Behind the walls of every senior living facility you build is a calculated and precise design plan. After all, building is about more than structure. It’s about leaving a lasting legacy. **Before you build, see how concrete masonry stacks up.**

**IT’S AFFORDABLE AND EASY TO WORK WITH.**
- Upgrading to concrete based materials is usually less than 5% of overall initial construction costs.
- Concrete-based buildings resist fire, mold, pests, vandalism and water damage—significantly adding to the long-term value of the structure.
- Concrete masonry combines innovation and an aesthetically beautiful design through a variety of shapes, textures and colors.

**IT’S SAFE, STRONG AND DURABLE.**
- Concrete buildings provide more security from extreme weather events such as earthquakes, floods, high winds, and wildfires.
- Concrete will never burn. This makes it safer than wood, especially in assisted living facilities where senior mobility is an issue.
- Unlike sprinkler systems and smoke detectors, concrete can’t fail due to corrosion, faulty sensors, or manmade error.

**WHY IT MATTERS.**
- Buildings have to appeal to owners and residents. That’s why the materials you use make a difference.
- In fact, after resident care, the most common complaint made by senior living facility residents relates to environment and safety.
- Mass walls create a quieter and more comfortable living environment because they dampen sound—alleviating a common concern in senior living facilities.

“We have been using standard block for the past ten years and don’t anticipate a change... we like the durability and strength.”
– Architect, PA

**THERE’S NOTHING SAFER THAN CONCRETE MASONRY.**
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