

55+ Housing

ONLINE MAGAZINE

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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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55+ Housing
Industry Council



Trilogy at Summerlin
Photographer: Christopher Mayer & Shay Velich

New 55+ Council Chair Focused on Connecting Members



One of the leading building and 55+ community developers, Karen Schroeder, a builder from East Lansing, Mich., was recently installed as the 2019 chair of the [55+ Housing Industry Council](#). Schroeder has been an NAHB member for more than 17 years and served with the 55+ Council for the past four years.

Since she and her husband started [Mayberry Homes](#) in 2002, the two have been dedicated to strengthening the home building industry just as much as their own company. Ultimately, Schroeder and her husband were inducted into the Michigan National Hall of Fame, becoming the first woman and the first couple to earn the honor.

“As a builder, I’m always looking to do a better job at what I do and offer the best of the best to my customers,” said Schroeder. “I love having the opportunity to give back to the industry through my term as chair.”

The NAHB 55+ Housing Industry Council provides education programs and networking opportunities for NAHB Builder and Associate members who serve the rapidly growing 55+ housing market.

“Everyone on my Board of Trustees comes to the table with a focus and desire to learn, grow professionally and learn from each other,” said Schroeder. “To be a leader in that arena and pull everyone together to share knowledge and expertise — while tapping NAHB for anything/everything you can get with research development and building up membership — I think I can end my term thinking that I’ve succeeded.”

In addition to her time in the 55+ Housing Industry Council, Schroeder is also the second vice chair to the Professional Women in Building Council, has served as a regional chair, is extremely active in the [Home Builders Association of Michigan](#), and helps with the construction management program at the Michigan State University.

As a builder, I’m always looking to do a better job at what I do and offer the best of the best to my customers . . . I love having the opportunity to give back to the industry through my term as chair.



Virtual Reality:

The Most Effective Sales Tool You'll Ever Use

by Elise Platt

A virtual tour of your homes and neighborhood can be the most effective, interactive element of your overall sales presentation and the absolute best presales closing tool you have ever known. Many 55+ buyers are downsizing or up-styling; some are even changing their locations. Virtual reality tours are a great way to show new concepts. Your buyers get enthusiastic and comfortable long before you are ready to deliver homes. Today, computer-generated tours are considered a conventional sales tool. Virtual reality allows you, the builder, to be in the market early in the development process and to help generate solid presales, which are

often required by the finance community. Well-executed virtual tours capture your prospect's imagination and make your neighborhood come to life.

Setting the Stage

When 55+ buyers purchase a home, it is usually a joint decision, often involving extended family. We always present our virtual tours in an open, congenial and comfortable setting. Isolating a buyer with virtual headgear and other solo technologies may be fun for some and disorienting to others; that is more about the technology, though, than closing the sale of a home, especially to the mature market.



The virtual tour — a strong presales alternative for a full model tour — should be easily viewed by at least three to four people at the same time. We usually plan a soft, comfortable seating area (preferably with a small sectional so our sales counselor can sit to the side on the “L” and chat with the prospects during viewing) as part of the main sales environment. We use the largest possible TV screen to show our tours; always take glare into consideration in your design of this area.

The virtual tour should be narrated in person by your sales counselor. We intentionally make them with only background music and no words because the words need to be a conversation between your sales person and your prospect.

You must train sales people to consider the virtual tour their most effective sales tool, not as entertainment. Sales representatives should stay with prospects as they watch your virtual tour, just as they should when prospects tour your models. As your sales representatives describe the homes and features to buyers during the virtual tour, they will hear the prospects’ reactions and questions, and can use the experience to help focus on a targeted sales strategy. Representatives can also stop and start the presentation to focus on specific spaces or details.

Crafting a Quality Tour

We create virtual reality presentations that truly represent the unique product offering and the spaces as they will eventually appear in person. When we are selling the view, we have the technology today to incorporate drone shots or other photography into the virtual tour. When we are selling the surrounding environment, we can show that, too.

Virtual models take time, focus and hard work to gain the most impact and reflect the individual character and quality of your offering. We spend ample time and resources making the virtual tour as real and as detailed

as possible. My rule of thumb: Trade the cost of one furnished model for a good virtual tour of the neighborhood, amenities and three models.

Like everything else today, you can spend very little time and money on virtual reality, or go to the extremes of customization, as we do. For your virtual tour to be a truly effective presales tool to help you bring prospects to contract, we believe the incremental dollars to do it well are a sound, smart investment.

