

# No lag in niche home sales

## Active senior community expands in slow economy

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At Home in Edmond*

With entities such as Forbes and CNN-Money naming Edmond as one of the top places to live in the country, it's not surprising to hear that a local residential housing development is adding inventory.

Edmond has excellent health care, strong schools, robust recreational options, low crime rate and a penchant for attracting young families who wish to call this vibrant community home.

But it isn't a residential development aimed at growing families that needs to add homes due to demand.

Touchmark at Coffee Creek, an active lifestyle retirement community in north Edmond, is currently out of inventory in its Parkview neighborhood. This neighborhood offers private, individual homes that vary in size from 1,600 to more than 2,000 square feet. These homes are one of the many lifestyle options that Touchmark offers its residents, who are attracted to maintenance-free living. Residents have more choices in how they spend their time. And most are pursuing rewarding hobbies and interests rather than pushing a lawn mower.

"I believe that Touchmark offers a unique type of residential living," said Janet Yowell, executive director, Edmond Economic Development Authority. "Since we haven't had this specific product in the market until this project, it goes to show that they are creating a desired environment and doing it with quality."

Quality and hospitality are just two of the factors that drew Cordell, Okla., couple Edwin and Johanna Frantz to Touchmark.

Edwin Frantz was born in Beaver County and has lived on a farm his whole life. He met Johanna at Corn Bible Academy, but they didn't begin dating until she was a senior. Once she graduated, they married, and Edwin moved to Washita County to be with his bride. They've been there for 60 years.

"I'll always have a hard time forgetting that county [Beaver], because it was all flat," he said. "Out here [Washita County], it's all red hills."

Once they married, Edwin operated their large farm while Johanna did "all the cooking, housework, laundry and helped me move from

one field to another," said Edwin.

The couple has a daughter, Jeanette, who became an educator and lives in Bridgeport, Texas, with her husband Ron. Edwin and Johanna have three grandchildren and three great granddaughters.

Farming is all the couple has known, and something they had hoped to pass down to their youngest grandson. They began selling parcels of land, to transfer operations to him. When he decided that running cattle and growing and harvesting wheat and alfalfa were too much, the couple decided that it was time to sell the remaining 160 acres of land, 3,000-square-foot home and assorted barns and outbuildings.



Photo Provided

**The Frantzes are moving from their Cordell farm, a place they have lived 60 years, to Touchmark's Parkview neighborhood. "The people that we've met at Touchmark are really hospitable; just like a big family, and that's really important when you're looking to retire somewhere. In fact, Kelli (Fischer of Touchmark) drove all the way out here to see where we live. That's a huge plus in my book."**

Their daughter and son-in-law had announced that they were going to move to Edmond to retire, so Edwin and Johanna began preparations to move, as well. Their daughter Jeanette did some research online and found Touchmark.

Edwin and Johanna are in the process of building a custom home in Touchmark's

Parkview neighborhood. Parkview homes are ideal for people who are approaching retirement as well as retirees in their 70s and 80s.

Touchmark strives to improve the lives of retirees, not only through quality, affordable housing options but also in its many amenities. Edwin and Johanna won't have to worry about much once they move into their new home. Concierge services, meals, home maintenance, landscaping and other services will be available to them with all the attention to detail that Touchmark has come to be known for.

"How handy would it be to have access to 'room service' when you just don't want to cook or have a concierge secure your complimentary tee time?" asks Jamie Ham, executive director of Touchmark at Coffee Creek.

"Moving to a new home is a big decision, and it's normal for people to compare the status quo to the unknown. It helps, though, for people to think about all they can experience if they make the decision to move."

Johanna said that one thing she's not looking forward to is dealing with the traffic in a metropolitan area. She is, however, bringing a big part of her Cordell life with her to Edmond – her piano and organ. "I started playing when I was a senior in high school," she said. "I really enjoy it."

The Frantzes have chosen a new town and new house. They are impressed with Edmond and are looking forward to living in an individual home rather than an apartment. Both said that everyone they've dealt with at Touchmark has been very hospitable and seems like a big family.

"It will definitely be a big change," Edwin said. "But you work all of your life, and don't you work for retirement? And so here this day is."

Touchmark at Coffee Creek offers a variety of lifestyle options, including the Parkview neighborhood, independent apartment living, assisted living apartments and memory care residences. Located in Edmond at 2801 Shortgrass Road, Touchmark is part of the Coffee Creek 638-acre planned residential development, which includes a golf course, recreational centers and walking and biking trails for Coffee Creek homeowners. For more information, visit [TouchmarkEdmond.com](http://TouchmarkEdmond.com).

— Danielle Walker