



# SINGLE-FAMILY HOME

CONSTRUCTION AND  
REMODELING TRENDS

# 2020



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Many people see 2020 as a chance at new beginnings. With this new decade, more homeowners are beginning to look at their homes, lifestyles, and futures differently than before. Some people may be motivated to finally take the plunge on a home remodel or new home build, while others may be ready to sell their home or to upgrade their current home with new technologies.

Whatever the case, it's always a good idea before embarking on a new goal to take the time to see where the various trends are heading. Industry trends are a great indicator of value and staying power, which can be important when making major decisions regarding your home.

Fixr has asked some of the top experts in the home construction and remodeling fields to weigh in on what they believe are the top single-family home trends of 2020. This information is likely to be of use and importance to other industry professionals who want to help their clients achieve their own goals, as well as to homeowners looking for guidance before they begin their own projects.

We'd like to extend our thanks to the experts who took the time to answer the questions in this report, and to encourage everyone to learn more about what the future of the industry holds for everyone involved.

# Key Findings

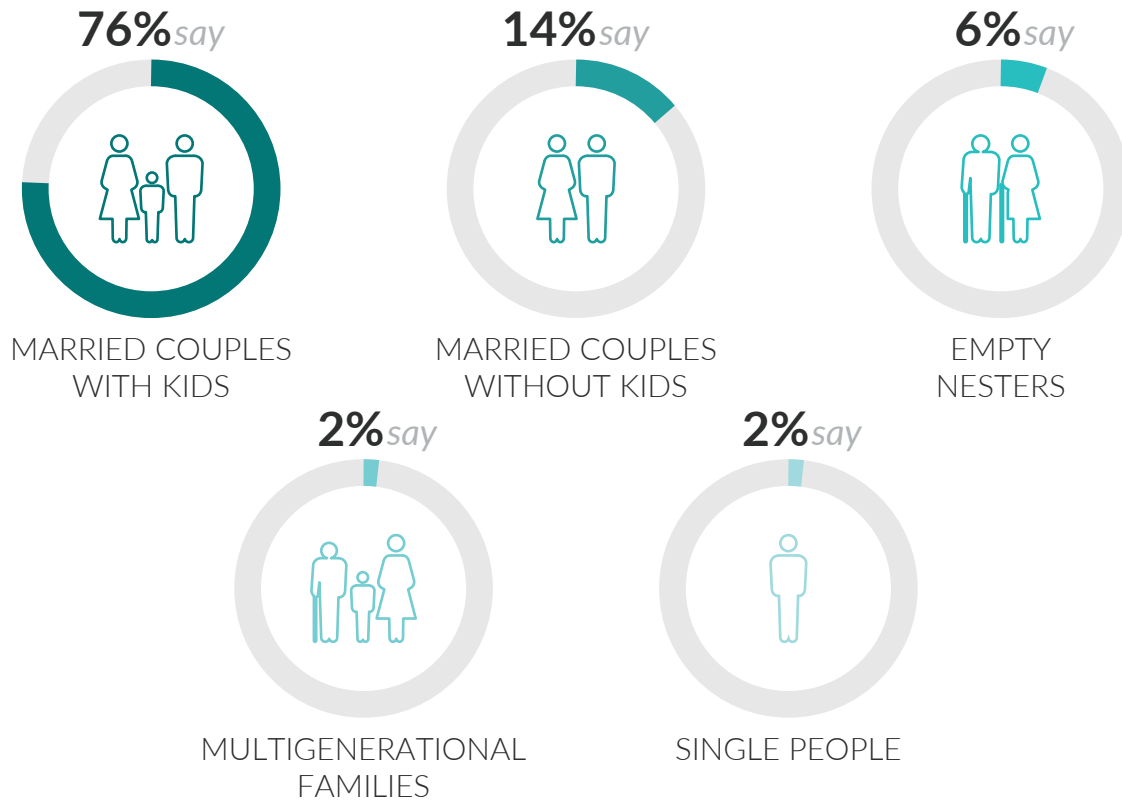
Some of the notable insights in the report include

- Open floor plan and two story homes represent the most popular layouts
- Smart homes rank first among the most popular design choices
- Most homeowners make accessibility modifications to their home for future personal use
- Low energy homes are among the top designs for green construction
- Outdoor kitchens are the most popular outdoor living addition to a home
- Married couples with children are most likely to both build and invest in outdoor living spaces
- Contemporary and modern will be the most common styles used in modular construction
- Tight building envelopes will be the most common way to prevent energy transfer on home exteriors

A photograph of a man and a woman embracing in front of a two-story house. The man is wearing a blue denim jacket and the woman is wearing a plaid shirt. The image is overlaid with a teal geometric pattern of overlapping triangles and hexagons.

# I. CHARACTERISTICS OF SINGLE-FAMILY HOME BUYERS

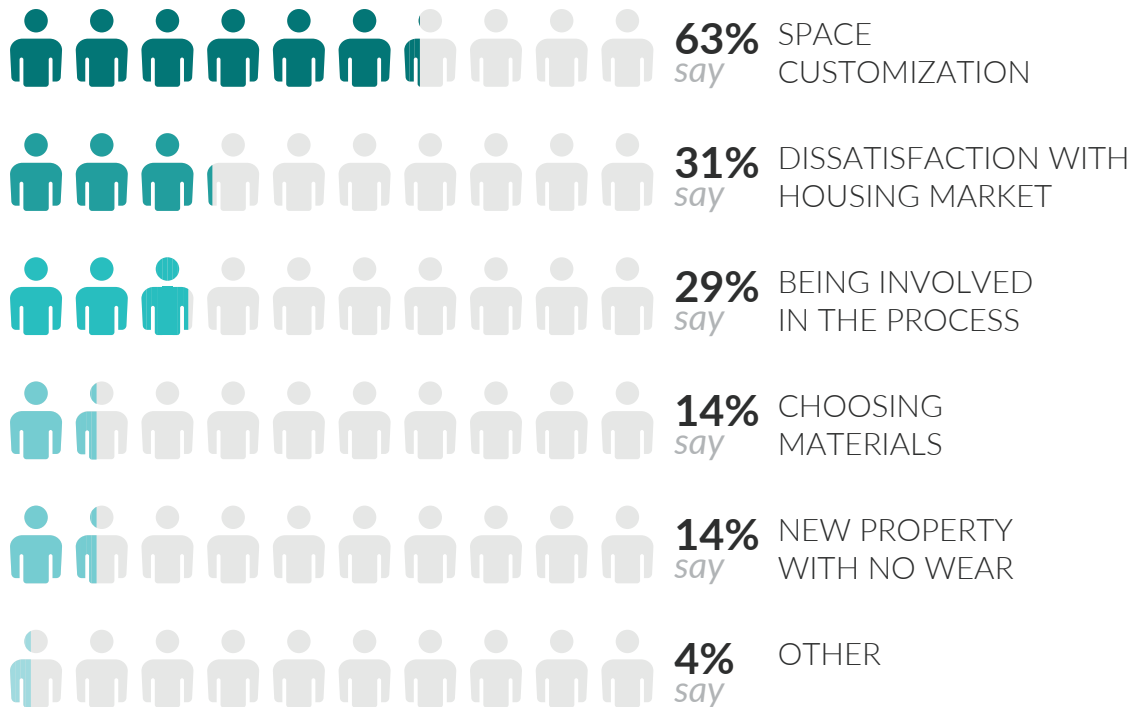
## What is the most common type of home buyer you encounter?



Respondents were asked what type of home buyer they encounter most in their fields, and the overwhelming majority answered that married couples with kids are the most common. In a distant second place was married couples without children.



## What is the most common reason you believe people build a single-family house instead of buying one?



When asked what they believe to be the most common reason that people would build a home rather than purchase one, respondents could provide multiple answers. Most felt that space customization was the priority, followed by dissatisfaction with the current housing market. Dissatisfaction with the housing market<sup>1</sup> may be increasing, with a major shortage of houses driving the currently high construction rates.

An aerial photograph of a residential neighborhood, showing houses, lawns, and trees. The image is overlaid with several semi-transparent green geometric shapes, including triangles and polygons, creating a layered effect. The text "II. HOME PLAN AND STYLE" is overlaid in white on the bottom left.

**II.**  
**HOME PLAN**  
**AND STYLE**

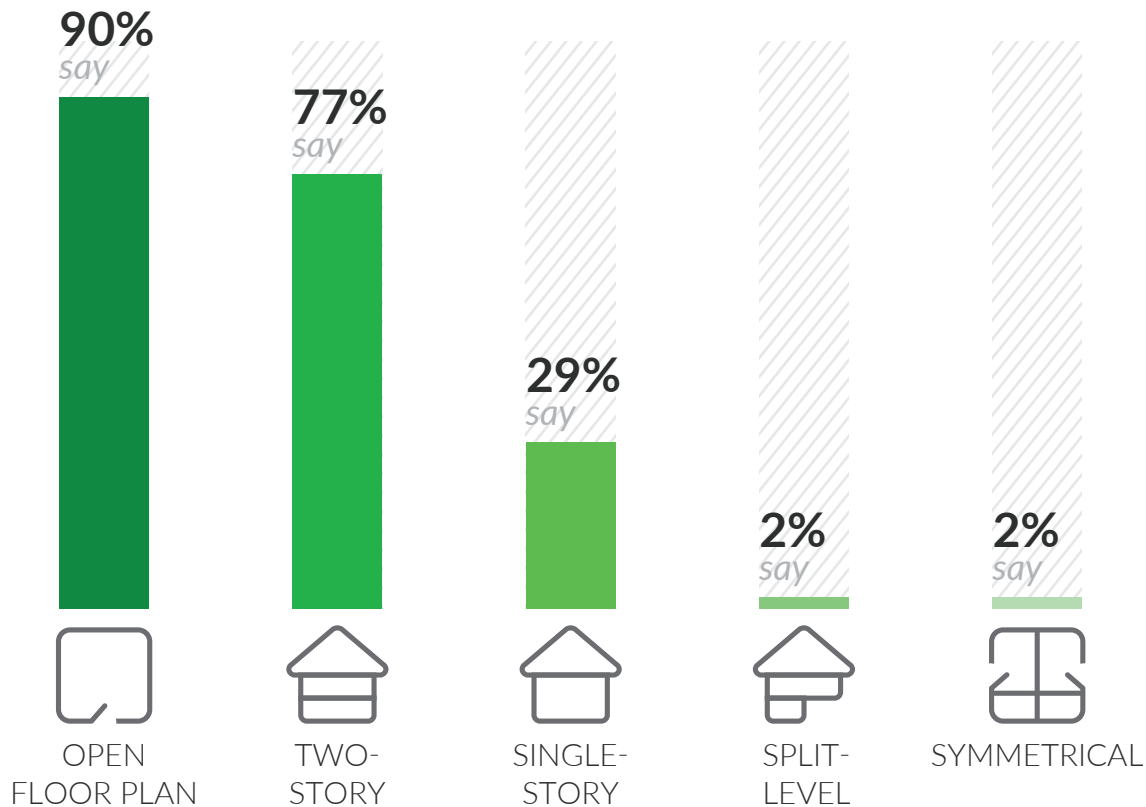


## What do you believe is the most popular residential architectural style among single-family home buyers right now?

Results were mixed when respondents were asked which architectural style was the most popular amongst home buyers. Some felt that it was location based, with Lisa Willard, whose business is based in Shreveport, Louisiana, saying, “Our market is **French Country and Farmhouse.**” Among the commonly repeated answers were **Modern, Colonial, and Craftsman**, with Craftsman getting a large percentage of answers. Adam Helfman explained, “Craftsman homes are all the rage, especially using composite materials that are low maintenance.”



## What are the most popular floor plans for single-family homes?



When it comes to floor plans, the open floor plan still remains highly popular, receiving 90% of the vote. Respondents were given the opportunity to choose more than one answer, and 77% of them also chose two story homes as popular options.

Open floor plans have been slowly increasing in popularity over the last few years. In 2018<sup>2</sup>, 76% of homeowners desired this layout, while in 2019<sup>3</sup>, the number had risen to 88%. Given the way that this trend has continued to grow, it seems safe to conclude that homeowners building or remodeling in the coming months may want to focus on this type of layout and design.

A photograph of an elderly couple laughing joyfully, overlaid with a teal geometric pattern of overlapping triangles and polygons. The woman is on the left, wearing a blue top, and the man is on the right, wearing a light-colored shirt. They are both smiling broadly, showing their teeth. The background is a soft, out-of-focus green, suggesting an outdoor setting.

