Feature Stories

3 Generational Design Strategies
A look at the similarities and differences for design with the two largest demographics in our nation.

6 Who Is Your Boomer Consumer?
Two experts share fascinating trends on the boomer generation.

10 Nurture: Don’t Let Your Leads Age In Place
Five great tips to keep your leads from becoming stagnant.

13 55+ Standing Ovation
Not tucked away – a different approach to integrating amenities and connecting with community, neighborhood and the outdoors.

Departments

15 Hot Products
Stylish products for the kitchen and bathroom.

16 Sponsored Content: 55+ Home Buyers Focus on Lifestyle
The lifestyle and financial aspects home buyers consider when buying a new home.

18 Events and Updates
Plans for 55+ events at the next International Builders’ Show and last month to enter the Best of 55+ Housing Awards.

19 Our Sponsors

On the Cover

Champions’ Club Clubhouse
Magnolia, Del.
McKee Builders
Photographer: John Martinelli & Tony Cedrone

Publication Staff

Lynn Basso
Director
pbasso@nahb.org

Don Berey
Sponsorship & Account Manager
dberey@nahb.org
800-368-5242 x8208
Today, baby boomers and millennials make up the largest demographic group in the nation. Over the next decade, these two groups are expected to dominate the housing market as they prepare to purchase new homes.

You’ve heard about the differences and the similarities of these two gargantuan buying segments, but have you really looked at any of the design specifics and visual opportunities to help sell successfully to them?

By incorporating sensible design features along with “wow-factor” solutions that pack a punch, you can appeal to both target markets, giving them exactly what they need based on their similarities and the lifestyle they strive to achieve.

**Floor Plan and Design Considerations**

**Smaller homes with plenty of storage.** Millennials don’t generally have a lot of money, nor are they interested in accumulating “stuff,” and boomers are looking to downsize. Millennials and boomers alike highly value experience, travel and creating memories. So, while smaller homes appeal to both generations, they are not willing to compromise space for the special treasures they’ve collected along the way.

**Focus on great kitchen space.** If you’ve ever hosted a party, you know that everyone eventually gravitates to where the food and drinks are! Boomers and millennials seek out homes with fantastic kitchens optimized for entertaining. Both desire easy maintenance and efficient use of space because neither wants to spend a lot of time cleaning with little time left for fun. Make space for wine storage, coffee centers, beverage coolers and, of course, a great center island.

Both boomers and millennials desire great kitchens optimized for entertainment and fun, small but efficient and well appointed spaces – great island, wine storage, easy maintenance.
Pay attention to the great room. People want a space to relax and be themselves. Boomers, who’ve worked hard for years, feel they’ve earned the right to have what they want in a home while millennials were raised to feel they deserve it all!

The millennial buyer doesn’t want what everyone else has. They want to do it their way, to express their individuality and define the space to fit their personality. The boomer wants seating for family and friends, while the millennial may choose to position their workout equipment or bike near the TV or use alternative methods of seating. Design your great room to serve many functions.

Outdoor living is a premium. Whether large or small, these spaces can bring an additional $5,000+ to the purchase price of a home. Treat these outdoor areas as an extension of the indoor living spaces. Create a cohesive look between interior and exterior spaces with design and furnishings to maximize the value of each. Don’t skimp on outdoor living areas – they are sure to be one of your hottest selling points.
Flex rooms are a must. Providing flex rooms for boomers and millennials enables the buyer to personalize their home any way they chose. A flex room allows dreamers to soar – whether they follow through with their dream or not. Boomers appreciate rooms they can use for hobbies, personal interests, home offices or extra space for guests. Both generations need space that can easily change over time. Families grow, personal interests change, and needs evolve. Having this flex space readily available in your plans is ideal for both types of buyers.

Pets need love too. Pets are surrogate children to the boomer, while millennials see their pets as an extended member of their growing family. Both groups appreciate space for their pets to keep them happy and their stuff organized and out of the way. Whether a nook under the staircase or a built-in kennel in the laundry room, designated pet space will pique your buyer’s interest by providing a comfortable area for their furry family members.

