Feature Stories

3 A Brand Romance: Nurturing Your Brand to Build Relationships
A company’s logo and materials tell prospective clients more than just your company’s name and location – they also elicit a strong emotional response.

6 New Ideas Draw a Crowd in Denver
When a builder took smart marketing advice, everybody won – including prospective home buyers who came in droves to learn about universal design and energy efficiency.

9 Sponsored Story: The Evolving World of Residential Elevators
More boomer buyers are interested in residential elevators, and younger custom home buyers are planning ahead. With recent standards upgrades, elevators are even safer.

Communities with resort-style amenities aren’t just for the Sunbelt. They now come in all sizes and locations, attracting attract buyers and renters, boomers and well-off millennials.

Departments

14 Hot Products
Doors that let in slices of light, colorful faucets that complement the décor, shower doors with an industrial look and sinks with a hidden drain.

16 Events & Updates
The big event is the International Builders’ Show (IBS). See what you can learn at the 55+ Central headquarters at IBS in Orlando. And check out just-released details on the bus tour of two new 55+ Orlando communities.

On the Cover
Traditions of America, Saucon Valley
Center Valley, Pa.
Finalist, 2018 Best 55+ Clubhouse or Amenity Center

Publication Staff
Ann Marie Moriarty
Writer/Editor
amoriarty@nahb.org

Don Berey
Sponsorship & Account Manager
dberey@nahb.org
800-368-5242 x8208
by Mike Stakem and Beth Mickey

The Romance Begins…Insights from a Creative Director

A few years back, I wanted a new car. I researched every make and model that I liked (and could afford), and while driving around, I looked for cars that might be a contender. The Mini Cooper repeatedly caught my eye and made me smile.

The Mini dealer’s “cool factor” surrounded me the minute I walked in. The brand elements (colors, fonts, textures, images, iconography) enhanced my excitement, while satisfied customers and prospects were smiling and chatting about this color or that feature, literally acting as brand ambassadors.

Sorry for the Mini sales pitch. But it illustrated the fact that the actual product is only a part of the equation. A good product and good brand experiences will generate strong physical and emotional reactions in a prospective buyer.

I’ve had my S Coupe for three years, and still love everything about it: color, body contour, racing stripes, even the little Mini logo. I even like taking it in for regular service.

A Strong Brand

Your brand is not just a logo design. It’s the entire customer experience — an emotional experience that you want consumers to have every time they encounter your community or product. It is created by your employees, current home owners, community services or even physical space. Every aspect has to clearly and consistently communicate the brand.

My experience with Mini has been just that: consistent. The Mini brand moved me, and my investment in the brand continued to grow. The car just makes me HAPPY!

The Psychology of Branding: Insights from a Client Service Director

When working with clients who want to develop a new brand or refresh their current brand, I begin by explaining that while brand development is highly personal for those vested in a company or community, there are clear factors we have to take into consideration during the process.
American author and former dot-com executive Seth Godin may have said it best in his blog post: “A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer’s decision to choose one product or service over another.”

Brand personality plays a significant role in how prospects relate to your brand. In fact, brand personality can have human characteristics that become associated with that brand.

In Mike’s case, he related the Mini Cooper to himself — or what he perceives as his ideal self. At the ripe old age of 52, the car makes him feel “cool and youthful”, all while making him feel safe and secure knowing that the vehicle is well constructed and has a good reputation.

When working with clients to explore their brand, we start by gathering insights from homeowners, stakeholders, prospects and others about words they use to describe the product. This process also includes brand affinity surveys to see how the market views a community – as positive or negative. And it helps uncover what makes a community different from the competition – the brand personality. We ask “What will make a prospect choose community A over community B?” That’s the differentiator that will help shape the way a prospect experiences your brand – the thing that creates a lasting impression about your community before they even walk in the door.

**Translating Brand Personality to Logo Design**

We often encourage builders to take inspiration from other industries for creating a prospect experience. This can help when translating a brand personality into a physical logo, and to a sales center that completes the visitor experience when prospects arrive in person.

