

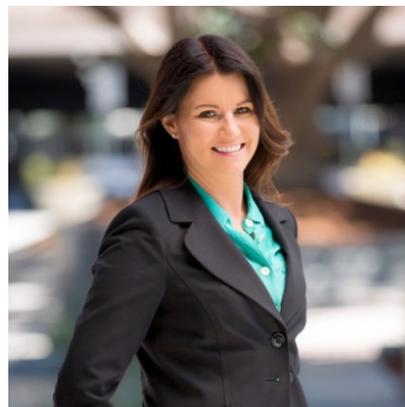


What You Missed

By Katja Martinez, President of SAGE

On April 29th the Council on SAGE hosted its first Webinar on **COVID-19 & 55+ Buyer Trends**.

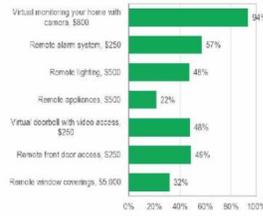
- Mollie Carmichael with Meyer's Research shared market trends that showed that rentership is down and ownership has been on the rise as the inventory remains low.



How has COVID-19 impacted the market?

- While rental communities have 90 days to forbearance on their loan to consumers, **consumers in general are holding out with uncertainty in the market**. As 95% of people have been staying and working from home, almost all home sales have gone virtual. As a result of the WFH model, "Home" has never been more important than today and the interest in housing remains elevated.
- The **demographics are still very favorable for 55+**, as over 40% of the population is over 55 and projections show that by 2050, more than 48% will be 55 and over. Southern California has a very high net worth due to high equity, however, we will start to see more people moving to Las Vegas and Phoenix unless we provide them with better choices to stay.
- Mollie pointed out the **top motivators to buy remain location, followed by good home design and varied lifestyle amenities**. The biggest change in homes design will be an expectation of integrated technology with the flexibility to personalize. Examples are virtual monitoring of your home, remote alarm system, remote lighting and virtual doorbell with video access.

Know what they expect and what they will pay for



Meyers metrostudy Builder

Image provided by Meyer's Research

News Update

The COVID-19 pandemic has dramatically altered our way of living. As a result, the council on SAGE would like to share an informative article in the April 2020 edition of "Senior Housing Business" magazine demonstrating the new demographic of housing opportunity for Active Adult housing with a "work-live-play" feel.

Most of us appreciate the convenience of shopping online versus traveling to one, two or three shopping malls on our precious weekends to locate all our needs. Frankly, wouldn't we rather be spending time with our family and friends? And we've been doing just that relishing in our newfound time off. Yet our malls have paid a steep price tag for the quest of our online experience as they have suffered for shopper traffic by the advent of technology. "When there is a problem, there is an opportunity" and Active Adult Developers are taking advantage of these opportunities.

With that being said, we are excited to pre-announce **Adrian Foley of Brookfield Residential** who will be speaking at our breakfast meeting in November on just this topic...enjoy this enlightening article, then come join us for a Council on SAGE breakfast!



Image of the Rosedale mall expansion - the apartments will include market-rate units and could also include senior or active-living units.

[Click HERE to read the full article.](#)

Looking Ahead

June 24th - Webinar

**Topic: Real Time Design Solutions
in Senior Living**

- Moderator: Marissa Feliciano, Business Development Manager, HPI Architecture
- Speaker: Stephanie Lucero, Director - Senior Living, HPI Architecture
- Speaker: HRI – Melissa Auten, Director Of Business Development, HRI Design



FRONT ROW LIVE Webinar Series | Wednesday, June 24, 9:30AM

REAL TIME DESIGN SOLUTIONS IN Senior Living

PANELISTS

STEPHANIE LUCERO
Director - Senior Living
HPI Architecture

MELISSA AUTEN
Director Of Business Development
HRI Design

MODERATOR

MARISSA FELICIANO
Business Development
HPI Architecture

BIASC Council on SAGE

Tune in to hear senior living design experts discuss and share how design may create new solutions to improve the quality of life for residents and uphold best practices within existing and in future communities. This will be a forward-looking and inspirational exploration of design in the existing and post COVID-19 environment.

[Register to Attend](#)

July 29th – Happy Hour

Venue to be announced soon!

BUILDING INDUSTRY ASSOCIATION OF
SOUTHERN CALIFORNIA
PHONE: (949) 777-3859
EMAIL: kwillette@biasc.org

© 2020 Building Industry Association of Southern California.
All Rights Reserved. Visit biasc.org today.

