



THE PINNACLE

NORTH BETHESDA

Luxury IS DEFINED BY
THE EXPERIENCE IT
CREATES

PLUSH COMFORTS. CUTTING-EDGE INNOVATION.

One look at the multilevel design aesthetic of The Pinnacle sets the imagination ablaze. Penthouse suites featuring floor-to-ceiling glass. Elevated, landscaped terraces and lounge areas. Dining venues and amenities placed for optimum enjoyment. Step outside, and **step into the cultural and experiential enrichment of The Pike District** — North Bethesda's vibrant, walkable mix of amenities, entertainment, recreation, shopping and dining options.

Most amazing of all? The Pinnacle is a senior living community. Once you see it, you'll never think of senior living communities in quite the same way again.

**SOPHISTICATED DESIGN.
LEED CERTIFICATION.**

The entire building and every residence meet the stringent standards for LEED Gold certification by the U.S. Green Building Council, to minimize carbon footprint and maximize resident comfort.



YOUR NEW NEIGHBORHOOD

— *The Pike & Rose District*

Pike & Rose is the premier destination for entertainment, shopping, dining and living well in North Bethesda. Living at The Pinnacle puts it all just steps from your door. Stop by Summer House Santa Monica for California-inspired food and wine. Join friends for cocktails at City Perch. Snuggle into your recliner at the iPic Theater. Pike & Rose is the hottest evening and weekend destination in the area. When you live at The Pinnacle, it's your own personal playground.



WAIT, THERE'S MORE.

You'll have pocket parks and amenities, such as the Pike Central Farm Market, The Kennedy Shriver Aquatic Center, and plentiful shopping opportunities, all within walking distance. You can access the North Bethesda Metro station or the Ride On and Metro Bus systems to get just about anywhere you choose.



INDEPENDENT LIVING

Best residence. Best experience.

Everyone, at any age, wants to enjoy and preserve their independence. Retirees especially want a life of possibility, unencumbered by the demands of homeownership or the limitations of suburbia. The Pinnacle is designed to provide this level of independence, with concierge services, amenities and conveniences that make each day easier and more enjoyable.

YOUR OWN PRIVATE SPACE

Every residence in The Pinnacle will be an unparalleled combination of style, luxury, convenience and comfort for the ultimate in high-end living. Our meticulously designed Independent Living apartment homes feature open concept floor plans with refined finishes, sleek kitchens, soaring ceilings, generous living areas filled with natural light, and spacious bathrooms with walk-in showers.

ADVANTAGES OF INDEPENDENT LIVING

- ◆ One- and two-bedroom floor plans to choose from
- ◆ No large entrance fee required
- ◆ No long-term commitment
- ◆ Upscale dining venues with chef-prepared meals and all-day dining
- ◆ Concierge service
- ◆ Events, recreation, entertainment
- ◆ State-of-the-art fitness and wellness centers
- ◆ Heated pool
- ◆ Continuous learning and enrichment classes
- ◆ Indoor and outdoor activities
- ◆ Community classroom & theatre
- ◆ Group outings



ASSISTED LIVING, *to continue leading the lifestyle you love*

Though The Pinnacle may feel like a high-end resort, there's much more to us than that. Consider the peace of mind you'll have knowing high-quality senior care — tailored services from skilled medical practitioners — is available right here, where you live. A licensed nurse is always on-premises, and personalized wellness programs keep you feeling fit and in top form. What's more, at The Pinnacle, you'll never pay for care services you don't actually use.

If you or your spouse should need help with bathing, showering, dressing, managing medications or other activities of daily living, we will tailor the level of assistance to meet your needs, in the privacy of your own apartment. You'll enjoy all the amenities, dining, entertainment, programming, educational and recreational opportunities, and off-campus outings we offer. The only difference from Independent Living is that when you need a helping hand, our nursing professionals are here for you.