During the design phase of a new logo for The Village of Valemount, a British Columbia destination offering year-round outdoor activities, most of the concepts focused on the majestic mountains surrounding the property. But while snow-capped peaks are a strong feature, the logo design that was ultimately selected had no mountains.

What initially seemed obvious became less important as we went deeper into developing their brand. When we identified the brand personality of The Village of Valemount, we shifted from a sedate and formal approach (below left) to a playful, bold and sporty representation (below right).

We had surveyed tourism committee members as well as local students about brand attributes. From those surveys, certain key words came up repeatedly: simple, openness, warm, casual, friendly, laid back. We also realized that nature needed to be highlighted in a cheerful, friendly, playful way to speak to the casual, working-class personality of the region.

The area offers many activities that can be enjoyed in the warm summer months as well as the snow-covered winter months. Sun and snowflake imagery were used to highlight the year-round advantages Valemount offers. The result was a truer reflection of the Valemount brand.
So how does this work with the 55+ Building Community?

One client, Traditions of America, had successfully launched several 55+ resort-style communities in Pennsylvania, but opening, closing and managing multiple communities became more complicated as their portfolio grew.

The company had marketed each community under its own name, with minimal cross-promotion. They wanted customers to relate to the community, not the builder. That meant that each new community launch demanded new names, logos and marketing materials – as well as the need to create awareness and generate leads.

So our first task was to understand their brand personality. We surveyed prospective and current home buyers and analyzed competitors to see whether using the communities’ collective history and success was an overarching plus. These findings led us to decide that the client would be best served by building a core brand to communicate common benefits that all their communities offer.

Our research showed that Traditions’ prospects viewed themselves as savvy and forward-thinking. They valued the ability to trust an established company that had years of experience creating communities that met their aspirational desires to do more and live better. The outcome: a contemporary brand that effectively identified the personality of Traditions of America and wove it into a valuable brand platform. The platform guides the marketing and sales of both existing communities and communities under development.

With an updated red, white and blue color palette, the new logo features a star-and-stripes icon that looks hand-drawn, evoking a feeling of craftsmanship and quality—features that speak to what home buyers value.

To create contrast in the logo between the loosely rendered curved icon and the text, the word TRADITIONS was set in all caps, using a classic serif font to convey strength. Also set in caps, “of America” is smaller in a contrasting sans serif font to prevent the text block from being too static. The elements are carefully balanced to be easily readable, recognizable and iconic.

Why Is a Strong Brand Valuable?

Three main reasons:

• When positioned appropriately, it improves recall and reinforces perceived advantages (price, quality, value).

• The perception of quality is the single most important contributor to an organization’s return on investment (ROI).

• A strong brand shortens the purchase process.

Why? Because your brand clearly represents the things that consumers most value. Buyers don’t have to spend a lot of time wondering if what you offer aligns with what’s most important to them. Their priorities are front and center. For the 55+ home buyer, the goal should be to create brand affinity and trust, since people buy from companies they trust.

Some builders hang their hat on quality, others on customization and yet others on “smart” homes. A successful logo design will support that, but whatever it is that differentiates your community or product, it’s the trust you build and deliver that will solidify your brand within the market.

The net result? Prospects are more motivated to purchase because of a stronger brand affinity.
by Ann Marie Moriarty

Looking at new and remodeled houses – on Houzz, or HGTV, or even the neighbors’ new kitchens and baths – may soon replace baseball as our national pastime. And the Home Builders Association of Metro Denver’s annual Parade of Homes is happy to let the public indulge that guilty pleasure by inviting them to visit various neighborhoods and communities to look at examples of the best its builders, associates and suppliers have to offer.

Custom design-builder David Jackson, Centennial, Colo., had participated in such events before, but his most recent entry, the New Idea Home, became much more than just a stop on a tour.

The Idea

Jackson had talked with Robert August, also an HBA member, who suggested that instead of simply showing one of his very nice spec homes, Jackson could make a bigger impact by building a home that presented all the trends consumers were reading about, wondering about, and probably hadn’t seen yet. August, a sales and marketing consultant, predicted that such a home would attract crowds “because it had a story to tell.” He suggested that “visitors could learn about five main themes: design trends, water conservation, wellness and health features, energy efficiency and universal design.”

