



Industry leaders are enthusiastic about recent sessions:

"When it comes to easy living design and marketing, Mary Jo and Tracy are the most experienced, creative and knowledgeable professionals in the country."

Bob Tippets
Owner/Partner
Village Communities
Salt Lake City, UT

"This program is a logical step to the delivery of the completed universal design product."

Rebecca Stahr, ASID
President and CEO
LifeSpring Environs Inc.
Atlanta, GA
President, Universal Design Alliance

"Very timely program, and much needed! This program goes far in helping interior designers meet the needs of their clients."

Wendy Pieper, CMP, SHMS
Director of Marketing for Seniors' Housing
Builders' Design and Leasing
Gaithersburg, MD

"I attended a program on design and marketing for Easy living by Mary Jo and Tracy. It was excellent. I sat at the edge of my seat trying to get closer to the slides and information. This subject is not new for me. The key was the tone. This information was culled and presented to make every bit useful to the audience. These speakers know their audiences' interests, and they deliver."

Louis Tenebaum, CAPS
Independent Living Strategist
Potomac, MD

"Tracy has always been on the cutting edge of information, which she has delivered with style and panache. She definitely knows the market and how to capture it. The information I have received from her has stood the test of time, and 15 years later I am still using many of her materials."

Nancy Luttrupp, MSW
Director of Learning
Kisco Retirement Communities
Carlsbad, CA

"Mary Jo Peterson's unique understanding of design and its relationship to the targeted market led to her engagement to design the

kitchens and baths in a semi-custom gated community that we are building. It's been an absolute treat working with Mary Jo the design of the demonstration kitchen in the Community Center of our award-winning active adult lifestyle community, Traditions at River Oaks."

"Tracy Lux's innovative ideas and techniques were an integral component of our marketing strategies. She exceeded our expectations, and her knowledge of the senior market makes you understand why she has earned her reputation in the senior housing community. We're selling active adult houses faster than we can build them!"

Dick Willhoit
Owner, Estrella Associates Inc.
Paso Robles, CA

"Tracy Lux and Mary Jo Peterson know the active adult housing market inside and out. They are both consummate trainers, and they communicate their insights with expertise, skill and enthusiasm, as well. I always come away from their sessions with a great practical idea."

John Migliaccio, PhD
Co-author, "77 Truths about the 50+ Consumer"
President, Maturity Mark Services
White Plains, NY

Tracy Lux and Mary Jo Peterson are a powerful team. Their collective wisdom and experience with Universal Design translates into practical, useful information for anyone in the housing industry. Understanding and implementing Universal Design provides a distinct advantage in improving the utility of interior architectural environments.

Stephen Wattenbarger, President
Wattenbarger Architects, PLLC
Bellevue, WA

"Tracy Lux and Mary Jo Peterson are better than any other combination of speakers that I know of in my opinion. It would take 10 other experts to give as much advice as they do. Their expertise is beyond compare!"

"Their program on universal design offers a comprehensive approach to provide housing for

the fastest growing/most significant housing market this century has ever seen. Their step-by-step workshop, if followed, is a guarantee for success. I thought I understood how to design for this market until I heard their seminar. Boy, was I surprised!"

Quincy R. Johnson, III, AIA, MIRM, NCARB
President, CEO of Quincy Johnson, Jones, Myott, Williams, Acevedo, Vaughn Architects, Inc.
Boca Raton, FL

"Mary Jo Peterson is perhaps at the forefront of creating TRUE universal design... [design] that works for all. She is able to teach the specifics of market-driven design and knows how to integrate it seamlessly into appealing market product."

"Tracy Lux is articulate and knowledgeable about specific sub-markets for the 55+ home-buyer. She is able to extract the data and formulate it into useful, hands-on information for immediate action in the 55+ market."

Kenneth Rohde, AIA
KTGY Group Inc.
Irvine, CA

"Universal design is a practical niche in the housing market that profits both builders and homebuyers. Tracy and Mary Jo's presentation demonstrated simple, cost-effective features and solutions for all age groups in the active adult market. Following their guidelines, we have been featured on CNN, in the *Atlanta Journal Constitution - Business* (three times) and *Builder Magazine*."

Roy E. Wendt, President
Wendt Builders, Inc.

I have had the pleasure of working with Mary Jo for over 10 years in both a design and a training capacity on GE model home and selection center kitchens. She has also helped train our new sales managers on the basics of kitchen design and helped design the kitchens for our Builders Appliance Center in Minneapolis, Minnesota. She is the consummate professional.

Steven M. Anderson
Contract Sales Marketing Manager
GE Appliances

55+...the Active Adult Market. 1,400,000 of them are already in the market, and another 38,000,000 are on their way.

Are you ready to meet their special housing demands?

DON'T MISS THIS PROFITABLE SEMINAR!



Universal Design—Your Key to Capturing the Active Adult Market

This definitive design and marketing seminar shows industry professionals how simple design changes create universal appeal and profitability.

