

55+ Housing

ONLINE MAGAZINE

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Oracle, Az

2020 Finalist – 55+ For-Sale Community over 200 homes

Photo: Robson Communities

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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
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The Importance of Relationships in Selling and Marketing Senior Housing

by Rich Carlson

Patient. Compassionate. Trusting. Respectful. Empathetic. Five personality traits that are essential for developing meaningful relationships between a salesperson and prospective buyer or resident, especially when selling and marketing senior housing, whether active adult, independent, assisted living or memory care.



In 30 years of working with builders, developers and management companies focused on senior housing, I've found that the added emotional dimension of seniors considering moving out of a home in which they have gathered 25 years of memories (not to mention "stuff"!) can make establishing relationships with prospective residents particularly challenging.

Building a strong sales team that has the sensitivity, compassion and empathy to develop good working relationships with prospective residents should begin with establishing solid internal relationships with all employees, regardless of their role in your company.

Creating a motivated team doesn't happen by accident. Whether you're a national builder of active-adult communities, a regional builder and/or a local management company offering senior housing from independent through assisted living and memory care, it's important that the vision of your company and its core values and beliefs are conveyed to all employees and are built into your company's culture.

As Simon Sinek says in his book *Start With Why*, most, if not all, people in a company can tell you what they do. And many, especially at the management

level, can tell you how they do what they do (the process), or how they are better or different than their competition. But very few employees in a company can tell you why they exist in the first place: what their core beliefs and values are that form the essence of what makes the company they work for special.

Northbridge Companies, a regional builder and developer with 17 senior properties in Massachusetts, New Hampshire and Maine, has its core philosophy everywhere ... literally. Instead of having its company logo or community name on its shirts and jackets to promote its brand, it has four short words that reflect its basic belief of why the company exists: "Live well, love life." And everything its employees do reflects that core belief.

To attract not only new residents to their communities, but, as important, to attract new employees to join the company, it launched a "My Why" initiative in 2019. Through a series of short, but very personal and sincere video clips (most taken with a cell phone), prospective residents and prospective employees can watch firsthand on its website northbridgecos.com why its associates enjoy coming to work each day in a Northbridge community.

As Sinek points out in his book, building trusting relationships internally where people support one another can have a dramatic, positive impact on a company's and a community's culture. One of the ways

Northbridge fosters that team building is by encouraging associates to “give back” to the community, making a difference in people’s lives.

At Northbridge, its “Live well, love life” message is conveyed in many ways:

- The team-building videos that are created and shared,
- Its associate lounges,
- “Listen and learn” sessions and
- Special appreciation opportunities throughout the year.

“Building these foundations empowers associates to carry our philosophy through to the best possible experience for our residents,” noted Jen Hastings, vice president of marketing at Northbridge.

Epcon Communities, a national franchise builder of active-adult communities in 16 states across the United States, began building homes in the greater Columbus, Ohio, area 33 years ago. When co-founders Ed Bacome and Phil Fankhauser decided to expand in 1995 and build a franchise model for other builders who wanted to join as an Epcon Franchise Builder, Ed and Phil wanted to ensure their core values and vision were retained as the company grew.

“When franchise prospects contact us about joining our team, we invite them to come in for ‘Discovery Days’ where they meet the leadership team and see, feel and hear about the culture,” noted Vice President of Sales Nanette Overly.

To share its vision with not only prospective buyers, but other prospective builders, Epcon shows video testimonials on the company’s website, epconcommunities.com, of its franchise builders describing why they enjoy building under the Epcon brand.

“We’re not selling homes, we’re selling our home buyers an experience,” comments Paul Scarmazzi. Paul and his wife, Lisa, have built more than 500 homes in eight Epcon communities in 19 years. The sincerity of why they do what they do is extremely convincing. Without building solid internal relationships among their team, their success in building relationships with prospective buyers would not be nearly as effective.

A Special Kind of Person

What personality traits or values are likely to make the best employees when working with seniors?

“Passion and respect for each person, whether a fellow employee or a resident, is very important,” noted Ben Colonero, former executive director for 20 years at Salmon Health and Retirement Communities in Massachusetts. “You really need to have patience and a special aptitude for working with seniors.”

The company was started 67 years ago by Helen and Daniel Salmon, Sr., and today has more than 2,000 employees in nearly 17 properties in eight towns in central Massachusetts. To ensure that the vision and core beliefs are carried forward, both internally among Salmon employees and externally to prospective residents, a two-day orientation for new employees begins with a program outlining the vision and beliefs the Salmons had 67 years ago, which is carried through to this day.

Deborah Felton is executive director of Fuller Village in Milton, Mass., an upscale independent living community nestled on 60 wooded acres just outside of Boston. This non-profit corporation, which started 23 years ago and is run by a board of directors, prides itself on continuing the original vision of providing exceptional living with first-class amenities and a full-time lifestyle director.

When taking a prospective new hire around the campus, Deborah notices if the person is comfortable greeting



In everything we do, every day, our goal is for all of us to be happy and healthy, and have meaningful purpose in our lives.

