

## DENVER 🍷 HEALTHCARE PROFILES

# The Best Is Yet to Be

It looks like a country club, cares like family, and feels like home. Welcome to Balfour Senior Living.

**I**f I'd known what living here would be like, I'd have moved in years ago!"

That's Michael Schonbrun, founder and CEO of Balfour Senior Living, quoting the words of countless residents of Balfour Senior Living, the home he created 20 years ago with Susan Juroe, his wife and business partner. "If I had a nickel for every time I heard it, I'd have a lot of nickels," he laughs.

More like a five-star hotel than a senior living center, Balfour—with five locations in the Denver metro area and one in Ann Arbor, Michigan—is everything a typical senior living center isn't.

The moment you walk in, you're taken by the bright colors, high ceilings, and massive windows. The artwork is original, much of it imported from Paris and London. The interior design team is fresh off designing upscale homes in Aspen and Vail. Hand-painted, imported wallpaper lines the dining rooms, 500-gallon saltwater fish tanks captivate visitors, and the furniture is colorful, luxurious, and nothing but the finest. "There's no Crypton here," Schonbrun states, referring to the durable but bland fabric used in standard



**“**Just because you're a senior doesn't mean you should think you're sitting in God's little waiting room. There are always new things to explore and new friendships to make.”

—Michael Schonbrun, Founder and CEO, Balfour Senior Living

## SOME ACTIVITIES AT BALFOUR:

Art workshops  
Book clubs  
Current events discussion groups  
Scientific and medical lectures  
Cooking seminars  
Musical recitals  
(professional and youth groups)  
Wine tastings  
Yoga classes

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senior homes. "We use the best fabric for everything. We don't mind fire-testing it and then replacing it every five years."

## Forever Young

Schonbrun and Juroe share an important world view with their residents: Just because you're older doesn't mean you've checked out. "Whether you're nine or 90, you're still a human being," says Schonbrun, whose discerning Park Avenue mother provided the initial inspiration for Balfour's first communities. "At every stage of life, we enjoy making new friends and having new experiences. That's what makes us human."

Opportunities for those adventures are plentiful at Balfour. The 200-plus activities per month include options that stimulate creativity, curiosity, and the intellect. Health and wellness are priorities, so their gyms feature modern equipment and personal trainers, and the food includes



organic, farm-to-table, plant-based, and gluten-free options. "We know people like variety, so the menus are eclectic, and we change them often," Schonbrun says. "Our chefs come from culinary schools and the best restaurants. But some people just want their mac and cheese, so we have that too."

## Chauffeurs at Your Service

Residents able to venture out on their own can take advantage of Balfour's concierge car service, which takes and picks up residents anywhere within 10 miles. "A number of our residents still drive and have cars, but if they go out at night for a cocktail, we hope they'll use our drivers," says Schonbrun. "Nighttime, wine, cataracts, and being 85 don't mix well."

Balfour's full continuum of life-stage settings, from independent living through memory care, allows residents to remain there as their needs change—among friends, familiar surroundings, and the staff who knows and loves them.

  
**BALFOUR**  
★ SENIOR LIVING ★

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