



# PRESS RELEASE

1602 HUNTINGDON PIKE • MEADOWBROOK, PA 19006  
215-938-3226 • 215-938-3232 FAX

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**Contact:** Grace Roche  
(215) 938-3227  
[groche@holyredeemer.com](mailto:groche@holyredeemer.com)

## **Downsizing Northeast Philadelphia couple takes a chance in a weak housing market**

(PHILADELPHIA, PA) – The flagging economy and housing market may have scared some from selling their homes, but Dave and Carole Muroff took a chance and sold theirs – in just one day. The downsizing couple packed their bags and moved just minutes away to The Villages at Pine Valley, a 55-plus active adult community in Northeast Philadelphia.

“We never imagined that the first people to see our home would place a bid,” says Carole Muroff. “But before we knew it, we were signing the papers. We’ve lived there almost 42 years but since we are both retired, we wanted the freedom to enjoy life without maintaining a full-size home. Living at The Villages at Pine Valley allows us to live in the same location. And the community offered a 10-year real estate tax abatement, which really helps in this economy.”

Says Terry Blau, sales manager for The Villages at Pine Valley: “These tax abatements make our homes both elegant and affordable for active adults. We’ve set out to create a community that offers maintenance-free living with a suburban feel right in Philadelphia. Our residents have the freedom and time to enjoy their upscale homes, the wooded walking trails of Pennypack Park, activities in our Clubhouse, and the shopping and dining within the city a short drive away.”

The Villages are currently expanding the community to include the Pine Views Condominium Homes, which offer five light and airy one-and-two bedroom floor plans ranging from approximately 800 to 1,400 square feet. Each home is equipped with spacious walk-in closets, balconies, sophisticated appointments, stainless steel appliances and most have fireplaces. A wide array of upgrades is also available. More than half of the condos have already been sold. The Muroffs have signed a contract to move into the condos and are currently staying in The Villages’ apartments for the time being.

Says Heather Long, the Pine Views’ senior designer from GS Architects, LLC: “The condos offer a spacious, open floor style with a minimum of nine-foot ceilings and ample

room for large furniture; an outdoor balcony and large, double-hung insulating windows for heat efficiency and an abundance of natural light and gorgeous views of the community. Options for upgrade include hardwood floors, granite countertops, crown molding and several lighting packages. These condos are designed for elegant simplicity, comfort and space.”

The Villages at Pine Valley is a joint development of The Bock Development Group and Holy Redeemer Health System. The Villages completed its townhouses four years ago and the apartments two years ago. Just recently, the Villages opened the Clubhouse, the social hub of the community that features a heated swimming pool, fitness center, library, creative arts studio, club room, café, and an 1,800-square-foot great room designed for recreational events and social gatherings.

Additionally, residents enjoy a wide range of organized activities at the Clubhouse throughout the year. These include game nights where residents can play Poker and Mah-Jongg as well as participate in a Nintendo Wii Bowling League. The Clubhouse also features an art program and fitness classes such as water exercises, aerobics, line dancing, and Tai Chi, as well as entertainment activities such as movie nights, and social events once a month to meet your neighbors.

“We enjoy the activities at the Clubhouse,” says Muroff. “Dave and I exercise in the fitness center every morning, and we recently learned how to bowl using the Wii. We’ve also made many new friends, and together, we participate in the classes and the events. It certainly beats working in the yard and maintaining a large house. We’re finally enjoying ourselves.”

For more information about The Villages at Pine Valley or to arrange a personal tour, call Holly Ballay or Steve Godfrey at 1-866-870-8601.

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