Are senior citizens our greatest untapped, under-served market?

As the daughter of two nonagenarians (90-something-year-olds), I spend a lot of time with old people whom I refer to as elders. Sometimes people aged 55 to 100 get lumped together as senior citizens, but when we discuss the housing needs of this group, we see how diverse they are. This group lives in all types of housing, including tents in homeless camps.

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