By understanding exactly who your buyer is, you can create a vibe that will appeal to your core demographic. Both boomers and millennials appreciate style, are tech savvy and know what’s in and what’s out. Be intentional in your designs but remember that both groups are striving for the same goals – to find a home that fits their current lifestyle and can adjust to the one they are moving towards.
Who Is Your Boomer Consumer?

by Steve Burch and Chris Porter

This next year marks an important consumer milestone: In 2019, the very last of the baby boomers will turn 55. This generation, whose impact on society has been well-documented through their childhood and working years, is now redefining the empty nester and retirement years.

We culled some fascinating trends among households aged 55+ from our nationwide survey of new home shoppers. More than 8,700 active adults and retirees shared with us the key items they are looking for in their next home and next community, showing just how differently—or similarly—they are shopping compared to their predecessors.

Here are the key impacts boomers are having on location selection, community selection and issues that inform their choice of home layouts.

- As the trend of urban-like living in the suburbs continues to rise, look to the older households to comprise a notable share of this growth. This is impacting the older shoppers’ community and location preference and is beginning to remake the suburbs.

- It is no big surprise that Americans are working later in life. Labor force participation rates for the older population are at the highest levels in decades. While this situation has a number of societal impacts, it is pushing consideration for age-restricted communities to an older age.

- Due to longevity and delayed child bearing, the boomers are the first real “sandwich generation” simultaneously caring for their adult children and aging parents. This is having a distinct impact on the need for multi-generational homes.

‘Surban’ Popularity:

Less than 5% of the 55+ population in our survey wants a truly downtown experience—a place that is really urban with lots of action and walkability to everything. Instead, the majority would like a suburban area with an urban feel: a home in the suburbs, but surrounded by shopping, entertainment and lots of activities.

It’s a concept we call “surban™”— bringing the best of urban conveniences to a traditionally suburban environment.

In our survey, 55+ consumers responded more positively to the surban concept than did the under-55 households. The main distinction is, of course, life stage/family status. For younger households with children, the surban concept is less practical: They need space, bigger yards and more bedrooms.

But we found that 55% of older households preferred the surban concept – a very similar rate to young singles and young couples without kids. The surban lifestyle is not appealing just to particular age groups, but is more directly tied to family composition.

This very scenario seems to be playing out in real life. Developers of surban-like communities who thought

---

55+Housing Online Magazine | SUMMER 2018 | 6
they were going to attract a majority of younger buyers were surprised to see a greater number of older buyers than they originally expected.

It makes sense: The older buyers have the net worth—driven by the equity in their current home—to purchase these homes that are likely more expensive (on a per-square-foot basis) than a traditional suburban home, but still less expensive than homes in truly urban/downtown areas.

As the trend of urban-like living in the suburbs continues to rise, look to the older households to comprise a notable share of this growth.

**Working longer / retiring later**

Labor force participation rates for the older population are at the highest levels in decades. Given longer life expectancies, many older households are working longer because they have a longer retirement to finance. But it is not just about financial necessity: The population at ages once considered retirement-ready wants the stay active and engaged.

Among those 55+ households we surveyed, 41% said that at least one person was still working full time, including 22% of households in which both spouses were working full time. The results vary by age, obviously, with a much higher share of households in their mid-to-late 50s (73%) working than those in their 70s (approximately 7-10%).

Employment status certainly has an impact on housing choices. Our survey shows notable differences between those active adults who are truly retired and those empty-nester consumers who are still working—even for among those 55+ households we surveyed, 41% said that at least one person was still working full time, including 22% of households in which both spouses were working full time.
the same age cohort. These differences may seem obvious, but now they are quantifiable. Here are a few examples:

**Age-restricted communities:** For 55+ households with no retirees, moving to an age-restricted (55+) community appeals to just 20% of shoppers. 55% of that group says they would prefer to live in a community with no age restrictions. However, there are a couple things that change the preference for age-qualified communities:

**Age itself.** Preference for age-restricted communities runs at 25% or lower until shoppers reach the age of 65+, when the preference jumps to 33%. So as boomers are working longer and retiring later, they’re not thinking about the age-qualified, lifestyle communities until later.