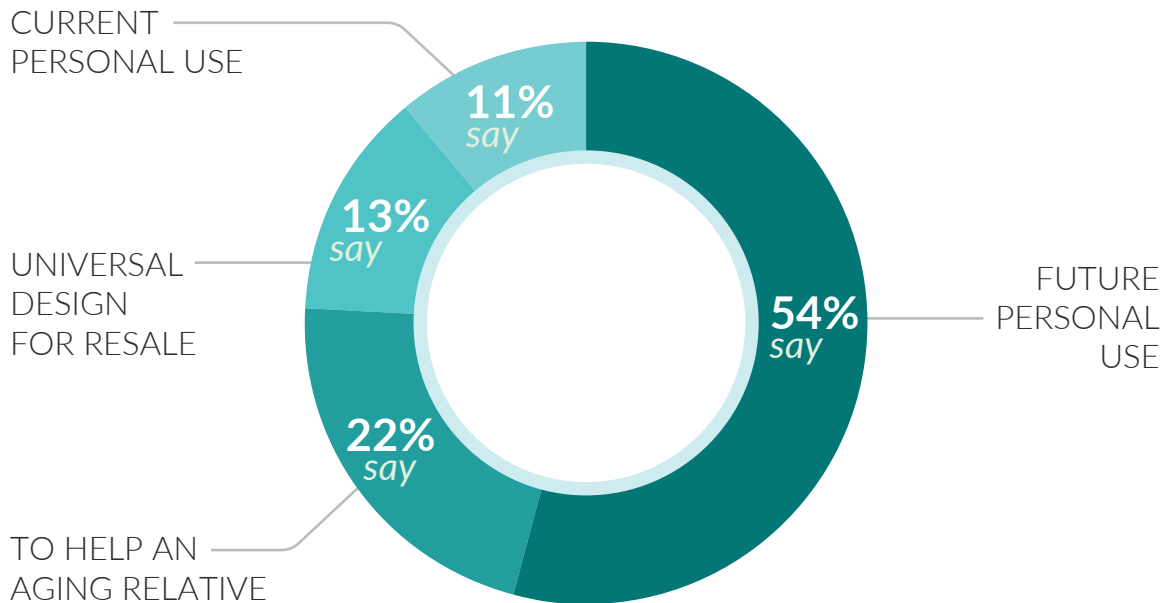
### III. AGING IN PLACE AND ACCESSIBILITY

## What percentage of your customers think about accessibility or aging in place when they build a home from scratch?

When asked what percentage of their clients thought about accessibility or aging in place when they built a home, respondents gave answers that ranged from 0% of the time to 90% of the time. This averages out to around **40%**. While accessibility isn't always a consideration for young buyers, the aging population would suggest that this will become a growing trend, and even a recommended<sup>4</sup> one in coming years.

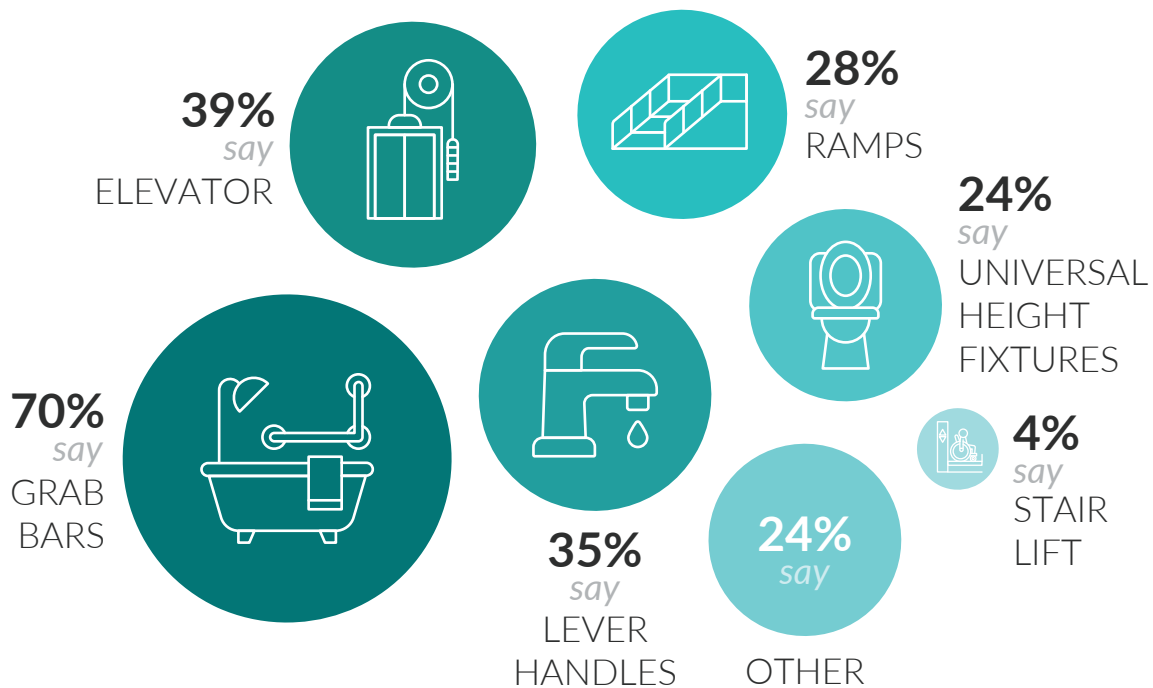


## What reasons do homeowners give for wanting to add these types of modifications to their homes?



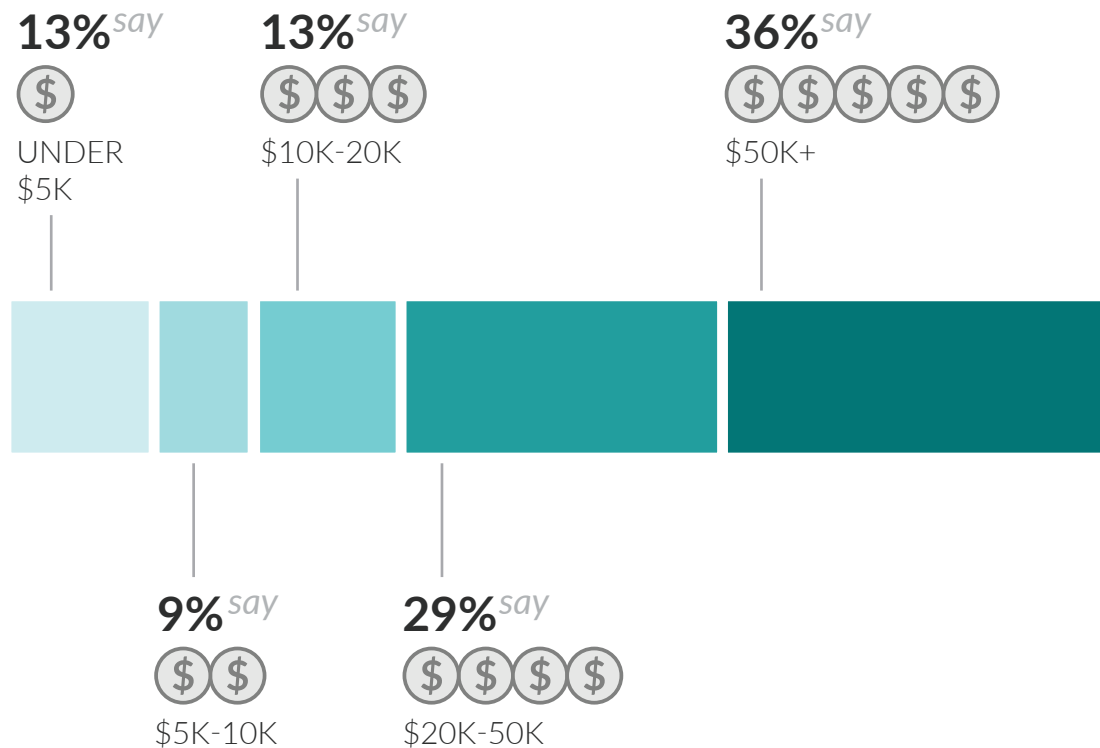
When asked about the reasons homeowners give for wanting to make their home's accessible, 54% say that it's for future personal use. This is definitely in line with the recommendations from the National Institute on Aging<sup>5</sup>, which encourages people to think ahead about whether they will want to age in place in their homes.

## What are the most common types of modification people are requesting to age in place?



The most common modification that people make to age in place is grab bars, which received nearly 70% of the vote. Respondents were able to choose multiple answers, and elevators and lever handles on faucets came in a distant second and third place with 39% and 35% of the vote, respectively. Grab bars are among the least expensive<sup>6</sup> modifications available, as well as one of the easiest to add, which could explain their popularity.

## What is the budget that you see most often from people wanting to age in place?



When it comes to budgeting for aging in place remodels, 36% of respondents answered that homeowners typically had budgets higher than \$50,000, while a further 29% saw budgets ranging from \$20,000 to \$50,000. According to the Fixr cost guide for aging in place, accessibility modifications in the bathroom alone cost around \$9,000 on average. Adapting an entire home will often include larger projects, like installing elevators, which can increase the budgeting requirements for homeowners. These increases are reflected in the overall figures provided by the survey respondents.

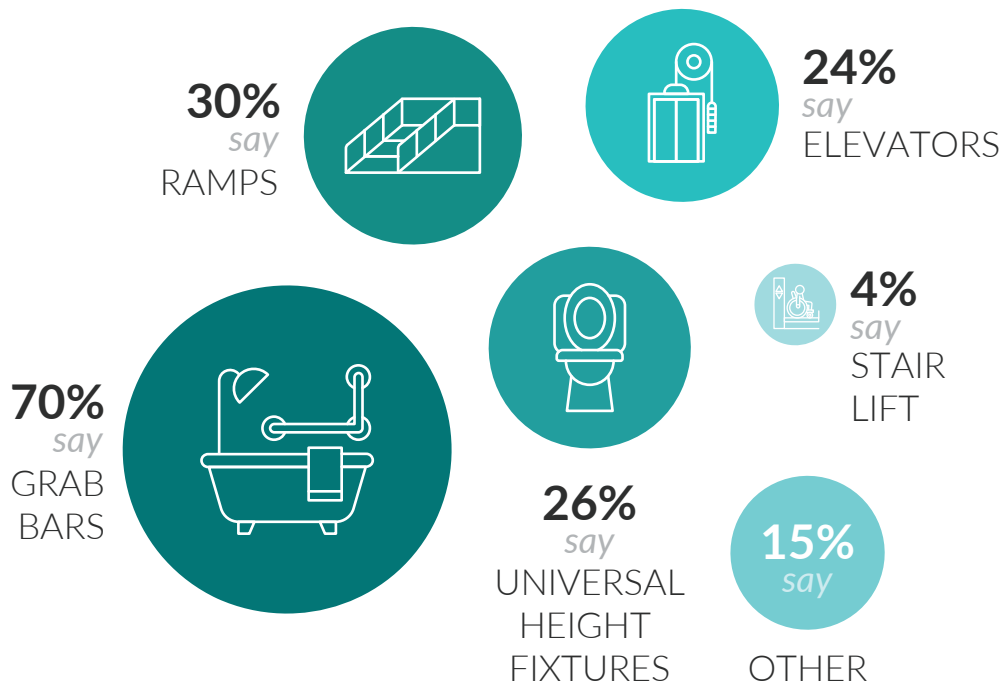
## **Do you think people are more likely to request aging in place modifications as part of a larger remodel or do you think they're more likely to request these modifications on their own?**

While answers were split between homeowners making modifications on their own or as part of a larger remodel, slightly more respondents felt that homeowners were more likely to make these changes as part of another project. Lora Teagarden explains, "They're typically built-in as a larger remodel unless a life event makes it necessary to do stand-alone." Brinn Miracle agrees, "Typically they are part of a new build or extensive remodel."

Lisa Willard elaborates, "Our Boomer/empty nester clients remodel their homes after the children have left and started their own families. They ask for modifications to be in the design that will make life easier for them as they age."



## What modification are you most likely to recommend to clients interested in aging in place?



When given multiple choices for which modifications respondents would recommend to their clients, 70% say that they would recommend grab bars the most frequently, with an additional 30% feeling that ramps would make a good addition and 26% saying that they would recommend universal height fixtures. Safety and comfort<sup>7</sup> are the two things that are recommended for people aging in place to consider, and these modifications are definitely in line.

A photograph of a modern building with large glass windows and a wooden deck, set against a background of green foliage. The image is overlaid with various green geometric shapes, including triangles and polygons, creating a layered effect. The text "IV. SUSTAINABILITY" is overlaid in the bottom left corner.

