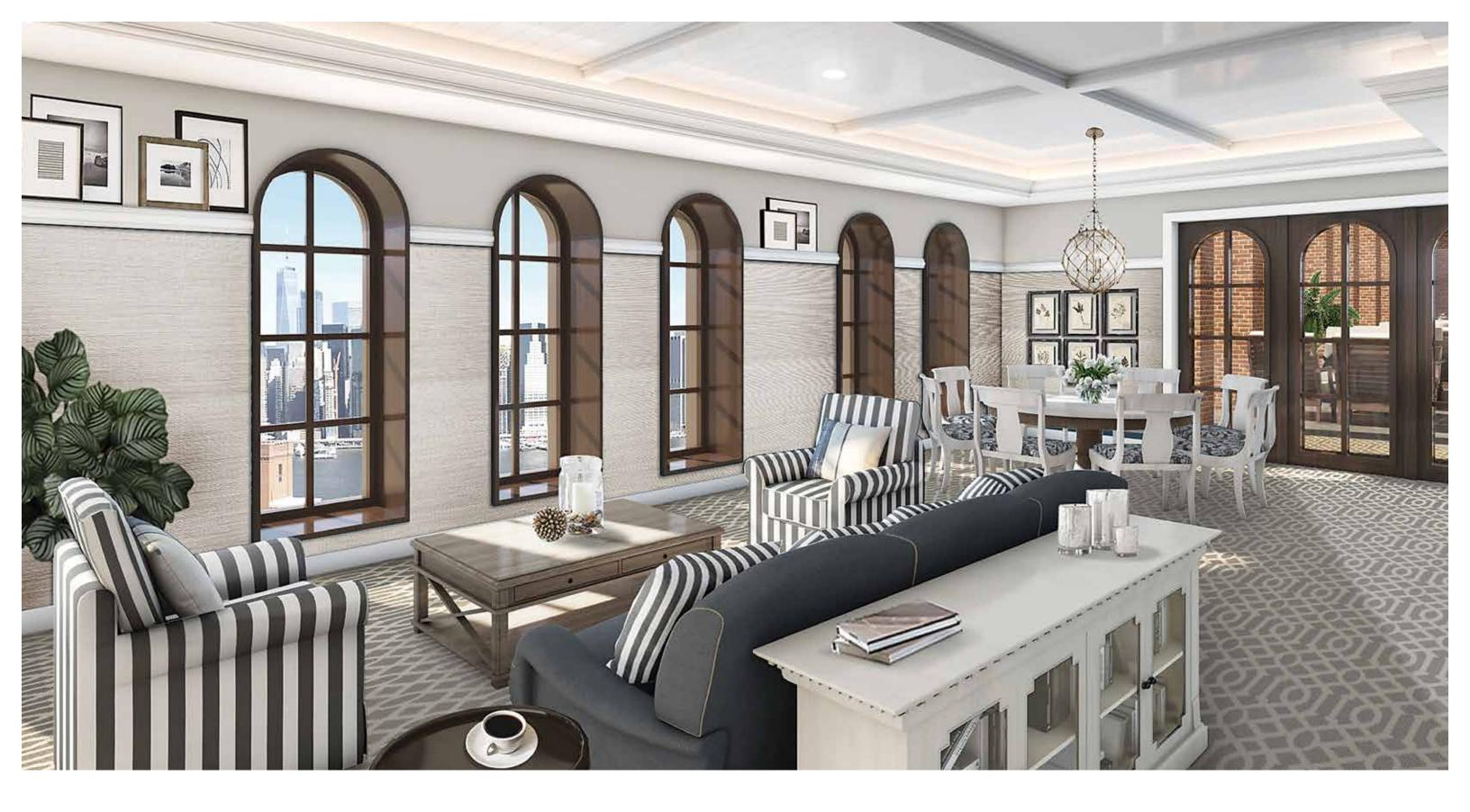
## ENDLESS ENGAGEMENT INSPIRED LIVING



You're invited to a life of fulfillment - where new and long-held interests are open for exploration.

Start your mornings with a gourmet espresso from our European-inspired Willow + Clark Café and your afternoons with a stroll through our art gallery of masterful exhibitions by local artists. You might even venture into the performance arts center to catch an immersive show. In the evenings, find yourself absorbed in your favorite novel with a glass of the richest Cabernet Sauvignon in Biblio, our intimate library and wine bar.