**Actual retirement.** Similarly, the act of retirement affects consideration for age-restricted communities. For households with at least one retiree, the desirability for age-restricted jumps to 33%, while the preference for a no-restrictions community drops to 42%. Once a couple enters the retirement phase of life, their options for moving really open up, since they no longer have a commute and are no longer tethered to a location by their job. And, of course, their time commitments change. Retirement brings more free time and lends itself to shoppers wanting to be in a community with others more like themselves.

Taken together, these developments in consideration for an age-restricted community have major implications for developers and builders. The consumer target for these communities is shifting. While 55 used to be the “golden moment” for consideration of a retirement community, that moment has shifted by a decade.

**Moving distance.** A correlate of an age-restricted lifestyle community is often a willingness or desire to move. Especially for retirees in high-tax states, or states with less-than-pleasant weather, moving to a destination state with a great age-restricted community can be a real attraction. One of the things that age-restricted/lifestyle communities do is provide a ready-made social system people can easily plug into. The coordinated activities really fill the new-found free-time for a recent retiree.

So while only 17% of new home shoppers of all ages surveyed told us that they plan to move to a different state, the number jumps to 29% for 55+ households. Thirty-one percent of households with at least one retiree planned to move out of state, compared to just 26% with no retirees.

In sum, the need, interest and willingness among the current wave of boomers to remain in the workforce is having a major impact on age-oriented communities and moving between states.
**Sandwich Generation**

Due to longevity of their parents and their own delayed child-bearing, boomers are the first real sandwich generation: a generation with simultaneous child-rearing responsibilities (or just adult children still living at home) and the responsibility for caring for aging parents. Our survey suggests that 41% of current new home shoppers think it likely or very likely that an elderly parent (18%), an adult child (13%) or both (10%) will be living with them in their next new home.

In addition, 7% of shoppers 55 years and older have at least one minor living at home. In fact, for those 55-59 years of age, the rate is 14%!

Naturally, these changes in household configurations yield changes in the layout of the house. Here are some of the ways today’s shoppers are addressing multi-generational needs in their homes:

On the bottom are home configurations that are specifically aimed at a family with an additional adult living with them. They are actually separate suites with separate entrances and cooking facilities. These configurations, while relatively costly, allow for the most independent living for an additional adult.

The guest bedroom suite actually serves a dual purpose. If the family is not accommodating an additional adult, these suites allow for gracious entertaining in which guests have their own suite for sleeping, bathing and dressing. Of course these suites don’t have the advantage of a separate entrance or a cooking facility, they are a considerably less costly, more efficient solution.

As they have from the beginning, boomers are once again making significant impacts on the product classes they come in contact with, and housing is no exception. From a change in what they want in community living, to consideration for age-restricted communities, to taking care of elderly parents and adult children often at the same time, this generation is making its mark as they move further toward and into retirement.
A recent Marketingsherpa study reports that only 36% of marketers actively nurture their sales leads. If you pay $50 per lead and get 1,000 leads, that means you’re wasting $32,000 a year. “Unfortunately, we see it all the time,” said Kathi Scharf, director of property development solutions at Immersion Active. “We generate high volumes of quality leads for our clients only to find out that, once we deliver the lead to the sales team, nothing happens. Maybe someone tries to call the lead one time, but if they don’t get an answer, they move on and the lead dies.”

Of course, it’s important to recognize the reality that juggling tours, contracts, sales and other logistics can often keep a sales team more than busy. But allocating insufficient resources to nurturing leads can result in hot prospects aging to the point of disinterest. It’s especially important to nurture 55+ home buyer leads who not only expect a quick response to their inquiries, but who also often start their home search two, three or even five years before they are ready to move. Without a lead nurture program in place to build and strengthen your relationship, the 55+ home buyer can not only lose interest but also feel slighted, as if you don’t value them as a prospect.

