

THE BUSINESS TOOL FOR REAL ESTATE PROFESSIONALS

REALTOR

MAGAZINE



TRENDS

IN HOME BUILDING & DESIGN

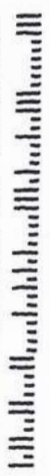
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TRENDS IN HOME BUILDING & DESIGN

New homes today often include a mix of styles and materials. This house, on Lake Geneva in Wisconsin, updates the English Tudor look with granite river rock sheathing and chimney. By Orren Pickell Designers & Builders in Lincolnshire, Ill. www.pickellbuilders.com.



LINDA OYAMA BRYAN ©2007

In the sale of homes, three factors have always played leading roles in making one house more desirable than another: location, price, and condition. Example: A great view has long been one of the most sought-after amenities, whether the home dates from George Washington's presidency and overlooks the Potomac River in Virginia or is a more

recent vintage, built to enjoy Montana's endless vistas. But new trends are always emerging to captivate buyers. In recent years, new-home buyers—and owners who are remodeling—have enjoyed a wealth of choices, ranging from green construction materials to special-use room additions. How you market these trends depends on the buyers' tastes and interests.

Environmentalists may swoon over the green roof and wall-to-wall bamboo flooring but care little about the first-floor game room that appeals to Mr. and Mrs. Sociable. Similarly, a young family moving into their first home may be uninterested in incorporating accessible features that some boomers and seniors consider must-haves to age in place. Part of find-

ing the best house for buyers—particularly in a slow market with a large inventory—is knowing the array of possibilities. Here, we offer a look at some of the latest trends in home building and design, from construction materials to green innovations. You'll find more resources at REALTOR® Magazine Online (REALTOR.org/realformag).

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