

The NAHB University of Housing  
Audio Seminars

Essential Solutions for Today's Housing Market



August 12, 2008  
2:00 PM - 3:00 PM EDT  
\$79 per Site

Get Hesitant Boomers To Buy Now!

If your 50+ consumers are taking a wait-and-see attitude when it comes to buying a new home in the current market, you won't want to miss this valuable audio seminar! To overcome buyers' reluctance, you need to understand that purchasing a new home remains a discretionary decision for this market segment, and anxiety about selling their current homes is a major obstacle.

This interactive audio seminar will show you ways to overcome these objections and motivate your 50+ prospects to move forward despite market conditions.

**Participate and hear about:**

- Building value and offering incentives that won't break the bank
- Making it easier for your buyers to sell their existing home
- Why it's more effective to rely on your strengths to motivate your prospects rather than take a reactive stance to the down market
- The psychology of today's consumers and how to conquer their fears about buying in this economy
- Ways to educate buyers about their current financial portfolio and why they might not have to wait

**Panel:**

Moderator – Rich Carlson, CAASH, CSP, MIRM, Carlson Communications, Northborough, MA

Speaker – Deborah Blake, Pulte Homes/Del Webb, Scottsdale, AZ

Speaker – Chuck Covell, Covell Communities, Gaithersburg, MD

**Who Should Participate:**

Those with an interest in 50+ housing issues, custom builders, small volume builders, remodelers and new home sales and marketing professionals.

Educational Credit: 1.0 CEU toward CAASH

To register, visit [www.nahb.org/BoomersBuyNow](http://www.nahb.org/BoomersBuyNow)



National Association of Home Builders

How does an  
Audio Seminar work?

With one registration, your entire office can learn—you can bring as many people as you want into the room to participate from one phone.

After registering, you'll receive a confirmation email. Three to five days before the event, you'll receive a second email with easy-to-follow instructions on dialing in to the audio seminar call along with the presentation handouts.

The one-hour call will include the presentation as well as questions from the audience. Questions can be submitted in advance to [jjenkins@nahb.com](mailto:jjenkins@nahb.com).

For information about the presentation, contact:  
Jeff Jenkins  
800-368-5242 x8292  
[jjenkins@nahb.com](mailto:jjenkins@nahb.com)

For technical questions, contact:  
KRM Customer Service  
800-775-7654  
[custserv@krm.com](mailto:custserv@krm.com)

Reach Higher. Work Smarter.

