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In This Issue

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The economy and the pool of baby boomers ready to “re-size” if not downsize their homes both continue to expand. How do you capitalize on this growth and steer potential buyers to your new age-restricted community? 55+ Online asked four industry thought leaders to explain the state of the 55+ buyer and what he or she is looking for in the coming years – and how to find you.

Thanks to our participants: Betsy Sheppard, President and CEO, Gilbert & Sheppard Group; Jim Chapman, President, Jim Chapman Communities; Manny Gonzalez, FAIA, LEED AP, Principal, KTGY Architecture + Planning and Jeff McQueen, President, Trilogy by Shea Homes. Here’s what they had to say.

**Today’s Buyer**

Most marketers know never to underestimate the importance of a detailed, graphics-rich website for their new home communities – but it’s even more important now, said Sheppard. “Today’s 55+ home buyers are armed with mobile phones, iPads and social media tools, and they know how to use them. They look for how companies are rated and how people commented about their products and services. They are knowledgeable and informed when they enter the new home sale center, and the sales agent needs to be ready to demonstrate and deliver on what technology and social media has promised.”

They are seeking convenience, experiences and value. These shoppers “are looking for a community that goes beyond a quality home and inviting neighborhood. More than ever, 55+ buyers are placing importance in events, programming and amenity activation within a club over the size of the spaces within the building,” said McQueen. “Today’s 55-plus home buyer is seeking home designs that are conducive to their immediate needs like extra workspaces, suites or casitas separate from main living areas or split floor plans that can be easily transformed for new uses in years to come.”

More than ever, 55+ buyers are placing importance in events, programming and amenity activation within a club over the size of the spaces within the building.
“They are free to select their next home based on amenities, location, price and other factors,” said Chapman. “They want to live in a community that suits their needs, often near a major city, but not necessarily in the city.”

“They want something new and fresh and fun,” said Gonzalez. “While some may still want to live in the large-scale, age-qualified master plans we have been building since the 1960s, most are looking for something different, something that gives them social opportunities beyond the community gates.”

However, an increasing number of buyers aren’t willing to sink all the equity from their current home, let alone a significant chunk of their savings, into their new ones. “Many 55+ home buyers either cannot or choose not to spend a half-million dollars or more on a new home,” Chapman said. “There is tremendous opportunity to provide these buyers with high quality homes in a price point ranging between $200,000 - $300,000. Today’s buyer wants to sell their existing home and keep some of the cash to enjoy, rather than investing all of it back into a home.”

**Making the Sale**

While 55+ buyers are known to be careful shoppers, they aren’t necessarily patient ones, our experts say. “From the moment someone asks for more information, a smart agent will follow up quickly and ask discovery questions either by email, phone or text to learn more about the person’s wants and needs,” said Sheppard.

The successful agent will implement a thorough follow-up program until the prospect buys – either at their community or a competitor’s community.
“It takes a sales associate who really understands this buyer to be successful,” agreed Gonzalez. This isn’t their first and probably not their second home purchase, but usually it’s their last one and they want a home with the features they weren’t able to have before. The sales associate needs to be able to explain these features, including universal design ones, without using unflattering terms like ‘aging in place.’ They need to make this sales experience feel like it’s the beginning of a journey, not the end.

I think the biggest error a builder can make,” Chapman said, “is to assume that in today’s digital world, buyers no longer want to see, touch and feel the product. That might be true for millennials, but obviously that age group is not who we target.

“Digital marketing is a valuable tool to help familiarize a 55+ buyer with a product and community and even help them narrow down their choices, but you cannot underestimate the power of experiencing a well-designed, beautiful model home. Our sales associates understand how spending time in a model home can provide buyers with more of the quality ‘touches’ that are crucial to the home-buying decision,” Chapman said.

How to Compete
The three home builders on our thought-leader panel are constantly seeking ways to ensure their products find their buyers, so we let them brag a little.

“At Jim Chapman Communities, we are now focused on redesigning our homes to be significantly smaller than they have been in the past,” Chapman said.

“Not only are we working to meet buyer demand, but we want to further simplify the home building and buying process. A maintenance-free lifestyle affords our home buyers the opportunity to fully embrace experiential living. Once you stop spending time and money maintaining a larger home, you become free to collect experiences that enrich your life and the lives of those around you,” he said.

