

JOHN BURNS  
REAL ESTATE CONSULTING

woodley  
architectural  
group, inc.

PROFESSIONAL BUILDER  
**PROBUILDER**  
SHOW VILLAGE

# The *New New* Home

A Home Designed by Experience and  
Consumer Research

Show Village 2021

# Overall Vision

The *New New Home* design came out of a collaboration between Woodley Architectural Group and John Burns Real Estate Consulting's (JBREC) New Home Trends Institute. A combination the architect's experience with custom buyers along with consumer and market research by JBREC, before and after the pandemic, created the overall vision.

When given the opportunity to design a virtual show home, it would have been easy to create a giant house that includes all the bells and whistles. Instead, the team chose to challenge themselves by keeping the house attainable and versatile by designing it to be under 2,500 square feet and plot it on a more typical 5,000 square foot lot (50' x 100') that is readily available in every market in the country. The team wanted to create a simple house that is affordable to build but also interesting.

It all started with a vision of who would live in this house: a family with two kids around 8 to 12 years old. Both parents work and the kids are doing school from home. The home had to find solutions for a lot of needs and wants:

- a place for both parents to work
- space for the kids to learn virtually and do schoolwork
- a solution for package delivery
- outdoor living space
- storage
- and more...



The image is a composite of architectural design scenes. The top section shows a person's hands using a yellow pencil to mark a floor plan on a clipboard. The plan includes labels for 'LIVING ROOM' and 'KITCHEN' and various dimensions. To the left, there are several sheets of paper with project information, including 'Proyecto: Lorem ipsum dolor sit amet, consectetur adipiscing elit.', 'Fecha:', 'Escala 2: 01.2', and 'Paneles:'. A color palette is visible in the bottom right corner, showing a range of colors from red to blue. The bottom section shows a person's hands pointing at a floor plan on a table, with a color palette and other design documents nearby. The overall theme is architectural design and data visualization.

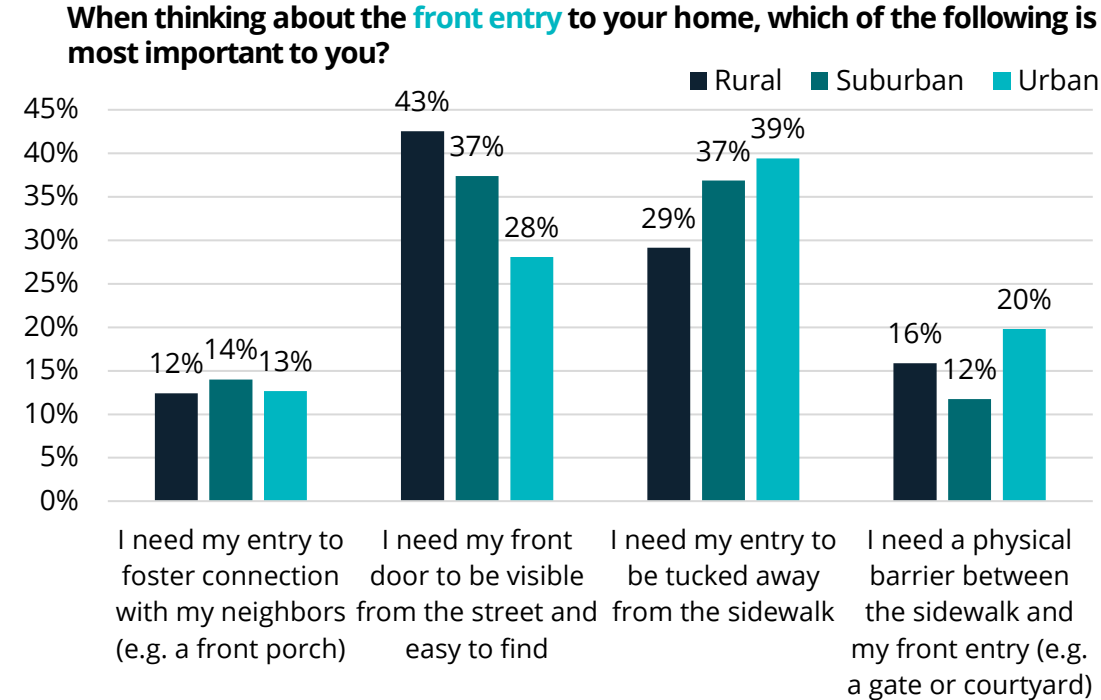
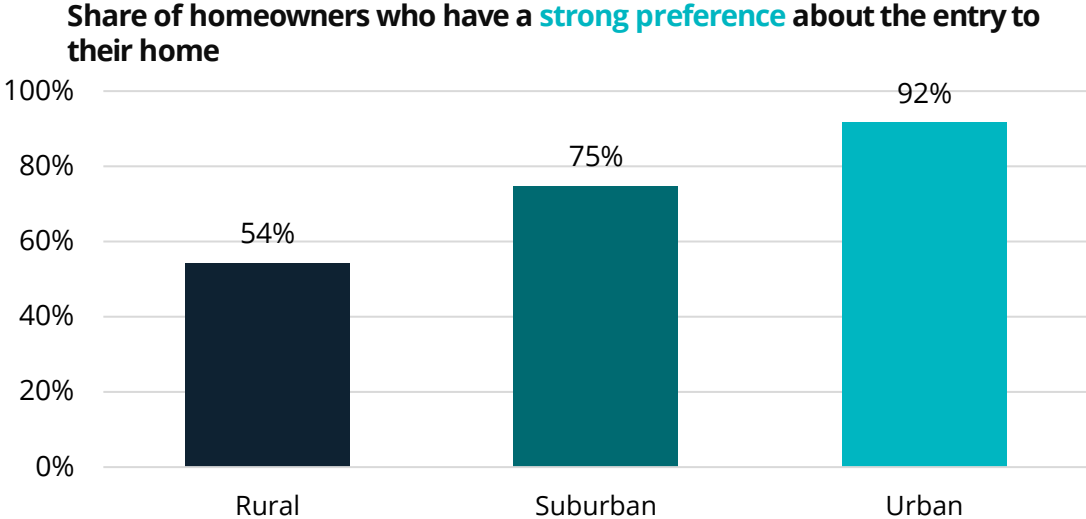
# The Data Behind the Design

