

55+ Housing

ONLINE MAGAZINE



55+ Housing
Industry Council

| 2019 FALL ISSUE |

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On the Cover

The Westlake

(Sareth Builders)

Westlake, OH

2019 Gold – 55+ Detached Home over 3,000 sq.ft.

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East Village – Granada Model (Mary DeWalt Design Group)
2019 Silver – 55+ Interior Merchandising of a Model over 3,000 sq.ft.
Austin, Tx
Photographer: Rachel Kay

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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55+ Housing Industry Council

What You Really Need to Know About Today's 55+ Audience

by Kerrie Gilbert

There have been numerous articles, studies and surveys to help builders and marketers understand today's 55+ audience of buyers and renters. The intent of this article is to offer user-friendly insights about this diverse segment of consumers based on lessons learned from those 55 to 75 and older.

As marketers of 55+ communities, we're not reaching out to strangers. We're interacting with our peers, our siblings, our friends and neighbors — not our grandparents. They may be grandparents, but they're not our grandparents, and they're not old. Just ask them! They are spirited people with attitude who don't want to be called "senior."

Today's 55+ audience is made up of educated, sophisticated boomers who are partial to a little more "edge." They remember the music, politics and protests of the '60s and '70s. They lovingly recall the pop culture, fashion, lava lamps and flower power that made theirs the generation everyone still wants to emulate. 55+ consumers are armed with smartphones, tablets, laptops and desktops, and they know how to use them.

They're silver and social, fit (or health conscious), full of life, and determined to keep up with their grandkids, nieces and nephews. Many are still working. Many are serial volunteers, giving their time and talents to causes that matter. All of them want choice and control of their daily life. They have a fierce determination to live life their way for as long as they can, and they seek

connectivity and socialization with like-minded people. The 55+ buyer/renter wants a low-maintenance home that is easy to live in, easy to entertain in, and easy to lock and leave.

Empty nesters and early retirees, both male and female, are telling us: *"Now, it's my turn. The kids are set. My commitment to my career is done or nearly done. Now, I want what I want."*

Building or buying a new home is a huge decision at any stage. Most 55+ buyers don't have to move. For many, it's simply easier to stay where they are, even if they know the downsides of staying and benefits of leaving. It's a choice, and they've earned the right to take their time making it. A marketer's job is to position a community and its homes into their consideration process, and inspire them to believe that 'now is the time' and X community is their place.

A builder or community's sales collateral, website, print and digital ads need to appeal to this buyer's strong sense of self, independence and freedom to choose. Data tell us that women are often the primary influencers about where to live and what type of home to buy or rent. It's essential that the home designs, the community amenities, and the marketing efforts connect and engage with a female audience. Of course, using a variety of messaging to also engage the male audience is important.





What About Social Media?

Our marketing team is often asked: “Which platform should we use: Facebook, Instagram, YouTube, Twitter, LinkedIn, Pinterest, Houzz?”

Our answer is always the same: “Use the one or ones you can manage consistently well — or outsource to a team who can do it for you.”

People don’t care how many social platforms you use. They care whether you use them well and post content that is relevant to their interests and needs. It is preferable to have fewer platforms managed well than to sign up for several of them and have a weak presence.

In a recent study conducted by Immersion Active: “Online Habits of 55+ Homebuyers Survey” asked 55+ home buyers questions about how they search for information about homes, communities and builders. When asked about social media, respondents indicated that the top three sites were Facebook, Instagram and Pinterest.

It’s a Diverse Audience

Our company has been working with and marketing to mature audiences for more than 20 years. In that time, we’ve found three easily identifiable groups: seekers, planners and reactors. These segments are not age specific.

Seekers are looking for a change. Theirs is a lifestyle decision. That decision could be influenced by changes in family dynamics or the desire to be near grandkids, but it’s based on choice. They are seeking a new place to call home and generally want it to be low or no maintenance, and main-level living. They also value both onsite and local amenities.

