

Family Owned & Operated Company Acquires Bluffton & Hilton Head Assisted Living & Memory Communities



Bloom Senior Living (f/k/a Bloomfield Senior Living) recently acquired the former Carolina House of Bluffton and Carolina House of Hilton Head and renamed them Bloom at Bluffton and Bloom at Hilton Head.

With these acquisitions, Bloom continues to expand its diversified, growing portfolio of Independent Living, Assisted Living and Memory Care communities throughout the Lowcountry. Bloom states “we are thrilled to add 117-units in these terrific markets which not only have an increasing demand for high-quality care, but compliment our existing assets.”

Bloom presently owns a 6-acre Senior Living Village offering a continuum of care in Bluffton. Situated on the campus is Riverside at Belfair, an Independent Retirement community, and Belfair Gardens, a new state-of-the-art Memory Care community, which is the largest Alzheimer’s and dementia care program in South Carolina. Belfair Gardens has received recent national attention for its one-of-a-kind Town Square theme (representing Main Street America reminiscent of the 1940’s) and Deficiency Free Survey (from the State of South Carolina).



Bloom at Bluffton, located across the street from the Riverside at Belfair / Belfair Gardens campus, offers Assisted Living and Memory Care services on a 10-acre plot, off U.S. 278, in the heart of Bluffton. Bloom at Hilton Head offers Assisted Living and Memory Care services on a 3-acre plot, off Beach City Road, in the heart of Hilton Head Island.

Scott Kantor, Bloom’s Director of Operations, reports “building upon our stellar reputation in Bluffton / Hilton Head, Bloom has a well-defined plan to ensure the communities are consistent with our unique family owned operating style and the Bloom brand. While the assets are in excellent physical condition, Bloom intends to upgrade the properties and further enhance the lives of our staff and residents by making each community an even better home. We incorporate hundreds of personal touches that make our family run communities so special.”

Bloom is a family-owned and operated company. There is both a touching family story and a caring resident focus behind Bloom communities.



The Bloom model is both personal and heartfelt. The approach stems from the company's history. Founder Richard Tischler, a hard-working family man who still comes to the office five days a week at age 98, built a nursing home business with support from his late wife Ruth, who suffered from Alzheimer's. Her illness, and the family's search for a community to meet her needs, had an immediate impact on Bloom's approach to care. They looked at communities from the perspective of an operator and family member. They saw what was out there and wanted to do things differently. With Richard's sons and three grandsons growing and efficiently operating the family's senior housing portfolio, they are intimately involved in operations ensuring families and residents find the type of residential experience, exceptional care, top-flight customer services experience and peace of mind they sought when Ruth became ill. But, even more than offering safety and security, Bloom's goal has been simple yet aspirational for nearly 50 years: to help residents flourish. Entering a Bloom community does not mean checking your lifestyle or personality at the door. Residents continue to live life to its fullest potential, enjoying their favorite activities while discovering new ones, and blooming into their best selves through growth and discovery. Ruth and Richard are the company's "Chief Inspiration Officers," a fitting title.



With a total of 246 units in the Bluffton and Hilton Head markets, Bloom can now offer Bluffton families an Assisted Living option and a second Memory Care option - in addition to the Independent Living and Memory Care options already available. Bloom can also now offer high quality Assisted Living and Memory Care options to Hilton Head families.

Leslie Titus-Coney and Steven Frisch, the Executive Directors of Bloom at Bluffton and Bloom at Hilton Head, respectively, state "we are absolutely thrilled to be part of the Bloom family. Our approach is different than other senior living options in the area and Bloom's commitment to family shines through in everything we do. Our communities are family owned and operated and they feel like it. Being Bloom communities allows us to offer Bluffton and Hilton Head families a wide range of services and choices to meet their needs throughout the region."

For more information, please contact:

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