# Rethinking the Front of the Home

**Front Entries:** Front entry designs matter deeply, especially in urban areas where 92% of homeowners have a strong preference about the entry style of their home. Style preferences vary by geographic type; in rural areas, focus on making sure that the front door is easily visible from the street so that it is not difficult to find. In urban areas, tuck entries away from the sidewalk. Equal shares desire this for safety as those who are trying to reduce the odds of package theft.

**Social Connection:** Amidst continuous conversation about social isolation and homeowners yearning for connection, we wanted to understand what “social connection with neighbors” really means. It turns out, a brief interaction (e.g. a smile, nod, or wave) is the preferable level for most. In fact, when asked what type of front entry to their home best met their needs, very few homeowners report that the front entry should foster connection with neighbors (e.g. with a front porch). Thus, elevational styles (porches, stoops, entry courtyards, garages) should be designed with semi-private entries into the home that do not force interactions with neighbors.

Source: New Home Trends Institute Privacy December Trends report, published December 2020



# Guest House

Not only did living multigenerationally rank as one of our 5 key consumer trends in the April edition of The Light, the team found that the move up homeowners aspire to a separate space for privacy and multigenerational living.



# Clean Room

Consumers are looking for a transition space when they come indoors from being out and about. A place where you can completely change clothes and wash up or even just take off your shoes and store your dog's leash.



Source: The Light newsletter by John Burns Real Estate Consulting, published April 1, 2020 (5 Key Consumer Shifts) and July 3, 2020 (Celebrating the American Home)

