



NATIONAL ASSOCIATION OF HOME BUILDERS



**2008 Best of 50+ Housing Gold Award for
Excellence in Community Design
Awarded to
Conservatory Senior Living at Plano**

Congratulations to Conservatory Senior Living - Finalist of the 2008 Best of 50+ Housing Awards Competition

The National Association of Home Builders has announced the finalists for the 2008 Best of 50+ Housing Awards competition, which honors excellence in design and marketing for the 50+ housing industry. The Conservatory at Plano won the gold award in the category for Overall Community Design. The Conservatory is also a finalist in the Active Adult Housing: Clubhouse - Large (over 6,000 square feet). The winners will be recognized at the Awards Ceremony Gala on May 21st in New Orleans.

The NAHB 50+ Housing Council, which has promoted excellence in the senior housing industry for the past 15 years, presents gold and silver awards in 50 categories to current and on-the-boards projects from across the United States and as far away as Japan. Design categories covered a range of product types such as active adult, assisted living, continuing-care retirement community, clubhouse design, rental apartments and renovated seniors housing. Winners are also honored for excellence in marketing strategies focused on the mature market.

A 13-member panel of architects, builders, designers, marketing professionals and universal design specialists judged the projects on innovative architecture, interior design, merchandising, marketing, and how effectively they responded to the housing demands of the burgeoning 50+ market.

The NAHB 50+ Housing Council launched the Best of 50+ Housing Awards to encourage quality and innovation in the 50+ seniors housing market. The Council provides information, education and networking opportunities for its members and provides advocacy support to NAHB on key 50+ housing issues.

Everyone involved in the planning, developing, constructing, managing and marketing of The Conservatory at Plano are proud and honored to receive this award. www.conservatoryseniorliving.com