

# 55+ Housing

ONLINE MAGAZINE



55+ Housing  
Industry Council

| 2017 SPRING ISSUE |

# IN THIS ISSUE

## On the Cover

### Inspiration

Best 55+ Detached Home over 2400 sq. ft.  
Silver Winner

[Sisters Cove, Rachel model](#)

*Photographer: Jacob Sharp, Looking Glass Services*

## Feature Stories

**3 Silver Surfers, Mature Movers**  
Six ‘Dos and Don’ts’ for digital marketing to 55+ home buyers.

**8 Ask the Expert:  
Storage, Storage and More Storage**  
Help buyers live it up while moving down.

**11 55+ Sector Spotlight**  
Check in with a lender, a builder, an architect and an economist for their views on the 55+ sector.

## Departments

**14 Letter from the Chair**  
Dennis Cunningham previews the council’s ambitious plans for 2017.

**15 Hot Products**  
Three new products and a service that will appeal to 55+ buyers and their builders.

**17 Events & Updates**  
Best of 55+ Awards, Midyear meeting details, and the heartwarming conclusion to the story of the IBS 55+ House.



## Publication Staff

Sheila Miller  
Vice President, Multifamily/  
55+ Housing  
[smiller@nahb.org](mailto:smiller@nahb.org)

Ann Marie Moriarty  
Writer/Editor  
[amoriarty@nahb.org](mailto:amoriarty@nahb.org)

Don Bery  
Sponsorship &  
Account Manager  
[dbery@nahb.org](mailto:dbery@nahb.org)  
800-368-5242 x8208



Arabella at Long View  
Best 55+ Market Rate Rental Community  
Photographer: Arrive Architectural group

# Silver Surfers, Mature Movers:

Six New 'Dos & Don'ts' for digital marketing to 55+ home buyers

by Erin Read and Todd Harff

Competition is increasing. Budgets are decreasing. Home buyers' attention is fractured. What's a marketer to do?

You could spend hours trying to master the new shiny object: Snapchat? WhatsApp? Toss thousands at a web designer for a site that visually dazzles.

Or you could spend your money and time understanding *why*, *where* and *how* older adults use the internet in their home buying and move decisions.

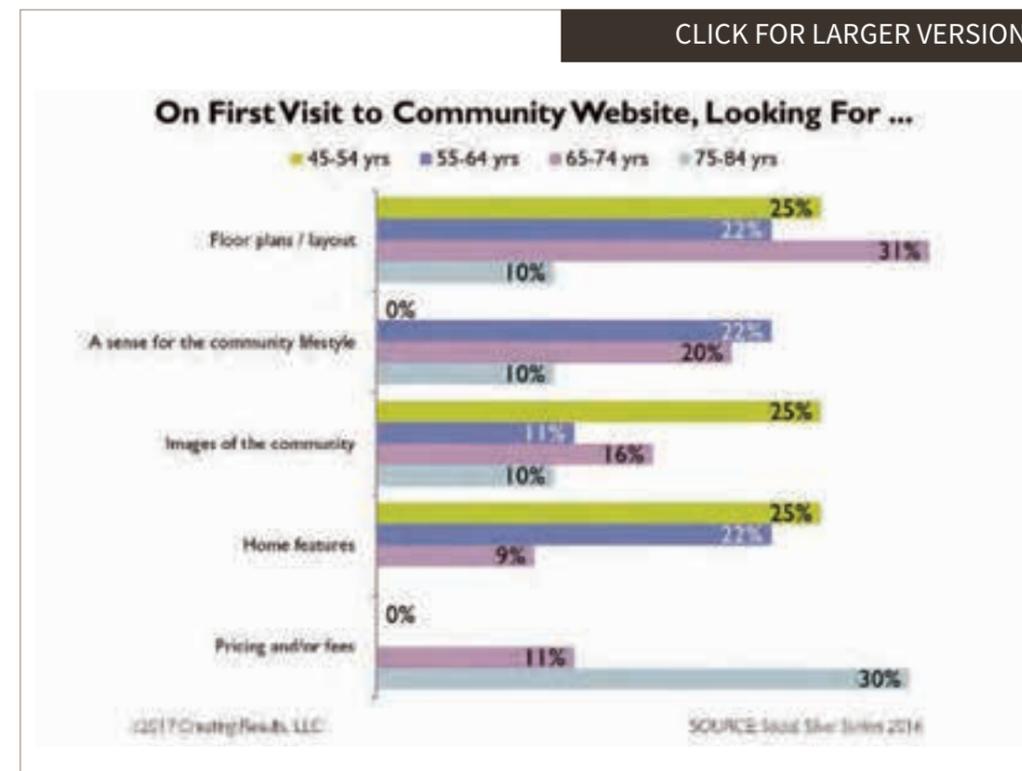
Creating Results' focus is driving quality leads and increasing sales for our clients, so we do the latter.

In 2010, we conducted a national survey of "Social, Silver Surfers," Americans over the age of 40, including people who made a decision to move in the prior two years. We examined behaviors and online marketing preferences so that we could help developers make wiser digital marketing investments.

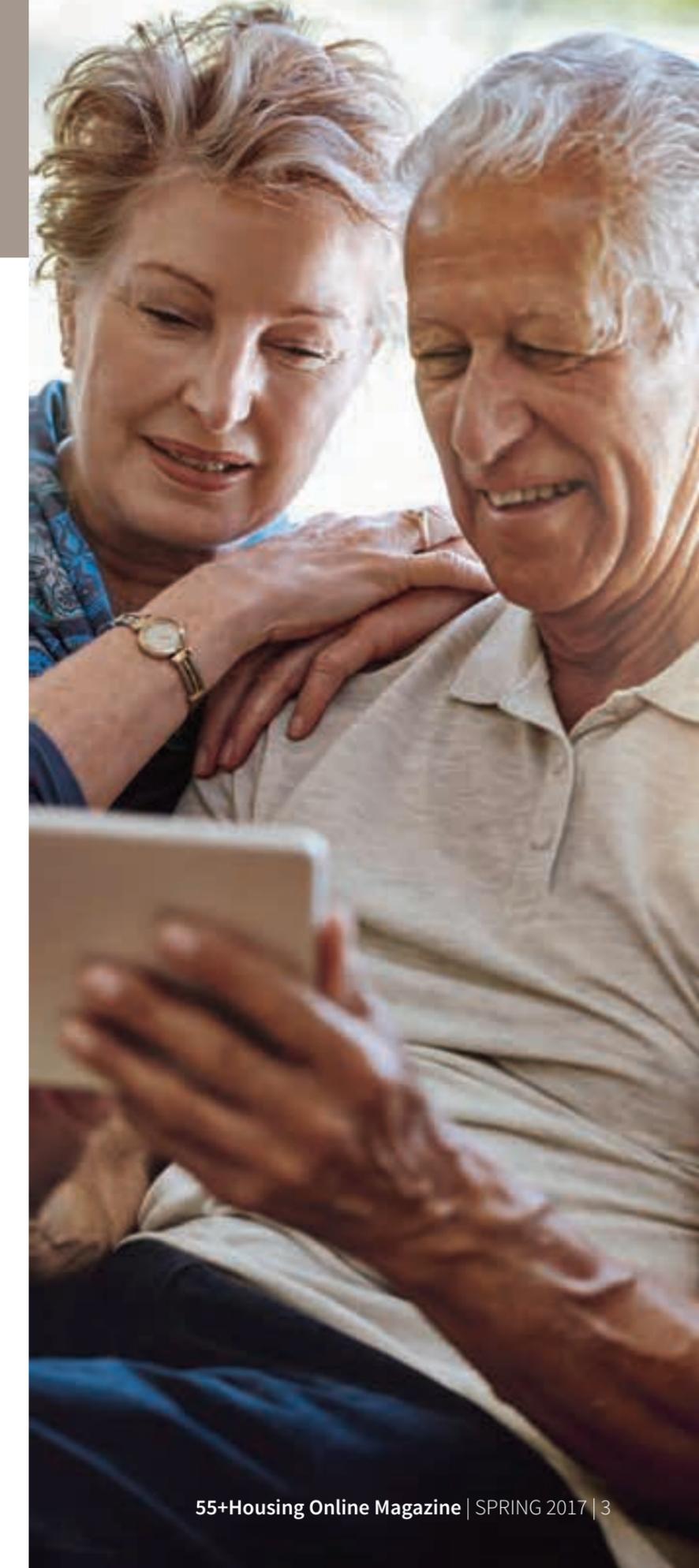
Three years later, our team did it again, analyzing how the trends had changed over time. And in 2016 we surveyed nearly 1,000 GenXers, baby boomers and beyond to gain the most current insights into preferences regarding websites and social media. So: *What's a 55+ marketer to do?*

## DO: Give prospects what they're looking for.

Creating Results has been collaborating with 55+ community developers and senior living communities on successful marketing programs for more than 20 years. Through the decades, we have consistently advised clients to "Lead with lifestyle." Older adults



*Insights into Action: Promote your competitive advantages (lifestyle!) but not at the expense of giving visitors the information they want (floorplans! price!). Be sure to read on to the "don'ts" section for more implications of this data.*



want to know about whether they'll fit in your community. *Social, Silver Surfers 2016* backs up that strategy ... to a point.

Your website will only resonate with visitors if they can find what they came for. Our research showed that mature movers are looking for product details on their first visit to a website: Floor plans, to be precise. Twenty eight percent of all respondents say they first went to a website looking for floor plans, compared to 18% who said that they went looking for a sense of the lifestyle.

When you break the data down by age, you see that younger movers (age 55-64, more typical of the active adult target) are just as interested in product (floor plans and home features) as they are in learning about lifestyle.

The oldest movers don't seem to be seeking out product or lifestyle information on the first visit. Only 10% of those aged 75-84 (more typical of CCRC targets) reported that was their aim. For older buyers, they're initially looking at a different kind of fit: the cost.

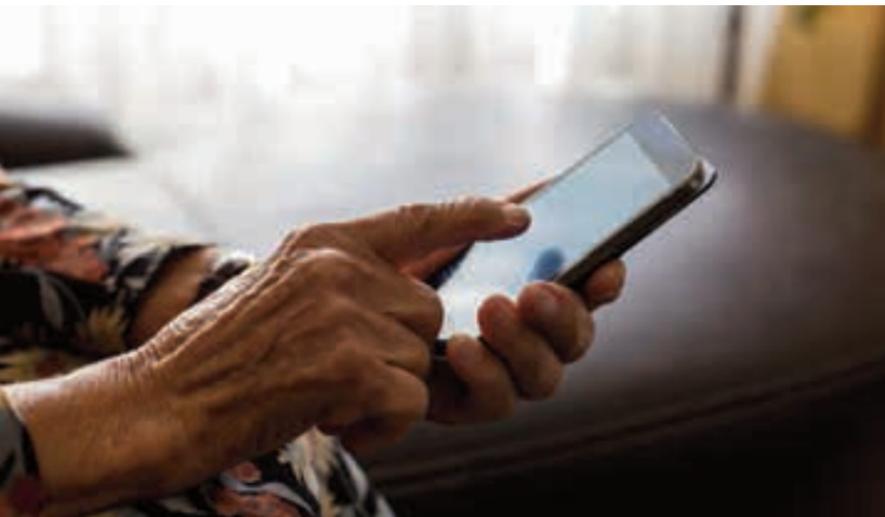
**DO: Recognize that mobile visitors interact with websites differently than desktop surfers do.**

In the years since Creating Results began studying the internet preferences of older adults, internet usage, particularly *mobile* internet use, has become a force that housing marketers must take into consideration.

