



NEW HOME CONSTRUCTION TRENDS



Wisconsin New Home Construction Trends

The past year has seen some incredible numbers for the housing industry - many reaching or surpassing those of pre-recession times! Take a look at some of the statistics put out by the National Association of Home Builders (NAHB) and what it all means for you.

New Home Sales Highest Since 2007

According to NAHB, new home sales are up over nine percent over last year at this time. In November alone, new, single-family home sales have risen 17.5 percent nationally. The Midwest saw a 6.9 percent increase.

What this means for you —

While new home construction is rising, availability of lots and land continues to be a challenge! A boom in building makes finding the right [lot for sale](#) much more difficult! When you find the right lot to build your new home, act fast!

Continued Rise in Housing Single Family Home Production

Multi-family homes have seen a steady decrease over the past year, while single family homes have seen an increase. Single-family home production rose 5.3 percent in November and new home starts are up 8.7 percent over last year at this time. These numbers are expected to keep rising throughout 2018.

What this means for you —

If you want a new home but aren't necessarily ready to go through the entire build process, there will be something on the market for you! We are in the process of building [new homes for sale](#) and [new model homes](#) - keep your eyes peeled! There might be a perfect new home already under construction for you!



Builder Confidence Up and Rising

Because of the increase in new home starts, builders are feeling “encouraged” and expect continued success for the building industry in 2018. “Builder confidence in the market for newly-built single-family homes increased five points to a level of 74 in December...highest report since July 1999, over 18 years ago.” New policies and growing demand for housing have been factors in the upswing of builder confidence.

What this means for you —

Builders are stepping up their game! While you may see a surge in new builders, there is a new energy with those that have stood the test of time and already have great contractors on their side. If you are shopping for a Wisconsin home builder, make sure to choose someone with a great reputation, [family values](#), and a track record for client satisfaction!

What to Expect at the International Builders’ Show (IBS)

Coming up, January 9th through 11th, is the International Builders’ Show. IBS always promises a great turn out of all the home building greats. This year, there are two featured homes - an innovative home complete with transitional design and a 1930s home transformed using today’s products and techniques.

What this means for you —

We will be bringing back new information and ideas on best practices, new technologies, and more! At Demlang, we are always looking to grow our knowledge to best serve you.

Up and Coming Design Trends

Colors and pattern trends are always changing and 2018 will be no different. Sherwin Williams has chosen Oceanside as their 2018 Color of the Year, which they describe as, “A collision of rich blue with jewel-toned green. Pantone chose Ultra Violet (PANTONE 18-3838) - “A dramatically provocative and thoughtful purple shade.”

Other popular colors are lavender, olive green, and warm colors. Color palettes that are high contrast and “moodier” are expected for 2018. Circle patterns, colorful trim, natural elements, and woven patterns are all trends to look for in the coming months.

What this means for you —

New decorating ideas and a reason to buy a few more accents pieces! As we explore these new trends, you’ll be sure to see fresh color palettes and decor hit our new models! And, stay tuned for the 2018 [Parade of Homes](#) where these trends really begin to shine!

So, as you can see, 2018 is shaping up to be a great year for new home construction! From a positive builder outlook on the industry to new products and decor, the time is now to think about your future...perhaps a future in a new Demlang home!