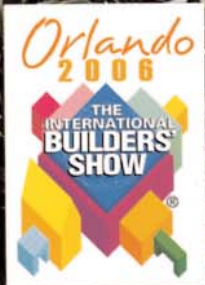
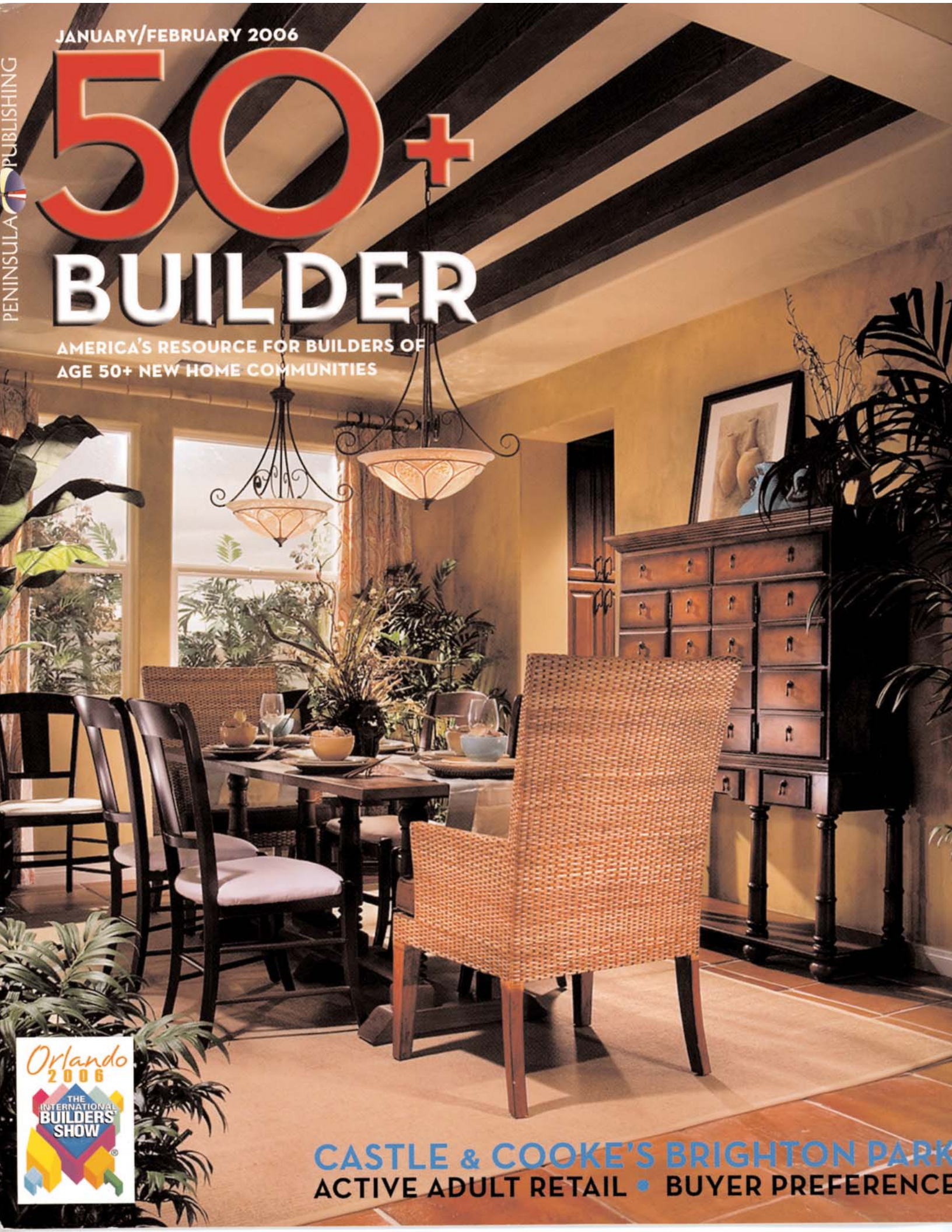


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PENINSULA PUBLISHING

# 50+ BUILDER

AMERICA'S RESOURCE FOR BUILDERS OF  
AGE 50+ NEW HOME COMMUNITIES



**CASTLE & COOKE'S BRIGHTON PARK**  
**ACTIVE ADULT RETAIL • BUYER PREFERENCE**

## DESIGN FOR THE 50+ BUYER



explorer



naturalist



purist



director

# CREATING A BUYER'S LIFESPACE BRINGS THEIR DREAMS FULL-CIRCLE

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**P**icture your perfect room. What have you always wanted, needed, or simply dreamed of having in your very own space? Anything you want will be there — because this is your LifeSpace. It is not only relaxing, it also empowers you because everything you need is right there.

Mature buyers have long lists of wants, needs and expectations. Once builders recognize this notion, the principles of LifeSpace can easily be translated to the 50+ market, making their house not only a living space, but also a home that reflects their own preferences.

