



NEW **HOMETRENDS**
INSTITUTE

October TRENDS REPORT

WORK-FROM-HOME PART 2

*Featuring Survey Results from
1,242 Homeowners Working from Home*

IN THIS ISSUE

3 Executive Summary

5 Introduction

7 Consultant Insight

Unique work-from-home options that our housing experts are seeing in their metro area

11 Survey Results

Pain points and priorities of homeowners who worked from home during the COVID-19 pandemic

12 Location

13 Video-Friendly Spaces

15 Technology vs. Comfort

16 Office Alternatives

17 Movers/Remodelers

18 Kitchenettes and Bathrooms

19 Zoom Rooms

20 Tradeoffs

22 Design and Product Inspiration

Real life examples of great design and product inspiration for your next project

- *Bedroom retreats*
- *Alternatives to the private office*
- *Video-friendly spaces*
- *Bathrooms*
- *Secondary spaces*
- *Connected workspaces*

37 Appendix

Additional survey data and survey methodology

A photograph of a home office. In the foreground, a wooden desk holds a laptop, a white mug, and a small potted plant. A blue chair is positioned in front of the desk. In the background, a light blue sofa is visible, along with a white shelf holding books and a window with more plants. The scene is lit with soft, natural light.

Executive Summary

Work from Home Design: Keep / Stop / Start

Keep designing rooms and niches that can be used for multiple purposes.

Start putting the home office upstairs or in the rear downstairs and including lighting improvements and more integrated technology (e.g., better WiFi or solutions for cord clutter).

Stop putting the office near the front entry and do not prioritize soundproofing, optimizing temperature, or a good backdrop above lighting or tech.

Site-specific conclusion: Since our survey showed a variety of preferred choices by life stage, we suggest improving your segmentation and sales by:

1. Running our survey locally to check local preferences and learn what might be missing in the market
2. Including desired features that might not be the most popular, but which aren't currently offered by competitors in the local area

Reach out to Mikaela Sharp at msharp@realestateconsulting.com to learn more about our custom consulting.

A woman with her hair in a bun, wearing a large headset, is seated at a light-colored wooden desk. She is looking down at a laptop. On the desk, there is a spiral notebook, a pair of glasses, and a white mug. In the background, a man in a grey shirt is standing and looking at his phone. The room has large windows and a modern, minimalist aesthetic with a dark pendant light hanging from the ceiling.

Introduction

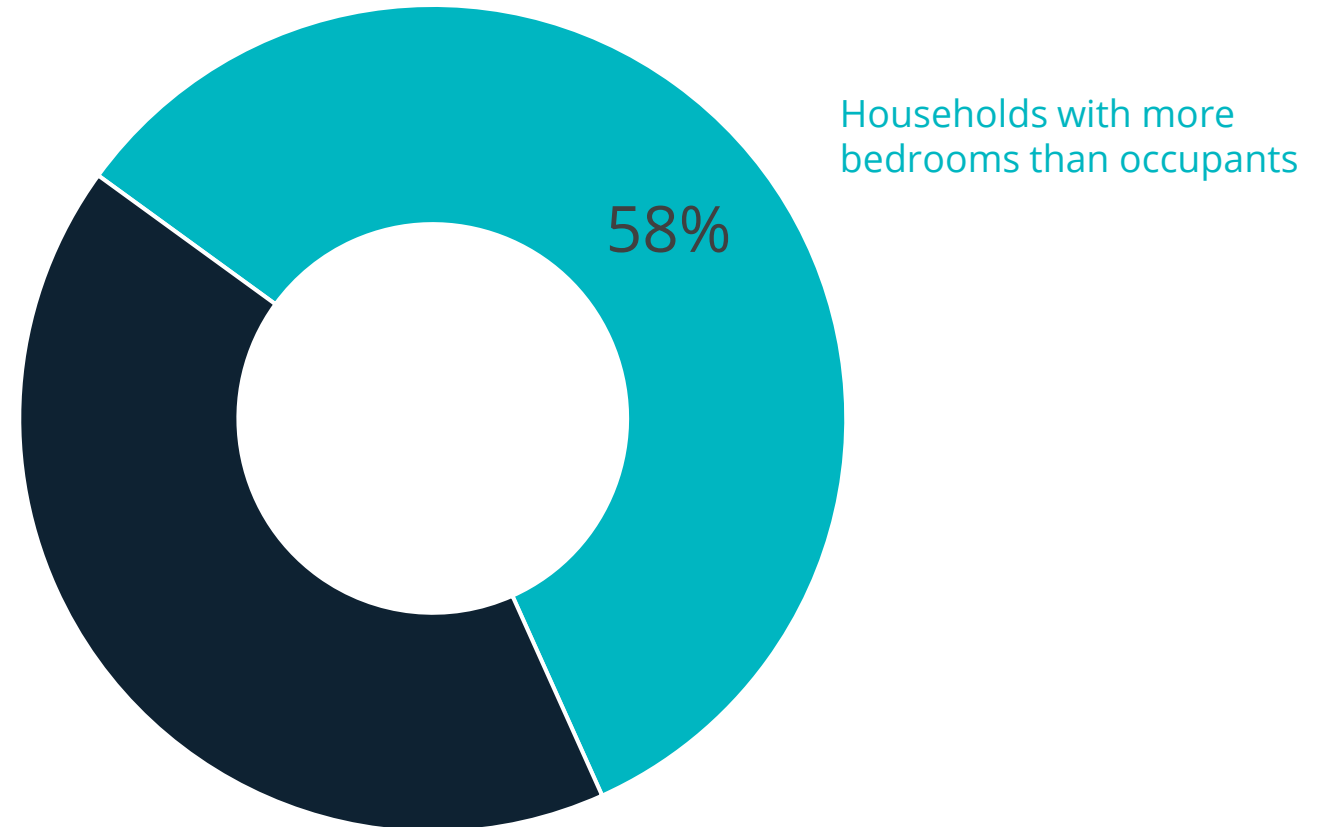
A spare bedroom does not equal a functional workspace.

