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Established in 1989, the NAHB 55+ Housing Industry Council consists of a network of local and state councils and national members. NAHB 55+ provides builders with the expertise needed to prosper. Our members meet the unique housing needs of the strongest growth segment of the housing market by building lifestyle homes and communities for persons 55+, persons 62+ and multi-generations.

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Independent Living: A Viable Living Option for Baby Boomers

by Douglas Ahlstrom

It wasn’t long ago that baby boomers, like me, were discussing their intent to stay put. “There is no way we’re moving from the home we fought so hard to keep during the recession,” we’d say. The thought of leaving for anything other than a vacation was absurd. Our work. Our life. Our community. Our HOME.

Now, a slightly different story is emerging. Boomers are, in fact, willing to trade the “sticks and bricks” they fought so diligently to keep for a better, healthier future. Some are exploring living options outside their physical house but still within their own community. They are planning out their future. They’re not just boomers; they’re “planners.”

As a designer of all things 55+ for the last 25 years, I’ve seen tremendous change in design, technology and, most of all, the end-user. In the last five years, developers have sought to find housing solutions tailored to the “planners.” Interest is booming in housing options that straddle between traditional 55+ active-adult housing and assisted-care communities: an independent living community that meets the expectations of the planners. The communities have evolved quickly, with drastically changing trends influenced by a single demographic eager for change. (If they’re going to make a change, they’re going to get what they want.)

Let’s explore today’s market and the trends shaping the future of Independent Living.

**The Sales Pitch**

Today, the experience starts at the traditional 55+ community sales center. As creatures of habit, baby boomers look for the comfortable and the familiar. The sales team offers a handful of floor plans, an array of finishes and location options within the community. This is all fine and dandy, but it’s home-centric.

Baby boomers may opt to explore a different type of housing: a larger community in a country club setting. Baby boomers are invited into a welcome center —

Communities have evolved quickly, with drastically changing trends influenced by a single demographic eager for change.
which is more like a living room than an office — where they are greeted by a lifestyle consultant who invites them in to discuss their goals and needs.

Jane O’Connor, principal with 55 Plus, LLC, explains that lifestyle consultants are savvy, somewhat extroverted, and attuned to the needs of seniors. “They are continually being trained to engage emotion, thinking first about the person and then about the product,” she notes — a more positive, ‘customer-centric’ approach. “[A consultant] never wings it and must know their stuff. At this point in our life, we tend to drift more into a place of negativity, knowing that we are buying into a progression of need, by choice.”

These consultants don’t use fear as the main motivator — baby boomers have become too smart for that — but instead find ways to draw residents into the community via the potential for joy and health. “There are three things that lifestyle consultants must use in engaging with the senior,” O’Connor explains. “One: What is their motivation? Two: What is their personality? And three: What is their time frame? Listen. Focus on the tangible, understand the needs, then discuss the intangibles.”

Providing Options and Opportunity for Feedback

What attracts planners to these communities are options. There are two predominant models. One option, amenity-rich independent living (which is not state licensed), offers limited services and slightly above-market rental rates.

“Our communities offer senior living with services and programs that enhance the quality of life with the right level of flexibility to serve each resident, independently enhancing the overall community they live in,” states Robin Craig, senior vice president of sales, marketing and operations at Avenida Partners, LLC.

The second option is an amenity-rich independent living community (which is state licensed) that offers services commonly found only in assisted living. The rents are substantially higher than a typical senior apartment, but the programs and services are well worth the expense.

Although the old continuing care retirement communities (CCRC) buy-in — or estate fee — program still exists, the trend is toward greater options and the flexibility of renting month-to-month.

“Senior Independent Living is ‘active living with a purpose,’” notes Mandy Hampton, chief operating officer at The Ridge Senior Living.

The Ridge — which draws 90 percent of its residents from the surrounding community — fostered a sense of ownership with local seniors by inviting their future residents to contribute to the design and construction process. These stakeholders had a voice in options and programs, from naming the venues to selecting the style of the dishes, type of staff uniforms, and the make and model of the community vehicle.

Flexibility in spending and rental costs are important topics to residents, such as the number of meals they’re provided and the types of services they can purchase. The Ridge Senior Living developed a program where a portion of the standard rent could be directed toward outside services coming into the community. Residents can also enrich their lives through therapy services and in-home, short-term healthcare providers.

