Buyers in Small Active Adult Communities Want Low-Maintenance Lifestyle, Healthy Options

Buyers who consider a small community are doing so with purpose.

Accidental Active-Adult Housing

Economics and demographics play significant parts in first-time buyer’s community flipping to Active-Adult community.

Top 10 Keys to Successful 55+ Active Lifestyle Communities

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On the Cover

Regency at Summerlin

(KTGY Architecture + Planning)

Las Vegas

2018 Gold Winner – 55+ Clubhouse or Amenity Center

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Established in 1989, the NAHB 55+ Housing Industry Council consists of a network of local and state councils and national members. NAHB 55+ provides builders with the expertise needed to prosper. Our members meet the unique housing needs of the strongest growth segment of the housing market by building lifestyle homes and communities for persons 55+, persons 62+ and multi-generations.
Ask people new to the market to name an active adult community they’ve heard of and they’re likely to mention Sun City, Latitude Margaritaville or The Villages. Regardless of where they’re located, these national brand communities all have something in common: They’re huge. These are communities that include 3,000, 27,000 and even 56,000 residences and all the amenities and infrastructure that come with it.

But that’s not to say that all active adult home buyers want that kind of lifestyle. In fact, 55places.com discovered from the results of its 2018 user survey that 39% of the 5,200 people who responded are interested in moving to a small (1,000 homes or less) neighborhood or community in the next 12 months or less.

The same thing that holds true for buyers holds true for builders. While it might be easy to rattle off the names of the developers who construct these miniature cities full of golf courses, restaurants and sprawling amenity centers, many active adult builders are developing communities that are more compact in size and narrower in focus.

Clearly, there is a market for both, and the potential buyers who consider a small community are doing so with purpose.

55places.com’s survey results back this up. Of those who said they were likely to choose a small community for their next move, 98% said they would consider an age-restricted community in their next move (62% said they would only go age-restricted) and 79% said it was extremely likely or very likely they would choose an active adult community to call home in the near future.

What can new home builders do to convince these buyers?

It’s critical that those who focus on smaller, more tight-knit active adult communities give buyers exactly what they want. There are buyers for every price point, home style and amenity collection, but if you’re not listening to the needs of 55+ buyers, you’re not going to be able to keep their interest.

Narrowing in on those who were likely to choose a small community for their next move, 55places.com found that buyers have provided a helpful blueprint to developers and builders looking to focus their offerings and ensure they provide everything these buyers are looking for.

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**Home Styles**

Of those looking for small community living, 68% of respondents currently live in a household of two people and 71% expect to be in a two-person household by the time they purchase their next home. Not a surprising learning, though it’s good to note 24% of respondents expect to live in a single-occupant household in their next residence, which is a sizable audience to not consider with your offerings.

Single-family homes were the runaway winner for the choice of next home with 62% of responses, with 15% answering that they assume they’ll be looking for a condo and 9% considering a town home.

No surprise to most active adult builders but smaller, single-level living is one of the biggest drivers to move. 37% of those surveyed consider “downsizing” as a major reason to move, while moving to a single-level residence earned 25% of responses. That also holds true when asked which home features are most important with single-level (56%) and first-floor master bedroom (28%) showing up near the top. Forty-six percent of those surveyed currently live in homes within 1,500 to 2,500 square-foot residences, so single-level homes that range on the lower side of that square footage remain ideal.

Some of the other home features those surveyed are looking for include a modern kitchen, open floor plan, outdoor patio or deck space, and a walk-in shower in the master bath.

**Amenities**

No matter the size, active adult communities need to provide residents with amenities that encourage healthy living, allow friendships to form, and offer relaxing lifestyle opportunities. Larger communities build massive amenity complexes, dozens of sports courts, and unique features to cover all their bases.

For a smaller builder, that’s usually not possible, either from a financial or acreage perspective. So when you decide what your amenity offerings are going to be, they not only need to be in line with the feel of the community but also in step with the desires of your residents.