Jen Hastings

VP of Marketing | Northbridge Companies

residents or other staff during his or her initial visit to Fuller Village. “We are very resident-focused, and people who are strong, sensitive, independent thinkers with a good sense of humor and an ability to work without a lot of supervision tend to be some of our best employees,” she said.

Building Relationships Internally and Externally

In 1969, four families founded Shrewsbury Nursing and Rehabilitation Center just outside of Worcester, Mass. During the last 50 years, the original campus has grown to become a Continuing Care Retirement Community with Shrewsbury Nursing’s sister company, Southgate at Shrewsbury, offering independent living and assisted living programs. Next door, at Shrewsbury Nursing, short-term rehabilitation and long-term care — including a dedicated memory care unit — form the basis of the skilled nursing program. As the community has grown to encompass a full range of senior care services, the commitment to provide a first-rate environment for every resident is as strong today as it was when it was founded.

“Our management knows every employee by name, which helps to make everyone feel part of the team,” noted President and CEO Dana R. Levenson. “Beginning with a thorough orientation of the founders’ mission of providing a full range of the highest quality senior care, from independent living through memory care, we want every employee to provide a safe, comfortable and first-rate environment for our residents.

“All of our employees, whether working in independent living at Southgate or at Shrewsbury Nursing and Rehabilitation Center, are expected to know the names of nearly every resident and to greet them in the halls and corridors by their names,” Levenson added. “This extra effort to establish close relationships with the

residents pays off because the residents come to regard our employees with a great deal of affection.”

It All Starts with Why

The size, history and organizational structure of each of the businesses in this story cover a broad spectrum — from a large national franchise builder and regional senior management company to a non-profit corporation and family-owned businesses dating back 50 and 67 years. All provide excellent care, amenities and services for their residents and buyers. That’s the “what” they do and “how” they do it that most, if not all, senior housing builders and management companies express in their sales and marketing.

What makes each of these companies unique is that they also emphasize their “why” they exist in the first place. And although the manner in which they convey their core values of what they believe, why they exist today and the vision their founders had when each opened their first senior community, the efforts they make to build internal relationships with their employees is noteworthy.

When a prospective resident comes to visit any of these senior communities, the core values of what their founders believe are evident. And that same feeling of trust and compassion that the employees feel is carried forward in the manner in which external relationships are built with new residents and their families.

“We’re people taking care of people,” remarked Jen Hastings. “At Northbridge, we feel strongly about fostering friendships in the workplace. We know that this will naturally translate to the feeling of friendships and relationships extended to our residents and their families.”

Building Relationships

Special thanks to the following companies and individuals who shared their perspectives and insights into this story:

Epcon Communities

Nanette Overly, vice president of sales

Northbridge Companies

Jen Hastings, vice president of marketing

Fuller Village

Deborah Felton, executive director

Southgate at Shrewsbury

Dana R. Levenson, president & CEO

Salmon Health & Retirement

Ben Colonero, executive director



Rich Carlson, president at Carlson Communications, is a national consultant and marketing specialist who, for 35 years, has worked closely with builders, developers and property management companies from Maine to Texas, assisting them with achieving their sales goals by developing marketing strategies and related marketing materials. Rich has been a frequent speaker at IBS and other national and regional conferences and workshops. In addition to writing for national and local magazines, Rich is author of “Are You Prepared for the Recovery?” carlcomm.com

How to **Target** Today's Active-Adult Home Buyer to **Maximize** Sales

by Brad Hunter, Managing Director, RCLCO

We are about to see an explosion of demand from retirees, but the question is: How will the most successful builders and developers meet that demand head-on? As the 55+ market grows, there will be an increase in demand coming from a diverse group of people and households, and therefore, a need for a wide variety of community types. The most successful developers will work to identify specific buyer profiles and target their communities accordingly.

This goes beyond value versus luxury and age-restricted versus age-targeted. Simple, basic characteristics — such as location type and home size — are also crucial determinants of success.

