

# ideal-LIVING REAL ESTATE News



Reach, Engage & Sell Affluent Buyers

Spring 2016



## Retirees Living Younger Today Than Yesterday

By Laurie Andrews, CMO  
Cotton & Company, Stuart, FL



Throughout our lifetime, we experience dramatic events that directly impact the way we live. For many of today's retirees, the Vietnam War was a key milestone that impacted every aspect of life in the 1960s.

For the past three decades retirement communities have been designed for the "Silent Generation." These sun-seeking retirees' formative years were experienced in the 50s and early 60s, prior to the war. Their retirement years were seen as validation of a life well lived, and the formality of a country club lifestyle indicated a respect for their accomplishments in business and life. They enjoyed the prestige and exclusivity that was hard earned over time. And, they cherished a lifestyle that included several rounds of golf a week, fine dining with like-minded friends, and perhaps a game of cards or a little tennis along the way.

Today, the post Vietnam Baby Boomers have entered their retirement years—so what makes their life so much different than previous generations? Their unique life experiences were instrumental in creating a psychographic profile unlike any other. They are the generation that changed the world. They value natural surroundings, diversity, and inclusiveness. They embraced individuality, challenge the establishment, and cherish their music, friends, and a free-spirited way of life. This dramatic shift in priorities is evident in their purchasing decisions, and is now guiding the design and development of today's retirement communities.

*Story continued on back*

### Sneak Peek

## Ideal-Living Lifestyle Questionnaire Findings

- 42%** Would like their ideal home to be in a Gated Community
- 59%** Stated that Wellness/Fitness Centers is a very important amenity
- 66%** Would like to spend their free time exercising
- 70%** Would like to have a large open kitchen in their new home
- 56%** Plan to Venture Out and take advantage of Discovery Travel in the Spring
- 42%** In the Summer, 36% in the Fall and 19% in the Winter
- 67%** Want to view model homes when exploring new communities

Findings came from 765 Lifestyle Questionnaires taken at the winter IL Expos. For more detailed findings, or to request our 2016 Executive Summary, contact your sales representative today.



### Inside

- Four ideal homes completed this Spring
- Our 3-step process to success
- NAHB what Boomers want!

## Find The Right Place...

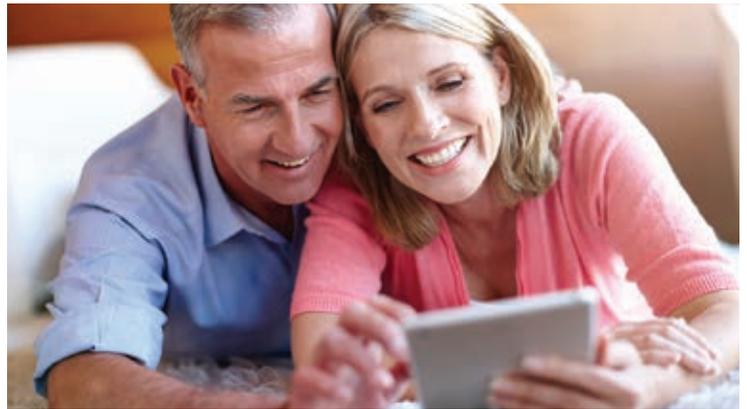
Ideal-Living (IL) continues to help people find the right place.

National Change of Address (NCOA) confirms that several thousand more IL leads made a move within just the last six months. The economic recovery from the Great Recession has freed up the home equity of millions of aging baby boomers, allowing them to make a lifestyle move. IL continues to be successful by reaching, engaging the affluent mature consumer, and providing them a convenient way to find their ideal destination, lifestyle, and home.

In this newsletter you'll find highlights from our Lifestyle Questionnaire compiled from the 2016 winter Expos, marketing insight from Cotton & Co., and Housing Preferences of the Boomer Generation revealed by a National Association of Home Builders' (NAHB) study.

Come join us! We expect to help many more folks find their ideal community, lifestyle, and home this year.

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



## NAHB Study Reveals the Housing Preferences of the Boomer Generation

*Reprinted from February 26, 2016, NAHB.org*

The National Association of Home Builders (NAHB) has had a long history of tracking the evolution of home buyer preferences.

Based on a comprehensive, nationwide survey of recent and prospective home buyers conducted in 2015, the study discusses how various designs influence the home purchase decision; the location, features, and size of the homes consumers want; and the influence of certain events and people on the decision to move to another home.

*Here are some of the findings on what home buyers want:*

- The majority of all buyers (65%), and boomers in particular (63%), would like to buy a single-family detached home.
- Most home buyers (64%) prefer a single-story home, but there is great variation by generation: Millennials (35%), gen X'ers (49%), boomers (75%) and seniors (88%).

*And here are some of the findings on what most buyers do not want:*

- Few buyers (8%) or boomers (7%) prefer a central city location. About two-thirds prefer a home in the suburbs (close-in or outlying) and just over a quarter prefer a rural area.
- Only 14% of buyers overall (and 13% of boomers) are willing to pay more for a home out of pure concern for the environment.

Visit: [www.rpimedia.com/expo-photos](http://www.rpimedia.com/expo-photos)

View a gallery of photos and a timelapse video from our largest expo in DC!



