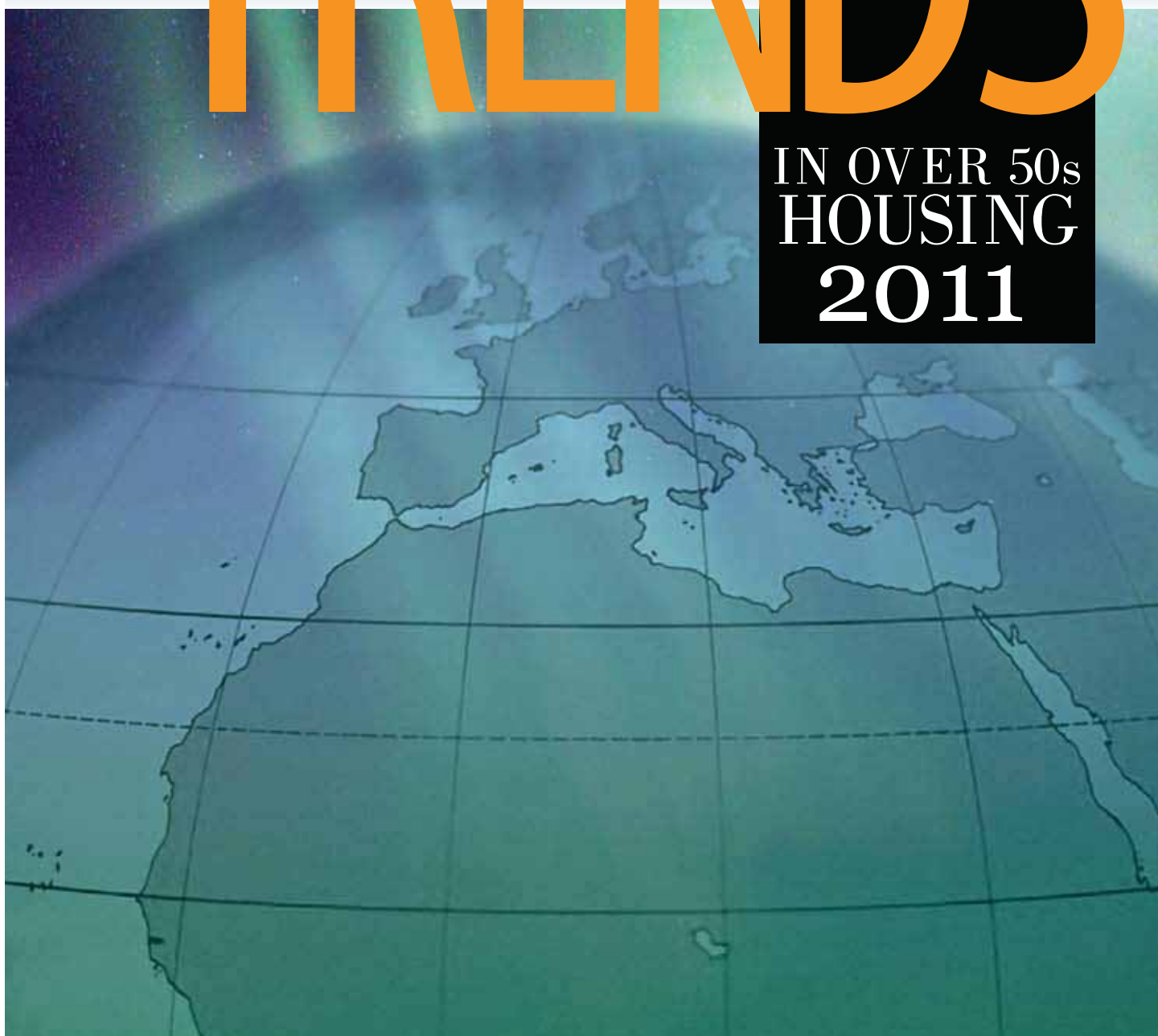


TRENDS

IN OVER 50s
HOUSING
2011



SEMINAR ETHOS

✓ The over 50s housing market around the world is in flux.

✓ Generational change is creating havoc. What suits an 85 year old veteran will never appeal to a 64 year old Baby Boomer, even when he is 85.

✓ This presents immense challenges to the financial, development, building and seniors housing management sectors. It is comforting to just keep rolling out the building models of the recent past.

✓ But there is a significant body of material emerging which evidences changing living patterns.

✓ New influences, attitudes and ambitions hold sway.

✓ Buildings must now allow lifestyles.

✓ This Over 50s Housing Seminar exists to make sense of these changes. It provides a cogent rationale and simple understanding of complex social, economic and political changes. It paints a picture of what form housing will take in the 21st century.