Downtown vs. Suburbs

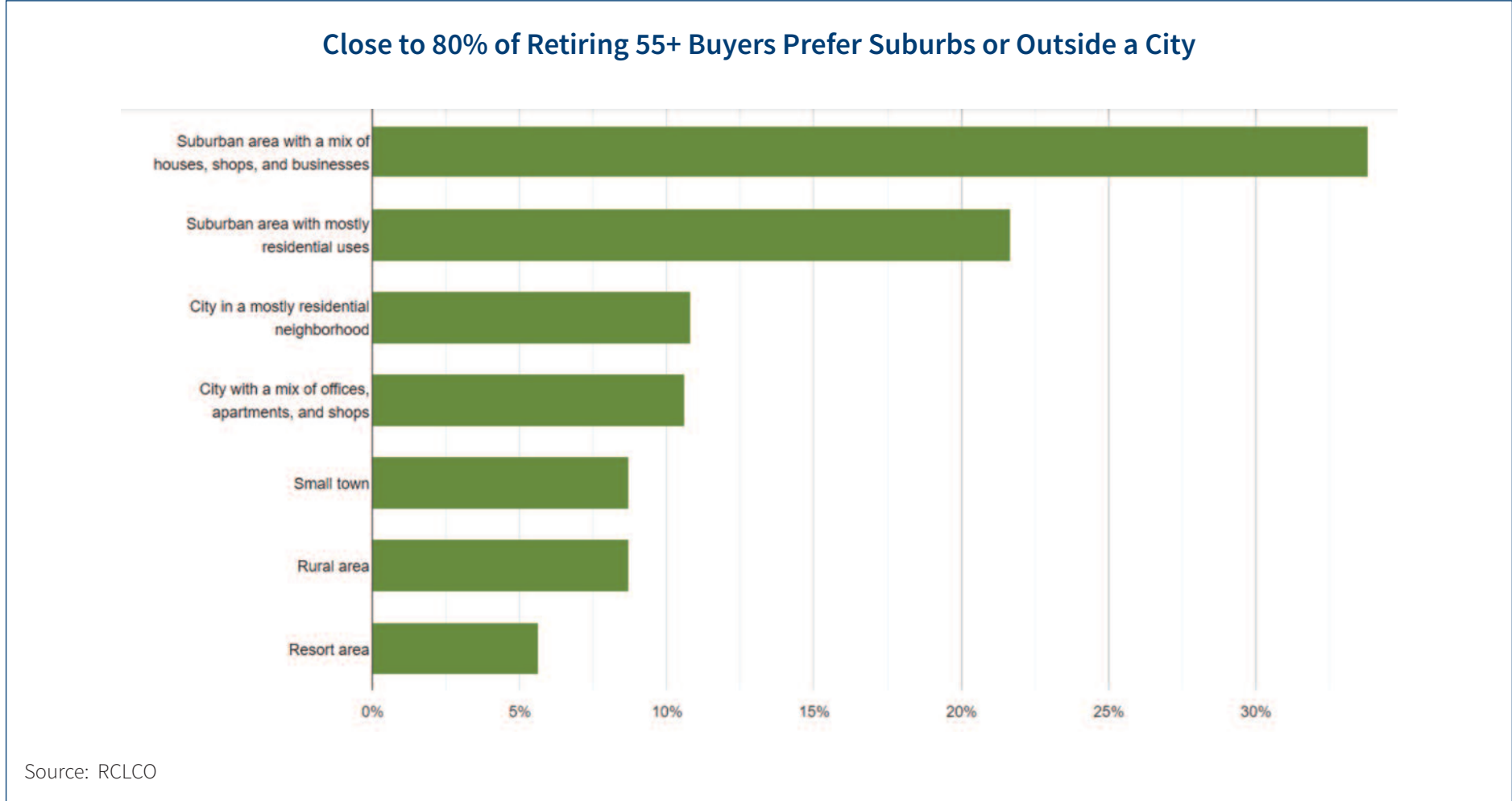
As an example, some retirees want to move to a downtown — or at least semi-urban location — but RCLCO's research reveals that the vast majority of 55+ buyers who are retiring and who want to move prefer a more suburban location. The suburb, however, should have a mix of services and retail stores so that the necessities of life are nearby.

Community Layout and Size

Our research covering hundreds of active-adult communities nationwide has led us to think of active-adult communities as falling into several size categories. A common thread running through the most successful active-adult communities is that the product is the lifestyle; the house is secondary. You know the old adage: Sell the sizzle, not the steak.

First on the list are the **large standalone active-adult communities**, such as those developed by Del Webb, Shea Homes and Robson Ranch. These typically are defined as having 1,000 or more units.

The Villages, in central Florida, is a massive example of such a community. The Villages has remained the top master-planned community in the country, outpacing even communities that feature retiree and family enclaves together. This is a classic example of marketing



“the product is the lifestyle” because of its emphasis on social clubs and leisure activities. The Villages has more than 400 social clubs, a self-contained environment with shopping and services, and everything is accessible by golf cart. It does a fantastic job of monetizing the lifestyle, at a pace of more than 2,000 new homes a year. Next are the **active-adult “enclaves”** that are developed within a larger master-planned community (MPC). One characteristic shared by the most successful MPCs in the nation is the inclusion of an active-adult community within the overall community. Developers such as DMB, Shea Homes, Blenheim and Taylor Morrison come to mind in this category. Entertaining educational programming is extremely important in these enclaves. Shea Homes’ recent survey of Trilogy (a 55+ enclave within the Vistancia MPC) noted shoppers’ growing interest in food-and-beverage-related classes, including instruction on food and wine pairings. Nearly three out of four shoppers there said they’d be attracted to a chef-driven food and beverage program in their community.

Then there are the **small-to-medium-sized standalone communities** (those with fewer than 1,000 units). Examples include TIMU, Stephen Alexander Homes, Nathan Carlisle and GL Homes. An advantage shared by these communities is that they can be located close to small cities, historic downtowns or traditional suburban areas. A closer-in location often serves as an amenity. In Florida, GL Homes is the leading private builder in active-adult communities in this size range; that company has been successful in pushing prices as well as obtaining significant revenue from options and upgrades. Retail stores and service providers quickly pop up near the communities developed by GL and others in this category, adding to the convenience and entertainment options for home owners.