What Lead Nurture Is and Isn’t

Within the context of this article, lead nurture means using delivering appropriate content at the right time to move a lead through the sales funnel. Sure, it’s your sales team’s job to do that, but today, people expect instant access to information, proactive communication from brands and personalized assistance. A sales team simply can’t consistently and effectively deliver that type of personalized communication to every lead. Instead, you can leverage automation to handle many of these activities. Almost everyone uses some type of customer relationship management tool (CRM), whether it’s a simple spreadsheet to an advanced tool that tracks everything from a lead to closing and final sale. But few builders and developers leverage these tool’s capabilities to optimally segment and automate lead nurture.

Optimal nurturing a lead doesn’t mean just blasting the same five emails to every lead, sending out notices when new spec homes become available, or making a few general follow-up calls periodically and hoping for success. Nurturing a lead means delivering content and...
information at the right time that the prospective buyer will find valuable and useful depending on where they are in their buyer journey.

"Lead generation alone doesn’t equate to conversion. You need a good marketing automation and a CRM to ensure follow up," said Tori Ewing of Gilbert & Sheppard Group.

True lead nurture focuses on understanding where each lead is in the sales funnel, then delivering relevant, valuable content to strengthen your relationship with that lead and to move them further down the sales funnel.

**Focus on Who, not What**

Lead nurture programs are not one-size-fits-all. Just like a sales team modifies its pitch based on the prospect, your lead nurture program needs to be able to segment leads based on their characteristics:

- What was the lead source?
- What ad did they respond to?
- What keywords were they interested in?
- What information did they request?
- Can you determine the lead’s age, income and other demographics based on these things?

Even within the 55+ housing market, your community has its own personality. That means your lead nurture will need to target buyers looking for those attributes. Do your residents love travel? Golf? Hiking? The more you segment your leads, the more relevant, personal and successful your tactics will be.

Of course, marketing and sales departments often don’t have the “human” resources to spend the hours necessary to break leads into several, if not dozens, of segmented lists, each with its own path. That’s where the use of a marketing automation tool can become your sales team’s best friend. “Marketing automation acts as a bridge between advertising and your goal of a face-to-face meeting. It allows builders to maximize every single lead, said Scott Stroud, founder of Cumberland Marketing Technology and Builder Buzz Radio.

**Create Content That Creates Relationships**

As more and more communities use lead generation programs to spark interest and develop brand awareness, the importance of having an effective lead nurturing strategy becomes very clear. Only a miniscule percentage of your inbound leads will be ready to make an immediate home purchase. While this buyer may be a sales rep’s fantasy, the reality is most of your inbound leads are much earlier in the buying cycle, still researching, and on the fence about where they want to live.

We know we want to reach those buyers who reflect our current residents, but we also need to help prospects imagine themselves as already part of the community. That often means providing information that helps educate a buyer or connect the buyer with not just the community, but with the local city or region.

It requires a shift in thinking from pushing out content you want buyers to see (like your latest spec homes) to providing content that prospective residents want (like a sample “day in the life” or information on local taxes). Sure, you can still include information about your floor plan and community amenities, but ask yourself, or your most recent buyers, what would help you decide to live in your community, then provide that information before the lead even asks for it.

In this way, you strengthen your relationship and are more likely to become their final choice.
More Doesn’t Always Mean Better
Timing is everything: Just as your prospects don’t want to receive a phone call from the sales representative every day, they also don’t want to receive an email or text message each day. In fact, research has shown that social media users will actually unfollow a real estate agent if that agent posts too frequently.
The cadence of your nurture plan must be appropriate to the segment and their places in the buyer journey. For example, you don’t want to send a lead who has just scheduled a discovery tour an email asking them to schedule a discovery tour. The frequency should also mirror the lead’s level of interest. Your timing can be more aggressive for those individuals who have been highly engaged versus a more long-term plan for those that are just making a casual inquiry.