✓ The Over 50s Housing Seminar provides you with a window on all emerging trends in seniors housing around the world and the benefit of study research in 22 countries in 2011 as well as the networking opportunities with other delegates.

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The creation of Apartments for Life concept

The Dutch concept of the Apartment for Life is only now growing around the world because baby boomers are moving through their 60s phase. The boomers want to live and die at home and every circumstance and service in between must be capable of home delivery.



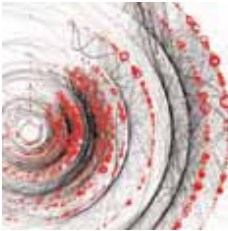
Perfecting the art of selling to the diaspora

Over-50s increasingly want to experience something totally different in the second half of their lives. Retracing and re-emarking familial roots is a growth trend. Designing housing in people-export countries (Ireland, UK, Italy, India, China) linked to ancestry and learning is a business opportunity.



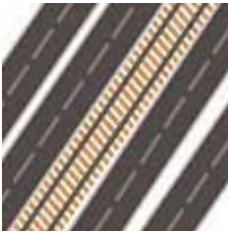
The allure of constantly running waters

Riverbank/Riparian Rights/Riverside provides the most potent setting for the over-50s market. The sound of constantly running water is cathartic. It evinces timelessness and helps evoke reflection. In a dense urban environment, it provides 'companionable' solitude. Developments along riverbanks and canals are winning a high over-50s sign-up percentage.



Trend towards elegant design/style finishing

Utilitarian/clunky design is a major turnoff for boomers. Any housing design with 'age' reminders will be unsaleable. Bulky grab rails and industrial design is offensive to baby boomers. Improved interior design, style of finishings and cleverly disguised "assists" will become the base standard to achieve any level of housing sales.



Putting housing above the rail lines

Underground, overground, light rail and trams all could be better used for over-50s housing in urban environments. The abandonment of the car as a day to day transport mode, the evolution of the city village, and the re-embrace of public transport has provided new value to the air-rights above and around the rail terminus. Denver leads the way worldwide in this trend.

SEMINAR CITIES / DATES

✓ MELBOURNE	4 NOVEMBER 2011
✓ LONDON	24 NOVEMBER 2011
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*EACH SEMINAR RUNS 9:30AM ~ 4PM



Housing built amongst medical precincts

Multi-generational housing (for short or long term occupation) within medical precincts (including training hospitals) which cater for specialist disabilities (stroke, accident rehabilitation) in a home/garden/ activities environment), housing (with rent/ownership options) in same compound as GP practice, dental practice and pharmacy).



Growing healthcare fastest sector worldwide

Rehabilitation is the fastest growing sector in healthcare in developed countries. It is a multigenerational growth business affecting the elderly (falls, day procedures, hip replacements), the middle years (cosmetic and anti-ageing), and the young (eating disorders/drug addiction/mental health, accidents and body enhancements).



Nursing/care home business opportunities

Nursing and care homes have new business opportunities in the renal, ophthalmic, neurological, cardiac and metabolic (ailments emanating from diabetes) fields. Specialist services need to be developed for the entire gamut of diabetes services which include treatment of adult diabetes, gestational diabetes and pre-conception planning, young onset diabetes, diabetic neuropathy, diabetic foot and dialysis.



Over-50s housing rejuvenates sports grounds

A trend is emerging where small property developers are finding work redeveloping sporting clubs/grounds with obsolete playing fields and dilapidated clubhouses into shopping centres with multi-generational apartments and medical facilities. The trend is well underway in the UK, USA and Australia.



Advent of born again condominium hotels

A trend that is now underway in the USA and India combines an hotel, medical tourism, spa, with timeshare/rental/outright ownership/assisted living options. The emphasis is on wellbeing, meditation, yoga, spirituality, relaxation, de-stressing, relationship renewal and feelgood practices. The curative treatment centre addresses lifestyle diseases (skin disorders/ageing, bone density/obesity/digestive health).



Six star market is set to boom

The six star market is starting to roar. Five star chefs, dog walkers and 24 hour concierges now abound in a full service culture. It's not about care, pools, tennis courts or a billiards room...it's about service levels.

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Solace/elderly parents of disabled adults

The question haunts the parents of the disabled. Who will care for their children when they grow too old and frail to do it. Solutions are emerging in three countries, but one business plan stands above all others. It involves no government money, nor a contribution from the elderly parents...



Rising influence on +50s of bibliotherapy

The ancient Greeks placed inscriptions over library entrances that read "place of healing for the soul." Doctors are increasingly prescribing books and reading to treat illness, and now two developers in two countries have library apartments, which will target the over-50s residential market, on the drawing board.



Long term care insurance to be repackaged

The concept had a stuttering introduction. The veterans around the world always believed the state owed them a pension and all care. The boomers aren't retiring, don't have substantial savings, are still servicing a mortgage/credit card debt, and have children. LTC looks to have better prospects.