We go through the same process we use to design a fully furnished model, only we must have an even greater level of final detail during the prep phase of the virtual tour. Each model or space must be targeted to its specific buyer. Furniture layout, color and fabric choices, art, accessories, furniture, wall treatment designs and draperies must all reflect the buyer. Not all interior designers understand this process or are willing to dedicate their resources to it. We budget a design fee that well exceeds a model design fee within our overall cost to encompass this whole new layer of details.

Our designers prepare a detailed merchandising “guidebook” that we all sign off on, which is used as the animator’s reference resource. We have been fortunate to partner with Lita Dirks and Co., a top interior merchandiser from Denver, in this effort, and we have jointly developed a great furniture library with our animator, Virtual Media 3D of Montreal. It is a very complex process that requires strong, dedicated team members from the initial input of the design, to the virtual editing process, through the spirit and speed of the final animation.

You must find a reputable, professional virtual animator who has a system and a process that works for you. We will only use a presentation partner who is fully committed to become part of our team. The partner must assign us a dedicated account and creative team, be willing to come to meetings and go the extra mile we

VIRTUAL RENDERING



ACTUAL PHOTO



The 4 Virtues of Virtual Reality for Home Builders

- It is the promise you make to your prospective buyers.
- It can be tremendously effective pre-marketing of your homes, amenities and neighborhood lifestyle.
- It can be an integral cost-saving component of your design development process.
- It can serve as a memorable, shareable takeaway for prospects.

request of all our professionals. Cutting corners here or selecting a virtual reality operation that is not on board with your philosophy and quality will cost you more time and money in the long run.

Saving Time and Money

We've discovered a secret gem within the virtual process that has saved us time and money in product design and development: Computer animation can (and should) begin **before** working drawings are completed. All we need is floor plans and wall elevations to start.

We call the preliminary virtual design stage "white wall," which provides us with a virtual drywall walkthrough before we even complete our final drawings. Viewing the 3-D structure inside and out provides a perspective on the overall design and details, such as ceilings and soffits often overlooked at the drawing stage. The entire design and development team can evaluate architecture and construction issues early on and make changes as necessary, eliminating the need for many costly field adjustments. Our virtual partner has an online approval system that allows multiple team members to comment and converse about issues throughout the process. We all can comment, but as the owner, I have final approval.

Using Reality to Reinforce the Virtual

Depending on the size and timing of your development and construction, virtual reality does not necessarily replace furnished models. If your neighborhood is large enough that you will be delivering homes while you are still selling, you will need furnished models. Buyers will insist on seeing the real thing once it is available; it is not reasonable to think you can have homes available for viewing and not show them.

Builders often think they don't have to furnish a model because the prospect can see the virtual tour and walk a spec house. You need both:

- Furnished models revitalize a job at a pivotal point in the sales process. Your reality should truly reflect the virtual: Your buyers should feel as if they have been there before. You are living up to your promise.
- Your virtual tour presentation becomes relegated to reinforcement at the model stage. Buyers still use it to refer to the details, and it can still be used to introduce the overall offering.

Sharing the Enthusiasm

Last, but certainly not least, virtual reality presentations are a convenient, state-of-the-art way to let your buyers show off their great decision. As noted earlier, in the 55+ market, purchasers are often relocating or changing their lifestyle. A copy of a virtual tour in a format they can easily display on a computer or other device allows them to share their enthusiasm about their new home and neighborhood with their family and friends.

There are many virtues in virtual reality:

- We can sell houses and write contracts before there is a shovel in the ground;
- We can modify the plans as we view them in 3-D early in the design process; and
- We have a very impressive takeaway.

Most important, we make a very realistic promise to prospects and prove to them that we can deliver on it.



Elise Platt is president of E.A. PLATT & CO., a national award-winning firm, that counsels builders, developers and financial institutions across the country, advising them in neighborhood positioning, branding, site-specific product planning, marketing, merchandising and sales.

Platt's hands-on experience with builder/developers, in good times and in bad, allows her to help develop outstanding neighborhoods that sell even in the most

difficult, competitive environments.

Platt's clients have numerous national awards and been featured in prestigious magazines and newspapers. Platt was co-director with Barry Berkus of "NEST", a series of prototype demonstration houses at the NAHB from 1983 to 1990.

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Inside IBS' 55+ Housing Community Tour: Options for Today's 55+ Buyer

by Karen Strong

At the International Builders' Show®, there is nothing more unique and hands-on each year to understanding today's 55+ buyer than the 55+ Housing Community Tour, and 2019 was no exception. Attendees had the opportunity to experience a guided tour of two of the region's up-and-coming 55+ communities, including model homes, design/sales centers and community amenities.