FIRST-RATE MEMORY CARE

for us, it's personal

ADVANCED MEMORY CARE

- ◆ Care designed to preserve dignity, independence and quality of life
- ◆ Increased personal safety and security all day, every day
- ◆ Just the right level of assistance with activities of daily living
- ◆ Tailored care for early-, mid- and late-stage dementia

Anyone living with the challenges of memory impairment, dementia or Alzheimer's disease needs special attention and care that goes beyond just assisted living. The caliber of care you or a loved one receive at The Pinnacle will be the finest you'll find anywhere. Our caregivers take pride in helping create the best experiences possible because we know those living with memory loss, dementia or Alzheimer's deserve nothing less.

DID YOU KNOW? PINNACLE MEMORY CARE IS ALL-INCLUSIVE.

At most communities, the cost of memory care is added above and beyond an entrance fee and base rate. At The Pinnacle, a single monthly lease payment covers housing, services, dining, amenities and programming, as well as whatever level of memory care services are needed. Considering the progressive nature of Alzheimer's disease as an example, you can see how having an all-inclusive rate offers tremendous value and peace of mind.



WHAT IS THE POSITIVE APPROACH?

Teepa Snow is a specialist in education and dementia care, and the founder of the Positive Approach® to Care (PAC). Our teams receive training, using this effective method. PAC skills promote positivity and respect by teaching the why and how of empowering individuals living with dementia to feel calmer, more comfortable and in control. The result is better relationships, happier individuals and more positive outcomes.

SAVORING *the* *everyday* LUXURIES

Spending quality time at home is easy at The Pinnacle because so many high-quality options are available under one roof — casual, specialty and high-end dining venues; on-site fitness center and spa; our Reflections indoor pool and much more. It's a satisfying, sophisticated lifestyle for adults age 62 or better.



SPECIALTY PROGRAMS

include concierge service, continuous learning and enrichment classes, indoor and outdoor activities, group outings and more.



WELLNESS SERVICES

provide learning opportunities; social, educational and recreational activities; off-campus outings and excursions; and access to walking and bike paths.



PURPOSE-BUILT AMENITIES

for leisure and activity, featuring a community classroom and theater, Power-Up fitness center, art studio, game room and other inviting spaces.



COMPLETE BUILDING SECURITY

for resident access, 24/7 concierge services and secured garage parking.



Enjoy chef-inspired scratch cooking — culturally and regionally influenced, served in comfortable, socially inviting venues.



LINDEN

Your choice for fine dining and gourmet selections, featuring a panorama of windows leading out to an inviting garden terrace.

ROCK CREEK
Bistro

An open-concept design bistro with sight lines to our Reflections Pool and Wellness Deck. Perfect for fresh-brewed coffee, juice, smoothies and light fare

Clara's

Enjoy table seating, counter seating as well as a refreshing, elevated outdoor dining terrace with clear views of the distant horizon.

PISTONS
PUB

Choose from a full menu of delicious tavern fare in a comfortable environment for good eating and great conversation.

PINNACLE
CLUB

Join friends and guests for a cocktail to unwind by the fire pit on our spectacular 17th-floor terrace.

The luxury lifestyle YOU'VE ANTICIPATED

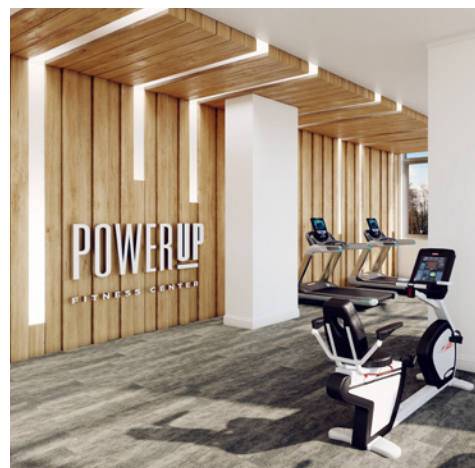
RESET YOUR
RETIREMENT
expectations

**STEP INTO A
PLACE THAT YOU
CAN CALL HOME**

Call **301.276.7700**
to speak with a
sales counselor.

THE PINNACLE IS THE COMPLETE PACKAGE.

After a working lifetime of focused effort and professional sacrifice, it's time to relax a little. You've made it, and your retirement lifestyle can reflect that. Why not live where everything you love is all around you? A thriving social scene; a cultural connection to the nation's best; world-class amenities for dining, shopping, recreation and entertainment. Residency at The Pinnacle puts you at the nexus of it all.



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