Sounds complicated and expensive, right? But August, through his consulting firm, North Star Synergies, often worked with local suppliers and national manufacturers – and he was certain that they would support such an ambitious effort with donations of materials, upgraded products and the newest technology.

Jackson was interested. His company, Jackson Design Build, always incorporated as many sustainable, energy-efficient and universal design features as he thought the client’s budget would support – and for spec homes, as many of those features he knew the market would support.
Universal design makes the house more comfortable, and it appeals to all buyers. It’s just good architecture.

“The Plan
August saw this as a chance to highlight not just Jackson Design Build and the Denver HBA, but also every participating manufacturer and vendor – a public relations triple play. By the time he’d spoken with all the suppliers and manufacturers on his list, he’d generated $350,000 worth of materials and upgrades for the home. Once the donations were incorporated into the design, Jackson was ready to go. He had purchased a site in Denver’s Cory-Merrill neighborhood near the University

The Finished Product
The New Idea Home is large – 3,878 square feet in the three main living areas, plus a finished basement, for a total of 6,174 square feet. From the street, it’s about the same width as other houses in the neighborhood, but it extends further back than most. Only the dramatic top floor and chimney suggest that there’s a lot more going on inside.
The house has four levels, and the main living area on the ground floor presents an open plan. There are five distinct bedroom/bath suites in the house, each with its own outdoor terrace or balcony. Jackson entered the house in the 2018 Best of 55+ Housing Awards in the Universal Design category – it’s a finalist – and the entry describes it as a “modern, urbanist, 25-room retreat that can meet the needs of a growing family, or a family with older children, empty nesters or a multi-generational household” – in other words, a home with the flexibility to accommodate pretty much anyone.

The list of features is lengthy, but highlights include a barrier-free entry in front, back, garage and bathrooms; designated space for a future elevator to access all four floors, if needed; wide stairways, doors and hallways; Energy Star and Indoor airPLUS compliance; electronic “smart home” systems; and xeriscaping with drought-tolerant plants that conserve water and energy while complementing the outdoor environment.

The Tour

The house was open for only 17 days, but every day was packed with consumer education sessions and receptions. Manufacturers and suppliers invited their clients to see the products installed in a lovely setting. And many manufacturers encouraged visitors to order their products right there at the house. “We used the house all day, every day,” said August.

The no-fee Parade of Homes had attendance upwards of 100,000 people, and the New Idea Home, with 5,000+ visitors, had the near non-stop traffic. Jackson and August joined manufacturers and vendors, as well as the project’s lender and others with a role in the project, to staff the home and answer people’s questions.

One visitor who’d toured the house before it was complete purchased it three months before the Parade of Homes events with the stipulation that it would be open to the public at that time. The price was very close to $1.5 million, but in August’s opinion, it would likely appraise for closer to $1.8 million because of all the donated upgrades.

The bottom line: The New Idea Home was a success on all fronts. It kicked Jackson Design Build’s already stellar reputation up a notch. It delivered benefits to the HBA’s sponsors and associate members. And it informed thousands of people about the possibilities available in a thoughtfully designed and carefully crafted new home.
There was a time not so long ago when using a private elevator in one’s home was considered extremely extravagant. However, most people who installed elevators in their homes were responding to a specific need, so residential elevators were typically practical, utilitarian devices.

Basic residential elevator products are still available today. The cab entrances are protected by a standard swinging passage door at each floor. Electric interlocks, which are fitted to the door frames, ensure that the doors can’t be opened if the cab is not present at that floor. Also, an accordion style gate is typically fixed to the elevator cab itself, protecting passengers during travel.

**So...what has changed?**

Clearly, the market for residential elevators has grown substantially. It is no longer unusual for new custom homes to include one. While some of those homes would be considered high-end or luxury, there are an increasing number of elevators being included in more modest homes as well.

