The Golden Opportunity of Silver Marketing: Housing & Financial Services

Kenneth Alan Grossberg
Waseda University

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More than 20% of Japan’s people are over 65.

More than 5% are over 80.
Baby boomers – are they the mother lode after all?
Catering to seniors’ financial needs.
Financial Services for Japanese Seniors

- Banks
- Japan Post
- Investment Trusts
Housing For Empty Nesters?

“Togetherness” vs. “Active Senior” Lifestyles
Living Overseas As A Viable Senior Option?
- Philippines
- Malaysia
- Thailand
- Australia
• Language
• Culture
• Healthcare
• Safety
The Golden Opportunity of Silver Marketing in Housing and Financial Services hinges on......

- Legal & ethical issues
- Quality of life issues