If you listen close enough, buyers will tell you exactly what they want. The survey results also make it very clear what’s important and essential versus what might be nice but isn’t necessary.

Those interested in small communities were very clear in the amenities they’re looking for. More than anything, a fitness center (68%), outdoor pool (62%) and walking/running trails (55%) appear to be expectations with almost any community they consider. These choices are very much in line with other survey results that point to health and exercise as one of the most important activities these potential buyers want out of any community they buy into.

Other amenities that received strong preferences include a gated entrance (45%), indoor pool (41%), outdoor parks (36%) and card/game room (25%). A clubhouse wasn’t presented as an option, but given the strong interest in a fitness center and card/game room, those and other amenities can easily be combined within one.
**Activities**

Active adults don’t just want amenities, they want activities to do within and around them. And they are very specific about the kind of activities they’re interested in, something builders need to note when considering how to meet these demands with limited space or budget.

Far and away, the activity that small community respondents want is the opportunity to take part in or start health-related groups. This runs the gamut of yoga classes to jogging groups to weight-loss sessions. The more your community can create space and time for healthy living opportunities, the better you’re going to look in the eyes of potential buyers.

Those surveyed also showed a keen interest in having space to get involved with volunteer organizations (45%), arts and crafts groups (42%), dinner clubs (42%), cards and game clubs (42%), and athletics clubs (36 percent). All the more reason to consider a clubhouse space with multipurpose rooms where so many of these activities can take place.

Along with activities that residents want to enjoy, 55places.com also asked active adults what topics they’d love to learn more about. Those with a small community preference called out health and wellness techniques such as yoga and massage (37%), cooking and food (35%) and technology (28%). Whether that means creating space for educational sessions and guest speakers in the community or partnering with a nearby school for continued learning opportunities, it’s in the builder’s best interest to foster that spirit to keep acquiring knowledge that so many active adults want.

**What Buyers Expect**

Ultimately, each builder needs to figure out what they’re capable of and what’s most important to the buyers in their region, regardless of the size of their community.

While you’re at it, heed the buyer’s expectations for the active adult builder themselves. Survey respondents were asked how important certain factors related to a builder’s reputation were.

Of all the options, quality of home (97%) was the most important factor, followed closely by value for money (95%).

Builders have to be able to go that extra mile as well. Fifty-two percent of those surveyed said customer service was extremely important while 38% said it was very important.

In other words, while it’s critical to meet their needs with the right kind of residences and a smart collection of amenities, you also need to step up and make them feel heard through the entire process. Perhaps more than most segments of home buyers, active adults know exactly what they want and what they expect. And you can’t really blame them.

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Sean Keeley is Content Strategist at 55places.com, which offers information and reviews of over 2,000 active adult communities.
Moderation is the trend in Atlanta. Year-to-year new home growth has dropped from 15% in 2016 to 8% in 2017, and to our projected 3-5% in 2018. We see the same moderation in growth across all of our 18 southeastern markets and in the Top 10 U.S. new home markets. (Top 10 Trend chart) The growth rate trends for the Top 10 cities look almost the same when shown together.

We experienced the housing collapse of 2006 through 2009. Then we lived through the tax credit bounce in 2010, followed by the post-tax credit decline. From 2012 to 2015, all markets experienced a burst in new home sales activity. The Top 10 markets saw year-to-year growth rates of 27% to 72%.

After 2015, moderation set in, and growth rates for the Top 10 decreased to a range of 8% and 16%. Continued moderation is our forecast.

Why the Moderation?
The positive growth of 2012-2015 was a product of cheap legacy lots and extremely low levels of high-quality resale competition. As the distressed lot inventory dried up and the industry began to develop again, we discovered that development costs had risen far beyond inflation. NAHB Chief Economist Robert Dietz has estimated that those costs have risen an average of 30% over the last 5 years. In Atlanta, development costs are up 60% on a typical single-family detached lot.