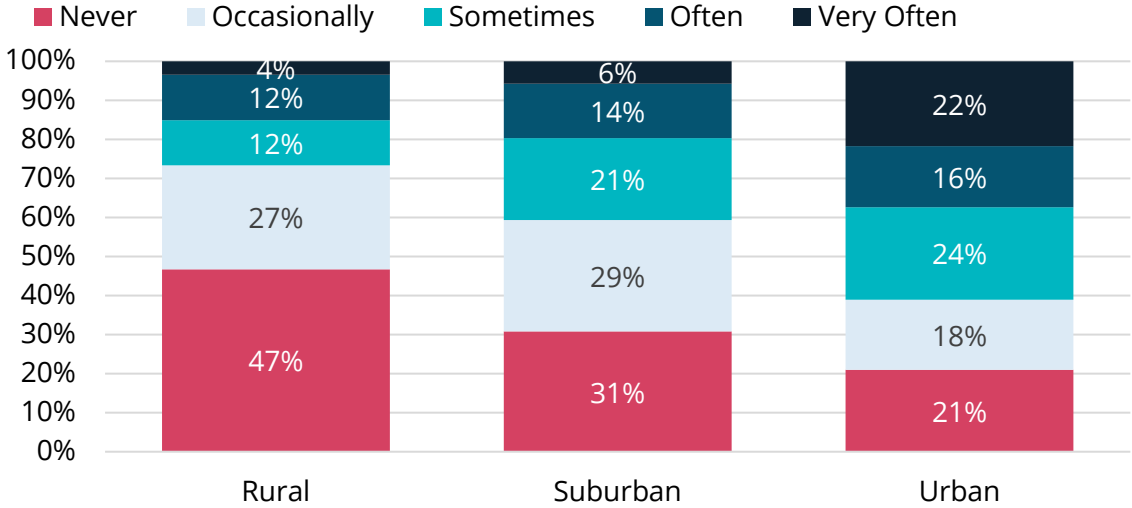
# Outdoor Living

A need for privacy solutions transcends geographic type and home size. Nearly 80% of homeowners in urban areas say they worry about neighbors being able to see into their home and yard at least occasionally. Yet, even for those in rural locations with large lots and plenty of open space, less than half are completely worry-free. Above the 2,000 square feet threshold, increasing square footage does not reduce privacy concerns. Even in 4,000 square foot homes, 65% worry at least occasionally.\*

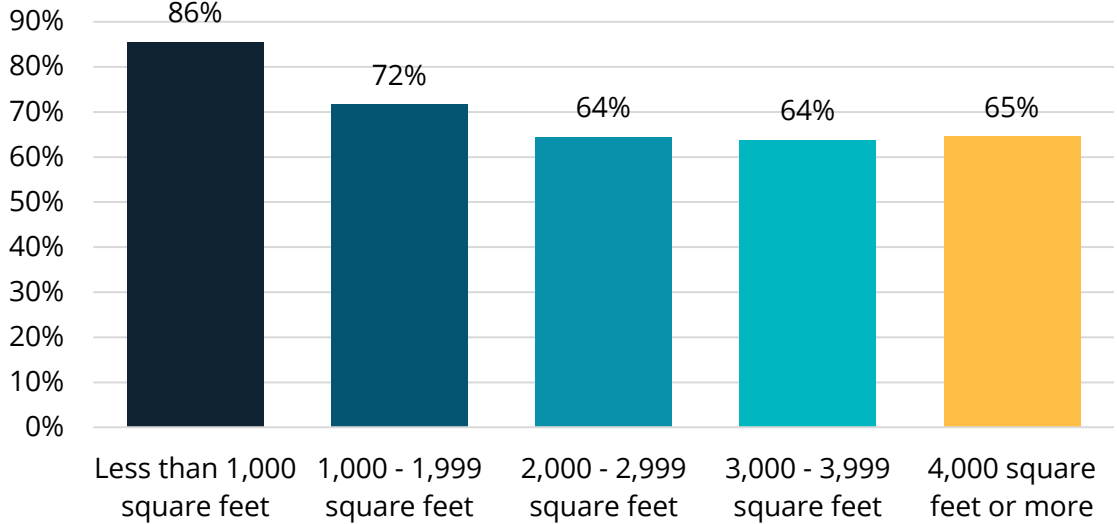
Homeowners value the backyard vastly more than the front. When asked to trade off between a large backyard and a larger front yard, homeowners were vastly more likely to indicate that the backyard is more important to them. This was consistent across all variables, including life stage, geographic type, and home size. This makes sense given that most homeowners do not want the prolonged interaction that the front yard permits anyways. Backyards are priority and we should expect homeowners to spend more time and money there.

Source: New Home Trends Institute Privacy December Trends report, published December 2020

How often do you worry about your neighbors being able to see into your home/yard?