Rich retirees to subsidise social housing

Housing associations/community housing groups are being exhorted to target asset-rich baby boomers who have paid off their mortgages, to help subsidise social housing stock. The funding will create more aspirational housing and new markets, as well as helping in destigmatising 'older person's accommodation.'



Choosing to love together but living apart

Over 20 per cent of over-50s in developed countries are in a committed relationship with someone with whom they don't live. Although the couple spend as much as three or four days a week together, they have no plans to combine households, even upon marriage.



Fill vacant apartments/flats inside six weeks

There is a sales technique, which if used effectively/efficiently, will fill up all your vacant independent living units within six weeks and save you money on your marketing and sales budget. This methodology is simple to embrace and will be of inestimable value to developers with independent living units to sell...quickly...at full retail price.



Putting a roof over your head at any cost

The greatest over-50s housing innovation introduced to the world market by the UK, is the concept of part-ownership. It has a dozen permutations (fractionals, rent to buy, shared equity) and embraces lifetime leases and protected occupational rights. How will this model evolve in the UK and beyond?



Boomers herald unexpected housing demand

Divorce, fragile mental health, no savings or superannuation/pension fund entitlements have coalesced to produce a growth boomer housing sector. Women, post 60, are finding themselves crowding into shelters for the homeless. What was once a largely male preserve is now serving both sexes in equal numbers.



Boomers want a five-star hospital experience

Small hotel hospitals with 'rested' medical and theatre staff in-house 24 hours a day. Private suites with double beds, flat screen TV, and 24 hour room service. Fine dining and a wine list supplied by the best restaurant in the city. Even being ill must provide "an experience."



Co-Housing reshaped into an urban utopia

Co-Housing shaped from high density inner city living. Self contained privately owned residences, each with its own kitchen and living areas, sharing a building for group meals and guest bedrooms and garden space including a veggie patch and chicken coop. A Scandinavian concept takes root.

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Tight economies drive multi-generational

Multi-generational households are on the rise as tightening economies force more parents and their adult children to live together. Sixteen per cent of the western world population is now living in a household with at least two adult generations or a grandparent and at least one other generation.

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Integration of +50s into all housing Forms.
This model is being pursued by one US company which aims to become the leader of this new and innovative housing option for the senior living market. Over 50s housing will be integrated into all master planned communities, retail and apartment developments.



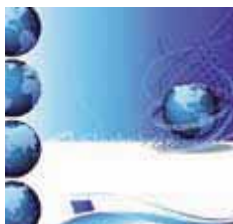
Building an anti-sprawl sustainable village.
How to shape a village to last 500 years; where liveability is primary and not designed on the needs of cars and what people make, sell or buy. A new paradigm incorporating sustainable livability, technical systems, affordability and designed as a living organism.



The need to be immersed in culture/history.
A growing sub set of over 50s is focused on spending more time on immersing themselves in the pursuit of the esoteric, abandoned in their early 20s when career/spouse/children one tracked lives. Understand these motivations, to be equipped to profit from the dreams.



Concierge services to be big growth sector.
US developers have been slow to pick up on the desire of the over 50s to be serviced in quality, well located, urban environments by an in-house Concierge. Unlike a Porter (Mr.Fixit, no weekend service) a Concierge books restaurants, Doctors, appointments... everything.



I will not consent to my removal... ever.
An 83 year old stood before 200 developers last year and said "Give me what I want and I'll buy. If you're not listening, you die". Learn to design urban living neighborhoods that focus on the continuity and enhancement of existing lives infill/downtown/ CBD site design evaluations.

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Development of Hotel spa resort hubs.
Over +50s are besotted by the need to repair their bodies from the ravages of a dissipated youth. Wellness, fitness, feeling good and spirituality grow in importance. Housing must reflect these needs, inspire, be calm (internal water features) and contribute to inner tranquility/harmony/reflectiveness.



Over 50s want 'second home' on the water.
Boomers will not retire. So the second home must have access to a freeway, be no more than 2 hours drive from the primary residence and be located on the water. The Casey Group in Australia was the first to recognise this trend with its Torquay project.



Going back to school to learn for fun.
Over +50s will become the third income stream for Colleges / Universities (after 18-25 year olds/overseas student market). Housing will be integrated into College footprints, be developed as joint venture projects; and Academy villages will be created, as boomers seek active, stimulating intergenerational environments.



Choose sites that fill/thrill peoples lives.
The site selection is more critical than ever before, transportation to emerging suburbs is finished as a growth strategy. Locations must value enhance lives, (Retirement village with elevated viewing lounge overlooking a racecourse). Study, wellness, water, Forest locales, spirituality are all strong drawcards.