Compounding this problem is the added squeeze from the increase of high-quality resale competition. If you did not have to sell your home from 2010-2014, you did not, because most real estate was under water. Prices bottomed nationally in 2012, and by 2014-2015, home owners were finally able to begin to sell.

We are a victim of our own past successes. All the millions of new homes that we built and sold as an industry over the last 20 years are providing very stiff competition for today’s new homes. These homes are not obsolete. Most are more highly amenitized than we can produce today, have been updated, and are in better locations. Dietz refers to this as “a disconnect between the prices of new homes and existing homes.” So, the reasons for the national new home moderation? No more cheap lots, and increased resale competition.
As we approach a hard price ceiling compounded by limited income growth and increasing mortgage rates, how is the market coping? Essentially there are only two paths. Option 1: Push farther out from the core counties where there are still some distressed lots available. Option 2: Stay closer in and build smaller. We are seeing both happen across the country. Our focus here will be Option 1. (reference the previous article)

Moving Farther Out
As the supply of distressed lots disappears in our core areas, we are seeing a migration farther out from city centers. In fact, several of the core counties in Atlanta were down in new home sales in 2017 for the first time since we bottomed in 2009. The six core counties of Metro Atlanta have actually been losing market share to the outer counties since they began running out of distressed lots in 2013/2015.

Who are these buyers?
There was an erroneous assumption in our industry that this would be former apartment renters turning into first-time buyers. Headlines have been all too frequent over the past four years proclaiming that first-time buyers were going to rescue our industry by forsaking apartments and moving out to the periphery to buy.

As you can see from our New Home Buyer Survey data, I was seeing something completely different. First-time buyers began to drop off dramatically after 2013. It is not a coincidence that this happened as we were also running out of cheap lots. First-time buyer demand is highly elastic and rises and falls directly related to price. However, in 2016, I thought I was being proven wrong. One of the fastest-selling communities in Atlanta for 2015-2016 was 54 miles from downtown, priced from the $180,000s and built on leftover distressed lots.
While the price point screamed first-time buyers, my demographic data said otherwise. Luckily, this was a long-time customer, prompting a phone call. The answer? While originally marketed as a starter home community, the builder quickly discovered that all the interested buyers were instead empty nesters. There was never even an attempt to market the community as active adult!

The product was switched from two-story to ranch, and the rest is history. What we uncovered was tremendous pent-up demand for lower price active-adult housing opportunities in non-core areas. We now refer to this community as Atlanta’s first Triple A, or Accidental Active Adult Community.

It is no secret that some of the best-selling projects around the country are age-restricted, active-adult master-planned communities. Kolter, Del Webb and others have tapped into this market with prices ranging from the mid-$300,000s and up. The secret is that there is possibly an even deeper market for lower-priced active-adult communities in these same outlying areas.

How Long Can We Keep Pushing Out?

Price sells, and this is the driving force behind our push farther out. As long as there are still distressed lots available, we should see this continue. The average lot price today in the core Atlanta counties has risen to $84,000. The average lot price in the outer counties is also rising, but is still nearly $50,000 less at $35,000. This is still well below replacement cost.

What happens when all of the distressed lots are gone?

Simple economics: Prices will rise, and demand will fall. How do we continue to meet demand at lower prices? Short of a miraculous drop in development costs across the country, we may have to begin to think outside the box.

For example, we are working with several clients to develop new product that would continue to reach the lower price point active-adult buyer on newly developed lots. The houses will be smaller, and in most cases only offer a one-car garage. However, the goal is to offer the all-important active adult features of maintenance-free, turnkey living at a price well below the traditional master-planned active-adult communities.

Back to simple economics – there are far more potential buyers at $250,000 than at $350,000 or higher. This new active-adult product is just coming out of the ground now in the Southeast. We will see in the coming months how the market will respond.

