**Seniors Scripts**

The 2023 NAR Profile also found that the typical repeat buyer was 59. This coincides with the fact those age [55+ own approximately two-thirds of the current listing inventory](https://www.inman.com/2024/01/19/what-experts-have-right-and-wrong-about-the-silver-tsunami/).

The Profile also reports that senior-related housing increased from 7 percent in 2022 to 19 percent in 2023, with 17 percent of buyers purchasing condos and 12 percent purchasing a townhouse or row house.

Fourteen percent of homebuyers purchased a [multigenerational home](https://www.inman.com/2024/01/30/generation-jones-is-most-likely-to-downsize-next-are-you-ready/) in order to care for aging parents, for cost savings, or because of children or relatives over the age of 18 were moving back home.

**Marketing strategy: Print marketing campaign**

Although quite a few seniors are on social media to keep up with their kids and grandkids, many are not. Most do read their mail, however, as well as local community newsletters and other publications.

***Editor’s Note:****Some areas have strict laws about required disclosure on print advertising, and you may not drop advertising in mailboxes without stamps. Again please review your advertising plans with your supervising broker.*

***No. 1: Are the steps in your house a pain?***

*If so, it’s time to step into a one-story home.*

*Contact Sally Agent at 800-555-1234 to take your next step now!*

***No. 2: Time for less house and more fun?***

*“Right size” to a more manageable home and*

*Have more relaxation and fun time for you*.

*Contact Sally Agent at 800-555-1234 to get started.*

***No. 3: High home costs got you down?***

*“Right size” to a smaller home,*

*Reduce expenses and enjoy life more!*

*Contact Sally Agent at 800-555-1234 to learn more*.

***No. 4: Want more time for you?***

*Right size your home and upsize your life!*

*Contact Sally Agent at 800-555-1234 to learn how*.

***No. 5: Longing to be closer to your loved ones?***

*If so, we can help you make the move*

*That will bring you closer.*

*Contact Sally Agent at 800-555-1234 to learn more*.