“I am always looking for creative ways to design new housing opportunities for the 55+ buyer,” said Gonzalez. “The Skylar community I designed in Playa Vista, California, several years ago provided spacious single-level living homes in a stacked-flat configuration that allowed it to be built at townhouse densities yet appealed to buyers of all ages. Currently the next generation of that product, a stacked flat duplex, is selling extremely well for Trilogy at their newest Nevada age-qualified community in Summerlin. It’s also why I think developments like Gavilan in Southern California have been so successful. Residents can have their own age qualifies amenities, but also get to take part in all the other activities the Rancho Mission Viejo development offers. This fits right into the healthy, active lifestyle they are looking for today.”

“Trilogy’s lifestyle is provided by a resort-trained team rather than by HOA or volunteer staff, allowing for more personalized experiences to take part in,” said McQueen. “Being at the forefront of trend-based programming, amenity offerings, and lifestyle execution, Trilogy provides members with clubs, events, philanthropic activities, educational and recreational classes, international excursions, and more. Buyers are looking to discover comradery with those who are in a similar stage of life, explore interests, and connect to a truer sense of happiness.”
"Who likes to move?" asked Deryl Patterson, AIA, to a crowd gathered at the session, "Fine Tuning Your 55+ Strategy: Build, Design & Sell to the New Boomer Buyer," at the International Builders' Show in January.

Patterson, president of Housing Design Matters in Jacksonville, Florida, said that the most important way to reach the new boomer buyer is to build and design a product that can inspire someone to go through the pain of a move.

Patterson said 55+ communities can be successful in virtually any location. "The biggest driver is the grandkids. People want to be close to shopping, friends, family and their network. Remember that this is a discretionary purchase, and you have to entice them to move."

Along with being close to family, Patterson said wine is a key driver, so it should be showcased in the design of the home. "Wine is a social ice breaker for the 55+ buyer," she said. "Thirty-seven percent of the consumers of wine are over 55 years old."

Community Amenities
Pets are also very important to this market. According to Patterson, 50% of 55+ buyers have pets and more than 50% of those pets are dogs. That means builders need to think beyond a traditional "bark park," and elevate the experience to include a pet spas.

Patterson recommended creating a dog washing station outside of a common facility, which could even be serviced by a mobile dog washing company. In addition, she said, raised beds for gardening are popular, but it's important to make a plan to maintain them before the community is full of residents.

"Remember that interests change over time," Patterson said. "People want cornhole instead of pinochle, etc. Make walking trails wide enough for walking side-by-side."

Popular options for amenities in smaller spaces include dart boards and pickle ball – a great option to present an active outdoor amenity where a tennis court just wouldn't fit.

Merchandiser Lita Dirks, MIRM, CEO of Lita Dirks & Co. in Greenwood Village, Colo., said clubhouses are the place to showcase having fun as a community.

In a clubhouse smaller than 5,000 square feet, Dirks recommends focusing on home owner-led activities. "A kitchen with a large island is a must – no cooking is needed in this kitchen," Dirks said. "Make it a place to set up catering and host home owner potlucks."

Dirks recommended including fitness facilities, a fireplace and an outdoor living area with a pool. Seating is important to the outdoor area as well. "Include a variety of seating groups and options," she said, "Chairs around a table, sofas, and seating by the fire pit and fountain. Some seating should be in shaded areas, and..."
others in the sunshine. Group the seating to accommodate small, medium and large groups.”

For a clubhouse over 5,000 square feet, Dirks recommended hiring an activities director, and including a demonstration kitchen with wine lockers, the essential social icebreaker for the 55+ buyer.

One of Lita Dirks & Co.’s projects, Forum Real Estate Group’s Kent Place Community in Englewood, Colo., includes both a demonstration kitchen and wine lockers.

**Fun with Floorplans**

“The No. 1 thing in the floorplan: You gotta rock the kitchen,” Patterson said. “The kitchen sink does not have to look over the side yard. It’s the gathering point, part of the action.”

Patterson said buyers appreciate a beverage center, such as a wine area or a coffee bar.

A project Patterson and Dirks collaborated on, Taylor Morrison’s Esplanade at Highland Ranch in Clermont, Fla., includes a show-stopping wine rack and serving area.

In addition to the kitchen as an entertainment area, buyers want a place to leave out the toaster and mixer, and get the dishes out of the way when entertaining. Patterson called this the “messy kitchen.”

Housing Design Matters helped builder DR Horton create a memorable messy kitchen in its Castlegate community in St. Johns, Florida. It includes an extra sink, room to leave out the coffee maker and supplies, as well as a mixer.

Demonstration kitchens with ample seating and wine rooms are great amenity draws.

