



Princeton Windrows Enjoys Growing Occupancy, Reduced Costs and Expanded Services

Independent Lifestyle Community Gains Savings through Green Program

Princeton, NJ: A growing resident population, reduced fees and the addition of new amenities and services have residents and staff at Princeton Windrows enjoying early holiday cheer.

Sales of the independent lifestyle community's villas, townhomes and apartment-style condominiums have risen more than 21 percent in the last two years. Monthly fees have not increased in three years and in 2012 will actually decline by an average of 1.2 percent per household and 5 percent for a second person occupant. A couple living in a one bedroom and den apartment of 1119 square feet will enjoy a decrease of about \$75 per month. Residents are also receiving additional transportation and wellness services, decorating renovations to the community's Windrows Hall and other amenities.

New revenues from expanding occupancy have allowed for decreased fees as fixed costs of operations are spread across more households. The community is also seeing significant returns from its investment into cost effective technology through its Green Initiative program, launched in 2008. A new high efficiency HV/AC system for the 330,000 square foot Windrows Hall is now saving \$100,000 a year. Recycling and energy saving practices throughout the community are also adding to the bottom line. The Princeton Windrows Condominium Association has more than \$2.43 million in reserve funds for maintenance and capital replacements.

"Due to growth in occupancy, significant steps to reduce costs, a solid reserve position and no debt, we are able to reduce fees and add new amenities and services in 2012," says Bruce LaBar, resident trustee, treasurer of the condominium association and a retired auditor and investment analyst.

"According to our auditors we are one of the most financially sound condominium associations in New Jersey. This all makes for a merry holiday season and happy New Year."

Since launching its Green Initiative three years ago the community has reduced energy use in Windrows Hall by approximately 40 percent. The initiative incorporates a wide range of energy efficient, recycling and conservation practices, such as new climate automation software, florescent lighting and an adjusted 24-hour lighting cycle, the purchasing of power through the deregulated energy market, and recycling about 70 percent of the community's waste.

The healthy financial picture has enabled the acquisition of a new Mercedes mini-bus, an expansion of the Pub/Tiger Terrace Café, extra wellness center hours, extended lifeguard hours, the hiring of a new pastry chef for the culinary department, the hiring of a new programs and activities director, new art classes and a new flat screen TV and sound system for the fitness center.

“Control of operating costs, continuous improvement of operating practices and the expansion of our energy efficiency programs are all ongoing goals of management,” says Dr. Ruth Getter, chair of the community’s finance committee and retired chief economist and senior vice president of TD Bank. “We’re pleased with the current results and hope for an even better 2012.”

For more information about this release and to interview staff and residents at Princeton Windrows, contact Scott McCaskey at Goldman & Associates at 757-625-2518 or at: scott@goldmanandassociates.com.

Princeton Windrows is an independent lifestyle community located at 2000 Windrow Drive in Princeton, New Jersey, about four miles from downtown Princeton and the Princeton University campus. The upscale community features distinctive villas, town homes and apartment-style condominiums on a 35-acre landscape. Four restaurant-style venues offer casual, formal and private dining, along with elegant common interiors, library, indoor pool, salon, spa, a host of other amenities, and a strong wellness and health program. Prices start at about \$200,000. The community is managed by Princeton-based Retiring By Design. Visit www.princetonwindrows.com or contact Mary Ann Bond at 800-708-7007 for more information.

###