With **two floors of extensive amenity and engagement space**, every pastime is a possibility.



BREATHTAKING VIEWS OF THE CITY FROM THE SKYLINE CLUB ROOM

### The Amenities

Designed to offer each member an elevated and engaged life, our amenities include:

The W Room - formal dining room and bar with dramatic two-story atrium

Willow + Clark Café - Europeaninspired casual café and bistro

Gustoso & Family - Italian-inspired exhibition kitchen centered around a wood-burning brick hearth

Private dining room for catered events

Biblio - library and wine bar

Resident wine cellar

Indulge - A Salon and Spa

Computer and technology center

Expansive roof terrace and garden with sweeping views

Skyline - rooftop club room

Cutting-edge fitness center with personal trainers

Heated indoor pool

Yoga, Pilates and movement arts studio

Art gallery and art creation studio

Performance arts center

Movie theater

Private, dedicated outdoor courtyard for Memory Care neighborhood

The Greenhouse - horticultural therapy Memory Care planting room with raised beds

Close proximity to subway, shopping, world-class medical centers

Dynamic partnerships with local art centers, museums and universities





## AN INTIMATE AND DYNAMIC COMMUNITY



Watermark communities are shaped by the relationships that form between fellow members, families and associates.

Through community spaces and programs, our 275 members quickly grow from neighbors to friends. Your new close companion may just be at the next comedy night, or embarking on a safari in one of our EngageVR - Virtual Reality experiences, or learning ballroom dance in a Watermark University class.

Our dedicated associates maintain a passionate focus on the health and engagement of members. They are here to assist with your every request — from room service to housekeeping, security to maintenance, shopping to transportation. Plan an exciting day out and your personal driver is always ready to whisk you away to your destination of choice.

While you're out, we offer **pet care** services to attend to your furry friends and **personal shoppers** to fill your kitchen with culinary treats. Upon your return, you'll be greeted by the smiles of our **doorman and concierge**.





# NOURISH

Creating culinary masterpieces to excite your palate and dynamic programming to nourish your mind, body and soul.



### DINING FOR THE SOUL



At The Watermark, meals are not just sustenance. They are a culinary celebration of good taste, good health and good company.

Connect with your friends and family in one of our numerous dining spaces – each providing its own unique menu of **fresh**, **local and delicious fare**. We offer four dining venues, including **The W Room**, our formal dining room with a lofty, two-story atrium. A more casual meal can be enjoyed at our **European-inspired Willow** + **Clark Café** or **Italian-style Gustoso & Family** with a classic brick oven.

