



SAGE TALKS

Introducing our First Edition of SAGE Talks, a new and added resource for Council on SAGE members and friends. The industry's "must read" for builders and associates staying informed of national trends, critical market shifts, local news and more. Want to know more about the nation's largest and most active chapter?

Raise Your #AQIQ Here

In Case You Missed It

~2018 SAGE Awards

The Council on SAGE honored the best in the West at its 24th Annual SAGE Awards in late November. Celebrating 24 years of *Shaping Advancements in Generational Environments* (SAGE), these annual awards honor the innovative professionals, projects and programs that have contributed to the enhancement of life for California residents age 55+.

[Click to View All Honorees](#)



What's News?

~by Megan Eltringham of The New Home Company

The opening of Agave at La Floresta in Brea provided a wide array of successes and specific opportunities for improvement by The New Home Company. The introduction of a "new" product and architectural style – single-story, elevator served flats - required an increased amount of time to educate the buyer. The additional HOA was also an unexpected



and oftentimes challenging concern for buyers on fixed incomes. This additional HOA was positioned as part of the larger – TOP TO BOTTOM – turnkey living experience that allowed the aging buyer pool to see key benefits, such as safety through elevator access, no landscaping or exterior building maintenance, and easier single-story living environments. From a marketing perspective, one clear takeaway was the concept of “Bringing Your Loved Ones Closer.” The New Home Company found that the best marketing tactic was the idea of close relationships and the support offered to elder buyers living closer to their children and grandchildren. Most buyers at Agave had family in the immediate area, and saw Agave as a way to maintain independent living, while moving closer to the ones they love.

[Visit Agave at La Floresta Today](#)



A Look Ahead

~20/20 Views for Today's 55+

Join industry peers sharpening their knowledge of the latest housing trends in 55+. Kickoff the year on January 24, 2019, with Meyers Research's Principal Mollie Carmichael and architectural program will share the top 20 products that consumers viewed in Southern California (and why). They'll also identify the top 20 new product or amenity solutions that builders and developers should be focused on for 2019. We'll look at industry and non-industry trends that must be considered for your future floor plan designs, amenities, interior and exterior designs, and better space for a more current lifestyle today and in the future.

[Click to Sign-up Today](#)



Mollie Carmichael - Principal of Meyers Research

STAY UP TO DATE

- Friday, March 1, 2019 - Think Tank Workshop
- Thursday, March 21, 2019 - 55+ Apartments
- Wednesday, April 17, 2019 - Private Community Tour of Altis by Pardee

**We Proudly Acknowledge Our
First Edition Underwriters**

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