... buyers want a place to leave out the toaster and mixer, and get the dishes out of the way when entertaining. Patterson called this the “messy kitchen.”
Once You’ve Built It, Will They Come?
Implementing a Marketing Plan for the New 55+
Buyer

Although digital and social media marketing should be a big part of your marketing plan traditional marketing is not dead, said Jay Goldberg, MIRM, vice president marketing for Traditions of America.

“You still need a strong top of funnel program,” Goldberg said. “New leads, promoting to the current database, and nurturing the bottom of the funnel through closing. It’s important to nurture all these leads through an automated follow-up program in CRM.”

Goldberg said direct mail can be a very effective way to reach the active adult buyer. “Buying mailing lists still works for model preview events,” he said. “Direct mail with an incentive, such as a passport with stamps to acquire. Active adults will go with you if there’s a fun concept with a “pot of gold at the end of the rainbow.”

Events are an important part of the marketing mix as well. “Get the buyers to the community and get them involved,” Goldberg said. “You’re your crew at every event – it delivers an important message of how committed they are prior to the purchase.”

Goldberg recommended scheduling an event per community per month to maintain interest.

Popular event ideas include a “wine and design” evening where buyers can meet with designer or product vendor, such as a cabinet supplier.

Goldberg said events focusing on downsizing strategies are popular with the demographic as well, to make it easier for the buyers to buy. “You want to keep touching the buyer and allowing them to experience the lifestyle,” he said. “Always have current home owners at events to interact with new customers.” – AL

Forty percent of active adult buyers opt for second-floor rooms. “These rooms can be used for a grandkids’ bunk room, game rooms, exercise, storage, or just getting away from each other,” Patterson said. “Be sure to make the upstairs accessible by including a landing, ample lighting and handrails on both sides.”

Dirks said merchandising outdoor living space is essential to showcase the space. Merchandising creates options for outdoor living no matter how large or small the square footage.

“If you have a tiny porch, show the buyers they have someplace to go where they can sit and read the newspaper or iPad,” Dirks said. “If you have a large outdoor area, merchandise it so it becomes part of the livable square footage of the home.”

To create a cohesive look, Dirks said all materials should be consistent or complimentary with one another, and work inside or outside. “Using furniture outside costs more, but it is worth every single dollar to demonstrate the additional square footage,” she said.

Patterson recommends including a water feature to draw buyers outside. “Show how they can use their entire backyard,” she said. “If buyers are looking outside, they’re spending more time at your model.”
Ease of Living

“Low maintenance materials are important to this buyer,” Patterson said. “Less grout means less time spent cleaning.”

Patterson recommends countertops that won’t stain or chip, such as maintenance-free quartz instead of granite. Luxury laminate flooring appeals to this buyer because they don’t worry about damage from pets.

A 60-year-old needs six times the light as a 20-year-old to see the same brightness. This means homes should maximize natural light, through strategic window placement, double windows and getting natural light in the center of the house, she said.

Dirks recommended overhead lights balanced with under-cabinet lights, and using table lamps for additional ambient light. To add romance, include decorative pendants and chandeliers.

Dirks said the active adult buyer wants efficiency, including safe attic storage, walk-in closets and pantries, and a feeling that there is no unused space. However, this does not mean bare bones.

“They’ve earned it! Exceed their expectations and include updated selections with beautiful materials,” she said. “The merchandising should be on trend, but not too trendy. Give them the excitement, but don’t scare them away. Prove to them that they want to get out of the old house and into the new.”

Anne Ladewig is the manager of communications for the National Sales and Marketing Council.
Illuminate Your World
Skylights for the Active Adult Community

There's no denying that our needs change and grow as we age. To maintain good vision and overall health, adults over 55 need about 3-5 times as much light than they did in younger years. But today's Baby Boomer generation is made up of more active adults than ever – and it's reflected in their housing. Active adult housing is becoming increasingly important as unique homes that combine light with a flexible living space are sought out.

When homeowners consider changes that let them stay independent longer, they focus on things like bathroom grab bars or wider doorways to boost accessibility. However, these upgrades don't necessarily convey the brighter, active feeling today's seniors want. That's why VELUX encourages builders and architects to look to the ceiling – the Fifth Wall, as we call it – to provide homeowners the atmosphere they want and the light they need.

Age-related changes in vision mean more quality lighting is needed, yet artificial light can create glare or affect visual acuity. This is where skylights come in!