Planners are actively thinking about their future and planning ahead in a way that sustains a sense of control and security. Many in this group have been caregivers for their parents. They want to move where their own future care will be easily accessible, and their home will be easily adaptable to their needs.

Reactors have typically had significant change in physical status that has made staying in their current home less practical. They, too, want a great location, independence, flexibility and control of their future, but will likely lean toward a choice that is move-in ready and has easy access to care — onsite or nearby.

Older Adults Online

Considerable research has been done about the various layers of the 55+ audience. We simplify this multifaceted demographic into two groups: under 65 and over 65.

The under-65 group will dig deeper within a website and multiple online references before reaching out to you. This group is highly web savvy. They know the consequences of filling out a web form. These buyers ‘self-qualify’ and/or do their homework before you hear from them. Data tell us that many will visit a website three to five times before filling out a contact form, using

live chat or calling. By the time this group contacts you, they have vetted other options.

This group expects you to provide solid verification that your option will meet their needs now and in the future. They will look for that verification before contacting you. It is essential to make it easy for them to find you on multiple platforms, including website, social and print.

The over-65 group has declared they feel and live as if they were 12 years younger than they are, so don’t try to lure them with photos of people who are 75 and older (even if they are). This group is also web savvy, and they still like to read print media.

They, too, value credibility and verifiable facts to support why your homes and community are the better option for them, but they will take longer to make a decision. They value what their peers think and want to meet people who have already selected what you offer.

Video testimonials or blog interviews with photos are an excellent way to fulfill that need until they’re ready to reach out to you. Once they do, you only get one shot at winning their confidence.

The Most Important Thing to Remember: They’re Not “Old.”

Effectively reaching the 55+ audience boils down to recognizing one thing: **Being over 55 is not old!** Even those over 70 say that “senior” is not who they are — as demonstrated by a 72-year-old competitive equestrian who says that term is for those over 80. I wonder how my 82-year-old friend who is a champion pickleball player would feel about that.



Kerrie Gilbert, vice president and creative director for Gilbert & Sheppard Group — a Division of Immersion Active — brings real-life lessons and more than 20 years of creative insight to the ever-changing motives and attitudes of mature audiences. Gilbert & Sheppard Group is a marketing consulting firm whose primary focus is developers/builders of age-targeted or restricted and amenity-enriched communities.

Segmentation: A Necessary Strategy for Higher Profitability

by Jane O'Connor

Higher profitability is the ultimate result when developers and builders focus on segmentation, a necessary but most overlooked component in today's success stories. When segmentation is applied with knowledge and purpose utilizing sophisticated tracking methodologies, analysis of the resulting metrics can help laser focus product and messaging like never before. It's no longer an option; it is the way of doing business in the 21st century.

The definition of segmentation according to Webster's Dictionary is "the process of dividing into segments." Within the 55+ housing market, many segments exist:

- single-family homes
- multifamily apartments or townhouses
- independent senior apartment rentals
- multigenerational master planned communities
- Life Care, or CCRC, communities
- Assisted Living/Memory Care residences

Each housing segment contains mini-segments within its operations that assist in driving business, help to analyze performance and make educated projections to forecast future opportunities.

There are two areas of segmentation most critical to sales and marketing strategies today: CRM (Customer Relations Manager) systems and video marketing segmentation. These two areas of segmentation are universal to all of the market segments mentioned above, but surprisingly most underutilized and misunderstood in terms of their immeasurable value.

CRM Segmentation

Thoughtful segmentation strategies start with having a sophisticated CRM system; there are many available from which to choose and customize. This must-have tool reveals critical analytical metrics for the various data segments listed below. The challenge becomes that the data collected for analysis is only as good as the accuracy and timely entry of information consistently fed into the CRM system. Populating the data into the CRM software is facilitated in two ways: digitally through online lead sources and website forms, and manually by sales team members.