At the high end of the market are “**resort” active-adult communities**, which emphasize regional attractions

such as beaches, mountains, theme parks or large recreational lakes. Prominent developers in this category include Jones Homes, Shea Homes and, once again, Del Webb. This type of community commands premium prices and usually draws buyers who purchase major upgrade packages. Baby boomers will pay the most for view premiums, which further adds to the top line in these locations. Land parcels for these kinds of communities are scarce, which is a drawback for a developer looking for a site, but a major boon for a developer who had the foresight to tie up a parcel early on.

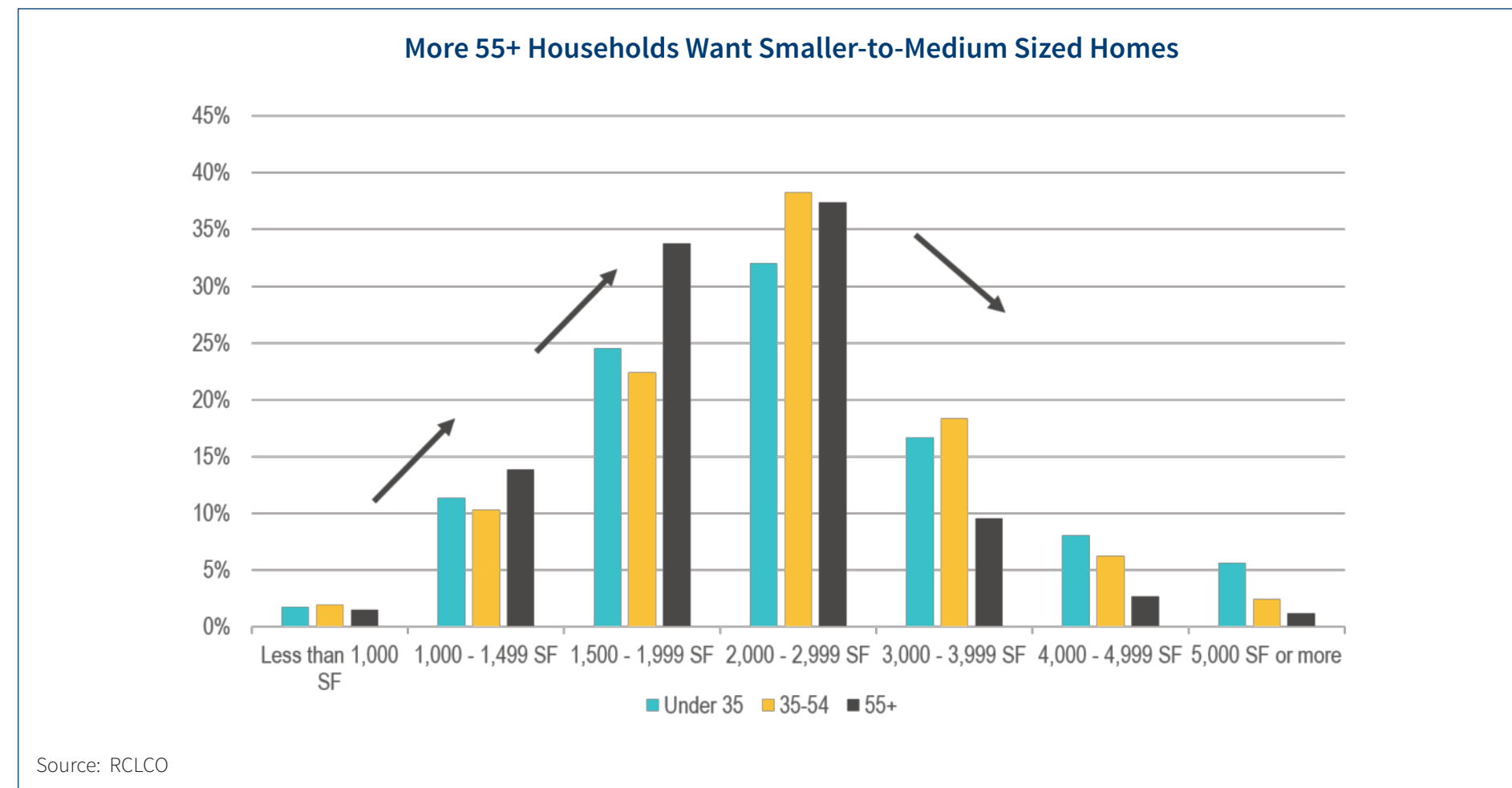
One other classification deserves mention here. A growing opportunity exists in the category of **age-restricted multifamily developments**. These buildings can be located in urban areas, but there are some examples of these types of projects succeeding in

suburban settings as well. Beazer Homes, Verona Building Company and Bill Sears are major players in the age-restricted condominium market.