VELUX's Energy Star-qualified “Fresh Air” Skylights provide natural light and ventilation for any space, including bathrooms (where privacy is a concern) and kitchens (where visual acuity is necessary). VELUX makes skylights exceptionally senior-friendly with programmable remote controls, as well as solar-powered blinds.

Natural lighting and fresh air is a home improvement that allows active homeowners to enjoy their home well into retirement. At VELUX, we have what it takes to help you provide the benefits of daylight to active adult homeowners. As daylight consultants, we work with consumers, architects and builders every day to provide well-balanced light in homes. Let us help you deliver all of this and more.

VELUX offers Model Homes Programs for builders to explore the benefits of daylight and fresh air. Contact Mike Chance to learn more about these programs at mike.chance@velux.com.

About VELUX
For more than 75 years, VELUX has been the world leader in roof windows and skylights available for builders, architects, merchants, and consumers. VELUX has worked to identify the key components necessary for virtually any successful daylighting project, resulting in a complete system of unmatched skylight products and accessories.

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Bryon Cohron, VP of Market Analysis at ProMatura, recently met with Nea Poole of Poole & Poole Architects, to discuss Overture at Virginia Beach, the community recently named NAHB 55+ Community of the Year.

BRYON: Nea, can you first tell us a little about your background and experience?

NEA: My husband and I started Poole & Poole Architecture 18 years ago with a specialty in multifamily. We build everywhere from Florida to Delaware and as far west as Wisconsin. We have done several 55+ projects through the years. Most have really been much more traditional apartments.

BRYON: Can you tell us a little bit about the background of the Overture at Virginia Beach project?

NEA: The developer for Overture was Greystar, which has traditionally developed all-age multifamily. This was one of their first in a whole line of prototype 55+ apartments. It was refreshing that we were able to try out some new ideas.

One of the things that was really remarkable was the amount of effort and money they were willing to put into the overall community life that we don’t normally see in projects. This is seen in the amenity spaces, which are between 17,000 and 18,000 square feet.

What was also notable was the amount of time and consideration that went into how people are going to live there: What’s going to make life better? What’s going to make life easier? What’s going to make people want to stay in this community?

BRYON: We have learned and heard a lot about new and upcoming trends and design elements geared towards this mature market. What did you incorporate in this community?

NEA: Obviously, they are all accessible units. Generally, in a two-bedroom apartment,
either both bedrooms will have a bath or one will have a bath and the other will have a shower. But for this project, because it was age-restricted, we went with two showers.

The towel bars, toilet paper holders, anything that if you fall, you could grab onto, also double as a grab bar. That’s a small detail that is really a useful, functional thing.

Outside the apartment units, there is all kinds of attention given to the aging population. For example, wherever there is a landing at the top of the stairs, there is a small gathering space – some chairs and maybe a sofa, so that when you are walking through, if the stairs are too much for you, there is an easy place to sit down. These areas also provide little meeting spaces, so if your knitting club or some friends want to get together, there are all kinds of little gathering spaces sprinkled throughout the building, specifically at the top of the stairs. That, I thought, was a small but well-thought-out detail.

Overture also has amenities that would be of interest to a lot of people, but of specific interest to an aging population: What happens when it is winter, when there is snow on the ground – can you live in this community and not have to go out? It provides things like a little eating and pub area, a hairdresser – and you can walk to these amenities always under cover, so you don’t have to worry about inclement weather.

And beyond something regular like craft room space, they have classroom space so that they can offer classes on everything from fun topics like art to functional classes: for example, Computer 101, for people who may not be computer savvy, or healthcare advice to help keep people out and active. As people get older, they get sedentary. If they are not out, if they are not with other people, they are not going to be as healthy, and I think a lot of thought was given to people being participatory in the community and that was a big part of the thinking in a lot of the public spaces that we did.

**BRYON:** Having the experience in multifamily and now transitioning to 55+, what were some of the things you used as inspiration for Overture?

**NEA:** With multifamily, you are acutely aware of accessibility issues in universal design. This allowed us to take it one step further and really use all of the knowledge that was gathered all these years and think through about what’s really going to make this work well. We know what the code requirements are, but what is going to make this a good place to live? It was actually a really fun process figuring that out and talking through different ideas.

About two years ago, my mom was looking to move into a CCRC. Going through the process with her and seeing either both bedrooms will have a bath or one will have a bath and the other will have a shower. But for this project, because it was age-restricted, we went with two showers. The towel bars, toilet paper holders, anything that if you fall, you could grab onto, also double as a grab bar. That’s a small detail that is really a useful, functional thing.