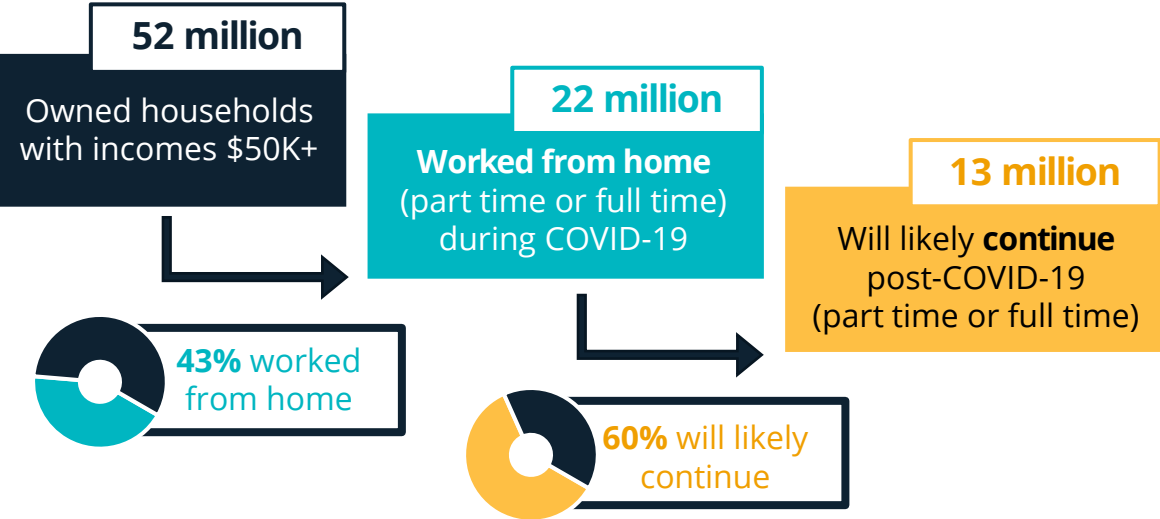


Share of homeowners who worry about neighbors being able to see into their home/yard at least occasionally:



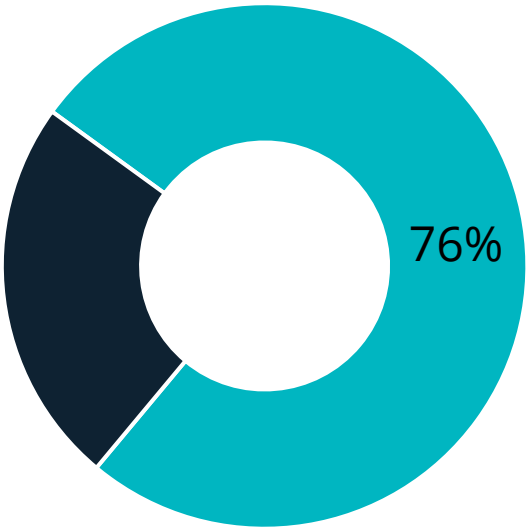
# Work From Home Spaces

COVID-19 took a rising trend and accelerated it. 60% of homeowner households earning \$50K+ who are working from home right now anticipate continuing to work from home at least part-time post COVID. With multiple people in the household working from home, consumers are finding the need for multiple places to work within their homes and need privacy for simultaneous calls when everyone in the family is working at home and going to school at home. These spaces need better lighting, privacy, and creative storage options.



# Fitness

The focus on health has surged, particularly among young home buyers. 76% of homeowners are taking more steps to promote their physical health than they were a year ago. Also, 20% of homeowners think a home needs to have a home gym to be considered a healthy home.



I am taking more steps to promote my **physical** health than I was one year ago.