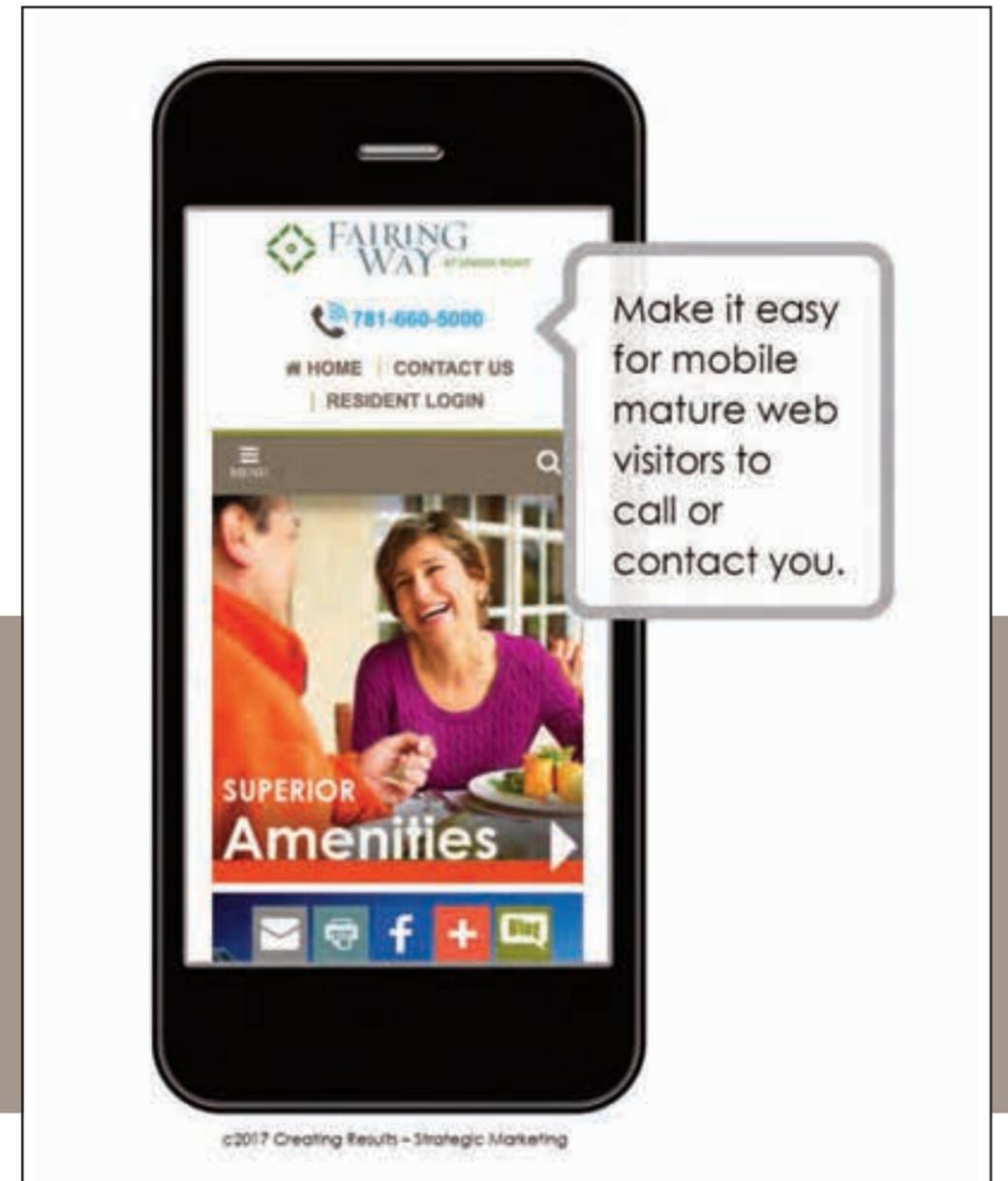
In 2016, we began to segment survey data by device: primarily desktop, split between desktop and mobile, or primarily mobile. As a result, we gained two immediate insights.

First, mobile visitors aren't as willing to stroll through your site for looking for answers. Sixty-nine percent of mobile-first mature movers say they use the integrated search tool on a community website vs. 51% of the desktop-first visitors.

Second, mobile visitors aren't conforming to forms. Not one of the mobile-first mature movers said they had filled out a request for information form on a community website. Zero. Contrast that with 26% of desktop-first home buyers/renters.



In the years since Creating Results began studying the internet preferences of older adults, internet usage, particularly mobile internet use, has become a force that housing marketers must take into consideration.



*Insights into Action: Make your website a great experience for mobile visitors. Make it easy for them to call you. Also, be sure your site has an integrated search tool that is prominent and easy to use, no matter what the size of the phone or the age of the visitor.*



Finally, have you tried the forms on your site on a smartphone? Test and upgrade the experience for mobile-first visitors to see if you can improve the number of these prospects who convert via form.

**DO: Get deep.**

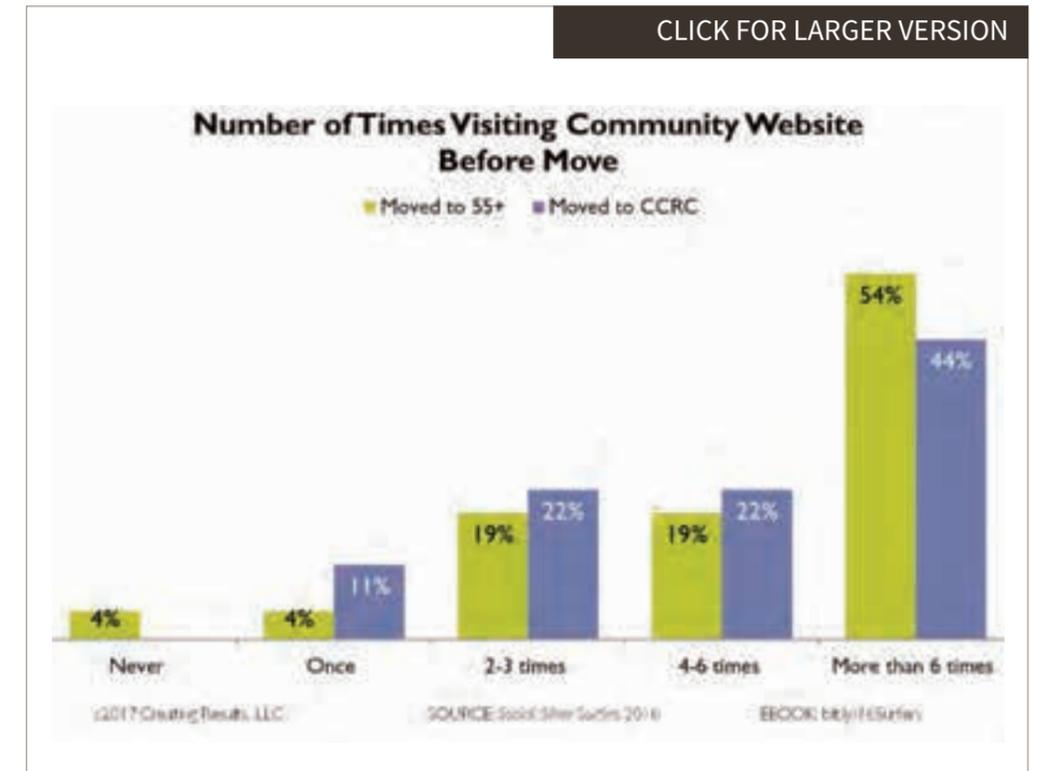
It's important, of course, to constantly attract new visitors to your community website. But what about returning ones?

Two-thirds of mature movers visit a community website more than four times before they actually move there. The younger the buyer/renter, the more they'll visit your site while making decisions. Fifty-four percent of movers to active adult communities say they visited the website for their chosen community six times or more, compared to only 44% of future CCRC residents.

**DON'T: Play hard to get.**

As noted above, floor plans are the No. 1 thing mature movers are looking for on their first visit to a community website. So why don't more community websites put floor plans front and center?

Pricing and fees are a top priority to the 75 to 84-year-old CCRC prospect. So, why do so many communities avoid addressing costs at all, or bury the information? For that matter, after investing significantly in paid search and other marketing directing prospects to your website, why would communities make it hard for prospects to contact them?



*Insights into Action: Be sure your site is fresh, up to date and has content that engages your visitors and makes them want to revisit. A “set it and forget it” attitude will lead a prospect to want to forget you. Also, create content specifically for those who are further along in their decision-making process.*

54% of movers to active adult communities say they visited the website for their chosen community six times or more, compared to only 44% of future CCRC residents.

Sixty-eight percent of all recent movers complain that housing websites don't say the price. Thirty-eight percent of all *Social, Silver Surfers* respondents say that they can't find floor plans, or the plans are illegible.

And while 17% of those surveyed say they can't find contact information (seriously, contact information!), mobile visitors are particularly frustrated: One in three says this is a pet peeve with housing websites.

Put your phone number on every page and make it clickable from mobile devices. Provide clear links from the home page to price and directions, and make it easy for web visitors to find floor plans. Playing hard to get is not just frustrating to prospects. It probably has a negative impact on your bottom line.

**DON'T: Ask them to move in on the first date.**

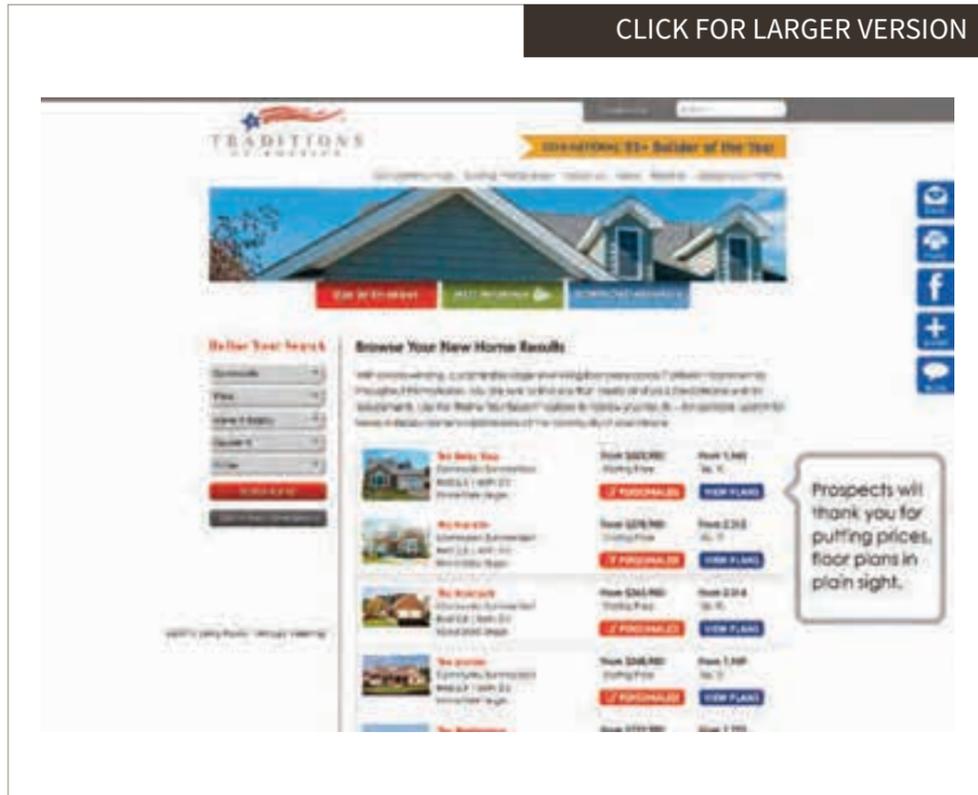
Creating Results understands the pressure marketing teams are under to meet sales goals. And, as a marketing agency, we are laser-focused on generating online conversions and capturing leads that the sales team can nurture and close.

