

Real Estate *Matters*



The **BROKER
CORNER**
with
Jeff Hollansworth
RE/MAX
of Hot Springs Village

Boomers Speak Out

Better Homes & Gardens recently released the findings of a national survey of Baby Boomers (ages 49-67) revealing this influential generation's feelings of optimism about living an independent, active lifestyle. The survey indicates that 57% of Boomers plan to move out of their current home and 70 percent believe the house they retire in will be the best home in which they have ever lived.

"There are approximately 77 million Boomers in the U.S.," said Hollansworth and it's encouraging that over half plan to move to a home and location that suits their preferred lifestyle and interests. Baby Boomers are known for being a hardworking, trailblazing generation. As they have done with every other major life event, they are marching head-on into retirement with big plans and no desire to change pace."

On the selling side, 31% of Boomers are more likely to want to sell their home now than they were five years ago, showing a renewed confidence in the real estate market. When asked which type of community Baby Boomers would

most likely move to, 39 percent opted for a rural community, such as a farm or small town. Next in line was the traditional retirement community such as a 55+ exclusive neighborhood (27 percent), followed by an urban community such as a metropolitan city (26 percent).

Historically, retirement was almost automatic at the milestone age of 65. Many Boomers, however, have a different plan in mind, since 28% of those surveyed who are not yet retired, plan never to retire. In fact, 46% of Boomers who plan to retire still anticipate working part-time.

Many Boomers have planted roots in their communities and want to remain in a familiar place. In fact, of those surveyed who are not already retired, 72% plan to retire in the same state in which they currently live. "This statistic gives urgency to how RE/MAX of HSV markets the Village," remarked Hollansworth. "We intend to spend considerable resources convincing these Boomers that Hot Springs Village has the life-style they're looking for and delivering that message in a creative manner."