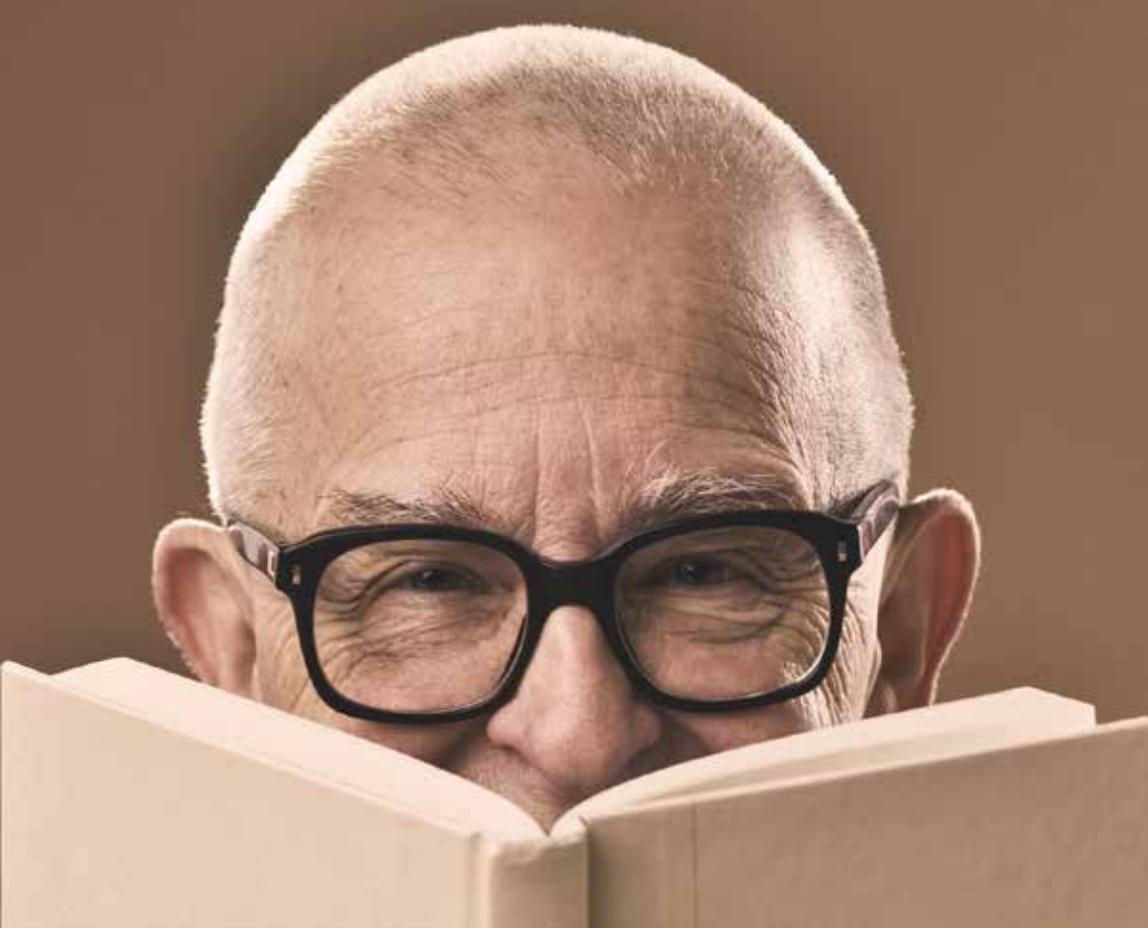




BERKSHIRE
COMMUNITIES



OUR RESIDENTS TELL THE STORY

The best marketing comes by word of mouth. If someone likes a good restaurant, they'll let you know. We've discovered that our best marketing comes from the people who already live at the Berkshire. No paid actors, no marketing companies telling a story. In this booklet, we bring you the real stories of active, independent seniors who call the Berkshire their home. If the Berkshire sounds like your kind of community, stop in for a tour and meet some of our residents firsthand. There's always something cooking at the Berkshire... we're **Alive with Activity!**

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BERKSHIRE
COMMUNITIES

ALIVE WITH ACTIVITY

“My typical day starts at 7, 7:30. I have to get up early because by 8:30, I have to get to the exercise room. It gets me up! Then I go to coffee klatch and spend some time with some friends there. I do a little housework before lunch and then in the afternoons, I do different things. On Wednesdays, its choir practice. I love to sing, so that’s important to me. And since I don’t drive anymore, I go shopping with the van. It’s so nice to go shopping on my own. Someone could do it for me, but I really like to be as independent as I can... Now my children sometimes can’t get a hold of me, **I’m so busy!**”

- **Laura from Berkshire at Kensington**

“I’ve made a lot of friends here. In fact, I’ve started a very dear relationship with a lady. We do a lot together. She has family nearby... We have some great times. And we met right here.”