Two full buses left at 8 a.m. to visit two cutting-edge, but uniquely different, communities: Ovation at Mountain Falls by Lyon Homes and Regency at Summerlin by Toll Brothers.

During the one-hour drive to Pahrump, Nev., to visit Ovation, it was amazing to see the terrain change from the flat desert valley of Las Vegas to the hilly and atypically snowy terrain of the surrounding mountains. Moderator Manny Gonzalez — a

principal at KTGy, the architecture and planning firm that designed both properties — was able to provide unique insights into the design process as he described the first community and answered questions from the bus riders.

Attendees were pleasantly greeted by Ovation's team and escorted to the clubhouse, where the team provided an overview of the community and the city of Pahrump — a growing retirement destination. The community, located in the master planned golf community of Mountain Falls, provides the appeal of small town, affordable living (prices begin in the mid-\$200,000s) but

is close enough for a relatively short drive to Las Vegas.

The mountain vistas provide an interesting backdrop to the assortment of home options; a total of nine models are available for viewing, all with the 55+ consumer in mind, as either a forever home or a second vacation getaway. Walking around, it's easy to understand how Ovation at Mountain Falls won numerous 2019 Best of 55+ Housing Awards at IBS, including:

- **Best 55+ Independent Living Community** (Silver)
- **Best 55+ Detached Home up to 2,000 Sq. Feet — Plan 2 Model** (Gold)
- **Best 55+ Landscape Design** (Gold)

A 45-minute trek back toward Las Vegas brought attendees to the next community: Regency at Summerlin by Toll Brothers, a [2018 Best of 55+ Housing Awards finalist](#).



Ovation at Mountain Falls
Photographer: Brett Beyer Photography



Regency at Summerlin
Photographer:
Christopher Mayer &
Shay Velich



Gonzalez again took to the mic to answer questions about Ovation and what to expect at Summerlin. Summerlin would be quite the juxtaposition to Ovation, he noted, including its proximity to Las Vegas and high-end amenities (prices begin in the upper \$400,000s) to excite even the most selective buyer.

With views of the city, Summerlin prides itself on offering resort-style amenities, such as hiking trails, pools, tennis and pickleball courts. Universal design, coupled with truly impressive exterior water features, make this a community perfect for either a vacation or retirement home.

Touring two exceptional communities, each with its own personality, inspired many creative ideas among attendees, who represented a spectrum of interests in the 55+ housing industry. Tori Ewing of Gilbert and Sheppard Group enjoys doing this tour each year.

“I love the opportunity to network with people from all over the country,” she shared. “I always leave with lots of new ideas and a better awareness of industry trends.”

Open concepts, with large center islands for entertaining and engaging with friends and family, continue to be a trend. Distinctive features, such as a “wine wall” and dog-dedicated rooms, also appeal to the specific needs and desires of today’s buyer.

As these tours showcased, today’s communities — regardless of budget — don’t include your grandmother’s retirement home. Today’s 55+/active-adult builders ensure their developments reflect the needs and desires of an active, vibrant and diverse “boomer consumer.”

For more images of these unique communities, visit nahb.org/55plusawards.



Karen Strong is a digital solutions strategist for property development at Immersion Active. As a marketing professional with over 15 years’ experience, Karen is passionate about the opportunity to connect builders and communities with innovative digital solutions. Connect with her on [LinkedIn](#)

..... **Touring two exceptional communities, each with its own personality, inspired many creative ideas among attendees, who represented a spectrum of interests in the 55+ housing industry.**

Understanding Today's 55+ Housing Terminology



by Byron Cohron

What type of housing is that? Who is the intended consumer? These questions continue to arise from not only housing developers, but consumers as well. As the housing market targeting the mature consumer continues to expand, it seems everyone has his or her own position in the market and ultimately his or her own language. The purpose of this article is to help navigate through the various terminology used in housing for the 55+ sector.

The first stumbling block is the realization that the word “senior” is becoming a term of the past as we continue to move away from ageist language. However, it has become increasingly challenging not to define someone by his or her age, especially when we are designing communities specifically for a certain end consumer.

The Fair Housing Act allows for housing to either be restricted to those 62 years old or older, or 55 years old

or older, with the caveat that at least 80% of the occupants meet that requirement. In 1995, the “Housing for Older Persons” exemption was enacted and allows properties to lawfully refuse to sell or rent dwellings to families with minor children.