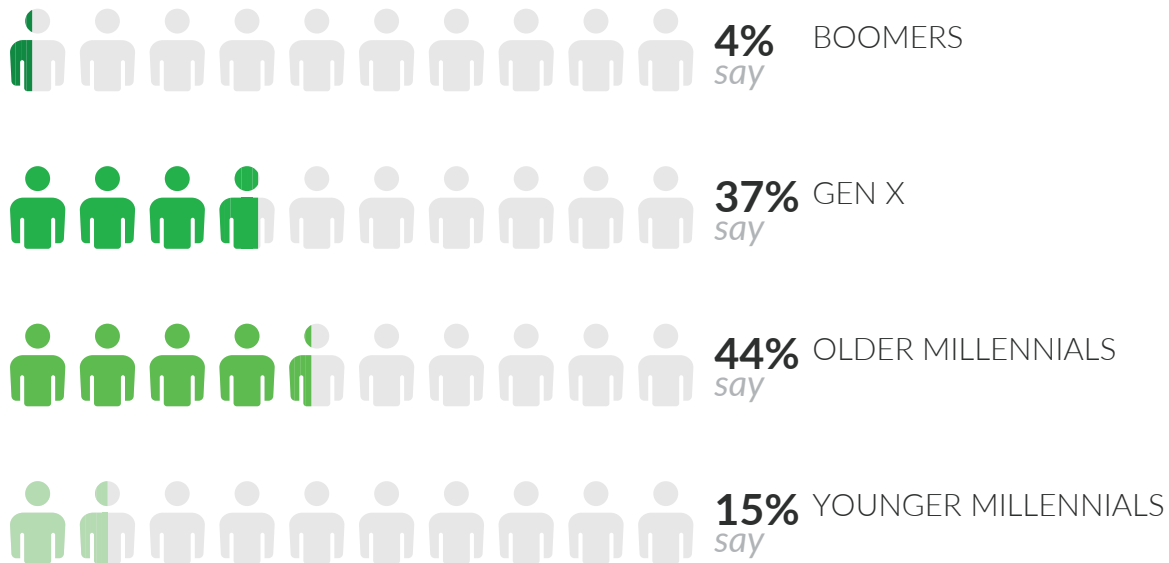
**IV.**  
**SUSTAINABILITY**

## How often do your clients request sustainable building materials as part of a design?

When asked how often clients requested sustainable building materials as part of a design, respondents were asked to give their answer in the form of a percentage. Answers ranged from 0% of the time to 100% of the time, with an **average of 45%**. This could be influenced by area, as well as by the type of services these experts provide, with firms specializing in this type of service potentially getting more requests.

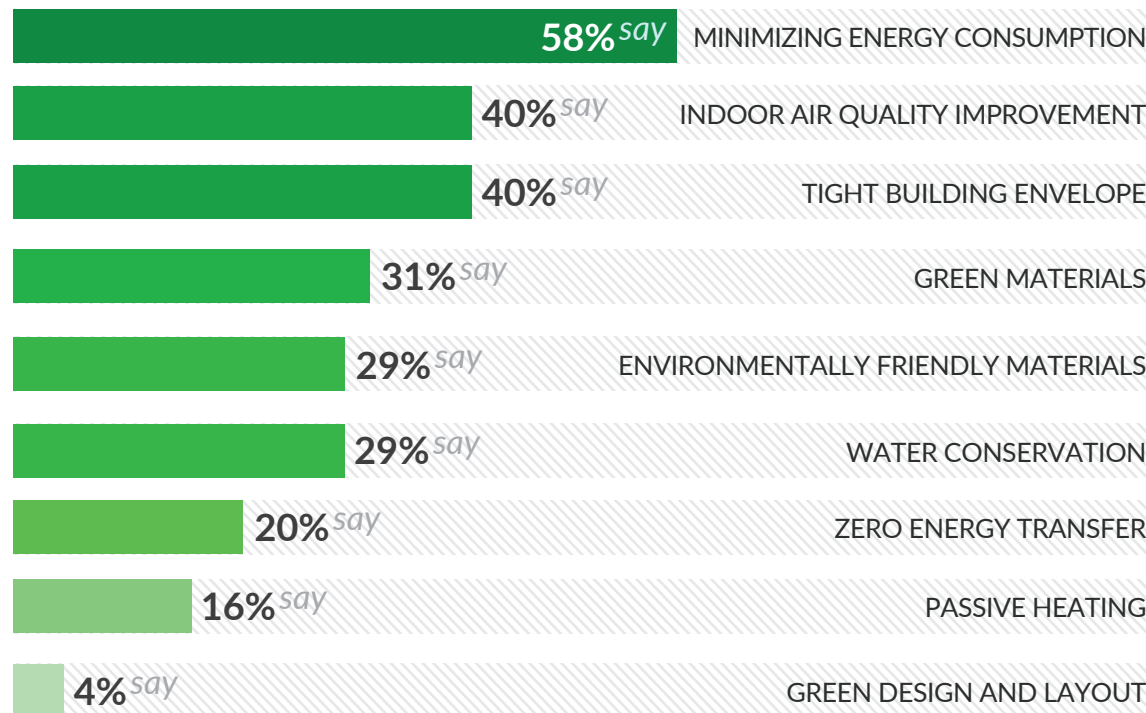


## What age ranges are you seeing be most interested in sustainable and green building design?



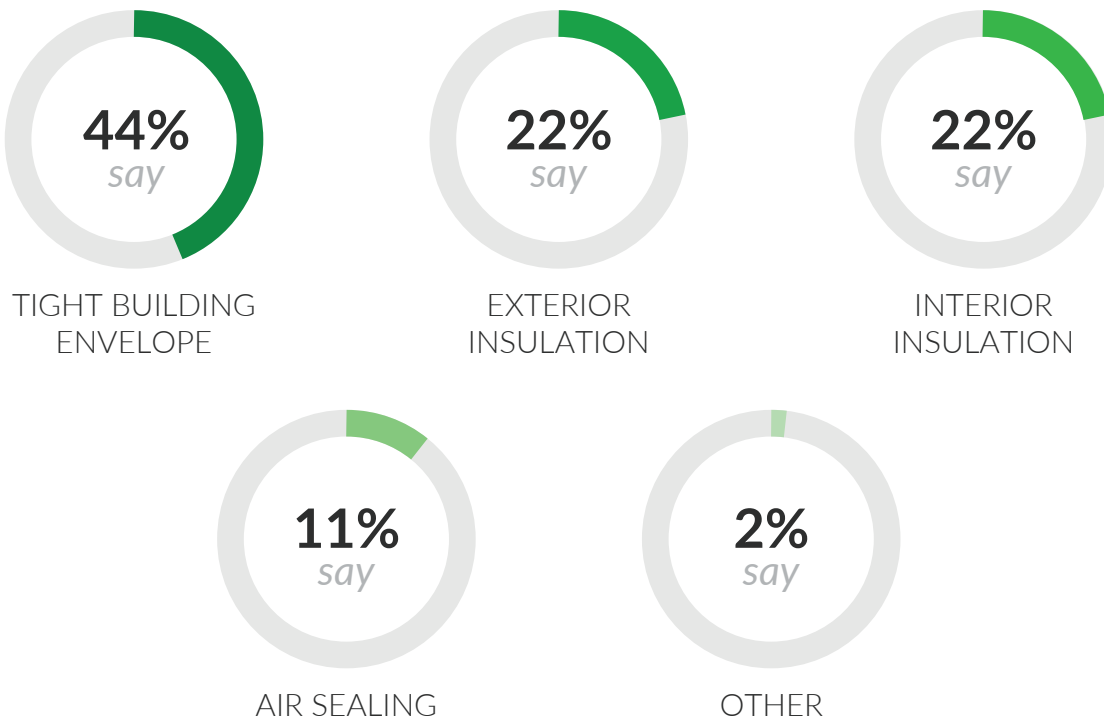
When asked what age ranges they felt were more interested in sustainable and green building design, 44% felt that Older Millennials were leading the pack, while 37% felt that it was Gen X and 15% feel that it's the Younger Millennials. Considering that Millennials in general are definitely requesting more sustainable, green, and eco-friendly building materials and practices, and are willing to pay more<sup>8</sup> for them, this does make sense that the younger generations would be more interested than older generations.

## Which of the following sustainable features do you think people are most likely to want included in their homes within the next year?



Respondents were given the choice to choose more than one answer when asked which sustainable features they felt that most people would select for their homes. 58% felt that minimizing energy consumption would be the most popular, while indoor air quality improvement got 40% of the vote. Considering that minimizing energy consumption also has an added benefit of saving money<sup>9</sup> as well, it makes sense that most people would be inclined to move in this direction.

## What do you feel is the most common way to help prevent energy transfer?



Respondents were asked what they felt the most common way to help prevent energy transfer or energy loss through the exterior of the home was. 44% feel that a tight building envelope would be the best way to proceed, while 22% of respondents felt that exterior insulation was the answer, and another 22% felt that interior insulation would be the best fit. Air leaks<sup>10</sup> are considered one of the biggest sources of energy transfer, and a tight building envelope that uses exterior insulation as part of that design may be the best method of stopping that transfer.

## What do you feel is the type of sustainable design most likely to gain traction in the upcoming years?

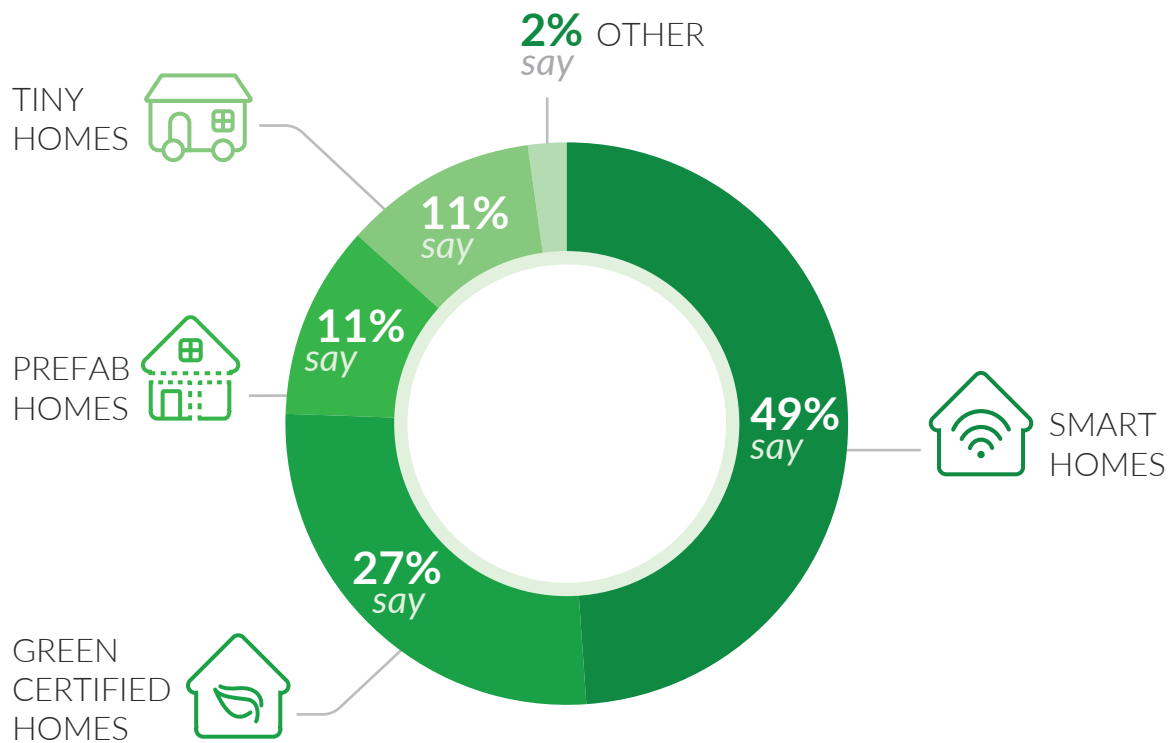
Answers were mixed when respondents were asked what they felt was the type of sustainable design more likely to gain traction in upcoming years. Many felt that solar was the answer while others thought it would be the **passive or net zero home**. Several others also felt that the materials would come into play. As Susan Berry explains, “Using materials that LAST.

We've learned that recycled and sustainable materials have a very short life span dependent on the local weather conditions. **Going back to traditional materials** for sustainability,” which may mean using materials designed for longer term use and less planned obsolescence.

Kelly Godwin has a different take on how materials could be used, “We see a lot of **repurposing of existing materials or components**, like turning a bed into a desk space. We've also seen more clients interested in tankless water heaters to conserve energy and installing recirculating pumps to help with water.”