Focus groups helped determine the size of the units, and textures and finishes throughout the community, including orientation to views. Ongoing focus groups continue to offer insight into the ever-changing Independent Living interests.

“Things like the Country Store are gone,” Hampton explains. “The residents want to see traditional retail incorporated into the design of the community that caters specifically to their needs, as well as open to the surrounding community.”

Camille Burke, chief operating officer at Capella Living Solutions, which operates The Ridge Senior Living’s community in Lakeview, Colo., notes the proactive nature of residents. “Our senior residents are more proactive than reactive when it comes to taking charge of their lives,” Burke mentions.
Integrated health options at an Independent Living community enrich residents’ socialization and health care. They want to move within their own community to the country club, with all that the country club has to offer.

“They don’t want to live in a label,” she adds.

Space must be flexible to make the building healthy so that it can adapt to the residents’ needs. Burke mentions that, at Holly Creek Senior Living in Centennial, Colo., residents opted to forgo a barber or beauty shop — a staple in senior living communities — and repurpose the space as the community radio station. Additionally, expanding the coffee shop and bistro into the seldom-used billiard room created a more relevant and active space.

The Latest Design Trends

Ongoing focus groups and removing biases that exist within the old model are critical to success. Whenever you think you have come up with the next best thing, it’s certainly going to change. Without flexibility in the building or in the mindset of the operator, residents may look at another community down the road to meet their expectations.

Although focus groups of senior residents are certainly important, however, market research is the best place to begin forming a good basis of design. Market research tracks forecasts and trends, and while no one has a crystal ball, these forecasts are the springboard for a successful Independent Living community.

“Research is showing that while more amenitized Independent Living communities are being located in better locations within the community, seniors still place a preference on location and unit size over programs and amenities,” concludes Bryon Cohron, senior analyst at ProMatura Group LLC.

One trend is increased unit sizes. The largest Independent Living apartment used to be comparable to the smallest market-rate senior apartment; now data indicates Independent Living apartments are reaching the same size as market-rate apartments.

“While the needle is moving, developers are still relying on a market of product acceptance,” Cohron mentions. “The desires of the senior population are growing at a rate faster than that of product being delivered. Therefore, the same old model seems to still be delivered.”

That “same old model” doesn’t look and feel the same, though. One interior design style no longer fits all. Branded design is being replaced by regional design. First, discover and understand your community, then borrow from it. Designers are introducing local artwork and photography into gathering spaces, and even into signage.
Although interior color palettes of white and gray tones are still the rage, streamlined materials are being replaced by more practical weathered surfaces, course textures and antiqued metals. Still, consider the whole audience in designing the space. 

“It doesn’t matter what materials and colors are being used unless you have enough light to see them,” states Jason Shuster, CEO at Conley Design/Shuster 360. “Approach your design to address those with cataracts or glasses, not just taking into account the yellowing hue that the aging eye sees through.”

More artificial light is important, along with ample natural light. Plus, don’t forget to design spaces and lighting that minimize shadows and uneven light levels. Type sizes and fonts that are easy for senior eyes to read are necessary for signage, too.

Additionally, the dining experience is becoming more diverse — not just in venues, but also in food and atmospheres, ranging from intimate to communal. Independent Living caters to everyone from the younger senior who may be back on the dating scene to those moving in as couples. Cozy corners for couples and the flexibility to create larger tables for social groups are replacing the traditional open country club setting with tables for six. Different colors and styles that incorporate linens, dishes and utensils may be used to differentiate dining experiences — whether that be casual dining, a sports bar, quick-bite dining, traditional dining or fine dining — within the same community.

All who contributed to this article agree that technology is perhaps the most important amenity seniors are looking for in Independent Living. This applies not just to the fun stuff, but devices for security, health, wellness and quality of life. Smart wristbands and other wearables are readily available to track where people are (or, more important, where their keys are), if they have fallen or have just remained still for periods of time. Automated devices for door locks, smart doorbells, and in-home hubs such as Amazon’s Alexa and Google Home are all tailored for an Independent Living community, as well as the individual resident’s needs, and incorporated into the living landscape.

Developers are continually educating themselves on services for their residents and staff, and incorporating G5 technology into their “smart” communities. However, there will always be the problem of proprietary systems, and a community’s growth will be limited by bandwidth availability.