A whole segment of the builder community is creating homes and communities for the 55+ age demographic, a fast-growing market that includes baby boomers. Universal design – homes that are designed to be accessible for everyone, regardless of size, strength, age or physical ability – is typical. Elevators have naturally been included in homes with multiple levels.

In addition, the published safety standard for home elevators has recently been revised. The ASME A17.1 Safety Code for Elevators was updated in 2016 to include more stringent requirements regarding the rigidity of accordion gates. Also, the allowable clearance from the inside surface of entrance doors at each floor to the inside of the shaft wall has been reduced from 3 inches to ¾ of an inch. This has greatly complicated the use of old-style swinging hall doors and standard interlocks for elevator entrances.

Fortunately, some manufacturers now offer automatic sliding elevator door systems with residential elevators. They are very similar to the familiar entrances for
commercial elevators. Using these systems will guarantee compliance with the new safety standards enhancing safety, reliability and usability.

Manually operated entrances, such as accordion gates or swinging passage doors, do not close automatically. Should a passenger leave a door or gate partly ajar, the elevator is disabled and will not operate. Automatic sliding doors alleviate this annoying problem. They also allow the passenger to enter and exit the elevator without having to manually pull doors and gates open and closed. Automatic sliding doors not only improve reliability, but also accessibility to the elevator itself. It is wise to look for a manufacturer who has a record of experience with the new standards when choosing a vendor.

Garaventa Lift is a member of the NAHB Leading Suppliers Council and a global manufacturer of residential elevators, LULA elevators and wheelchair lifts. Find Garaventa Lift at IBS 2018 in booth S415.

NAHB 55+ Housing Industry Council
Build Your Future

Garaventa Lift

Inside the elevator shaft, a tighter fit.

NAHB 55+ Housing Industry Council is the only national organization that supports the industry professionals focused on the needs of home buyers over 55 years old.

Whether you build single-family custom homes, age-restricted life style communities, or supply and provide services to the 55+ industry, we provide access to a wealth of resources and networking opportunities that will keep your business thriving.

Learn more about membership benefits and join at nahb.org/why55plus
Whether luxury rental or condominium, today’s resort-style multifamily housing offers downsizing baby boomers and millennials exactly what they want: Location, location, location – plus vibrant amenities, top-notch services and generous living spaces.

Multifamily housing has long been preferred by young striving buyers before they plunge into the single-family world. Now downsizing empty-nesters across the country are gravitating to multifamily resort-style living as well, and are willing to pay a premium for it.

Some communities are age-restricted, others simply have features that older people want. These mature market developments are always located close to one or more focus points: the center of the village or city, the water or other recreation, shopping or transportation and – most importantly – family and friends. This new luxury multifamily product is larger, well-serviced, highly amenitized and features high-quality luxury design.

From the mature close-in suburbs of New York to mile-high Denver – and even Southern California – luxury rental programs are seeing a surge of 55+ residents selling homes and preferring to keep their equity liquid. Many are sharing time between two locations and choosing to purchase in the lower-priced market. Some proposals to modify tax law could force many more empty-nesters in this direction.

**Near the Big Apple**

On New York’s Long Island, Avalon Bay, the region’s largest rental housing developer, has seen as much as 50% of some of its buildings rented to empty-nesters, depending on the location, says Christopher Capece, senior development director for the region. Avalon Bay has targeted affluent Nassau County suburbs such as Great Neck and Rockville Center, and developed product that appeals to a market that no longer can rationalize homeownership at this stage of life in these high-price, high-tax markets. All the Avalon Bay residences feature contemporary open-flow floorplans, luxury kitchens and baths as well as high-end finishes.

“Though we do not age-restrict, throughout Long Island our renter profile has increased to 28% empty-nesters, and as much as 52% in the communities in the highest-priced suburbs,” says Capece. “We are designing larger spaces to accommodate downsizers’ furniture, offering more three-bedroom plans so they have a den, creating active resort-style social areas that will be more widely used by residents, providing concierge and other services and always making indoor parking available.”

