

upshift

Isaac Senior Living
Overland Park, KS

We bring UpShift's
lifestyle branding to
active adult living

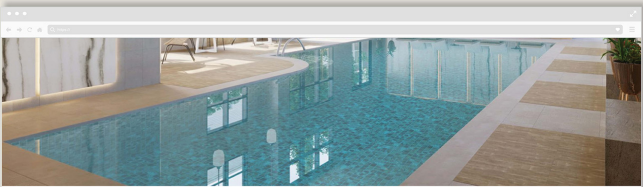
OBJECTIVE

Price Brothers aimed to set a new standard for senior living with a brand and marketing approach that matched the luxury of high-end apartments for young professionals.

SOLUTION

We found inspiration for this exceptional living experience from the founder of Price Brothers, Isaac Price. The bespoke brand identity, website, and marketing collateral fit the expectations of today's seniors who seek an upscale, active, and refined retirement. Our efforts led to a substantial interest list while the developer was still just moving dirt around—and also contributed to large pre-sales.

THE ISAAC



ABUNDANT AMENITIES

YOUR TIME,
YOUR WAY

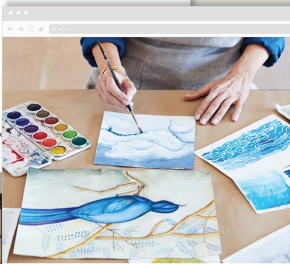
Mornings Filled with Motivation

Start your day with an invigorating workout, or some mindful meditation to center the magic of new beginnings.



FITNESS & YOGA

Stay fit and healthy with state-of-the-art cardio and strength training fitness center and yoga. Regular yoga, water aerobics and work-out classes keep you active and in shape.

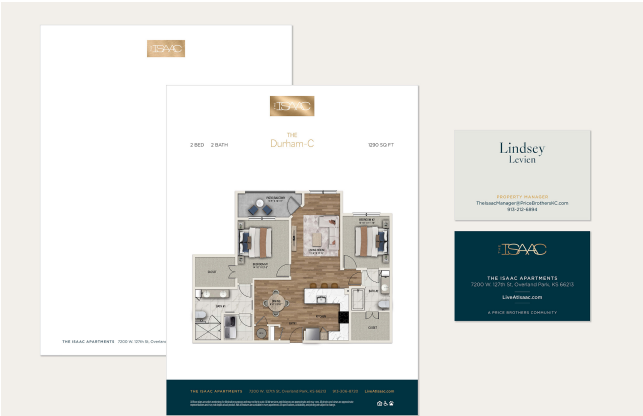


CREATIVE CLASSES

Hobby classes such as painting, crafts, holiday art, and more.

SOCIAL EVENTS

Weekly social events: cards, games, live music, cooking classes, happy hours, mixology classes, wine/beer tastings, holiday celebrations, watch parties for sporting events, and dance instruction classes.