John Hunt performs market assessments to determine feasibility of product, price point and place in six Southeastern states. He consulted with Sen. Johnny Isakson (R-Ga.) during the second tax credit and consistently provides accurate projections related to housing growth. Visit MarketNsight.com or call 770-419-9891.

The NAHB 55+ Housing Industry Council is a community of industry professionals who build and support the strongest growth segment of the housing market today, and through the next decade through exceptional products and services.

We provide access to resources and opportunities that help members collaborate with other 55+ professionals to make deals, valuable business connections, as well as address industry issues.

Learn more and join our community at nahb.org/why55plus
Top 10 Keys to Successful 55+ Active Lifestyle Communities

Responding to the high expectations of the boomers and their vision for this exciting and unencumbered ‘Freedom’ phase of life.

by Deborah Blake, The Ipsum Group

For many home builders and developers, the 55+ market is new, unchartered territory. According to research from John Burns Real Estate Consulting, 53% of those 55 to 65 years of age cannot find the kind of compelling and vital community they desire, leaving home builders and developers plagued with one daunting question: What’s missing – What does it take to win the hearts and minds of the discretionary 55+ consumer today?

With nearly 3 decades of experience with 55+ consumers, here are my top ten keys to successful 55+ active lifestyle communities. Special thanks to my client Pardee Homes and their newest 55+ active lifestyle community, Altis in Southern California, for providing relevant examples that demonstrate consumer centric strategy and execution.

1. Know ‘your’ consumer and claim your niche.

We all know the high-level stats on the boomers in the marketplace – 77+ million people who control more than 60% of the discretionary income in the United States. But, if you want to be successful in the 55+ active lifestyle space, you must know the Who, What, and Why of your local niche consumer because most aren’t moving away to Florida or Arizona as is perhaps assumed. In fact, many think they will live in their current home until they die. Forward looking consumer research is critical to identifying your target market and creating a compelling and unique selling proposition that uniquely positions your community as the whole package they desire – lifestyle and home.
to plan and design its first 55+ community, Altis, in Beaumont, Calif. to capitalize on the aspirations of its first 55+ consumers to build the home of their dreams, they introduced a brand new, better Design studio to bring some of these upgrade opportunities to life.

55+ communities are about connection, engagement, and supporting your future resident’s aspirations to explore and fully live their NEXT and most exciting chapter. You don’t have to be retired to live like it. Your community is a place to thrive and a place to live the life you dream about—even if you are still working. Formal retirement is dead. With people living longer and healthier, work (part time or full time) is an important part of this next exciting phase of life. And living this next chapter with people who have the same aspirations is crucial to making the decision to move. Prior to its community opening, Altis initiated group meetups with prospective homeowners, including a wine tasting event at a Temecula Valley gem, Leoness Cellars Winery. Another group met at a coffee house and art gallery in Palm Springs for a cup of joe, then enjoyed an Architectural Bike Ride for the Modernism Week celebration of midcentury architecture, design, and culture. Another meetup celebrated Earth Day with a Whitewater Preserve nature hike. The Altis Facebook page was a buzz with shared photos and likes from new fast friends waiting for the opportunity to make this lifestyle a daily occurrence when they live at Altis.

As with all real estate, location matters. These days, it’s about walkable connectivity to authentic and diverse settings with access to entertainment, dining, and outdoor adventure. Essential services, such as groceries, healthcare, and banks must also be in close proximity to the community. Easy access to transportation corridors, mass transportation, and airports take on all new importance with your prospective boomer consumer’s need to work and aspirations to travel the globe and live the biggest life possible. A strategically located community should not only develop a rich amenity offering within its walls but leverage the authentic local amenities within the surrounding area to create the greatest appeal for your target market.

A community-centric design that brings people together is crucial in a successful 55+ community. Think thoughtful land planning with mixed-lot neighborhoods, connective and multi-use trail systems, open spaces, and a community hub. The Altis land plan situates the VuePointe community hub at the center of the community, with the Altis Paseo Trail system connecting the VuePointe to surrounding neighborhoods as well as to neighbors.

