



Villa Marin Unique Selling Points – Values & Lifestyle

1. Invitation to Thrive

Life at Villa Marin is about more than just a place to live—it's an invitation to thrive. Villa Marin residents aren't passive tenants; they are active homeowners who govern our community together. That sense of self-governance pulses through every initiative, every program, every conversation. When you visit with us here, remember: every gathering, every decision, and every event begins with our residents' ideas and votes.

2. Longevity Through Self-Governance & Autonomy

Research shows that having autonomy—making our own choices—directly correlates with longer, healthier lives. In one fascinating study, researchers found that individuals with a stronger sense of purpose and autonomous orientation lived significantly longer than their peers—by as much as 7.5 years. *1

At Villa Marin, every homeowner has an equal voice. You decide how we allocate resources, which activities we prioritize, and how we build our shared future. No one else decides for you. That freedom—paired with genuine involvement—fuels a sense of ownership that keeps people mentally sharp, engaged, and excited about what comes next.

3. Purpose & Participation: Fuel for Longevity

Another key to longevity is finding—or creating—Purpose. A recent McKinsey Health Institute analysis confirms that “older adults who engage meaningfully in society are happier, healthier, and more resilient.” *2

At Villa Marin, “Purpose” isn't a buzzword—it's woven into our DNA. When our residents invest their time, talents, and passions into projects, they experience higher life satisfaction and a documented reduction in morbidity.

4. Aging with Autonomy: An “Exciting New Chapter”

Imagine reframing aging not as a slowing down but as launching a vibrant new chapter. At Villa Marin, every aspect of our community—from floorplans to



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programming—is designed for autonomous living. You own your home; you help govern our shared spaces. You decide whether you want to join a committee or simply enjoy lunch with friends—your level of involvement is fully in your hands.

Autonomy nurtures confidence. When residents know they can shape their environment—vote on capital improvements, set priorities for communal areas, or propose new cultural events—they approach each day with curiosity and optimism.

5. Enhancing Joy: The Ultimate “Longevity Catalyst”

All these elements—self-governance, activity, purpose, and autonomy—cascade into one overriding result: enhanced joy. According to the World Health Organization, “joy and positive emotional well-being are independently linked to lower rates of cardiovascular disease, stronger immune function, and longer lifespan.” *3

6. We are a Not for Profit – NOT a Corporation.

Unlike most senior care communities, Villa Marin is not run by a corporation—we’re owned and governed by our residents. There are no outside shareholders or appointed board members; our resident-elected board makes decisions, and all funds are reinvested into the community’s well-being and operations.

7. Employee Retention

We have one of the longest employee retention statuses in the industry. Our nurses for example have over 200 years combined experience in the industry and time here at VM. For example, we have one nurse that has been with us for 31 years, two others have 20+ years here. Where many communities recruit entry level medical staff, we pride ourselves on an experienced level of industry knowledge and a higher-than-average quality of care.

8. A Potential Investment for your Heirs



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The heirs own the condo and can sell it for market value when the time comes to shift investments. The Terra Linda neighborhood of San Rafael is making significant investment into mixed-use real estate projects over the next ensuing years, enhancing the area for all. *⁴

9. Continuous On-Site Care

Villa Marin Residents enjoy the security of knowing they will have on-site care if or when they need it. Staffed with top quality medical staff, our Health Center provides both Skilled Nursing and Assisted Living solutions. Residents can continue their care in the same building, without having to disrupt their lives in the process. Dining, visiting and being with their friends and family are a top priority.

The Health Center welcomes non-residents as well, providing a revenue stream that gets reinvested back into the community.

Key Quotes & Evidence Summary

1. Nun Study: “Autonomous orientation predicts longevity”—individuals with higher autonomy and purpose lived an average of 7.5 years longer. [cite Nun Study]
2. McKinsey Analysis: Older adults who meaningfully engage in society are happier and healthier (reduced morbidity, improved mental health). [cite McKinsey]
3. World Health Organization: Positive emotional well-being is linked to lower disease rates and longer lifespan. [cite WHO]
4. City of San Rafael: Mixed Use Northgate Project Development
<https://www.cityofsanrafael.org/northgate-town-square-rev/>



FAQ's

"I'm just not ready for a Senior Care Community yet." We get it. Making a move like this is a big decision. Many future residents said the same thing—at first. Villa Marin isn't a traditional senior care community, it's an active, self-governed community of independent adults who value purpose, connection, and peace of mind. By moving in before care is ever needed, you can enjoy everything our community offers now, while knowing support is here if and when you need it.

"I don't want to own another property at this point in my life." At Villa Marin, ownership isn't about building a portfolio—it's about building a future. Ownership gives you a voice, stability, and the opportunity to shape the community you live in. As well, part of your investment could be a tax deduction!

"Is participation on the committees obligatory?" While many residents cherish their opportunity to serve, our governance model is flexible. Some residents join multiple committees; others simply vote and enjoy social events. Your level of participation is entirely yours.

"What if my mobility changes?" We've designed physical spaces—and programming—to be adaptable. Whether you walk, roll, or ride our golf cart, you'll continue engaging with neighbors and activities. Plus, our on-site wellness team is there to support any evolving needs.

"What if my partner needs Assisted Living or Skilled Nursing, but I don't?" The beauty of Residency at Villa Marin is that if or when there comes a time, you will continue to be in the same building as your partner and can visit with them daily. Nor will you have the stress of needing to move as your loved one gets care.

"Can I bring my pet?" Absolutely. Villa Marins welcomes small to medium sized and well-behaved animals. We love our furry friends and appreciate the value they bring to our lives.

"I'm worried about downsizing!" You're not alone. Many of our residents came from large homes and felt the same way. But once they made the move, they found freedom in simplifying—and joy in discovering just how much they *gained*.



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At Villa Marin, you're not giving up space; you're gaining time, connection, and ease. And we're here to support you every step of the way.