

ideal-LIVING REAL ESTATE News



Reach, Engage & Sell Affluent Buyers

Fall 2015



Trends in Real Estate 2015 and Beyond

By Bruce D. Murdy, President
Rawle Murdy Advertising, South Carolina

Now that we're out of the recession and back into the real estate market again, there are certain undeniable trends that have emerged in the marketplace. Here are leading 'must haves' that we hear both buyers and sellers talking about:

Want It Now - Clearly there was a built up demand during the recession, and many buyers are ready to start enjoying their new lifestyle - whether its full-time retirement home or second home, right away. Built product, ready to be occupied, is hot. While buildable lots are seeing an uptick, and banks are starting to lend on undeveloped property, the action is on modern, updated, move-in ready homes.

All About Wellness - There's been a lot of talk about 'wellness' and what that means, but savvy buyers are truly looking for a variety of wellness options, and taking advantage of what's to offer. Wellness embodies mind, body, spirit - so that includes great physical workout facilities, access to personal trainers, spa facilities and treatments, outdoor pursuits such as hiking, biking, fishing and skeet shooting, and sustainable community gardens, just to name a few.

Story continued on back

Breaking News

Partner Promotion Program*

Partner Benefits: (+/- \$35,000 Value)

Atlanta Winter 2016 EXPO
Boston Fall 2016 EXPO

Showcase the best your community has to offer through the ideal-LIVING Partner Promotion Program. Promote and host an exclusive feature event at the ideal-LIVING Resort & Retirement Expo. Highlight a unique feature or amenity of your community that attracts the most vacation or retirement property buyers. Consider inclusion of food, beverage or demonstrations with your presentation. ideal-LIVING will partner with you to create an engaging event & help promote it through Expo marketing. Details include:

- Exclusive space for special 45-minute featured event
 - Printed invitations to the partner featured event for partner mailing (postage and processing not included)
 - Coordination of details with hotel
 - Extensive promotion of event in Winter '16 ideal-LIVING magazine and in pre-Expo marketing including Web/Digital promotion
- * Limited number of opportunities available



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Opportunity Knocks!

What do you want to know first – the economic good or bad news? The good news is that the housing market has continued to improve this year with 1,206,000 housing starts in July. The bad news is that high volatility continues in the equity market and bonds continue to offer meager returns.

Regardless, life goes on. 10,000 people turn 65 each day, many free to retire and relocate. The affluent purchase desirable vacation property. People continue to search for an ideal destination, life and home. And, we help educate and motivate them to do so through ideal-LIVING digital print and live events. New ideal-LIVING initiatives and improvements are underway, including the following:

1. Our **"Partner Promotion Program"** was just recently launched in connection with our new Atlanta expo as a way to feature the finest content available on resort and retirement living. It has already generated the involvement of top luxury community developers and sponsorships by major media companies.
2. The ideal-LIVING **"List with the Leader"** affiliation is now being adopted and used by more developers and brokers to set themselves apart from competition and regain their community property listings.
3. Accelerated **"Discovery Tours/Sales"** Our study of Expo visitors and strong post Expo e-blasts results indicated that visitors needed more time to make travel plans. ideal-LIVING Expo exhibitors are now being pro-active, sending their Fall Discovery Tour offer in advance of the Expo with the aim of accelerating tours and sales.
4. **"Referral Fees for Home Sellers"** Wouldn't you rather receive referral fees instead of paying them? Coming soon – a referral network whereby ideal-LIVING clients will be able to receive referral fees for property buyers who enlist the help of a network broker to sell their former residence.

We believe the balance of this year and 2016 will offer much opportunity to create our own good news. Come join us!

*All the best, Michael Hackeling
President, RPI Media, LLC*



- ANNOUNCING -

Co-Sponsor for '16 Atlanta Expo

Southern Living



Community Spotlight- Pinckney Retreat, Beaufort SC, East West Partners

Everyone has heard the saying "good things come to those who wait," however, for the sales team at *Pinckney Retreat*, waiting was not an option. Despite a picturesque, waterfront location just outside historic Beaufort SC, buyers were few and far between.

"We figured out very quickly that we had to reach outside of our local market to make this community a success," said Jim Beckner (VP, East West Partners).

"Once we decided to open this community up to the national marketplace things really took off for us. In fact, 70% of our sales over the past 2 years are a direct result of participation with ideal-LIVING, coupled with some small private events out of state."

This success has led the purchase of an additional property in the area, *CityWalk*, that will be launched this fall.

Mac Rogerson (Dir. Of Sales, Pinckney Retreat) added, *"We're excited with selling almost 75 luxury homesites over the past couple of years because this community was stagnant before we arrived. It really came down to showcasing what we had to offer to buyers in the northeast and mid-west. Otherwise, they would have never even known we existed. Now that we're building a strong database, the sky's the limit for us moving forward."*

List with the Leader

In many locations, established amenity communities are losing re-sale listings to competing general brokerages. Let ideal-LIVING help your community increase market share by showcasing the hundreds of thousands of potential buyers you're reaching versus the competition. Sellers need to feel confident they're working with "The Leaders" and maximizing their home's exposure & value. Call ideal-LIVING @ 800-736-0321 for more information.



ideal-LIVING 2016 Editorial Released

Let us tell your story...

After a banner year of increased circulation to affluent homebuyers, *ideal-LIVING* magazine has just released its 2016 editorial calendar, certain to engage readers while delivering pertinent information about living their ideal life. This quarterly print (and digital) publication is aspirational in nature, while prompting people to get out today and make that move. We tell the story of how good life can be.

