



2018 NAHB International Builders' Show®

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55+ Housing Central

Explore the 55+ Housing Market

The 55+ market is still one of the fastest growing housing segments, and these consumers are continually redefining what the “retirement lifestyle” looks like. If you find yourself selling homes to older buyers, 55+ Housing Central is where you’ll discover current trends, identify what makes the boomer market different and refine your strategies to work with this growing number of potential buyers. There’s something for everyone who wants to succeed with their boomer clients at 55+ Housing Central.



1201 15th St NW, Washington, DC 20005

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