From years of observation, I understand the challenge and resistance of team members to live and breathe in their CRMs. Oftentimes, they misunderstand the importance of recording segments of information, largely to their own benefit. In addition, management at



When segmentation is applied with knowledge and purpose utilizing sophisticated tracking methodologies, analysis of the resulting metrics can help laser focus product and messaging like never before. It's no longer an option; it is the way of doing business in the 21st century.



Out of accurate segmentation comes more dynamic and resonant messaging to customers.

times does not understand the value and utilization of the collected data.

“Understanding this importance couldn’t be more true in the 55+ housing market,” states Doug Ahlstrom, 55+ lifestyle director with Robert Hidey Architects in Irvine, Calif. “The 55+ home buyer is the largest, wealthiest, most diverse and ever-evolving demographic out there right now in the home buying arena. As the number of these buyers increase, so do their needs and demands on what they want to see in what they buy.”

The CRM, as customizable as it is, has a greater importance of continually adapting by keeping up with the data collected during focus groups at the pre-development phase of a project as well as at post-construction and after move-in.

“While no one has a crystal ball to see into the future, the days where a designer could respond to the current trends and evolve the current design and present it to the new buyer is gone,” Ahlstrom added. “Today’s trends are changing at a faster pace than the current timeline of planning and design through construction to sales and move-in.”

Primary analytical segments that can be pulled from a good, customized CRM system that every company should know are:

- Number of incoming leads
- Number of leads to customer/visits conversion metrics
- Daily/weekly/monthly/quarterly/annual traffic reports
- Weekly/monthly/quarterly/annual sales reports
- Average number of onsite visits to sale
- Primary market segment of buyers
- Sales data activity: all leads with their sources, inbound and outbound phone calls logged, sent emails, brochures sent (digital or hard copy), drip campaigns utilized, follow-up schedules, appointments, notes and history of customer, and

categorized as A, B or C customers, with projected closing dates for pipeline monitoring and progress.

- Sales cycle of customers (including averages)
- A, B or C customer segmentation (i.e., 0-6 months, 6-12 months, 1-2 years, etc.)
- Scripted and automated messaging to segments within CRM (i.e., A, B or C customer messaging)

The opportunity for analysis of data along with projection strategies are many. For the purpose of this discussion, I am focusing on utilizing it in a marketing and sales capacity. In that regard, the ability to slice and dice various segments within the CRM provides more targeted messaging to various segments within your database — that is, A, B or C customers.

Out of accurate segmentation comes more dynamic and resonant messaging to customers. Would you send the same message to a customer who is ready, willing and able to purchase — your “A” customer — that you would send to a customer who is on your long-range “C” segment? Of course not. Messaging must resonate with the recipient in a way that raises his or her emotional buy-in.

How are today’s 55+ buyers inspired to take action? How is your messaging raising their emotional buy-in first? As we know, people buy on emotion, then justify with facts.

Video Marketing Segmentation

According to Pew Research Center, the Internet represents a fundamental shift in how Americans connect with one another, gather information and conduct their day-to-day lives. Among people aged 50-65, 88% use the internet, and 73% of people aged 65+ are regular users.

What are they consuming? According to Will Honan, owner and CEO of Helix Media Marketing, it’s all about video today. “In telling one’s product story through various content mediums, there is no more powerful way to convey your messaging than through the video



In telling one's product story through various content mediums, there is no more powerful way to convey your messaging than through the video segment.

segment,” he shares. Buyers are consuming everything video — from social media platforms, such as Facebook and Instagram, as well as spending more time on housing websites watching video messaging.

What makes video different are the four Es:

- First, video is **Engaging**. It is a great way to tell stories; our brains are hardwired to engage in storytelling.
- Second, video is **Emotional**. Seeing real people on camera can stimulate different emotions that the written word can't, and video provides a great opportunity to connect more emotionally with prospects and buyers.
- Third is **Educational**. Our brains process visual information faster than text, and we store it in long-

term memory and text in short-term memory.