“One thing to consider when looking at designing for the future is to create additional space for a secondary isolated network for the ‘Internet of Things’ (IoT),” states Richard Guerrero, owner, CS, at IT Solutions. Although we are continually trying to design a building with the most flexible space in the least amount of square footage, this redundant space is one that will be necessary to foster the IoT, and promote a successful transformation and future health of the community and its residents alike. There is no crystal ball, but do we really need one? Today’s baby boomers are clearly communicating what drives them. They haven’t really changed — just what they want, what they deserve. They’re simply planning their next chapter.

We must continually educate ourselves on market research and technology while developing go-with-the-flow building designs for Independent Living communities. But, above all, we need to listen to the “planner.”

Douglass Ahlstrom is currently the Senior Programmer, Planner and Designer with Irwin Partners Architects in Costa Mesa, Calif. He is involved with NAHB 55+ Housing Industry Council as well as LeadingAge and CALA. dahlstrom@ipaoc.com
George Burns once said, “You can’t help getting older, but you don’t have to get old.” This has never been truer than it is today. Baby boomers — the eldest of whom are now in their 70s — are redefining what it means to grow old. Seniors no longer want to live out their golden years in a sprawling community in the middle of nowhere; instead, they want to be where the action is and share new experiences with loved ones.

According to a 2017 survey conducted by Welltower, 80% of urban-based baby boomers want to stay in that city well into their 80s. This applies not only to the active-adult market, but also to those in a service-enriched community who need assistance with daily activities. The silver tsunami is coming to amenity-rich neighborhoods and cities across America. Only by experiencing all that life has to offer will older adults retain their youthful outlook.

That’s why KtGY’s R+D Studio conceived Next Steps, a high-rise Life Plan Community concept. Next Steps blurs the lines between public and private living space to create a truly intergenerational oasis in an urban setting. The street level, for example, includes a grocery store, restaurant, children’s day care facility, community interaction space and a public plaza. These spaces appeal to people of all ages, to create intergenerational opportunities. The upper floors, in turn, include residential common areas oriented to provide privacy while also creating a connection to the vibrant urban environment on the streets below. To maintain peace and quiet, the residential portion of the tower steps back from the street to provide increased solitude to the residents when they’re at home.

**Urban Living**

810 Pine Ave. assisted living tower in Long Beach, Calif., is a real-world example of this type of service-enriched urban high-rise. Just blocks from downtown and the famous Long Beach Marina, home to the Queen Mary, this KtGY-designed building specifically engages the city in three distinct ways:

- street level
- mid-level indoor/outdoor amenities
- rooftop views of the city

The grand lobby and café at the street level offer places for residents and the public to relax and comeingle. This area appeals to seniors, youth and everyone in between to create a great place for seniors to spend quality time with their younger family members. The second-story terrace serves as the front porch. This indoor/outdoor space is

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**Community Engagement: Creating Strong Intergenerational Connections**

Next Steps’ terraced building diagram incorporates generous outdoor areas at key residential floors. Each level of care has its own exclusive outdoor space, including seating areas, garden boxes and walking paths. Curated retail and commercial uses line the street frontage to support resident convenience while promoting intergenerational social interaction with the local urban community.

Rendering Courtesy of KtGY Architecture + Planning
perfect for those times when a resident wants a connection to the activity below without being in the heart of it. The rooftop garden serves as the building’s back yard, removed from the hustle and bustle of the city below, but still allowing sweeping views of the ocean, downtown Long Beach and downtown Los Angeles.

810 Pine Ave. was purposely designed to cater to those who need extra help, but do not want to feel isolated from the community at large. The Los Angeles Metro blue line stations are located near the site, providing easy access to downtown and the greater L.A. region.

Attractive Amenities

While 810 Pine Ave. takes advantage of its downtown Long Beach location, desirable urban sites can be challenging to find. What happens when the development occupies a more suburban setting? First, the site selection is paramount. In order to attract the new wave of baby boomers, the development should be in an amenity-rich neighborhood, preferably within walking distance or a short drive from restaurants, cultural attractions, entertainment and outdoor wellness activities.

Located in the master planned community of Rancho Mission Viejo, Calif., Reata Glen is not urban, but it does border San Juan Capistrano. Nearby neighborhood amenities include dining, shopping, walking trails, Mission San Juan Capistrano, the Dana Point Harbor and more.