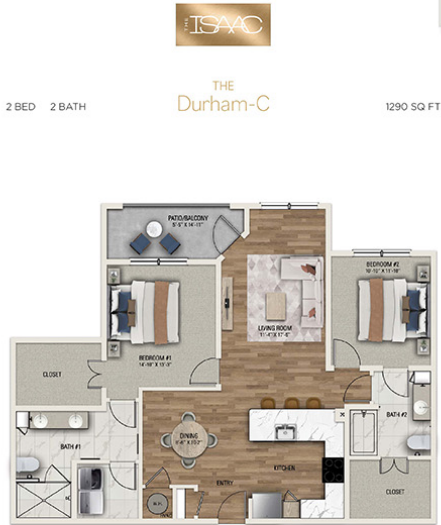
Isaac Senior Living
Overland Park, KS

Overview

THE ISAAC

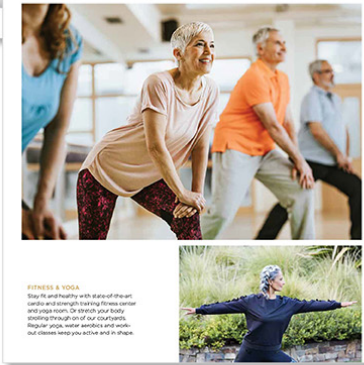
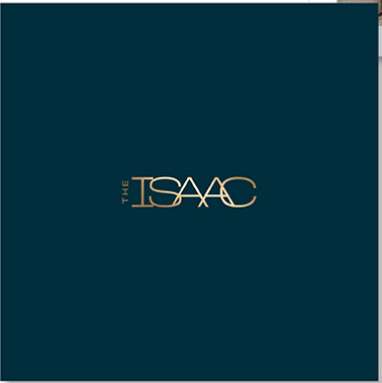
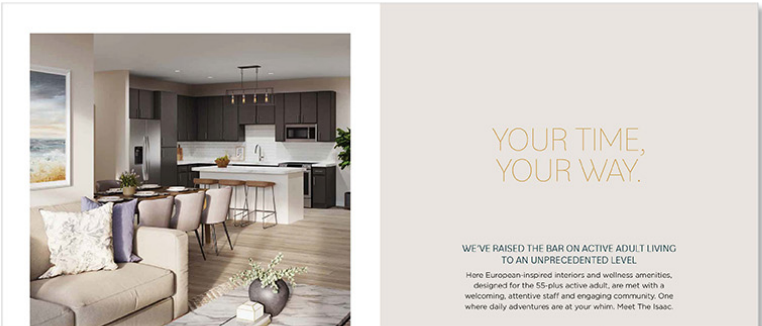
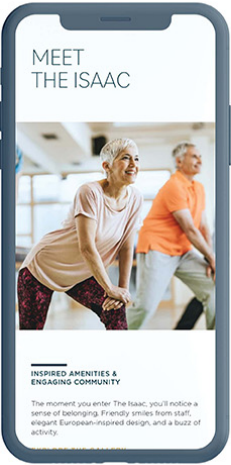
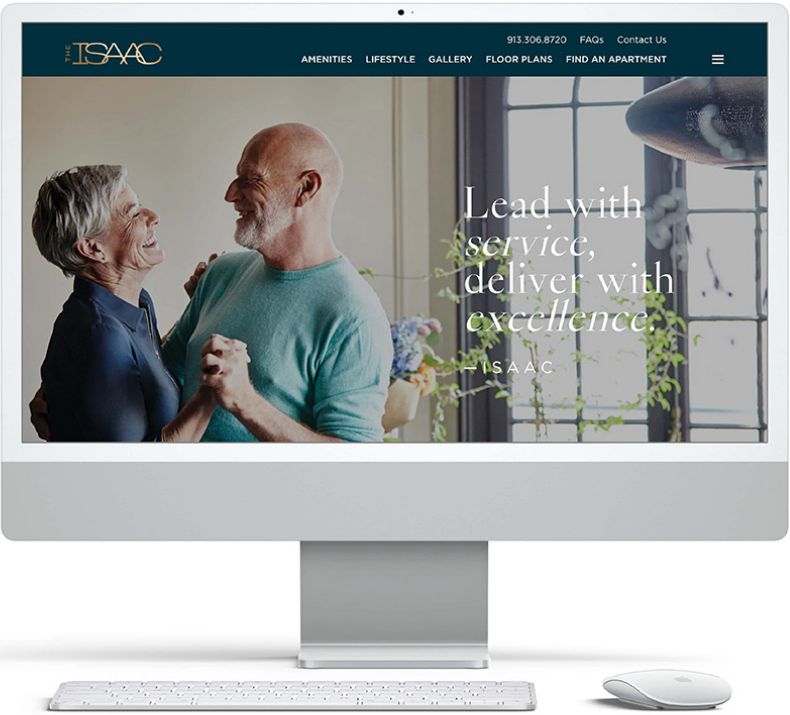
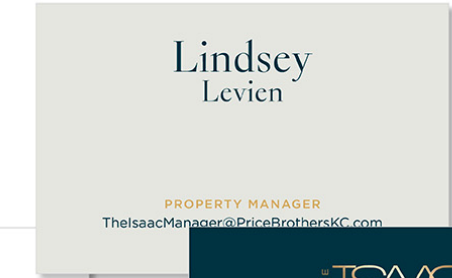
Lindsey
Levien