The problem, however, is that many older housing prospects feel that they're the ones being pressured. Sixty-five percent of all recent movers say they are frustrated by websites that require sign-up to get basic information and 35% complain of being hounded by sales.

These pet peeves have only increased in scale since we first began the research in 2010.

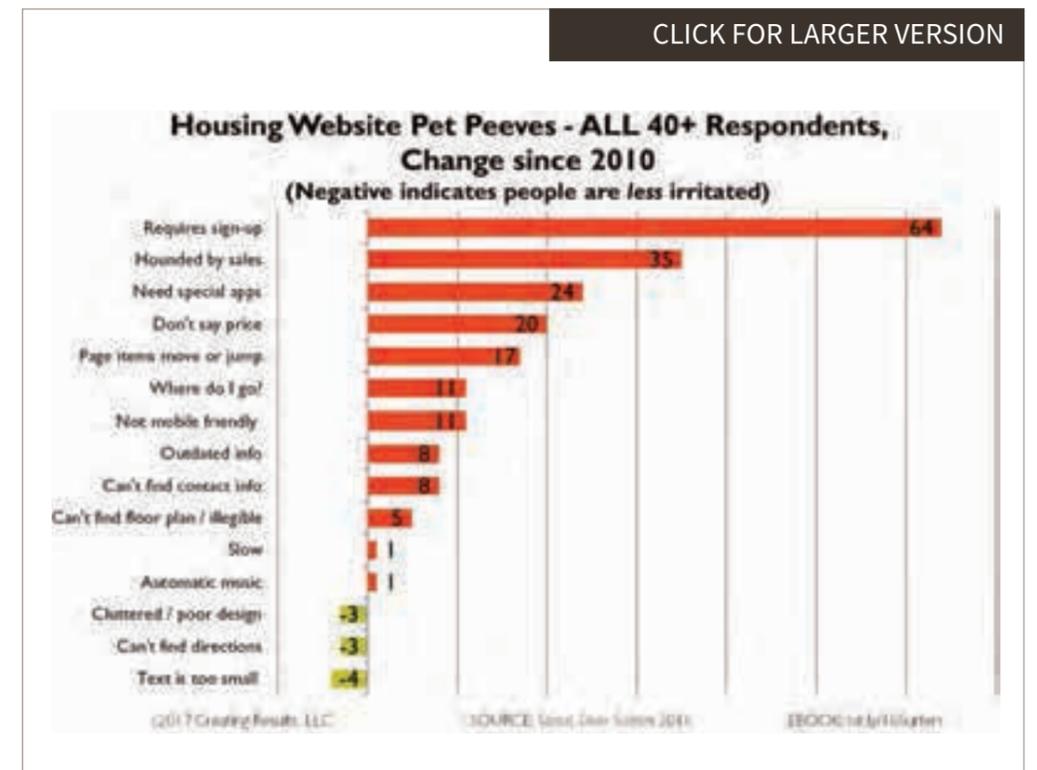
To quote the *2013 Social, Silver Surfers* ebook:

"Allow people their anonymity unless the information is truly unique/high value and can't be found elsewhere for free. Consider offering a free excerpt, a topline report or other sample which can prove the value of the resource you offer. If possible, program the site so that it recognizes frequent flyers and saves time of entering and re-entering their information."



Insights into Action: **Serve your visitors' needs. Make it easy and enjoyable for them.**

As a marketing agency, we are laser-focused on generating online conversions and capturing leads that the sales team can nurture and close.



Insights into Action: **Create an experience that is so positive that mature prospects want to spend more time with you.**

**DON'T: Forget that successful digital marketing is only ONE part of an integrated marketing program.**

Nearly half of all respondents say they turned first to the web when starting their journey toward deciding to move. This is especially true of younger baby boomers: 86% of these movers turned to the internet first vs. 38% of older boomers.

Keep in mind that other marketing activities can prompt a prospect to check you out online. Visits to a community, chatting with friends/family, seeing a sign (especially if you're a mobile-first mature)... all of these trigger movers to seek you out online and learn more.

Mailings, signs and ads will influence someone to go online. Make it clear what sort of benefits a prospect will get by going to your website, and, where possible, guide them directly to the content that they value.

The new *Social, Silver Surfers* data addresses why, where and how older adults use the internet in their home buying / move decisions. The only question remaining is ... What improvements will you see when you apply these insights to your marketing program?



Insights into Action: **Double down on your efforts to craft a fully integrated marketing program.**

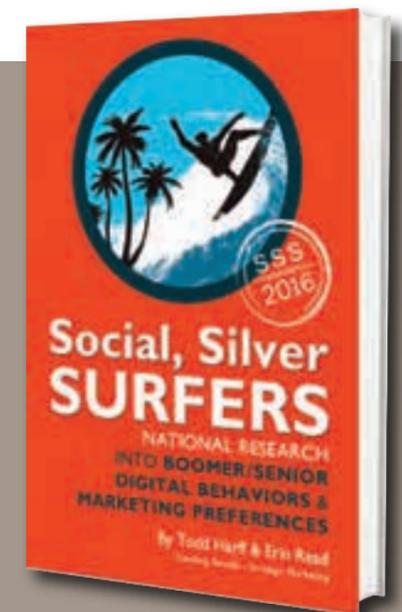


**Todd Harff** is the founder of *Creating Results*, a full-service marketing agency that generates leads, drives sales and builds 50+ housing brands.



**Erin Read** is the director of strategic planning for *Creating Results*. Follow her on [Twitter@CreatingResults](#), and subscribe to the [MatureMarketingMatters.com](#) blog for more actionable tips.

These six recommendations are just a few of the findings from the research project. The latest edition of *Social, Silver Surfers* will be available soon on Amazon. To receive a limited-time, NAHB member discount on the ebook, visit [CreatingResults.com/SSSNAHB](http://CreatingResults.com/SSSNAHB).



# LIVING IT UP WHILE MOVING DOWN: Storage, Storage and More Storage

## | ASK THE EXPERTS |

by Deryl Patterson, AIA

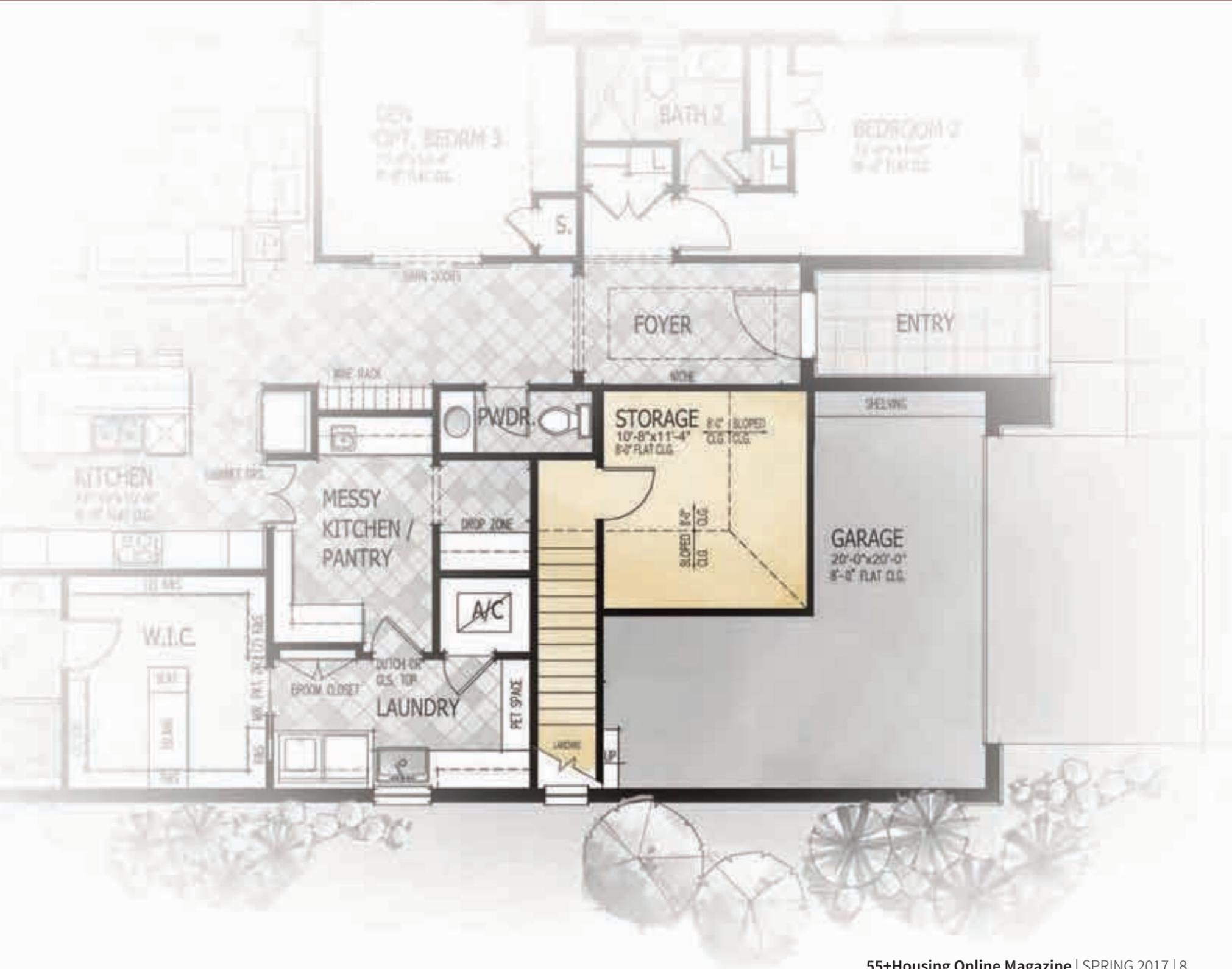
I've often heard it said that the 55+ buyer needs fewer but larger rooms, but that is only half the picture. They need fewer rooms, but more storage to keep their open floorplans open! Downsizing after retirement is a challenge. Here is why the 55+ home buyer has a particular need for storage and how we, as builders and designers, can accommodate the big move down.

As avid consumers, we accumulate "things." Over time, these things get put away and are often forgotten. Eventually, this can become unmanageable. When the retiring home owner wants to move down, they find that downsizing is easier said than done.

The simple solution would be to donate or throw out what isn't necessary anymore. The reality, though, is that many home owners aren't willing to part with a lot of priceless items of personal significance.

The basement is a great place to store items that are used sparingly, but what about markets without basements? The attic might be a good alternative, but who wants to get on that rickety pull-down stair to access it?

