

Timing May Be Right to Diversify Real Estate Portfolios



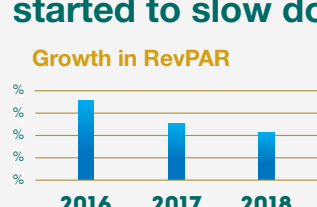
THE REALITY:

Hotel & multifamily construction segments may soon slow down.

13+ OF THE **54** LARGEST METRO AREAS SAW A DECREASE IN HOTEL OCCUPANCIES THIS YEAR.¹

0.2% DECREASE IN HOTEL OCCUPANCY IS PROJECTED FOR 2018²

RevPar has also started to slow down



In the first quarter of 2017, **854,000 households** bought homes and 365,000 rented⁶



MULTIFAMILY PERMITS WERE DOWN **14%**⁴

MULTIFAMILY CONSTRUCTION MAY BE HITTING ITS PEAK³

STARTS WERE DOWN **10%** OVER THE LAST 2 YEARS.⁵

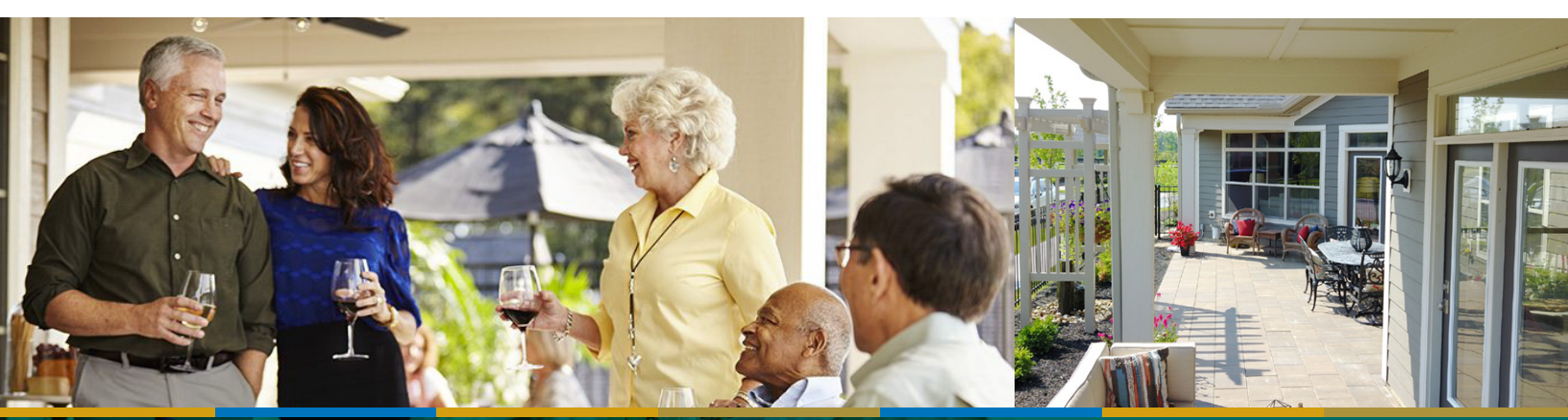
The first time more new households bought versus rented since 2006.

DEMAND IS EXCEEDING SUPPLY.

New starts of fewer than 900,000 new homes expected in 2018 – with 1.3 million homes needed to keep up with population growth.⁷