Always Optimize
It isn’t enough to just put an automated lead nurture program in place. You also need to continue to test and optimize that program based on what’s working, what isn’t, and what your competitors are doing.
Strategizing and implementing lead nurturing campaigns won’t do you much good if you don’t track your success (or failure). What are your specific goals of the campaign? Obviously, you want to sell more homes, but when a 55+ home buyer could be two-plus years from purchasing, what other metrics can you use to measure the success of your nurturing efforts? Consider some of these:
• Include videos in your emails and monitor how many views.
• Include downloadable PDFs and measure downloads.
• Encourage readers to register for an event and measure both sign-ups and attendance (implementing an automatic re-engagement nurture series for no-shows is a great tool).
• Nurture leads to tours and again monitor sign-ups and attendance.
• Create a VIP list for grand openings and monitor subscribers engagement.

Keep track of and adjust your lead nurturing strategy according to your data to know what’s working and what’s not. Your leads are real people, and the only consistency when working in the real world is change. Optimization is an ongoing responsibility.

Ready, Set, Nurture!
You can’t afford not to nurture your leads. Aside from the wasted $32,000 spent on leads that aren’t followed up on, research conducted by Forrester reveals that marketing teams see an average 20% increase in sales opportunities from nurtured vs. non-nurtured leads. The research also indicates that companies that prioritize lead nurturing generate 50% more sales at a 33% lower cost.
More importantly, chances are pretty good that your competitors also aren’t nurturing leads well.
Implementing a strong automated program can give you a sound competitive advantage while freeing up your sales team to focus on what they’re really good at — selling.

Karen Strong is a digital solutions strategist for property development at Immersion Active. As a marketing professional with over 15 years’ experience, Karen is passionate about the opportunity to connect builders and communities with innovative digital solutions. Connect with her on LinkedIn.
As commute times continue to inch up in Seattle, quality of life begins to be measured by a reduction of windshield time, a non-negotiable for this buyer. I-5 keeps the cities of Lacey and Olympia nearby, creating an essential connection with their community.

Neighborhood integration pairs with outdoor assimilation through the design of scenic winding paths, interpretive trails, bird-watching platforms and two clubhouses, each with its own personality and perspective. Instead of tucking away the neighborhood trail, it’s integrated within the community, fulfilling a meaningful purpose.

“We found that our target audience is interested in connection on a variety of levels. And while they love trails for their implied health benefits, the added bonus is that they absolutely look forward to meeting new people as part of the trail experience,” said Brandon Scheibner, Polygon’s division president.

With just over 800 homes planned for the community, one large clubhouse could easily have accommodated the needs of Oak Tree: that’s a usual standard for many active adult neighborhoods across the country. So why did Polygon elect to design, build and furnish two?

“The conversation began within the context of asking ourselves how we can fully engage our customer. By building two clubhouses, we were able to offer a multitude of places for socializing, and that in itself started to drive robust discussions,” said Lisa Ross.
Polygon’s marketing manager. “By starting the smaller clubhouse first, we were able to quickly deliver an amenity, which is something that many communities can talk about, but typically cannot execute until much later in the development life cycle.”

Beyond simply having a clubhouse built immediately, residents at Oak Tree will experience the benefit of national experts in architecture and interior design. Johnston Architects is the architect for both clubhouses, and Possibilities for Design is its interior design firm. Both companies have many years of experience in the Seattle market.

Together, Polygon, Johnston Architects and Possibilities for Design created an interior for The Pavilion, the first, smaller clubhouse that captures one of Polygon’s critical visions: Bring the outside in, no matter what. The massing of the first clubhouse nestles easily into the surrounding homes and landscape, and many of the interior spaces have more windows than walls. This creates a gathering area that soars with drama but in a soft, approachable way. “It needed to be friendly and welcoming, like the way you feel when you walk in your best buddy’s front door,” said Richard Rawlings of Polygon who, together with Johnston, drove the exterior design. “It was important to design the smaller clubhouse in a way that felt substantial architecturally, yet not overt.”

