

For immediate release

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**BIA/SC 50+ Housing Council Honors Annie Gerard
as 2010 SAGE Person of the Year**

16th Annual Competition Recognizes Those Who Enhance the Quality of Life for Southern California Residents Aged 50+

IRVINE, Calif. — October 11, 2010 — The 50+ Housing Council, a special interest council of the Building Industry Association of Southern California, has named Annie Gerard, Principal of Apt Market Research, as 2010 SAGE “Person of the Year.” Now in its 16th year, this prestigious award honors an individual for their “commitment, compassion and professional contributions to housing and related services that enhance the quality of life for Southern California residents aged 50+.”

A real estate market analyst veteran, Gerard has specialized in senior housing research since 1985, conducting more than 400 market studies in this customized niche for leading developers, lenders and agencies in California and 23 other states. Her research and recommendations have helped property owners and developers to better meet the changing needs of seniors in both the affordable and market rate senior apartment arenas.

She has written and lectured on senior housing trends and research findings for 25 years; helped formulate the demand methodology in the California “Market Study Guidelines” governing

affordable (tax credit) senior projects; and conducted extensive quantitative and consumer research and post-occupancy analyses, including white papers on “post 2000”-era senior apartment design, operations, and marketing issues. The company she co-founded in 2004 has built the largest senior apartment database in the country, now with detailed information on more than 1,600 senior properties.

“This honor is long overdue,” says Michael Costa, President/CEO at Highridge Costa Housing Partners, LLC. “For decades, Annie Gerard has been regarded as an expert in the apartment industry. She has amassed a greater wealth of experience and market information than probably anyone else in Southern California, and she has worked not only with our firm, but virtually every major residential builder in the business. Annie helps to make sure our communities are as successful as possible, by making sure we’re reaching the right markets with the right products, through the right messages.”

Gerard’s in-depth knowledge of rental housing helps architects, designers, owners and developers avoid the known pitfalls of creating housing that fails to meet the needs and desires of seniors. She has spent 25 years working to dispel myths and misperceptions about senior housing and helped guide and change the mindset of lenders, developers and builders to avoid financial missteps and prevent obsolescence before a senior rental community is even built.

A national housing industry speaker, Gerard will be speaking at the upcoming Building Industry Show (“BIS”) on November 18 at the Long Beach Convention Center that is attended by builders, developers and other professionals of two of the largest homebuilding associations in

CA, BIA Southern California and BIA San Diego. She will be joined by fellow 50+ Housing Council board members. Gerard was a founding director of the council, which was the first local chapter in the country, and is today the largest and most active of 15 chapters nationwide. She is a past President, Programs Chair, and Newsletter Chair of the council and its longest-serving board member.

Gerard was among the first 50 Certified Active Adult Specialist in Housing (CAASH) designees in the country and was inducted into the Counselors of Real Estate (CRE) in 2001.

A fourth generation Californian, Gerard's dedication to research and writing was inspired by her parents, Betty Gerard, a professional journalist who received her Master's degree from Northwestern University and Gary Gerard, a retired senior executive at Kaiser Aluminum, who speaks eight languages. Both will attend the awards presentation to be held November 4, 2010. Gerard is a Phi Beta Kappa graduate of UC Berkeley with a B.A. in Sociology. She and her husband, Gary McKee, and two sons live in Newport Beach, CA.

The 50+ Housing Council will honor Annie Gerard and other SAGE award winners as well as celebrate its 20th anniversary at the upcoming annual SAGE Awards ceremony on Thursday, November 4, 2010 at The Turnip Rose, Grand Newport Plaza, 1901 Newport Boulevard, Costa Mesa, Calif. The event begins at 6 p.m. For more information about attending this event, visit www.50PlusHC.com. To register, call 949.553.9500 or visit www.biasc.org.

About 50+ Housing Council

Celebrating its 20th anniversary, 50+ Housing Council provides networking, education and partnering prospects for Southern California professionals involved in every aspect of building housing specifically for persons aged 50+ – active adult, “age-targeted,” senior condos, 55+ apartments, CCRC’s, Assisted Living, Alzheimer’s care and more. For more information, visit www.50PlusHC.com.

About BIA/SC

Established in 1923, the Building Industry Association of Southern California (BIA/SC) is a non-profit trade association representing more than 1,800 companies involved in planning and building Southern California’s neighborhoods and communities. Members are involved in all aspects of the building industry, from architecture and green building to roofing and general contracting. For more information, visit www.biasec.org.

About Apt Market Research

Apt Market Research of Costa Mesa, CA, provides market studies and consulting for all types of apartment projects. Partners Annie Gerard and Joyce Hummel analyze new construction and acquisition/rehab opportunities for market rate and affordable senior apartments, conventional rental properties, “family” tax credit, in-fill, and Title 2 preservation deals in markets across the country. Senior (55+) apartments have been a specialty since the mid 1980s, now accounting for 40% of the company’s activities.

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