PROPERTY MANAGER
TheIsaacManager@PriceBrothersKC.com



THE ISAAC APARTMENTS 7200 W. 127th St. Overland Park, KS 66213 913-306-8720 LiveAtIsaac.com

All floor plans are subject to change without notice. Measurements and dimensions are approximate and may vary by unit. Actual layouts are subject to change. See us for more information.



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Isaac Senior Living
Overland Park, KS

Logo & Brand Identity

THE ISAAC

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Isaac Senior Living
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Brand Pattern



BRAND PATTERN

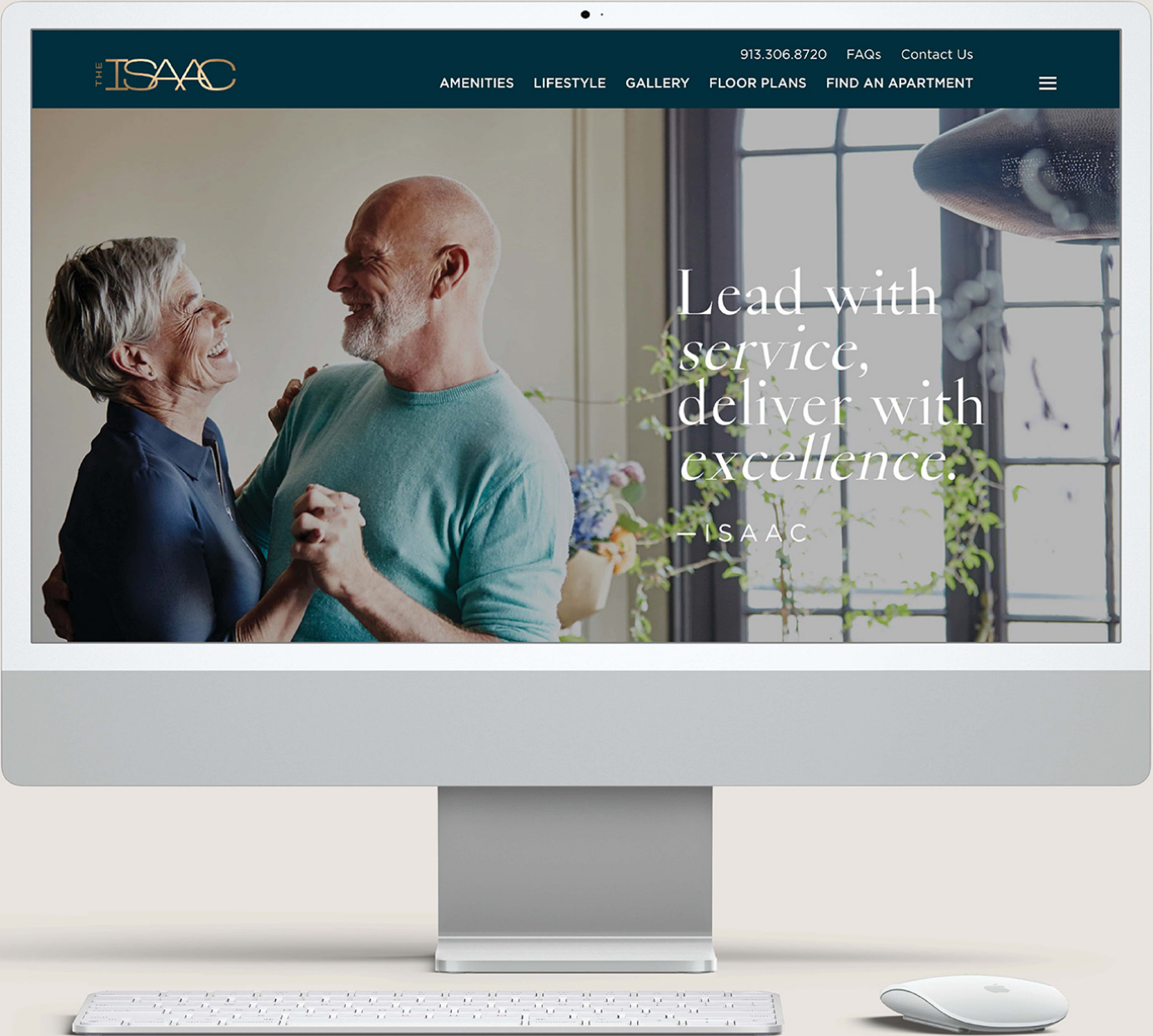


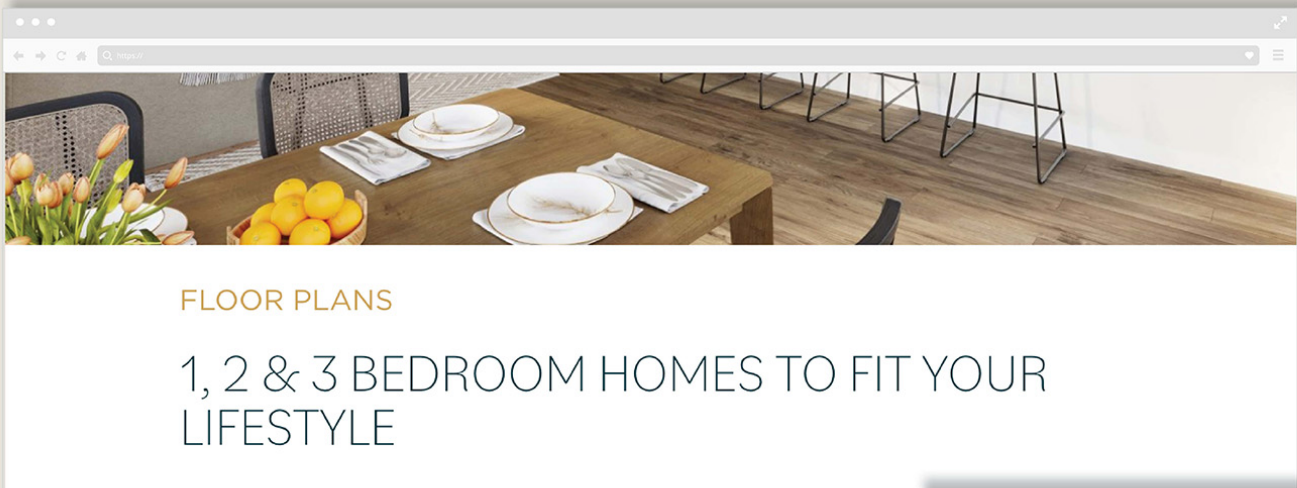
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Isaac Senior Living