This 4,600-square-foot structure is actually two separate buildings bisected by a single entry. An aerial view reveals a design akin to a bird with its wings spread, which is exactly what Polygon hopes their buyers do—spread their wings and enjoy their surroundings. One building includes a kitchen, bar and gathering space, while the second is dedicated to fitness, with exercise machines, a room for classes and a sauna. “We packed a lot in a small area,” said Rawlings, “and our consumer knows it. That’s exactly what they want.”

Possibilities for Design president and founder Doris Pearlman says years of active adult clubhouse design experience prove that the design of multiple seating and socializing areas are critical to creating the right atmosphere. “It’s important to this consumer that they have flexibility in their community clubhouse,” she said. “They are engaged in their world, and they find ways to be involved.

This could mean a weekly meeting, a pop-up event or a chance encounter, and they want flexible spaces for each of those interactions. We’ve learned over the years that this audience responds well to intimate areas when interior volume soars. The architecture and design of The Pavilion create a launching area for new interests and friendships,” Pearlman said.

Response to Ovation at Oak Tree has been tremendous. Since opening in late 2017, Polygon has sold over 55 homes in six months, with the Pavilion clubhouse set to open July 21. Future home owners have six one-level floor plans to choose from, each with unique layouts to accommodate their lifestyles. With at least one covered outdoor living space and in many cases two, home owners can enjoy the outdoors even if they find themselves in a light drizzle.

As more and more Washingtonians discover Ovation at Oak Tree, they are making the move from all around Western Washington, not just nearby ZIP codes. Nearly 60% of buyers come from counties to the north, home to major employers like Boeing, Microsoft, Amazon and Starbucks. These home buyers are taking advantage of the unique opportunity to live close to the amenities the region offers, while also finding peace and tranquility outside of the bustle.

In The Villages, Polygon’s next amenity buildings, plans are to expand upon the groundwork laid in the Pavilion with a completely new approach to the singular large clubhouse concept by bringing together a series of buildings that, while linked through a variety of covered connections, appear to be organized as described—a village.

An additional exercise facility will include more equipment as well as a swimming pool, while other buildings will feature areas for large and small-scale entertainment – a ballroom, a parking area for food trucks and a farmer’s market, smaller living room and game rooms. Additionally, The Villages will have an abundance of outdoor spaces opening directly to the Oak Tree Preserve, where Polygon has retained 40 acres of oak trees that were part of the original property. A fire pit, bocce ball court, two play courts and covered entertainment spaces will ensure these active adults can lead the life they demand.

Polygon Northwest has listened to its clients and created a unique community concept that integrates residents, facilitates interaction, and delivers on the future promise of an active adult community: A standing “Ovation” well deserved.
You’ll Look Forward to Doing the Dishes

This versatile spout with a single handle is a must-have. Not only is it fun to use, but it can be bent into any position – and it stays there. It includes water-saving features, two aerators (1.5 gpm flow regulator comes installed and a 2.2 gpm aerator is included in the package) and a forward-only handle that won’t interfere with the backsplash. Your clients will always want to do the dishes with the Elkay Pursuit Utility Faucet with Flexible Spout!

Handrails That are Simple and Attractive

Installing handrails is a simple way for residents to feel more secure in their own home, and Promenaid turns that need into an easy reality. The railings are available in black, silver bronze, red oak and black walnut, with a choice of three bracket colors; matte nickel, antique brass and satin black. Promenaid has a unique articulating joint that lets the rail adjust to slopes and corners as needed. Its sliding wall bracket makes it simple to install wherever it’s needed throughout the home. Able to support up to 500 pounds, these handrails will steady home owners and guests, and even stand up to grandkids who enjoy hanging on them.
By Julie Morgan, Digital Content Strategist, PCR

Glossy advertising brochures and other print marketing materials have been replaced by digital marketing campaigns that make it easier and more reliable to track results. Digital campaign tracking is providing new insight into the changing wish lists of 55+ home buyers. While cost, square footage and interior design are important factors for master-planned communities, what really sells buyers is lifestyle. Buyers begin their internet research with keywords targeting the lifestyle they want: 55+ communities, golf communities, Mountain communities, among other types. While builders create homes and amenities for an aging population, it is up to marketers to present the community’s lifestyle with captivating storytelling. Effective storytelling evokes emotions that enable buyers to envision what life will be like in a new community. And as home buyer shopping patterns shift, marketing materials must adapt. It’s still true that leisure and recreation are important to baby-boom buyers and marketing materials should reflect that. However, the stereotypical bridge, shuffleboard and lawn bowling have largely been replaced with more active pursuits such as pickleball, yoga, walking and biking trails.