Affordability drives shared equity ownership.
The changing landscape of resale restricted, owner-occupied housing. Affordability is the trigger for a new housing model targetting the over 65 year old who only buys a 50 per cent equity share but is granted a life tenancy. Business model details provided to attendees.

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The need to live in a new culture.
OECD statistics show 1.5 billion of the world's 6.5 billion will migrate over the next 50 years. 90 per cent will be for work (52%) and (48%) will be over 50s seeking new experiences in the second half of their lives – A study of housing opportunities.

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Design that reminds us of age inhibits sales.

Clunky design, like steel grab bars, are the single biggest impediment to the growth of the home modification / renovations market. The baby boomer market and increasingly the lower end of the veteran market (65-75) disavow age. The self image is of someone perennially aged 31.



Creating communities for self help groups.

Boomers will never live in same age aggregations. But there are dozens of common interest groupings who would choose to live as a community if identified and consulted before customising their community (Hot Rod Village, Gay Resorts, Grandparents with legal custody of their Grandkids).



Transforming care homes into living spaces.

The next nursing home will be a series of courtyards inviting light, sun, water, bird life, vegetation, trees and the wind into living spaces, and having the building's vibrancy enhance self help clusters of 6/7 residents determining their own meal times and daily activities.



Benefactor drives the home for life plan.

The trauma of his wife's death from Alzheimer's disease drove businessman Les Connor to conceive his home for life plan. He has donated 76 acres of family farmland to build a prototype of his one stop village. This is the next generation C.C.R.C



Sales are getting harder in credit crunch.

US sales of active adult units are down 80 per cent (Del Webb/Toll: 3rd quarter 2008). Visits before move in now top 17. David Wilson Retirement Homes in the UK is embracing part exchange schemes, an Australian operator runs a swap mechanism. What's working.

**“MESMERIC, RIVETING!
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- Albert Meyer President / Concepts Unlimited - Florida

“I am usually skeptical about seminars as I often find that I don't learn much that is new or different, but if I attend with the attitude of taking home a few thoughts, that the day would not be entirely wasted. But in your seminar yesterday, I was blown away with the amount of information which we easily covered in such a very short time and the relevancy of it to all sectors of the industry. In addition, it was also interesting to meet the other participants from all sectors of the industry, who had very interesting questions and comments; and thus, I also made some new contacts. Thanks for making it a great day! I'll be in touch.”

- Ken Gonyou / CEO / Charter Building / Canada

TRENDS IN OVER 50s HOUSING 2011



Understand Boomer thinking then create dream.

Profits will increasingly depend on the developer/ architect's ability to read Boomer aspirations and nascent dreams to unlock sales success. One developer understood the over 50 male's penchant for red wine snobbery and created 40 homes around a wine estate. It was an instant sell out.



Boomers embracing spirituality/meditation.

Post 50 Boomers are more reflective, spiritual and meditative. They are looking for housing that reflects and encourages these well fonts. A priest recognised these traits and has acquired a Benedictine Monastery to convert in luxury apartments. The monks will be rehoused on the estate.



Recreate the green world of forests/trails.

Ponds, lakes, rivers, trees, forests, walking trails are more important than the housing unit. The world of green underpins whether or not a site is acceptable. A Del Webb survey shows the five most important aspects of a development do not relate to the living space.



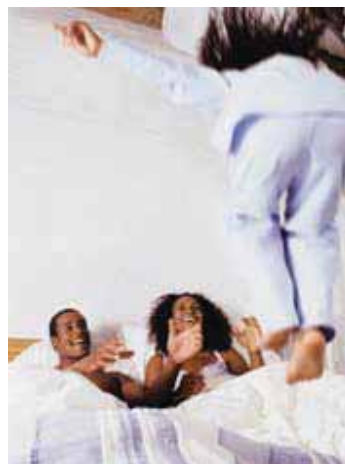
Building rich experiences / sense of belonging

The art is to imbue a genuine sense of community. It is the ability to turn public spaces into places which engage those who inhabit them, places through which people do not merely pass but which offer a rich experience and a sense of belonging.



Gated communities won't make new generation

The current crop of gated communities which offer a bailiwick against a transgressing world will not translate into a cogent growth housing model for Boomers. Developers are already leaking considerable numbers of the veteran generation to open multi family estates and smaller more intimate communities.



Tides keeping everyone at home

The window for a new home opens when the last child leaves the education system, somewhere between 45-60. A shrewd interpreter of Boomer Dreams has a large profit awaiting. If you miss this window you don't get a second shot with all tides thereafter keeping everyone at home... forever.

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9.30AM TO 4PM

TRENDS IN +50s HOUSING

(All housing sub-markets for +50s)

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Editor of www.seniorshousing.co.uk

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