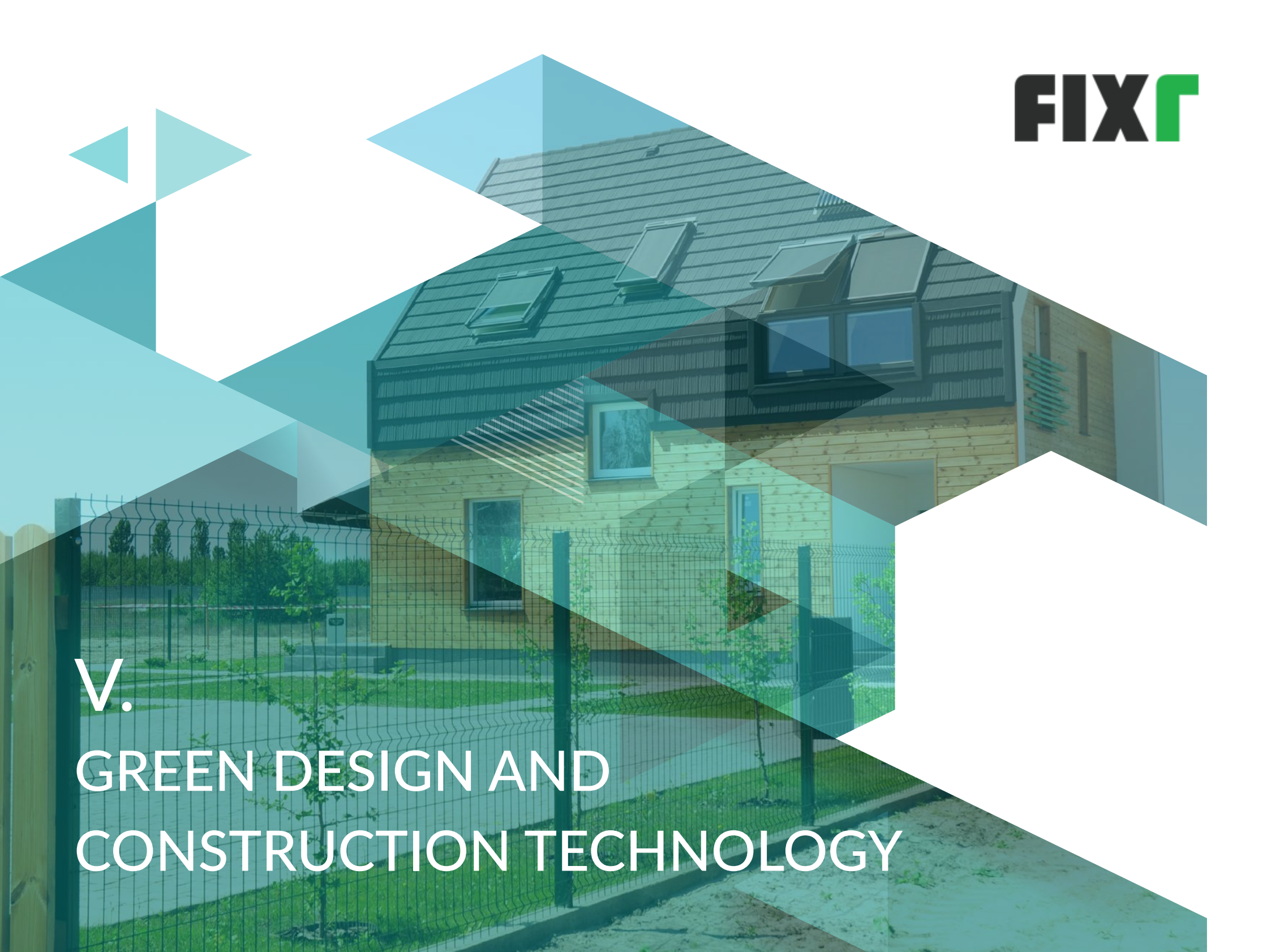
Lisa Willard also added, “**Smart homes are the future**. I believe gas is on it's way out and all-electric construction is going to make a comeback.”

## What do you think will be among the most popular design choices?



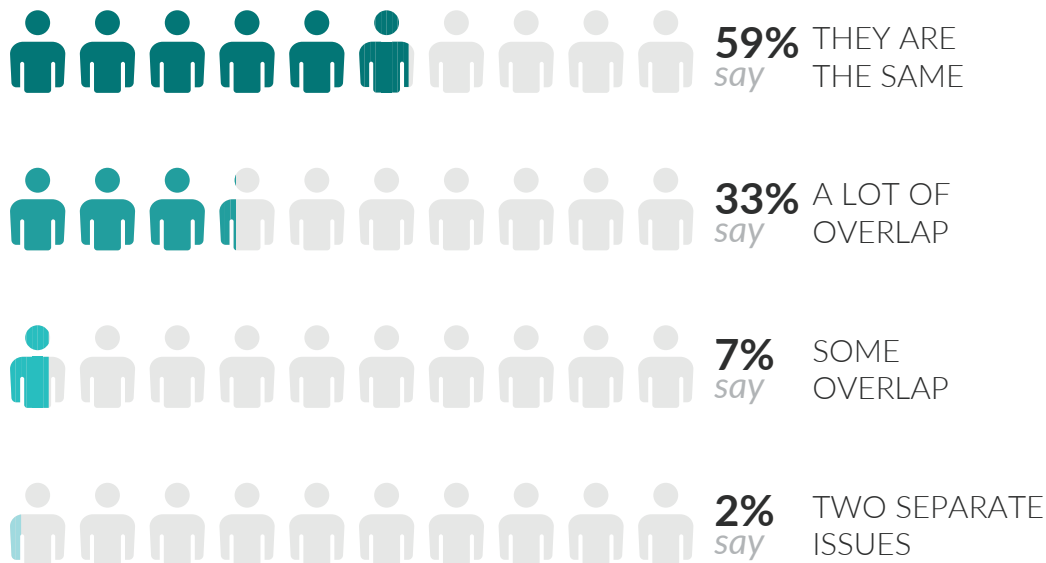
49% of respondents feel that smart homes will be among the most popular design choices in the future, while 27% feel that Green certified homes will be the answer. Smart home percentages are predicted to top 28%<sup>11</sup> by the end of 2021, so it may be that smart technology will outstrip other types of designs, at least in the near future.



A photograph of a modern, two-story house with light-colored wood siding and a dark grey roof. The roof features several solar panels. The house is surrounded by a green lawn and a fence. The image is overlaid with a semi-transparent teal geometric pattern consisting of various triangles and polygons.

V.  
GREEN DESIGN AND  
CONSTRUCTION TECHNOLOGY

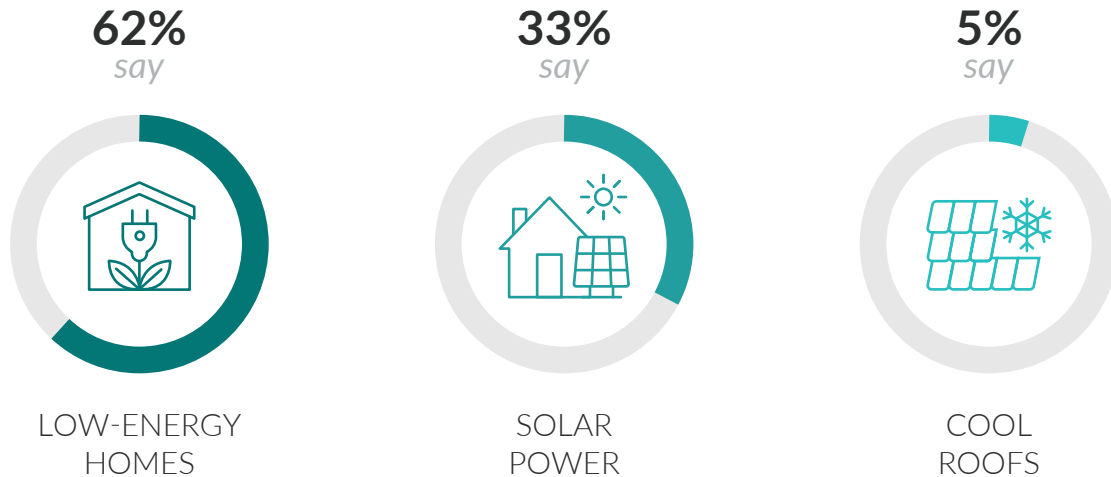
## Do your clients consider green design and sustainability the same or different parts of the project?



Green design and sustainability are both watchwords in the industry right now. They're often used interchangeably, but have different meanings. Green design includes materials and practices that have less of an environmental impact over all, such as better insulation or formaldehyde-free plywood, and sustainability means to avoid depletion of certain materials, such as wood and fossil fuels. When asked whether their clients understood these differences between green design and sustainability, 59% of respondents answered that their clients believe them to be the same, while another 33% answered that their clients see a lot of overlap between the two. While there is definitely some overlap, it may be that better education for homeowners is needed or that the growing trends still need more time for clients to truly grasp the nuances of both and how it will apply to their homes.

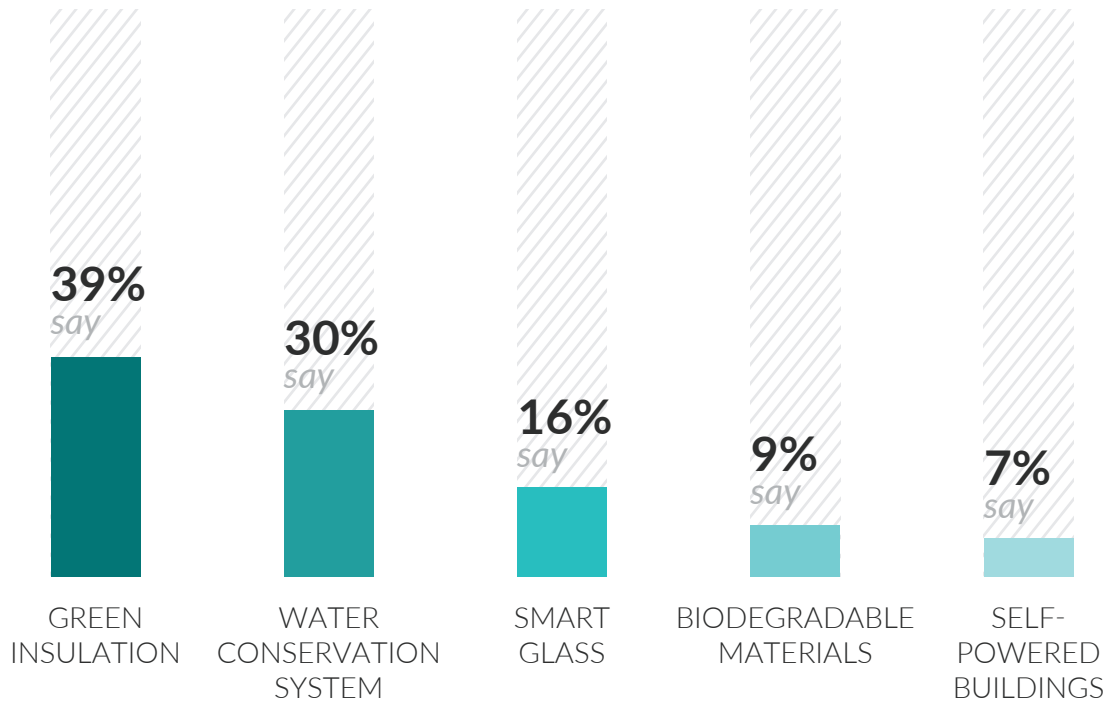


## What types of green construction technology will homeowners be investing in during 2020?



When asked what types of green construction technology homeowners will be investing in for 2020, 62% of respondents feel that it will be low-energy homes. Low-energy homes<sup>12</sup> actually do save homeowners a lot of money over their lifetimes, which could explain the growing popularity in this segment.

## Which green design elements are you likely to include or recommend in your designs?



When asked which green design elements they like to include or recommend for their designs, 39% of respondents say that they like to add insulation. Insulation is recommended for homes in all areas, especially since an estimated 90%<sup>13</sup> of homes may not have enough.