According to Census data, 58% of owned homes have more bedrooms than occupants. Said another way, even if you assume that each person in the home has their own room (including married couples), **over half of owned households have at least one spare bedroom.** With so many spare bedrooms, why do we find that the majority of people who worked from home during the COVID-19 pandemic (62% of mid-to-high income households) are not happy with their work-from-home space?

Simply having a spare bedroom in which you put your desk does not equal a functional home office or workspace.

This is why Part 2 of our Work from Home report will quantify the desirability of some popular home office options, including the tradeoffs that those who plan to move or remodel will make to gain one.

Share of Owned Homes with 1+ Spare Bedroom



Source: John Burns Real Estate Consulting, LLC calculations of 2018 American Community Survey data via IPUMS-USA

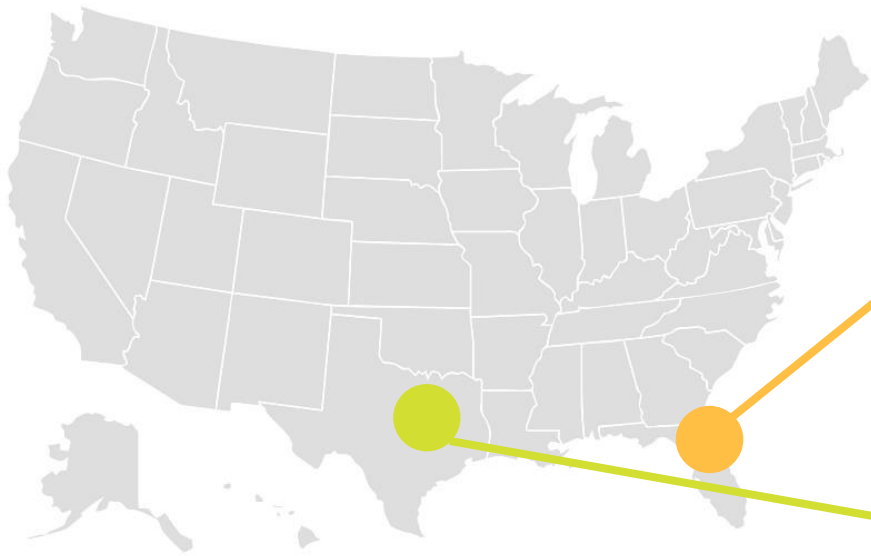
A man with a beard, wearing a blue shirt and a dark blazer, stands in a modern home, pointing towards a large window. He is talking to a woman with curly hair wearing a white top and a man in a blue shirt. They are all looking out the window. The room has light-colored walls and a wooden floor. A dark blue semi-transparent box with white text is overlaid on the left side of the image.