**Avalon Great Neck** on Manhasset Bay features an infinity pool overlooking the water, indoor/outdoor entertaining areas, a demonstration kitchen and a fitness center geared to health-conscious active adults with cardio equipment and space for yoga and fitness classes.

**Avalon Rockville Centre** is in the heart of a busy, walkable village and minutes from the commuter railroad. “Most of our empty-nester renters are not fully retiring,” says Capece, “so being close to transportation is a big advantage.”
On the West Coast
Azulon at Mesa Verde, a 215-unit age-qualified rental community in Costa Mesa, Calif., was put together by local developer MV Partners and designed by KTGY Architecture + Planning. It reflects the essence of California resort-style rental living. Azulon is in Costa Mesa, an area renowned for great shopping, and the community’s walking path to the nearby Mesa Verde shopping center has a great appeal to the youthful 55+ residents.

According to principal architect Manny Gonzalez, “The focus is on luxury, lifestyle and location. We are appealing to people who are young at heart, young of mind and physically fit. Apartments are bigger and appointed with luxury finishes. The lush resort amenities are designed to accommodate many activities at once in both large gathering areas and intimate retreats. They offer the active adult a daily indoor-outdoor lifestyle. Residents really feel like they are living at a five-star resort every day.”

Into the Mountains
Located in the wealthy Cherry Hills neighborhood outside Denver, Kent Place is a luxury 300-unit rental community designed by Kephart Architects. It appeals to local affluent downsizing baby boomers, as well as millennials who want luxury and services.

The appeal is the resort lifestyle, with such services such as a concierge, grocery delivery, dog walking and pet grooming. Along with some standard amenities there’s a bike/ski equipment room, an outdoor pool, outdoor spas, a Bocce court, a jogging trail, an outdoor kitchen and rooftop lounge, along with a large fitness area, community gardens and virtual golf.

Because ample covered parking is essential for these residents, 600 underground spaces are provided. The interiors of the models and amenities, designed by Lita Dirks & Co., are bright and contemporary with luxury appointments.

We are appealing to people who are young at heart, young of mind and physically fit.
And Back East

Villa BXV is a new luxury condominium in the heart of Bronxville Village, one of the most sought-after walkable suburban locations in Westchester, N.Y. While there is no age restriction on the property, 80% of its residents are empty-nesters. It was built by Fareri Associates and its Gateway Development arm, Greenwich, Conn. Sullivan Architects designed Villa BXV to be a Mediterranean-inspired building that reflects the architectural legacy of the village, and Lita Dirks designed the models and amenity spaces.

“We are dedicated to the historic villages of the region, and aspire to create buildings that appear to have been there for generations,” says John Fareri. “Our major challenge was selling million-dollar-plus residences adjacent to a commuter railroad. In the end, one of the most desired Westchester Village locations won out. We designed for and embraced the train, and so do our purchasers.”

The residences have generous open plans with gourmet kitchens and master retreats with spa baths featuring glass-enclosed wet rooms, freestanding tubs and separate rain showers. Amenities include a central lobby with a 24-hour concierge. The social heart of the building is an elegant clubroom with a glass wall opening to a well-appointed grand courtyard. A lively fitness center opens to a zen courtyard for cool-down and yoga.

Gateway Development president Jim Carnicelli points out that the actual building site is the garage roof. “We have been able to create amazing outdoor spaces using pavers, planter beds, freestanding planters, living walls, fountains and fireboxes. Villa BXV is unparalleled in the region. Purchasers recognized this from the outset. Most of our residents – 65% – purchased from plans two years before delivery.”

We are dedicated to the historic villages of the region, and aspire to create buildings that appear to have been there for generations.
Pre-sales and Pre-leasing Are Critical – The Banks Demand It

The Beechwood Organization, Long Island’s largest builder of 55+ for-sale communities, is now building a rental tower in the Westbury hub of Nassau County. Steven Dubb, the second-generation principal of the family-run company, is translating its knowledge of the 55+ market from for-sale to luxury rental.

