

NAHB 55+ Housing Industry Council



55+ Housing
Industry Council

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nahb.org/why55plus

Right Photo:
Traditions of America
Sewickley Ridge
Sewickley, Pa.
Mike Mihalo Protography

Left Photo:
Meadow Ranch
Coeur d'Alene, Idaho
Active West Builders
Insight Photography



Northwoods at Blanco
Vista- Pomona Model
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- National Association of Home Builders
- [Houzz.com/55plus](https://houzz.com/55plus)

About the NAHB 55+ Housing Industry Council

The 55+ Housing Industry Council serves builders and industry professionals who work in the strongest growth segment of today's housing market, meeting the needs of aging, but vibrant boomers.

As the only national organization that focuses on the needs of 55+ residential builders and their clients, we understand the sector. Our members produce housing that will be in high demand now and throughout the next decade.

“ Since joining the **55+ Housing Council**, the benefits to me and my company have been immeasurable. **The professional relationships** I have established there have been instrumental in the **success of my company**, as have the **55+ Housing Awards** that have positioned my company as a leading lifestyle developer in the Northeast. ”

Ron Bonvie

President, Bonvie Construction Corp.

4 Reasons To Focus On This Large and Growing Market

1. Every day, the U.S. 55+ population is growing by 10,000 people – a trend that will continue for at least the next 10 years.
2. More than 75 percent of the country's wealth is controlled by people aged 55 and older. Baby boomers will be benefactors of the largest “inheritance wave” in world history, estimated at more than \$30 trillion.
3. Savvier and healthier, today's seniors are willing to spend more on housing that mirrors their active, independent lifestyles.
4. One-fifth of all new home buyers in the U.S. are aged 55+, the highest homeownership rates of any age group.

Willow Valley North Coffee Lounge
Library, Lancaster, Pa.
Willow Valley Living/CCS
Nathan Cox Photography



55+ Knowledge

The council brings builders, developers, lenders, architects, and designers together twice a year, coinciding with NAHB's Board Meetings.

During those two meetings, the council's Board of Trustees and committees meet to facilitate discussion about member activities, priorities, and concerns. Members also can benefit from in-person and online courses offered by NAHB Education.

Information Sharing

Learn what's happening in the industry by reading the 55+ Housing Online Magazine, the council's quarterly publication dedicated to the active adult and service-enriched markets. The bi-monthly 55+ Housing eSource newsletter provides up-to-the-minute information on legislation and regulation affecting the 55+ sector, as well as information on the greater housing economy.

“*Being an active member of NAHB's 55+ Housing Industry Council has been valuable for our company and for me personally. **The council provides incredible resources and best-in-the-industry networking.** We've worked with experienced professionals and gained business from our involvement. We are proud to be members.*”

Betsy Sheppard

President, Gilbert & Sheppard Group, LLC

The 55+ Central

At the NAHB International Builders' Show® (IBS), attendees can opt to participate in a full program of educational sessions by 55+ industry leaders and experts, as well as community tours. At the 55+ Central headquarters, there are interactive workshops in an informal, collaborative environment in addition to curated information on exhibits in the Central and on the show floor.