Consultant Insights: What Options Are **Already** Out There for Consumers?

Builders across the country are rolling out solutions.

While it is important to know what consumers want, it is equally important to know what else is out there for them. A feature desired by only a small share of people is still highly profitable when you are the only one offering it. This section will include a round-up of some of the solutions that builders across the country are including. For a look at some of the larger national offerings, please see our appendix.

Some are making use of existing features that happen to be conducive to working from home.



Richmond American has a feature called the UltraGarage that is meant for RVs and boats... but sales agents have seen a lot of people actually work in them or run small businesses out of them.

Oliver Radvin

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Image Credit: [Richmond American](#)



Darling Homes has two 50' lot plans that are extremely successful because of their flexibility.

- *Bordeaux* options a fifth bedroom in lieu of a tandem garage, plus the main bedroom and a flex room downstairs—perfect for two people working from home. The family room has 2-story ceiling heights, but game room is closed off to reduce noise pollution from the kids upstairs.
- *Cabernet* is a brand-new plan introduced a couple months ago that has taken off for many of the same reasons. Plus, it has the unique selling proposition of two unique outdoor spaces: an open central courtyard and an oversized covered outdoor living space at the back of the house.

David Jarvis

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Others are using small spaces efficiently to make compact work-from-home options.



Van Metre is rethinking the in-home office on a smaller scale with their optional enhanced study. This feature in the Prosperity Plains Grandin model includes a barn door that provides some visual privacy when needed. The room includes built-in bookshelves for storage, multiple windows, and space for a desk, but is only half the size of a typical den.

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GL Homes Riverland (a 55+ community) combines an office, hobby room, and man cave into one small room.

Lesley Deutch

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Thrive in Denver is promoting a ground-level entry space that is typically a “throwaway” space and marketing it as a feature called “The DoMore Space”. This could be a home office of course.

Jeff Brazel

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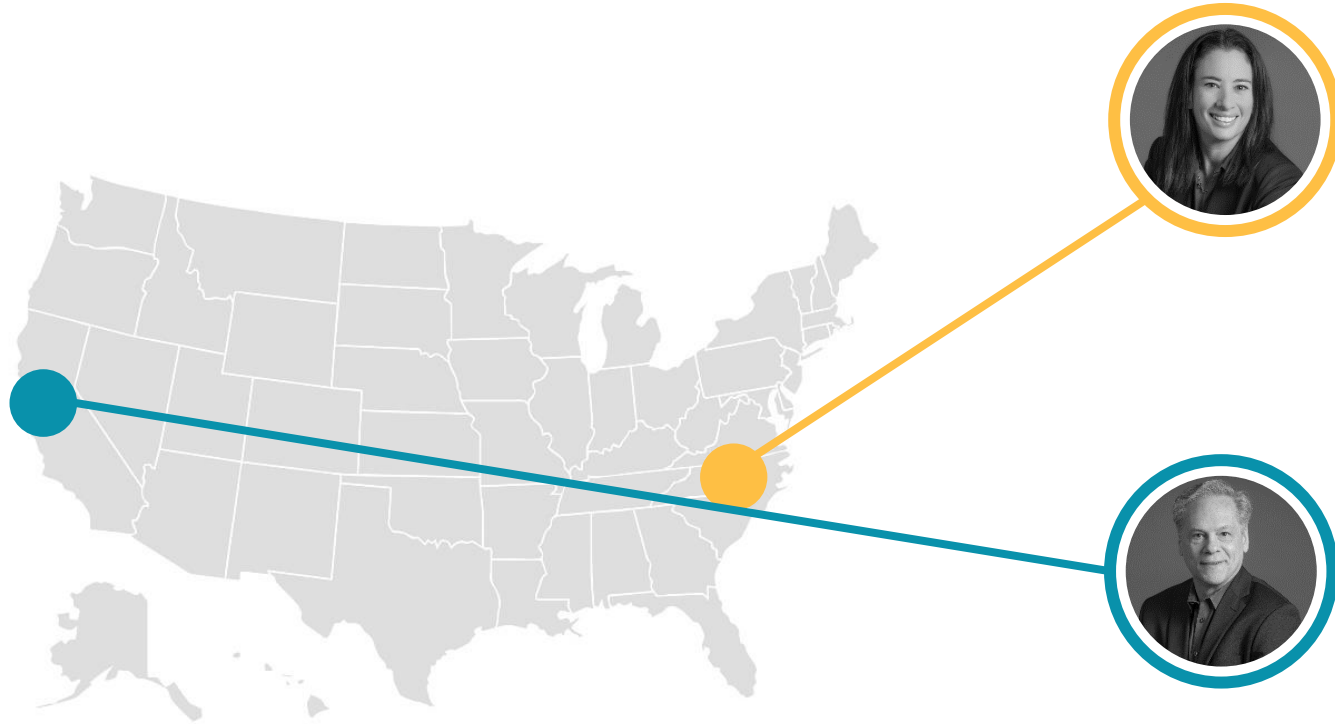
Image Credit: [GL Homes](#)