The Vanderbilt, opening in spring 2018, will have 177 apartments and 17 extended-stay hotel suites. By December, 60 residences were pre-leased, 80% to empty nesters who are downsizing and want this convenient Nassau County, N.Y., location. Resort-style amenities include a doorman, valet parking, clubroom, library, game room, fitness area, outdoor pool and an on-site fish restaurant. Dubb knows his market, and is planning for an active social component.

“We are designing the residences with a luxury hotel finish. We are making them larger than the rentals in the region because we know how people feel when they transition from a house,” says Dubb. He adds, “We are attracting a group of snowbirds who have decided to rent up north and purchase in Florida. We expect less turnover with this renter than with young people.”

From East to West and across the country, multifamily resort-style luxury housing provides a desirable lifestyle for empty-nesters willing to pay more to get more.
Hot Products

All the Angles are Right

The grid – an exceedingly useful design tool – now is also a surprisingly versatile approach to the shower door. The Gridscape series from Coastal Shower Doors can be installed as fixed panels, a hinged door or French doors, and as a slider. The buyer can opt for a full-light style (glass inside, metal grid outside) or a true divided-light style with panes separated by mullions. The glass can be clear for a more industrial look, or smoky grey for more privacy and a modern vibe. An alternative satin finish suggests a Japanese screen. The frames can be either chrome or a black bronze. Or instead of a grid pattern, another option is a simple glass door with a black bronze frame.

In any configuration, the doors’ anodized aluminum framework prevents rust. And for boomers who fondly remember the Mondrian-inspired patterns of the 60s, custom mullion patterns are available that mix clear and bold colored glass.

Hot Products

More Colors than the Rainbow

Whether it’s to add a pop of color to a neutral kitchen or to complement a colorful one, Grohe’s Essence Semi-Pro Faucet adds a new element to the kitchen sink. But this faucet’s not just a pretty face: Its single handle allows for one-hand operation, and its spring arm allows for 360-degree mobility. The spray head switches easily between spray action and regular flow.

The hose provides for maximum maneuverability, and Grohe’s EasyDock M technology uses a powerful magnet to guide the spray head back to its docking position. The faucet is available in either a Grohe StarLight chrome finish, or a more resilient SuperSteel Infinity finish. There’s a lifetime warranty – and an extra plus: If you change the color of your kitchen, or just change your mind, you can also change your faucet color. Hoses in nine rainbow shades are available for purchase, and are easily installed by the home owner.
Hot Products

Clean Lines, Easier to Install

Trimlite’s new Solution series door offers homeowners the smaller glass doorlites they prefer, and offers the installer an easier installation. These doors use a one-piece, screwless door frame system with a compression seal and interlocking joints, eliminating the tedious work of screwing in frame plugs. The Shaker-style profile frames are only 3/16” thick, which lets the glass take a starring role. It’s an approach that works well with Craftsman, Modern, and mid-century style homes, and is available in a dozen glass designs.

And the frames have other virtues. They come with a vertical wood grain pattern that resembles Douglas fir, in either white or tan ABS plastic. They can be stained – so that the grain is visible – or painted to compliment any color scheme. The manufacturer’s test results showed that the frames could withstand temperatures from -30 to 180 degrees Celsius without fading, cracking or warping. (For Fahrenheit fans, that’s -22 to 356 degrees).

Hot Products

Linear Drains Aren’t Just for Showers

So your client wants a shower with a linear drain – a great choice! But why not the bathroom sink as well? Lacava, a company that began in Italy and is now headquartered in Chicago, has produced the Kubista line of bathroom sinks with a linear drain that has that clean European look. Water flows around the linear drain into a more conventional drain hidden below the bowl, and the rectangular drain cover is easily removable for cleaning.

The bowl is made of solid surface material, and can be installed either on top of a vanity or under-mounted to a counter top. Lacava stocks wall-hung vanities – as well as stainless steel legs for floor-supported vanities – that can accommodate the sink’s many size options, from a rectangular 24-inch sink to a trough-style sink as long as 60 inches.
Relax While You Learn

There are great opportunities to learn from experts and from other 55+ builders at the 2018 International Builders’ Show in Orlando. Many 55+ professionals enjoy attending the shorter, more informal educational sessions that are presented in the 55+ Central.