- **Merlin from Berkshire at Kensington**

“I love the potlucks. It’s a nice bunch that comes to these events. The food is really good, too!”

- **Carol from Berkshire - Grafton**

“The big draw for me was the piano. I don’t play in public much, but I have built up a bit of a following here. I’ll come down here to the lobby and share my music with my neighbors. There is a lot of talent in this building.”

- **Terry from Berkshire - West Allis**

“There is a lot of talent
in this building.”

- **Terry from Berkshire - West Allis**



COMFORT

“There is tons of light in our apartment!”

- **Nancy from Berkshire - West Allis**

“I have never lived in an apartment in which I feel so comfortable. I really love my home.”

- **Bonnie from Berkshire - West Allis**

I've been telling everyone: Move In! People stay in their homes and try to take care of things even though they shouldn't be. They do it because they're afraid they won't be comfortable. They think they need all this space and all these things. But, they don't know how good it can be to let go! You don't have to do anything but enjoy! If anything goes wrong, you just call the maintenance people and they take care of it. No maintenance, no shoveling. Think about it!

- **Chuck and Jackie from Berkshire at Kensington**

“This is the first apartment I've ever lived in. I love it here. I'm very happy. At first, I didn't think I would like it, having moved from a home and all. But now I wouldn't want to live in a house again.”

- **Kathy from Berkshire at Sunset**

“It's the spontaneous stuff that's the best part of living here.”

- **Jack from Berkshire - Oconomowoc**



We have some
great times.
And we met
right here.



FRIENDSHIP

“I’ve been here eight years already. I have some very good friends now. We go shopping together and get out and do lunch. If you want to meet people, you can. Some people like to keep to themselves and that’s fine. We’re all different. Some are quiet, some are outgoing. I like getting out. I’m not much for sitting. I like moving around. I’m an active, independent senior citizen.”

- Dorothy from Berkshire at Kensington

“The thing I enjoy most about living at the Berkshire is the PEOPLE who live here. We just have a wonderful group of people living here. I have a lot of friends; I’m active in a lot of things. We’ve just always been very much a part of the community.”

- Lauralee from Berkshire at Kensington

“I like having coffee down here in the community room. There are people down here every morning, seven days a week. I’ve made so many friends here.... I can’t even tell you!”

- Connie from Berkshire - Oconomowoc

“It’s like an extended family here. We really care about each other. We look out for each other. It’s really pretty amazing when you think about it.”

- Jack from Berkshire - Oconomowoc

“People treat each other very well. When you’re new, someone takes you under their wing. The friendships that develop are amazing.”

- Kathy from Berkshire at Sunset



PEACE OF MIND

My family feels safe knowing I am being taken care of.

“There is low turnover rate of residents, so you get to see familiar faces each day. I think that really provides a feeling of safety and comfort.”

- **Terry from Berkshire at Kensington**

“My kids are happy, too. They all plan on retiring up North. They feel so safe knowing that I’m being taken care of... They wanted me to come with them, but I said no! I looked at buildings up there and I’m telling you, this is one of the most beautiful apartments in Wisconsin. Friends who come over also say: This is like a Five-Star hotel! They can’t believe it...”

- **Erna from Berkshire at Kensington**

Security is a really big thing to me. I feel safe here...I really do.

- **Connie from Berkshire - Oconomowoc**

“I am so happy here. It’s been the best move for me. And my daughter says: “I’m so happy that you’re happy!”

- **Laura from Berkshire at Kensington**

TECHNOLOGY



“I’m also on the computer a lot. They say that Googling a word is better for the mind than doing crossword puzzles. So I end up looking up a lot of new things. When I read the paper, there are always sections about the computer and helpful suggestions. I get those URL’s and go to those web pages. So I get a lot of information from the Internet. I’m interested in learning more about the computer. I will be taking classes as they offer those.”

- **Tony from Berkshire at Kensington**

“I don’t have a computer in my apartment at the moment, so I do use the Technology Center to check my e-mail and do Internet searches.

- **Terry from Berkshire at Kensington**

FITNESS

Some people stay in their apartment but that's not me!

"Before I start my day, I go to the Fitness Center every morning. There are several different machines to choose from, depending on your needs and abilities. You don't have to drive anywhere. It's all right here."