Image Credit: [Thrive Home Builders](#)



Masterplans are offering outdoor work amenities. Will this spark a new amenity trend?



Newland in Wendell Falls is expanding their covered outdoor working area for the residents since they have so many people working from home and outside.

Lesley Deutch

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Boulevard in Dublin, CA by Brookfield Residential has 15 pocket parks, including one called The Office—a 5,000-square-foot outdoor work area that includes built-in electricity, individual work desks, an office meeting table, a tech station with high-top bar table, and WiFi. A tall wall provides an opportunity to project presentations.

Dean Wehrli

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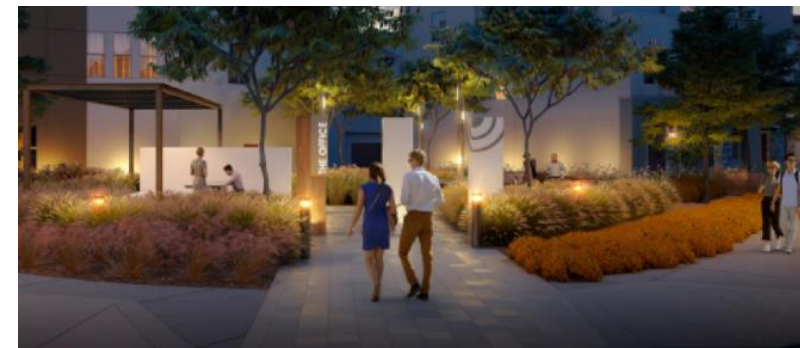


Image Credit: [Form](#)