Consider a permanent stair to an attic space over the garage, creating what I call the "Florida Basement."



Ensure that the garage is deep enough to include stairs without impeding the cars. Adding spray foam insulation to the attic will make trips there more tolerable, and help preserve goods stored up there. If this is out of your budget, adding a radiant barrier to the roof is the next best thing.

Back inside, let's consider the day-to-day storage solutions. This buyer has accumulated quite a wardrobe at this point: casual wear, formal wear, and clothes for specialty activities. Garments alone require copious storage, but we couldn't possibly forget about shoes! Expansive walk-in closets are a must. And separate walk-in closets are a great option for the sake of keeping the peace in the household.

Moving to the kitchen, beverage storage often is overlooked until after move-in. Many buyers end up with a second refrigerator in their garage. Why not make the kitchen large enough to include a beverage center or a second refrigerator – inside the house, where it's convenient? Also, where do you store that giant lobster

pot, the bread machine or a pasta maker? Television has so emphasized the importance of presentation that these home owners might have flatware and china for every occasion.

55+ buyers need a lot of storage in and around their kitchen. I like a power pantry (an extra-large pantry) with an adjacent, smaller, messy kitchen to keep small appliances out of sight from the main kitchen.

The laundry room is a logical area to amplify storage options. Consider using 18" deep cabinets over the washer and dryer. These deeper cabinets are great for bulky bottles of bleach and detergent. It also is easier for shorter adults to reach.

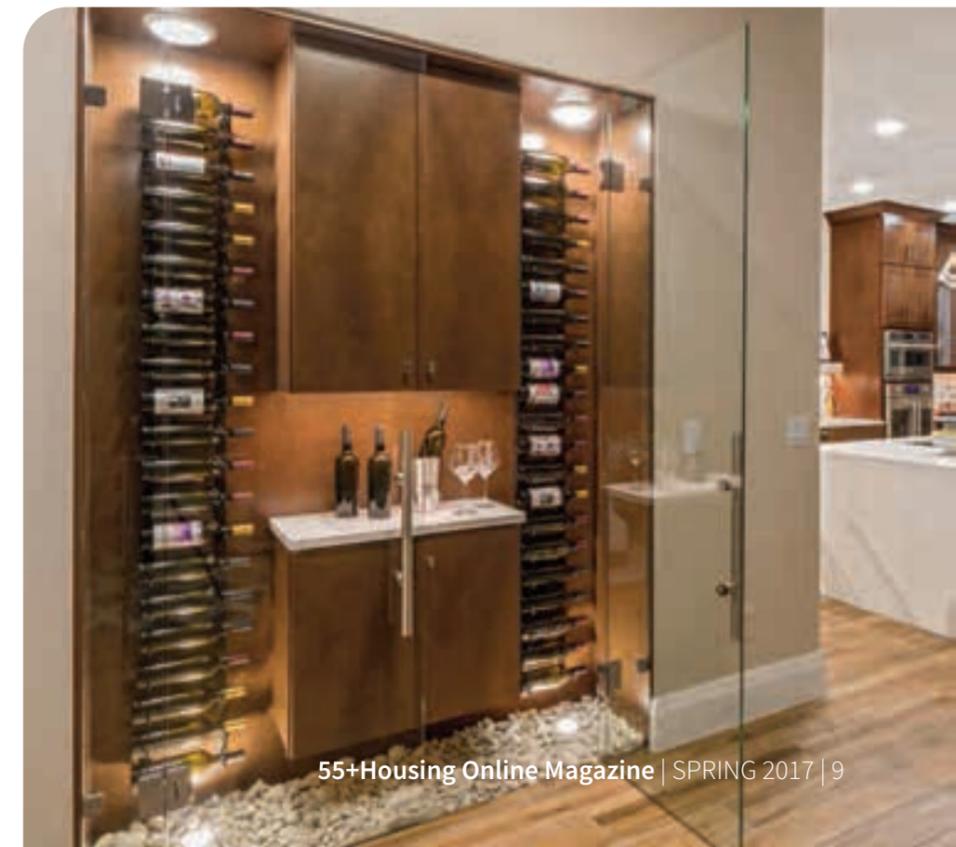
I also like the idea of creating double rows of wet hanging space to allow synthetics to dry. Don't forget to create a space for long-handled tools, like mops and brooms.

And we can't forget the wine. Boomers want to have a place to display and store the wine and the proper wine glasses. They're the nation's prime wine connoisseurs,



Photographer: Chris Johnson at Johnson Pictures, Inc.

***The Messy Kitchen is the secret to a stress and mess free main kitchen!***





so creating a 12- to 16-inch recess in your hallway is the perfect place to put their bottles and glasses on display. Of course, non-drinkers can use the space to display other collections and prized possessions.

Bookcases are a timeless touch to display collectibles, or even books! A clever storage solution is to incorporate a pull-down wall bed behind the shelves in a guest room. This is a fantastic flex space solution for those who don't use the spare bedroom often but would like the option to accommodate guests when needed. A modern wall bed is quite the conversation piece, as guests rarely suspect what hides behind the shelves.

Finally, don't forget to train your sales staff to showcase and demonstrate all your clever storage solutions, because many of them will be not obvious. Remember, buyers may not be acutely aware of their current lack of storage. It is our job to show them the possibilities.

A clever storage solution is to incorporate a pull-down wall bed behind the shelves in a guest room.



**Deryl Patterson** is a critically-acclaimed and award-winning architect with over 30 years of experience in residential architecture. She is the president of Housing Design Matters, driving innovation through providing practical solutions to everyday life.

# 55+ Sector Spotlight

There's lots of data that can describe the national market, but finding a complete picture of the 55+ sector is a challenge. While looking at a smaller universe would seem to be an easier task, there is limited specific data. What's left is anecdotal information that can't be generalized to the entire sector – but which offers some useful information.

Check-in calls to a lender, an architect, a builder and an NAHB economist generated observations on the 55+ sector that can offer insight to readers looking at conditions in their local markets.

## | A LENDER |

### **CHRIS ECKARDT**

**M&T Bank, Commercial Real Estate Finance**  
Villanova, Pa.

In our area, it's becoming easier for residential developers to borrow. The most successful product type in our local market is town homes in the \$250,000-300,000 range. Sales of new single-family homes in the \$500,000+ range are still sluggish. But 55+ age-restricted product is moving well. One client is selling 24-30 detached homes a year in the \$400,000 range, as well as townhomes in the \$350,000-400,000 range at about 24 units a year.

Banks are willing to lend to the right borrowers. We do business with both national builders and regional builders who've survived the recession, and their single-family business is doing well. It's becoming more difficult to make the numbers work for multifamily for-sale product. We lend from appraised value. If you have a project with 100 units that won't be completely sold for 10 years, you need a lot of capital. Borrowers in other sectors – retail, office and such – don't need as much capital.

The most important things we look for in a 55+ builder client is experience: an understanding of who the buyers are and what they want. They know all the details involved in planning the community and the necessary amenities – and you get that sort of knowledge from experience.

## | AN ARCHITECT |

### **GARY SNIDER**

**BSB Design**

Des Moines, Iowa and 10 additional offices in the U.S.

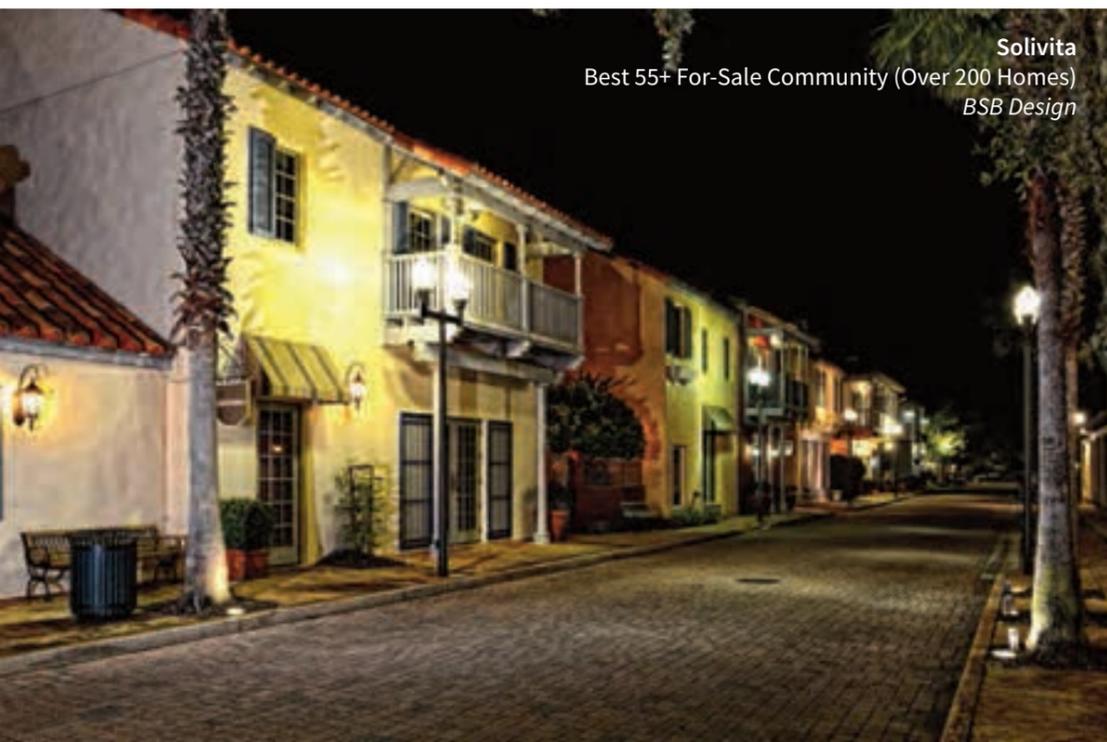
Our client mix: As we began crawling out of the recession, we worked with publicly traded builders – the big national developers. They had money and land, and they were expanding into the 55+ market. Now, the smaller, local and regional firms have easier access to lending, so our client mix is more balanced. There are new local and regional start-ups, and opportunities to work on communities of 200-300 units or less. Some executives from national firms are leaving to start new companies. College areas offer lots of opportunity.

**Issues and concerns:** Energy efficiency is an especially important area for 55+ builders who want to keep their clients' monthly expenses as low as possible. They are marketing their products' energy efficiency with Energy Star compliance and HERS ratings, with a HERS goal of lower than 70 – and some are hitting 60 or even the high 50s. But high-ticket items, such as solar panels, aren't as attractive to buyers. A certification standard isn't as important to buyers as information on how that translates into money saved. And low-maintenance, durable materials are also important to buyers.

**Location, design, amenities:** Local builders are entering the 55+ market in an educated way. They want both the home and the community to foster interaction, flexibility and entertaining things to do. They know the job of the

house is to give the owners more time to do what they want to do. Providing for both social function and wellness is key. The national firms have an edge because they've been doing it longer, so smaller developers are finding opportunities in first- and second-tier suburbs, where the amenities are already there: restaurants, services, entertainment and transportation.

