

## **RSA's Planned Communities Receive Seal of Approval from American Association of Retirement Communities**

by Mark Fagan

RSA's National Village at Grand National in Auburn/Opelika, Alabama on the RTJ Golf Trail and the Colony at The Grand Hotel in Fairhope, Alabama have met the requirements for "best in class" recognition from the American Association of Retirement Communities (AARC). AARC is a not-for-profit professional association established in 1994 to support the efforts of states and municipalities, as well as community developers and for-profit businesses, who market to retirees. National Village and Colony at The Grand will be recognized at the AARC 2018 Annual Conference in November at Daytona Beach, Florida.

The AARC's Seal of Approval (SOA) program recognizes communities who have made a commitment, both in hard amenity offerings and soft programs, to provide a high-quality lifestyle for retirees. The endorsement of the AARC has increased the stature of and attraction of the communities in the SOA Program. The AARC is in the process of adding more consumer-focused marketing programs to further benefit the Seal of Approval communities.

National Village is a 700-acre resort community with 54-holes of world-class golf and a complete aquatics/tennis/fitness center. It includes upscale homes and cottages and is divided into seven villages. There are parks, 300 acres of green space, ten miles of walking trails, a 600-acre fishing lake, and a full-service Marriott Hotel and Conference Center. Colony at the Grand is part of a 734-acre development which also includes The Grand Hotel with 405 guest rooms, a conference center, six restaurants and a spa and THE Lakewood Club with two 18-hole golf courses, an aquatics/tennis/fitness complex and a restaurant. The Colony is the residential component with single-family homes and condominiums. Visit [www.nationalvillage.com](http://www.nationalvillage.com) and [www.colonyatthegrand.com](http://www.colonyatthegrand.com) for information on locating to these two fine communities.

Master-Planned Developments in the AARC's Seal of Approval program include Tennessee with two, North Carolina with two, Virginia with one, Arkansas with one, and Georgia with one. Now, Alabama has two. Visit [www.the-aarc.org](http://www.the-aarc.org) for information on the developments in the SOA Program. AARC's soon coming consumer site will have detailed descriptions, photos, video, web address, and contact information for each development in the SOA Program.

