



# A condo in Boca? Shuffleboard and bingo? Not for Boomers, thank you very much.



**CAROLE FELTON**

That largest and most influential population, the Baby Boomer Generation, is once again exerting its gravitational pull on the American socio-cultural landscape. Now in a state of housing flux, the 400-pound gorilla of a demographic has its sights set on the housing market, redefining the expectations and priorities of mature homebuyers, and changing the face of residential development.

The 55+ age group is one of the most active, involved, productive and socially conscious of any demographic today. They may be approaching retirement age, but retiring is often the last thing on their minds. They are commonly referred to as “Baby Boomers”, “Active Adults” and sometimes as the “Sandwich Generation”- implying that in the family unit, they are the people who have responsibility for their children while managing care for their elderly parents.

I have spent many years researching and then applying the knowledge and insight I’ve gained to the marketing programs I develop and brand for my clients. In addition to my focus on residential development, new construction and home builders, I work with a variety of industries, organizations and projects that typically will depend upon the 55+ demographic. These industries cross sectors and economic factors, and vary in content (services, products, programs). However, even in economically-stressed circumstances, there are commonalities that exist – and have implications for marketers seeking to gain the purchasing support and product or brand loyalty of this group (i.e. marketing to “grandparents” to buy or use products or suggest lifestyle amenities for their grandchildren).

In this column, I will be referring to this demographic with a much more positive approach; using a term I coined, the “Go To Generation”. The articles will focus on the “Go To’s”... the linchpins in our families, companies, organizations and

communities. These individuals are the “Go To” people that everyone seeks out for help, guidance, direction, decision-making input and final opinions before making serious purchases (especially female Go To’s who are parents and grandparents).

The people who comprise the “Go To’s” are as likely to be on the baseball field pitching as they are to be in the stands cheering. If they lack the physical dexterity they once had, they more than compensate for it in their positive energy force that is not only inspiring, but contagious. Their words of wisdom are driven by the belief behind their words, and they invite nuance as long as it does not entail intensive technological re-training.

As the nation’s largest group of consumers, their preferences have consequences. Markets and products evolve and adjust to the “Go To’s” appetites, with housing requirements being no different. Fundamentally, what they want is quite simple; they don’t want to change their lifestyle, they want to enhance it.

Over the next several months, I look forward to discussing ways they can do just that! The column will showcase Lifestyle features of the finest local 55 plus communities. I’ll be talking to local developers about what is on the horizon for future developments, discussing trends in “Rightsizing”, organization, space planning, finance and estate issues...a host of topics of interest to boomers as well as other age groups!

If there are topics you, our readers, would like to see me cover, certainly contact us at [Info@DistinctiveHomesMagazine.com](mailto:Info@DistinctiveHomesMagazine.com) with your suggestions!

I’m looking forward to getting started with our next issue!

*Carole*

*Carole Felton, MBA, is President of Carole Felton Communications, now celebrating its 23rd year as a multi-award winning marketing firm offering strategic marketing, public relations and management consultation, focusing on community/demographic-based marketing. Real Estate public relations, communications and marketing is the firm’s specialty.*

*Clients and projects range in scope and magnitude from start-up companies to multi-million dollar residential and commercial ventures and include The Pohlig Organization, Historic Landmarks for Living, Scannapieco Development Corporation Prudential Fox & Roach, Dranoff Properties, The DePaul Group, Judd Builders/Developers, and Willkie Lexus.*

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