Overland Park, KS

Custom Website Design





The Fitzpatrick - A



1 Bed | 1 Bath | 873 sf
10 Apartments Available
Available 11/28/2023
Starting at \$1,962

PLAN & AVAILABILITY

The Fitzpatrick - B



1 Bed | 1 Bath | 885 sf
4 Apartments Available
Available 01/29/2024
Starting at \$1,962

PLAN & AVAILABILITY

The Basie - A



The Edwin - C



FLOOR PLANS

1, 2 & 3 BEDROOM HOMES TO FIT YOUR LIFESTYLE

By Plans

By Apartments

By Floor

Move-ins starting September 12, 2023

BEDS

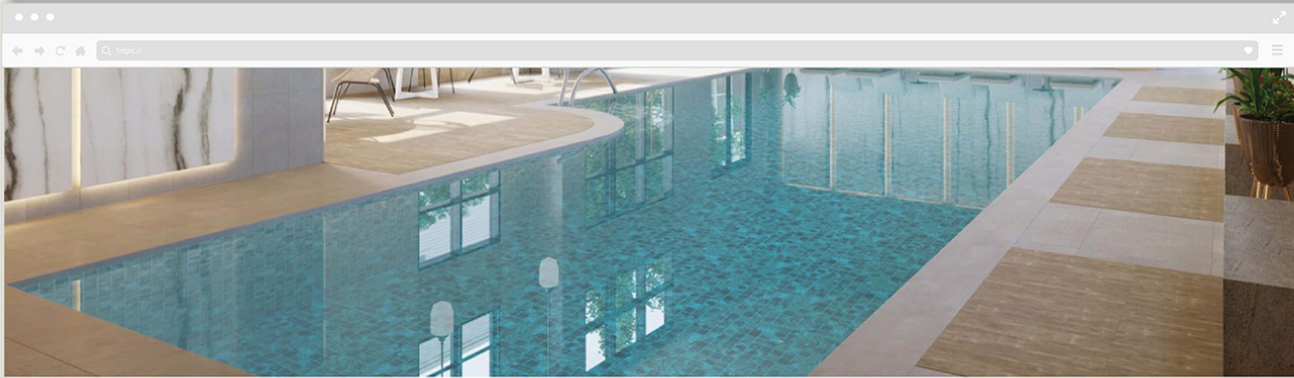
BATHS

MOVE-IN DATE

MAX PRICE

Q Apartment #

APT#	PLAN	BEDS	BATHS	SIZE	STARTING AT	AVAILABLE		
1477	THE FITZPATRICK - A	1 Bed	1 Bath	873 sf	\$1,962	01/29/2024	INQUIRE	LEASE
1527	THE FITZPATRICK - A	1 Bed	1 Bath	873 sf	\$1,962	11/28/2023	INQUIRE	LEASE
1427	THE FITZPATRICK - A	1 Bed	1 Bath	873 sf	\$1,962	11/28/2023	INQUIRE	LEASE
1554	THE FITZPATRICK - B	1 Bed	1 Bath	885 sf	\$1,962	01/29/2024	INQUIRE	LEASE
1454	THE FITZPATRICK - B	1 Bed	1 Bath	885 sf	\$1,962	01/29/2024	INQUIRE	LEASE



ABUNDANT AMENITIES

YOUR TIME,
YOUR WAY

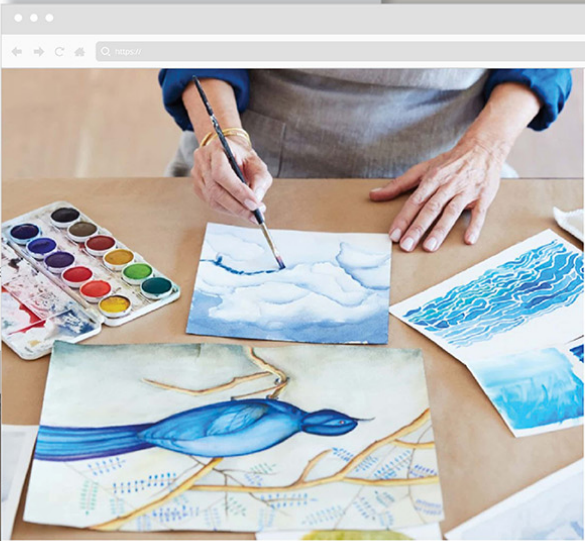
Mornings Filled with Motivation

Start your day with an invigorating workout, or some mindful meditation to center your thoughts and embrace the magic of new beginnings.



