

# Builder

## Marketing & Sales

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BUILDER

## IBS PREVIEW: CATERING TO THE 55+ CROWD

From NEXTadventure Home tours to multiple education sessions, IBS attendees will have many opportunities to explore what boomer buyers want.

By [Jennifer Goodman](#)



Kip Dawkins

The BUILDER [Taylor Morrison](#) NEXTadventure Home, open to the public for tours during IBS, will draw from exclusive new research into the evolving preferences of the baby boom generation. The 2,268-square-foot home will showcase innovative design elements including an outdoor living space with a fireplace and summer kitchen, an oversized kitchen island, a large shower, a beverage center, a secondary bedroom known as a “snore room,” and three pantry options.

The research, conducted by Grey Matter Research and Consulting and the Farnsworth Group, reveals key ideas about 55-plus buyers:

- ▶ Amenities such as clubhouses, pools, and walking trails feature prominently in the decision to purchase in a community. Location is also critical, as residents want their new homes to be near shopping, dining, medical services, and entertainment.
- ▶ Boomers want large common spaces with open floor plans, high ceilings, and natural light. Integrated indoor and outdoor space is also paramount, as is sheltered areas, native plants, sustainable and energy-efficient technology and materials, and sufficient storage space.
- ▶ Technology is important to buyers in the 55-plus age group, who rated their preferred smart home features as wireless security systems (7.1%), lighting that senses and adapts to the user (6.3%), and integrated home technology, including smart thermostats and lighting controlled by a smartphone (6.2%).

Want to know more about what makes boomer buyers tick? Check out one (or more) of these IBS sessions:

- Jan. 10**  
The Anatomy of Successfully Planning Your First 55+ New-Home Community  
9:30 AM - 10:30 AM
- 55+ Design Done Right: Beyond the Ranch Plan  
11:00 AM - 12:30 PM
- 25 Design Trends to Convert 55+ Shoppers into Buyers  
2 PM - 3 PM
- Jan. 11**  
Trends Driving 55+ New Home Sales  
10:00 AM - 10:45 AM
- 55+ Housing Economic & Market Forecast  
1:30 PM - 2:30 PM
- Jan. 12**  
From Research to Design: The Next Generation of 55+

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“Through our focus groups and consumer segmentation we have come to understand that a different formula is necessary when creating homes and communities for the 55-plus buyer,” says Sheryl Palmer, president and CEO of Taylor Morrison. “The boomer home buyers are very discerning in their tastes and have a very clear vision for what their next chapter of life should entail, and we make that lifestyle a reality in our communities.” The home is designed by **Jacksonville**, Fla.–based Housing Design Matters, along with interior design from Colorado-based Lita Dirks & Co.

Communities  
1:30 PM - 2:30 PM

Reaching & Connecting with the 50+ Audience  
10:30 AM - 11:30 AM

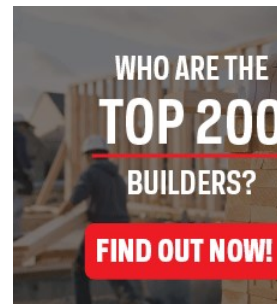
Open to the public from 10 a.m. to 1 p.m. Jan. 10-12, the NEXAdventure home is located in Taylor Morrison’s Esplanade at Highland Ranch in Clermont, Fla., just a 25-minute drive from **Orlando**.

### ABOUT THE AUTHOR



**JENNIFER GOODMAN**

Jennifer Goodman is Editor of BUILDER and has 18 years of experience writing about the construction industry. She lives in the walkable urban neighborhood of Silver Spring, Md. Connect with her on Twitter at [@Jenn4Builder](#).



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