

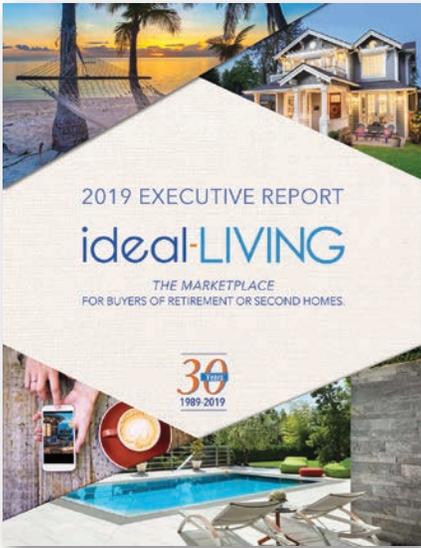
ideal-LIVING

THE MARKETPLACE

FOR BUYERS OF RETIREMENT OR SECOND HOMES.



SUMMER 2019



2019 Executive Report is here!

Ideal-LIVING is proud to announce the extensive results generated from attendee surveys taken during our annual winter live events. These top retiree feeder markets include Illinois, New Jersey, New York, Connecticut, Pennsylvania, and the Mid-Atlantic areas.

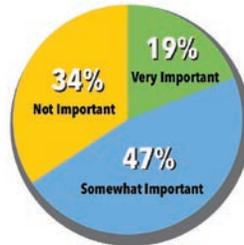
These future buyers share what's most important to them when purchasing real estate (amenities, lifestyle options, etc.) along with location preferences, and design "must haves" within a new home.



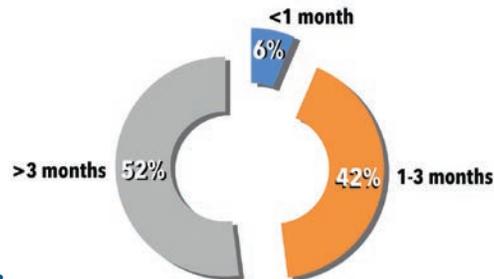
What online search sites do you plan to use for your home search?



How important is a 55+ only community to you?



How long do you expect it will take to sell your current home?



Sneak Peek

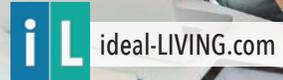
I-L Lifestyle Questionnaire Findings:

- 76% Desire to tour the surrounding area when exploring new communities
- 62% Utilize onsite facilities when exploring new communities
- 84% Lower property tax - top reason for relocation
- 68% Plan to Venture Out and take advantage of Discovery Travel

Contact your Sales Representative to receive your full report highlighting the latest trends in retiree buying habits! 800-736-0321

Online, In Print,
In Person...

We Bring
You Buyers.



ideal-LIVING

THE MARKETPLACE
FOR BUYERS OF RETIREMENT OR SECOND HOMES.

Ideal-LIVING engages each potential buyer prospect 30+ times annually. This keeps your message on the forefront of buyers minds until they purchase.

Ideal-LIVING is a synchronized blend of timely digital media, print publications, and live events that target mature, high income consumers. On average, our clients achieve a minimum 10-to-1 return in sales on their investment.



“Ideal-LIVING, through their family of products, continues year after year to deliver qualified prospects, tours, and sales for Bay Creek, especially their ideal-LIVING Shows.”

Where else can you go and meet 100+ prospects who have a true interest in second home, resort, and retirement real estate?”

Linda Buskey, Director of Sales Bay Creek,
Cape Charles, VA



The Powerful Emotion that Drives the 55+ Buyer

By Georgia Castellano, Creative Director
Group Two, Philadelphia, PA

grouptwo
THE ad agency for home builders

“We should start referring to ‘age’ as ‘levels,’ so when you’re level 80 it sounds cooler than just being an old person.” - The Mind Journal Editorial

Buyers who have reached “level 55” or higher take longer to decide whether to purchase a new home. It can take months and sometimes years to nurture them into a sale, and for a builder, this can be frustrating. What’s taking them so long?

Great question.

Simply put, a new home at this age will be the most emotional purchase of their lives. The key to nurturing this buyer into action is to understand the fears associated with this monumental purchase, empathize with them, and motivate them to make a decision by helping them overcome their fears. So, what is the 55+ buyer so afraid of?

Fear #1: Aging. This particular buying process is a constant reminder of age, because this home will most likely be their last. It’s no surprise that it’s easier to look away and stay put. But the reality is that a more active lifestyle that’s free of maintenance and worry, and full of amenities and like-minded neighbors is healthier. In fact, carefree living can prolong aging. You’re never too old to feel young.

Fear #2: Letting go. There are so many memories tied up in their current home. Stuff isn’t just “stuff” to them—it’s their connection to their past, their children, their entire lives. But letting go can be liberating. Once they do, they’ll realize the “security blanket of stuff” they were holding onto was only weighing them down. Right-sizing gives them the freedom to spend time doing what they love.