There are more **age-restricted rental buildings** these days as well. Overture is a pioneer and leader in this line of business. There is room for growth in this segment of active-adult homes.

Sizes of Homes: Look to the Middle

The size of home that best meets the market differs depending upon the type of 55+ buyer. Some of these buyers want this to be “their last best home,” and they are ready to invest their equity in a larger home. But a much larger share want a home that is smaller, although still high quality and well appointed.



Many empty nesters who are looking to move have recently renovated or upgraded, and many of them will still want that high level of finish in their new home.

Also, although most 55+ respondents to an RCLCO survey expressed a preference for a single-family detached home, more than 21% said they would consider a single-family attached home — much higher than the 12% that have such a home now.

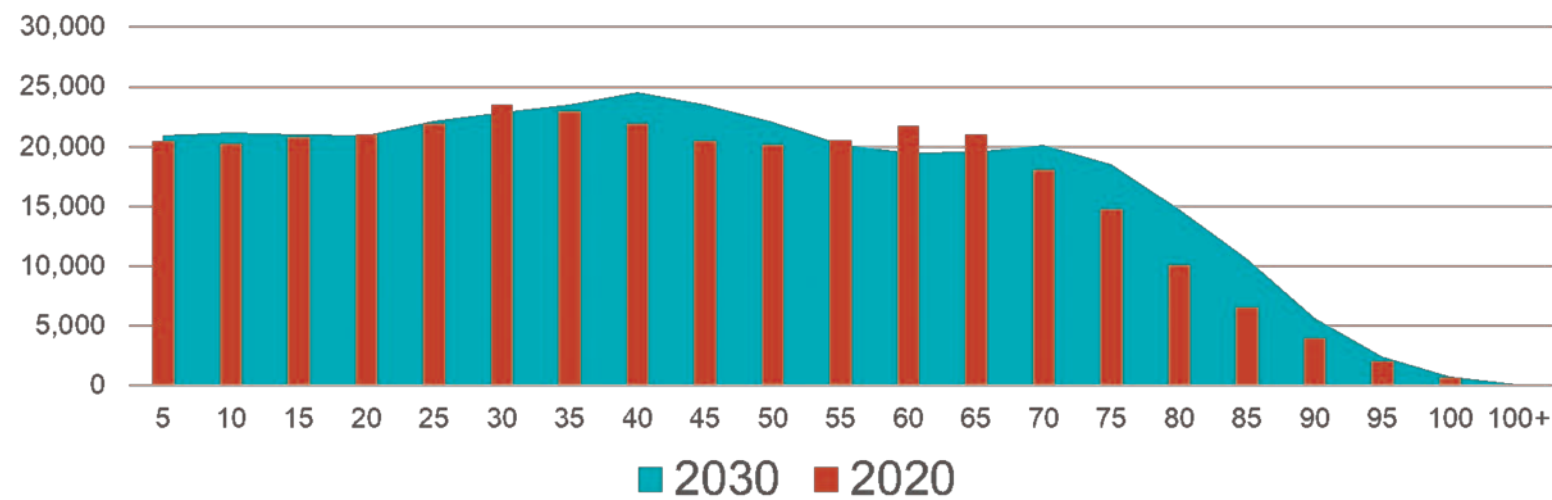
In terms of number of floors, about 90% of home shoppers in the 55+ age group said they would consider a one-story residence, though more than one-third indicated they would consider a two-story product.

The Future: A Juggernaut of Demand

Demand for new homes from the 55+ group will continue to increase rapidly at least through the year 2035. (As we like to say, we have 15 years before “peak-Boomer.”) According to RCLCO’s research, approximately 25% of the households aged 55+ are willing and able active-adult buyers, so as the bump in the graph moves along through the years, we will see rising demand.

The pie is large, but so is the field of competitors. For that reason, it is going to be critically important to understand the buyer’s wants and needs, and to be one of the best at serving them.

Population Growth: Comparing 2030 with 2020



Source: U.S. Census Projections

¹RCLCO surveyed more than 23,500 persons across the United States, which resulted in 3,430 qualified survey participants who are age 18 or over, have incomes of \$50,000 or over, and have intentions to purchase a home in the next 12 to 24 months.

The author thanks and acknowledges the expert contributions of Gregg Logan and Todd LaRue toward the preparation of this research.



Brad Hunter has been a consultant to developers, land owners, land investors, private equity firms, banks, home builders, and other businesses for 34 years. Brad was formerly the head of Metrostudy’s nationwide consulting department and there he directed study work on hundreds of site-specific studies. He is a regularly featured speaker at conferences and industry conventions, was a frequent guest on news broadcasts (CNBC, Bloomberg News, The Nightly Business Report, and others), and is cited frequently in the *Wall Street Journal*, *New York Times*, and dozens of other publications.

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

Innovation in ADUs



by William Ramsey, AIA

The number of Americans retiring daily has nearly doubled since the year 2000. And, with nearly 10,000 seniors a day turning 65, affordability in desirable suburban markets with proximity to employment cores, transportation and entertainment is at an all-time low. States such as California, which recently streamlined its approach to accessory dwelling units (ADUs), are looking to inspire other states to embrace ADUs as a possible housing solution.

