

# Downsizing with Integrity

How to make the transition from a house to a senior community residence.

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**2016 INTERNATIONAL  
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# IT'S TIME TO MAKE A PLAN

The most stressful time in your life is death, divorce & moving.

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## 3 Important - Yet Hard Questions to Ask

1. Where are you moving?
2. When are you moving?
3. Who will help you?



# STEP BY STEP

- STEP 1 Are you ready to deal with your stuff?
- STEP 2 It's time to make a timeline with deadlines
- STEP 3 Who is going to help?
- STEP 4 What is going with you?
- STEP 5 Letting Go
- STEP 6 Why is your Realtor your new best friend?
- STEP 7 Where does all the stuff go?

# THE FOOD CHAIN

Auctions Today vs. Auctions Yesterday

High End Estate Sales

Everyday Estate Sales

Antique Dealers

Ebay Dealers

Consignment /Garage Sale Dealers

Recycling Locations

Trash

# AM I A HOARDER OR JUST A COMPULSIVE SAVER

- Let's identify the current population and how to communicate with them.



# BABY BOOMERS & MORE

## MATURE GENERATION

Born Before 1946 (Age 73+)



Build trust; face-to-face; written; more formal; relationship-based business.

# BABY BOOMERS & MORE

## BABY BOOMERS

Born 1946-1964 (Age 55-73)



Speak in an open direct style; answer questions directly and expect to be pressed for details.

# BABY BOOMERS & MORE

## BABY BOOMERS

- Born between 1946-1964; did not experience the same difficulties as their parents
- Were influenced by the civil rights movement, women's liberation, the space program, the Cold War, and the Vietnam War.
- They are known to place a high value on youth, health, personal gratification & material wealth
- Baby boomers are optimistic and believe their generation changed the world. Personal values, respect and success.



# BABY BOOMERS & MORE

## GENERATION X

Born 1965-1979 (Age 34-40)



Learn their language;  
use e-mail; use short  
sound bytes; get  
information to them  
immediately and often.

# BABY BOOMERS & MORE

## GENERATION X

- Born between 1965-1980; tend to be nontraditional, interested in new concepts and products and have a global mindset.
- Called the “misunderstood” generation
  - Often thought to be lazy, selfish and “don’t want to get involved.”
  - “What’s in it for me?” and want active participation as problems solvers.
  - Key motivator is an enjoyable experience.

# BABY BOOMERS & MORE

## GENERATION Y

Born 1980-1994 (Age 25-39)



Paint visual pictures;  
use e-mail and  
voicemail as primary  
communication tools;  
constantly seek their  
feedback

# BABY BOOMERS & MORE GENERATION Y

- Born between 1980-1994; have no recollection of the Reagan era, do not remember the Cold War, and have known only one Germany. Their world has always had AIDS, answering machines, microwaves, videocassette recorders.
- This generation includes more than 81 million people, approximately 30%, of the current population – and are greater in number than the Baby Boomer generation.
- These “Nexters” will enter the workforce in large numbers as the Baby Boomers did, and they will influence changes in the work environment, just as the Baby Boomers did in the past.

# MATURE GENERATION

AGE 73+



1957 Jaguar

# MATURE GENERATION

AGE 73+



# BABY BOOMER

Born 1946-1964 (Age 55-73)



1946 Plymouth Deluxe

# BABY BOOMER

Born 1946-1964 (Age 55-73)





# GENERATION X

Born 1965-1979 (Age 34-40)



1965 Ford Mustang

# GENERATION X

Born 1965-1979 (Age 34-40)



# GENERATION Y

Born 1980-1994 (Age 25-39)



Delorean

# GENERATION Y

Born 1980-1994 (Age 25-39)



# HOW HAS THE CHANGED OUR BUSINESS?



# WHAT TYPES OF PROPERTY WILL BE IN DEMAND?



# WHAT TILL SENIOR LOOK LIKE IN 10-20 YEARS



# FUTURE CUSTOMERS

Customers of the future are going to push to do things the way “they “ want it.

- Dining options and restaurant – means meal variety with more choices, including Gluten-Free, vegetarian, Japanese, Thai and other culturally diverse foods.
- Greater emphasis on lifestyle and wellness programs.
- More choices in apartment fixtures, designs & furnishings.
- Baby boomers want to have a voice in decisions. They will get some push back and be assertive if they have questions or concerns.
- We will see more senior – focused computer systems aimed at keeping long term residents happy & engaged.
- Technology – to allow residents to connect to a web cam to engage with family & friends.



# FUTURE CUSTOMERS

The shift is coming in family caregiving.

Disruptive effects of divorce on family support networks among middle aged and older people.

- More women remaining in the labor force longer, restricting their family caregiving roles.
- Tremendous growth in childless population.

It's clear that a decline in family caregivers will put more demand on formal care providers.

# THANK YOU



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