

# KENDALL GAZETTE

September 7, 2022

## Ask Helen from The Palace



Helen Shaham, Palace Founder

Hi Helen,

*My name is Rebecca. I'm 81 years and recently lost my partner of 55 years. After a lot of self-debate, I decided it's time to move on and look for a new place to call home.*

*Let me start by saying:  
Your Palace looks beautiful!  
However, as you surely know beauty isn't everything.*

*I've visited a great deal of new Senior Living communities in Florida, and was hoping you can spend a minute to share what makes The Palace different from the other Communities, and what benefits does The Palace have that other places don't.*

*Sincerely,  
Rebecca*

Dear Rebecca,

After such a significant loss of losing a partner, life may never be quite the same. But to get better we must push ourselves forward.

When my husband Jacob and I named our community "The Palace," it wasn't meant for the beauty of the building. At that time, we couldn't afford building fancy buildings. We wanted to create a place for every resident to feel like Home, like a Family.

Back in the 80's, Senior Living was not invented yet. There were only "Adult Congregate Living Facilities" (ACLF's). Jacob & I decided to change that. So, since 1980 we have poured our hearts & souls to create what you know today as "The Palace."

As time passed, more senior communities appeared in Florida, but none of them have the family atmosphere of The Palace.

First, my husband Jacob and I are the sole owners of The Palace. That means we don't have any obligations to shareholders or partners who only look at the "bottom line."

We personally take care of every aspect in our communities. I provide my personal cellphone number to every resident & family member. I'm available 24/7 in times of need!

We designed our buildings for comfort, security & enjoyment. All the dining & activity rooms are on the same floor, to create the feeling of a "Family Room." We make sure you'll never be alone.

Every day during our Happy Hour, we have live entertainment with complimentary drinks & appetizers. We also love to celebrate whenever we can! Our parties are known to be the best in town, and families love to come visit and be part of the fun. Our "One Price" includes everything. Our parties & food are also included.

Another interesting aspect is our way of connecting people. For over 10 years, we worked on developing a state-of-the-art application called "Match Maker+". This program allows residents in our communities to find friends with similar professions, interests, education, and even military background.

We have Independent Living, Assisted Living, Memory Care, Nursing & Rehabilitation Centers, a Pharmacy, and a Medicare-certified Home Health, ensuring that if the time comes and you will need the next level of care, you won't have to sacrifice the great quality of life you got used to at The Palace.

In addition, we always research to find the best & newest "inventions" worldwide to improve the lives of our residents. Our team members are handpicked. We only hire qualified people that can grow with our company. That's the reason all of our communities' General Managers were promoted from within.

Furthermore, every year we receive awards for being the best in the industry. They are listed on our website [www.ThePalace.org/Awards.html](http://www.ThePalace.org/Awards.html).

When you join any Palace community, you become part of our family and receive all the support you need & deserve.

Rebecca, I really hope you'll take a leap of faith and come see for yourself what a wonderful experience it is to live in The Palace.

Yours truly,  
Helen Shaham

*Helen Shaham and her husband Jacob have been operating **The Palace Senior Living Communities** since 1980. More information can be found on the company's website, [www.ThePalace.org](http://www.ThePalace.org) or by calling 305-271-2220.*