- Fourth, and perhaps most important, is **Empathetic**. Video gives the ability to establish greater empathy with the audience by having real people talking in authentic genuine ways and getting rid of the jargon and sales speak.

Rethink, Retool, Refine

When *rethinking* your business strategies to position your company for greater success, *retool* your existing CRMs to provide accurate, up-to-date metrics, the underutilized tool that will guide your success. *Refine* and utilize Video Marketing segmentation to drive more emotional buy-in, leading to increased sales absorption and higher profitability. Happy selling!

We're More Than Homes, We're a Community



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

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

Learn more and join our community at
nahb.org/why55plus



55+ Housing
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Jane Marie O'Connor, MIRM, CAASH, CAPS, CSP, CMP, CPDF Analyst, CPB Analyst

Jane has been assisting builders, developers and 55+ industry professionals to Rethink, Retool and Refine their strategies for more than two decades. She provides guidance to public and private builders and developers specializing in the powerful niche 55+ market segment including: strategic product and concept refinement; product development incorporating easy living design principles; marketing and sales positioning; top and mid-level management leadership coaching; and sales training and brain science services to active lifestyle communities nationally and internationally.

Jane has earned numerous awards during her career from the local to the national level for her work in the active lifestyle and seniors housing industry. She is active in numerous industry organizations locally and nationally. She is a trustee for the 55+ Housing Industry Council of NAHB. She is a regular educator/speaker at industry events nationally and internationally.

55 Builder Tips for 55+ Buyers



by Whitney Richardson

The 55+ population is a large, affluent demographic that is likely a target for all builders, whether they specifically develop active-adult communities or not. To help builders get inside the head of today's 55+ buyer, the 55+ Housing Industry Council recently hosted a webinar, "55 Builder Tips for 55+ Buyers," to share tips on how to best meet the needs of the 55+ home buying market.

Panelists covered tips in six key areas:

- Research (presented by Bryon Cohron of *ProMatura Group*)
- Development (presented by Jennifer Landers of *Newland*)
- Architecture and Research (presented by Jim Riviello of *The Martin Architectural Group*)
- Architecture Design (presented by Deryl Patterson of *Housing Design Matters*)
- Interior Design & Merchandising (presented by Lita Dirks of *Lita Dirks & Co.*)
- Marketing (presented by Jane O'Connor of *55 Plus, LLC*)

One important theme carried throughout the session is how critical it is to understand who the 55+ buyer is and **what their preferences are** in order to help them achieve their dream home.

"The 55+ buyer is a very sophisticated buyer today, so you can't underestimate the 55+ buyer," stated Dirks. "They've been dreaming of this home of their dreams that they want, and the merchandising of this home is how we're able to create the dream and help them see that they truly can have it."

What they're dreaming of may differ from what developers expect. Common myths or missteps, Cohron noted, include taking a formulaic approach to home design, developing communities around golf courses, and assuming that boomers are isolated or lonely and need to have their day planned out.

Instead, Landers shared, they want to be in proximity to conveniences such as shopping, entertainment and education opportunities, with easy access to travel options. This is why college towns can be such a great option, Riviello added, with charming town centers and unique amenities such as lectures, concerts and college sporting events.

Walkability around the community is key, with ample trails and sidewalks, as well as pocket parks for relaxing or playing with pets. Outdoor living adds values to the home as well — both in terms of providing a spot to relax and visually expanding the square footage available.

The 55+ buyer is a very sophisticated buyer today, so you can't underestimate the 55+ buyer.

Meet Our Speakers Series: Lita Dirks



Lita Dirks, an award-winning, nationally recognized leader in model home merchandising and interior design, is the owner of Lita Dirks & Co. Lita consistently judges national and regional design competitions, conducts lectures and seminars, and authors nationally published

articles. She was named “Legend” by the Home Builders Association of Metropolitan Denver and, most recently, she was inducted into the Best of American Living Awards (BALA) Hall of Fame.