The entry-level product to age-restricted or age-qualified communities was formerly called active adult. This form of housing includes for-sale or rental: single-family homes, townhomes, duplexes, quad-homes and multifamily/apartment dwellings. However, this classification of housing types has now evolved, as it may discriminate to those who are “inactive.” People may have been active their whole lives and are looking forward to taking a break.

While marketing firms struggle to come up with an appropriate name for this housing sector, some variation of either a lifestyle community or 55+ community seems

As the housing market targeting the mature consumer continues to expand, it seems everyone has his or her own position in the market and ultimately his or her own language.



to be leading in acceptance. This form of housing is the primary focus of the 55+ Housing Industry Council. Terms that legally cannot be used to describe these developments include adults-only and empty-nester communities.

A big challenge is the rise of age-targeting housing. Although age-targeting is illegal, the enforcement and definition of what exactly is age-targeting is a nebulous matter. If there are concerns about the participation in this form of housing, it would be best to seek legal guidance.

As we move away from the lifestyle category, the next tier of housing catering to this age group is the service-enriched sector. Arguably, the leading organization in the sector is the National Investment Center for Senior Housing and Care Industries. It defines the housing components that fall under the service-enriched category as follows:

- **Independent living:** An age-restricted property that typically includes services such as communal dining, housekeeping, transportation, emergency call and social programming services via a monthly fee.

- **Assisted Living:** Residents receive assistance with activities of daily living (ADLs). Twenty-four-hour protective oversight is provided, but 24-hour medical care often is not.
- **Memory Care:** A subset of assisted living, through which residents receive specialized care for dementia.
- **Nursing Care:** Generally a licensed long-term health care and residential property that serves persons who require constant medical supervision and/or who require significant physical assistance in transferring, require management of continence, and use medical devices.
- **Continuing Care Retirement Community (CCRC):** Age-restricted properties that offer at least independent living and nursing care, and may include a continuum of care, including assisted living, memory care and other supportive services to residents all on one campus. (Note: Life plan community (LPC) is gaining support as a replacement term for CCRC.)

As the industry continues to move away from ageist language — of which there is a lot — look for continued

changes in terminology. Terms such as senior, elderly or “blank” years old will continue to be used less frequently. It will likely become more difficult to differentiate an age-restricted community from an all-age community simply by its name.

On the service-enriched side, future terminology will include more language around supportive services, rather than labeling someone by his or her ability level. Regardless of housing type, people will continue to resist being defined by their age, abilities or inabilities.

Also, be on the lookout for changes in terminology as technology impacts the way we receive services and ultimately live in our homes. It will take time for language to catch up with consumer sentiment.

We have a long way to go. Let’s get started.



Bryon Cohron is the senior market analyst at ProMatura Group and for more than 16 years has been involved in numerous feasibility studies for developers interested in building residential and mixed-use communities, as well as management companies interested in re-evaluating the housing mix of their current properties or planning for expansion. Bryon collects and analyzes various economic, demographic and industry data that describe or impact the housing market. His areas of expertise include financial feasibility, market demand analysis, site analysis, product research, product and community design, marketing and sales consulting and database management.

How to Design Websites for 55+ Prospects

by Beth Mickey and Melissa Caravella

Here's a statistic that may surprise you: 47% of adults over 60 years old [spend more than 15 hours of their personal time online](#), according to an annual research study by Limelight, a content management and delivery solutions company. That percentage is second only to adults ages 46-60, 48% of whom spend more than 15 hours online each week.

Suffice it so say, your prospects are living in a digital world — just like the rest of us. That means they're keeping up with friends and family on social media, watching videos on YouTube and catching up with the latest news online.

Want to know what else they're doing online? Researching the products they're interested in, including 55+ communities. And they aren't just visiting sites at the beginning of their purchase journeys. They're returning multiple times and searching for new content to guide them in their decision making.

With the increasing ubiquity of digital media, a content-rich website is no longer a "nice-to-have." It's a "must-have."