FITNESS & YOGA

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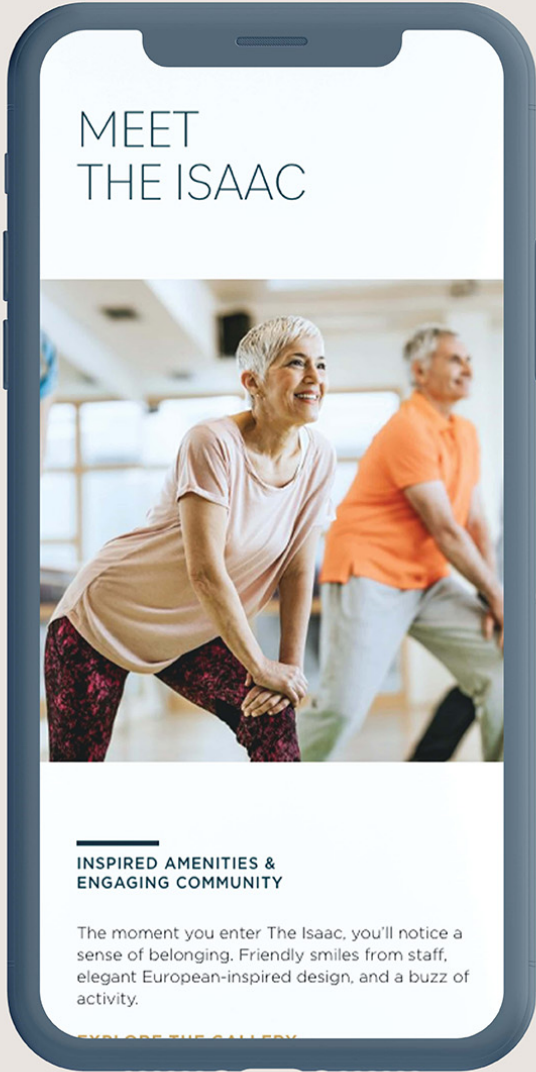
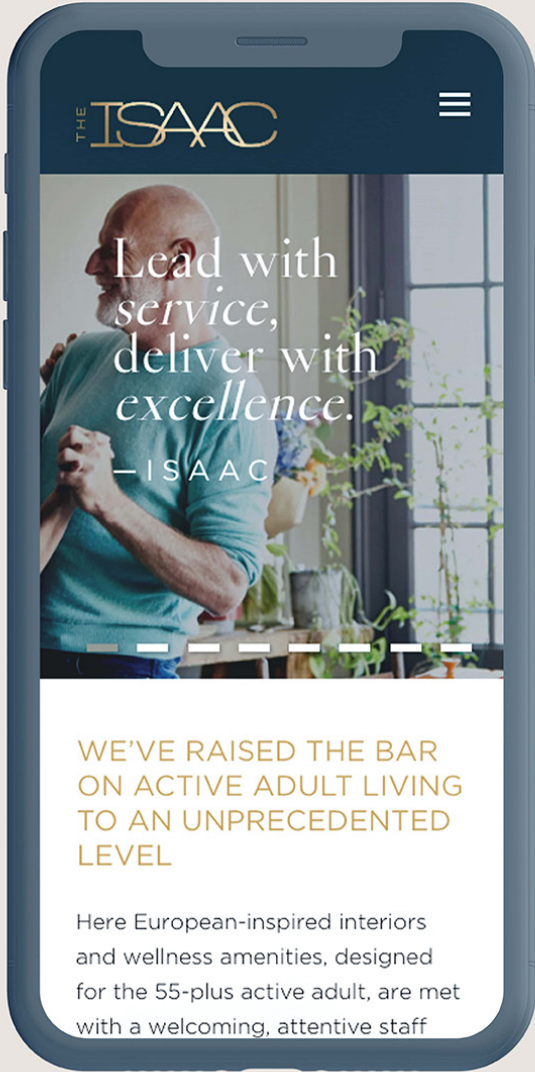
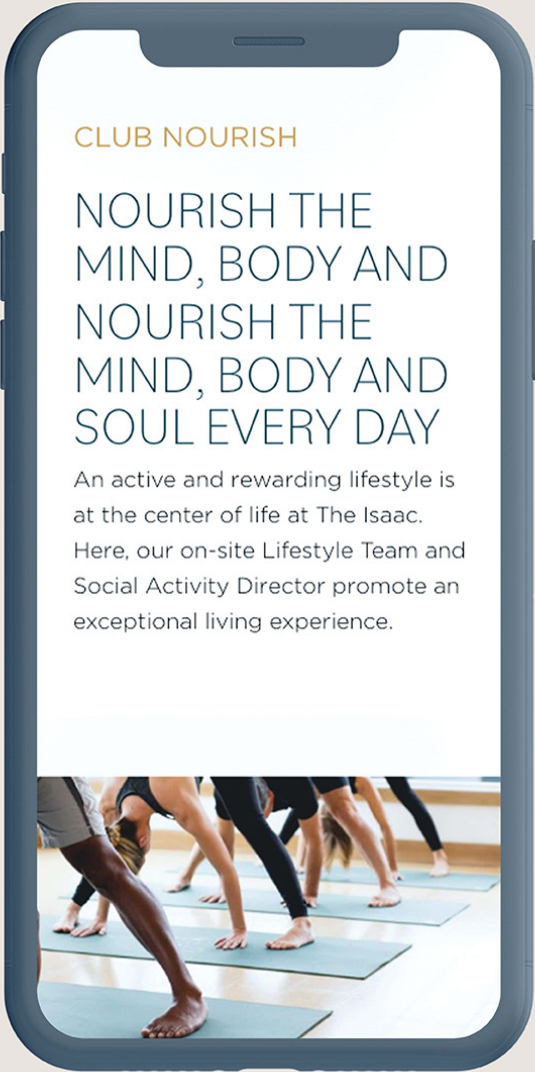
CREATIVE CLASSES