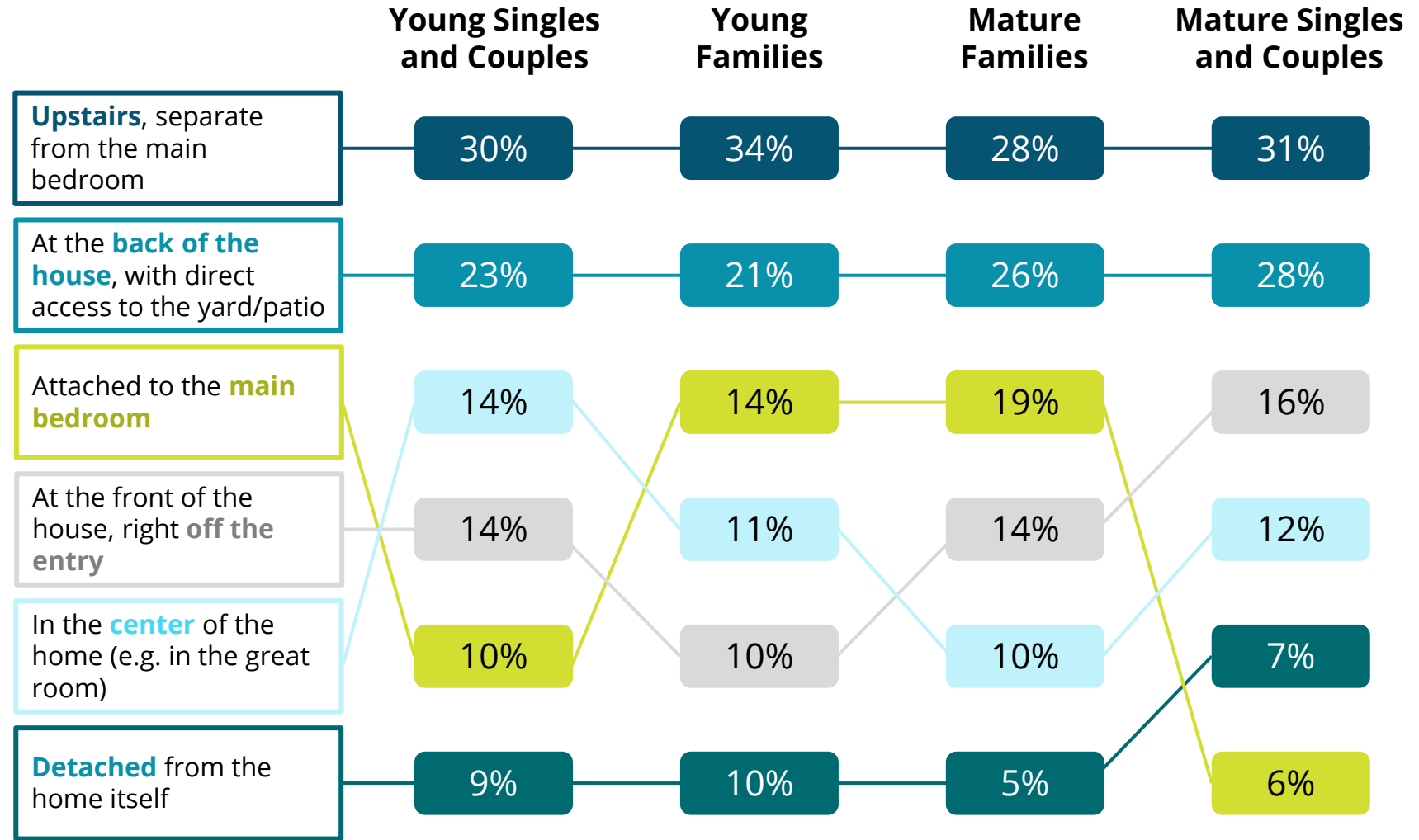


Survey Results

Location: upstairs or connected to the backyard.

Increased work from home means that the office is increasingly moving from an afterthought that checks a box (does the house have one or not?), to a key space whose functionality completely changes the value of the home. Therefore, it is increasingly beneficial to put this space in a prime position.

Offices are frequently placed at the front of the house, yet homeowners don't even place that option in their top 3 (aside from Mature Singles and Couples). The favorite locations across life stages are (1) upstairs, separated from the main bedroom, or (2) at the back of the house with direct access to the yard or patio. If those spaces are not an option, consider the great room for Young Singles and Couples, a main bedroom retreat for the family groups, and a space off the entry for Mature Singles and Couples.



Sources: John Burns Real Estate Consulting, LLC August survey of 1,242 respondents