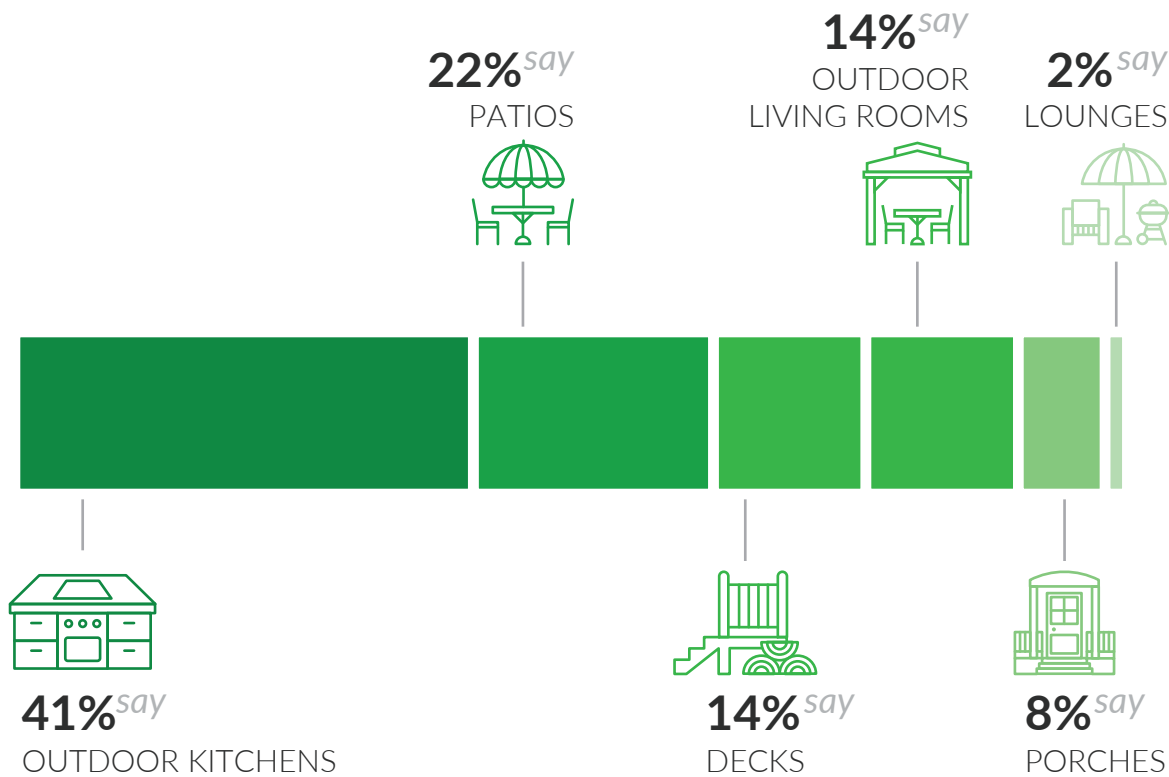
## Do you think that green design has grown in importance with homeowners over the last 10 years?

Respondents overwhelmingly answered “yes” when asked if they felt that green design had grown in importance with homeowners over the last 10 years. Their reasons for why they felt this, however, differed. Neal Pann felt that, “It has grown, though only because **some costs have come down and the building code**, at least in California, is forcing green design.” Anwar Khalifa explains, “Ten years ago I was building ‘Green’ but no one really cared. Today people are looking for me because **they want healthy, energy efficient, smart construction.**” Many felt that a growing awareness of the environment, and green building in general, is leading the trend, with Mark English explaining, “...the general public is much more **educated about climate change.**”



VI.  
OUTDOOR LIVING SPACE

## Which outdoor living spaces do you see more clients investing in during 2020?



When respondents were asked which outdoor living spaces they felt clients would invest in during 2020, 41% answered that the outdoor kitchen would be the biggest attraction. This makes sense as outdoor kitchens have been steadily growing in popularity<sup>14</sup> for the last few years.



## Do you think that outdoor fireplaces will become more popular in the upcoming years?

Answers were mixed when respondents were asked whether they felt that outdoor fireplaces would become more popular in 2020. Some felt that their response was climate based, with Kelly Godwin responding, “Absolutely! In Alabama, the weather is enjoyable almost year round outside and more clients have come to us asking for custom outdoor living spaces with fireplaces to **enjoy for more months out of the year.**”

Others, like Jeffrey Pelletier felt that economics was driving the trend: “Yes. **Interior living space is expensive to build** and so outdoor rooms, including ones with fireplaces, are often better values for additional living space than additions to your home.”

Jay Kallos adds, “[A fireplace] will remain important as **it anchors a space** - [homeowners] even build them in warmer climates like Florida and Arizona.”

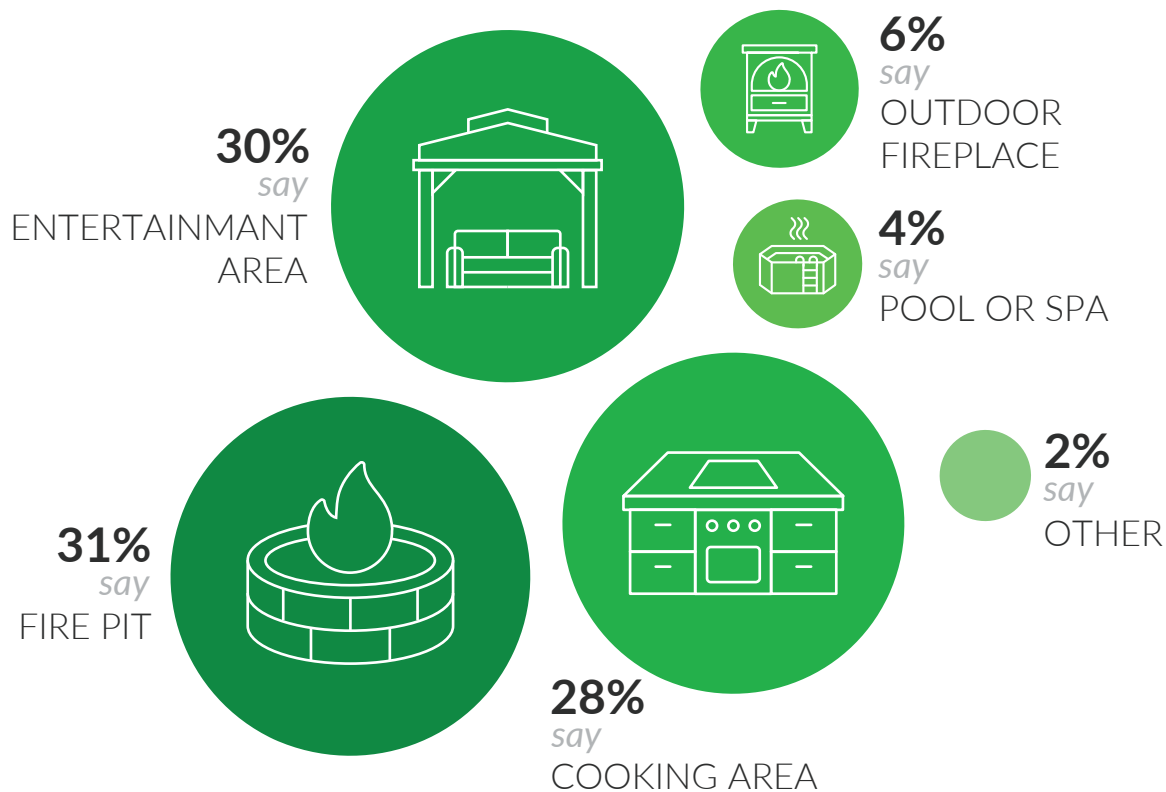
### Do you think Millennials are investing more in outdoor living spaces?

Most respondents agreed that they felt **Millennials will be investing more in outdoor living spaces** in the coming year. Reasons were mixed, but many felt that it has to do with the **affordability** of the home. Neal Pann expands, “I do believe they are because the indoor space that they can afford is smaller, and they have social lifestyles.” Jay Kallos agrees, “As pricing punches interior square footage, outdoor living is an inexpensive way to expand living space.”

Toni Lewis added, “Outdoor living lets you have a smaller footprint. You can have a smaller house if you consider the outside as part of your living space.”



## Which outdoor amenities do you see people investing in more?



When respondents were asked which outdoor amenities they see people investing more in, responses were mixed. 31% answered that a fire pit would be most popular, while 30% feel an entertainment area is the way to go. Another 28% felt that a cooking area would be the area people are more likely to invest in. This could be due to the popularity of outdoor kitchens, but it's safe to say that most people seem to be comfortable investing in the outdoor living areas, regardless of which amenities they choose to include.

## What is your ideal outdoor living space set up, and what are your go-to furnishings or fixtures to make it come alive?

Answers were quite varied when it comes to what the respondents' ideal outdoor living space would be. Some simply wanted an extension of the indoors, like Susan Cohen, whose ideal outdoor set up is a "complete outdoor environment that includes everything you would have inside plus plants." Others, like Kelly Godwin, would focus on the amenities, "An outdoor kitchen with a wood burning fireplace is an ideal set up to me. Incorporating fun seating with pops of color in cushions or throw pillows would easily transform your outdoor living space for each season or occasion." Chelsie Butler takes a similar approach, saying she would prefer "something with a cooking element, a refrigeration unit for entertaining, and enough seating for at least a small group."

## What type of homeowner do you see more likely to invest in an outdoor living area?

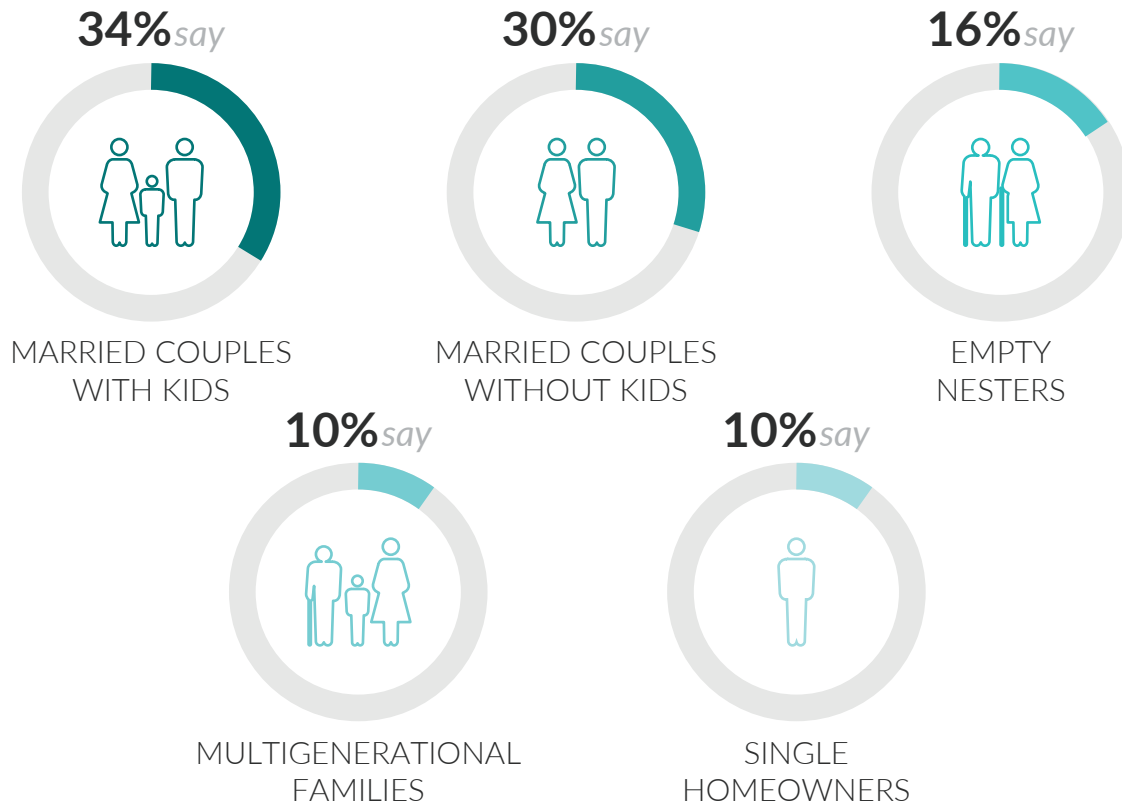


When asked which type of homeowner they see as more likely to invest in an outdoor living area, 65% answered married couples with children. This could be because children are more likely to use the outside space. Regardless, the growing popularity of outdoor living areas appeals to many populations, and many more homeowners are beginning to treat this area as an investment<sup>15</sup> in their property.

The background of the slide is a photograph of a large, multi-story historic house with a prominent porch and a brick chimney. The image is overlaid with several semi-transparent, geometric shapes in shades of teal and green, creating a layered effect. In the top left corner, there are two teal triangles pointing towards each other. In the bottom right corner, there is a large white geometric shape that resembles a stylized house or a large letter 'R'.