**Universal Design:** The 55+ buyer will reject anything that looks institutional, but it's smart to build in ease of maneuverability, easy grasp, ease of use and one entrance that's curb-free. These days, 70 is the new 50 – we're not designing for the disabled elderly. But we're designing attractive homes that can be easily used by everyone: Flexible space that can be used for one purpose now, and another later works best. But many 55+ buyers aren't really buying their "last house." The sweet spot for 55+ homes is still at two or three bedrooms and 1,600-2,400 square feet. There's another tier of buyers who want that home to be bigger – 2,600-3,600 square feet – with extra spaces for things they want to do: a yoga studio, a music room, a place to restore a Harley. It might be as big as the family home they're leaving, but it's adult-centric, not kid-centric. Boomers are still "I want what I want" buyers.



Solivita  
Best 55+ For-Sale Community (Over 200 Homes)  
BSB Design

## | A BUILDER |

**STEVE NARDELLA**  
**The Classic Group**  
Bethesda, Md.

Our group is currently developing Two Rivers, a new master-planned community in Odenton, Md. We began with the age-restricted section, where there will be 800 homes, and the remaining 1,260 units will be for all ages.

We have experience with such communities, and we chose the location because it's in the center of a triangle that includes Washington, D.C., Baltimore and Annapolis, Md., and it's convenient to major highways, AMTRAK and MARC rail stations as well as Baltimore/Washington International Thurgood Marshall Airport. Four builders, including the Classic Group, build there. The amenities are in place: a 15,000-square-foot clubhouse and lots of active outdoor activities. It's not a Del Webb-style community, but it's an unusually large size and scale for the area. We include exterior lawn maintenance with the monthly amenity fee, which is lower than that of most area communities. We opened in 2015 with 12 models, with four being added by the end of April. There were 116 sales in 2015, 120 in 2016, and through March 2017, 33 more.

**Surprises:** We were expecting interest from people who'd moved to Florida or North Carolina and decided they'd moved too far away. We did get some of those, but we've been surprised at the interest from the local area. The amount of traffic has been phenomenal – more than 10,000 people have been through the models, and sales are now running 11 a month, which is on par with other area communities. And while many builders are having issues with labor shortages, it has not been a big problem for us or our participating builders. Labor and materials prices are on the rise, however.



Two Rivers Clubhouse

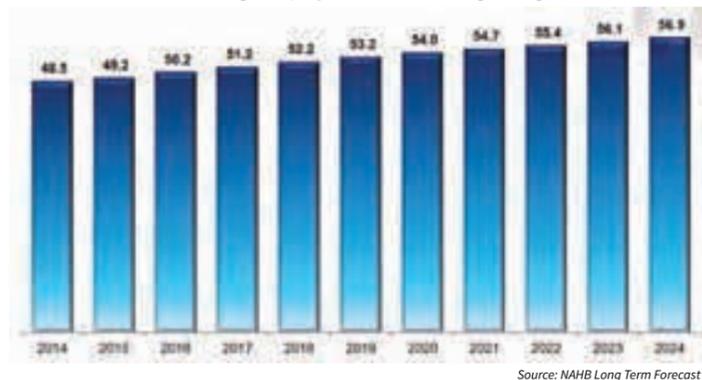
**Buyers:** Our buyers have been well-qualified, coming in with more income and assets than younger buyers – and they're spending a lot on options. Most have bought a home before and are well-informed. They appreciate the wide range of choices. They are generally closer in age to 70 than to 55 – the sweet spot is mid-60s. Most are married, and come from a 15-20 mile radius. Some are still working, and we're close enough for them to commute. Others are moving to be near grandchildren. They like to add an optional additional flex space on the lower level that can be used as a bedroom.

**The local economy:** Spring sales generally have been strong in the region, and there is a sense of confidence in the market. The resale market is very active and has contributed to our buyers' ability to purchase at Two Rivers. We think the rise in interest rates is motivating fence-sitters to make their move. Prices start at \$380,000 for the 1,600-square-foot villas and top out at the \$590,000-plus-options range. We haven't seen many buyers who use a reverse mortgage to purchase. Most get a conventional mortgage if they get a mortgage at all.

CLICK FOR LARGER VERSION

### Number of U.S. Households Age 55+ (millions)

Growing and projected to continue growing

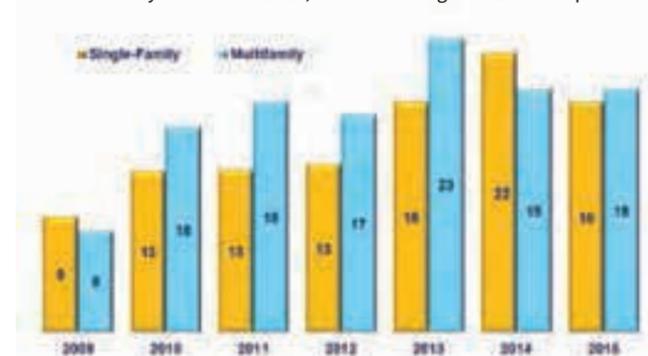


Source: NAHB Long Term Forecast

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### Age Restricted Housing Starts

Relatively stable since 2013, after recovering from 2009 low point

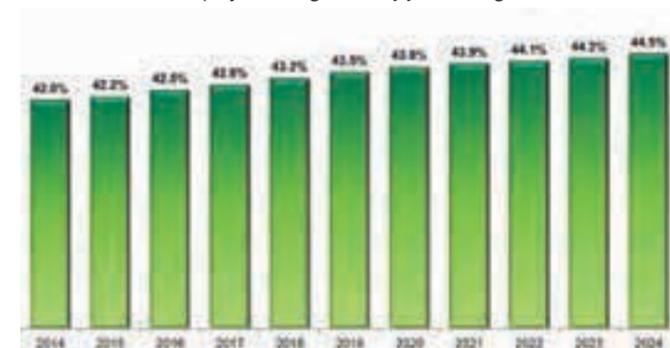


Source: NAHB tabulation of data from the Survey of Construction, U.S. Census Bureau and HUD

CLICK FOR LARGER VERSION

### Share of U.S. Households Age 55+

Also projected to grow every year through 2024



Source: NAHB Long Term Forecast

## | A ECONOMIST |

### PAUL EMRATH, PH.D. NAHB, Washington, D.C.

At a recent gathering of 55+ sector builders and developers, I presented a brief market overview, as well as some exciting new information on local data from the American Community Survey.

These three charts (left) show the state of the 55+ sector in terms the number of households, the number of age-restricted housing starts and the share of U.S. households that are 55+ households.

NAHB forecasts continue double-digit growth in single-family starts, but that remains far from full recovery through 2018. While multifamily starts have already recovered to a healthy rate, they should stay about level through the coming year.

But the 55+ market sector is likely to fare somewhat better. There is a surge in confidence level among builders in the 55+ market, and 55+ households are growing both in absolute numbers and as a share of the market.

I've also analyzed the most recent American Community Survey (2015 data). That data included information that allowed me to look at 55+ households by metro area (MSAs or metropolitan divisions), which are aggregates of counties. I found that we could produce 55+ housing market data for 196 metro areas.

Each data sheet is based on migration – households who moved in the past year. That information includes:

- Migration in, out, or internal
- Size of the metro market
- Home buyers and their homes
- Moving renters and their homes

Individual metro market data sheets also show a total market size – the combination of move-ins and internal migration. Because other surveys have shown that most 55+ households move within their county, such internal migration can produce a market of considerable size, even in areas with a net loss of 55+ households.

All 196 data sheets are available to NAHB members who log into the website at [this link](#).

### Contributing Experts



**Chris Eckardt** (*top left*) is a senior relationship manager and vice president at M&T Bank in Villanova, Pa. He has been lending in the commercial real estate sector for 23 years, providing financing solutions to privately held real estate developers and residential track builders.

**Gary Snider, AIA,** (*top right*) is a partner with BSB Design, an architectural planning and design firm working nationally. Gary, a member of NAHB's 55+ Housing Council, leads BSB's design, marketing and business development in the Northeast and East Coast. He is a frequent industry speaker and writes about design for national and local publications.



**Steve Nardella** (*bottom left*) vice president of operations at the Classic Group, has decades of experience in urban and regional planning and consulting, in both public and private sectors, as well as land acquisition. Steve develops and builds market-rate and age-restricted active adult product in the Baltimore/Washington D.C. metro area.

**Paul Emrath, Ph.D,** (*bottom right*) is NAHB's vice president of surveys and housing policy research. He and his staff of economists analyze data from many sources in order to provide NAHB members with the best possible information on which to base their business decisions.



# ..... *Dennis Cunningham:* Chairing the 55+ Housing Industry Council in 2017

Dennis Cunningham became active in the development arena in Carlsbad, California, in 1988. When he moved to Coeur d'Alene, Idaho, he added real estate and building to his portfolio. That mix of expertise – plus the marketing talent provided by his wife, Sharon – allowed their two companies, [ActiveWest Development](#) and [ActiveWest Communities](#), to do it all: Buy property, process entitlements, add infrastructure, build communities, and market and sell them.

The vast majority of the company's communities – his guess is 95% – is either age-restricted or includes features that older buyers – and others – find attractive. "Our market is smaller," he said, "so we don't consider doing an age-restricted community of more than 100 homes."

There are only 150,000 people in the county that includes Coeur d'Alene – and that's simply not enough older people for a builder who builds only age-restricted communities. Cunningham builds smaller-scale urban infill communities that will appeal to all ages. The three communities currently in production total about 100 homes.

"Most, but not all, have been sold to buyers in the baby boomer age range," he said. He cites energy efficiency as the reason the broad appeal of the company's product: "All our homes are [Energy Star](#) rated, and most are also [LEED](#) for Homes certified." Cunningham also has partnered with the [Northwest Energy Efficiency Alliance](#) in building a demonstration home.

Cunningham began building with boomers in mind when he attended a few NAHB 50+ Housing

Symposiums a decade or so ago, and joined the council. "Involvement with the council helped us during the recession. I looked at the demographics, and there was a demand for smaller, user-friendly 55+ homes that remained unmet," he said.

While absorption slowed – annual sales went from about 30 to about 12 – it never actually ground to a halt in his market. "80% of our buyers owned their existing homes outright. It just took longer for them to sell those homes."

As the market climbed out of recession, Cunningham continued emphasizing energy efficiency, and was named LEED production builder of the year in 2012. He entered other award competitions as well, including [NAHB's Best of 55+ Housing Awards](#). "It was a branding effort," he said. "Whenever we got an award, we made sure that as many people as possible knew about it."

## **The Year to Come**

Cunningham's company is data-driven, and for him, 2017 will be all about the data. The council will reconstitute a research subcommittee to gather data from NAHB, council sponsors and other reliable sources, and present it in a user-friendly way to 55+ council members. The data will cover not only market-rate single-family homes but also affordable and rental housing. And he hopes to be able to gather not only national data but also regional data, or even data concerning specific metro areas.

Cunningham also speaks passionately about the need to

emphasize universal design (UD) in everything he builds. "You can't fake UD," he said. "Either the doorways are wide enough, or they're not. Either the shower is no-step or roll-in, or it's not."

## **Advice to Members for 2017**

- This is a time that's both exciting and risky, so be prudent. Be sure your project is well-supported and can go forward if the market softens.
- Don't underestimate the time it takes for entitlement and infrastructure. Leave enough time to find the right location, doing a market study, budgeting a realistic time for entitlement, and for absorption.
- We're seeing a diversity of amenities in the larger universe of lifestyle communities, and you'll need to choose the right ones. We've had amenities that focused on agriculture – gardens, orchards, and cooking what we grow. We've had great interest in recreational hiking/biking trails. But your amenities should reflect your buyers' interests, as reflected in your market study.
- Times are changing. Don't assume all your buyers will be older couples. Of our last six sales, five were single people (four women, one man) and only one couple.

