



April 2009 Dispatch

*Spring Greetings
from EasyLiving Home*

**Announcing! Approved EasyLiving Home® Plans
Available through Frank Betz Associates**

EasyLiving Home is proud to announce a new collection of approved EasyLiving Home house plans by Frank Betz Associates, Inc.(FBA). FBA has specialized in custom and stock home plans since 1976 and has developed an unsurpassed reputation as a leading provider of home plans. With more than 100 years combined experience, their team of experts design trend-setting, award-winning home plans for builders, developers and consumers. It is for these reasons that EasyLiving Home has chosen them to help fulfill the mission of EasyLiving Home - to create more homes with basic access that are cost effective, attractive, accessible, visitable and convenient for everyone. This EasyLiving Home goal fits remarkably well with the FBA goal of creating home plans that set the highest standards in residential design.

The FBA EasyLiving Home collection consists of 16 plans, some of which are ranch designs, others are two-story master-on-the-main designs. These plans have all been approved to contain the ELH Home criteria of at least on step-free entrance; all interior doors providing a minimum of 32" clear passage; masters-on-the main with at least one maneuverable bathroom. Of course, these homes will not automatically be certified as EasyLiving Homes. The builder must be registered with the ELH program, the home must be built in an affiliate state and must be inspected and approved upon completion by an ELH representative.

An added incentive to consider these exciting new designs is that a percentage of each sale will help support the EasyLiving Home program.

Preview these exciting designs [here](#).

Congratulations to CAPS Class Graduates

In July, August and September of last year, AARP and EasyLiving Home co-sponsored scholarship classes for CAPS (Certified Aging In Place Specialists). Congratulations to the following students who have achieved their CAPS certification.

- Phil Best, Premier Development Group, LLC
- Bonnie Bonham, EasyLiving Home
- Jennifer Coe, John Wieland Homes
- Keshia Fussel, Solid Start, Inc.
- Channing Henderson, IMS Management Services, LLC
- Richard A. Hoffman CR, Specialty Builders Remodeling, LLC

- Norris Jackson, IMS Management Services, LLC
- Walter Lewis, Neighbors Homes Services
- Jeff Werho, Jeff Werho Construction Co.

Today is the Day to Make Changes That Affect your Market Tomorrow

In a recent Wall Street Journal article, writer June Fletcher remarked that "recessions have at least one silver lining: They force builders to compete harder."

Steve Romeyn of Windsong Properties, one of EasyLiving Home's most productive builders, has a theory about one way to compete harder. He believes that our current downturn in the marketplace presents an awesome opportunity for builders to put themselves in an excellent position when the market turns around. In an interview with him he stated, "Every smart builder who plans to be in business for the long term recognizes that our future buyers will not be able to afford what we have offered in the past." He went on to say, "We are all redesigning our homes, making them smaller and more efficient to build and live in. Even our most popular house plans of the past will not find a market in the future. Since you are now creating new plans, this is the time to incorporate EasyLiving Home design specifications into your homes of the future. You will give yourself a tremendous competitive advantage."

A builder redrawing his or her own plans, can go to the ELH website to review the [criteria](#) or request a [builder packet](#). Register now with EasyLiving Home and, as a new builder in the program, have your plan reviewed for free to be sure all the criteria are included

If you prefer to buy your plans already completed, go to the Frank Betz Associates website and see the [EasyLiving Home collection](#).

Take advantage of at least one silver lining in today's housing recession.

Facebook and EasyLiving Home

We have great news for all EasyLiving Home Builders and Remodelers! EasyLiving Home is now a group on Facebook. If you are already a member of Facebook all you have to do to join the group is go to bottom bar of your facebook page, scroll over groups, click and type "Easy Living Home." When prompted to join the group simply agree and you will become a member.

People from all generations are joining Facebook and, therefore, the site will help you spread the word about your product to potential buyers.

For an example of Facebook's popularity [look at this link](#) about women over 55 joining Facebook and you will see how important this new technology is to your future business.

Please fill free to put pictures of your homes on the site. If you are not a member of Facebook do consider joining - all you need is your e-mail address and a password. [Join here](#).

All rights reserved. No reproduction of this document, photos, graphics or intellectual property is allowed without

written permission by the Statewide Independent Living Council. Registration mark approved by the U.S. Patent Office in 2002.

[Forward email](#)

✉ **SafeUnsubscribe®**

This email was sent to ccaffrey@silcga.org by bbonham@easylivinghome.org.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



SILC of GA | 755 Commerce Dr, Ste 415 | DECATUR | GA | 30030