- **Nancy from Berkshire at Kensington**

"There is an exercise class that meets twice a week. The group is fun. We laugh the whole time. So that's a plus when you're getting some exercise!"

- **Nancy from Berkshire - West Allis**

AFFORDABILITY

"When I talk to people about how much I pay in rent, they ask: "That's great, but how much do you pay for electricity, air conditioning and heat?" And I tell them: NO, that's the basic price right there. It's ALL included! And they can't believe that. And now there will also be underground parking included. It's a great deal."

- **Shirley from Berkshire at Kensington**

"The affordability factor is important to look at. I did a lot of searching when I was looking for an apartment. A person would be very hard pressed to find similar housing in this area for less money. When you look at heat, utilities and parking. It's all included."

- **Terry from Berkshire at Kensington**

(each Berkshire property is different and certain utilities may be reflected in your rent)

"You get a lot for your money. There is no doubt about that. I went to eight different senior communities in this area. No one came even close to offering what I get here for the money. How can you pass this up?"

- **Nancy from Berkshire at Kensington**



We act like we're not getting any older!

"Age is not a factor with the people who live here. You have people who have common interests, backgrounds. You develop relationships and these become friendships."

- **Nancy from Berkshire at Kensington**

"We laugh a lot here! We act like we're not getting any older"

- **Connie from Berkshire - Oconomowoc**

"This is the first apartment I've ever lived in. I love it here. I'm very happy. At first, I didn't think I would like it, having moved from a home and all. But now I wouldn't want to live in a house again."

- **Kathy from Berkshire at Sunset**

"We get together a couple times a month for Men's club. Someone speaks about a topic. There's something interesting for everyone"

- **Ken from Berkshire - Grafton**

"I love the atmosphere. I love the staff. They have been doing a really good job."

- **Merlin from Berkshire at Kensington**

"The management is really good. The management is so truthful with us; they tell you everything that is going on. That's what I like...not beating around the bush and telling you something that's not true. You ask for something and they do it. Lisa and Jen have been really perfect. I'd recommend to anybody to come live here. I would highly recommend it."

- **Earl & Arlene from Berkshire at Kensington**

"Living here is extremely convenient to everything. It's easy to get to from the freeway. And it's close enough to Milwaukee to make it convenient for just about anyone."

- **Kathy from Berkshire at Sunset**

"You would be surprised what goes on here! We still have a lot of life in us yet! We tell jokes, we talk about what happened in our lives, we talk about our kids. We share... It's up to you what you want to do with your life. It's no different than being a teenager and having choices. We have choices, too. It depends what you want to do with your life..."

- **Mary from Berkshire at Kensington**



BERKSHIRE COMMUNITIES

BERKSHIRE - GRAFTON

1004 Beech Street, Grafton, WI 53024
(262) 376-9661

BERKSHIRE - GREENDALE

7010 W Grange Avenue, Greendale, WI 53129
(414) 421-4900

BERKSHIRE AT KENSINGTON

1800 Kensington Drive, Waukesha, WI 53188
(262) 548-1449

BERKSHIRE - OCONOMOWOC

210 S Main Street, Oconomowoc, WI 53066
(262) 376-9661

BERKSHIRE - PAW PAW

308 E Michigan Ave, Paw Paw, MI 49079
(269) 655-1520

BERKSHIRE AT SUNSET

S30 W24890 Sunset Drive, Waukesha, WI 53189
(262) 548-0131

BERKSHIRE - WEST ALLIS

1414 S 65th Street, West Allis, WI 53214
(414) 258-2720

Are You Ready For Your Tour?

"I walked in and knew right way this
was where I was meant to be."

- **Bonnie from Berkshire - West Allis**

GENERAL CAPITAL

Developer and Owner

General Capital, winner of the prestigious Charles L. Edson Tax Credit Excellence Award, prides itself on providing affordable luxury to independent seniors. Our high quality apartment communities are developed with this target population in mind. We focus on our residents, offering amenities and services that promote independence, health, happiness and well-being. Being a local developer allows us to use a hands-on, involved approach that nurtures the success of each community. We define success with the many happy residents who have called a Berkshire their home.

GENERAL CAPITAL

KMG Prestige

Management Team

KMG Prestige is a property management firm specializing in the management of multi-family residential housing. Established in 2006, KMG Prestige's expertise includes the management of Market Rate, Affordable, Senior and Mixed Use properties. Morphing from a small startup, KMG Prestige now manages over one billion dollars in assets, consisting of over 23,000 dwelling units spread across a six state area.



BERKSHIRESENIORCOMMUNITIES.COM



