

BrightBridge Senior Placement Agency

Finding the right supportive community in San Francisco & the Peninsula

Choosing where a parent or loved one will live is one of the most important decisions a family makes. The terms **independent living**, **assisted living**, and **nursing home (skilled nursing)** are often used interchangeably, but they describe very different levels of care, cost, and lifestyle. Here's a clear comparison for the San Francisco and Peninsula areas.

	Independent Living	Assisted Living	Nursing Home (Skilled Nursing)
Best for	Active seniors who can live on their own but want convenience and community	Seniors needing daily help with bathing, dressing, medications, or meals	Seniors with complex medical needs requiring 24/7 licensed nursing care
Care level	Little to none; lifestyle-focused	Personal care & supervision; non-medical	Skilled medical & rehab care from nurses
Typical services	Housing, dining, housekeeping, social activities, transportation	All of independent living plus help with daily activities & medication management	Round-the-clock nursing, therapy, wound & post-hospital care
Setting	Private apartments or cottages	Private/shared apartments with staff on site	Licensed facility, more clinical environment
Typical SF / Peninsula cost*	\$4,000–\$6,500 / mo	\$6,000–\$8,700+ / mo	\$12,000–\$15,000+ / mo

*Local 2025–26 estimates; actual pricing varies by community, apartment size, and level of care. Memory care for dementia is a specialized add-on, often within assisted living.

What to Look for When You Tour

Brochures only tell part of the story. When you visit a community, pay attention to:

- **Staff & residents** – Are staff warm, patient, and engaged? Do residents look content, groomed, and socially active? Ask about the staff-to-resident ratio and turnover.
- **Cleanliness & smell** – A consistently clean, fresh-smelling community signals good daily care; persistent odors can be a red flag.
- **Safety & accessibility** – Look for grab bars, good lighting, secure entries, call buttons in rooms, and clear emergency procedures.
- **Food & dining** – Share a meal if you can. Quality, variety, and the dining-room atmosphere matter a lot day to day.
- **Activities & engagement** – Review the calendar. Are there outings, fitness, and social events that fit your loved one's interests?
- **Care & costs in writing** – Ask exactly what's included, how care levels (and prices) change as needs grow, and what triggers a move to a higher level.

Tip: Visit more than once, including an unscheduled drop-in at a different time of day. BrightBridge accompanies you on tours and helps you ask the right questions.

How BrightBridge Helps Your Family

BrightBridge is a local senior placement advisory service. We get to know your loved one's needs, budget, and preferences, then guide you to the communities that truly fit so you don't have to navigate dozens of options alone. Our guidance to families is **free**; we are compensated through partner communities throughout the SF Bay Area.

- **Personalized needs assessment** – we evaluate care level, lifestyle, and budget to identify the right type of community.

- **Curated local options** – hand-picked, vetted communities across San Francisco and the Peninsula (Daly City to Palo Alto and beyond).
 - **Tours & coordination** – we schedule and accompany you on visits, ask the hard questions, and compare costs side by side.
 - **Transition support** – help with paperwork, move-in logistics, and connecting to in-home care, informational, and financial resources.
 - **A trusted advocate** – we stay with you through the decision and after the move, at no cost to your family.
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Talk to a BrightBridge advisor today.

Call (415) 319-8317 • advisor@brightbridgecare.com • brightbridgecare.com