When developing or redesigning your site, there are three key aspects to plan for to ensure you're giving your prospects the best digital experience possible:

1. User Experience and Content
2. Visual Design
3. Site Performance

AGE	5-8 HOURS EACH WEEK	8-10 HOURS EACH WEEK	10-15 HOURS EACH WEEK	MORE THAN 15 HOURS EACH WEEK
18-25 years old	23%	20.8%	15.2%	41.1%
26-35 years old	20.9%	17.7%	15%	46.4%
36-45 years old	21.2%	18.3%	18.9%	41.7%
46-60 years old	20.1%	15.6%	15.5%	48.8%
Over 60 years old	16.7%	18.1%	18.1%	47.2%
TOTAL	20.2%	17.7%	16.5%	45.6%

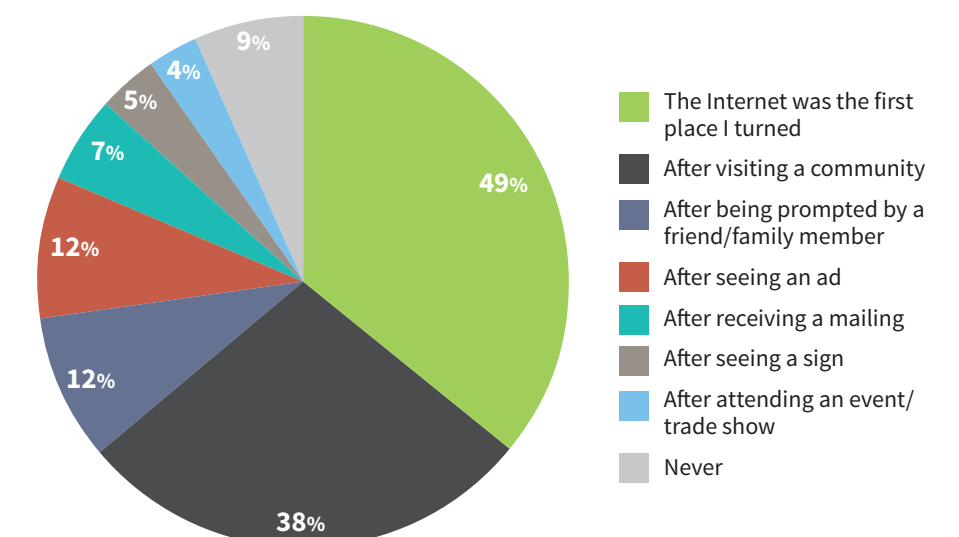
Following best practices in these three areas is one of the most effective ways to capture and hold your prospect's attention during the purchase journey.

Crafting the Ultimate User Experience

At Creating Results, our first order of business during website development is creating a seamless user experience for site visitors. As UXPlanet puts it, "User experience (sometimes referred to as UX) is all about how we perceive it, how we use it and how we remember it."

UX plays a key role in the layout of a website's architecture. We liken our clients' websites to welcome centers. As the digital welcome center, a website should be arranged as meticulously as a brick-and-mortar one. This is where you'll define the various pathways and interactive elements that will be present on your site,

At what point(s) in your move decision/journey did you use the Web?
ALL 40+ Recent Movers



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SOURCE: Social, Silver Surfers, 3rd ed.

PRIMARY METHOD OF ACCESSING THE INTERNET, 40+ ADULTS (% of total)			
Generation	Mostly via desktop/laptop	Mostly via mobile device	Split mobile/desktop
Gen X	13%	30%	57%
Younger Boomers	25%	13%	62%
Older Boomers	45%	21%	35%
Silent Generation	72%	5%	23%
Gender			
Female	40%	18%	42%
Male	56%	10%	34%
Household Income (annual)			
< \$50K HHI	60%	9%	31%
\$100K-\$150K HHI	42%	10%	34%
> \$200K HHI	34%	15%	52%