At the NAHB International Builders’ Show® (IBS) in January, Lita will present two sessions, “Design for Every Lifestyle at Every Life Stage” and “55+ Communities & Their Amenities: The (Not So) Secret to Success.” We caught up with her to get a sneak peek into her sessions.

NAHB: Without giving too much away, what will people learn at your sessions?

LITA: Attendees will get practical information they can apply to their businesses immediately. Also, they’ll get a smile while we share creative ideas.

NAHB: What’s the one thing you look forward to the most when attending IBS?

LITA: My favorite part about IBS is the people. Every year, I look forward to being reunited with colleagues, as well as making new friends.

NAHB: What’s the best hangout spot at IBS?

LITA: I love the Centrals and am there often. I hope those reading this will stop by and say hello.

NAHB: What’s the most interesting industry trend for 2020?

LITA: Mentoring. We, as an industry, are finally setting up programs to help pass our knowledge onto our young leaders.

NAHB: What do you predict will happen in the next five years?

LITA: Technology rules, but the human touch will continue to help fulfill the new home buyers’ demand for personalization.

NAHB: What do you see as the biggest challenge in the industry now?

LITA: Housing affordability. From a designer’s perspective, I see our biggest challenge is in designing the dream home with a budget. No matter what the price range of the home, buyers will continue to feel their situation is unique and continue with their demands, so we need to prove to them they are.

NAHB: What was the best concert you ever attended?

LITA: Tina Turner. Remember her?

NAHB: Where’s your favorite place in the world?

LITA: Following the Lavada Trail in Madeira, Portugal.

NAHB: What’s the last book you read?

LITA: “The Pillars of the Earth” by Ken Follett. It was an amazing read and now I’m asking myself, “Why did I wait so long to read this book?”

NAHB: What’s your favorite movie?

LITA: Any movie starring The Rock.

NAHB: What are you currently watching On Demand?

LITA: Whiskey Cavalier on ABC. It’s fun!

NAHB: What’s the best meal you’ve ever had?

LITA: Sunday spaghetti dinners at my grandparent’s house—with spumoni and biscotti for dessert.

NAHB: If you could visit anywhere in the world, where would you go?

LITA: Bali. Our son is moving there, and I cannot wait to visit.

“Design for Every Lifestyle at Every Life Stage” will take place on Wednesday, from 12-1 p.m. and “55+ Communities & Their Amenities: The (Not So) Secret to Success” will occur Thursday, from 12-1 p.m. at the Las Vegas Convention Center. Learn more about the 150+ education sessions and register at BuildersShow.com.

When designing homes for 55+ buyers, these areas should be top priorities:

- **Stairs:** Never include a straight run, Patterson recommended. Instead, incorporate a landing as a rest spot.
- **Flex rooms:** Whether it’s a combination office/den/guestroom or a hobby room to explore or celebrate special interests, the more uses buyers can envision for a room, the more value it adds.
- **Storage:** This is a big plus for 55+ buyers, so smart solutions are a must. Think closets and under stairs, as well as permanent access to less-used spaces, such as the basement or an attic above the garage.
- **Kitchen:** This is a central entertaining spot where details are important. This includes upgraded appliances, such as drawer microwaves; large islands; and comfortable seating.
- **Bathroom:** Pay particular attention to the shower, with features such as a seat, handheld showerhead and a no-threshold entry. Patterson also recommended a separate toilet room for privacy, with room for future grab bars (which shrink the room by about 6 inches).
- **Lighting:** Design homes to allow as much natural light as possible, but also be cognizant of lighting for both mood and function. “The average 60-year-old needs six times as much light to see as a 20-year-old,” Patterson shared. Well-placed lighting can have a huge impact on spaces such as stairs, hallways and bathrooms.

To learn more about how to build homes for 55+ buyers, as well as staging and sales tips, check out the [webinar replay](#).

Lunch and Learn webinars are held the second Tuesday of every month. Email Lynn Basso at pbasso@nahb.org to register.