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And beyond something regular like craft room space, they have classroom space so that they can offer classes on everything from fun topics like art to functional classes: for example, Computer 101, for people who may not be computer savvy, or healthcare advice to help keep people out and active. As people get older, they get sedentary. If they are not out, if they are not with other people, they are not going to be as healthy, and I think a lot of thought was given to people being participatory in how these communities were set up, seeing that some were very sterile, some weren’t, but the things that they focused on, and then actually taking the research I had done for my mother and where she was going to live, was a good basis for what was going to go on with this project. One of the things I really credit Greystar with is that I had never seen this attention to community life and amenities in a for-rent project.

**BRYON:** Did you do any specific research?

**NEA:** Actually, the biggest amount of research was really the time that I spent going around interviewing potential residents and being aware of the issues with them. It was just a happy coincidence that it was something I had to go through personally a couple of years back, and then it went really well with what we were doing with Greystar. The things my mom was worried about were not things I...
would have thought of in the beginning: Seeing them through her eyes was really different than getting an academic, “I’m going to go shop projects, take a look and see what the competition is doing.”

To actually walk with somebody who is going to live in a project was really interesting and really informative for me. At the grand opening party, I ended up spending a lot of time with some of the residents, and talking to them was really gratifying because things we thought were the right way to go with them living there, they thought really great. That’s not always the case when you talk to residents. That really made me feel like we had done things well. The residents were living with our decisions and were enjoying it. That meant a lot to me.

**BRYON:** Five years from now, what do you think the opportunity is for this product and how do you think it will continue to evolve?

**NEA:** Well, I think with our aging population, it behooves developers to focus on 55+. Learn what different renters want and what amenities are important to them.

Amenities that people ask for a lot have to do with bicycles and dogs – for both millennials and 55+. We’ve done pet washing, pet pools and pet walks, and I think overlaying some of that would be a really good development for a project like this. Overture has a long walking path and a great pool. I think developing some additional fitness opportunities, like accommodating bicycles, would actually be a good thing.

Fitness is fundamental to a healthy lifestyle so I would like to further research, develop and incorporate broader and more diverse fitness opportunities for our next 55+ communities. Additionally, as companies work to continue to meet the needs of an aging population, I am looking forward to researching and incorporating new and inventive products into our units as we have with the assist hardware or touchless faucets.

**BRYON:** If someone wants to develop a 55+ community, what would you say the No. 1 thing to do is? And the No. 1 thing to avoid?

**NEA:** Market research is particularly important for this type of product. I would want to know who you are building for, the expectation that you have, what kind of community you want to develop. I would caution anyone going into it thinking that this is just another apartment community with restrictions on who can rent there.

I think you really have to consciously cater to this market and picture the way people are going to live, and think through how people’s needs are different in that age group. That’s what’s going to make it a successful project.
Chuck Ellison is pretty much retired from his position as vice president of Miller and Smith, a greater Washington, D.C. metropolitan building and development company of both open and age-restricted communities. He doesn’t draw a paycheck, but still maintains his office, extension, desk, email and other office perks, giving him the opportunity to do consulting work for his former employer and the freedom to spend time with his family – and serve as this year’s 55+ Housing Industry Council chair.

Let’s get to know Chuck a little better.

What led you to the business? When I got off active duty with the Army in 1972, I needed a job. Levitt & Sons was looking for people and hired me. I have been in the industry ever since as either as a consultant or a builder-developer.

When – and why – did you become involved with your HBA? I think I went to my first function sometime in 1975. At first, it was a requirement of the job. It quickly became a source of contacts, mentoring and education.

You’ve remained not only a member, but an involved member of NAHB for many years. Why? It’s been such a positive experience. First, the people I’ve met, come to know and enjoy associating with – that includes NAHB staff as well as other members. The second is just that the sources of information, sharing of experiences and the ability to gain knowledge is amazing. I’ve often described it as being part of a real-life MBA program that never ends.

You’ve worked with many NAHB interest groups and committees over the years. Yes. Land Development, Environmental Issues, Public Affairs, Legal Affairs and Resolutions committees, and of course the 55+ Housing Industry Council. I’ve chaired committees and subcommittees and working groups on environmental and land development issues. I also serve as the Maryland state representative (and will again in 2019) and as the Area Three Vice President to NAHB.

Oh. I forgot: I have also been on the NAHB Executive Board and am a Senior Life Director on the Board of Directors. I have, of course, a long list of “things” for my state and local HBAs including president of my home local, the Maryland Building Industry Association.

