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BABY BOOMER BUYERS *Appealing to a Generation in Transition*

ST. LOUIS, MO (June 6, 2011) – Whether it’s retirement calling or downsized living that’s appealing, today’s 80 million Baby Boomers are on the move. Many homeowners aged 55 and up are interested in moving, which will account for a sizeable chunk of home purchases this year, according to the National Association of Home Builders. Today’s smart sellers are paying attention to the ways in which they can attract these buyers.

“This generation is looking towards the next chapter of their lives,” said Jim Dohr, president of Coldwell Banker Gundaker. “Sellers should maximize the aspects of their homes that appeal to Baby Boomers’ shifting priorities and needs.”

- **Preparing for the future.** With retirement right around the corner, Baby Boomers are taking into consideration factors like changing incomes and increased leisure time. Work with your Realtor to figure out which of your home’s features may appeal to these transitioning lifestyle traits. For example, you can play up the entertaining attributes your community offers to capture the attention of Baby Boomer buyers.
- **Aging in place.** Home designs that help empty nesters age within their homes gracefully can be very attractive to buyers. Such elements that provide an enhanced level of safety include: slip-resistant surfaces, extra-wide doorways, grab bars in the shower, and adjustable shelves for easy access. Also, many Baby Boomers desire a single-story home due to the conveniences that it can offer, including a decreased amount of strain on joints.
- **Less upkeep, more fun.** If your home requires little to no exterior maintenance, a Baby Boomer buyer may be the right fit for you. Limited landscaping and community snow removal may greatly appeal to those who prefer to spend more of their time having fun.

Coldwell Banker Gundaker, the leading residential real estate brokerage company in St. Louis, operates 23 offices with nearly 2,000 sales associates serving metropolitan St. Louis and east-central Missouri. Coldwell Banker Gundaker is part of NRT LLC, the nation’s largest residential real estate brokerage company. NRT, a subsidiary of Realogy Corporation, operates Realogy’s company-owned real estate brokerage offices. For more information, please visit www.cb Gundaker.com.

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