



## Evolving with the Digital Real Estate Consumer

Jessee Leili-Jones | Head of Digital Media | Maximum Design & Advertising, Inc.

Each generation consumes media in different ways. As marketers, it is our job to know how people engage during a buying decision, how they research products and how they work through the buying process. Today's consumers rely heavily on digital sources for most buying decisions and yet, for us in the marketing realm, we know the digital world needs to constantly evolve to keep consumers engaged. What happens one day, changes the next. Add to this the fact that consumers are now empowered with finding their own sources of product information and no longer rate traditional marketing as truly reliable and trustworthy. As real estate professionals, you may start to ask yourself "how do I keep up and stay relevant with potential buyers? How do we stay top-of-mind?" The answer: Embrace the power of social media—Engage, Inform, Convert. Here are some trends that show how vital social is to real estate sales.

With an average of 1.15 billion daily active users, Facebook is the powerhouse of social media, particularly for young and active retirees. A study done by the Pew Research Center pointed out that eight-in-ten online Americans (79%) now use Facebook—making it the top social platform with Instagram following at 32% and Pinterest at 26%. The number of older adults joining social media, particularly Facebook, is currently growing with 72% of adults 50-64 and 62% of adults 65+ now using the social media giant.

**79% of Americans online now use FACEBOOK**

Based on a study done by the Pew Research Center

It is startling for some when they realize Facebook is also a powerful search engine. Buyers use the platform to engage with like-minded consumers. Facebook reviews, testimonials, comments and shares tend to be a more trusted content source by online consumers. Research shows that

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### Sneak Peek

## Ideal-Living Lifestyle Questionnaire Findings

- 84%** Desire to tour the surrounding area when exploring new communities
- 59%** Indicated that Sense of Community is important
- 42%** Desire to spend free time Cycling
- 89%** Plan to Venture Out and take advantage of Discovery Travel

Findings came from 2017 lifestyle questionnaires taken at the Winter IL Expos. For more detailed findings request our 2017 Executive Summary.

**IDEAL-LIVING PROVIDES** a proven cost-effective approach to market and sell private communities and new homes. For over 25 years the company has been connecting thousands of buyers with sellers, generating billions of dollars in real estate sales.



Online, In Print,  
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You Buyers.

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**(800) 736-0321**

# IDEAL-LIVING SURVEY

## What are people looking for in retirement?

The top two reasons people plan to relocate in retirement are for lower taxes (income and property) and a better climate.

This winter, Ideal-LIVING hosted real estate Expos in major cities in the Northeast, Midwest, and in Atlanta. We surveyed over 600 individuals to find out what they want. It's not just about escaping where they currently live, it's about finding and creating a new fulfilling life. It's about exploring new options and places.

We've noted some survey findings in this newsletter. For more details or to request our 2017 Executive Summary, contact your ideal-LIVING Sales Representative (800) 736-0321.



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



The ideal-LIVING *Choose Your Ideal Place* Guide is distributed to thousands of Expo attendees and others seeking relocation information. The Guide contains a lifestyle questionnaire, geographic comparative information and discovery travel offers to help people find their ideal community, and home.

Visit: [www.rpimedia.com/1707DC](http://www.rpimedia.com/1707DC)

View a gallery of photos from our largest Expo (over 90 communities)



## Top 5 Things People are Seeking in a New Home

- Large/Open Kitchen
- First-Floor Living/Outdoor Living
- Energy Efficiency
- Maintenance-Free



## The Following Amenities Are Important:

- Walking Trails .....90%
- Hospital/Healthcare Provided .....90%
- Town Center & Shopping .....89%
- Wellness/Fitness Center .....89%
- Sense of Community .....89%
- Airport .....86%
- Swimming Pool .....85%
- Social Clubs .....82%
- Beach Access .....74%
- Golf Course/Club .....44%
- Tennis Courts .....38%



## What do people want to do when they take a discovery visit?

- Tour the Surrounding Area .....85%
- Preview Model Homes .....79%
- Dine at the Club .....53%
- Visit a Home Design Center .....43%
- Meet Community Ambassadors.....35%



## SUN, SURF, SAND

OPENING THIS SUMMER our Ideal Home at SummerHouse on Everett Bay (AnA Builders). Located in the small town of Holly Ridge, perched on the southern shore of North Carolina. Look for our feature in the 2017 FALL issue *ideal-LIVING* magazine.

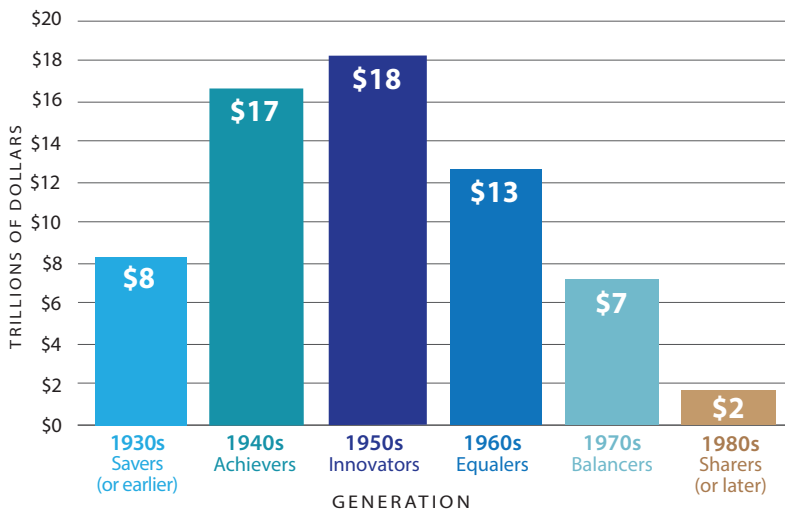
# TAP THE SURGE OF AFFLUENT RETIREES WITH IDEAL-LIVING

14,013 IL households moved within the last six months (NCOA confirmed)

