



SAGE TALKS

Stay sharp with a competitive edge through 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

~March 1 Think Tank by Katja Martinez,
President of Council on SAGE

The Council on Sage held its 4th Think Tank event at the BSH showroom in Irvine, CA. Strategies and Solutions' Gina Nixon shared insights on "What Moves You," and provided key market trends. Janet Kemmerer, VP of Corporate Marketing at William Lyon Homes, presented the top 10 "Must-Haves" within its new 55+ Communities, developed under the "Ovation" brand. Robin Craig, Senior Vice President of Sales and Marketing at Avenida Partners, shared her experiences with the rental communities, and highlighted key lifestyle components within their communities, whereas, Mollie Carmichael with Meyers Research engaged the audience to develop possible solutions for future communities and how to respond to some of the Game Changers that we are facing today.



What's News?

~by Diana Maldonado, Lennar

Irvine's only age-qualified, masterplanned,

gated community designed for individuals aged 55 and better offers new homes with no Mello Roos and a low tax-rate. Travata offers three communities: Aldea, Castillo, and Palencia. Homes per plan showcase single-level living, open-concepts, gourmet kitchens, bonus rooms, offices and more. All homes showcase Lennar's **Everything's Included®** program, which offers a high level of upgraded appointments as standard, such as stainless steel appliances, beautiful soft-close cabinetry, exquisite countertops, floor plan design details and more. Plans vary from approx. 1,281 – 2,567 sq. ft. with 1-3 bedrooms and 1-3.5 bathrooms with pricing from the mid \$600,000s to the mid \$900,000s.

[Visit Travata Today](#)



A Look Ahead

~March 21 Renter Nation

Two Big Developers. One Rental Market Boom. Hear from Alliance Residential's Dale Boyles and Related California's Steve Wraight AIA on their increasing number of projects in development to meet an all-time high in 55+ rental housing. Ask questions and learn how the pros are addressing changing preferences in the active adult market, what's driving a \$1 billion investment in rental housing and much more.

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Steve Wraight - Related California

STAY UP TO DATE

- Thursday, March 21, 2019 - Renter Nation
- Wednesday, April 17, 2019 - Private Community Tour of Altis by Pardee
- Friday, May 10, 2019 - Pardee Builder Panel

**We Proudly Acknowledge Our
Second Edition Underwriters**