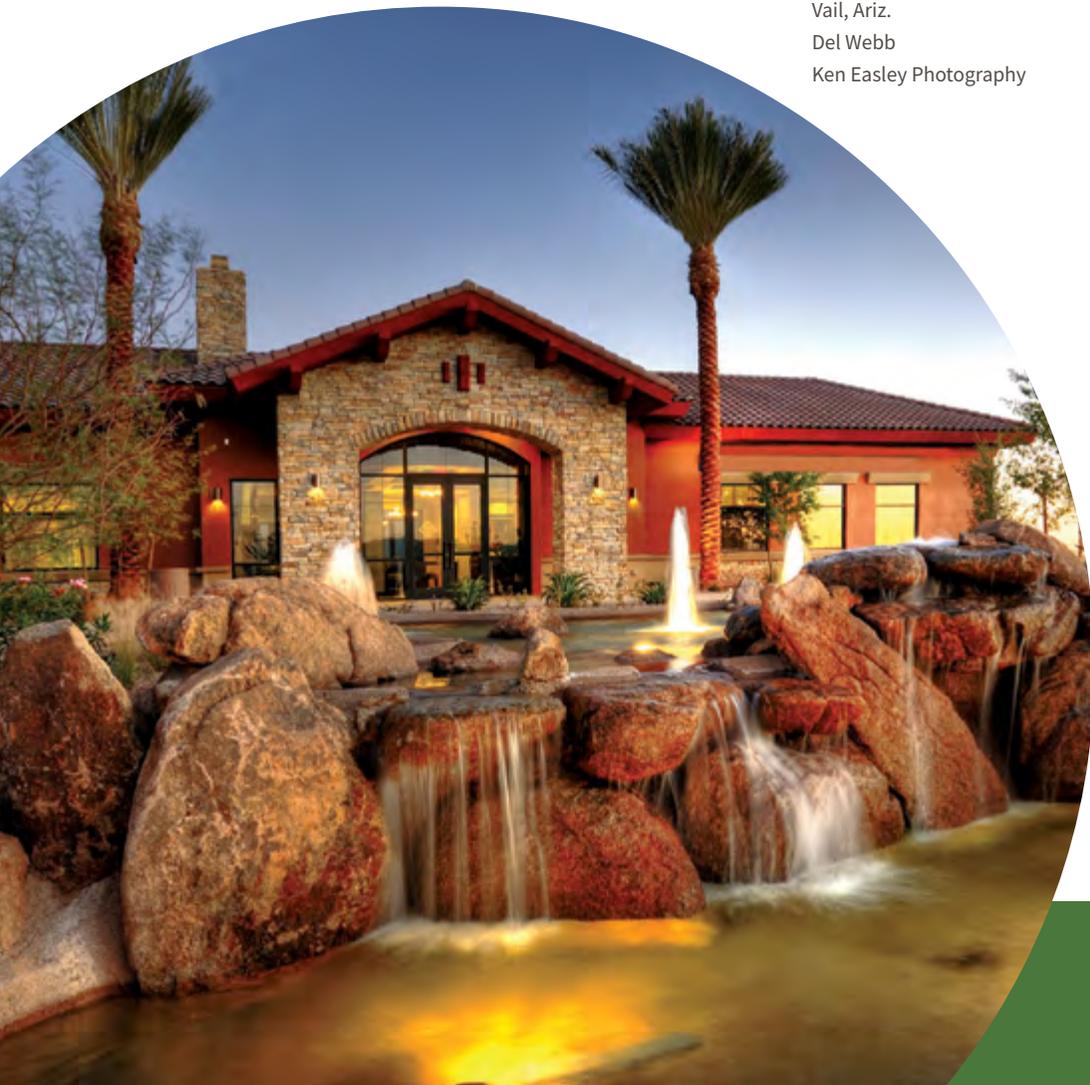
Renaissance Luxury Living
at Sun Lakes
Sun Lakes, Ariz.
Robson Communities
Mark Boisclair Photography



Third-Party Recognition

NAHB's 55+ Housing Industry Council offers the only national awards program honoring excellence in building, design, lifestyle, and marketing of housing that appeals to boomers and beyond. Winners receive national recognition in consumer-focused and business-to-business publications.

Del Webb at Rancho Del Lago
Vail, Ariz.
Del Webb
Ken Easley Photography



Save Money

Council members receive substantial discounts on all education programs, The Best of 55+ Housing Awards entry fees, 55+ housing events, and much more! Council members also have access to research data and economic analysis at reduced rates.

“ I have been involved with NAHB's 55+ Housing Industry Council for **more than 20 years** and have met and become friends with the best and brightest in the industry. And as an architect, I am happy to say that many of those friends have also become my clients, and together we have created **dozens of successful award-winning 55+ communities** around the country. ”

Manny Gonzalez

FAIA, LEED AP, Principal,
KTGY Architecture + Planning

Robson Ranch Texas -
Freedom Villa Model
Denton, Texas
Robson Communities
Aron Photography, LLC



Learn more about 55+ Housing Industry Council membership options and join at

nahb.org/why55plus