Thoughtfully designed, consumer-centric amenities are critical to the success of 55+ communities. Tapping into experts in fitness, wellness, food, customer service, pool design, and more brings relevant, meaningful, and compelling amenities to residents. The pool complex at Altis, for instance, is perfectly situated to provide privacy to its residents. The resort-style pool lives up to its name with swim-up cabanas, beach-style entry, and an elevated hydrotherapy pool big enough for a party with a bunch of new friends.

With more than 70% of boomers being homeowners, many will be investing equity from their current residence into this home and the perfect premium home site. They may apply their equity towards upgraded flooring, appliances, and more while...
still being able to throw the rest in the bank for peace of mind. But, fair warning, these consumers are sensitive to monthly costs relating to HOA fees, property taxes, and utilities which could quash the deal for some.

8  Make being well easy.

Maintaining wellness is an insurance policy these days. Boomers see themselves living to 100+ and realize that quality of life largely depends on being well. Boomers want to feel good, look good, and do good. Amenities, programming, and marketing should respond to this consumer value and speak to this buying motivation. The Wellness Suite at Altis is a multi-purpose and private room where services from massages to physical therapy to aesthetician services can be performed. The Lifestyle Director will coordinate with local contractors to provide services to its residents for a fee, with a portion going back into the HOA coffers. Easy access to these wellness services can speak volumes.

9  It’s all about the grandkids.

Family is everything. Boomers want to be a meaningful part of their grandchildren’s lives. An emphasis is placed on amenities and programming that prompt their grandchildren to want to spend time with their grandparents. Neighborhood parks bring families together with outdoor kitchens and lots of green grass, and bike paths or trail loops ensure that a fun day with Grandma and Grandpa in the park is just a hike or bike ride away. Providing play equipment or jungle gym in a corner of the community is a waste of money these days. Use your amenities and special programming to bring grandparents and their grandchildren together in ways that are meaningful, make memories that last a lifetime, and keep those all-important grandchildren coming back for more.

10  Hire a lifestyle facilitator.

A lifestyle facilitator is a must, serving as the most connected person in town, connecting and plugging your residents into the amenities and experiences nearby as well as within the community. Energetic, compassionate, and a great listener, the lifestyle facilitator is ready to support your boomer consumer’s aspirations to live their best life and do what they want to do. Your future residents have big plans for a life well lived; the lifestyle facilitator should provide unprecedented access to experiences, experts, and other residents that share similar interests. Boomers have been around the block a few times and they know what they want, but in many cases, they don’t know how to make it happen. And with many still working, the lifestyle facilitator is more valuable to your boomer consumer than ever before.

Forward-looking designs and innovative approaches to community planning, homes, amenities, and lifestyle experiences need to be unique and reflect your local, experienced, younger boomer buyer of today, leaving the question of what’s missing a distant memory.

The Ipsum Group founder Deborah Blake has been focused on the business of creating communities and homes that respond to the needs and aspirations of the 55+ mature real estate consumer. Deborah started her career with the leading brand in 55+ active lifestyle communities, Del Webb. After working with both public and private developers and homebuilders in executive leadership roles, she created The Ipsum Group to serve her clients with innovative and proven business strategies to win in the evolving 55+ consumer real estate market.
“Everybody knows” that offering tech options to 55+ buyers is misguided, since home automation intimidates older buyers. But, like most things that “everybody knows,” that assertion is very often wrong. And, since boomers might just be the most unconventional generation ever, the odds are good that this particular bit of “wisdom” is way off track. Such an assumption is fueled by the fact that most marketing for home tech and automation for boomers and elders is focused on health-related services: fall protection, walk-in bathtubs, health monitoring devices, and even a faux pet – cat or dog – that responds to attention.