For professionals across the housing industry:

- architects
- developers/homebuilders
- sales and marketing staff
- interior designers
- remodelers/contractors
- kitchen/bath designers
- universal designers
- independent living specialists
- home product retailers
- home product manufacturers
- advertising agencies
- Realtors®

You can't afford to wait to start capitalizing on tomorrow's trend. Easy-living design (universal design) incorporates features that make homes more convenient and accessible for everyone. This essential seminar will show you how easy living design appeals especially to the 55+ homebuyer.

- Training session or corporate meeting
- Half- or full-day sessions
- CEU credits may also be available.

Nationally recognized experts

Two of the senior housing industry's leading experts have teamed up to bring you a program designed for professionals who want to learn about the two crucial components for appealing to the 55+ active adult buyer—designing and marketing easy living features. You may have heard **Tracy Lux** or **Mary Jo Peterson** speak at many NAHB, Multi-Housing World, Kitchen and Bath or

Custom Home Builders conferences. Now they have teamed up to teach developers, architects, builders, interior designers and sales and marketing professionals how easy living design and marketing work together.

Ask about our DVD showing a complete remodel, how to construction tips, product choices and sales strategies!

To schedule a session for your group, please call 941/927-2202 or e-mail tracylux@tracemarketing.com today!

Check www.tracemarketing.com and www.mjpdesign.com for other great programs and training sessions.



MATURE MARKET SPECIALISTS



Mary Jo Peterson, Inc.



MATURE MARKET SPECIALISTS



Mary Jo Peterson, Inc.

In this intensive, in-depth seminar, you'll learn how to:

For professionals across the industry

This program is ideal for organizations or companies that want to offer something unique and timely to their senior level staff and management teams, planning and design professionals and sales and marketing staff.

Immediately usable

You get specific examples of "Do's and Don'ts" in design in model merchandising and examples of advertising and direct marketing programs geared to the mature market that work.

You'll take home a manual filled with a gold mine of information to use with your design team, ad agency and sales staff.

Photograph courtesy of GE.



Design

- ✓ Incorporate design features for easy living in kitchens, baths and throughout a home
- ✓ Identify innovative design concepts and products to include in homes targeted to attract the mature home buyer
- ✓ Understand the "visitability" movement and how it affects your homes
- ✓ Apply actual case studies of builders who have successfully—and profitably—used easy living design

Marketing

- ✓ Distinguish what's different about selling to the 55+ market and craft copy and marketing materials that appeal to the 55+ buyer

Merchandising

- ✓ Identify features that should be present in every home and the features that will expand and enhance your upgrade-and-options profit center

Sales

- ✓ Use easy living design to build customer loyalty, generate referrals and attract press coverage and publicity
- ✓ Use easy living design as a USP (unique selling premise) to set you apart from your competition
- ✓ Use easy living design to increase your number of home sales and market share
- ✓ Train your sales and marketing staff to take advantage of and demonstrate easy living features to add value for the buyer

To schedule a session for your group, please call 941/927-2202 or e-mail tracylux@tracemarketing.com today!

Check www.tracemarketing.com and www.mjpdesign.com for other great programs and training sessions.

Your speakers



Mary Jo Peterson, CKD, CBD, CAPS, President of Mary Jo Peterson, Inc., a Connecticut-based design firm that provides housing design support to major homebuilders nationwide. She is a certified kitchen, bath, and aging-in-place designer with over 20 years' experience, and her work has earned national recognition. Author of numerous books and articles, Mary Jo is a frequent national speaker and educator for NAHB, NKBA and corporate training. Her television appearances include the "Real Life Design" series, "Good Morning America" and numerous HGTV and DIY shows covering current universal, kitchen and bath design issues in the housing industry. Mary Jo's firm specializes in design and related trainings that improve housing and help builders sell better homes faster. Clients include US Home, Ryan, Del Webb, Beazer, D.R. Horton and General Mills (Betty Crocker). Through her work with builders, architects, remodelers, manufacturers and private clients, Mary Jo contributes to the evolving integration of access and beautiful design in the kitchen, bath and remainder of the house.



Mary Jo Peterson, Inc.



Tracy Lux, CAASH, CSP, SHMS, President of Trace Marketing, Inc., Sarasota, FL is a noted consultant on marketing real estate, new home developments, retirement housing and healthcare targeted to the mature market. Tracy has been a featured speaker and trainer for developers, planners, homebuilders,

investors, management companies, healthcare providers, bankers, community and trade associations and senior consumers. She is an author and instructor for Senior Housing Specialist (SHMS) and was National Education Committee Chair for the Senior Housing Council (SHC) of the National Association of Homebuilders (NAHB). Her firm specializes in qualitative research, strategic planning, sales-oriented training programs, the development of successful advertising and public relations programs and provides executive recruitment services. Clients include US Home, Centex Homes, Elant Senior Health System, Senior Resource Group and K. Hovnanian.



MATURE MARKET SPECIALISTS