Source: Creating Results, Inc., “Social, Silver Surfers” report, 3rd ed

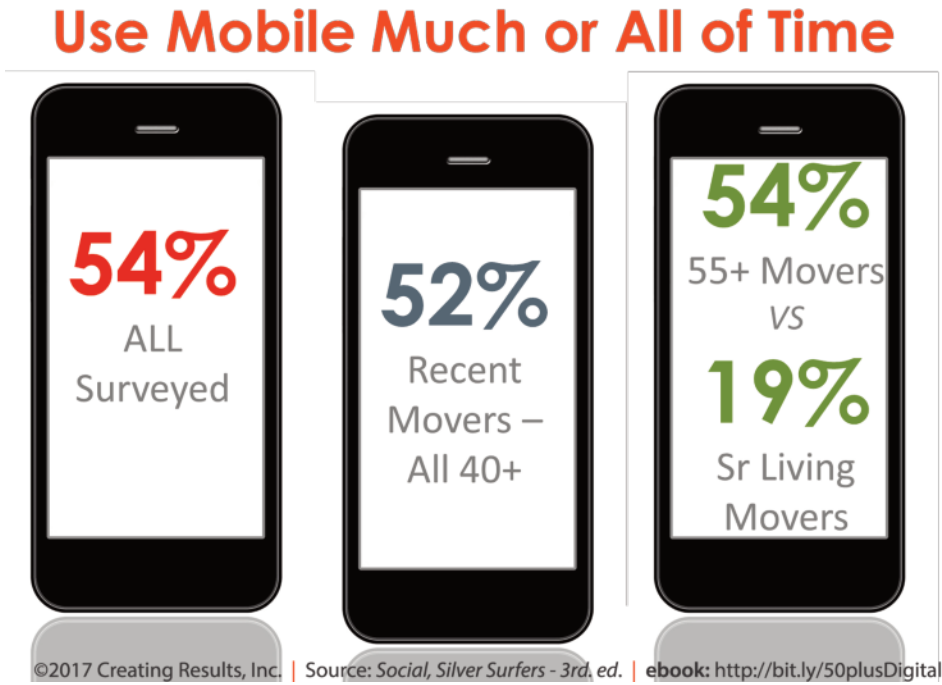
their placement and the role each will play in prompting your prospect to take the desired action — such as completing a form to schedule a tour.

In addition, site content should be dynamic, organized logically, easy for readers to consume, and created to address their questions, concerns and objections. Copy should align with principles established in your brand communication strategy and should speak to the unique selling propositions that set your offerings apart from competitors.

Visual Design That Captures Your Prospect’s Attention

Integrated closely with the UX, the visual design of your website should provide cues for the user to take the desired next action, be they subtle or more direct.

For example, if the goal of a landing page is to encourage site visitors to subscribe to a newsletter, a subtler approach may include having a picture of a person looking in the direction of the form. The direction in which the person’s eyes are focused will act as a visual



cue to the user, and they, too, will be directed to the form. A more direct approach would be placing an arrow on the page pointing to the form so that users know this is where they should transfer their focus.

The quality of photography and videography on your website is also of utmost importance. As the saying goes, “You eat with your eyes first.” The same holds true when browsing a website. If the visuals are low quality, or don’t capture your attention, your prospects are likely to leave the site ... before ever reading any of the copy. We always make sure to stress the importance of high-quality visuals to our clients. Your website should showcase your homes and amenities using professional photography, as well as capture the type of lifestyle prospects will enjoy should they become home owners.

But even beautiful photography can be compromised by poor UX. According to Social, Silver Surfers, our national study detailing the digital behaviors of adults ages 55 and over, more than half of all participants said they access the web from their mobile devices. With this knowledge, it’s important that the mobile browsing

experience is as intuitive and seamless as the desktop one. To avoid distorted images, navigation difficulties and other pitfalls of unresponsive site design that turn prospects off, mobile design should be a primary consideration — not an afterthought.

Enhancing Your Site Performance

How long will you wait for a website to load before you decide to move on to something else? For most people, it's five seconds or less. Per [a Google study](#), sites that load within five seconds experience 70% longer sessions, 35% lower bounce rates and 25% higher ad viewability than sites taking 20 seconds or more to load. Site performance is one of the foundations of positive

user experience. Your site can have amazing photos and compelling content, but if it doesn't load in a reasonable amount of time, your prospects will never see any of it. Thankfully, several helpful tools are available to measure your site performance and reduce load times, [such as testmysite.thinkwithgoogle.com](#). As a best practice, we monitor our clients' websites daily to ensure there are no issues with site performance.

Solid user experience, visual design and site performance comprise the foundation on which your website — your community's virtual welcome center — is built. With this groundwork in place, you can move forward to the next step: Developing a strategy to drive traffic to the site and associated landing pages.



Beth Mickey, CAPS, is the senior account director at Creating Results and for more than 12 years has served as the client lead and strategic partner for 55+, age-restricted community Builder and Developer partners throughout the United States to help drive qualified leads and exceed sales goals.



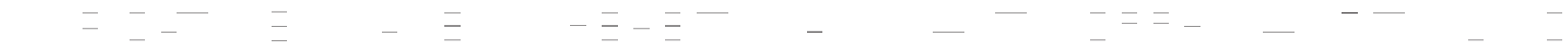
As Vice President of Client Services for Creating Results, **Melissa** helps clients achieve their marketing goals, acting as the lead point of contact while guiding internal teams to develop strategies and creative assets. Prior to joining Creating Results, Melissa guided organizations in identifying and optimizing experiences by focusing on the unique pathways of the audiences they serve, creating and implementing digital marketing and content strategies for some of the largest health care and financial institutions in the country.

