Single Family
INTERIOR DESIGN
TREND REPORT & FORECASTING
2017
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2016 Top Single Family Housing Markets

- **ORLANDO**
- **PALM BEACH COUNTY**
- **FT LAUDERDALE**

1. Strong Population Growth
2. Affordability
3. Employment Opportunities

- **SEATTLE**

1. Effect of Tech Industries
2. Healthy Economy
3. Job Growth

**FACTORS AFFECTING SUPPLY & DEMAND OF THE HOUSING MARKET**

1. Homes becoming less affordable
2. Mortgages slightly easier to obtain
3. Inventory becoming tight – especially in starter homes
4. Townhomes & “Urban Villages” are in high demand
5. Good homes are selling quickly – within 30 days on the market
6. Suburbs are more appealing to those effected by the cost of living increases in urban centers

Source: The Fiscal Times & Bank of America Homebuyer Insights Report
Housing Market Forecast

According to Eric Fox, VP at VeroFORECAST, the top forecast markets show price appreciation in the 10%-11% range.

The top forecast markets are:
- Seattle (11.2%)
- Portland (11.1%)
- Denver (9.9%)

Forisk Research projects that new single family construction starts in the US will continue at 1.5 Million per year to 2024.

Realtor.org predicts that the home ownership rate will continue growing to 2020.

Freddie Mac research predicts mortgage rates staying low.

The National Association or Realtors statistics show single family home growth continuing to rise about 30%.

Trading Economics research suggests that housing prices will rise to 2020 and construction spending will grow through 2020.
# Demographic Trends by Generation

<table>
<thead>
<tr>
<th>Generation</th>
<th>Silent Generation</th>
<th>Baby Boomers</th>
<th>Gen X</th>
<th>Millennials</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Birth Years</strong></td>
<td>Ages 71-89</td>
<td>Ages 51-70</td>
<td>Ages 35-50</td>
<td>Ages 18-34</td>
</tr>
<tr>
<td><strong>Number of People</strong></td>
<td>≈ 20 million</td>
<td>80 million</td>
<td>65 million</td>
<td>83 million</td>
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<tr>
<td><strong>Personality Traits</strong></td>
<td>Maintained good health, strong family values and traditions, life filled with historic challenges and achievements</td>
<td>Community involvement, more active than generations past, and typically more affluent</td>
<td>Raised in technology transition age, entrepreneurial spirit, marriages are made to last, cautious, and self-reliant</td>
<td>Tech savvy, multitaskers, marrying later than previous generations, generation with the most schooling in U.S. history</td>
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<tr>
<td><strong>Housing Preferences</strong></td>
<td>Multigenerational family living, master on main level, energy efficiency, and community features; condos or townhomes if living alone</td>
<td>Location important to be close to family, housing and amenities must cater to lifestyle, low maintenance exterior/landscape</td>
<td>Quality of school districts and neighborhood, convenient to parks/recreational facilities, near friends and family</td>
<td>Walkability &amp; location, lots of furry friends, technology &amp; near alternate forms of transportation, affordability</td>
</tr>
</tbody>
</table>
TransUnion estimates that the single family market will see 12 to 16 million first-time buyers over the next 5 years.

Top 5 Reasons Millennial Buyers Choose a Home

1. Financial Reasons: 75%
2. Like the Size: 72%
3. Layout/Design: 70%
4. Like the Neighborhood: 68%
5. Construction Quality: 59%

Top 5 Reasons Millennial Buyers Move

1. To establish own household: 33.3%
2. Needed larger unit: 14.6%
3. Want to Own: 14.5%
4. New job or job transfer: 10.5%
5. Live in a higher quality unit: 9.7%

Source: TransUnion Homebuying Survey

The factors that Millennials look into when buying a home are convenience and commute.

Millennials who chose to buy new homes did so in order to avoid the costs of expensive renovations or repairs.

Millennials place more importance on ownership than marriage.

Source: Propcy

Source: National Association of Home Builders
Home Buyer Preferences

Home Buyer Demographics:

Most desired during home search for all generations:
- 48% Energy-efficiency savings
- 47% Builder reviews/ratings
- 45% Options for customizing the home
- 44% Inventory of a community, including when a lot becomes available
- 41% Interior design and finishing
- 37% Community Amenities

Source: Zillow Consumer Housing Trends Report

The most common type of home purchased continues to be the detached single-family home, which made up 83% of all homes purchased.

Source: Zillow Consumer Housing Trends Report

B-4: Types of Homes Considered

83% of buyers are looking for single-family homes

- 20% for townhouses
- 13% for condos or co-op housing
- 9% for duplex or triplex buildings
- 8% for mobile or manufactured homes

Source: Zillow Consumer Housing Trends Report
Architectural Trends in Home Design

Organic Architecture – Builders increased sensitivity to the environment and the prevalence of ancient building techniques that use simple, biodegradable materials

Intimate Outdoor Spaces – Buyers seek out exterior design details almost as much as the interior of the home, as owners look for a relaxing area where they can socialize and destress

The “Healthy Home” – Architects are becoming increasingly aware and steering clear of the synthetic materials and chemical additives used in paints and composition wood
Architectural Trends in Home Design

“Universal Design” – Accessible homes, closets and pantries that are comfortable for people of all ages and abilities

Flexible Floorplans for The “Sandwich Generation” – Large multi-purpose family areas and private bonus rooms

Storage, storage and more storage – Walk-in closets, spacious dressing rooms, larger than life garages and an abundance of cabinetry are necessities for buyers