Although close, not all amenities are within walking distance, so a robust amenity package was built into the community itself. Although many of the uses strictly cater to the needs of seniors, these amenities are also attractive to family members, particularly children. To avoid the stale, cold feeling we’ve seen from some “retirement homes,” residents at Reata Glen can enjoy a restaurant, movie theater and game room with their grandchildren and great-grandchildren.
Building Connections
As intergenerational living has become a growing national trend, new communities have sought opportunities to increase the connection between the young and the old. Carmichael Seniors sits within an established neighborhood, but city life is just minutes away in Sacramento, Calif.

However, the biggest opportunity for this community comes from the fact that it is located on the property of a private K-12 school. The line between the school and senior housing will be as permeable as possible while considering resident and student security.

For instance, the café will be open to the public with a direct connection to the school and a special emphasis on attracting parents as customers during the busy school drop-off time. There will also be planned programs for both the residents and the students to volunteer at either the school or the community. Residents will also have access to continuing education programs, such as technology classes, to help keep them engaged with their community.

According to Harvard Medical School, two key factors to help prevent Alzheimer’s are learning new things and maintaining social connections. The four examples listed above illustrate different ways urban and infill senior housing can help accomplish these goals. As a growing number of people look ahead toward retirement, the way they live will greatly impact the quality of those years and allow them to age without growing old.

Working with Generations LLC, KTGY designed flexible spaces that can be used for planned programs that allow students to volunteer within the Carmichael Seniors community.

Rendering Courtesy of KTGY Architecture + Planning

Ben Seager, AIA, LEED AP
Director, Design
KTGY Architecture + Planning

Ben Seager, AIA, LEED AP, has been involved in the design, planning and entitlement of a wide variety of residential, mixed-use and senior communities nationwide for nearly 15 years. His primary focus is the design of service-enriched senior housing, including Independent Living, Assisted Living and Memory Care. Mr. Seager’s resident-focused design philosophy ensures each project he touches feels like a community, not a facility. Every design challenge he faces is solved with the resident’s well-being at the forefront. A licensed architect in California, Mr. Seager holds a Bachelor of Architecture degree from California Polytechnic State University, San Luis Obispo. BSeager@ktgy.com

Rendering Courtesy of KTGY Architecture + Planning
Much like the average home buyer, buyers in the baby boomer generation like laundry rooms and energy efficiency, and dislike elevators and wine cellars. Baby boomers, however, tend to have stronger opinions about what they do and do not want in their homes, as indicated in NAHB’s recent update on What Home Buyers Really Want being released February 2019.

The 2019 edition is based on a survey of 3,996 home buyers, both recent (purchased a home in the last three years) and prospective (expecting to buy a home in the next three years). Respondents rated 175 features on the following four-tier scale:

- **Essential** - Unlikely to buy a home without feature
- **Desirable** - Seriously influenced to buy home if included
- 
- **Indifferent** - Would not influence purchase decision
- **Do Not Want** - Not likely to buy a home with feature

**FIGURE 1** shows the top features, based on the percentage of baby boomers who rated them desirable or essential. No. 1 is a laundry room, which 94 percent of baby boomers want. All three ENERGY STAR categories also made the list — topped by ENERGY STAR windows at 91 percent.

Baby boomers trended in line with overall home buyers with two exceptions: Baby boomers are more likely to indicate what they want (based on higher essential/desirable percentages noted in the chart), and a full bath on the main level (displacing a double kitchen sink).
Figure 2 shows the least desired features. Unsurprisingly, an elevator is the feature baby boomers are least likely to want, as 80 percent of baby boomers are looking to purchase single-story homes. It’s important to remember, however, that a niche market usually exists even among the most generally unwanted items; in this case, 10 percent of baby boomers consider an elevator desirable, and 3 percent think it’s essential.

Baby boomers again paralleled the interests of the general home buyer population, as every item in Figure 2 is also on the overall list of 10 most unwanted features. In every case, though, the share of baby boomers who explicitly reject the feature is at least 5 percentage points higher. The features also rank comparably on both lists. The biggest difference is that a two-story family room ranks fourth on the unwanted list for baby boomers, compared to ninth for all buyers.