Fear #3: Finances. As retirement approaches, disposable income naturally dwindles. It’s no wonder they aren’t making any rash decisions with their money—but the cost of maintaining an old home adds up. A low-maintenance home will save them money in ways they might not realize. Plus, age-in-place features are an investment in their future. Buying new is the smart move...they just don’t know it yet.

The 55+ buyer demographic are the most fulfilling group to sell to (shh, don’t tell the millennials!) because they’ve worked hard and they deserve this. A better lifestyle is on their horizon...here’s to helping them overcome their fears.

IDEAL-LIVING MAGAZINE
FALL ISSUE
SHOWCASE YOUR
HOMES



According to the survey conducted at the ideal-LIVING Real Estate Shows, 73% want to look at model homes on their Discovery Tours.

Ideal-LIVING is in search of ideal homes showcase. The fall issue features Top Home Designs, from kitchens to baths, outdoor living spaces to open floorplans. The magazine guides viewers online to see more photos from top builders around the country. Participants will receive an on-line photo gallery on IdealLivingMagazine.com.



Join Top Builders and Developers in Showcasing Home Designs for the Retiree Market like Minto Communities, Lennar, Logan Homes, Kolter Homes, DelWebb, David Weekley Homes.

Mailed in advance of the Fall Real Estate Shows and distributed to show attendees.

DIGITAL EXPANSION
NEW STAFF MEMBER
JOINS RPI MEDIA TEAM

We would like to introduce our newest team member, Stephen Vorwerk, who brings a wealth of knowledge in modern web solutions to ideal-LIVING. He is our dedicated specialist for digital marketing management and the reason ideal-LIVING is now a Google Partner.

His 8 years of experience working at an advertising agency is an ideal fit to expand the market of affluent retirees who share a wider variety of interests outside the ideal-LIVING platform.



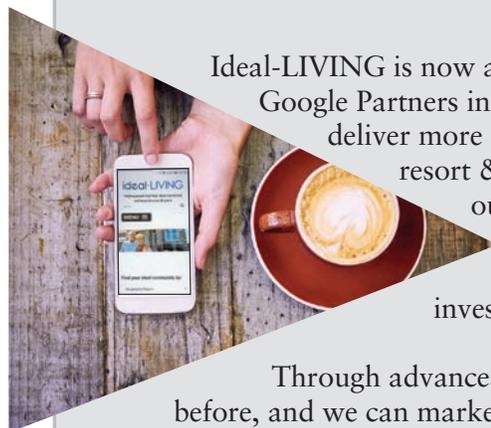
Stephen will be implementing improved market segmentation, keystroke analysis, lead profiling technologies, and expanded monthly reporting to help your community better target potential buyers to bring them to a sale with more focus and less effort.

Contact your sales representative today to see how you can best utilize the ideal-LIVING platform. 800-736-0321 RPIMedia.com

DIGITAL NEWS



Designated as a
Google Partner



Ideal-LIVING is now a certified Google Partner, and this status isn't just handed out. Google Partners increase brand awareness and improve their relationships to deliver more leads to clients by more effectively targeting audiences in the resort & retirement market. Google confirms that we take the guesswork out of advertising and show the communities we promote a return on their investment. That's because Google Partners know the best placements, the best keywords, the best strategies to maximize our investments and to provide a flexible, customized advertising solution.

Through advances in web-user profiling, we know more about our readers than ever before, and we can market directly to them, based on what they are looking for, what they like, and where they want to spend the next chapter of their lives. Let ideal-LIVING help them find you, and the ideal community they are looking for.



ideal-LIVING/RPI Media, LLC
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Come Meet Your Buyers™ **2019 FALL EXPOS** Finish your 2019 sales year strong!

* **MORRIS COUNTY, NJ** *

SEPTEMBER 21-22
Hilton Parsippany
Parsippany, NJ

* **GREATER WASH DC AREA** *

SEPTEMBER 28-29
Ritz-Carlton Tysons Corner
McLean, VA



**7/19/19
DEADLINE**

**FALL I-L
MAGAZINE**
*(Distributed at
Fall Shows)*

Reserve Today!
800-736-0321
RPIMedia.com

IN THE NEWS



What's All the *Flap* about? The Roaring Twenties is hitting Chattanooga this fall! The AARC Annual Conference is pouring new energy and ideas into the retiree community industry.

Attend and learn from the industry's top influencers this fall. AARC 2019 Annual Conference: "*The Roaring 20s Returns: Recruiting Retirees in a New Decade*" November 6 - 8, The Read House Hotel, Chattanooga, TN. To learn more or sign-up, visit the AARC website: www.the-aarc.org