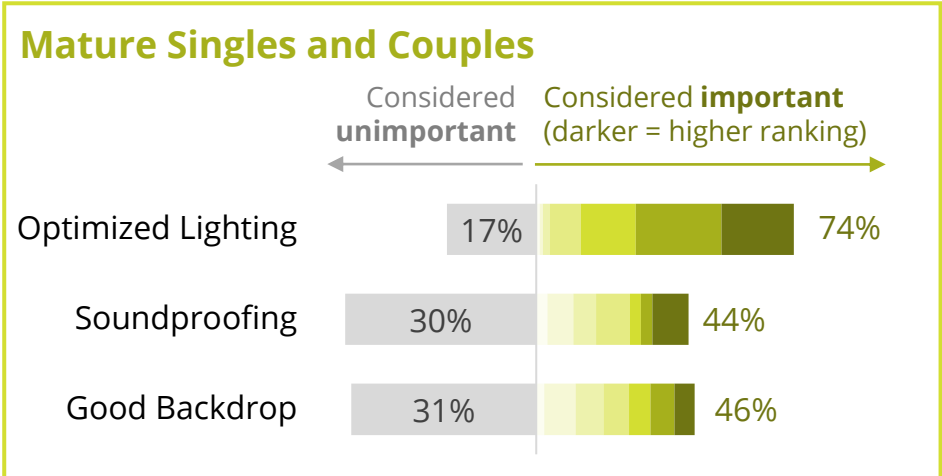
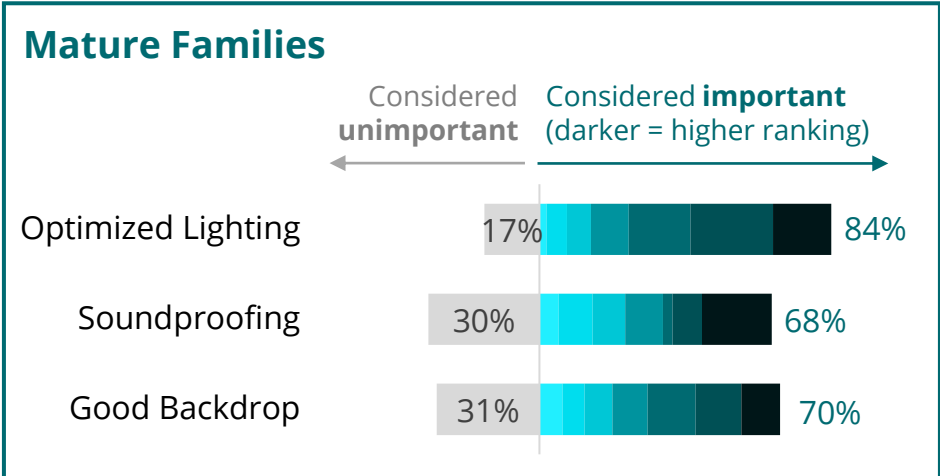
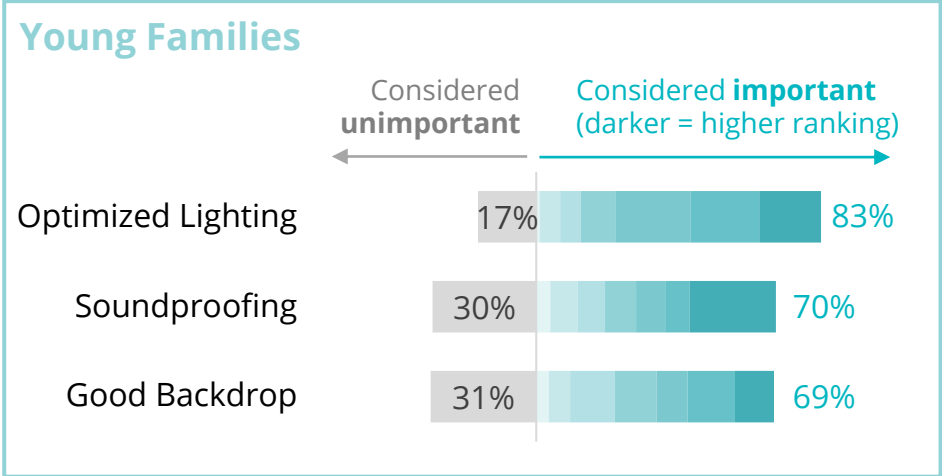
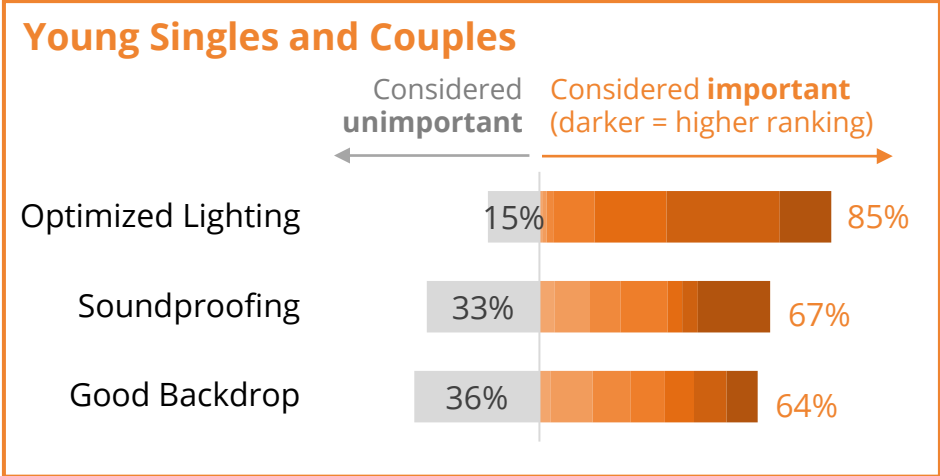
Creating a video-friendly space

There are many things that go into a video-friendly office, but how are priorities ranked? Optimized lighting emerges as the clear priority across life stages.

Soundproofing ranks second for the Young Singles and Couples and Young Families. For the mature groups, a great-looking backdrop is considered more important than soundproofing.

Digging deeper into soundproofing, an interesting pattern emerges. Those that consider it important tend to rank it as their #1 priority, even over lighting. This signals that it may amount to a smaller market volume-wise, but those who do want it may be willing to invest heavily, as it is the most important thing to them.

