



ASSISTED LIVING & MEMORY CARE

Like You've Never Seen It Before

OPENING IN JANUARY 2019



Going fast... Reserve Your Apartment Today!

Orchard at Brookhaven understands changes due to aging or illness create vulnerability for both the person needing assistance AND their family.

We guarantee a transparent and trustworthy partnership.

Teach us about your world and we will teach you about ours; together, we'll create a community like no other!

Orchard's 5 Community Cornerstones
are the foundation of our services:

Meaningful Relationship
Personal Preference
Health & Well-Being
Empowering Education
Supportive Affiliations

Spectacular environmental design, including 40,000 sq. ft. of lush landscaping, fountains, walking paths, and gazebo.

PRE-LEASING NOW
404-321-2888

ORCHARDATBROOKHAVEN.COM

1634 Afton Ln NE, Brookhaven, GA 30329
Call for Special Pre-Leasing Opportunities.

A Pioneer of Change

Lewis Howes writes, *"Disruption starts with committing to excellence and taking a stand for your customer." The 21st century is now full of "disruptive" innovative business ideas such as Uber and Airbnb.* These companies model the possibility of creative win/win opportunities for both themselves and their customer.

18 months after Brookhaven City Council approved rezoning and the construction of a 79 unit assisted living and memory care community, co-founder Arkadiy Yakubov's opportunity to disrupt senior living is just weeks away from becoming a reality.

"I have put my heart and soul into this unique community of care. Orchard at Brookhaven will be a truly exquisite environment" shares the young entrepreneur and Brookhaven resident.

Located at 1634 Afton Lane, Orchard's construction is on schedule and prepared to open its doors to the metro Atlanta community at the end of January of 2019. Currently pre-leasing, the community is accepting deposits and offering choice option apartments and founding family discounts.

Residents will enjoy 40,000 square feet of lushly landscaped green space and beautiful designs by award-winning Traci Rhoads Interiors. The real treasure, however, is still to be seen as Orchard at Brookhaven is embarking on a unique model of service Arkadiy calls *Relationally Responsive Care*.

For those who have a loved one in an assisted living or memory care, you are well aware the true value of any community lies not in its surroundings, but in the quality of services and meaningful programming available to residents.

Yakubov, now 38 years old, took the opportunity for himself first in 2011 opening Safe Haven, a small personal care home in Brookhaven at Lenox



"I believe the human spirit is kept alive by celebrating truth, vitality, and individuality."
~Orchard Cofounder, Arkadiy Yakubov

Park. Then in 2015, he ventured his efforts to Tucker, Georgia and founded Orchard Senior Living. It was the perfect stage to continue his firsthand education learning from families.

Arkadiy shared that he found before care can be received comfortably, a relationship must be established. He feels it's the connection with a person that truly matters. Proactive personal responses are essential for his residents and families want quick and timely communication.

"A disruptive process begins with taking the time to truly listen to the customer. Families are not satisfied with the status quo. They are looking for innovative and I intend to provide it."

After attending NYU Arkadiy began a career on Wall Street. Several years later, when his grandmother was diagnosed with dementia, he was inspired to return home to Brookhaven to begin a senior care business with his family.

Choosing a name for the company was very important to Arkadiy as he wanted it to encourage others. Passionate about the nurturing benefit nature provides at any age, he decided on "Orchard" as a symbol of sustenance, strength, and prosperity.

