

## The New Rules for Selling & Marketing Real Estate to Boomers

The hottest topic in marketing and communications these days is how to effectively reach today's Boomer Consumer. And the Boomer Project has become one expert the media has turned to for guidance and counsel on America's largest, wealthiest and most important demographic group.

The Boomer Project's Matt Thornhill has been on *NBC Nightly News with Brian Williams*, *CBS Sunday Morning with Charles Osgood*, *CNBC* and *NPR's "Marketplace."* Plus, he's been quoted in cover stories about Boomers by *BusinessWeek* and *Newsweek*, as well as articles in *The New York Times*, *The Washington Post* and the *Los Angeles Times*.



### THE NEW RULES FOR SELLING & MARKETING REAL ESTATE TO BOOMERS

The Boomer Project conducts workshops, seminars and presentations that bring to life the size, value and importance of today's Boomer Consumer for the real estate market — and importantly, how to effectively reach and connect with them through your marketing.

We share insights from our online panel of Boomers and findings from our own national research among Boomers. We share examples of real estate marketers trying to reach this segment. And, we deliver 7 tactical and practical tips and techniques for better connecting with older Boomers. Participants will learn:



- ⊙ Why Boomers behave the way they do now (hint: it's rooted in Boomer psychology, sociology and anthropology).
- ⊙ The importance of structuring messages that are emotionally-meaningful and positive.
- ⊙ What today's Boomers want in real estate and why.

The session provides both a 30,000 foot view and then drills down into specific tactical ideas that you can begin implementing the next day.

### THE NEXT BIG THING IS REALLY, REALLY BIG

The nation's 78 million Boomers aren't done buying and selling real estate. That's why Matt has been invited to speak at the International Home Builders Show in Orlando in 2007, and is the right expert to talk to at your event.

Get an advantage you can leverage by learning more about today's Boomer Consumer from the Boomer Project.

## Boom or Bust: The Battle for Boomers

The only way to win the battle is to better understand the Boomer mind, heart and soul.

That's why Matt Thornhill, a 23-year veteran of the advertising business, joined forces with the Southeastern Institute of Research, a 42-year-old national research firm, to launch the Boomer Project in 2003.



The Boomer Project helps companies and organizations better understand the mind-set of today's Boomer Consumer. We also help marketers develop specific strategies and tactics for reaching Boomers more effectively.

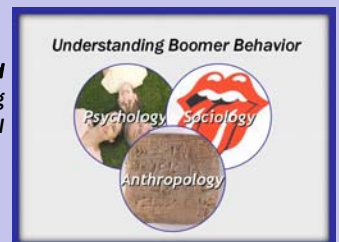
We conduct primary research, for ourselves and for our clients; we offer marketing consulting services; we speak at trade shows, conferences, company meetings; we conduct seminars and training; and we write and sell research reports.

### PRAISE FOR THE "NEW RULES"

"Matt kept the attention of the audience of 350 as he demystified this most important and misunderstood generation. A polished and professional speaker, Matt did an excellent job of sharing his expertise with the audience. As one attendee noted: 'Great communication of what really matters, or should matter, to all retailers.'"



**Tracy Fairchild**  
Director of Marketing  
NSB Retail Group, Montreal



"Matt was superb at our national meeting. He scored one of the highest ratings, and the content was incredibly valuable to our financial services customers. We liked him so much we've hired him to give 10 more presentations!"

**Robert Methven**  
President, Retirement Group  
Genworth Financial