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SOCIAL EVENTS

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Brochure Cover







INDOOR RESORT-INSPIRED POOL
Swim all year long in the heated indoor pool. Luxurious finishes provide a sanctuary that is the envy of many hotels. *(previous page)*



BLISS DAY SPA
Keep up appearances, pamper yourself, and be well with a fully equipped spa, complete with massage tables, hair salon, manicure and pedicure stations.



Days Focused on You

Treat yourself—daily. Isaac's focus on wellness provides areas for pampering and for staying active. Active body, healthy mind, happy heart.

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Rack Card



Isaac Senior Living
Overland Park, KS

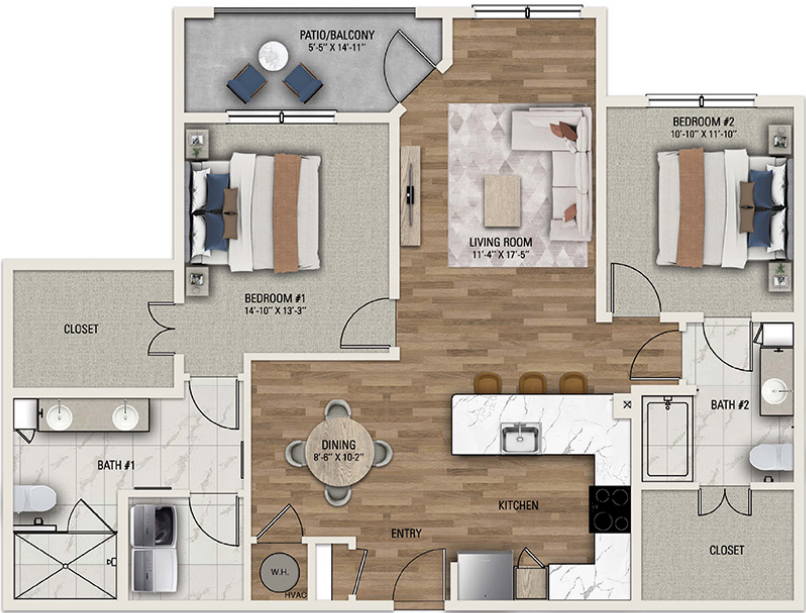
Stationery Kit & Floor Plan
Sheets



2 BED 2 BATH

THE
Durham-C

1290 SQ FT



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All floor plans are artist's renderings for illustrative purposes and may not be to scale. All dimensions and distances are approximate and may vary. All photos and views are approximate representations and may not depict actual product. Not all features are available in every apartment. All specifications, availability, and pricing are subject to change.