**VII.**  
**REFORM,**  
**REHABILITATE, REMODEL**

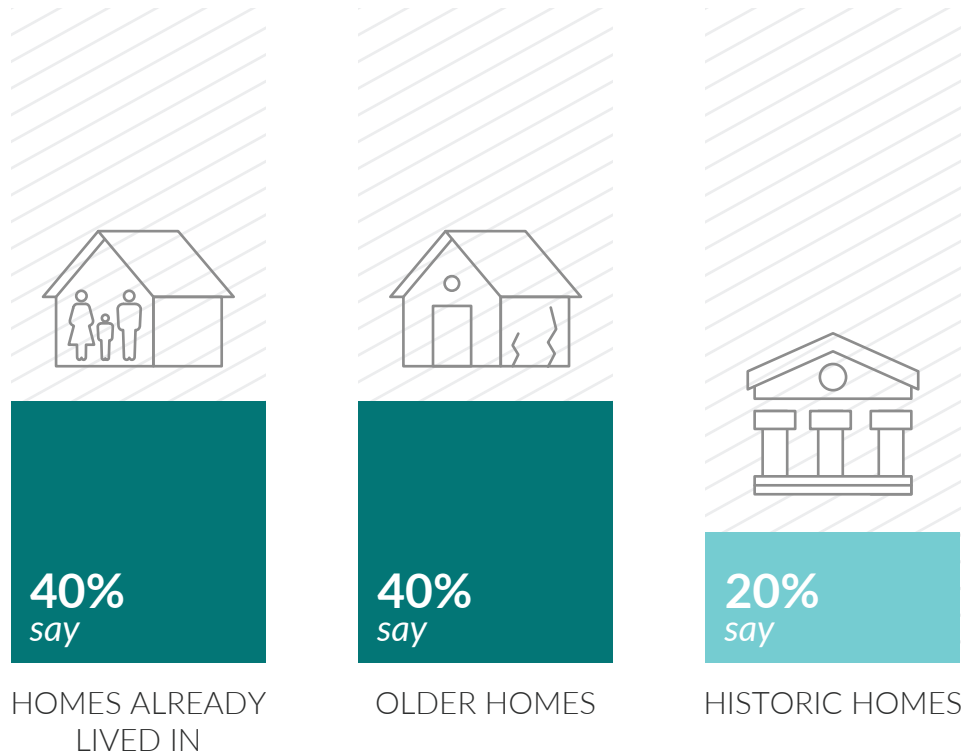
## Which group homeowners are more likely to want to remodel an older home to meet their needs, rather than to purchase a new one?



When asked which group of homeowners would be more likely to purchase an older home and remodel than purchasing a new one, respondents felt that married homeowners with children were the most likely at 34%, with married homeowners without children close behind at 30%. Considering that these two groups make up the bulk of all homeowners, it does make sense that they would also be the biggest demographic to take on these types of projects.



## Which type of house are people more willing to renovate/remodel?



Respondents were evenly split on the issue of which type of house people are more willing to renovate or remodel. Both homes already lived in and older homes got 40% of the vote, while historic homes got 20%. Home renovations are on the rise<sup>16</sup>, with more homeowners claiming that they will remodel their existing home rather than buy a new one, which could be contributing to the percentage of those wanting to remodel the homes they already live in. Older homes are also more likely to be renovated, simply due to being out of date.

## What are your favorite types of rehabilitation or remodeling projects?

Responses were mixed amongst the experts when they were asked what their favorite type of rehabilitation or remodeling projects were. Some favored historic homes, while others liked additions.

Jay Kallos particularly likes “reimagining and reinventing spaces in **an old home to meet today’s lifestyle** while carrying forth the patina of life older historic homes have.” Toni Lewis has a different view: “We appreciate remodels because construction waste is the largest contributor to our landfills. It is much more **earth-friendly to remodel than to demolish**, and if we can give new life to an interesting structure, then all the better.”

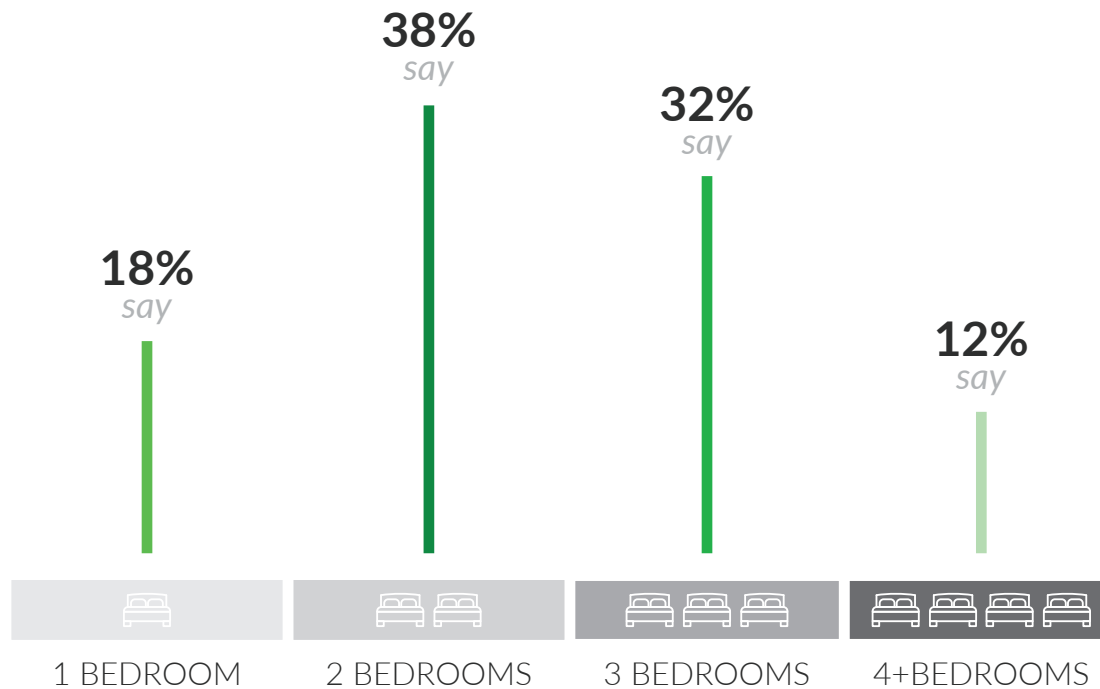
Others like Jeffrey Pelletier prefer the challenge that some remodels can bring: “I love remodels where we don't add any square footage but make the home live larger **with a smart reconfiguration of the space.**”

A photograph of a construction site showing a yellow crane lifting a large, rectangular, pre-fabricated concrete or metal module. The module is suspended by cables and is being positioned into a larger structure. The background is a clear blue sky with some clouds. The image is overlaid with several semi-transparent green geometric shapes, including triangles and polygons, creating a modern, architectural feel.

VIII:  
MODULAR/PRE FAB  
CONSTRUCTION



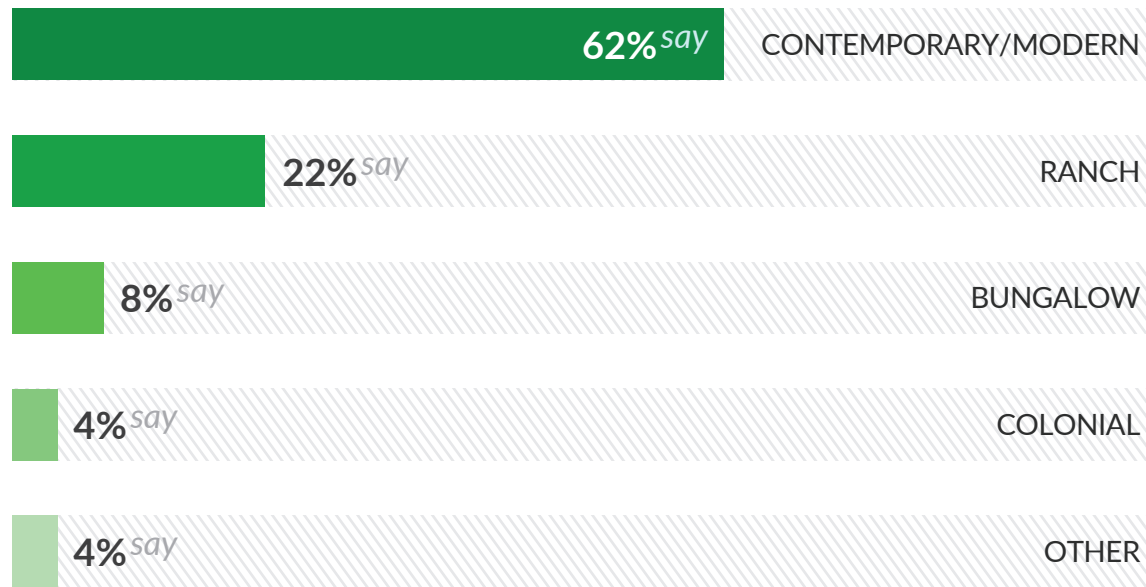
## What size home do you think will be more common to build using prefab construction?



When asked what size home they thought most homeowners would build using prefab or modular construction, 38% of respondents answered that 2 bedroom homes would be the most common, while 32% felt that 3 bedroom homes would be built this way most frequently. This could be because the number of bedrooms in new homes has been steadily dropping<sup>17</sup>, with three and two bedroom homes increasing more than four bedroom homes. This trend could be continuing regardless of the chosen building method.

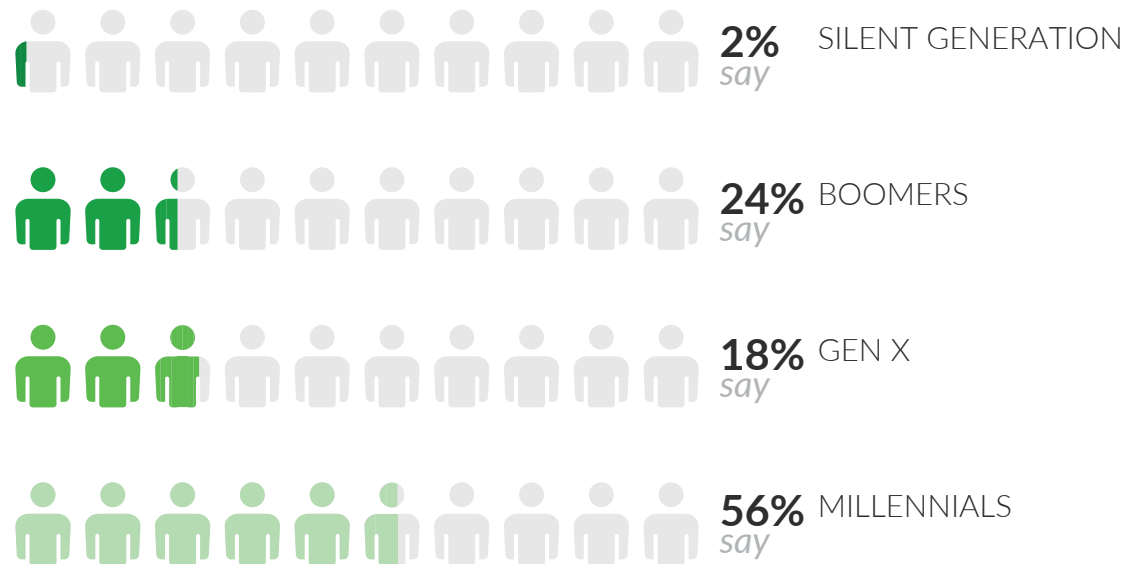


## What styles of homes do you think will be more common to build using prefab construction?



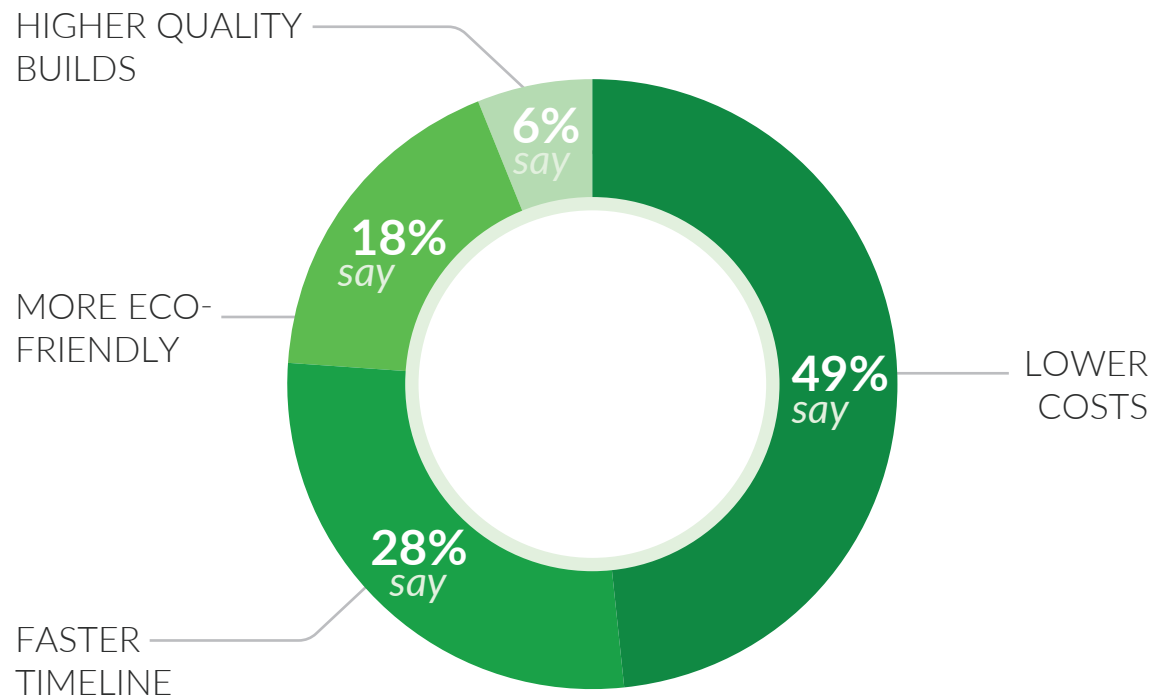
Respondents were asked what style of home they thought would be the most common to build using prefab construction. 62% felt that contemporary or modern homes would be the most common, while ranches took a distant second place at 22%. Most of the first prefab homes<sup>18</sup> to be built were usually contemporary in style, so this could be a carryover of the original idea, even though other styles can now be built using this method relatively inexpensively.

