

Retirement living provider powering ahead of field



FOUNDERS: Aura Holdings co-directors Mark Taylor and Tim Russell. Photo: Contributed

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A SMALL retirement living provider is celebrating the success of several projects which have helped to establish its position among major players in the industry.

By offering retirement communities with a genuine commitment to putting residents first, Aura Holdings is finding favour in an often “troubled” market.

Founded in 2016, the company is developing and managing six communities on the Sunshine Coast, Brisbane, Gold Coast and Toowoomba, with another five in planning stages.

Aura Holdings anticipates this will result in more than 800 apartments in the pipeline.

One of the founders Mark Taylor said every development was unique and designed for residents’ needs.

“It’s an exciting time at Aura Holdings with so much happening,” he said.

“Our way of doing things is really appealing to retirees looking for an independent, safe and supportive lifestyle.

“Our business is focused on our residents, we will always put them first. We think of ourselves as the anti-corporate because our approach is influenced foremost on people, just the way it should be.

“We’re open and honest with our residents — our doors are always open. I think our policy ensures that we will always stand out from our opposition.”

Among multiple other constructions, Aura Holdings opened The Avenue at Maroochydore in July and this month began construction on the second and final stage on the corner of Wright St and Anzac Ave.

Interest is already high with 20 per cent of this second stage sold.

Founder Tim Russell said there were many benefits of downsizing from a large family home with its overwhelming maintenance, to a supportive and independent retirement living community.

“Studies have shown that people who move into retirement living will stay independent for an average five years long than those who remain in a private property,” he said.

“Our services take care of all ongoing maintenance and our care partners can provide any support that might be needed to keep our residents living the independent life they crave in a connected community.

“Our residents share our aim of keeping them out of nursing homes. I don’t know anyone who desires to end up in one of these facilities with the loss of their precious independence.

“We can help organise the support our residents need to stay in their apartments for as long as possible.”

aura holdings

maroochydore

retirement village

sunshine coast

