

NEW!

[Web Videos](#)[Free E-Newsletter Sign-Up](#)[Quick Job Search](#)[Search Keywords](#)[Advanced Search](#)

Kleber & Associates' New Study Finds 'Ruppies' Redefining Retirement

Source: PRNewswire

Publication date: February 2, 2009

ATLANTA, Feb. 2 /PRNewswire/ -- The generation that defined America in multiple ways is out to do it again. Their next stop? Retirement.

According to a new white paper released by Kleber & Associates (K&A)--an Atlanta marketing and communications firm specializing in the home and commercial building products marketplace--the baby boomer cohort has given rise to another term to add to the market's collective lexicon: 'Ruppies.'

Coined by author Kyle Ezell, Ruppies--retired urban professionals--are active mature adults and predominantly affluent empty nesters.





"This group is defying the standards set by their 'traditional' counterparts by living their lives on their own terms and eschewing typecasts associated with retirement," said Steven Kleber, president and founder of K&A.

"Influenced by our culture's obsession with youth, Ruppies are interested in remaining active and integral to what's going on around them. They want to help strengthen their community and build unity among its members," he said.

Ruppies are creating a paradigm shift in the housing and building products marketplace. Recent studies show they are moving away from large, single-family homes and setting the new model for life after retirement by opting for an urban oasis close to the action of city life.

"No longer tied down by school districts, lawn care and long work commutes, Ruppies can live where and how they wish," commented Kleber. "They are trading up from bingo halls and suburban life in favor of an urban landscape in cities like Boston, Chicago, Atlanta and Los Angeles, and all that these environments have to offer."

Advertisement

-  [Email this article](#)
-  [Print this article](#)
-  [Subscribe to MULTIFAMILY EXECUTIVE](#)
-  [Subscribe to Newsletters](#)

More articles from the Press releases section

- [ForeclosureOfTheDay.Com Launches Site to Match Smart Real Estate Investors With the Hottest Home Deals](#)
- [NAI Bluestone Real Estate Capital Secures \\$2.8M Acquisition Loan for Assisted Living Facility in Punta Gorda, FL](#)
- [REI Boulder Awarded LEED\(R\) Gold Rating By the U.S. Green Building Council](#)
- [Gramercy Capital Corp. Restructures \\$150 Million of Trust Preferred Securities](#)
- [Devall Announces New Chief Operating Officer](#)

K&A's Ruppies white paper discusses the societal impact of this group including how they have created change in the American workforce, their desire for urban living and distinctive housing needs, how the marketplace can reach this lucrative consumer demographic.

To download a free copy of K&A's Ruppies white paper visit <http://www.kleberandassociates.com/ServicesResearch.aspx>.

About Kleber & Associates

Kleber & Associates is an Atlanta-based marketing and communications firm that specializes in brand development for clients in the home and commercial building products marketplace. An independent agency with more than 22 years of measurable results, K&A is committed to providing its clients with everyday marketing value while maximizing their marketing return on investment. For more information about K&A visit <http://www.kleberandassociates.com/> or call 770.518.1000.

Media Contact: Megan Webb, 716.573.9556, meganwebb8@gmail.com

Kleber & Associates

CONTACT: Megan Webb, +1-716-573-9556, meganwebb8@gmail.com

Web Site: <http://www.kleberandassociates.com/>

A service of YellowBrix, Inc.

Sponsor Spotlight

Advertisement

[Home](#) . [Site Map](#) . [About](#) . [Subscribe](#) . [Privacy Statement](#) . [Contact Us](#)

hanley▲wood

MULTIFAMILY EXECUTIVE Online is part of the [Hanley Wood network](#) of construction-industry Web sites:



Hanley Wood, LLC. Unauthorized reproduction prohibited.