

Generation X Home Buyers, 2008 International Builders Show
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Going Green is important to Generation X!
Use low or no VOC paints, finishes and flooring



Fishhawk Ranch Sales Center, Lithia, FL
Soft Contemporary style with clean line furnishings attract Generation X Buyers



Bethany II Model, Sarasota, FL

A faux finish adds an innovative & artistic flare to the entry



Whitney Model, Orlando, FL

54% of Generation X buyers have kids – Average age is 5-9 years old





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Evoke Emotion – Color and Style

- Merchandising that uses bold color and clean lines will grab the attention of your GenX buyers, who are attracted to a more trendy look.
- Bold textures and colors, such as burnt orange and chocolate, are a powerful and memorable way to “WOW” your GenX buyers.
- Treat all aspects of the space individually for a custom look.
 - A vaulted entry space with dramatic window treatments draws the buyer’s eye to the volume of the space.
- Clubhouses & Sales Centers should also be merchandised to target your buyer demographic, making a more effective first impression:
 - Interactive technology stations, lighting, color and lifestyle imagery are pivotal as attention grabbers. Don’t forget the kids – a simple play space will keep them busy while your sales team pitches your community to the parents.

Life is Good - Lifestyle

- Old is new again! Urban life is a hot trend and more and more GenX buyers are catching the wave. “Live...work...play!”
- Options and upgrades make your home unique. Mixing your finish option packages allows the buyer to express their own individual style.
- Family areas are important where parents and kids can spend time together.
 - Your merchandiser should furnish these family spaces with plenty of seating to accommodate the entire family
- Kid spaces are a memory point, not only for the children, but for the parents, your buyers.
 - Make sure that your themed rooms are geographically appropriate (for example, a surfer room is perfect for a coastal community, but a camping/hiking room is better for a mountain home)
- Relaxing rooms make your buyer want to curl up and move in.
 - Plush beds (like luxurious hotels and suites), garden tubs for soaking after a long day’s work and rooms for reflection and exercise.

It’s Great to be Green – Sustainable Home Interiors

- What is VOC? Volatile Organic Compounds
 - Minimal- to no-solvents are used in the manufacturing of the product and application.
 - Low to no impact on the environment

Innovate to Differentiate – Ideas and Details

- Your merchandiser can help you create unique spaces that you may not have considered before: An under-the-staircase space can make a great built-in stop-and-drop space!
- Faux finishes also make a lasting impression and make each space individual.

Founded in 1975, Kay Green Design, Inc. has become one of the nation’s most respected design firms, performing merchandising services for builders and developers throughout the United States.