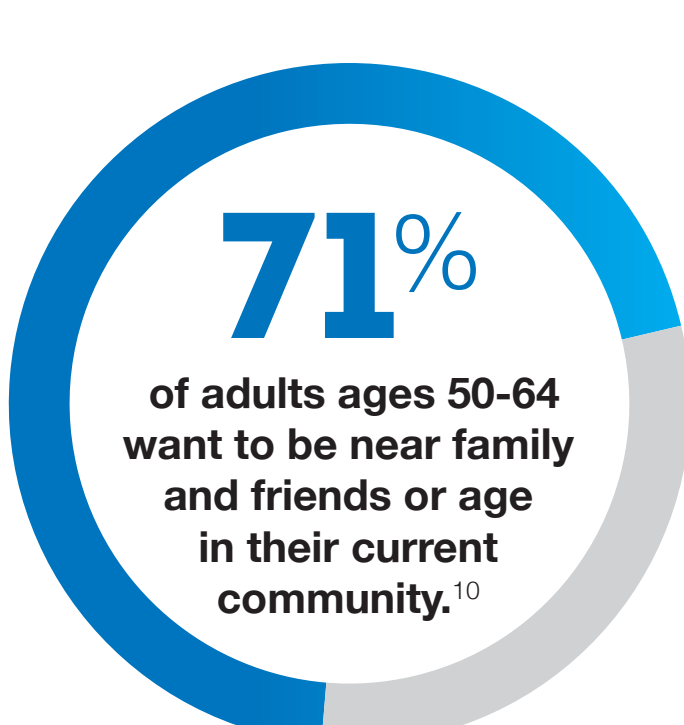
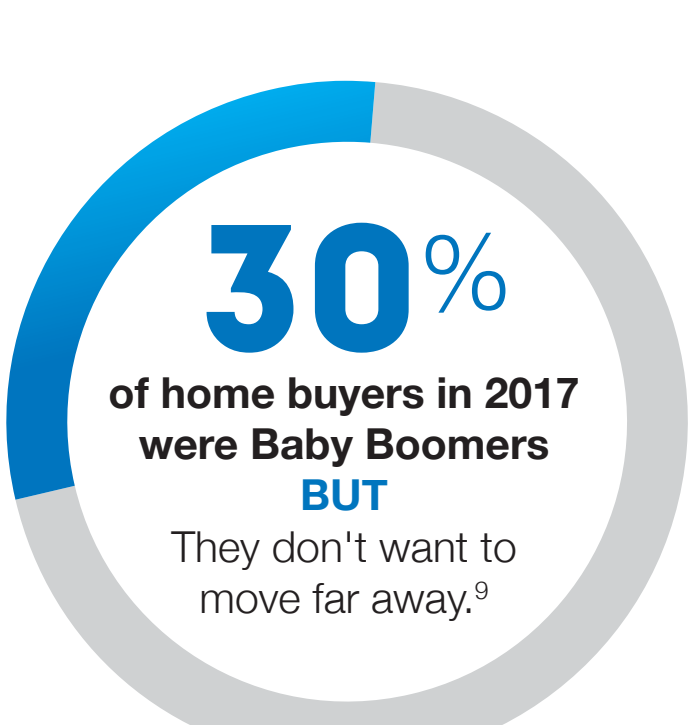
THE OPPORTUNITY:

Diversify real estate portfolios in the active adult market

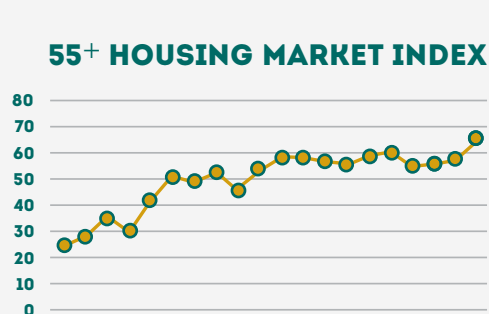


Baby boomers are the largest and most underserved segment of home buyers.

BABY BOOMERS HAVE **>2/3 OF RESIDENTIAL EQUITY** AND ACCOUNT FOR **\$6.4 TRILLION IN INCOME**⁸



The 55+ housing segment has shown **year-over-year gains** every year since 2012.¹¹



Approximately **32 million Baby Boomers** plan to move. That's **42%** of all Baby Boomers.¹²



38% OF BABY BOOMERS CONSIDER BRAND NEW HOMES WHEN THEY ARE LOOKING TO MOVE.¹³

National builders have not flooded the market, making timing right to gain a competitive edge.

Working with an experienced franchise can help real estate investors enter the 55+ market quickly.

Enter the 55+ active adult homebuilding segment faster.

Learn more about the Epcon Homebuilding Franchise opportunity at EpconFranchising.com.