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# In Sanford, a Green Retrofit and Total Rehab Bring Joy to Senior Residents

Serenity Towers is a brand new name for a 40-year old building that just regained useful life after a major transformation.



In its former life, it was called Bram Towers and had high vacancy rates due to faulty elevators, unreliable air conditioning and general poor condition that had its senior residents less than serene. Owned by a nonprofit with no capital resources, repairs were slow and infrequent. Due to the situation, HUD strongly encouraged the owner to sell the property.

Elevation Financial Group acquired it in February of 2011 and within a month started substantial renovations that included new elevators, chillers, flooring, fire sprinkler systems, common area furniture, landscaping, new roof, all 526 of the property's windows, and new kitchen and bathroom cabinetry and granite countertops in every one of its 158 units. Serenity Towers is now operating at full capacity and has a new agreement with HUD to provide affordable housing for seniors of low income.

Sanford Mayor Jeff Triplett and the Sanford city commissioners attended the dedication ceremony on April 26, 2012, along with former Orange County Chairwoman Linda Chapin and other local dignitaries. Chris King and Michael King, president and vice president of Elevation Financial Group, noted the special care dedicated to this property in honor of their parents, who lived in Sanford. The King brothers presented the Florida HUD team, Buz Ausley, Orlando Field Office Director, and Nikki Sptizer and Bob Osterman from the Jacksonville Multifamily Hub, a plaque that cited HUD's "innovation, tenacity and commitment" as a partner to transform troubled

properties.