The Central is in the West Concourse, Level 3, Room W307 A, and it’s open to all between 7:30 a.m. and 5:30 p.m. Here are the topics that will be addressed in the 55+ Central on Jan. 9, 10 and 11. Each one is linked to the Builders’ Show website to provide more details:

**JAN 9**

- **7:30-8 a.m.** 55+ Coffee & Conversation
- **8-8:30 a.m.** Modular Applications for the Baby Boomer Generation
- **9-9:30 a.m.** Learn the Ins & Outs of Growing Your Business with Reverse Mortgages
- **10:30-11 a.m.** Simple Strategies for Capitalizing on the Unprecedented Opportunity in 55+ Housing
- **12:30-1 p.m.** Love Connection – SEO & SEM: A Match Made in Heaven
- **1:15-1:45 p.m.** The Must-See Universal Design & Aging-in-Place Products
- **2-2:30 p.m.** A Case Study for Inclusivity: The Under-Served Market of 55+ LGBT Consumers
- **3-3:30 p.m.** How Prepared Is Senior Housing for Another Natural Disaster?

**JAN 10**

- **7:30-8 a.m.** 55+ Networking Breakfast
- **8-8:30 a.m.** Leverage Social Media to Market to 55+ Consumers
- **9:45-10:15 a.m.** A Smart Bathroom: Bright, Quiet, Dry & Energy Efficient
- **11:30 a.m.-12 p.m.** Innovations in Design that Put an End to Pride Before the Fall
- **1-1:30 p.m.** Active Adult Housing: Why Amenities Matter for Established Communities
- **2:45-3:15 p.m.** How to Use Universal Design to Create the Ageless Home
- **3:30-4 p.m.** Age-Friendly Kitchens: University-Community Partnerships for Design Innovations
- **4-5:30 p.m.** 55+ Housing Cocktails

**JAN 11**

- **7:30-8 a.m.** 55+ Networking Breakfast
- **8-8:30 a.m.** Understand the Mindset of 55+ Home Buyers
- **10-10:30 a.m.** Changing Expectations: Top 10 Trends Driving 55+ New Home Sales
- **11:30 a.m.-12 p.m.** Building Profits with Universal Design
- **12:45-1:15 p.m.** Boomers & Young Builders: A Surprisingly Good Match
Road Trip!
Climb aboard a cushy tour bus and let it whisk you away to see two recently launched 55+ communities. Each bus will go to both communities, and you’ll be back by 1:30 p.m., in time for your afternoon activities.

One of the communities is planned to have 533 single-family homes for buyers 55 and older. Residents will find features that appeal to active adults, including a pool with spa pools and cabanas, courts for pickleball and tennis as well as a championship golf course. Residents can walk to cafes, grocery stores, restaurants and other stores, or drive to Downtown Disney or designer outlets.

Another community features a 20,000-square-foot lakefront clubhouse that offers a fitness center, a ballroom and a games room. But outdoor activities are the draw, with boating and kayaking on the lake, a resort-style pool and patio bar and courts for tennis, bocce and pickleball. There are more than a dozen floor plans to choose from as well as move-in ready homes.

Tickets are required. The fee includes a boxed lunch and refreshments at each venue. Register now!

What’s New with the 55+ Housing Industry Council?
Under the direction of 2017 council chair Dennis Cunningham, the council this year adopted a strategic plan designed to provide members with educational opportunities, information on the latest demographic and consumer preference research and an upgraded 55+ Housing Online Magazine (that’s right—you’re reading it now!). That’s in addition to fine-tuning the monthly newsletter to ensure it provides members with exactly what they need to know.

Council trustees, along with the very enthusiastic representatives of the membership subcommittee, will be available at the International Builders’ Show in the 55+ Housing Central (West Concourse, Level 3, Room W 307 A) to answer any and all questions about the council. And NAHB members who would like to join the council can do that right there in the Central.