ADUs were for a long time thought of as an opportunity for single-family home owners to add a secondary unit on their existing property. Home owners could go through the permitting process, spend time and money to add a small structure to their property, and in the end, may or may not see a return on their investment. But as the population ages and new land for development is both limited and expensive, these structures are presenting an opportunity to develop new communities that inherently provide affordability and social connectedness.

This shift in thinking can be seen in Northern California with nearly 20% of KTG's Bay Area clients embracing ADUs. This allows for increased site densities and, in return, the creation of affordability through design. Where once the proposed addition of a bedroom suite with a kitchenette was questioned by city planning staff, it is now embraced. This shift has sparked discussions on how we, as planners and architects, can incorporate unique designs that allow for multigenerational living,



ADUs increase the diversity of a community and can serve to create dynamic multigenerational enclaves.

aging in place, income-producing properties and community diversity.

Although ADUs are not new, they are now being considered at the beginning of the design and development process of new residential units. However, the acceptance of ADUs needs to first start with cities and counties. Once their view on ADUs shifts, architects and developers can begin to provide solutions.

KTGY partnered with KB Home in 2018 to develop and build BUILDER KB Home ProjeKt in Summerlin, Nev. The design features shared community garages and a flexible floor plan that includes a second unit with a separate entrance. This not only offers buyers rental income opportunities, but also the ability to age in place. The secondary unit can be utilized by a caretaker or allow the home owner to downsize into the smaller unit and utilize the larger, primary unit as a rental property.

ADUs also increase the diversity of a community and can serve to create dynamic multigenerational enclaves.

KTGY's R+D Studio explored this solution with its concept Ensemble. This multigenerational community concept provides options for duets or quartets arranged around a shared courtyard. While this solution addresses affordability and flexibility, it also addresses the growing issue of social isolation in the senior population. Creating solutions that encourage social interaction and keep seniors integrated into the community are key to promoting an improved quality of life and longevity among seniors.

ADUs provide opportunities for developers looking to increase a site's density while maintaining the character of the established community. This is particularly true for cities that have experienced a job boom, such as San Francisco, Los Angeles, Seattle and Denver, which has resulted in seniors being priced out of the community they have lived in for decades.

As architects and planners, we are called on to create innovative solutions for the built environment. Utilizing ADUs to provide affordable housing options provide seniors with the ability to downsize and retire, while maintaining access to family and friends as well as the banks, grocers and coffee shops they have always frequented. According to a 2018 study conducted by the Mather Institute, "Gossip played a key role in keeping these older adults socially engaged." Having access to the community amenities these seniors are familiar with is key to maintaining a healthy, connected and active lifestyle.

KTGY is working with a client to deliver a community that exemplifies this approach. The design proposes ADUs incorporated on each lot with individual entrances and a direct access parking space, increasing the density of the site and providing affordability by design. Built into a single-family neighborhood, this new development provides the opportunity to establish a thriving multigenerational community with inherent affordability.

No longer the "granny flat" of yesterday, ADUs and the opportunities they provide should be embraced not only by architects, planners and developers, but by the cities and communities that need them most. By allowing more ADUs to be approved, cities have a viable housing solution that increases housing density between 50% and 100%, encourages multigenerational living and aging in place, and fosters a sense of community, diversity and well-being.



William Ramsey, AIA is a principal with KTGY Architecture + Planning. He can be reached at 303.389.6010 or wramsey@ktgy.com.

3 Ways to Make Your Bathroom Gracefully Age with You

THE BOLD LOOK
OF **KOHLER**®

Whether adapting a space for changing abilities or constructing a new space, there are a several very easy steps to consider when starting the project. Take a moment to step back and reconsider how we think about the space and its maximum potential use. Does the total design support use by the greatest number of people of all sizes and shapes, and all ages and abilities? When designing an environment that can adapt and age with you, here are some considerations to make:

1. Good lighting is critical not only for safety but also for well being. Poor lighting is frequently the cause of many accidents involving tripping and falling. Look for opportunities to bring in the maximum amount of natural light; this is one of the most appreciated features within an environment. When we allow the

maximum amount of natural light to flow through a space, we often experience the positive effects of increased energy and improved sense of wellness.

2. As we age, it becomes more difficult for us to get in and out of low seating, and getting on and off your toilet is no different. Choosing the right height toilet is crucial to creating a safe and comfortable experience. There are three common heights – standard or 14 1/2 inches tall, chair height or 16 1/2 inches tall and now a newer version that adds 2 1/2 inches to the chair height for a towering 19 inches tall like the new Highline® Tall model from Kohler. The chair-height toilets and the taller version make it easier for all of us to sit down or stand up.

3. Another element to consider in the toilet space is the

addition of a bidet seat. It is no longer the separate, and unfamiliar, bidet of years ago. A bidet seat is designed to fit most toilet models and is designed to blend with the design style of the toilet. It is another attractive, highly effective way of providing great hygiene and independence.

