

**CERTIFIED ACTIVE ADULT SPECIALIST IN HOUSING (CAASH)
NAHB PROFESSIONAL DESIGNATION PROGRAM COURSE**



Affiliated With



Marketing to the Active Adult



CBRA - America's Most Student Friendly Education Provider

Tuesday, September 21, 2010

Community Builders & Remodelers Association of NJ

9 Whippany Road, Suite B2-3, Whippany, NJ 07981

9am – 5pm (light breakfast, lunch and snacks provided)

Course Description:

The motivations, challenges, and expectations of active adult consumers are much different than those of first-time and move-up homebuyers. Marketing to those 55 or better requires a skilled approach that addresses their generational identities, needs, wants and aspirations. This course will give housing professionals a greater understanding of marketing strategies to help move active adults toward purchase. **Note: Special emphasis is placed on Internet marketing strategies that are effective in reaching and motivating active adults. The course is open to anyone interested in understanding the benefits of social networking strategies to connect with prospects and clients.**

By completing this course, participants will be able to:

- Identify group characteristics unique to active adults that impact their housing decisions
- Describe the process and importance of developing strategies and plans for marketing housing to active adults
- Assess and select components of a comprehensive Internet strategy and describe how to integrate online and offline marketing
- Describe the components of the visitor experience that reinforce the advertising and sales message

Continuing Education Credits: CAPS, CGA, CGB, CGR, GMB, CSP, Master CSP, CMP, MIRM

Instructor – Jane Marie O'Connor, CAASH, MIRM, CAPS, CMP

Jane is recognized internationally as an expert in 50+ housing. She works worldwide with developers, home builders, retirement communities and real estate companies focusing on the 50+ niche market. She provides marketing and sales strategies as well as the professional experience to bring success to those she serves. She is a frequent speaker at industry events, sales trainer, lead author for CAASH-*Selling to the Active Adult* and provided expert content for this *Marketing to the Active Adult* course. www.55PlusMarketing.com jane@55PlusMarketing.com



Special Note: Currently, Jane is one of only two approved instructors for this course. More instructors are needed to bring this brand new and very timely course to industry professionals nationwide. Anyone interested in applying for instructor status to teach this course is required to take this course. This is a fantastic opportunity for interested 50+ Housing Council members who are traveling to NYC for NAHB's Fall Board of Directors meeting. The Fall Boards begin on September 22. CBRA in Whippany is under an hour's drive from New York City.

Save the date... Space is limited to only 25 students for this course. Register today!

Name: _____ Company: _____
Address _____ City, State, Zip _____
Phone: _____ Email _____

Marketing to the Active Adult Course Fees: ___\$220 NAHB/CBRA Members ___\$275 Non Members

___ Check Enclosed (Payable to Community Builders & Remodelers Association of NJ or CBRA)

___ Credit Card Number: Mastercard or Visa # _____ ExpDate _____

Name on Card _____ Address _____ City _____ State _____ Zip _____



Return completed form & payment to: Community Builders & Remodelers Association of NJ, 9 Whippany Road, Suite B2-3, Whippany, NJ 07981 Ph: 973-887-2888 Fax: 973-887-2926 Email: sharorb@cbanj.org. Cancellation Policy: 48 Hours notice of cancellation for full refund. \$25 Cancellation fee for no-shows.