



OVERVIEW

New Retirement Communities provides active adult homebuyers with the most comprehensive information and selection of new homes available on the Web. Funded and endorsed by a consortium of the top US homebuilders, the New Retirement Communities site focuses specifically on helping active adults find the right community for them.

The active adult market is an attractive target for online advertising. Research has shown that active adults are the fastest growing age segment of the Internet community. New Retirement Communities taps in to this underappreciated market by offering the ultimate resource in active adult home buying.

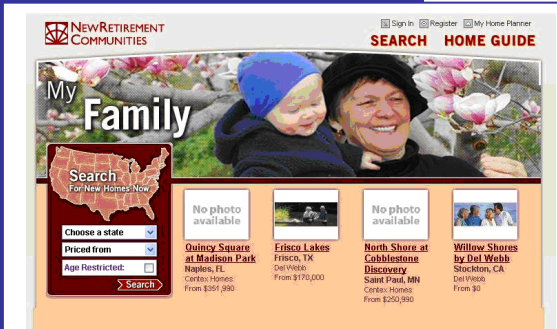
WHY DO I CARE?

We are seeing a sustained increase in the demand for second and vacation homes, as well as lots for the building of future retirement homes. The peak time for Baby Boomer second-home purchases is **now**, as more and more Americans reach retirement age.

- The proportion of the population 45 or older will grow from 35% to 42% over the next 40 years.
- The \$2.5 trillion housing equity of older Americans is the most important non-pension asset in household portfolios and a major reserve of untapped wealth.
- 15% (6.6 million) of older homeowners own a second home.
- In the next 10 years, the number of second homes will grow by an astonishing 2 million units.

HIGHLIGHTS

- **Automated eBrochure** responses to sales leads sent every 15 minutes
- **Easy-to-use search tools** enable consumers to narrow results based on home size, community amenities, school district, and more
- **Comprehensive listings** include images, floor plans, community information, and mapping all for one low monthly fee
- **Automated data collection** available at no additional charge to keep builder data fresh
- **Accurate performance metrics** measure leads, click-throughs to builder websites, and driving directions views.
- **Detailed performance reporting metrics** give builders visibility of NewHome Source's value



NewRetirementCommunities.com is designed to meet the unique needs of active adult new home buyers.

For additional information, please contact:

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www.NewRetirementCommunities.com