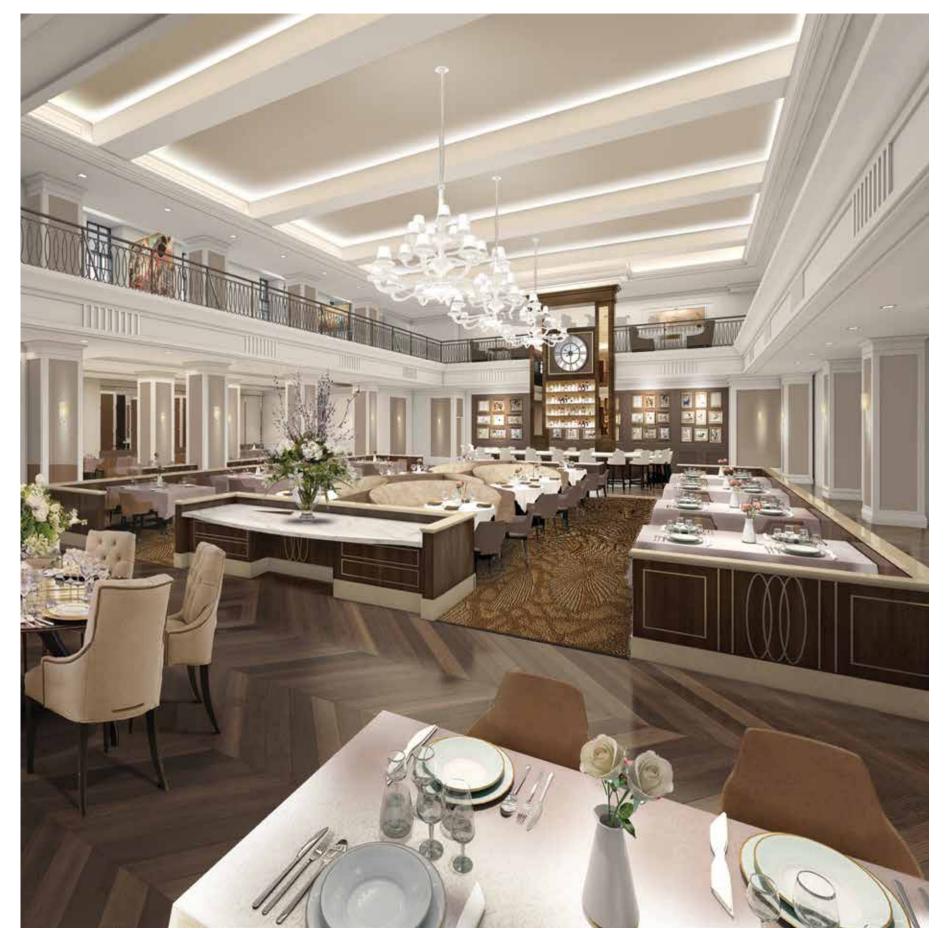




### SHARE STORIES OVER A FIVE-COURSE DINNER

Adventurous foodies can explore new tastes and recipes in our **exhibition kitchen**. If you'd rather leave cooking to expert chefs, we can arrange for room service, send out for a choice meal from a local restaurant, or provide a **catering service** for you and all your guests in our **private dining room**. You'll find that at The Watermark, we appeal to every type of cuisine and culinary experience.

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The W Room



### NEVER-ENDING LEARNING EXPERIENCES



#### **Watermark University**

We offer a dynamic calendar of programs, outings, events and classes through Watermark University. Stimulate your mind in a *Music and Movement* or *Conversational Spanish* class, learn which wine harmonizes well with what dish in a *Wine Pairing* class, or discover a new artistic talent in the *The Artist Within* class. With dozens of course options taught by members, associates and professional partners, including museum curators, university professors and world-renowned doctors, you will always find new, meaningful ways to grow and connect.



WATERMARK UNIVERSITY TEACHES

NEW SKILLS FROM CULINARY EXPLORATION TO

WINE PAIRING AND PAINTING



## EXTRAORDINARY OUTINGS



### Retirement does not have to mean retreat at The Watermark.

We believe in keeping an open connection between The Watermark and all the delights of the outer world. Whether members reside in our Independent Living, Assisted Living or Memory Care neighborhoods, they may embark on a wide array of special excursions and experiences – from Broadway shows to Yankees and Mets games, to picnics on the famed Governor's Island, or day trips to the Brooklyn Academy of Music, the Lincoln Center or one of New York City's most established museums.



IMMERSE YOURSELF
IN CULTURE





# INNOVATIVE

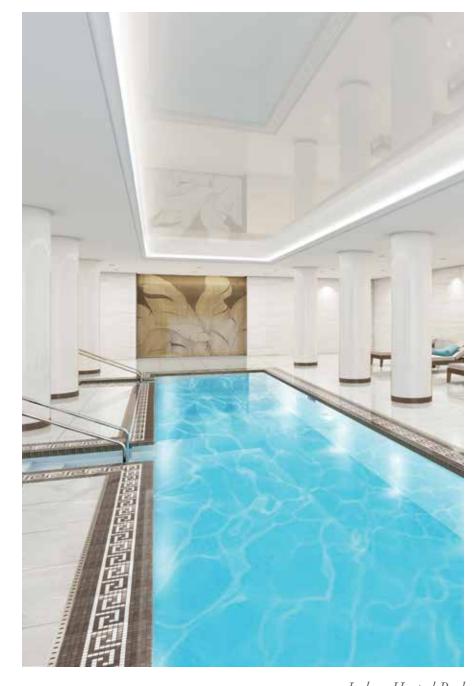
Through our passion and commitment, we are building extraordinary communities – all enhanced with Signature Programs unique to Watermark.

## THE SECRET TO LONGEVITY



Consider The Watermark experience to be an everlasting vacation, where the mind and body are revitalized.