Cunningham understands his market – and wants the 55+ Housing Industry Council to make a renewed effort to help every member better understand their market as well.

# Hot Products

## Looking Up

The motor for the **LiftMaster** Elite 8500 garage door opener can be mounted on a side wall, freeing up ceiling space for a larger car or more space for second-level storage. The manufacturer describes the unit as “ultra-quiet,” because the motor’s sound and vibration can be on an outside wall instead of the ceiling.

The unit features a remote light that comes on as the door opens, and shuts off automatically after a delay. The opener control generates a new code with every use, so no one else’s opener can activate the door. Options include battery backup and a PowerLock deadbolt to keep the door from being forced open.



# Hot Products

## Clean-Finish Elegance

High-gloss paints are often chosen for their washability by young families with children. A new formulation for **Sherwin-Williams** matte and satin finish Emerald paint lets home owners opt for a less glossy, more grown-up look. It’s nice to know that cleaning up after a dinner-party accident – or crayon-wielding grandchildren – won’t mean re-painting.

According to the manufacturer, stain resistance and washability have been enhanced in the top-of-the-line paint-and-primer product, which also comes in glossier sheens.



## Hot Products

### Right-Sizing the Laundry Room

Boomers may want a smaller, easier-to-manage home, but some spaces are easier to shrink than others. LG's new **Signature Washer/Dryer combo** has made it easier to steal space from the laundry room. The single unit is easy to access – no stretching to reach the top of a stacked pair. The combo unit stores detergent and softener in a drawer, dispensing them as needed after detecting soil levels.

The LoDecibel motor is quiet but powerful, using inverted heat pump technology to dry the clean clothes. Besides saving space, the combo unit uses half the energy of a traditional side-by-side washer and dryer.



## Hot Products

### Framing by the Numbers

The most common first step in building a house is to do a lumber take-off from the design and build wood frame – a process that takes talent, skill and time. But what if it were just a process of submitting the project's drawings and, after a guaranteed take-off, getting back bundles of numbered pre-cut lumber that could be put together by a good framing crew in only 80% of the time it would have taken to do it the old way, with almost no waste?

That's what **BMC** says it's offering with its **Ready-Frame** service, highlighted at the **International Builders' Show** in Orlando last January. It's available primarily on the West Coast, but is being rolled out across the country, market by market.



## The 2017 Best of 55+ Housing Awards

An enthusiastic crowd came to applaud the winners of the [2017 Best of 55+ Housing Awards](#) at the NAHB [International Builders' Show](#) in January. Photos of the winners of the 41 Gold, 31 Silver and 3 Innovation awards were projected on the big screen as Susie Proffitt, host of [Atlanta's Best New Home TV](#) program, announced the honorees in each category.

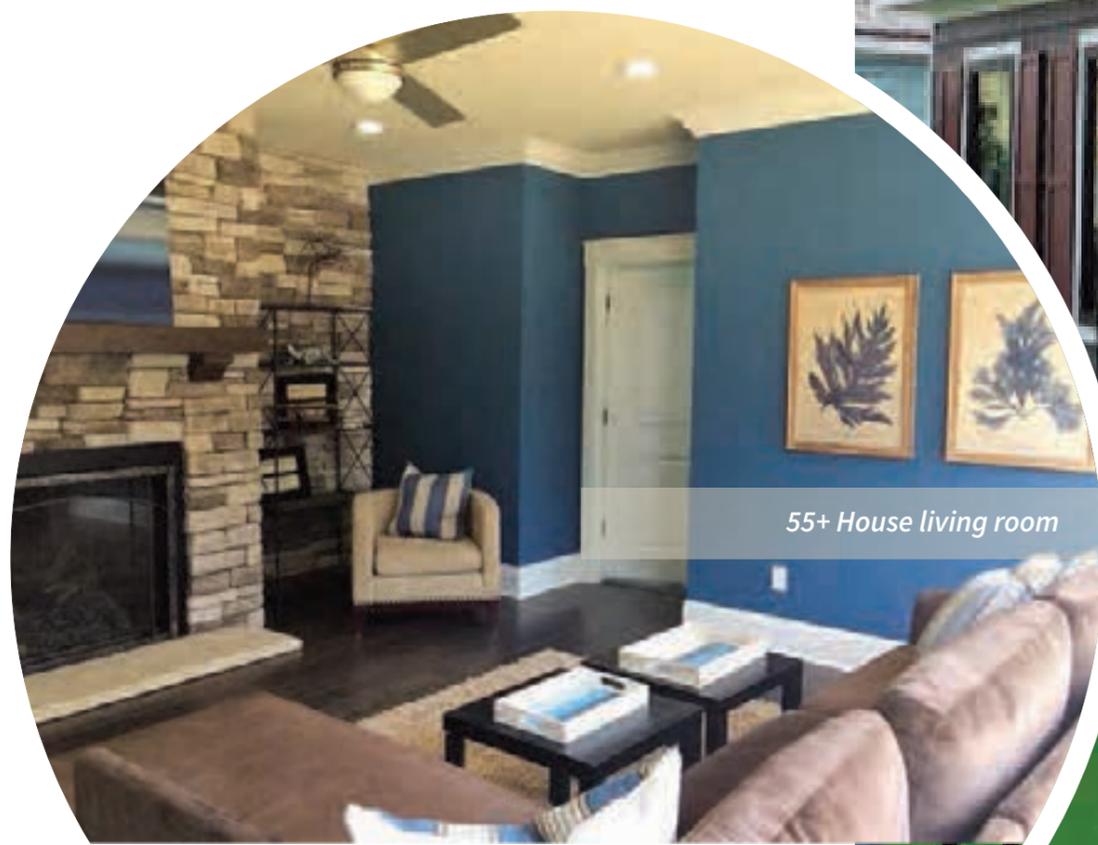
The Summer issue of the 55+ Housing Online magazine will take a closer look at the 2017 Best of 55+ Housing Community of the Year – [Renaissance Luxury Living at Sun Lakes](#), a Robson Community. A gallery of photos and descriptions are available at [nahb55Plusawards](#).

And it's time to get ready for next year's awards – the online entry process opens May 15. Apply to enter here.

[nahb.org/55Plusawards](http://nahb.org/55Plusawards)

## The 55+ House at Professional Builder Magazine's Show Village

A 55+ house built on a parking lot? That happened in Orlando – and 8,671 attendees at NAHB's 2017 International Builders' Show toured it as one of the collection of [Show Village](#) homes. The house was originally designed for [Jim Chapman Communities](#) in Atlanta, where it was a customer favorite. The modular builders at [Nationwide Modular Homes](#) turned Chapman's floor plan into modules that could easily be put together on the parking lot behind the Orange County Convention Center to demonstrate the features that 55+ customers find attractive.



55+ House living room



IBS attendee captures the home's exterior details



Now Accepting Entries!

Enter today at [nahb.org/55PlusAwards](http://nahb.org/55PlusAwards)



The **Best of 55+ Housing Awards** are the industry's only national awards program honoring excellence in building design, marketing and lifestyle in housing for the mature adult, as well as individual successes by builder or associate 55+ Council members. The 2018 awards feature new categories and reduced submission fees – there's never been a better time to enter!

## Midyear Meeting

Come to NAHB's [Midyear membership and Board meeting](#) in Washington, D.C. June 13-17. Members can participate in the all-day [Legislative Conference](#), a chance to let your elected representatives on Capitol Hill know what's important to you from the housing perspective.

On June 16, meet with the [55+ Housing Industry Council](#) from 10:30 a.m.-1 p.m. at the council's Board of Directors meeting. All are welcome to attend.

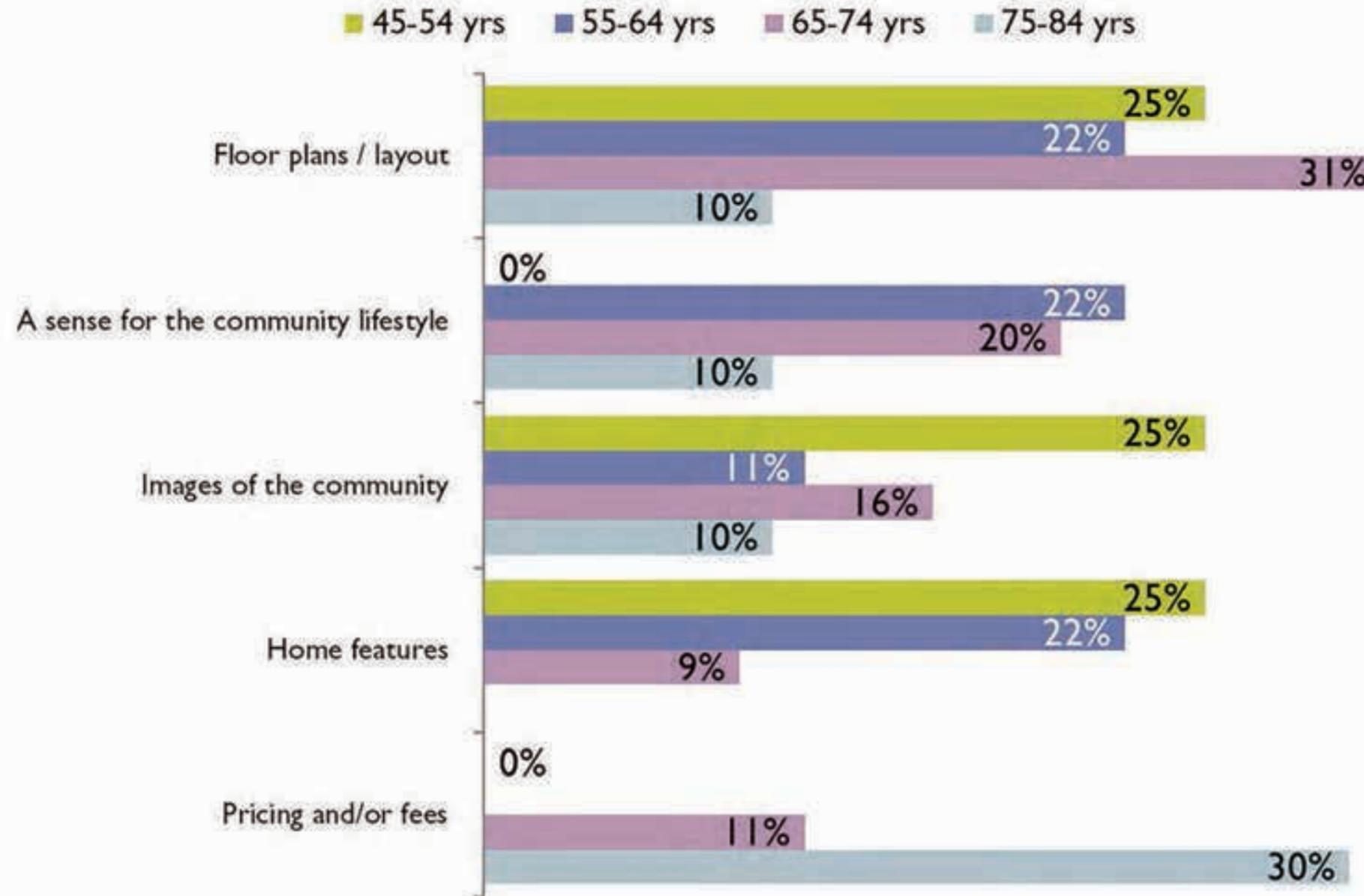


But the 55+ House story didn't end there. After the show, the builders took apart the modules that made up the house, loaded them onto trucks and sent them off to Atlanta. Once they arrived, Chapman donated the house to a group that worked with [HomeAid Atlanta](#), the designated charity for the [Greater Atlanta Home Builders Association](#). That group, [Family Promise of Hall County](#), helps homeless families find stability by providing them with housing for 90 days while the family – supported by Family Promise – receives information and support that will help them attain financial independence.