As our abilities change, our spaces must as well. In order to enjoy a space, we must feel empowered, independent and safe. Comfort and safety are key when designing accessible spaces for everyday use.

For more information about these or other products that can help your bathroom age with you, please visit www.kohler.com or call 1-800-4KOHLER. Kohler is a global lifestyle brand dedicated to enhancing experiences with kitchen and bathroom products.





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Hot Products

LaCantina Doors' Flexible Designs to Enhance Indoor/Outdoor Living

Want to incorporate beautiful doors that are innovative, meet a wide range of needs, and have a 10-year warranty? **LaCantina Doors** is a pioneer in designing and manufacturing large opening door systems. Its focus in developing and refining these products has resulted in the most comprehensive range of folding, sliding and swing doors available to enhance indoor and outdoor living.

Many of the door styles can span any size opening and be configured in different ways to meet the demands of any project. With minimal designs, high-performance materials, and air/water and structural testing, LaCantina Doors exceed the industry standard and would be a smart addition for any 55+ home owner.



Hot Products

Sleek, Stylish and User Friendly – American Standard's Studio S Kitchen Faucet

American Standard's Studio S Kitchen Faucet Collection includes the most stylish kitchen faucets in the industry. Continuing the minimalist and contemporary style from the 2017 collection, there are four different faucets available with pull-out options, making it more convenient to use for the 55+ home owner.

Additionally, the Studio S kitchen collection includes only single levers, making it easier to clean and a better user experience for aging consumers. The spray head has magnetic docking, and the pull-down and bar models include retractable spray heads for easier use.

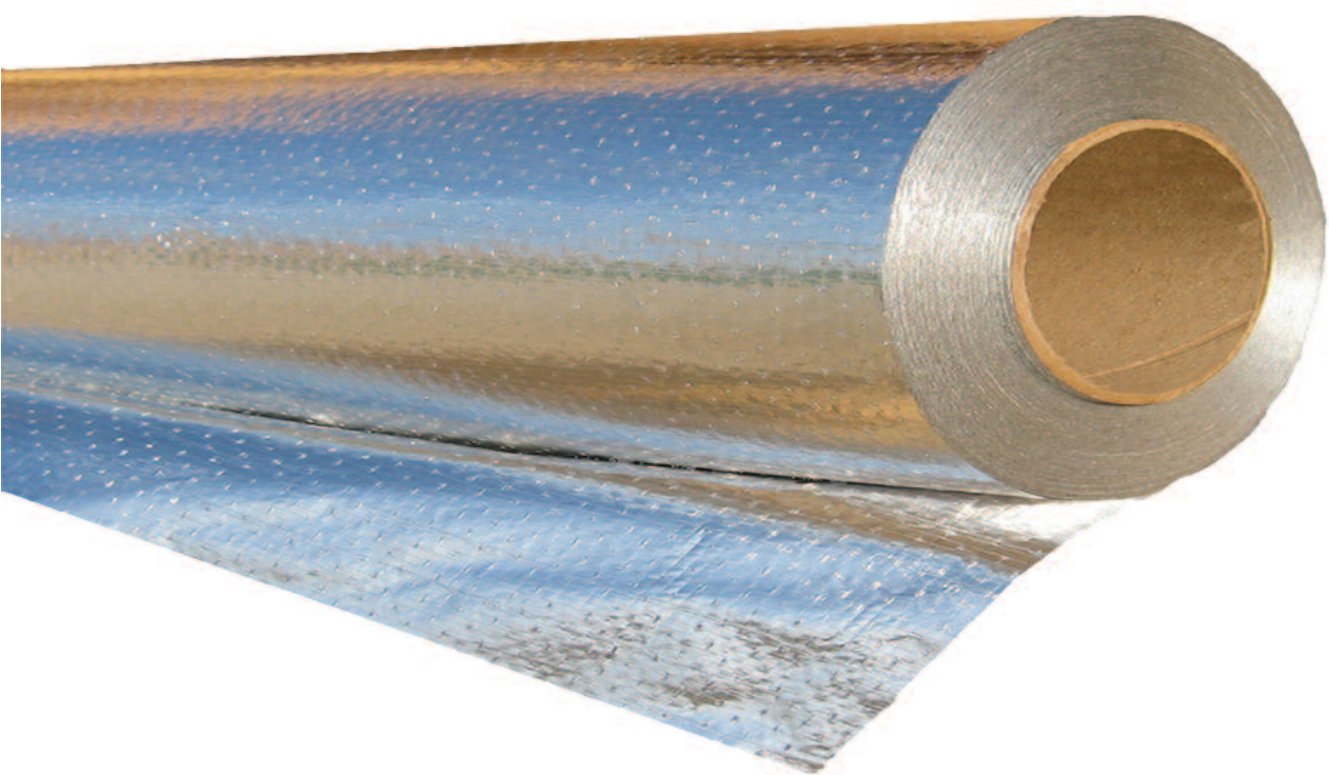


Hot Products

Help Reduce Utility Costs with RadiantGuard Radiant Barrier

Saving money on utilities is welcome for any home owner – and now it's easier to do than ever. RadiantGuard's Radiant Barrier is a highly reflective reinforced aluminum foil that blocks the transfer of radiant heat by reflecting it away from its surface. This allows an effective, permanent way to reduce monthly utility costs by lowering energy usage.

