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Upgrading housing sales: How selections can spark sales

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Faced with continual challenges from the market, builders and developers are looking for new ideas to drive sales. An upcoming lunch event will address how some underused sales/marketing tools can fuel for sales with 50+ buyers: options and upgrades.

The lunch event kicks off the 2008 programming year for the 50+ New England Housing Council, a trade association supporting builders and developers involved in age-targeted or age-qualified housing. The May 1 event will be hosted by one of the area's foremost developers, Northland Residential, at The Village at Seven Springs in Burlington.

"A recent Better Homes & Garden study proved what successful developers like Northland have known for some time: homebuyers want character and charm," said Dave Fulton, Chairperson of the 50+ New England Housing Council. "Tailoring options and upgrades to the 50+ buyers means empowering them to create a home that reflects their character. It's one of the best ways for a builder to fuel sales today."

A panel of Northland Residential representatives - Jack Dawley, president and COO, Susan DiLorenzo, design center director - will be joined by Mark Haddad of Haddad Hakkanson. They will lead industry pros from around the region through a program focused on options and upgrades. Attendees will hear:

- *Why they must listen to the market and move away from "cookie cutter" product
- *How on-site Design Centers are fueling sales for Northland
- *What the most popular upgrades are for 50+ buyers
- *What their selections team can learn from retailers
- *Design trends for the 50+ homebuyer - what's next?

"The market is dictating that builders move to semi-custom building" said Elaine Leonard, Northland's vice president, director of Sales & Marketing. "Northland is enthusiastic about the opportunity to share what we have learned through our well-received Signature Home brand and our new initiative, 'Built Better, Built Northland Residential Green.'"

The lunch, to be held at the Seven Springs clubhouse, begins with registration, networking and a buffet at 11 a.m. on Thursday, May 1st. Following the presentation, attendees will have a chance to tour two of Northland's Design Centers and communities. To find out more or register to attend, please email info@50plusne.com or call 617-773-1300.

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