

# Local Business Spotlight Arbor View Senior Living | Golden, CO Patch

Arbor View Senior Living is a Colorado-based retirement community.

## Patch Spotlights, Brand Partner

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*This Patch article is sponsored by Arbor View Senior Living. Local businesses are the heart of our communities. Patch had a chance to talk with Cody Sell, Regional Director of Sales, WellAge Senior Living, of Arbor View Senior Living.*

### Patch: Tell us a bit about your business or organization:

Cody Sell: Arbor View Senior Living is a Colorado-based retirement community offering independent living, assisted living, and respite care services for seniors aged 55+. Conveniently located in a quiet neighborhood situated atop Hackberry Hill, the 13-acre campus offers a serene retirement lifestyle with breathtaking mountain views and is within a short driving distance of Olde Town Arvada's retail shops, restaurants, parks, and performing art venues. Arbor View Senior Living is locally owned and managed by WellAge Senior Living, a respected senior care management company.

### Patch: How long have you been doing business in town?

Cody Sell: Established in 1964, Arbor View Senior Living is celebrating 60 years of service in Arvada this year (2024).

### Patch: What attracted you to the line of work you're in, and how did you get started?

Cody Sell: I started my career in the hospitality industry, working in hotels and I knew at the age of 15 this was the industry for me. I loved helping people in all aspects – from checking guests in and out or helping with their luggage. Making someone's day better by being friendly and helpful made me feel good at the end of the day. I was introduced to senior living when I moved to Colorado. I learned quickly that the senior living industry was very comparable to the hospitality industry, even the assisted living and memory care communities. I started my senior living career in an independent living community, and I fell in love with the industry within six months. I turned my passion into something bigger. I found my purpose is helping and serving seniors. I always said, "It's the small things that go a long way" – in senior living, residents just need to be heard. Empathy and compassion are key in senior living.

### Patch: What's the most common piece of advice you give to customers?

Cody Sell: Don't overwhelm yourself with 5-10 different retirement communities – there are a lot of senior living communities and new ones are being built every year. There is a community for every personality. When the time



is right, figure out what is most important to you or your loved one in their next place to call home and start there. Narrow it down to 2-3 communities and then tour. I can't tell you how many times prospects will get overwhelmed by the number of senior living communities out there and forget why they started the search in the first place. The main reason I say this is because many customers/prospects don't know the difference between independent living, assisted living and memory care. Once they understand that, then they start looking for a community that truly does fit their needs.

**Patch: What's the most satisfying part of your job?**

Cody Sell: I would say helping families and residents find the right place that provides the supportive services and care they need/want. When I was in operations, the best part of my job was connecting and listening to my residents – truly this is the main reason I stayed in senior living for so long. I love connecting and spending time with my residents.

**Patch: How would you say your business or organization distinguishes itself from the others?**

Cody Sell: This is what I love about WellAge Senior Living...we focus on person-centered care. Yes, we have our standards and procedures like every company, but when I say person-centered care, we want to know everything about the residents on a personal level to truly make their stay with us impactful in all aspects...physical, mental and emotional. This company is truly in the business for the right reasons. We want to make sure each person is heard and cared for with dignity and respect.