



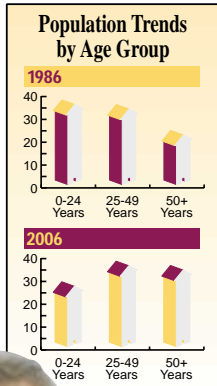
Adult Lifestyle Communities:

Your Turnkey To Profits

A new Opportunity...

The 50+ market is currently increasing exponentially as the leading edge of the "Baby Boomer" Generation crosses that magic 50+ threshold. The beneficial effects of this market are being felt in other sectors, as 50+ buyers are purchasing more than half of all high-end luxury automobiles, 80% of all high-end cruises and upward of 50% of all lawn care and garden products.

It's no wonder that adult lifestyle communities are undergoing explosive growth, with demand growing at a faster rate than any other type of housing. In some jurisdictions in North America, the last decade has seen growth of up to 2500% in the sale of adult lifestyle housing, despite a recent recession. A home builder who ignores this market is ignoring a golden opportunity.



The 50+ market will grow by about 40% in the next ten years, while other market segments will stagnate or shrink.

Today's purchasers of adult lifestyle residential units are active, sophisticated and prepared to spend what it takes to ensure a comfortable lifestyle.



“In some jurisdictions in North America, the last decade has seen growth of up to 2500% in the sale of adult lifestyle housing”

Developers can profit from the age wave

This market is expected to grow by over 40% between now and the year 2006. Concomitantly, the demand for high quality adult lifestyle housing will also increase. Most importantly, the nature of adult lifestyle communities will also change radically to reflect the new realities the "Baby Boomers" will bring to the table.

As the "Baby Boomers" begin to cross the threshold into maturity, adult lifestyle communities will expand their leisure appeal to encompass a wider variety of interests. We are beginning to see a lessening of interest in more sedentary leisure pursuits such as shuffleboard, horse shoes and line dancing in favor of specialized, leisure activities such as golf, tennis, watersports and other activities.

Many builders/developers still look upon the sale of retirement bungalows as a real estate transaction when, in fact, real estate has very little to do with the motivation to purchase a leisure home. The purchase of a home in a leisure community is all about lifestyle!



People are healthier and living longer. Mature people are more active than their counterparts of a decade ago.



“It's all about lifestyle”

Turn Gray into Gold



Highly visible, well designed signage will draw large quantities of prospective home buyers.



"Burma-Shave" signage program re-enforces the advantages of living in a given community

With the Market poised to grow in leaps and bounds, there is a real need for properly differentiated adult lifestyle product that meets the requirements of a diverse new group of active adults entering the realm of leisure living. Taylor/Rohrich Associates provides a full range of services to builders and developers wishing to profit from this market.

Market Research

It all starts with finding out what the market is looking for. We conduct quantitative and qualitative research on your behalf which includes the design of the questions and then submit a complete report with an executive analysis and highlights of the results. The research itself can be conducted in several formats, including mail-in questionnaires, focus groups and/or telephone surveys. The secret to successful marketing is in knowing what the market demands.

Site Plan Development

A parcel of raw land can be turned into a powerful profit center, provided it is used to its full potential. Taylor/Rohrich's architectural and planning associates are capable of

“Taylor/Rohrich's hands-on approach and tightly focused advertising campaign helped enable us to enjoy a nearly 100% increase in sales the first year they worked on our business.”

Steve Smith
Guarantee Properties

conceptualizing raw land into popular communities designed to promote their inherent positive attributes. A properly differentiated adult lifestyle community begins with a conceptually strong site plan, which forms the basis of everything else.

Product Development

Successful adult lifestyle communities are generally comprised of well-designed homes where residents enjoy single-level living. Well-designed, space efficient homes are not only more attractive to the end user, they can increase a builder's profit margin as prices charged far exceed value added. Additionally, as the market changes from an older to a younger adult, new product innovations will be needed. Taylor/Rohrich's architectural associates are an integral part of the overall marketing team.



A well-designed, economically constructed sales office will facilitate increased sales.



Community Amenities

The development of relevant and exciting community amenities is what makes the difference between a good adult lifestyle community and a great adult lifestyle community. Community amenities should be developed around a community's natural attributes to enhance the positioning. The information that is gleaned from the initial research will play a large role in what type of community amenities will be offered. Taylor/Rohrich's design associates know the right ingredients to make communities more attractive to buyers.

Marketing Planning

Once the community and the product are developed, an overall marketing plan will serve as the blueprint for a successful sell-through. A well-conceived marketing plan reduces the builder's advertising costs as fewer dollars will have to be allocated to media advertising. Taylor/Rohrich's marketing associates have an intimate knowledge of the motivational factors

that drive the various cohorts comprising the mature market. A Marketing Plan developed by Taylor/Rohrich is a powerful tool that helps shorten the time it takes to sell out a community.

Advertising

Very few communities are able to sell all their homes without advertising. A well-conceived, well-executed advertising campaign is an essential investment that will bring handsome returns. Taylor/Rohrich's award-winning advertising campaigns have consistently drawn more pre-qualified, pre-disposed buyers on-site than our client's competitors. Even in down markets there are buyers. The secret is

“Taylor/Rohrich's understanding of the market was invaluable to our launch of Foxboro Green. Without their input we may not have been able to generate over 50 reservation agreements in less than 60 days.”

Bob Barnhardt
Foxboro Green



Ask about our Builders' Turnkey Program™!

Taylor/Rohrich's unique Builders' Turnkey Program™ can turn raw land into net profits. The program is designed to provide builders and developers with market-ready adult lifestyle communities targeted to optimum demographics. It's a cost effective method of realizing the highest return on investment with a minimum of expense.

The Builders' Turnkey Program™ a unique service of Taylor/Rohrich Associates Inc.



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