This widely-held notion doesn’t take into account the fact that many people who are now in their 60s probably first encountered computers in the workplace when they were in their late 20s or early 30s. They’ve had lots of time to learn various systems and software, not to mention online games. Computers may have been new, but they were fascinating and fun for many of today’s boomers.

New Data
This past spring, AARP did research on tech use among the 50+ cohort. They found that more than 90% of people over 50 own a computer or laptop, while about 70% have a smartphone, and 40% own a tablet. Many adults who are 70 and older also use computers, but they’re more likely to have a desktop unit.

More than 70% of adults over 50 are on social media, and 91% of those people use tech to stay in touch with friends and family. Younger boomers – those in their 50s and 60s – are more likely to use their phones for everyday tasks such as banking, shopping, getting driving directions and sending email or text messages. They also use computers for online learning and posting ratings and reviews. Even most of the elders who have desktop computers – the 70+ group – often use them to email and play games, or to see photos of the grandkids on Facebook.

Finally, the 2017 Social Silver Surfer research by Creating Results, a marketing firm specializing in the mature market, shows that two-thirds of boomers who are potential home buyers make four to six visits to a community’s website before attempting to contact the community. It also found that a very large number of respondents complained that community websites were not mobile-friendly. That was a third of 55-65 year olds, nearly half of 45-54 year olds, and 82% of 40-45 year olds—the ones who are likely to be shopping for mom and dad.

What Does This Tell 55+ Builders?
It seems likely that companies that don’t cater to tech-friendly consumers are probably selling fewer houses. But put that together with the AARP research, and you can predict that as those near-boomers and younger boomers start looking to downsize, move nearer to grandchildren, or just retire to a place they’ve always wanted to live, they’ll be looking for the features that they likely already have in their current homes. The list is long: broadband wi-fi, smart locks and switches, security systems, smart thermostats, even smart washers and dryers – or hands-free helpers such as Amazon’s Alexa or Google Home’s assistant that let them control pretty much everything by telling the assistant what to do. And those buyers will be using their cell phones to make their first contact.

There are 55+ builders out there already dipping a toe into the tech waters. Most are beginning with communities that are not age-qualified, but have features that older buyers like. Be assured that the early-adopter boomers are already hunting for them. Let’s take a look.
The “Everything’s Included” home starts with Amazon. There’s an Alexa Show (the one with a screen), and an Alexa Dot for the bedroom. Alexa can also play music through a Sonos speaker. When the planned grocery story opens, Alexa can send the resident’s grocery list to the store, and request delivery to the home. There’s a Ring doorbell that shows who’s at the door, and it can be answered on a mobile phone from anywhere. The home’s Ruckus system creates a map of the house to ensure that there are no dead spots where WiFi won’t work. A Honeywell Lyric Wi-Fi thermostat learns when and where people are likely to be at home, and makes the home comfortable while maximizing efficiency. The Baldwin keyless lock opens with a touch, or with an e-key for visiting family or friends. The garage has an electric car charger. And when the residents have moved in, an Amazon representative comes to the home and spends three or four hours showing the new buyers how to use all the features of their home. And Amazon will come back for free any time in the first 90 days if there’s a problem.

Great room and kitchen in the Eclipse model. Photo courtesy: Lennar

HERITAGE AT CADENCE
Henderson, Nev.

Cadence is a planned community with four neighborhoods, and Heritage is the 55+ neighborhood. Lennar offers all buyers in Cadence neighborhoods its “Everything’s Included” package of home automation and tech. When sales consultant Brian Bell began working at Heritage, he was skeptical. “I didn’t think many people in this age group would want all the tech features. But once I demonstrate the features, I’d say 85-90% of the people are really excited about them.”
In Georgia, Pulte Homes and Georgia Power are “building the smartest homes on the block” at Pulte’s Altus at the Quarter community in Atlanta. Selected townhomes in the Georgia Power Smart Neighborhood will have solar installations and in-home battery energy storage, and will feature advanced heating and cooling systems and LED lighting.