Unlike other similar products, Radiant Barrier will block radiant heat, not just absorb or slow it down. It's also unaffected by humidity and temperatures to yield a consistent performance regardless of the weather. When installed in the attic space, it can reduce temperatures up to 30 degrees, which then lowers living space energy usage, thus lowering utility bills and extending the life of the air conditioning unit.



Hot Products

Villa Lagoon Tile's Breeze Blocks Add Color and Intrigue

Want an easy way to spruce up indoor and outdoor living spaces? Look no further than Villa Lagoon Tile's new line, called Breeze Block, which is a modern take on the mid-century decorative concrete masonry block. The material is tough enough to withstand various weather outside, but the smooth aesthetic works for interior design as well.

The Breeze Block gives home owners the ability to create unique spaces with funky geometric patterns, while still being functional. Measuring 7.5 inches, the blocks can be used to provide privacy, shade and weather protection, while also yielding light and ventilation. Available in 21 different patterns and eight colors, your 55+ home owners will enjoy the opportunity to add fun designs to their homes.



Welcome New 55+ Housing Council Members

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

OCTOBER

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 Patti Guthrie, *PFG Interiors*
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 Tessa Jones, *Cambria*
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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.

CLICK FOR LARGER VERSION

TUESDAY & WEDNESDAY
7:30 AM - 5:30 PM
IBS REGISTRANTS ONLY

THURSDAY
7:30 AM - 2:00 PM
ALL DCW ATTENDEES

TUESDAY	WEDNESDAY	THURSDAY
55+ Networking Breakfast 7:30 - 8:00 AM	55+ Networking Breakfast 7:30 - 8:00 AM	55+ Coffee & Conversation 7:30 - 8:00 AM
Women, Design & Successful Retirement: The Unique Role You Can Play 7:30 - 8:00 AM	Fair Housing Accessibility Requirements That Affect 55+ Attached Housing 7:30 - 8:00 AM	The Role of the Lifestyle Director: Creating Referrals & Selling Homes 8:00 - 8:30 AM
Modular Construction for Your Next 55+ Project 8:00 - 8:30 AM	Nurturing 55+ Prospects Through a Longer Customer Journey 8:00 - 8:30 AM	55+ Housing Central Morning Break 11:15 - 11:45 AM
Design Solution for the Solo Ager 8:45 - 9:15 AM	What Drives the 55+ Buyer to Lifestyle Communities? 9:45 - 10:15 AM	B.O.O.M! Bridging the Communication Gap with Boomers 11:30 AM - 12:00 PM
55+ Housing Central Morning Break 10:15 - 11:15 AM	55+ Housing Central Morning Break 11:15 - 11:45 AM	Lifelong + Housing = Win-Win: Principles for the Mature Demographic & Nation's Largest Market 12:30 - 1:00 PM
The "Booming" 55+ Market: How to Add Boomers to Your Business Plan 10:30 - 11:00 AM	Love Connection SEO & SEM: A Match Made in Heaven 11:30 AM - 12:00 PM	55+ Housing Central Mid-Day Break 1:00 - 1:30 PM
Busting 55+ Selling Myths: Proven Strategies for Closing More Sales 12:15 - 12:45 PM	Ageless Living: The Universal Way 12:30 - 1:00 PM	Lifelong + Housing = Win-Win: A Multi-Central Roundtable Discussion 1:15 - 1:45 PM
55+ Housing Central Mid-Day Break 12:45 - 1:45 PM	55+ Housing Central Mid-Day Break 1:00 - 1:30 PM	
How to Engage the 55+ Buyer Online 1:00 - 1:30 PM	Capitalizing on the Upswing in 55+ Demand for High Performance Building 1:15 - 1:45 PM	
Excelling in the Art of the 55+ Sale Through Dynamic Communication Skills 1:45 - 2:15 PM	The Air We Breathe: Effectively Delivering Healthy Air in 55+ New Construction 3:00 - 3:30 PM	
Dominating the 55+ Market: How the Hyper-Successful Communities Do It 3:45 - 4:15 PM	Emerging Shifts in 55+ Housing with Gen X Moving Up 4:00 - 4:30 PM	
	55+ Housing Happy Hour 4:30 - 5:30 PM	

DOWNLOAD THE BUILDERS' SHOW APP FOR THE COMPLETE 55+ HOUSING CENTRAL SCHEDULE.

Presentations current as of 12/09/19; subject to change

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55+ HOUSING CENTRAL

NORTH 261

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7:30 AM - 5:30 PM
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THURSDAY
7:30 AM - 2:00 PM
ALL DCW ATTENDEES

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