

As Seen In...

# TRIBUNE Pinecrest

ONE OF MIAMI'S COMMUNITY NEWSPAPERS

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## Ask Helen from The Palace



Helen Shaham, Palace Founder

Dear Helen,

*My name is Beth and I'm 81 years old. I'm happily married for over 50 years. My husband and I live in a very nice house in which we enjoy entertaining our friends and family. We're both very active, we go to the gym every morning, we enjoy going out to restaurants with friends. And I still cook for my entire family on holidays. Overall, I would say, I am in top shape for my age.*

*My best friend, Cheryl, lost her husband a year ago and recently moved to The Palace. She's been begging me to come see the place and although I'm sure it's beautiful from what I saw on your website I can't bring myself to understand why I would give up the comfort of my own home and move to The Palace. What am I missing?*

Sincerely,  
Beth

Dear Beth,

Thank you for writing this letter. Your question is a difficult one, but quite common. Most people who moved to The Palace did so for a variety of reasons. But most had one thing in common. SOMETHING CHANGED.

It's true that some lost a loved one and couldn't bear the loneliness.

Some wanted to move closer to their children & family.

My best friend (who recently moved to The Palace) did so because she had enough of being the manager of the house. Or as she said it: "It's about time I'll have time for myself". She proudly told me that last week was the first time she had her family over for dinner at the Private Dining Room, and she could sit down and enjoy the dinner with them instead of running to the kitchen every few minutes.

Even I wanted to move to The Palace a few years ago! When my husband and I renovated our house and couldn't stay there, we decided to move to The Palace for a while, I enjoyed it so much! It was so convenient! When I needed something delivered, I just called the concierge! If I had a guest coming, I could easily entertain them at the bar downstairs and order food that was made by our chef. When I needed medical assistance, I just went to the Clinic. When I needed dry-cleaning, I just asked the concierge to pick it up and send it to the dry cleaner. And when the grandkids came to visit, they all rushed to get the free ice cream at the bar.

I fell in love with my own Palace, and I didn't want to leave! However, my husband had other plans... he believed the managers at The Palace cannot do their job properly with the owners living in the building, because they might feel the need to give us special attention and that might affect our residents' experience. So, one day, without me knowing, he moved all our belongings back to our newly renovated house. You can imagine my surprise when I walked into our empty apartment at The Palace. Needless to say, I wasn't happy that day.

Another great example is the microwave. When the microwave first came out, I was against it, why do I need it? We have an oven! But when my son came back home from school, and I was working late, I realized how amazing the microwave is! In just a few minutes my son had warm food on his plate, and I didn't feel bad for not being there to cook for him.

Same logic goes with The Palace. You might not know exactly what you need or want until you see it. The Palace is all about QUALITY of LIFE. It's Care-free living. It's like living in a luxurious 5-star hotel, where everything is available for you and done for you if you so wish. And most services are in-house, yes, even doctors & nurses.

Go visit your friend Cheryl and join one of our parties. And who knows, maybe one day you will feel the need to become part of The Palace Family.

Love,  
Helen

*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.*