Smaller Homes Trend – Townhomes and homes built closer to urban areas tend to be more costly, therefore buyers are staying in the desired locations and downsizing to more efficient designs
Interior Trends in Home Design: The Kitchen

- Quartz countertop with antibacterial properties and durability
- Larger kitchens with an oversized kitchen island
- Seamless Undermount Sinks
- Hammered Basins with Texture
- Oversized Kitchen Pendant Lights
Kitchen Finish Trends

Matte Black Faucets

Neutral Textured Tile Backsplash

Mixed Metal Hardware

Copper is a unique alternative to the traditional stainless steel hardware in the kitchen

Matte Black Cabinetry

Textured Black Cabinetry

Metal Mosaic Tile Backsplash
Interior Trends in Home Design: Bathrooms

The “New” Brass Finish

Focal Lighting

The Vessel Sink

Dual Shower Systems

The Spa Shower — Let It Rain!

The Double Floating Vanity
Interior Trends in Home Design: The Study

The Partner Desk

Vinci at Lakewood Ranch

Dulce at Verano

Built-In Shelves with Reading Nook

Farnese at Starkey Ranch

The Drafting Table Desk

Hickory at Cresswind Peachtree City

The Corner Desk – Maximizing Small Spaces

Beechwood at Cresswind Peachtree City
Interior Trends in Home Design: The Great Room

Interconnected Living Spaces

Low Profile Seating

Glass Wine Cellar Focal Point

Modular Sectional Seating

40C at Alton

Willow at Cresswind Peachtree City

Vinci at Lakewood Ranch

Roma at Starkey Ranch
Interior Trends in Home Design: The Dining Room

- Live Edge Tables
  - Arezzo at Starkey Ranch

- Focal Lighting
  - Estancia at Monte Carlo

- Glass Wine Cellar
  - Park C at Alton

- Alternative Seating
  - Marco at Two Creeks Preserve

- Interconnected Kitchen and Dining
  - Townhome A at Alton
Trends in Home Design: Exterior Living

**Pool Design Trends**
- Spa Ledge
- Infinity Edge Pool
- Built-In Seating Ledge/Stools
- Glass and Stone Tile Finishes
- Colored LED Lighting
- Floating Fire Pit
- Fire Bowls

**Outdoor Living Design Trends**
- Indoor Outdoor Convergence
- Retractable Glass Walls
- Outdoor Entertainment System
- High-Tech Decks
- Built-In Fire Pits with Seating
- Fire Features
- Water Features
- “Naturescaping”
- Outdoor Kitchens
- Integrated Lighting Design
- Illuminated Furniture/Planters
Interior Trends in Home Design: Bonus Room

Indoor Shuffleboard
Windover at Arbor Chase

Drink Rails
Isabella at Lake Walk

Skee-Ball
Oakton at Willowford

Classic Style Billiards Table
Monticello at Rocky Penn Estates

Giant Wall Scrabble
Oakton at Willowford
Interior Trends in Home Design: The Owner’s Suite

Layered Neutrals with Antique Mirror Accents

Frame Canopy Beds

Accent Wallpaper with Trim Details

Estancia at Monte Carlo

Willow at Cresswind Peachtree City

The Laurel at Cresswind Peachtree City

Oversized Built-In Upholstered Headboards

Townhome at Alton

The Laurel at Cresswind Peachtree City
The Mudroom

- Built-In Dog Bed
- Enclosed Cabinetry with Crown Molding for “Built-In” Look
- Built-In Storage with Natural Light
- Industrial Lockers for Storage
- Barn Door Entry

Photo Courtesy of California Closets

Photo Courtesy of Custom Made
The Laundry Room

Rolling Carts under Built-In

Wood Built-Ins with Hanging Rack

Wall Accents

Built-In Drying Racks

Dual Purpose with Pet Washing Station
Pantone Color Trends Autumn/Winter 2016/17

**Proclaim**
A palette of intense botanical hues

**Discover**
A Story of Layers

**Invisible**
Diluted Colors

**Fade**
Color Diffusion

All images © Pantone
Proclaim
Oddly strange and unusual; offbeat lux, conjoined & layered; glassy transparency combined with rich textures.. A new landscape

Contradictions

Technical nature

All images © Pantone
Discover
Textural opposites in transparent and opaque finishes; heavy & light elements together; handmade mixed with machine made

COLOR + MATERIALS
Pantone Color Trends Autumn/Winter 2016/17

textural opposites
transparent + opaque

All images © Pantone
Invisible

Monochromatic and diluted colors; sheer finishes and transparent coating; multi-layered, foam surfaces whitened by print

weaves
droplets
hairy monochromes

All images © Pantone
**Fade**
Color diffusion; Contemporary surfaces obscured by blurred color; misted and pearlized finishes with fading and layering of colors.

**uneven patterning**

**faded + shaded**

**transparency**
DEI Project Locations Nationwide

35 states and counting...
Artistry in Sarasota, FL – Kolter Homes community to be completed 3/2017
Marina Bay Clubhouse in Naples, FL – GL Homes community to be completed 3/2017
Summer Seat Welcome and Design Center in Sewickley, PA – TOA community to be completed 3/2017
Adelaide Model at Embrey Mill in Stafford, VA – Drees community to be completed 5/2017
Livia Townhome at Forest Grove in Fort Mill, SC – DR Horton community to be completed 7/2017
Mint Hill in Charlotte, NC – Kolter Homes community to be completed 7/2017
Valencia Bonita in Bonita Springs, FL – GL Homes community to be completed 8/2017
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