



JANUARY 9 - 11, 2018
ORLANDO, FL

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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.

What is going on at IBS 2018 related to 55+ Housing?

For details of these programs, click on the title. Use the Education & Event Search to see all programs in [55+ Housing Central](#), all education sessions in the [55+ Housing track](#) and all events and education at the Show related to [55+ Housing and Universal Design](#).

55+ Housing Central Schedule | West Concourse, Level 3, Room 307A

Tuesday, January 9

[55+ Coffee & Conversation](#)

7:30 AM - 8:30 AM

[Modular Applications for the Baby Boomer Generation](#)

8:00 AM - 8:30 AM

[Learn the Ins & Outs of Growing Your Business with Reverse Mortgages from a Builder Who’s Done It](#)

9:00 AM - 9:30 AM

The Time is Now: Strategies for Taking Advantage of the Unprecedented Opportunity in 55+ Housing

10:30 AM - 11:00 AM

The Must-See Universal Design & Aging-in-Place Products

1:00 PM - 1:30 PM

Love Connection SEO & SEM: A Match Made in Heaven

2:00 PM - 2:30 PM

Wednesday, January 10

55+ Networking Breakfast

7:30 AM - 8:00 AM

Leverage Social Media to Market to 55+ Consumers

8:00 AM - 8:30 AM

Changing Expectations: Top 10 Trends Driving 55+ New Home Sales

2:00 PM - 2:30 PM

How to Use Universal Design to Create the Ageless Home

2:45 PM - 3:15 PM

55+ Housing Cocktails

4:00 PM - 5:30 PM

Thursday, January 11

55+ Networking Breakfast

7:30 AM - 8:00 AM

Understand the Mindset of 55+ Home Buyers

8:00 AM - 8:30 AM

Design, Fit & Finish, and Color Trends: What 55+ Homebuyers Want!

10:00 AM - 10:30 AM

55+ Housing Central is produced by NAHB's 55+ Housing Council. The 55+ Housing Council serves the special needs of NAHB members involved in all aspects of 55+ housing, including design, development, finance, ownership, management, and sales and marketing.



1201 15th St NW, Washington, DC 20005

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