Family Promise raised \$100,000 to transport and rebuild the home, which could have been sold for \$300,000 in that market. "I am honored to be a part of the solution to help homeless children and their families regain stability in their lives," said Chapman (far right) speaking on March 10 at the ribbon-cutting ceremony. *(above)*

## On First Visit to Community Website, Looking For ...

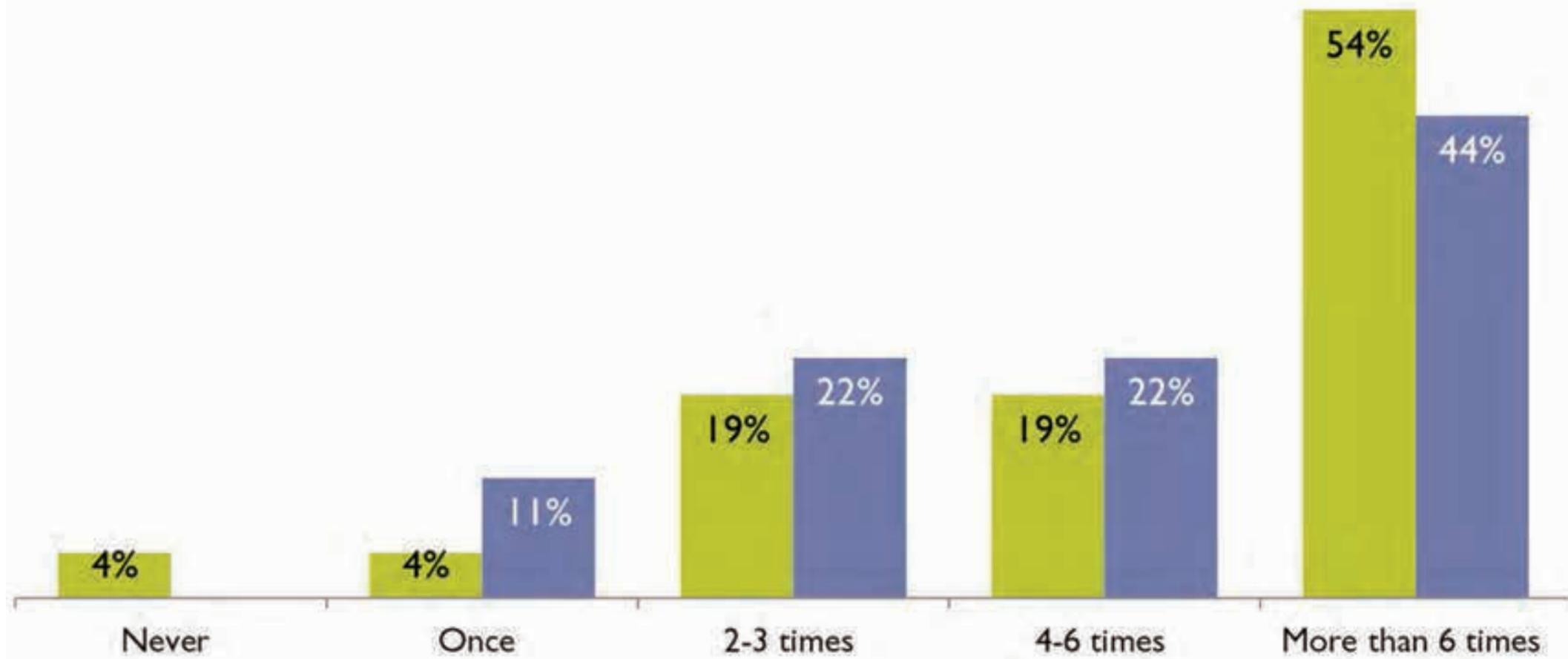


c2017 Creating Results, LLC

SOURCE: Social, Silver Surfers 2016

## Number of Times Visiting Community Website Before Move

■ Moved to 55+ ■ Moved to CCRC



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SOURCE: Social, Silver Surfers 2016

EBOOK: [bit.ly/16Surfers](http://bit.ly/16Surfers)



Contact Us

2016 NATIONAL 55+ Builder of the Year

55+ communities buying made easy about us news lifestyle design your home



Sign Up for eNews MEET Neighbors DOWNLOAD eBrochure

- EMAIL
- PRINT
- 
- 
- BLOG

**Refine Your Search**

- Community
- Price
- Move-in Ready
- Square Ft.
- Stories
- 
- 

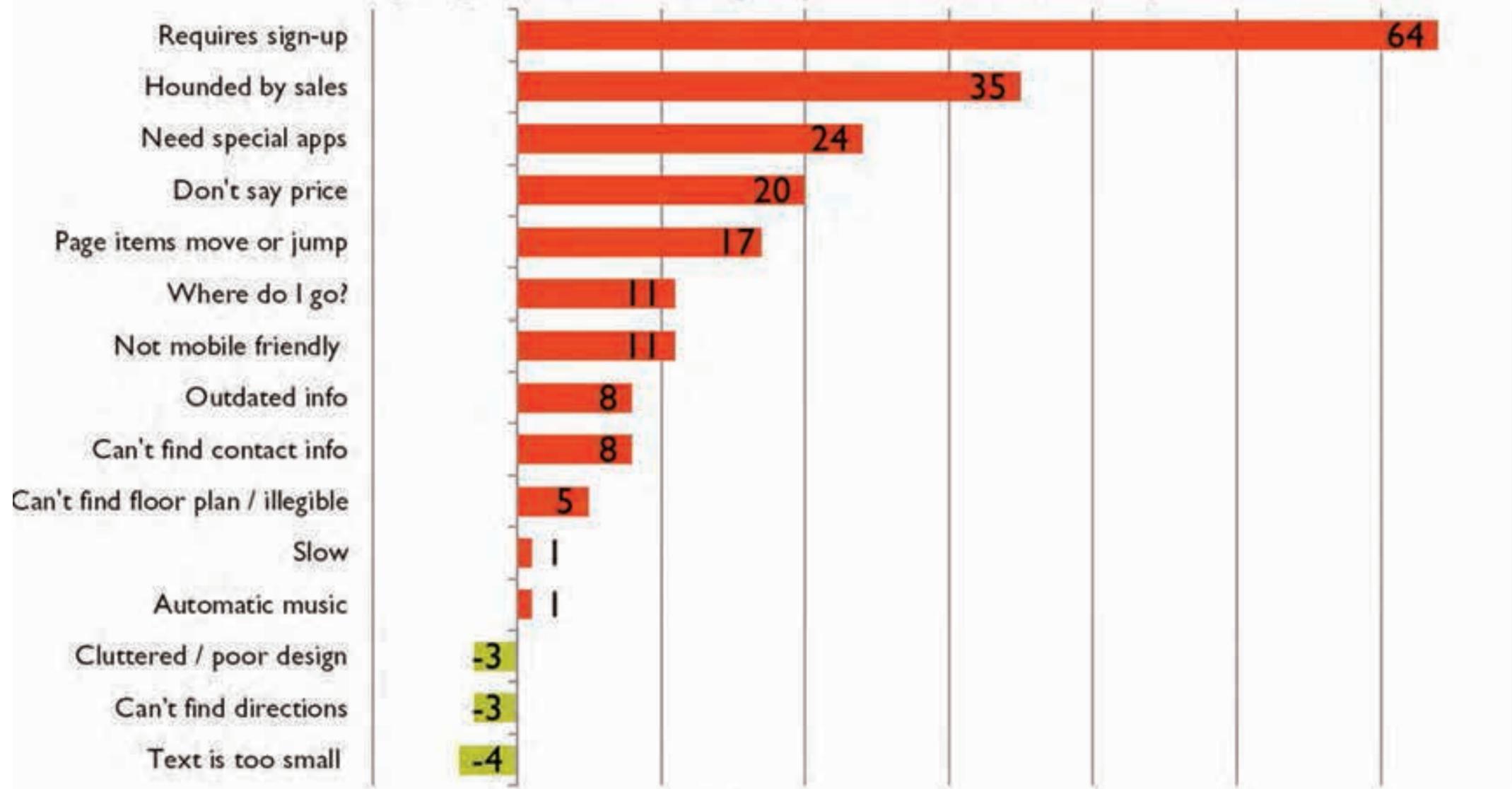
**Browse Your New Home Results**

With award-winning, customizable single level living floor plans across 7 different communities throughout Pennsylvania, you are sure to find one that meets all of your DreamHome wish list requirements. Use the "Refine Your Search" options to narrow your results – for example, search for Move-In Ready homes available now at the community of your choice.

	<b>The Betsy Ross</b> Community: Summer Seat Bed: 2.3   Bath: 2.3 Home Style: Single	From \$323,900 Starting Price	From 1,545 Sq. Ft.	<input type="button" value="PERSONALIZE"/>	<input type="button" value="VIEW PLANS"/>
	<b>The Franklin</b> Community: Summer Seat Bed: 2.3   Bath: 2.3 Home Style: Single	From \$378,900 Starting Price	From 2,312 Sq. Ft.	<input type="button" value="PERSONALIZE"/>	<input type="button" value="VIEW PLANS"/>
	<b>The Hancock</b> Community: Summer Seat Bed: 2.3   Bath: 2.3 Home Style: Single	From \$363,900 Starting Price	From 2,314 Sq. Ft.	<input type="button" value="PERSONALIZE"/>	<input type="button" value="VIEW PLANS"/>
	<b>The Lincoln</b> Community: Summer Seat Bed: 2.3   Bath: 2.3 Home Style: Single	From \$348,900 Starting Price	From 1,949 Sq. Ft.	<input type="button" value="PERSONALIZE"/>	<input type="button" value="VIEW PLANS"/>
	<b>The Washington</b>	From \$333,900	From 1,775	<input type="button" value="PERSONALIZE"/>	<input type="button" value="VIEW PLANS"/>

Prospects will thank you for putting prices, floor plans in plain sight.