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55+ Community of the Year

Latitude Margaritaville Daytona Beach



In 2019, the average 55+ home buyer is more health conscious and active than ever before. They have a high desire to live in a community that provides comprehensive resort-level niceties, all while promoting an active and social lifestyle with both onsite amenities, nearby services, and recreational activities.

These desires and needs, mixed with Daytona, Fla.'s beautiful beaches and weather, as well as the food, fun, and music inspired by Jimmy Buffett's famous song, "Margaritaville", is the perfect combination for a 55+ community for those who don't want to grow up while growing older.

For these reasons, the uniquely comprehensive and relaxing Latitude Margaritaville Daytona Beach 55+ community, designed by Minto Communities of Tampa, Fla., has captured the imaginations of today's 55+ generation and was the clear choice to be named the

2018 Community of the Year for NAHB's 55+ Architectural Design Awards.

This community demonstrates a level of thought reaching far beyond the typical lavish interior decorating or glass walls to "wow" the buyer. Latitude Margaritaville executes its vision of fun, relaxed and accessible living at every turn. Topping the list is a creative community plan that integrates water views and open space for every home, as well as colorful buildings, walkable neighborhoods and golf-cart friendly streets that deliver an authentic "no worries" tropical vibe enthusiastically being embraced by 55+ home buyers seeking a casual lifestyle in their later years. A broad selection of floorplans, refreshing interior merchandising and amenities outside the typical reinforce the "Margaritaville" lifestyle that this community has set out to portray.



Convenience is critical, especially with aging bodies, and the design of streets and neighborhoods provide easy access to resort-level luxuries at the Latitude Town Center, including Latitude Town Square with band shell for concerts and dancing, Fins Up Fitness Center, Latitude Bar & Chill Restaurant, Paradise Pool, Barkaritaville dog park, and more. The adjacent, golf-cart accessible 200,000-square-foot Latitude Landings shopping center is anchored by a Publix grocery store.

Daytona was selected for the Latitude Margaritaville community because it is one of the most iconic and desirable vacation destinations in the country. Latitude Margaritaville is strategically and conveniently planned within the city of Daytona itself, as it's only minutes away to Daytona's world-famous beaches, the Daytona International Speedway, One Daytona entertainment

dining and shopping destination, Daytona International Airport, and more.

Out of the gate, the solid sales profit is clearly a result of this approach to lively, vibrant 55+ living. Latitude Margaritaville lifestyle branding is meticulously applied to every presentation, communication, and community development marketing piece related to this dynamic new concept in 55+ living, which has helped drive the success of the community overall. Within the first nine months, more than 400 homes were sold. The current plan calls for 3,000 homes, with a possible future expansion to 6,000+ homes. Marketing campaign tools and tactics include a colorful, engaging, and interactive presence on their website where more than 147,000 have registered to join the Paradise Club to receive regular e-blast updates.

Additional components of the campaign include a billboard campaign, print ads promoting the model homes' grand opening, creative and detailed collateral package, dynamic social media sites, lifestyle and model videos, and a Margaritaville-themed and branded sales center. In addition, a strategically implemented public relations plan has generated significant and ongoing national and local media coverage.

Given the location, unique yet accessible features, and relaxed vibe, not only is it likely that residents "strum on their six strings on their front porch swing," as Buffett's Margaritaville lyrics indicate, but Latitude Margaritaville will surely be a community to continue to watch grow in the coming years.



Hot Products

Extreme Green

How would you build a home without plywood, OSB, fiber cement or gypsum-based sheet building products? The folks at [extremegreen](#) Building Products would tell you that their magnesium oxide-based board, siding and SIPS would be a better choice – especially for anyone building in wet or humid conditions or in areas with wood-boring insects.

Their products are 100% inorganic, so bugs won't eat them, and mold or mildew won't grow on them. They're class A1 fire-rated and impervious to water, which lets them remain dimensionally stable when wet. That lets more building happen, even in a rainy season. The sheets can be used not only as exterior sheathing and interior wallboard, but also as tile backer board, roof decking or subflooring. The product doesn't off-gas, include formaldehyde or generate silica dust.



