

Home Building Trends: What to Expect in 2017

What's Up in 2017?

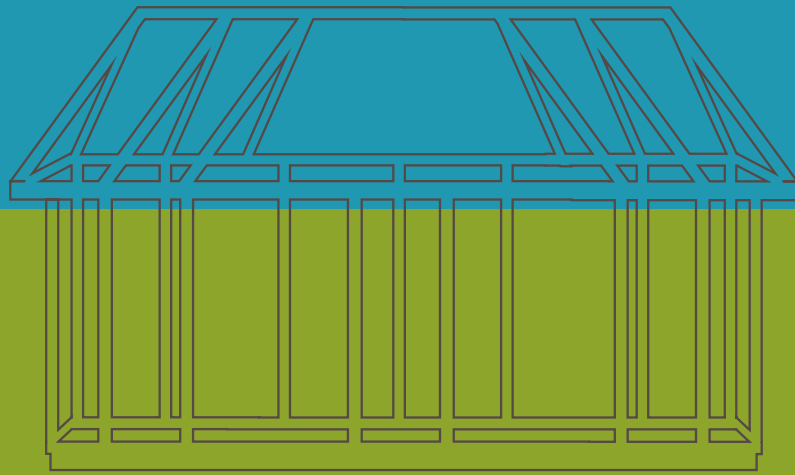
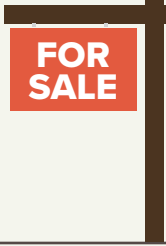
Consumer spending:
3.6% increase



Residential construction:
10% increase

Single-family
home construction:
18% increase

Home prices:
3-5% increase



Millennials in the Market



35%
of home buyers
are Millennials

75%
of Americans
under 35 plan
to buy a home
within 5 years

Millennials want technology that makes their homes:



Customizable:
3 in 4



Energy efficient:
7 in 10



Time saving:
2 in 3

What's Going Down?



Unemployment:
Will drop to 4.7%

City living:
**Only 17% of young buyers
want urban homes**


Home size:
**Millennial homes average
1,720 square feet and
cost \$187,400**



Home maintenance:
**3 in 4 younger
buyers want low-
maintenance homes**

Baby Boomers are an Untapped Demographic

Baby Boomer homes
are typically worth
3.7 times
what they paid

Boomers hold about
2/3 
of the nation's home equity



Nearly 40%
of adults 50 to 70 years old plan on
moving from their current homes

75% of Boomers prefer single-story homes



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