

Personalization Meets Maintenance Free Living At Athertyn at Haverford Reserve - THIS MONTH'S "DISTINCTIVE COMMUNITY SPOTLIGHT"



Luxurious Master Bath

Brothers, Todd & Don Pohlig, partners of The Pohlig Organization, have gained an impressive reputation over the 30 plus years they have been having daily breakfast together and building, generally along the Main Line area. The Pohlig team has achieved widespread respect for consistency in producing distinctive custom homes & residential communities. Regionally (and nationally), Pohlig is considered among the preeminent builders among top-tier, million+ customized home builders. They recently expanded their repertoire and developed the Main Line's first Lifestyle Community, Athertyn at Haverford Reserve.

Scaled back without relinquishing the luxury associated with the Pohlig brand, Athertyn's 55+ Community incorporates the craftsmanship, finishes, meticulous attention to detail and style within a quality living environment. The Pohlig's refer to their process as "personalization." The concept of maintenance free living and comprehensive amenities is the appealing feature to the "go to's". (An extensive preliminary research survey by the company pointed out that "boomers" while looking for a simplified lifestyle and a host of other things as they moved from larger homes and estates, wanted to stay close to their church, family, and the continuity of shopping, dining, etc.)

Athertyn is nestled in what may be considered "trophy" property in the heart of the Main Line at 7700 Parkview Drive in Haverford, off of Darby Road, near to the Haverford Train Station. It is the centerpiece of a 209-acre residential and preservation development. Of the total 209 acres, most will be dedicated by Haverford Township to preserved parkland, providing a year-round scenic panorama to Athertyn home-owners. A total of 198 units will be built, within 6 adjacent buildings. Nine floorplans provide ample choice of style, size and layout.

A private residents' clubhouse is central to Athertyn's design, with a fitness center, executive style library and conference room, game room with bar and billiards, and great room. Outside residents enjoy tennis court, putting green, pool with spa formal gardens, community flower and vegetable gardens and access to five miles of nature trails.

Great attention has been given to environmental sensitivity. Within a classic Main Line architectural design, a number of Green initiatives have been included, optimizing energy efficiency while reducing utility bills.

Two fully decorated models are on display at the Athertyn Sales & Design Center, open daily from 11 am to 5 pm, or by appointment. Athertyn may be reached at 610-525-5110 or www.athertyn.com



CAROLE FELTON

Carole Felton, MBA, SRES, is President of Carole Felton Communications, now celebrating its 24th year as a boutique, multi-award winning marketing and public relations firm offering strategic marketing and demographic-based public relations and management consulting. The firm offers a wide-range of services, including writing, developing Internet/social media marketing and public relations complementing brand development, meeting planning and events, project development and implementation, and more. Clients and projects range in diversity (medical, legal, real estate and other professional services) and magnitude from start-up companies to multi-million dollar residential and commercial ventures. Regionally and nationally recognized specialties include real estate public relations, as well as product and program launches/expansions targeting the 55 + demographic. The firm based in Bala Cynwyd, PA may be reached at 610-664-4987 or cafelton@verizon.net for consultation.