### Deciphering buyers' expectations

The Colorado-based Concept360 personal design and planning company has made this a feasible reality. In helping buyers build new homes, designers at Concept360 doesn't just ask what they want in terms of designs, we first ask who they are. In order to meet

the mature buyer's expectations, the whole process must point to a custom fit. Each buyer will not only have different wants and needs in their space, but will also approach the building experience in their own way.

Using LifeSpace, buyers will first take a personality quiz similar to the Meyers-Briggs test. This unique and detailed 20-question quiz helps uncover the buyer's LifeTraits, or dominant personality characteristics, based on four different categories: Purist, Explorer, Director, and Naturalist. All of us have been told, "You've broken the code, you've figured it out," and it's really exciting to know that the company's approach can quickly help people.

### Processing the personalities

Once the quiz results are known, the findings go into a database and guide the design and building process, all of which can be

accessed by sales personnel, superintendents and designers. Based on the profile, the builder then knows what floor plans, fixtures, lighting, colors, materials and textures to suggest to the buyer and what to avoid.

With this detailed profile of the homebuyer, the builder now has an idea of whether to approach the project room-by-room — catering to all the details of the house — or paint the whole house one color and move on.

### **Tailoring the results to customer service**

Knowing a buyer's LifeTraits Quiz results will also improve customer service. The Director wants to see possible options quickly because Directors have their own vision. The Purist will want to stay focused on one or two options, always keeping the ultimate goal in sight. The Naturalist will appreciate walkways and gardens because those are important spaces to their outdoor spirit, and the Explorer's boundless mind will roam with all the options.

### **Focusing on goals**

Buyers are also able to share their dreams for their new home as they take the LifeTraits Quiz, and then fill out the dream and goal worksheets in the Concept phase of LifeSpace. Here's where they forget all limits and put down even what they think might be unrealistic. Generally, if you talk about reality before you talk about what is important, you won't be satisfied. The financial reality appears at the end of the Concept phase when buyers fill out their budget worksheet.

Narrowing down homebuyers' dreams and ideas is the next step, and part of the Choice phase of LifeSpace. This is where buyers discuss the actual selections that are within the project's budget. This stage of the building process has been implemented by Village Homes of Colorado in their design center, where vignettes and pallets have been selected using the LifeSpace process and quiz.

### **Tying together the results**

The last phase of the LifeSpace system is Go, the actual implementation of the Concept and Choice stages. In this portion of the process the buyer sees the final result of the entire project — their LifeSpace home being completed. Changes are no longer possible, as the careful work of building a home is done.

Here's where all the dreams and ideas, the colors, textures and lights all come to life in a home that reflects the homebuyer's personality. Concept360 has redefined what it means to make a space genuinely your own; it's full circle approach begins and ends with the buyer. Essentially, the LifeSpace process takes much of the

stress out of building a home. Needs are identified and consolidated to create a comfortable process that is as rewarding as the buyer's finished dream come true.

### **The Sandwich Generation®**

Many recent 50+ buyers are Baby Boomers, often referred to as the Sandwich Generation, which means they have responsibilities for both their aging parents who need care and/or help and their own children. They therefore seek homes to meet their parent's needs and homes that comfort themselves. Aging is the most constant force at work in these situations. The future of staying at home — or aging in place — is shaped by the homes we build today and how they will accommodate the changing needs of future homebuyers.

Boomers are the largest group of caregivers ever raised. They bring deep expectations and resources to secure a quality lifestyle. They are informed customers capable and willing to pay for what they need. They stand to inherit more wealth than any previous generation — an estimated \$40 trillion, the equivalent of \$100,000 for every citizen.

Most of these buyers plan from best intentions rather than honest long-term needs. As professionals, we see beyond today and know that a ranch-style home would be a better choice for an Active Adult than a two-story. We know that zero thresholds and level grades are not a high cost to design or build. So what can we do — isn't the homeowner always right? How then do we serve the uninformed or in-denial homebuyer?

### **Identifying future needs**

First we expand our level of expertise. The LifeTraits Quiz tackles the difficult task of identifying the needs of Active Adults and/or their caregivers, which accelerates the building process. Understanding the individual increases efficiency and therefore profitability. Using personality as the touchstone to create designs and personalize amenities can enhance the communication of individual preferences.

Interactive worksheets and assessments define personality types, likes and dislikes, goals, budgets and safety needs. By forming a pathway of steps, we connect with the buyer at the beginning of the sales process before design selections are made. Data gathered will reveal effective marketing, tighten selections and reveal the market for future developments.

The LifeTraits Quiz creates symbols and colors that help the buyer distinguish choices and make decisions more quickly with increased confidence. These materials personalize buyer selections. When we know our buyers more completely, we find solutions that appeal to them, while also creating universal possibilities. **50+**

**“The future of staying at home — or aging in place — is shaped by the homes we build today and how they will accommodate the changing needs of future homebuyers.”**

## **THE BOTTOM LINE**

In order to meet mature buyers' expectations, the whole process must point to a custom fit. Buyers will not only have different wants and needs in their space, but will also approach the building experience in their own way.