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How to Build for Today's Boomer Buyers

by Whitney Richardson

Baby boomers are a lucrative demographic: The average household aged 52 to 70 years old has a [net worth of \\$1.2 million](#). With 270,000 boomer buyers retiring each month, there is a lot of opportunity for builders — even those who may not typically build active-adult communities — to capitalize, according to Carrie Roeger, chief operations officer at Windsong Properties and [55+ Housing Industry Council](#) Board of Trustees member.

But not all boomer buyers want the same things, she noted. In a recent [55+ Lunch and Learn seminar](#), Roeger identified three distinct segments of the boomer demographic:

- **Leading Boomer:** The oldest segment of boomer buyers may be looking for more care options and accessibility features, in addition to downsizing to meet their lifestyle. Even though they may be 70 or 80 years old, they also may still be taking out 30-year mortgages, so it's helpful to understand a variety of financing tools, including reverse mortgages.
- **Mid-Boomers:** These seasoned empty nesters are retired or close to retirement. They are looking for smaller housing and opportunities to stay active. They also like to travel and entertain in their homes, because they have the time. They may be looking to move — whether it's across the state or across the country — to be closer to grandchildren.
- **Late Boomer:** These buyers are nearing retirement age while also being part-time empty nesters, with college-aged kids who are occasionally home. They also may have older parents living with them. As they're getting ready to start their next chapter in life, they're trying to “keep up with

the Joneses” — who, in this case, are their millennial children, which means similar TV and social media engagement traits.

There are four overarching features that boomers on the whole are looking for: location, single-level living, customizable spaces and socializing opportunities. The key to building successful products for this expansive demographic, though, is to target one of these niches and cater to their needs.

The target demographic will influence not only marketing tactics but decisions such as whether to opt for a full single-level floor plan versus simply incorporating a master on the main level, what finishes to include in the home (e.g., installing grab bars in the shower now or just putting the mechanisms in place) and what amenities to offer in the community. Such features also need to be able to grow with the demographic as they age, as boomer buyers are often purchasing these homes with the intent that it's the last home they will purchase.

“As builders, it's our responsibility to think about our buyers' needs — not just today but 10 or 15 years later for them,” stated Roeger, both in relation to home features and the amenities around a community.

[Catch the replay](#) to learn more about today's boomer buyer and how smaller communities can compete.

Lunch and Learn webinars are held the second Tuesday of every month. Email Lynn Basso at pbasso@nahb.org to register.



What Makes a Best Value Active-Adult Community?



by Whitney Richardson

Boomer buyers looking to retire want to get the most out of their home equity, and are looking for communities and amenities that match their aspirations while providing them opportunities to life comfortably on a fixed monthly income. These communities may be in destination locations or local to their current residence, depending on how close they want to stay and what the cost of living is.

But what determines what is a good value? 55places.com recently released its list of top 25 value communities, based on factors such as average price per square foot, construction dates, range of amenity options, lifestyle clubs, home owners' association (HOA) fees, resident reviews, local property taxes and the cost of living in the surrounding area.

Several 55+ Housing Industry Council members and Best of 55+ Housing award winners were recognized, including:

1. **FOUR SEASONS AT THE LAKES OF CANE BAY** - Summerville, S.C.
(2017 Best of 55+ Housing Silver Award winner)
2. **ROBSON RANCH** - Eloy, Ariz.*
(2017 Community of the Year, 2017 Best of 55+ Housing Gold and Silver Award winner)
3. **SOLIVITA** - Kissimmee, Fla.
(2018 Best of 55+ Housing Gold and Silver Award winner, 2017 Best of 55+ Housing Gold Award winner)

5. **LATITUDE MARGARITAVILLE** - Daytona Beach, Fla.*
(2019 Community of the Year, 2019 Best of 55+ Housing Gold Award winner)
16. **SUNBIRD** - Chandler, Ariz.*
17. **NOBLE'S POND** - Dover, Del.*
(2019 Best of 55+ Housing Gold and Silver Award winner, 2017 and 2018 Best of 55+ Housing Silver Award winner)
19. **ON TOP OF THE WORLD** - Ocala, Fla.
(2019 Best of 55+ Housing Gold and Silver Award winner)
24. **JUBILEE AT LOS LUNAS** - New Mexico*

*55+ Housing Industry Council member

Each of these has ample amenities for its residents to enjoy — some have more than one gathering spot or clubhouse — as well as desirable locations, modern and affordable designs, and outdoor features and activities. See the full list here.

