



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?

Announcing Our New Mobile Alerts Campaign.

Get the latest text updates direct to your smartphone on "can't miss" events, member benefits and more that will give you an edge, and keep you sharp in the 55+ housing market.

You Make The Call! Simply TEXT 797979 with code "SAGE" to sign-up today!

In Case You Missed It

~March 21st "Renter's Nation" by Katja Martinez, President of Council on SAGE

On March 21st, the Council on SAGE featured "Renters Nation," a program with a key focus on today's rental market.

Steve Wraight, Director of Planning and Architecture with Related California, provided a detailed presentation on "why" people prefer to rent. He also explained how we can successfully design "within the box" of current regulations, while addressing the specific needs within this market segment. Dayle Boyles, Managing Director Senior Housing with Alliance Residential, shared "lessons learned" on how to create a specific lifestyle that is tailored to the 55+ rental market. He also explained what's driving an increasing number of renters, and how important it is to understand the motivation that drives people to make this important decision.



What's News?

~by Katy Biggerstaff, NewGround Public Relations Marketing

Pardee Homes Inland Empire is redefining 55+ community living with Altis in Beaumont. Pardee's first 55+ development was conceptualized based on parent company TRI Pointe Group's 'Life360' platform with a focus on lifestyle offerings, vibrant locations, and expressive home and amenity designs that are carefully optimized for baby boomer living. Pardee's goal for Altis was to use local data, and offer a more boutique and curated approach to differentiate and deliver what its local buyers want, such as fresh, modern designs; energy-efficient features; open, personalized floor plans; and thoughtfully designed, consumer-centric amenities. One of Pardee's successful take-charge approaches has been building a positive customer experience and emphasizing the social lifestyle, before there were owners or a community. Weekly events take place at The VuePoint, Altis' 16,000-square-foot residents club.

[Visit Altis today](#)

A Look Ahead

~May 10th "The Where, When and Why of Modern Boomer Housing"

Hear from three industry experts: Linda Mamet of TRI Pointe Group, Lyndsay Fuller of Pardee Homes and Matt Sauls of Pardee Homes, as they lead an interactive discussion, and reveal case studies on where 55+ development opportunities are, when boomers will make their move, and why now for these homebuilding visionaries from a local and national view.

[Click to Sign-up Today](#)



Linda Mamet - TRI Pointe Group

STAY UP TO DATE

- Thursday, June 13, 2019 - After Hours Mixer
- Thursday, August 15, 2019 - Webinar

**We Proudly Acknowledge Our
Third Edition Underwriters**

R.D. OLSON
CONSTRUCTION

 **BOSCH**
Thermador 
GAGGENAU