## What group of homeowners do you see most likely to invest in prefab construction?



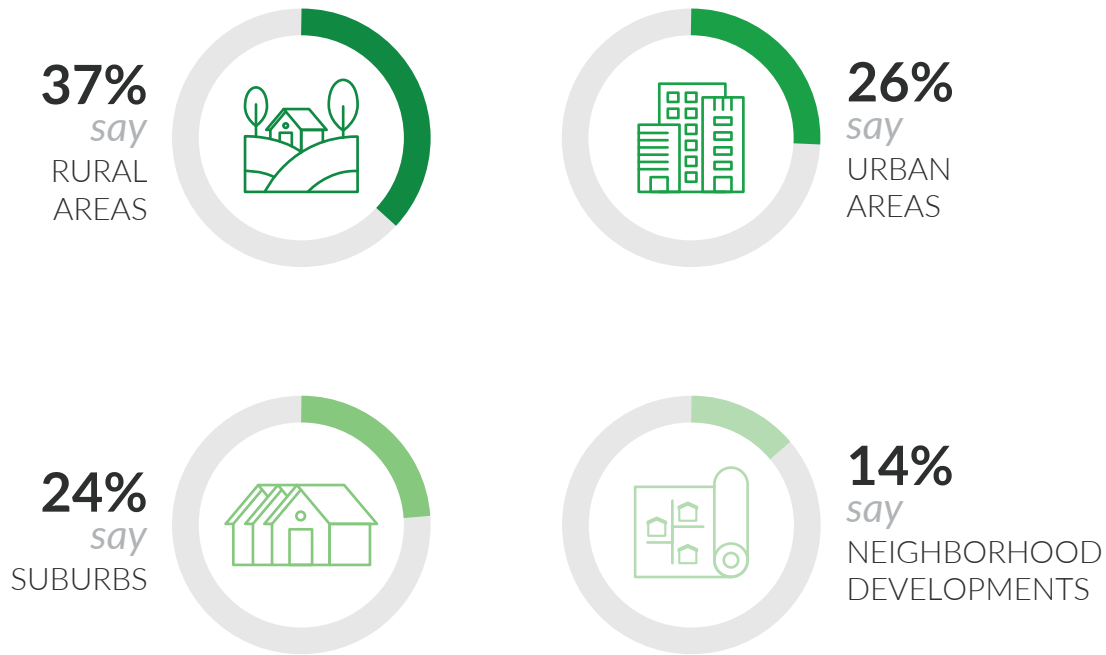
Most respondents agreed that Millennials would be the group most likely to invest in prefab construction. Given that prefab homes are designed and built using the latest in computer-aided technology<sup>19</sup>, it could be that Millennials who grew up alongside these types of programs may feel more comfortable using them than other generations.

## What reasons do you think homeowners will opt for modular construction?



When asked the reasons they thought that homeowners would opt for modular construction, 49% said that they thought it was due to the lower associated costs. Interestingly, this is beginning to be thought of as a myth amongst builders<sup>20</sup>, which may mean that while homeowners are looking to modular construction as a method of saving, they may not find the lower costs they hope to. With the cost of transport, and the fact that modular homes use more material than traditional stick-built homes, the only savings may be in the avoidance of delays. This may still make this style of building cheaper on a case by case basis, but not necessarily overall.

## What areas do you see benefiting more from this type of construction?



Responses were mixed about which areas the experts felt would see the most benefit from this type of construction. Rural Areas got the biggest share of the vote at just over 37%. This may be because rural areas are so much further from lumber yards and traditional sources for materials and contractors. Having a modular home delivered may be easier, less expensive, and less hassle for rural areas, whereas people living in suburbs have more options.

## Do you think that prefab construction will be more or less popular than other new types of construction such as ICF block?

Respondents overwhelmingly felt that prefab construction would be more popular than other new types of construction. Their reasons varied as to why they felt so, though. Jay Kallos feels that “cost and speed to market are critical and will carry prefab forward.” Others took a more moderate approach like Adam Helfman, who feels that “it all depends on the quality that is put out by the prefab company.” Some, like Tom Kraeutler, also think that it may depend upon the fact that many consumers haven’t heard of other types of construction, which would explain why they aren’t as popular.

# Utilizing These Trends in 2020

The trends uncovered in this report can help you to make more of your next construction or remodeling project. Trends are a useful way to gauge how your own project will fare in terms of resale, usability, and longevity for the design. By seeing how experts are using these projections themselves, it can help you to make better decisions on your own.

With the amount of information available, homeowners are able to make better choices about and for their own homes. As Scott Cullens puts it, “home buyers are more sophisticated, with more access to design.” Knowing what the latest trends are can therefore aid both homeowners who want the latest finishes and designs and the professionals who will be assisting them.

Both construction and remodeling trends are continuing to change, with many of these variables based on areas. Many experts have differing views of which construction trend will come out on top, with Neal Pann explaining, “the most popular trend is that construction is continuing to grow, though there are some signs, like rising prices, that reflect the market has a breaking point.” Larry Kush takes a slightly different view: “As new homes become more expensive, remodeling will grow.” No matter which side you are coming from, one thing remains constant: knowing what the trends are and keeping track of their progress will help you stay current and at the cutting edge of design for your next project.

# Methodology

For this report, Fixr reached out to 50 professionals in the construction industry, looking for the top experts who are building, designing, publishing, and working within the field. They were asked to answer multiple choice and open-ended questions on each topic presented, so we could bring you a clear picture of the industry right now.

Each of the professionals selected was chosen for their relevance in the field, including awards that they have won, their social media presence and influence, and their contributions to other publications.



# Survey Contributors

## AARON PLEWKE

Senior Associate, Deborah Berke Partners

<https://www.dberke.com>

Aaron designs and manages projects in all sectors, distilling each client's needs into unique, transformative solutions.

## ADAM HELFMANE

Host, HireItDone.com

<https://hireitdone.com>

Adam created Hire it Done to provide resources to homeowners who are not interested in the DIY movement. The website allows homeowners to find prescreened contractors, access resources, and ask questions. Adam has hosted various radio and television shows and has more than 25 years of experience in the home improvement industry.

## ANGELA CACACE

Owner, A.Marie Design Build

<https://www.amariedesignbuild.com>

Angela creates seamless, quality remodel experiences focused on collaborative design and centered around excellent customer service. One of her kitchen transformations won a full spread in This Old House, and her projects capture every one of her client's needs, bringing together creative concepts and unrivaled project coordination.

## ANWAR KHALIFA

President, Pyramid Homes

<https://www.pyramidhomes.com>

Anwar has received a long list of awards and accolades in the home construction industry. He is a Master Certified Green Professional, and is proud that his homes are built "Gold" verified GREEN; abiding by the strictest of the National Association of Home Builders "Green" Building guidelines.

## BILL PEARN

Owner, Bill Pearn Masonry

<http://www.billpearmasonry.com>

Bill is a masonry and concrete specialist with more than 30 years of experience in the field. He likes to take on more unusual jobs such as panic rooms and historical renovations. His website hosts an award winning blog on the topic of home improvement.

## BRENT KENDLE

President, Kendle Design Collaborative

<https://www.kendledesign.com>

Brent believes that modern design is not just a style, but also a philosophy that creates homes without limitations. Brent is the president of Kendle Design Collaborative, an architectural firm that specializes in modern, luxury design. Brent was first inspired by the architecture of Frank Lloyd Wright and uses many of the same principles he learned as a child in his own work today.

## BRINN MIRACLE

Senior Associate, Kirksey Architecture

<http://architangent.com>

In addition to earning both her bachelor's and master's degrees at Texas Tech University, Brinn spent a summer studying architecture in eight different European countries. Noteworthy projects include a casino with a hotel and several buildings at South Texas College. In addition to being a senior associate at Kirksey Architecture, Brinn also runs Architangent, an online blog dedicated to architecture.

## CHARLES HENDRICKS

Architect, The Gaines Group, PLC

<http://thegainsgroup.com>

Charles is an architect with The Gaines Group, a firm that believes that through design, we can have a better future. Charles is also the sustainability and marketing director for the firm, which handles all angles of design from consultation through interiors. Charles focuses on durable, energy-efficient buildings throughout Virginia's Shenandoah Valley. He works on both residential and commercial projects and has received a number of "Best of Houzz" awards for customer satisfaction and design.

## CHELSIE BUTLER

Executive Editor, Kitchen and Bath Business Magazine

<https://www.kbbonline.com>

Chelsie is the Executive Editor of KBB, the official publication of both KBIS and the NKBA. The award-winning publication focuses on kitchen and bath design elements, materials, and innovations that offer insights and ideas for homeowners and professionals alike.

### CHRIS LANDIS

Principal, Landis Design/Build

<https://www.landisconstruction.com>

Chris Landis is a member of the American Institute of Architects, and is also an architect licensed in Washington, D.C., Virginia, Maryland, and New York. He has served on D.C.'s Historic Preservation Review Board and is a past president of the DC chapter of the National Association of the Remodeling Industry.

### COLLIER WARD

Architect, Zapata Group

<http://www.zapatainc.com>

Uncompromising Integrity, honesty, and fairness are at the heart of Zapata's values, and are the cornerstone of each employee's approach to doing business. The team sets high standards for themselves and provides an environment where its talented professionals meet the challenges our clients bring to us.

### DOUG SELBY

Co-Founder & Sustainability Director, Meadowlark Design+Build

<https://www.meadowlarkbuilders.com>

After working as a pharmaceutical chemist and cancer researcher for 7 years, Doug left the profession in 1998 to become a carpenter, learning all trades while remodeling rental houses. Drawn to excellent architecture, hand craftsmanship and ecological building practices, Meadowlark has grown to 60 people strong, dedicating to providing an outstanding customer experience.

### ERIC COREY FREED

Founding Principal, organicARCHITECT

<http://organicarchitect.com>

Eric is the founding Principal of organicARCHITECT as well as a licensed architect in California, New Mexico, and Arizona. Eric is one of the recognized leaders in the field of organic architecture, which is a field first begun by Frank Lloyd Wright. Eric is originally from Philadelphia and began his career there and in New York.

### ERIC NELSON

Vice President, Trumark Homes

<https://trumarkco.com>

Eric's background in due diligence, land planning and entitlement processing spans nearly two decades. He has secured approvals for thousands of residential units and millions of square feet of commercial and mixed-use space. Prior to joining Trumark, Mr. Nelson was the Vice President of Entitlements at Red Mountain Retail Group.

### GARY BRUZZESE

Owner, Bruzzese Home Improvements

<https://www.bruzzesehomeimprovements.com>

Gary has been providing superior home improvement and home remodeling services to the residents of Lower Westchester, New York for over 50 years. He prides himself on making customer service his top priority, and it shows with thousands of satisfied customers!

### ISAMU KANDA, AIA

Founder, I-Kanda Architects

<https://www.i-kanda.com>

I-Kanda Architects is an award-winning architectural design practice that creates buildings and spaces that are modern, yet enduring – equal parts purpose and sculpture. The firm's built work broadly ranges from lofty barn conversions to Back Bay penthouses, boutique storefronts to mountain-side cabins.

### JAMIE AND MORGAN MOLITOR

Founders, construction2style

<https://construction2style.com>

Jamie and Morgan started construction2style, a husband and wife home remodeling, interior styling, and small media company, in 2012. c2s started off as a DIY blog and has since evolved into a full service design + build interior residential and small media company. For over five years, we have been tearing houses apart and creating new happy spaces, not only for our clients, but also for ourselves.