We have designed our programs to consistently inspire longevity and the overall feeling of well-being. Enhance your fitness with regular workout sessions led by a **personal trainer** in our **cutting-edge fitness center**, followed by a refreshing dip in the **heated indoor pool**. Continue building your sense of balance and strength in a *Tai Chi* or *Hatha Yoga* course at our **yoga**, **Pilates and movement arts studio**.

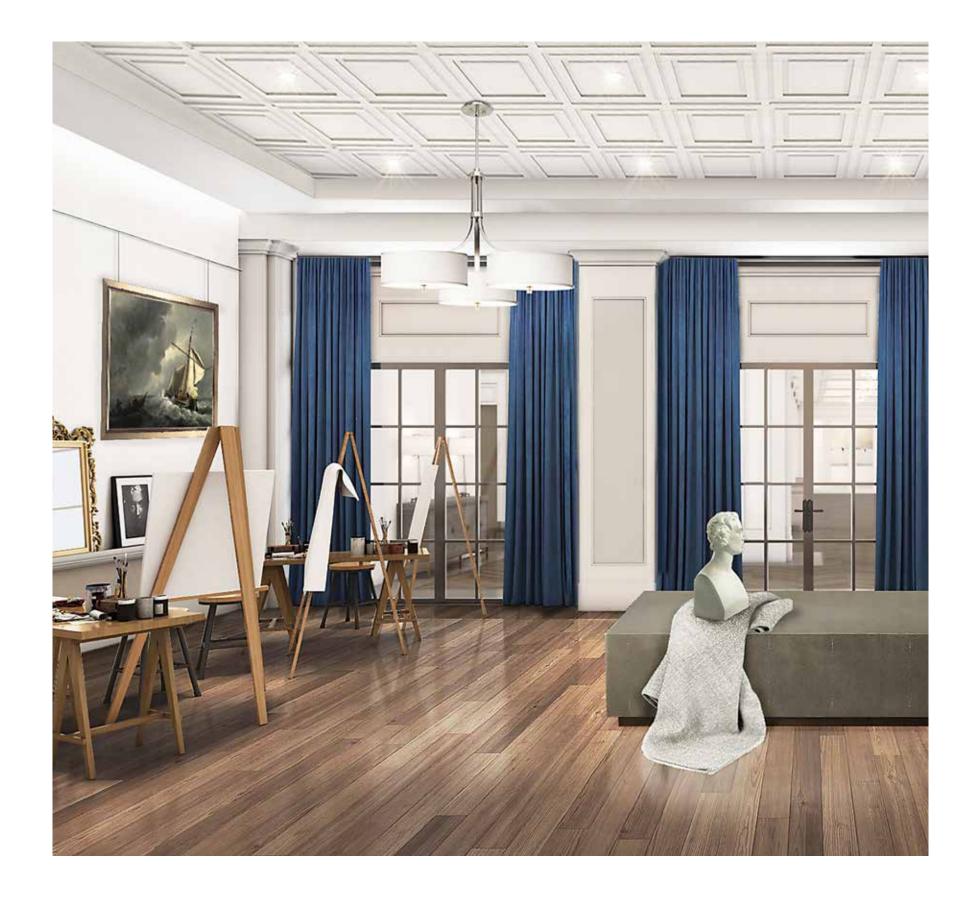


Indoor Heated Pool

HEALTH

HEALING

BALANCE



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For the artistically inclined, we hold art classes in everything from watercolor painting to printmaking and photography in our art creation studio.

If what you need is to completely relax your mind, you can visit **Indulge - A Salon and Spa**, for a signature massage, a manicure and pedicure, or a haircut and styling service.

This page: Indulge – A Salon and Spa Opposite page: Art Creation Studio

#### The Services

Inspired by our belief in choice and flexibility, our services include:

Caring, trained staff available 24 hours per day

Three meals daily, cooked by our in-house expert chefs

Room service, catering and local restaurant delivery to residence

Reservations for local restaurants, theaters and events

Preventive health screenings and education programs

Spa, salon and barber services

Door-to-door dry cleaning service

Housekeeping and laundry services

Personal drivers and shoppers

A monthly flexible spending credit for meals, spa and other services

Groundbreaking Memory Care program featuring *Naya* caregivers

Personal pantries perpetually stocked with all your favorite items

Exciting programs, outings and Watermark University classes

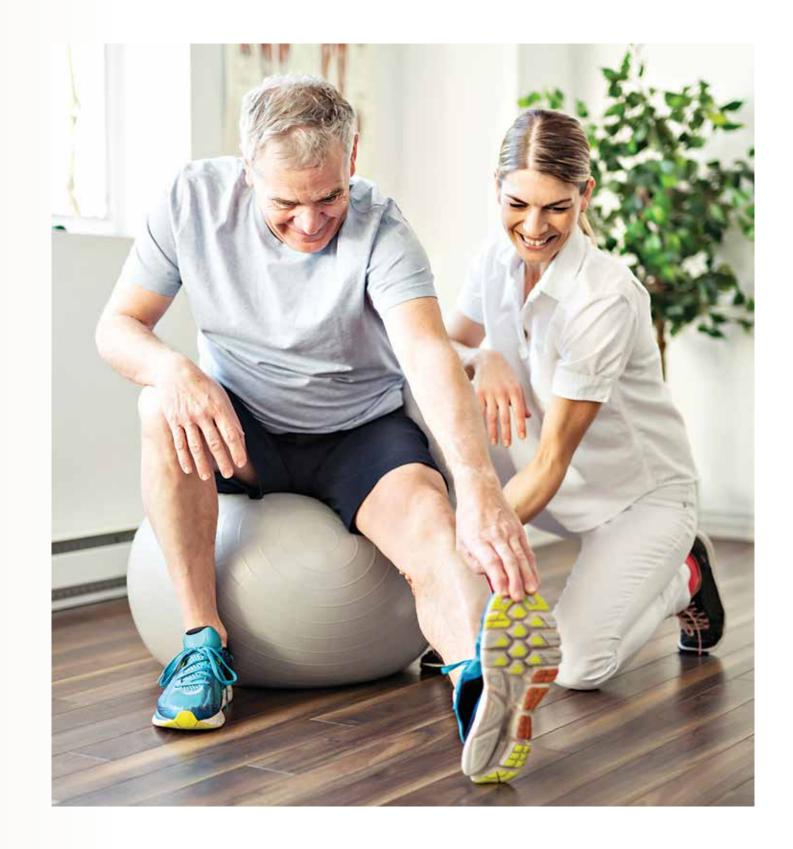
Complete apartment, building and grounds maintenance services

Administrative services including messages, faxes, packages and copies

Best Move move-in coordination service

Medication management available

Skynet<sup>™</sup> resident response system, featuring an innovative wellness



OPTIMIZE YOUR MORNING ROUTINE WITH PRIVATE

AND PERSONALIZED FITNESS CONSULTING

### UNPARALLELED PERSONALIZED CARE



The Watermark offers distinct levels of service and living styles, customized to your specific care needs.

Our three living options were crafted with both members and their families in mind, ensuring everyone touched by our community receives the ideal amount of support.

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#### **Independent Living**

Residences within our Independent Living neighborhood require rental with a one-time membership fee. While medical services are not included in the rent, they are available on-site through our in-house home care agency.

#### **Assisted Living\***

Our Assisted Living neighborhood provides the necessary assistance with daily tasks, allowing members to continue living independently in their apartments.

#### **Memory Care\***

Our Memory Care neighborhood is designed for a distinct form of long-term care. Homes and dedicated associates help meet the specific needs of people with Alzheimer's disease, dementia or other types of memory challenges.

### EXTRAORDINARY PEOPLE INNOVATIVE PROGRAMS



#### The Watermark Difference

Many of the programs you'll find at The Watermark are unique to our communities. We are committed to curating a lifestyle filled with experiences that go beyond the traditional concept of senior living and we recognize the benefits of a diverse, welcoming community.

This spirit is reflected through many of our programs such as Watermark University and our SAGE (LGBT) diversity credential program. Our extensive list of engagement opportunities empowers members to learn, grow and connect so they can enjoy endless opportunities to remain consistently inspired, active and delighted as each day unfolds.



