



# Professional Coaching & Training Services

YOUR PARTNER IN 55+ STRATEGIES

## Industry Biography of Jane Marie O'Connor

### **Professional business coach and speaker.**

1996-present

As President and CEO of 55 Plus, LLC, since 1996, Jane has worked with developers, home builders and real estate companies who focus on the 50+ market segment: age-designed and active adult developers and builders, property management companies, media buyers, retirement communities and assisted living communities.

Based on the needs of our clients, we provide coaching, consulting, training and speaking in the following areas:

- ➔ Coaching and training services for owners and developers
- ➔ Pre-development review
- ➔ Training services for sales professionals
- ➔ Assistance with advertising and marketing strategies through our marketing alliance partners
- ➔ Professional alliances with industry-related partners to insure the sell-out of your project
- ➔ Expert Witness Testimony for Planning & Zoning Hearings
- ➔ Teleconference training services for sales and management teams

Bottom line...from ramp-up to sell-out of your age-targeted or age-qualified communities, we provide the professional experience and strategies for developments specifically for the age-targeted and age-qualified 55+ buyer.



### **Publisher of Mature Living Choices™ New England .**

1996-present

For over a decade, Jane has been publisher and managing editor of Mature Living Choices. Jane sits on the guide's national Council and has been actively involved in the shaping, targeting and success of this national guide, published in 39 states coast-to-coast. Jane's focus for the publication is the six New England states, printing over 800,000 copies annually and distributed in over 6,000 locations in the New England region.

### **Immediate Past Chairperson of the 50 Plus New England Housing Council.**

2004, 2005, 2006

Jane is Immediate Past Chairperson and founding member of NAHB's regional council for the National 50+ Housing Council since 2004. The Council in New England was founded in late 2003 and provides members with relevant and contemporary services, programs and information. This includes educational programs; industry research; networking; magazines, books and periodicals; awards and recognition programs; and regulatory and legislative support. The intent of this support is to enhance the capabilities of members about design, development, financing, ownership, management, and sales and marketing of housing activities and projects. We encourage high quality and professionally built housing specifically designed to meet the demands of the nation's growing 50-plus population in all market segments (affordable, middle market and luxury).

### **Board of Directors for The Builders Association of Greater Boston.**

2005-present

2006's President's Award recipient, presented in grateful recognition of her dedication, integrity and outstanding service to the Association.

### **Chairperson, Education & Certification Committee, National 50+ Housing Council**

2006

Jane is chairing the educational programming offered through the International Builders Show as well as the National Symposium education committees. She is chair of the educational courses and designation criteria for NAHB's newest certification program for the 50+ segment, Certified Active Adult Specialist in Housing (CAASH) to be introduced in at the 2007 IBS show in Orlando, FL.

### **Author**

1996-present

- **Author of Selling to the Active Adult**



Jane is the lead author of NAHB's only sales course for selling to the active adult. This course is one of three designation courses for the national certification designation of CAASH (*Certified Active Adult Specialist in Housing*) through the University of Housing in Washington, DC.

- Numerous industry-related articles, published nationally, online and in statewide builder and trade publications, including Seniors Housing News, Connecticut Builder, NBN Online and others.

## Designations



- **CAASH – Certified Active Adult Specialist in Housing**

The active adult market is the fastest-growing segment of the housing industry today and into the foreseeable future. The Certified Active Adult Specialist in Housing designation gives housing professionals serving this rapidly burgeoning market the essential knowledge, tools, and skills that will help them succeed – from conducting initial research to design considerations and features to servicing the customer. Jane is one of only 30 select and qualified industry professionals to earn this new NAHB designation. She has worked in the 55+ market segment for over 11 years, serving builders and developers in all aspects of projects from the Planning and Zoning process through sell out.



- **MIRM – Member of the Institute of Residential Marketing**

The MIRM designation is the most prestigious designation given by the Institute of Residential Marketing. The MIRM is the top-level achievement for professionals in new home marketing. In earning her MIRM, Jane joins the most respected residential sales and marketing professionals in the country.



- **CMP – Certified Marketing Professional**

Jane earned her CMP through NAHB's University of Housing and Institute of Residential Marketing. She joins a nationwide group of individuals dedicated to the housing profession's marketing industry to help builders and developers succeed in reaching the audience they seek.

## Awards & Recognition

- President's Award, Builders Association of Greater Boston, 2006. For outstanding service in recognition of dedication and professionalism in the building industry.



- Recognized as one of the top 50 experts influencing the 50+ housing industry. *50+ Builder Magazine*, January 2007.
- Associate of the Year Award 2007. Recognized for her **leadership and commitment to the success of the Builders Association of Greater Boston and the residential building industry, and has made a difference and enhanced the association in a way that benefits the entire membership.**