Tell us about what you are planning to do as the 55+ chair. You know, Bob Karen twisted my arm and encouraged me to get involved, and I am glad that he did. Being a council member has brought me new friendships, and great knowledge as well.

You know that builders like to build. We have a fantastic 55+ structure in place at NAHB, and my primary goal is to build on what we have by finding ways to take all the excellent programs and information available out to a larger segment of the association. So many builders serve the 55+ community but just don’t think of themselves that way, as 55+ builders. We need to reach them.

So that’s my goal: an increase in membership, getting one or two local councils either created or reinvigorated, and improving our coordination and relationship with local councils. That would be great.
What comes to mind when you hear the words "residential elevator?" Perhaps you are picturing a luxurious, three-story home with breathtaking views of the ocean. What you probably aren’t picturing is the middle-class home in which most of us grew up. The truth is that it doesn’t really matter what you envisioned, because home elevators are now possible for just about anybody.

Advances in technology have completely changed the way home elevators work. Things like built-in elevator shafts and hefty machine rooms are a thing of the past. They’ve given way to a product that can be installed in virtually any new or existing home – quickly and at a fraction of the cost. These efficiencies, coupled with the historic growth of our senior population, are driving consumer demand like never before.

As the aging-in-place movement continues to grow, people are looking at home elevators as a future-proof mobility solution. Retirement-aged adults are turning to them to ensure that their entire property will remain available to them in the years ahead. People are remodeling their existing homes to include elevators, and communities across the country are offering home elevators as options for their condos, homes and even apartments. The trend is only getting stronger.

If you’re a pro, and you have a client who requires a home elevator, efficiency is your best friend. Look for a home elevator that can be installed quickly without holding up the rest of the project, and make sure that you double-check local codes, because they vary widely concerning elevators. Better yet, call somebody who can do all of that for you.

Easy Climber is leading the way with the world’s first battery operated residential elevator. There is no shaft to build, no machine rooms or elevator pits – you don’t even need a load-bearing wall to safely install the Easy Climber home elevator. We’ll walk you through the planning process from beginning to end, and our professionals can not only install the elevator for you, but also address any service needs in the future. To learn more about how to partner with us on your next project, visit www.easyclimberbuilders.com.
Line of Fire
Most people who shop for fireplaces these days aren’t looking for a place to burn wood. And they may be more interested in the look of a modern linear gas fireplace than in any additional heat. DaVinci Custom Fireplaces focuses on modular design, with seven placement possibilities – corners, island, see-through and more. The company also offers buyers a plethora of choices in length – from three feet to 21 feet – as well as new varieties of liner finish. New log arrangements include bamboo and driftwood.
Safe Touch Glass is a standard safety feature that keeps glass surfaces at a low temperature, freeing designers to use any trim material desired.
The company’s new Maestro collection includes two vertical models, either 48 inches or 58 inches tall. Also new is DaVinci’s TouchSmart technology – an easy-to-use control panel that allows variation in the intensity of the flames and the color of the lighting in the firebox. It also will control either a timer function or a heat exchanger.

A Water-Saving Shower that Feels Like More
While early water-saving shower heads produced a miserly dribble of water, today’s manufacturers have managed to make a little water feel like a lot. The Nebia shower system creates a cloud of millions of microdrops that surround and hydrate – at less than a penny’s worth of water at Phoenix rates for a nine-minute shower. (The company’s calculator computes the cost for other locations.)
For a stronger, more concentrated shower experience, its Strength Mode feels like a full-power shower but uses only 60% of the water used in a standard shower.
The system is easily height-adjustable within a 25-inch range, and the main shower head tilts as well for a shower that doesn’t demand a blow-dry afterwards. There’s also a handheld wand that docks easily on a magnetic wall mount. It’s available online and, if you happen to be in San Francisco, you can drop by the company’s showroom and actually take a shower!
No More Accidental Showers

Has the spray feature on your kitchen faucet ever overshot the dirty dish and soaked the counter, the floor or you? While it may seem like a minor annoyance, the innovators at Delta Faucet decided that this was a problem well worth solving. The company’s ShieldSpray technology lets the user clean a dirty plate or the sink itself without a splattering mess. The faucet does this by concentrating one strong jet of water and surrounding it with a shield of water that contains any splashing.

The technology doesn’t take away the normal current stream or aerated spray options, but adds the ShieldSpray option to the company’s design lines.