## '16 First Quarter Exceeds Expectations Digital, Print and Expos!

Attendance plus RSVPs for Ideal-Living Expos exceeded 7,500 people, with higher or record attendance at Greenwich, Bergen, and Greater DC, respectively. Furthermore, Chicago and Bridgewater Expos each had strong attendance of over 1,000, with Atlanta netting over 500 attendees which made return to the market, very positive. Even the New York Expo which was slammed by approximately 30" snow, yielded 592 RSVPs and approximately 200 attendees.

What motivated so many people to attend the 2016 Ideal-Living Resort

We've added a Long Island Expo on October 1-2 to accommodate demand from attendees and clients.

& Retirement Expos? Ever increasing high taxes, cold winter weather, traffic congestion, and now extreme political climate prompt affluent, healthy couples to seek out a more ideal... destination, lifestyle and home.

*Integrated marketing stats:*

179k+ Uniques Users at ideal-living.com  
11,910+ New Leads  
5,435+ New Community Requests  
100 k+ IL Magazine Distribution  
10 k+ CYIP Guides Distribution  
3,382+ Venture Out Discovery Requests



## Four Unique Homes, One Ideal Community

ideal-LIVING magazine is proud to announce four IDEAL homes at Bay Creek in Cape Charles, VA, will be featured in the summer issue of *ideal-LIVING* magazine.

These homes exemplify the the newest design and building trends while exhibiting classical architectural styles from the coastal cottage

to stately formal custom homes with stunning views of the Chesapeake Bay. The homes are priced from \$541,000 to \$2,126,000.

Ask your sales representative how you can participate in our "Ideal Home" program that includes magazine, web, and expo coverage. 800-736-0321

## ideal-LIVING Expos Make Relocation Simple

*Ideal-Living ...is living in a way that reflects your priorities. It depends upon your priorities and the choices you make including where you live.*

We share a simple three-step process with Expo attendees to help them envision their ideal lifestyle and make it a reality.

1st - *Consider the Lifestyle* you desire. Answering our Lifestyle Questionnaire prompts attendees to envision how they now want to live.

2nd - *Compare Communities*. Where we live affects how we live. Answers from the Lifestyle Questionnaire serve as a guide for comparing communities exhibiting at the Expo. Attendees compare how different communities will facilitate their ideal lifestyle.

3rd - *Choose and Go!* Expo attendees are encouraged to Venture Out with discovery travel and experience what a community is really like. We remind them-"You won't know until you go! Choose to make your ideal lifestyle a reality."



SUMMER ISSUE:  
*Best of the Best*



FALL ISSUE:  
*Location... Location... Location...*

## ideal-LIVING 2016 Editorial Update *Every journey has a story... we are here to tell yours.*

The deadline for inclusion in the Summer 2016 *Best of the Best* is rapidly approaching. *Ideal-Living* will provide our readers with the Best in Planned Communities from the best mountain views, the best island communities to the best fishing holes. We'll also be showcasing our picks for the best small towns, best beaches, and best walking cities. With over 45 categories, it's the perfect way to gain recognition with ideal-LIVING readers for what your community excels at.

Our readers are seeking to relocate, and soon. Our Fall issue is mailed in advance of the three fall Expos and will be distributed at the fall Expos. It features hot spots and small towns while examining life in these towns. We'll interview homeowners about their favorite insider tips and why they love where they live. Make sure your hometown and community is part of this issue.

Contact your sales representative for a complete editorial calendar, 800-736-0321.



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**UPDATED**

## 2016 FALL Expos

**SEPTEMBER 10-11**

Morris County, NJ  
Sheraton Parsippany

**SEPTEMBER 24-25**

Greater Washington, DC  
Ritz-Carlton Tysons Corner

**OCTOBER 1-2 NEW!**

Greater Greater NY  
Hyatt Regency Long Island

*Story continued from front*

Personal health and wellness are now the top priority, but not in terms of fancy facilities. Outdoor sporting activities in a group setting are trending – nature trails, cycling, kayaking, running clubs, stand up paddle board, and cross country skiing continue to grow in popularity. The spirit must be nurtured along with the body through yoga, meditation, life-long learning and other holistic activities.

Country Club managers and developers are recognizing the trends. The demand for golf has been greatly reduced with Boomers seeking more diverse experiences. Even the most stringent Clubs are now making provisions for jeans to be worn in the dining room, and farm-to-table dining with organic, heart-healthy menus, and family style service are in high demand.

The “active adult” label has become a dirty word, but don’t be fooled—they are more active than ever. Actively participating in giving back to the world around them through volunteer services, charitable foundations, or community projects. Developers are allocating space for dog parks, community gardens, and extensive trail systems. A walkable lifestyle that allows for fun-filled evenings without worrying about designated drivers is also a popular choice.

Living younger, living longer, living better – personal choices and new priorities of a generation focused on individuality.

Contact Us Today  
**800.736.0321**  
**RPIMedia.com**



SUMMER IL MAGAZINE  
**April 29, 2016 Deadline**

FALL IL MAGAZINE  
**July 7, 2016 Deadline**

FALL IL EXPOS  
**Reserve Today!**

AARC Conference  
**Nov 9-11, 2016 Asheville, NC**