The pre-wired homes will have a menu of options: robust Wi-Fi, either Google Home assistant or Amazon’s Alexa; a voice-activated security system; a smart temperature control with both Nest or Honeywell Lyric smart thermostats, and phone-controlled door locks. The company announced this past summer that all new construction – including Del Webb – will be built pre-wired to accept any of these options.

Pulte’s research showed that more than 70% of consumers ranked security systems among their top three choices of most valuable features. More than half identified smart doorbells with video and voice as important and about as many did the same for smart door locks. More than a third thought a wireless sound system was important and nearly that many valued smart speakers.
Meritage Homes offers its M-Connected suite of home automation as a standard feature in all its homes – 45 Arizona communities, including the six neighborhoods in its three active adult communities. The package of smart features works on a wireless network and includes an answer-anywhere video doorbell, lighting controls, a smart garage door, a smart front door lock, an advanced smart thermostat and an irrigation system that uses weather-sensors to decide when and how much to water the plants.

When asked about the residents responded to all the tech options, Meritage marketing manager Amelia Ross said, “Our active adults aren’t afraid of tech – the seniors embrace it!”

Just last month, KB Home launched its KB Smart Home System in the Stapleton Starlight collection of homes in Denver. While the community is not age-qualified, the single-story Starlight Collection is bound to attract interest from baby boomers. The system features Google Assistant, a first-in-the-industry partnership with Google. KB Smart Home options include a Google Wi-Fi “mesh” network designed to eliminate dead spots and deliver strong, consistent Wi-Fi throughout the home. The system includes two smart speakers – a Google Home and a Google Home mini – with voice control and automation by Google Assistant. The home will also have the Hello video doorbell by Nest. The system will be installed by DISH Smart Home Services for seamless interconnectivity once the owners move in.

The KB Smart Home system will be available through KB Home Design Studios at select communities in Denver, Las Vegas, Jacksonville, Fla., and Orange County, Calif. The Home Design studios offer additional tech options such as door locks, connected appliances, lighting controls, motorized window shades and more.
Heavy Metal Hardware

How many boomers have fond memories of their high school garage band that played the local venues on the weekends? There are a lot of them. When they’re looking for their dream house, these once and future rockers and motorheads may crave a space for their instruments; their LP, CD or photo collections; or whatever evokes that special loft or garage of yore.

Buster + Punch, a British design firm with stores in the western U.S., has exactly what such a potential buyer would want: electrical switches that mimic the ones on the old amps and sound boards, switch plates with oversized screws that you can turn with a penny, and knurled door and drawer handles that not only provide a good grip, but also evoke the industrial-style equipment they used in their youth. In addition to hardware, the company designs lighting, furniture and...motorcycles.

Who Wants to Clean the Toilet?

A safe guess would be, “nobody.” That’s why Kohler developed a toilet that stays clean. The company’s ContinuousClean system is installed in the toilet tank at the factory and dispenses a dose of cleaner during each flush to keep the toilet cleaner, longer. Owners simply choose their favorite toilet cleaning tablet, drop it into the designated compartment and press a button to indicate a new tablet has been added. The system is design to extend the life of the tablet to more than a year.

But the flushing action has to support the cleaning. Kohler describes its Revolution 360 as “the company’s most complete flush ever.” Its AquaPiston canister technology sends water flowing out of the tank in a swirl pattern, covering all 360 degrees of the bowl, cleaning the bowl with every flush.