### The Signature Programs

Dining for the Soul

EngageVR - Virtual Reality

Extraordinary Outings

**Engaging Environments** 

SAGE LGBT

Diversity Credential

Watermark for Kids

Watermark University

#### **MEMORY CARE SPECIFIC:**

Certified Dementia Program

Dementia Awareness Experience

Gourmet Bites Cuisine

Pantry Program

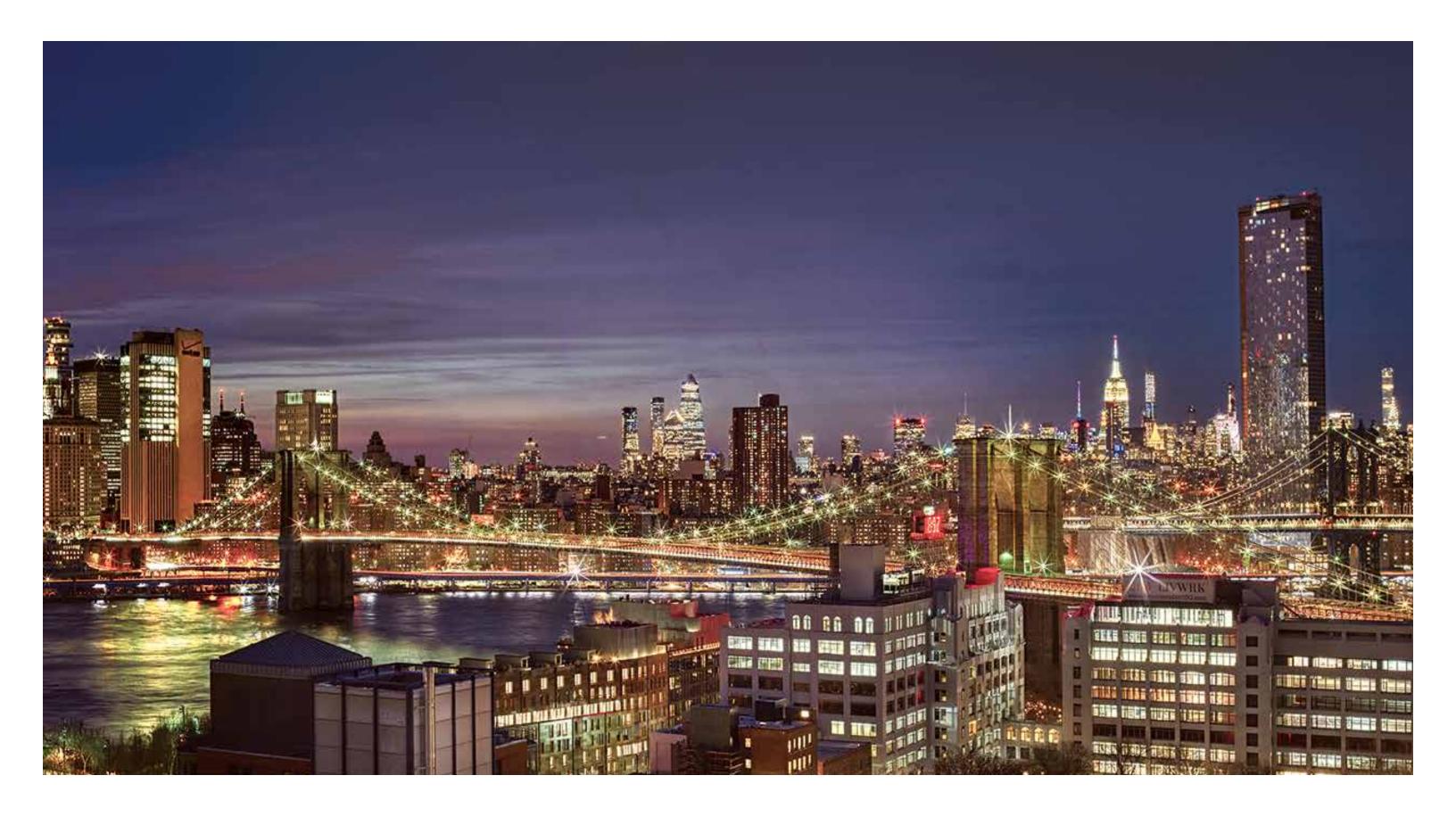
Thrive Memory Care

Thriving Through Music

Circadian Lighting



CONNECT, CREATE AND CELEBRATE ART, FRIENDSHIP AND INSPIRED LIVING



A SERENE RETREAT OVERLOOKING THE SPARKLING EXPANSE OF THE CITY



#### Contact

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<sup>\*</sup>Application materials for the establishment of an Assisted Living Residence are currently under review by the New York State Department of Health.



ÉLAN COLLECTION