

2005 International Builders Show “Unveiling the Magic”

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Program Outline

1. People: Understanding the Buyer

2. Target Markets

3. First Timers: Single Gen-Xers

4. First Timers: Single Gen-Xers - Merchandising Strategy

5. Catalogue Chic

6. First Timers: Families

7. First Timers: Families – Merchandising Strategy

8. Empty Nesters & Active Retirees: “The Dog Died and the Kids Have Left Home Market”

**9. Empty Nesters & Active Retirees: “The Dog Died and the Kids Have Left Home Market”
– Merchandising Strategy**

10. Woman Power

11. How to Impress A Woman

12. Woman Power: Merchandising Strategy

13. Product Trends and Emotional Hot Buttons

14. Built ins & Backgrounds

15. Accessories

16. Window Treatments

17. Trends and Hot Buttons: Kitchens

18. Baths

19. Details and Features

20. Outdoor Living Areas
