

**REAL** **ESTATE EDUCATION AND MARKETING PACKAGE ON ELDER COMMUNITY NEEDS**

**Team 2**  
 Department of College of Professional Studies, Northeastern University

PJM 6910 Capstone  
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**Project Scope Statement**

# **Project Title**

Real Estate Education and Marketing Package on Elder Community Needs

# **Project Sponsor**

Tayla Andre | [https://www.taylaandre.com](https://www.taylaandre.com/)

# **Background**

As the population ages, many elder individuals face increasing challenges related to real estate — including downsizing, rightsizing, protecting property assets, and navigating transactions that align with financial and emotional well-being. Despite the growing need, the real estate market often lacks specialized education and services tailored to elder clients and their families.

Recognizing this gap, Tayla Andre, a licensed real estate agent in Massachusetts, Rhode Island, and Georgia, initiated this project to expand her services by educating individuals across all age groups on elder community real estate needs. To date, there have been no formal elder-specific real estate education programs integrated into Tayla Andre’s brand offerings. This project presents an opportunity to meet a critical market need while advancing the brand’s mission of empowerment, education, and equitable access.

The project is informed by preliminary research, including the Massachusetts Executive Office of Elder Affairs’ reports highlighting elder economic insecurity and housing challenges. By building an educational and marketing package, the project seeks to position Tayla Andre as a trusted advisor for families navigating aging-related real estate decisions.

# **Project Purpose and Justification**

The project will design a comprehensive package that educates various age groups — young adults, middle-aged adults, and seniors themselves — about the unique real estate needs and transitions faced by the elder community. It will recommend segmented marketing strategies appropriate for each age group to maximize reach and engagement. The goal is to support Tayla Andre’s business expansion while providing valuable services to families and individuals navigating elder real estate challenges.

# **Scope Description**

The scope of the project includes:

* Developing educational materials that explain real estate needs related to aging, downsizing, rightsizing, asset protection strategies, and fraud prevention.
* Creating marketing recommendations segmented by age demographic.
* Preparing materials for an initial rollout in Massachusetts with future scalability to Rhode Island and Georgia.
* Proposing strategic partnerships with elder-focused organizations for broader outreach.
* Designing sample content for webinars, brochures, and social media posts.

# **Project Objectives**

* Develop an Elder Real Estate Education Package targeting multiple age groups.
* Deliver a Marketing Segmentation Strategy based on communication preferences per age group.
* Outline a phased scalability plan for Massachusetts, Rhode Island, and Georgia.
* Recommend stakeholder engagement opportunities with elder community groups.
* Define key success metrics for educational engagement.

# **In-Scope Items**

* Research on real estate needs of elder clients.
* Development of education content for young, middle-aged, and senior audiences.
* Marketing platform recommendations segmented by age group.
* Creation of a strategic plan for phased rollout across Tayla’s licensed states.

# **Out-of-Scope Items**

* Providing medical, nursing, or healthcare services (e.g., arranging home care or nursing home transitions).
* Construction planning, property acquisition, or brokerage services.
* Development of luxury senior housing solutions.
* Financial, legal, or Medicare/Medicaid advisory services.
* Full execution of marketing campaigns or service rollouts.

# **Deliverables**

* Research and Scope Analysis Report
* Elder Services Education Content Package (sample webinars, guides, brochures)
* Marketing Segmentation Strategy Plan
* Sponsor Meeting Notes and Feedback Documentation
* Strategic Roadmap for Expansion into RI and GA
* KPI Outline for Monitoring Progress

# **Key Performance Indicators (KPIs)**

* Number of educational materials produced and delivered.
* Audience engagement metrics across segmented platforms.
* Sponsor feedback and satisfaction with educational content.
* Tracking of interest and inquiries related to elder-focused real estate services.

# **Stakeholders**

* Tayla Andre and her affiliated real estate agents
* Elder community clients and their families
* Younger and middle-aged adults supporting elder relatives
* Elder-focused community organizations and advocacy groups

# **Assumptions**

* Educational needs for elder-related real estate topics exist across multiple generations.
* Marketing platform usage differs by age group (e.g., brochures for seniors, social media for younger adults).
* Tayla Andre will provide sponsor feedback and approve project milestones.

# **Constraints**

* Timeline limited to academic term for strategic planning only.
* No execution or operational rollout during the project.
* Educational focus will remain on real estate issues without extending into healthcare services.

# **References**

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