The two advances are now combined in Kohler’s classic Corbelle toilet, and the company plans to expand ContinuousClean technology to other styles this year and beyond.
Hot Products

Hail, Wind or Golf Balls

Unusual weather events are no longer unusual. If your planned community is in the Midwestern hail and tornado corridor, near the Gulf of Mexico or southern Atlantic coast, or even adjacent to a golf course, you’ll want to do all you can to protect your customers from dangers that come from the sky. Instead of building them an underground bunker, you might show your customers Ply Gem MIRA Premium Impact series windows and patio doors. This collection is designed to be impact-resistant, but won’t get in the way of natural light and beautiful views. The glass is based on the same technology found in automotive safety glass: Two panes are bonded together by a tough, durable plastic interlayer. The collection is available in three double-hung varieties, as well as casement and awning style. The patio doors work with openings up to 12 feet wide. There are 45 exterior colors available and two interior colors. Seven grill styles and nine grill patterns ensure that there’s a variation that complements any home style.

Hot Products

A Smarter Washer-Dryer

Not every home buyer wants a huge laundry room with cabinet storage, spacious counters and a place to hang clothing. Many would rather shrink the laundry space and use the square footage for something less utilitarian. Those buyers would appreciate Whirlpool’s new Smart All-in-One Care washer and dryer combo.

Because the All-in-One washes and dries clothes in the same place, it eliminates moving heavy wet clothing to the dryer – and ensures that a wet load doesn’t sit forgotten in the washer. Users can remotely control the appliance through Whirlpool’s mobile app, and the All-in-One will let you know when your laundry is finished with a text message – no need to keep checking.

The machine even has a reservoir for liquid detergent – just fill it up, and the washer measures out the right amount. And if you opt to sync it to Alexa, you can even tell it to order more detergent from Amazon when the supply is low.
Register for the NAHB International Builders’ Show in Las Vegas

Learn a Lot!
This is the prime venue for educational opportunities specific to 55+ builders, architects and designers. The 55+ Housing Industry Council members and staff are pulling together two amazing collections of educational programming. One is a series of in-depth sessions set in large classrooms, and the other is set in the 55+ Central headquarters, where presenters are up close and personal, the sessions are a bit shorter and there are opportunities to interact with presenters once the sessions end. A full registration gives you access to all of those programs.

Most members make the Central headquarters their own base of operations for the show. There are comfortable chairs, interesting conversations, and end-of-day receptions to relax and network with their peers and council sponsors. And the membership subcommittee will have a visible presence in the Central, where they’ll answer questions about the council and help interested visitors join!

Take a Tour!
Two venues have been selected for the 2019 tour in Las Vegas. Take time to visit these terrific communities and hear from our architects about what inspired the designs. Past participants have learned from touring model homes and talking with representatives from the developers and sales managers.

Honoring Excellence in 55+ Housing
Nothing says success like winning an award for your projects and programs. You can see the year’s best examples of 55+ housing, marketing and lifestyle programming at the 2019 Best of 55+ Housing Awards gala awards ceremony. The event, with open bar and heavy hors d’oeuvres, will take place from 4-6 p.m. on Tuesday, Feb. 19. Tickets are on sale now on BuildersShow.com.

Welcome New 55+ Housing Council Members
Be sure to take advantage of all that NAHB 55+ Housing Industry Council offers.

JULY
Gracie Evans, Ver Designs
Melissa Mason, Ver Designs
Gray Clayton, No Grande Co, Residential Products
Nathan Sciarra, KTG Group
Scott Wilkey, MasterBrand Cabinets
Greg Lawroski, Active Senior Builders
John Lawroski, Active Senior Builders
Colby Ormond, Floor & Décor
Ben Maxwell, HM Capital Group

AUGUST
Valerie Achorn, Simplified Lives
Kim Chitwood, William Lyon Homes
Steve Edwards, Terra Homes
Julie Gabala, Covenant Developments
Matt Ivey, Ivey Residential
Phil Sveum, Caldwell Banker Success

SEPTEMBER
John Collins, John B Collins Architect
Bill Eckert, Coast to Coast Residential Development
John Stevens, Sopris Homes
Jennifer Crosby, Crosby Design Group
Jatunn Gibson, Habitat for Humanity International
Michael Rosenberg, Paron Homes
Thomas Devine, Housing Design Matters
John Thatch, Dahlin Group Architecture Planning
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