The full 300-page report contains more in-depth information. For example, in addition to generation, the detailed tables further break down age into 10-year age increments for additional analysis into the 55+ market.

Paul Emrath, Ph.D., is Vice President for Survey and Housing Policy Research at the National Association of Home Builders (NAHB) where he heads two departments. His Survey Department conducts a number of regular surveys, such as the quarterly survey for the widely cited Remodeling Market Index. His Housing Policy Department analyzes legislative and regulatory issues, such as EPA’s Lead Renovation, Repair and Painting Rule, and conducts a broad range of research on subjects such as the economic impact of home building and remodeling on the national and local economies. Since joining NAHB in 1992, Dr. Emrath has published more than 150 articles on a variety of housing-related topics. He has a Ph.D. in Economics from the University of Wisconsin-Milwaukee.
Four Strategies to Gain a Competitive Edge over National Builders

The news that a national home builder has sights on a market might seem like a reason for local builders to lose some sleep.

Actually, as a smaller volume home builder, you have a real opportunity to gain a competitive edge. A new guide from Epcon Franchising, Four Strategies to Gain a Competitive Edge over National Builders, provides four ways to differentiate your homebuilding business.

**Strategy 1: Look for the Blue Ocean**

National builders basically have one job: feed the production machine. They typically won’t be bothered with parcels that yield fewer than 100 lots.

That means smaller volume builders have a “blue ocean” opportunity developing smaller 55+ communities of detached homes, a market to which the national builders have paid little attention.

Kim Kreidler of Kalan Homes, an Epcon Franchise Builder in West Lafayette, Indiana, is finding a market in building a product no one else offers.

“I have no one on my tail,” Kreidler says. “We’re still one of only two high-end condos in the market. There is not any other active adult product.”

**TIP**

Differentiate your homebuilding business from national competitors by creating a niche in an underserved market.

**Strategy 2: Streamline Your Processes**

The bad news is that a smaller volume builder will struggle to beat a national builder in the “Process Department.” The good news is that streamlining a process for building quality homes isn’t a secret. It’s a set of systems and processes available to anyone who is committed to using them. For example, franchising concepts such as the Epcon Homebuilding Franchise, enable builders to tap into the systems and quality assurance processes we have spent years developing and fine tuning.

Epcon Franchise Builder Chad Weaver of Weaver Homes in Pittsburgh, Pennsylvania says “We have our own plans for the non Epcon homes we build and it’s a struggle. With Epcon, the plans are done ahead of time. It’s just an easier way to build.”

**TIP**

Look for opportunities to streamline processes so you can focus on quality assurance. Learn more about quality assurance at EpconFranchising.com/Builder-Quality-Assurance-Kit.

DID YOU KNOW?

Baby Boomers are the largest and most underserved segment of buyers. Approximately 32 million Baby Boomers plan to move, according to Metrostudy, and they are expected to make up 30 percent of home buyers, according to Realtor.com™.
Bigger is better when it comes to pricing. Big builders get volume discounts from suppliers and trade contractors and rebates for using specific products because they have hundreds or thousands of houses in production. Those savings go straight to the bottom line.

“We have incredible purchasing power not usually afforded to companies doing 85 houses a year,” says Brock Fankhauser, president of NewStyle Communities, an Epcon Franchise Builder in the Charlotte, North Carolina, market. “We don’t find ourselves at a disadvantage to larger companies that can afford to do the same thing,” Fankhauser noted.

Consumers desire to buy local. After all, it’s common sense to want to do business with companies you know and trust. Home builders with a highly respected and nationally-known brand behind them give home buyers confidence. For example, we often find that Epcon’s name recognition as a top 50 U.S. home builder helps level the playing field for local builders that are part of our franchise.

Perfection Builders in Wichita, Kansas has seen this work to its benefit as it expands into a new market. “There’s a certain amount of credibility of being part of a larger company with a large footprint,” Scott Lehner, chief executive officer of Perfection Builders says. “Expanding into Louisville, we bring a name that is not a stranger.”

**Tip**

Franchising offers home builders more buying power and a network of peers to build homes smarter and faster.

**Tip**

Having a nationally recognized brand behind yours can give you a competitive edge when new, larger builders come into your market.

Start your journey to success in the 55+ market.