- Adult homeowners across the country with \$50k+ incomes

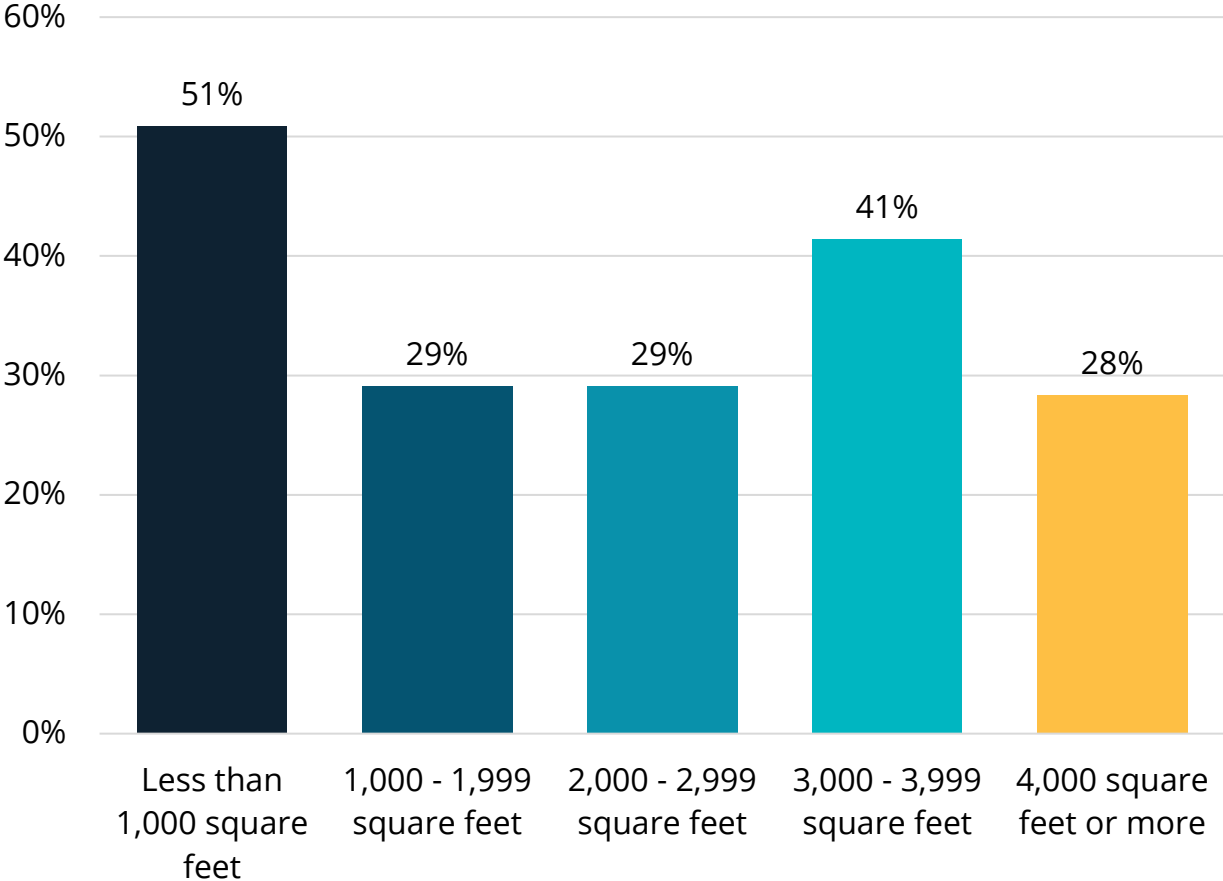
Source: New Home Trends Institute Work From Home Parts 1 and 2 Trends report, published September and October 2020 and New Home Trends Institute Health Homes November Trends report, published November 2020

# Primary Suite

The same amount of homeowners living in a 1,000 square foot house said they need more privacy from other household members as those living in a 4,000 square foot house. No matter the home size, interior privacy solutions and thoughtful designs (for sight and sound) matter, especially to Young Families.

The most important private space within the home is the bedroom. For homeowners that are happy with their current levels of interior privacy, the bedroom is their favorite private space. For those who are unhappy, the bedroom is the primary space they would fix.

Share of homeowners who wish there were **more private rooms/spaces** within their home from other household members or guests:



Source: New Home Trends Institute Privacy December Trends report, published December 2020



# The New New Home

To see how these all come together in a well-designed, attainable home...



...check back for the *full report* and *3D model show home* in January

# Contact



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The image shows a promotional graphic for the New Home Trends Institute. It features a stylized white house icon with an upward-pointing arrow on the roof, set against a dark blue background with faint icons of Wi-Fi, a house, and a person. Below the icon, the text reads "NEW HOMETRENDS INSTITUTE" in white, followed by "New Home Trends And Curated Inspiration" in teal and orange, and "Backed By Deep-dive Research" in white. In the bottom right corner, it says "Brought to you by: JOHN BURNS REAL ESTATE CONSULTING" with a small logo.

Learn more about data supported design and consumer trends insights at <https://www.newhometrendsinstitute.com/>