## 1st Quarter '17 - ideal-LIVING

- Traditional media ads to millions of prospects in top U. S. metros
- 216,610 website sessions @ Ideal-living.com
- 100k+ distribution of *ideal-LIVING* magazine & CYIP Guides
- 7 Expos hosted in highly affluent markets, netting thousands of leads and face-to-face attendee meetings
- 2,519 Discovery Tour Requests

## THE INNOVATORS HAVE \$18 TRILLION IN NET WORTH



Source: John Burns Real Estate Consulting, LLC calculations of Board of Governors of Federal Reserve System 2013 Survey of Consumer Finances

The aging U.S. population is creating waves of retirees. Ideal-LIVING (IL) connects the most affluent retirees considering a move to real estate sellers and facilitates sales. Though Baby Boomers include people born in the 1940s, 50s and 60s, these groups are different in many ways. *Big Shifts Ahead*, the new book by John Burns and Chris Porter, describes the difference. People born in the 1950s are referred to as Innovators, due to expansive innovation that occurred in that decade. The majority of respondents, 56%, to IL surveys were born in the 1950s, part of the Innovator cohort that's heading into retirement with \$18 Trillion, the most of any generation.

The 2017 surge of retirees on the move is underway, and being guided by IL. With a database of a quarter-million households, plus annual web traffic approaching a million visitors, IL is the well-known consumer marketplace for resort and retirement property. IL builds and maintains the consumer relationship through its combination web-based marketing, targeted publications and in-person shows and educational seminars. To accelerate and facilitate client sales, IL promotes Discovery Travel to client communities and ideal homes. Reach, Engage & Sell with IL.

# GET MORE BUSINESS WITH IDEAL-LIVING SOCIAL

Ideal-living has partnered with Jamie Penn, Copywriter and Social Media Manager, over the last 6 months to expand our social media presence through FACEBOOK. During the Winter Expo season we have seen significant results with engagement and conversion to our events via FACEBOOK. Currently over 50 communities are actively involved with us through online social marketing.



Want to get more leads and referrals? First, like and follow ideal-LIVING on Facebook, Twitter, and Pinterest. Then send all the great content you can Jamie's way so she can start promoting your community on our social media platforms.

Ideal-LIVING is now offering a 6-month complimentary FACEBOOK campaign for interested communities. Contact Jamie Penn today: [jamiepenn@ideal-living.com](mailto:jamiepenn@ideal-living.com)



## IDEAL-LIVING MAGAZINE DELIVERS

2,519 Discovery Tour requests generated in the first quarter

1,147 Of these were generated from *ideal-LIVING* magazine

## IN THE NEWS



THE ANNUAL 2017 AARC Conference will be held Nov. 15-17, 2017 at the Hilton Riverfront hotel in downtown Wilmington, NC. This year's theme is "Catch The Wave – The Retirement Wave."

The conference will feature an expanded lineup of educational workshops, panel discussions and research presentations, headed by an all-star line-up of retiree recruitment experts. VISIT [www.The-AARC.org](http://www.The-AARC.org) to learn more.





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## 2017 FALL EXPOS

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Morris County, NJ  
Hanover Marriott  
Whippany, NJ

**SEPTEMBER 16-17**

Greater NY  
Hyatt Regency  
Long Island, NY

**SEPTEMBER 23-24**

Ritz-Carlton Tysons Corner  
McLean, VA

**6/30/17  
DEADLINE**

**FALL IL MAGAZINE**  
*(Distributed @  
Fall Expos)*

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nine-out-of-ten home buyers use an online resource at some point in their home buying search no matter what generation they are in (*Zillow Group's Consumer Housing Trend Report 2016*).

Consistent engagement is a top trend throughout social channels. Really knowing the appropriate tone per channel is very important. Facebook works well for showing lifestyle, onsite events, news about the community and personal looks at actual residential life.

Instagram is perfect for "in-the-moment" photos. With over 600 million monthly active users and over 40 billion photos shared to date, Instagram is a key platform for the Real Estate market. Typically seen as popular among younger adults, Instagram has grown substantially among older generations (49 years of age or older).

Another visual platform that benefits developers and builders alike is Pinterest. Pinterest is the perfect platform for high-end photos of amenities and home product. With over 150 million Pinners, Pinterest can help you reach in-demand audiences. Because Pins essentially last forever, your quality content has a longer shelf life than it would on the other platforms. Since discovery and search channels power Pinterest, content has evergreen value.

It's not only about being on the right platform but it all comes down to the right combination of content mixes, such as content sharing, linking to blogs, video, appropriate messaging and photo combinations that make the user want to engage with you. Once you get the consumer to your social media channels keep them engaged with real life content shown through different lenses. Social media allows you to instantly connect and more importantly, stay connected with existing clients, potential clients, previous clients, as well as your real estate peers.