Lindsey
Levien

PROPERTY MANAGER
ThelsaacManager@PriceBrothersKC.com
913-212-6894



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LiveAtIsaac.com

A PRICE BROTHERS COMMUNITY



ABUNDANT AMENITIES

YOUR TIME, YOUR WAY

COMMUNITY HIGHLIGHTS

- Highly social lifestyle
- Luscious landscaped outdoor pool & sundeck
- Indoor resort-inspired heated pool & spa
- 3 active outdoor courtyards
- Zen garden
- Outdoor kitchens with BBQ grills
- Putting green
- Hobby room
- Storage lockers available on each floor*
- The Isaac Gathering Room: Community room with coffee lounge, dining and lounge seating for socializing, card playing, and resident events
- Charlie's Lounge: Pub with on-tap selections, music lounge and library
- Rentable private dining area with catering kitchen
- Wag Royalty Pet Spa

APARTMENT FEATURES

- Stunning gourmet kitchens with quartz and granite countertops
- Contemporary designer fixtures and hardware
- Custom cabinetry
- Energy efficient stainless-steel GE appliance package
- Pantry closets
- Designer tile backsplash in kitchen
- Large kitchen prep island†
- Elegant bathrooms with walk-in tiled glass showers, soaking tubs, and dual vanities†
- Inspired luxury vinyl plank flooring in the living areas and kitchen
- Plush carpet in bedrooms and closets
- Private spacious balcony
- Full-size in-home washer/dryer, some with laundry rooms

SIGNATURE SERVICES

- Maintenance Free Living serviced by the Price Brothers professional maintenance team
- Concierge services to cater to personalized resident needs
- Social Activity Director
- Club Nourish Engaging social calendar filled with diverse weekly activities
- Party planning & catering recommendations*
- Package room with lockers
- On-site Micro Market
- Connectivity Community Wireless: connect to your home WiFi throughout the entire community
- 2 hospitality guest suites
- Pet grooming & walking*

- Dog park
- Fitness Center: Large fitness area with full cardio and strength training facility
- Yoga Studio
- Bliss Day Spa: Hair salon, manicure and pedicure stations, massage therapy room
- Access-controlled garage parking and community entrance*
- Electric car charging stations*

- Built in desk†
- Wet bar with wine fridge†
- Modern window solar shade coverings
- Large oversized closets
- Spacious linen closet in bathrooms
- Pet-friendly living
- Minimum 9-foot ceilings in all units
- 1, 2 and 3 bedroom apartment homes from 873 to 2,110 sq. ft.

- Pet Royalty Club
- Valet trash services*
- Chore-free living such as housekeeping, laundry, and snowbird services*
- Handyman for furniture placement and picture, TV and curtain hanging*
- Car detailing services*

†Per Plan *Additional fees may apply.



CLUB NOURISH

NOURISH THE MIND, BODY AND SOUL EVERY DAY

An active and rewarding lifestyle is at the center of life at The Isaac. Here, our on-site Lifestyle Team and Social Activity Director promote an exceptional living experience.



WELLNESS CLASSES

Weekly classes tailored to the active adult including indoor and outdoor water aerobics, yoga, and strength-training. Personal trainers available for bookings*



SALON SERVICES

Stylists, massage therapists, nail technicians, and estheticians available for booking*



CREATIVE CLASSES

Hobby classes such as painting, crafts, holiday art, and more.



SOCIAL EVENTS

Weekly social events: cards, games, live music, cooking classes, happy hours, mixology classes, wine/beer tastings, holiday celebrations, watch parties for sporting events, and dance instruction classes.



OFF-SITE EVENTS

Monthly off-site events, such as: Casino, Plaza Art Fair, Farmer's Markets, Sporting Events, Holiday Lights

*Additional fees may apply.

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Construction Signage &
Billboard