To be successful in this niche of the home building industry, pros recommend the following tips:

1. Know 'your' consumer and claim your niche.
2. Give your consumer a reason to move.
3. Focus on what's next.
4. Location, location, location.
5. Design that brings people together.

Hot Products

SL-Series Slimline Single Element Heaters Enhance Spaces with Chic, Comfort and Convenience

Buyers who are looking to heat outdoor areas in a sleek, modern way — look no further! Built with aluminum housing and narrow profiles, Infratech's SL-Series Slimline Single Element Heaters virtually disappear into the décor. Because they can be mounted into ceilings or walls between 7 to 11 feet, they also can be used as tile backer board, roof decking or subflooring, with silver, bronze or black finishes. Home owners can enjoy a wide range of control options — from an exclusive smart-home integration offering to the new Universal Control Panel, which enables buyers to use the dimmers of their choice along with remote functionality via mobile device or smart-home assistant.

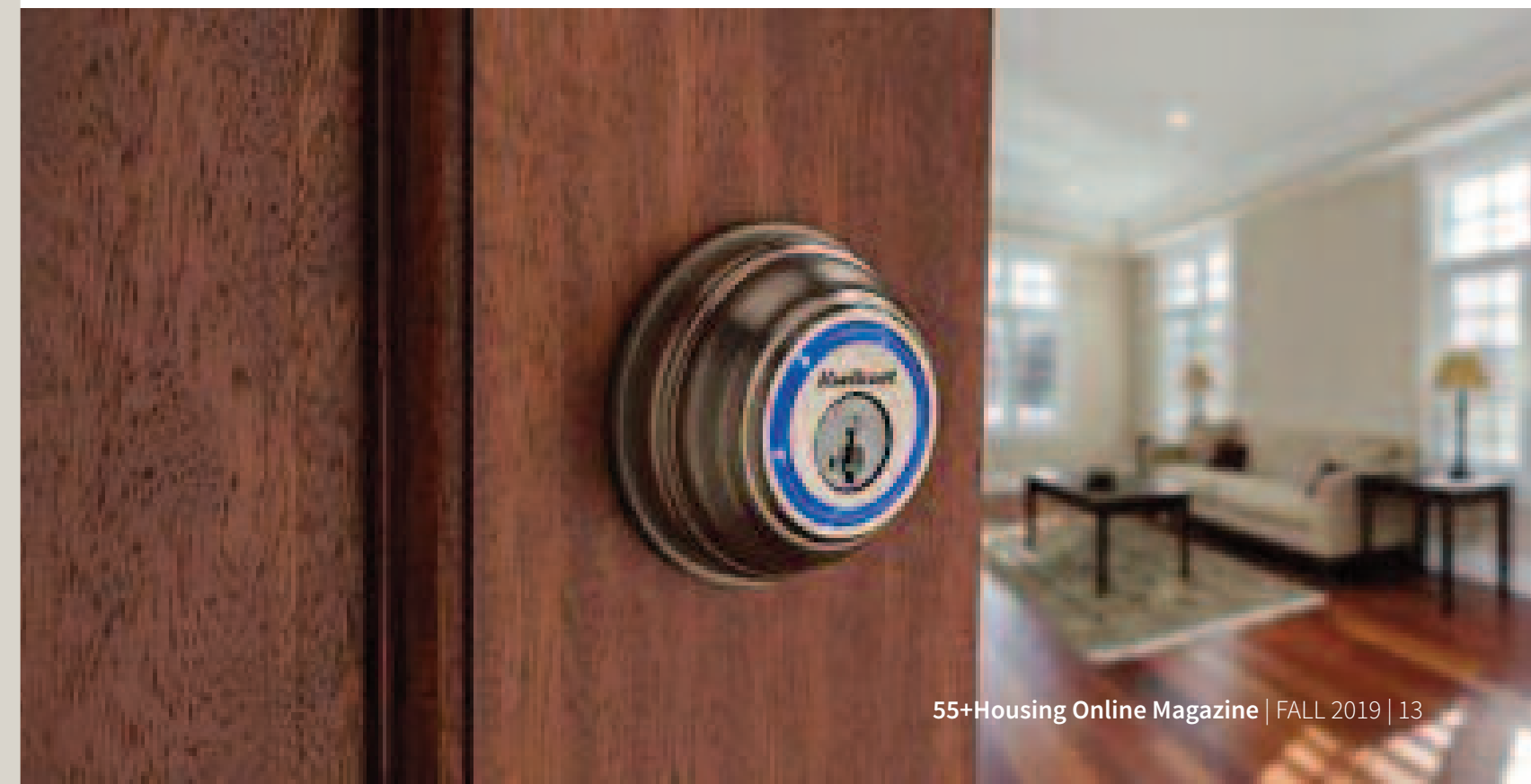


Hot Products

Digitally Track Your Door Locks with Kwikset's Kevo

Kwikset continues to innovate its products with its new lock, the Kevo — a touch-to-open Bluetooth smart lock. Powered by smartphones and Bluetooth, searching through a purse or pockets for — or even losing — keys is now a thing of the past. Kevo smart lock takes only a touch to lock and unlock upon entrance or exit.

With Kevo, your 55+ buyers can track who is locking or unlocking the door, receive notifications, provide access while on vacation to a neighbor to check on their home, or even give access to care takers and other loved ones to readily come inside in the event of an emergency. Available in nickel, brass or Venetian bronze, home owners will have an added sense of security with the latest Kwikset line.