In each issue we include these departments: *On Ideal Destinations, Community Life, Discovery Travel, and On the Move.*

We feature interesting stories of people who have reinvented themselves in retirement, those that are concentrating on leaving a legacy, and those with unique hobbies or interests.

We showcase new home trends with high-end kitchens, bathrooms and outdoor living. Everyone has at least one interesting story to tell, and we'd love to help you tell yours.

Here's a preview of what's in store for 2016 – contact your sales representative for a complete editorial calendar, 800-736-0321



Winter:

What's Hot in '16



Spring:

Spring Travel



Summer:

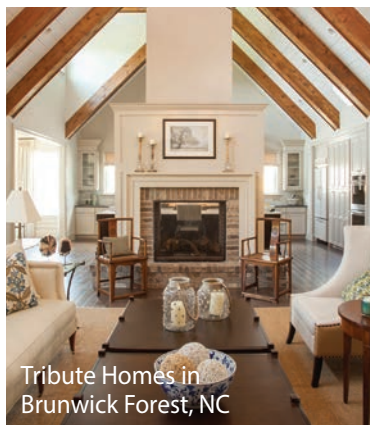
Best of the Best



Fall:

*Location... Location...
Location...*

For a downloadable pdf: rpimedia.com/16calendar



Tribute Homes in Brunswick Forest, NC



2015 IDEAL HOMES REVEALED

In 2015, *ideal-LIVING* was proud to partner with both Benchmark Homes in Hilton Head Lakes (Bluffton, SC) and Tribute Homes in Brunswick Forest (Wilmington, NC) to showcase ideal homes that speak to the 50+ buyer. The homes reflect the wants and needs of the buyers in today's marketplace from universal design techniques to spa-like bathrooms.

"This ideal home reflects living a Carolina lifestyle at a very high level," says Dan Horner, partner at Tribute Homes.

"We partnered with *ideal-LIVING* to create a unique home that demonstrates the way people are living – the movement of architecture and homebuilding within the context of the Carolinas. These

are livable homes with a high level of sophistication and well-executed design."

In the summer of 2016, *ideal-LIVING* will for the first time ever unveil four homes within one community. *ideal-LIVING* is excited to partner with Bay Creek in Cape Charles, VA. For Bay Creek this will mark an impressive offering showcasing four unique living choices from beautiful golf views to expansive bay front views and cozy cottage settings overlooking Cassatt Green. To undertake the design and construction of four unique homes, each with a different architect and builder, is quite remarkable.

Ask your sales representative for details to showcase your ideal homes. 800-736-0321.

Accelerate Your Discovery Tour Results

Want more Discovery Tours? Over 90% of the *ideal-LIVING* Expo attendees have stated that they would be taking advantage of discovery travel packages throughout the year. Thousands of Expo attendees gather information on discovery tours to take home, review and make travel plans. Post-Expo Discovery Tour emails generated over **3,259** tours this past winter.

REACH – Use the power of email to build your brand & reach out to your prospects with frequent reminders that you'll be exhibiting at the *ideal-LIVING* Expo.

ENGAGE – Expo Attendees are in search of an ideal place to live. Engage your prospects with your discovery travel offer prior to the Expo. Invite them to be your guest by using the provided Expo e-Ticket to attend the Expo and learn more about your community. With a compelling call to action, attendees will come to the Expo as your guest to book a tour.

SELL – Be the community that attendees are looking for when they come to the Expo. Engage your prospects pre-Expo to accelerate your Discovery Tour results & Sales!

Give us a call, we're happy to provide client service, 800-736-0321 for information.



ideal-living/RPI Media, LLC

265 Racine Dr., Suite 201
Wilmington, NC 28403

2016 Winter Expo Schedule

JANUARY 16-17
Greater Chicago
Hyatt Regency Schaumburg

JANUARY 23-24
Greater New York
Hilton Long Is/Huntington

JANUARY 30-31 **NEW Market**
Atlanta, GA
Westin Atlanta
Perimeter North

FEBRUARY 13-14 **NEW Venue**
Bergen County, NJ
Sheraton Mahwah

Contact
ideal-LIVING
Today!
800.736.0321
RPIMedia.com

FEBRUARY 20-21
Fairfield County, CT
Hyatt Regency Greenwich

FEBRUARY 27-28
Somerset County, NJ
Bridgewater Marriott

MARCH 5-6
Greater Washington, DC
Ritz-Carlton
Tysons Corner

2016 FALL EXPOS

SEPTEMBER 10-11
Morris County, NJ
Sheraton Parsippany

SEPTEMBER 24-25
Greater Washington, DC
Ritz-Carlton Tysons Corner

NOVEMBER 8-9 **NEW Venue**
Greater Boston, MA
Hilton Boston Woburn

Story continued from front

Larger, Multi-Generational Homes - The recession had us believing in 'small is better', but recently, larger appears to be the trend with split floorplans, one-level living, separate 'in-law' suites and open floorplans. Whatever might work best for you, we're seeing a lot more interest in homes that have larger footprints and flexible living spaces for parents, kids or visiting guests.

Did You Say 'Casual'? - Stuffy country club atmosphere with coat and tie policies are dinosaurs. Home buyers seek casual dining options, easing of dress policies on the golf course or in the dining room, and active recreational pursuits for grandma and the grandkids together is in. Formal is gone, gone, gone.

Today's home communities are built around Active. Fun. Family. If you've got all three, you've got a winner!

'16 WINTER ISSUE -
October 30, 2015 Deadline

PARTNER PROGRAM -
October 20, 2015 Deadline

AARC Conference -
Nov 11-13, Charleston, SC

WINTER EXPOS -
Space Filling/Reserve Today!

