

Northwesterly Assisted Living Community under new ownership

By Danielle Toth

LAKEWOOD

Thirty-four-year-old Bradley Dubin's Michigan-based family has owned and operated senior living communities longer than he's been alive.

When the third generation of the family became involved in the business about three years ago, Dubin and his cousins, Scott and Tony Kantor, noticed a shift in the industry that focused more on assisted living, independent living and Alzheimer's and dementia care. The

notice was partly due to their involvement in the industry, but also due to the challenge of finding an assisted living facility for their grandmother, 89-year-old Ruth Tischler.

Dubin and the Kantors quit their jobs, forming Kandu Capital and its operating company, Bloomfield Senior Living, to focus on the changing industry.

"My cousins and I created Bloomfield Senior Living to focus exclusively on independent living, assisted living and Alzheimer's and dementia care," New York-based Dubin said. "We believe this is the future of senior living, and a more

modern, less expensive approach to health care."

The trio bought Northwesterly Assisted Living Community in Lakewood as one of its first acquisitions earlier in the year. Bloomfield purchased Northwesterly, along with two properties in Indiana and two in South Carolina, from senior housing company Sunwest Management Inc., which went bankrupt last year. Dubin said the company focused on the Midwest because of its roots and the Southeast because of demographics.

"In light of the uncertainties faced by the staff and residents of the Northwesterly over the last two years during the Sunwest bankruptcy, we have been called a savior," Dubin said. "We have not only now provided certainty, but we have a vastly different operating style from the prior large corporate owners. We are very hands-on and believe that long-standing professional relationships, reputation, resident satisfaction, high standards of care and revolutionized health care programs are top priorities.

"We sort of came in with guns blazing at the beginning of the year. We've started a \$1 million remodel of the property that will be completed within 90 days."

The remodel includes replacing "everything but the chandeliers," Dubin joked.

Bloomfield is renovating small clusters of the Northwesterly's rooms at a time to avoid disturbing residents, beginning with empty rooms. As the rooms are complete, residents can move to the renovated rooms so the renovation can continue to progress. The company is also repainting and reflooring the dining room, creating a pub/ice cream parlor, installing flat-screen TVs and upgrading services and activities.



Brothers Scott and Tony Kantor and cousin Bradley Dubin, right, with their grandmother, Ruth Tischler. (Photo courtesy of Bradley Dubin)

Dubin says his company takes a modern, lifestyle approach to senior living, promoting independence. Northwesterly provides three meals, transportation, housekeeping, laundry services and emergency response systems. It can also provide additional care for incontinence needs or help with grooming and hygiene, Dubin said.

"Given we have no partners or investors and are not required to make short-term returns, we believe in re-investing back into the property with a philosophy of holding and managing our properties for generations," Dubin said. "Our philosophy is that we like to operate with no debt so residents, their families and the staff feel comfortable that we'll be around now and 30 years from now."

Bloomfield paid cash for the three properties in Ohio and South Carolina. In Indiana, the company financed the company conservatively, he said. The five acquisitions total 306 total units for \$10.75 million.

For more information on Northwesterly Assisted Living Community, call (216) 539-2451 or visit www.northwesterly.com.