## Housing Website Pet Peeves - ALL 40+ Respondents, Change since 2010 (Negative indicates people are *less* irritated)



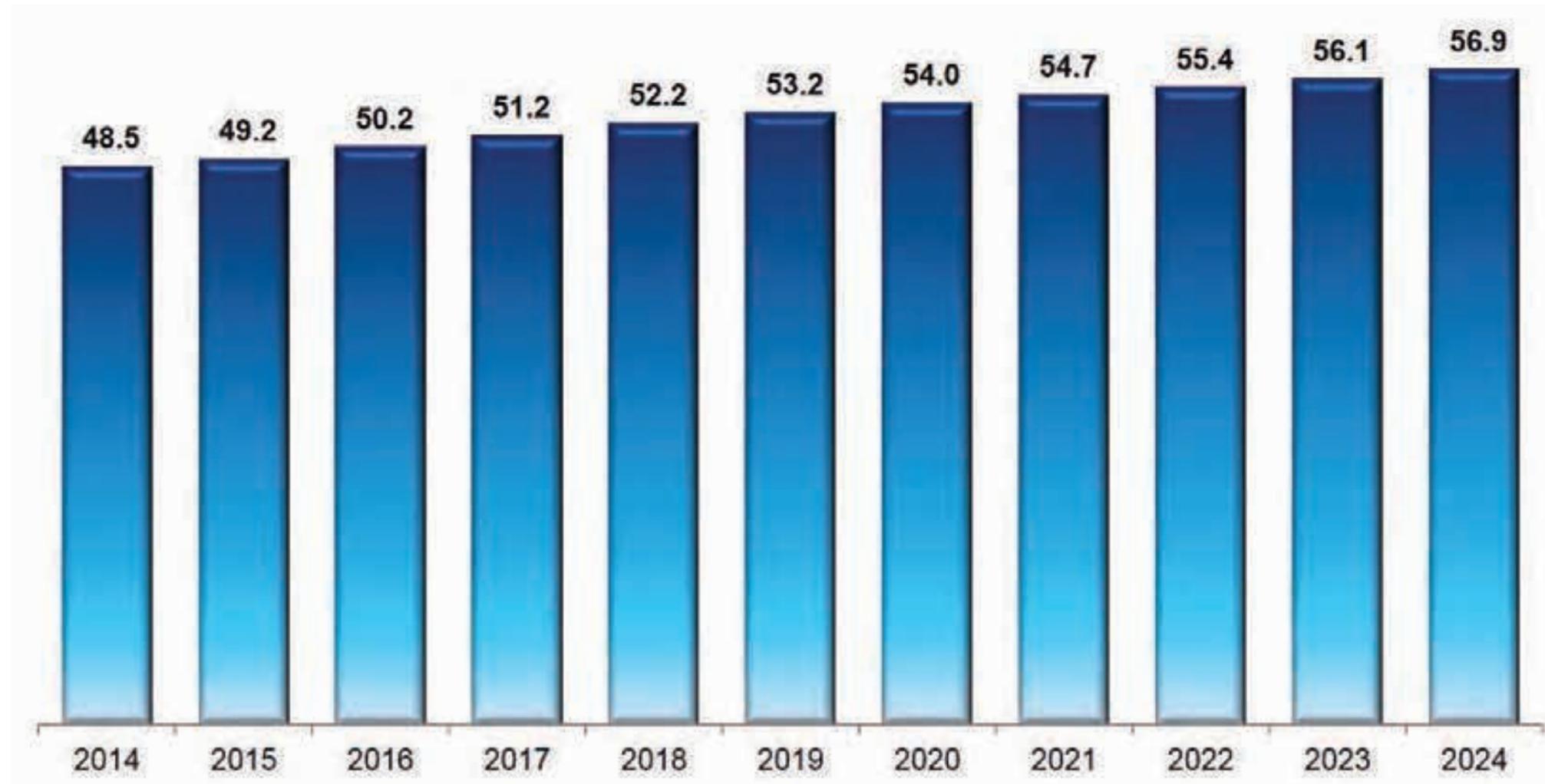
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SOURCE: Social, Silver Surfers 2016

EBOOK: [bit.ly/16Surfers](http://bit.ly/16Surfers)

## Number of U.S. Households Age 55+ (millions)

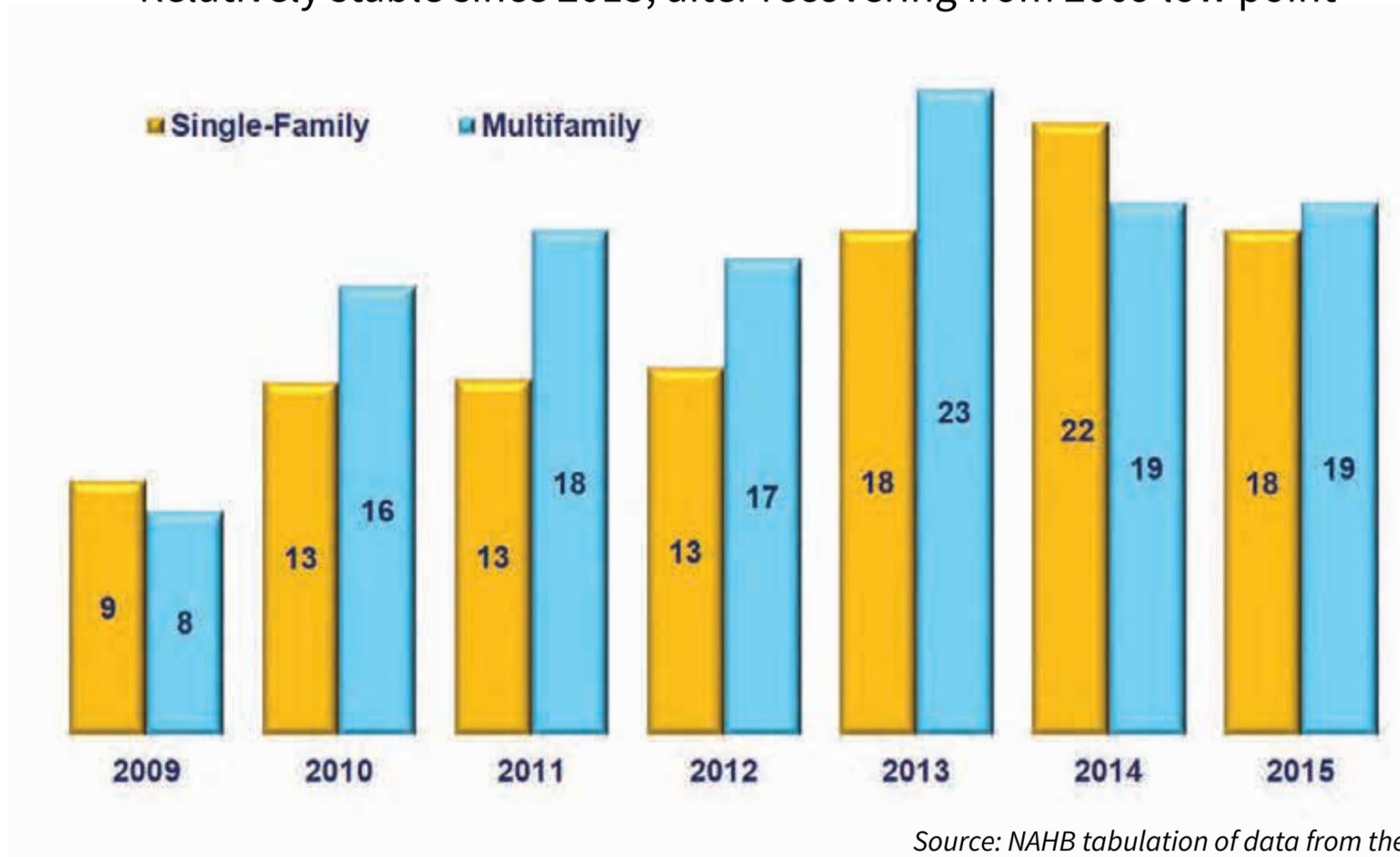
Growing and projected to continue growing



Source: NAHB Long Term Forecast

## Age Restricted Housing Starts

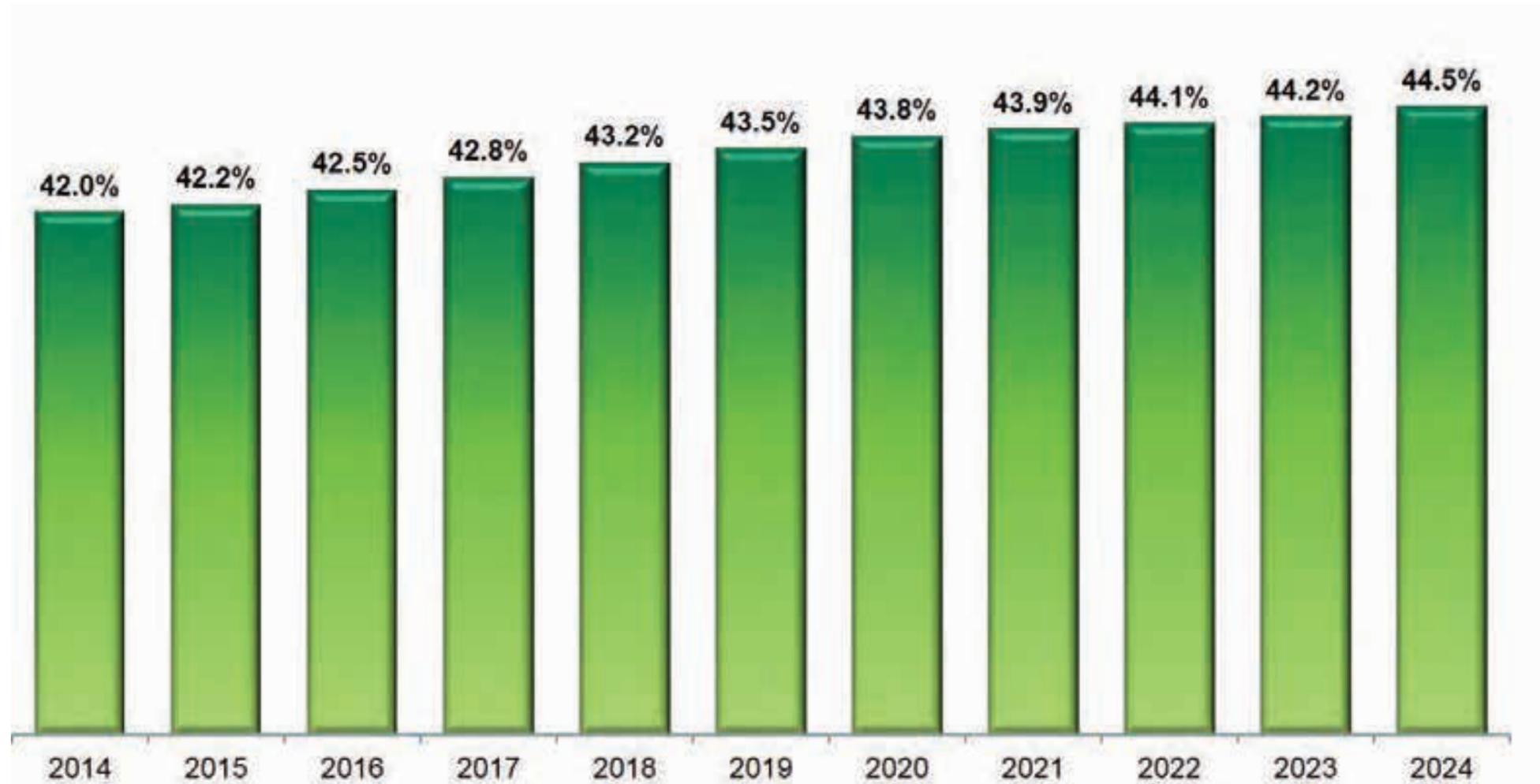
Relatively stable since 2013, after recovering from 2009 low point



Source: NAHB tabulation of data from the Survey of Construction, U.S. Census Bureau and HUD

## Share of U.S. Households Age 55+

Also projected to grow every year through 2024



Source: NAHB Long Term Forecast