In PCR’s annual survey of home buyers, respondents provided new data concerning the lifestyle and financial aspects they consider when purchasing a home in a master-planned community. High on the list for consumers searching for primary retirement and second homes are amenities, HOA fees and aging in place. Therefore, they should be integral parts of a community’s marketing.

**Amenities**

With people living longer than ever, buyers are looking for amenities that contribute to their health and wellness. The top three requested amenities are swimming pools (by 77% of respondents), fitness centers (76%), and walking/biking trails (71%). As for the more traditional amenities, they remain important, including clubhouses (60%), golf courses (38%), and tennis/pickleball courts (32%).

**HOA Fees**

More than 85% of respondents ranked HOA price and control over HOA pricing important factors in their purchasing decision. While dependent on what is included, most respondents are willing to pay monthly HOA fees in a range of $100 to $250.

**Aging in Place**

Boomers want to maximize their independence while maintaining the ability to adapt to changes in lifestyle preferences, health conditions and financial position. Sixty-four percent of survey respondents are looking for 55+/active adult/retirement communities as opposed to non-age-targeted communities. More than 88% of respondents cite proximity to healthcare, shopping, dining and recreation as important, with healthcare at the top. Therefore, location must be heavily weighted when planning age-targeted lifestyle communities.

**About PCR**

Founded in 1996, PCR is the trusted online resource for real estate shoppers interested in amenity-rich, master-planned lifestyle communities. Communities profiled offer a variety of amenities including golf, fitness, boating, tennis/pickleball, and equestrian facilities, with property listed from less than $100,000 to over $10 million.
Discover a great financing option that can help you sell more homes.

Home Equity Conversion Mortgage (HECM) for Purchase loans can help you capture mature buyers, expand the pool of homes you’re able to show them, and close more sales.

This FHA-insured* loan option can make it easier for home buyers age 62 and older to afford the home and location they really want—while preserving more of their retirement assets.

Why it pays to discover HECM for Purchase:

1. **More foot traffic.** Sales teams that advertise HECM for Purchase seminars increase model-home traffic, whether potential buyers use the loan option or not.

2. **More buyers with more purchasing power.** For those who don’t have enough cash to buy in your community, HECM for Purchase helps them afford the home they want, with the upgrades and the features they desire.

3. **More referrals.** HECM for Purchase buyers are likely to recommend the option to friends who are considering right-sizing, further expanding your referral contacts.

Learn how we can help you drive foot traffic and capture more customers!

877.561.2030
HECMforPurchase@reversefunding.com

*This material has not been reviewed, approved, or issued by HUD, FHA, or any government agency. The company is not affiliated with or acting on behalf of or at the direction of HUD/FHA or any other government agency.

©2018 Reverse Mortgage Funding LLC, 1455 Broad Street, 2nd Floor, Bloomfield, NJ 07003, 1-888-4-RENO. Company NMLS ID: 810994E (www.nmlsconsumeraccess.org). Arizona Mortgage Banker License 10297692; Licensed by the Department of Business Oversight under the California Residential Mortgage Lending Act; Loans made or arranged pursuant to a California Finance Lender license (CA Residential Mortgage Lender license 416799); Illinois Residential Mortgage License; Massachusetts Mortgage Lender License #ML10994E; Licensed by the New Jersey Department of Banking & Insurance. Rhode Island Licensed Under; Texas Mortgage Banker Registration in state branch address 6084 Gateway East, Suite 210, El Paso, TX 79910. Not extended for Hawaii and New York consumers. Not all products and options are available in all states. Terms subject to change without notice. Certain conditions and fees apply. This is not a loan commitment. All loans subject to approval. LOS954-Exp072019.
Events & Updates