Hot Products

Rockustics Speakers

[Rockustics](#) has a speaker for nearly every outdoor space. Smaller rocks, like the PunkRock and the Rocky III, are ideal for small backyards, patios, and hot tub and garden areas. Slightly larger rocks, such as the Rocquette and Pavarocci are suitable for medium sized backyards, pool and patio areas. Rockustics' largest rocks, like the XT-PowerRock and StoneHenge, are ideal for vast open areas, such as large backyards or sports complexes.

The speakers are fully weatherproof and fade-resistant. Rock series speakers are made with a strong polymer composite material supplemented with an elastomer compound, marble dust, and texturizing agents to give them maximum durability and an ultra-realistic rock look and feel.

Though Rockustics speakers come in many shades and colors, Rockustics can also make custom-color speakers to better suit its surroundings.



The Value of NAHB 55+ Council Membership

by Carrie Roeger

Coming off the heels of an exciting IBS in Las Vegas, membership in the NAHB 55+ Housing Industry Council continues to grow. Through excellent content and programming, it was easy to see a heightened level of interest and enthusiasm for all things 55+ home building.

Across the country, builders see the need for building accessible housing for the 55+ buyer and are looking for information on how to succeed with this niche. Current nationwide membership in the NAHB 55+ housing council includes more than 300 members from 46 states. (Even Hawaii is represented! Alaska, where are you?)

Denver and Atlanta have active local councils that provide information as well as community site tours for area members. The Greater Boston area is building a new local council as well. Local councils can be established in any region with enough interest! NAHB 55+ Council Board of Trustee members would be happy to help.

The 55+ Council is the only council that specifically looks out for the needs of a buying demographic and serves the interests of the builders for this market. NAHB provides an advocacy voice to this buyer through the council. Accessible homes, affordable homes, longevity and other topics that are changing 55+ housing are prominent discussions at the Federation and in the political environment.

Being an NAHB 55+ Council member provides access to the tools and research to successfully create the dream home these buyers want and need. From networking year-round with other 55+ housing professionals to staying informed through monthly and quarterly newsletters and participating in member-only discussions, membership in the 55+ Council is key to building market share in this

growing niche. You can also access experienced professional services from architects and marketing teams that know how to reach this buyer demographic.

Equipping members with knowledge, information and resources to successfully build a market presence for the 55+ buyer is the primary mission of the 55+ Council. Be sure to take full advantage of the resources available!

Don't forget: Membership expires annually.
Renew today and stay informed!



**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
Industry Council

Welcome New 55+ Housing Council Members

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

JANUARY

Scott Moberg, *Joyce Homes LLC*
Dave Mosely, *Rosewater Construction LLC*
Angela Olthoff, *Invalesco Real Estate*
Alexandra Whitman, *Ellis Hays Designs LLC*
Gilda Zaragoza, *Invalesco Real Estate*
Ken Witte, *United Community Bank*

FEBRUARY

Cory Leal, *Larsen Development Company*
Jocelyn Verano, *Ellis Hays Designs LLC*
Anthony Perry, *Rezide Properties*
Elias Delana, *Idea Painting Company*
Channa Calzone, *Inphastos*
Larry Folk, *Folkstone Homes*
Lisa Klang, *Klang & Associates*
Doug McSpadden, *McSpadden Development Corp.*
Jennifer Stark, *JASP Real Estate LLC & Evolving Lifestyle LLC*

MARCH

Diana Ellis, *Ellis Hays Designs LLC*
Michael Hupf, *Lifescape Colorado*
Anne Postle, *Osmosis Architecture*
Jen Sage, *Denver Flooring & Finishes*
Anna Villezcas, *Designs by Sundown*
Chad Schernikau, *Total Atlanta Realty*
R. C. Shanks, *Georgia Community Management, Inc.*
Lyda Akin, *David Weekley Homes*
Caleb Anderson, *Anderson Homes*
Jane Arthur Roslovic, *Treplus Communities*
Bill Aukeman, *Aukeman Development Co.*
Matt Beecher, *Matt Beecher Builders*
Justin Bucy, *Bucy Architecture + Planning*
Jerry Connelly, *Pleasants Development, LLC*
Robert Dover, *Coldwell Banker Dover Realty*
Michelle Goldberg Sorenson, *Kensington Homes, Inc.*
Miles Grant, *True North Builders, Inc.*
Gene Graves, *GDR Graves Development Resource*
DW Greene, *Kathy Andrews Interiors*
Bailey Lujan, *Avalon Builders*
Dale Mitchell, *David Weekley Homes*
Monique Mueller, *New Vista Development*
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