Register for the NAHB International Builders' Show in Las Vegas

Learn a Lot!

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

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



Take a Tour!

Two venues have been selected for the 2020 tour in Las Vegas. Take time to visit these terrific communities and hear from our architects about what inspired the designs. Past participants have learned from touring model homes and talking with representatives from the developers and sales managers.



Honoring Excellence in 55+ Housing

Nothing says success like winning an award for your projects and programs. You can see the year's best examples of 55+ housing, marketing and lifestyle programming at the 2020 Best of 55+ Housing Awards gala awards ceremony. The event, with a bar and heavy hors d'oeuvres, will take place from 4-6 p.m. on Tuesday, Jan. 21. Tickets are on sale now on BuildersShow.com.



Welcome New 55+ Housing Council Members

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

JULY

Lisa Arthur Huben, *Custom Kreation*
Charlene Kurihara, *Dan Ryan Builders*
Claudia Gerster, *Creative License International*
Meaghan Natale, *Cambria USA*

AUGUST

Ben Henry, *Henry Development*
Michael Market, *Markel Homes Construction*
Len Severson, *Pella Windows & Doors of Colorado*
Mike Siuda, *Residential Elevators*
Karen Carrabes, *Karen Carrabes*
Paul Butala, *Meyer Design*
Barbara Comesso, *In Place Marketing*
Lita Dirks, *Lita Dirks & Company*
Elissa Grayer, *Elissa Grayer Interior Design*
Greg Irwin, *Irwin Partners Architects*
Merrill Likes, *KMV Investments*
Andy McQuade, *Pioneer Millworks*
Kirk Morris, *Morris Builders*
Roland Nairnsey, *Sales Solve Everything*

SEPTEMBER

Larry Armstrong, *Reverse Mortgage Funding*
Gavin Lantzy, *SaaviHome*
Reid Cullers, *Shapiro & Company Architects*
Rich Hearth, *Perfection Builders*



55+ Housing Industry Council

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