Registration for the NAHB International Builders’ Show in Las Vegas opens Sept. 4

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!
The bus tour to new local 55+ communities near Orlando was wildly successful. Participants saw two terrific communities – K. Hovanian’s Four Seasons at Orlando and Twin Lakes – Jones
Homes USA. The group toured model homes and talked with representatives from the developers and sales managers. NAHB staff is working with member companies and will soon select the 2019 tour venues in Las Vegas. Stay tuned!

Honoring Excellence in 55+ Housing
There’s still time to enter your best work into the awards competition – don’t miss your chance to honor the people, companies, projects and programs that have contributed to innovative marketing, industry-leading design and construction and community lifestyle features that appeal to all life stages. Entries must be submitted by Aug. 24. Remember: 55+ Housing Industry Council Members get serious discounts on entry fees.

Enter now!
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 5-7 p.m. on Tuesday, Feb. 19.

Ticket sales open Sept. 4 on BuildersShow.com.

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

JANUARY
Doug McSpadden, McSpadden Development Corp.
Ron Becker, K.E. Becker Builders Inc.
Jack Kousma, Kousma Insulation
JoAnn McInnis, Careyn & Company
Paul Scarmazzi, Scarmazzi Homes
Jennifer Landers,ohlund Real Estate Group
Maricita Hughes, Isakon Living, Inc.
Don Overton, The Overton Firm
Steve Waldron, Retrorgreen Inc
Andrea Patton, Vintage Estate Homes
Ken Witte, Certainty Home Loans
Brian Thomas, Jackson Living, Inc.
Lesley McCarthy, Builders Design
Holly MacGregor, BGC Kitchen and Bath
Kathi Scharf, Immersion Active
Blake Plumley, Didier Group
Torrey Spilman, Bonvie Homes
Todd Wells, Winding Properties
Stephen Wasserman, Homestead Cottage Communities, LLC
Brittany Schoede, Colorado Homes Lifestyle Magazine

FEBRUARY
Larry Haines, Universal Construction Co. of GA
Stan Zuercher, Zurich Homes
Chris Poston, Stratton Homes
Steven Katz, The Katz Organization
Freda Hamlett, Keller Williams Realty
Phillip Gibson, Gibson Realty, LLC
Liz Reuth, Builder Marketing Edge

MARCH
Donna Mathis, Haven Design Works
J. Hiott, Tyler Chandler Homes, LLC
Lauren Browne, Larsen Development Company

APRIL
Jim Yoder, Steadfast Senior Living
Steve Katz, The Katz Organization
Tim Morris, Williamsburg Homes

MAY
John Stone, JW Stone Group, Inc.
Michael Grant, Modern Rustic Homes Construction
Thomas Ackermann, Thomas J. Ackermann Company
Robin Campbell, Accessible Home Solution

Kerry McIlroney, Kerry & Co.

JUNE
Kimberly Timmons-Beutner, Kimberly Timmons Interiors
Scott Powers, Optioan Signs & Environmental Graphics
Judy Byrne, Judy Byrne Avery
Mike Gray, Commonwealth Partnership Group
Ron Johnson, Right at Home Technologies
Maureen Ladley, Ladley & Associates
Jackie Mayo, Now Housing Partnership
Meredith Oliver, Meredith Communications

JW  Stone Group, Inc.

Larry Haines, Universal Construction Co. of GA

Scott Powers, Option Signs & Environmental Graphics

Judy Byrne Avery

Mike Gray, Commonwealth Partnership Group

Ron Johnson, Right at Home Technologies

Maureen Ladley, Ladley & Associates

Jackie Mayo, Now Housing Partnership

Meredith Oliver, Meredith Communications

James Rorison, Caldwell Companies
Thank You to Our Generous Sponsors

Leadership Circle

Supporting Sponsors

Contributing Sponsors