Download our complimentary guide to understand how to gain a competitive edge over National Builders.
An Apron for Every Kitchen

Apron sinks — also known as farmhouse sinks — had been an instant hit among consumers, and have continued to be a new home owner’s top choice. Blanco has recently expanded its offerings to provide buyers with more options for material, configuration and color.

Its composite granite material, Silgranit, is available in eight colors in on-trend warm and cool tones for 30-inch sinks. It’s as durable as granite, but resists scratches, stains, and all household acids and alkali solutions. It’s heat-resistant up to 536 °F and has a limited lifetime warranty.

Blanco’s Cerana II sink is a high-heat fired ceramic that has two apron options: rounded front edges for comfort, or squared front edges that reflect a modernist sensibility. It’s available in 30- or 33-inch single bowls, in white or biscuit, and includes a stainless steel sink grid.

The Secret Ingredient

Throughout their home-buying years, baby boomers have been cautioned to “stick with neutral colors,” so future buyers wouldn’t be put off by unusual color choices. But retired boomers who are buying their dream homes are much more likely to want exactly what they want – and that includes the colors they love.

The designers at Artistic Tile noticed that in many European countries color is embraced, not avoided. So they pulled together five palettes of tile offerings in green, red, gold, blue and black — ranging from subtle to bold — using colors from natural stone and rendering them in glass, porcelain, ceramic and stone. Whether your 55+ buyers want a backsplash accent, a distinctive shower wall or an unforgettable entry floor, encourage them to express themselves with color.
**Painless Kitchen Storage**

Planning a big kitchen in a not-so-big space can often leave the designer with a blind corner cabinet. Your 55+ clients want every possible inch of storage, but having to bend or reach to access the blind space could be a deal-breaker.

Häfele America’s Magic Corner solutions work with almost any cabinets. Magic Corner II operates on hinged-door cabinets with a minimum opening of 20 1/2 inches and additional clearance for the door hinge. Opening the door reveals a handle that pulls all four shelves out for easy access. Magic Corner I functions on pull-out cabinet doors that move the four shelves into an accessible position.

Both versions include the company’s signature “Soft and Silent” feature that slows the return of the pull-out shelves just before final closure, for a soft, automatic close. Both are available for either right or left swing. Tray choices include wire baskets, Arena-plus trays or Fineline boxes.

**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 3 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.
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. 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 answer questions about the council and help interested visitors join!

Take a Tour!

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

Honing Excellence in 55+ Housing

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

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

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<td>55+ Coffee &amp; Conversation</td>
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<tr>
<td>8:00 AM - 8:30 AM</td>
<td>Aging-in-Place with Modular Additions &amp; New Construction</td>
<td>Where Do 55+ Homebuyers Search for Information Online?</td>
<td>What’s the Truth about Trial &amp; Error?</td>
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<td>8:30 AM - 9:00 AM</td>
<td>It’s Not All About ‘Margaritas’: How Small 55+ Communities Succeed in a Big Way</td>
<td>Why 55+ Buyers Are Searching for a Lifestyle, Not Just a Home</td>
<td>Anatomy of a 55+ Relaunch: Integrated Marketing &amp; Social Media</td>
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<td>9:00 AM - 10:00 AM</td>
<td>Why Shoppers Are Buying Homes with a Reverse Mortgage</td>
<td>How to Compete More Effectively with National Builders</td>
<td>Home Buyer Preferences by Generation</td>
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<td>10:00 AM - 10:30 AM</td>
<td>Anatomy of a 55+ Relaunch: A Builder’s Perspective</td>
<td>A+ Social Media Marketing</td>
<td>Learning &amp; Growing Through Podcasts</td>
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<td>10:30 AM - 11:00 AM</td>
<td>Not So Senior Anymore: What 55+ Can Learn from the Evolution of Senior Living</td>
<td>Providing Backup Power Solutions for Your Top Consumers</td>
<td>Learning to Love the NO!</td>
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<td>11:00 AM - 12:00 PM</td>
<td>Platform Lifts &amp; Elevators for Residential Applications</td>
<td>On to the “Next Phase”: What Motivates 55+ Buyers to Move?</td>
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<td>12:00 PM - 12:30 PM</td>
<td>55+ Housing Cocktails</td>
<td>Anatomy of a 55+ Relaunch: Branding &amp; Sales Approach</td>
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