

Epcon Franchising Explains Baby Boomer Housing Market Statistics

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Epcon Franchising is pleased to announce it is releasing a detailed analysis and explanation of baby boomer housing market statistics. The baby boomer market is one of the largest driving economic forces in the marketplace today, especially when it comes to big dollar purchases, such as housing. This is why it is important for those who work in housing to consider baby boomers, and how their place in the economy plays a role in housing purchases.

Baby boomers, made up of individuals ages 55 and older, remain massively underserved in the housing market, despite the fact that they are ready and able to make housing purchases. Baby boomers are mobile, and many are looking to downsize from the larger homes that they lived in while they had children to smaller and more economical housing choices.

Especially important to consider is the fact that baby boomers are looking to move into homes that provide them options to live more independently and that give them the ability to live low maintenance lifestyles. Baby boomers are more active than the generations that came before them, and typically want housing options that are easy to take care of, with homeowners associations in place that can help with the tasks of maintenance chores and other issues that may arise through the course of home ownership.

Understanding all of these factors can help those in the housing market make better and more informed choices where the baby boomer market is concerned. There are many ways to help serve baby boomers with great housing options that cater to their needs, whether that means providing homeowners associations, downsized homes that are more amenable to their needs, or simply offering homes that better suit their active lifestyles.

About Epcon

Headquartered in Dublin, Ohio, Epcon is one of America's largest home builders (Builder Magazine, 2018). Epcon has integrated smart, innovative designs with the most desirable modern amenities that have been

popular with the lifestyle of the 55+ home buyer for more than 30 years.

By leveraging its proven designs, technology and marketing and sales resources, Epcon Franchise Builders are given a competitive advantage to build smarter, maximize potential and scale faster.

Learn more at [EpconFranchising.com](https://epconfranchising.com).

Disclaimer: The offer of a franchise can only be made through the delivery of a Franchise Disclosure Document. Certain jurisdictions require registration prior to the offer or sale of franchise. We do not offer franchises in jurisdictions where we are not registered (or exempt from registration). Epcon Communities Franchising, Inc. 500 Stonehenge Parkway, Dublin, Ohio 43017. Minnesota Franchise Registration No. F-3531.

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For more information about Epcon Franchising, contact the company here: Epcon Franchising 1-888-909-2430 500 Stonehenge Pkwy, Dublin, OH 43017

Epcon Franchising

Epcon has become one of the largest home builders in America and their franchise helps builders develop entire communities that appeal to a growing demographic of buyers.

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