### JASON LANGKAMMERER

Architect & Contractor, AT6 Design Build

<http://www.at6db.com>

AT6 is a design build company that integrates the practice of architecture with the practicalities of construction to create innovative and personalized spaces. Led by second-generation licensed architect and general contractor Jason Langkammerer, AT6 is a tight knit family of designers, carpenters, and support staff who break down the silos that separate architects from builders.

### JAY KALLOS

VP Architecture, Ashton Woods Homes

<https://www.ashtonwoods.com>

Jay is the VP of architecture for Ashton Woods Homes. This award-winning firm has been doing business in the Georgia area for more than 30 years. They build and sell properties across the nation and focus on new and innovative designs and strategies for success.

### JEFF PELLETIER

Principal and Owner, Board & Vellum

<http://www.boardandvellum.com>

Based in Capitol Hill, Seattle, Jeff and his firm have contributed to countless projects throughout the area, including residential, retail, commercial, and multi-family. He has grown Board & Vellum to more than 20 employees and earned the Puget Sound Business Journal's "40 Under 40" Award. Board & Vellum prides itself on not being your typical design firm, keeping an emphasis on the homeowner's dreams and plans.

**JEFFREY BOGARD**

President, R.E.A. Home

<https://reahomesllc.com>

Jeffrey Bogard founded R.E.A. Homes to follow his personal passion of building custom, luxury homes with upscale and high performance features. After running a multi-million dollar division of St. Louis' No. 1 home builder for many years, Jeff felt all the pieces were in place for him to build and run his own company. R.E.A.'s story begins with Jeff's commitment to building dream homes just one at a time, following the footsteps of his father, Daniel Bogard, who started his life's work as a home builder in St Louis in the 1950s.

**JOEL SHINE**

CEO, Woodside Homes

<https://www.woodsidehomes.com>

Since 1977, the Woodside Homes name has been synonymous with integrity, excellence, and design innovation. As one of America's top 30 homebuilders, Joel and his team are committed to providing the knowledge, experience and processes that encourage our customers to realize their ideal lifestyle.

**JOSH GROUT**

President, Larkspur Builders Inc.

<https://larkspurbuilders.com>

Josh and his team offer a streamlined, sophisticated and intelligent process to the construction experience, and most importantly, make it easier and more trustworthy for their clients. While perfection is the desire of the end product, Josh wishes to make the process and journey of the build a memorable and enjoyable one along the way.

**KELLY KENNAMER GODWIN**

Vice President/Project Manager, Ray Kennamer Construction

<https://raykennamerconstructioninc.com>

Kelly has followed in her dad's footsteps to pursue a career in construction. She worked with Ray during summer breaks throughout high school and between semesters at Auburn University while majoring in Building Science. Most recently, Kelly has earned her home builders license with the state of Alabama and brought into the company serving as the Vice President.

**KEVIN WILKES**

Founder &amp; Architect, Princeton Design Guild

<https://www.pdguild.com>

Kevin Wilkes founded the Princeton Design Guild in 1985 to support and advance the Arts & Crafts ideal of progressive design combined with the skilled craft. PDG supports the belief that your home should be unique and memorable; functional and flexible – most importantly, it should be a pleasure to enjoy for years.

**LAIN CHAPPELL**

Owner, Solid Rock Custom Homes

<http://www.solidrockcustomhomes.com>

Lain is the Owner and President of Solid Rock Custom Homes, located in Colorado Springs. Lain is a certified Graduate Remodeler of the National Home Builders Association and holds a general contractor's license with the Pikes Peak Regional Building Department. He has worked in the Pikes Peak area for more than 17 years.

**LARRY KUSH**

Senior Vice President, ORION Investment Real Estate

<http://www.orionprop.com>

An Army veteran of Vietnam, Larry has successfully led three home-building companies in Arizona. He received awards twice as Marketing Director of the Year. Larry is a leader throughout the Southwest and currently serves as a planning commissioner for the City of Scottsdale. Having worked in the industry for more than 35 years, Larry is also an honorary life board member of the Home Builders Association of Central Arizona.

**LEE CALISTI, AIA**

Principal, lee CALISTI architecture+desig

<http://www.leecalisti.com>

Based in Greensburg, Pennsylvania, Lee focuses on both new construction and reuse projects at the commercial, institutional, and residential levels. Lee has served as an adjunct associate professor at Carnegie Mellon University's School of Architecture and blogs regularly at ThinkArchitect.wordpress.com. Lee takes a collaborative approach when working with clients and contractors to ensure that everyone is contributing to the design process on all levels.

**LISA M WILLARD**

Co-Owner, Ashley's Building and Construction

<https://ashleysbuilding.com>

Ashley's Building and Construction is built on good ol' fashion family values and a strong work ethic. The team believes in creating a unique and beautiful home remodeling project for each and every family they work with. They also believe they get only one chance to "Build It Right The First Time" and aim for absolute perfection.

### LONNIE ZBORIL

Owner, Z Energy Efficient Building Design

<http://zenergyefficientbuildingdesign.webstarts.com>

At Z Energy Efficient Building Design, the team put their heart and soul into creating this company from the ground up and will always strive to treat each and every client with the utmost respect and honesty.

### LORA TEAGARDEN

Project Architect, L<sup>2</sup> Design, LLC

<http://l-2-design.com>

An Indianapolis-area native, Lora returned to her home city after several location changes following graduate school. She is LEED AP BD+C certified and has managed projects of all sizes. Her business began from the need for a creative outlet, and she believes that dreams and designs are always worth sharing.

### MARK ENGLISH

Director, American Institute of Architects California Council

<http://www.markenglisharchitects.com>

A San Francisco native, Mark studied architecture in Florence, Italy before starting his own firm. In addition to focusing on sustainable design, he also serves as the editor of two online magazines, The Architect's Take and Green Compliance Plus. Mark's focus is on creating a design that is sustainable, flexible, and built to last.

### NEAL PANN

Architect, Dahlin Group Architecture Planning

<https://www.dahlingroup.com>

Neal is an architect with Dahlin Group Architecture Planning. Dahlin was first formed in the 1970s and has overseen numerous large-scale projects since then. They keep a diverse group of architects on staff who are passionate about creating plans that promote their clients' well-being.

### NORMAN GARDNER

Co-founder & Builder, Denny + Gardner

<https://www.dennyandgardner.com/our-company/meet-the-company>

Norman is a builder and founding member of Denny + Gardner. He helps customers make material selections and set a workable budget. He also manages the team of professionals responsible for executing the project from start to finish.

### PAUL BRANT WILLIGER

Principal, Paul Brant Williger Architect

<http://willigerarchitect.com>

Paul is a graduate of Columbia and has been an architect for more than 30 years. He started his own firm six years ago and has been working in residential architecture. He plans to expand to new areas in the future.

### PAUL DOHERTY

President & CEO, The Digit Group

<https://www.thedigitgroupinc.com>

Paul is the President and CEO of The Digit Group, a real estate development company. The Digit Group designs and builds smart cities that utilize technology solutions as the basis of the designs. The company is based in New York City and has built smart cities in countries around the globe.

### PIERRETTE TIERNEY

VP Business Development, Magleby Construction

<http://maglebyconstruction.com>

Pierrette is the VP of Business Development with Magleby Construction. Magleby is a luxury custom home builder located in Utah. They offer full property services as well as custom builds in a wide range of communities.

### SABINE H. SCHOENBERG

Founder & Host, Sabine's New House

<https://sabinesnewhouse.com>

Sabine is the founder of Sabine's New House, a website that aims to help both consumers and professionals in the building process. The site focuses on topics such as green building, smart home technologies, and healthy materials.

### SCOTT CULLENS

Owner, Palm Pacific Construction

<https://palmpacificconstruction.com>

Scott is the Owner of Palm Pacific Construction, one of the Top 200 Most Influential Design Firms. Their philosophy is that the focus should be on the details of a project and that it is the finish of the design that really counts.

### SEBASTIAN SCHMALING

Founding Principal, Johnsen Schmalung Architects

<https://www.johnsenschmalung.com>

Sebastian Schmalung, AIA, LEED AP, is the founding principal of Johnsen Schmalung Architects, a design and research studio whose work has garnered broad critical acclaim for its conceptual clarity, formal discipline, astute detailing, and an unequivocal commitment to architectural innovation and environmental sustainability.

### STEVE PARKER

President / COO, Park Square Homes

<http://www.parksquarehomes.com>

Steve is the President and COO of Park Square Homes, a family-owned and operated design and build firm. Park Square Homes is one of the first to build an Energy Star 3.0 home in 2012 and strives to build homes in the Central Florida area that enhance the community they are located in.

**SUSAN COHA**

Owner, Susan Cohan Gardens

<http://susancohangardens.com>

Susan owns Susan Cohan Gardens, a full-service landscape design studio. This award-winning business tackles projects of all sizes, including outdoor living spaces on small residential homes to large country estates. Susan has more than 15 years of experience in this area and works to exceed client expectations.

**SUSAN P. BERRY**

Founder & ADA Expert, Disability Smart Solutions

<https://disabilitysmartsolutions.co>

Susan is the Founder of Disability Smart Solutions, an ADA accessibility consultant firm. Susan is passionate about making all buildings accessible to all people. She brings more than 35 years of experience in various parts of the building industry to the table.

**THERESA COLEMAN CLEMENT**

Host, Writer, Designer & DIYer, MyFixItUpLife

<http://myfixituplife.com>

Theresa Coleman Clement is passionate about design and health. As a writer, social media expert, on-camera brand ambassador, executive producer, designer, author, mom, and co-host of a radio show with her carpenter-husband Mark, she has successfully created a powerhouse lifestyle brand experience called MyFixitUpLife.

**THOMAS C. DONNELLY**

President, BrightView Group

<https://www.brightview.com>

Tom Donnelly is responsible for overseeing BrightView's Development Services segment including Landscape Architecture, Landscape Development, Tree Growing and Tree Specimen Moving businesses and is responsible for nurturing a vast array of customer relationships.

**TIM COSTELLO**

President & CEO, NewHomeSource

<https://www.newhomesource.com>

Tim heads up NewHomeSource, one of the largest databases of new homes and new home builders. NewHomeSource helps you find your dream home, with new home communities, construction service links, and new construction homes just a click away.

**TOM KRAEUTLER**

Syndicated Radio Host, Money Pit Media

<https://www.moneypit.com>

Tom is the one of the hosts of the syndicated call in radio show The Money Pit. He answers questions from listeners on a wide range of topics from pests to decks. The show is consistently nominated one of America's Top 100 Radio Shows.

**TONI LEWIS**

Principal, Lewis/Schoeplein Architects

<http://www.lewisschoeplein.com>

Lewis / Schoeplein Architects is a Los Angeles-based collaboration led by partners Toni Lewis, AIA, LEED AP and Marc Schoeplein, AIA, LEED AP. The practice is multi-disciplinary, and projects include single and multi-family residential, commercial development, and community-based design and planning for institutions, governmental agencies, and not-for-profits.

**VINCE NARDO**

President, Reborn Cabinets Inc.

<https://www.reborncabinets.com>

Vincent Nardo is the Chairman of the Board at Reborn Cabinets. He is directly involved in any decision that affects the overall health of the company. Using his 35 years of experience in Cabinet Design and Manufacturing, Vince founded Reborn Cabinets in 1983.

**WILLIAM GUAJARDO**

Owner, J. G. Williams Construction

<https://jgwilliamsconstruction.com>

William is an experienced operations leader with a demonstrated history of working in the construction industry. Skilled in negotiation, budgeting, sales, and sales management.

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# Helpful Resources

## SUSTAINABILITY GREEN DESIGN AND CONSTRUCTION TECHNOLOGY

- Solar Panel Installation
- Solar Water Heater Installation
- Solar Panel Maintenance
- Room Insulation
- Attic Insulation
- Home Insulation
- Energy Audit
- Air Duct Cleaning
- Window Replacement
- Roof Replacement
- Composite Roofing Installation
- Window Glass Replacement

## AGING IN PLACE

- Stairlift Installation
- Ramp Installation
- Grab Bars Installation
- Elevator Installation
- Aging in Place Remodeling
- Disability Remodeling
- Universal Height Toilets

## OUTDOOR LIVING

- Landscaping
- Outdoor Kitchen Installation
- Build a Patio
- Porch vs Patio
- Porch vs Deck
- Deck Installation
- Fire Pit Installation
- Wood vs Gas Fire Pit
- Build a Swimming Pool
- Hot Tub Installation

## REFORM, REHABILITATE, REMODEL

- Home Automation

## CONSTRUCTION

- Build a Bungalow
- Build a Ranch House
- Open vs Closed Floor Plan
- Build Single Family House
- Build Duplex
- Home Addition Design