

You've read it in Fortune, Money and Kiplinger's magazines. It's hard to overlook the fact that there are 78.2 million Baby Boomers (born between 1946-1964) with incredible buying power. That's over 1/4 of the entire US population. 330 Baby Boomers turn 60 years old EVERY HOUR.

Why does all this matter?

Why is this important to you as a real estate investor?

Baby Boomers are just starting to enter into their peak buying years and we're just at the beginning of that HUGE demographic shift. Baby Boomers want "it" regardless of what "it" is. Additionally, baby boomers buy "it" and ... one of the biggest "its" is vacation/resort real estate. Here's an article that

FLORIDA'S REAL ESTATE FORECAST: STILL SUNNY

Florida real estate may be in a slump, but its future is golden. That's the good news former Wall Street economist Richard Hokenson delivered last week to Tampa Bay's Chartered Financial Analysts. "Ride the wave," he told them, but he wasn't talking about surfing. Hokenson, who runs a demographics consulting firm in New Jersey, said the wave of baby boomers rolling into retirement provides an investment opportunity.

"There's a baby boom tsunami and a fixed supply of coastal land," he said at the meeting at the University Club. Whether boomers can afford a Florida retirement may depend on whether they can shed their NIKEs, the acronym Hokenson bandied for "No Income Kids with Education." Hokenson says population trends explain 70 percent of what happens in the economy.

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This demographic trend doesn't just pertain to the Florida and other coastal real estate markets. Baby Boomers are purchasing in a variety of areas - Central Texas, Tennessee, North Carolina and others.