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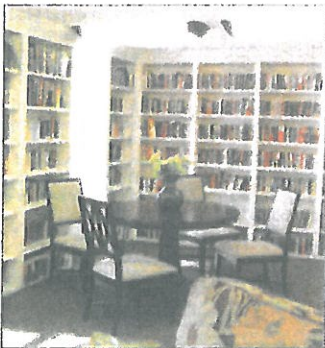
## A NEW AGE OF ELEGANCE



Photo contributed

Serenity Towers at 519 E. 1st Street has been completely renovated over the course of a year.

## Serenity Towers celebrates completion of renovation



Herald photo by Rachel Delinski  
Downstairs residents can relax in the Celery Soup Library (above) at Serenity Towers.

By Rachel Delinski  
Herald Editor

After more than one year of work and a \$1.5 million investment, Elevation Financial Group has turned Serenity Towers on the St. Johns into a place seniors are proud to call home.

Built in 1972, the building, formerly known as Bram Towers, was in dire need of restoration and upgrades in order to keep its residents living there. The 158-unit complex, which houses senior, 55 and older, needed new elevators, windows and countless other upgrades.

In April 2011 Elevation Financial Vice-President Michael King and President Chris King, who are also brothers, took over the property with a vision to revitalize the

See TOWERS, Page 3

## TOWERS

Continued from Page 1

building – no matter how much work it took.

All while residents continued to live in the building, Elevation Financial Group installed new elevators, chillers, landscaping, flooring, furniture, fire systems, cabinetry, and countertops. Additionally, the group installed 526 new windows in the building.

And although the brothers have five similar properties – one in Memphis and four in Florida – this building was a special project for them.

"This renovation is different for us because of where it's located," said Michael King. "The City of Sanford has played an instrumental part in our lives."

The King's grandfather was one of the first doctors to practice in Sanford and lived only blocks away from where Serenity Towers stands today. As Michael King explained, many of the residents of the towers were treated at one time or another by his grandfather.

His mother also grew up in the community, and decided to take an active role in designing the look of the building during the renovations. What once was a drab, dirtied

building has now transformed to a bright and colorful atmosphere with tasteful furnishings and décor.

Serenity Towers resident Kathy Wells said, "We claim we live in a 5-star resort – and we enjoy every minute of it."

At the "resort" residents can get their hair styled at Renee's Salon downstairs, or grab a book from the Celery Soup Library. As they walk in, residents are also privy to a collection of Highwaymen paintings displayed in the entrance hallway.

Even though the renovations have only been complete for a short while, Elevation Financial Group has already been recognized for their efforts by the Sanford Historic Trust.

During Monday's commission meeting the King brothers were presented with the Community Investment Award by the Trust.

Trust member Mike Yebba said, "This is the answer to needed economical housing with style."

With 100 percent of the units filled, its style is certainly attracting many potential residents and increasing the waiting list to get in. The King brothers attribute much of the building's success to strong partnerships and great employees.

Chris King said, "At this moment in Sanford's history we think that's an important thing to affirm – that good things can happen when good people work together."



Herald photo by Rachel Delinski

The interior of Serenity Towers on the St. Johns boasts new furniture, carpet, paint and decor. Elevation Financial Group invested \$1.5 million into the property at 519 E. 1st Street to complete renovations and upgrades in the 40-year-old building.