Ranking of the Most Important Home Office Features:



Sources: John Burns Real Estate Consulting, LLC August survey of 1,242 respondents

Product Inspiration for Video-Friendly Spaces

LED Strip Lighting



[Kichler Lighting LED tape strips](#)



[Euro Canadian Construction Corp](#)

Survey data shows that a third of workers would be happier at work if they had better lighting in the office.¹ While **natural light** is the best option, spatial constraints sometimes make it impossible. When the desk cannot face a wall with windows, additional lighting features will be necessary. Overhead lighting can cause unnatural shadows and poorly placed windows cause backlighting. Both were cited pain points in Part 1 of our report.

While many are attempting to combat the issue with after-market ring lights, a more elegant solution is LED strips lighting on built-in shelving. Not only does it look less cluttered, it creates a more even distribution of light for a more natural glow. If looking to go a step beyond, include lighting with adjustable brightness and color temperature. While warmer tones are best for relaxing and transitioning into the nighttime, cooler tones can help workers stay awake and alert. Switching throughout the day is best.

Why does natural light matter?

Research from the department of design and environmental analysis at Cornell University showed employees expressed an 84% decrease in eye strain, headaches, and blurred vision when provided more natural light. Additional benefits include regulated hormones and a more balanced circadian rhythm, according to the American Academy of Sleep Medicine.¹

¹[WeWork](#)

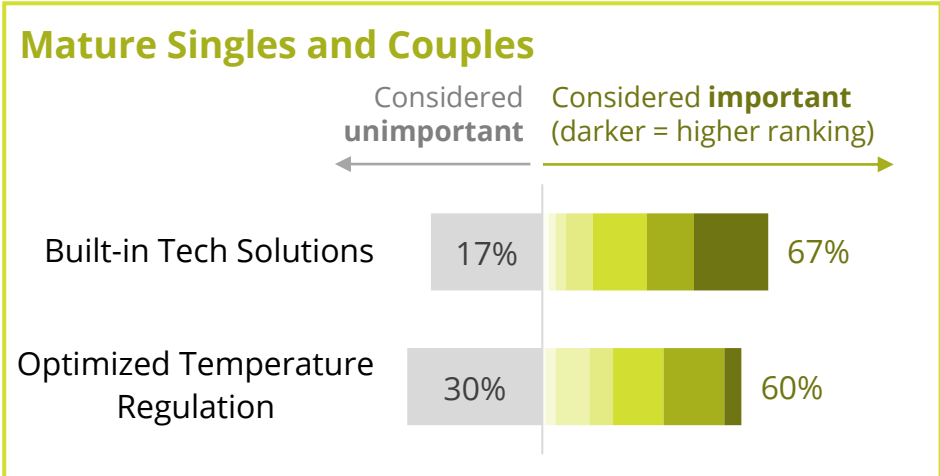
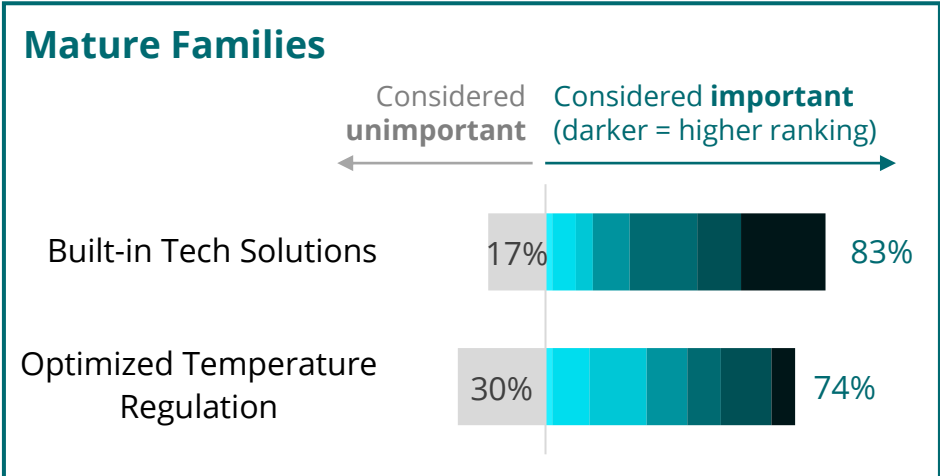
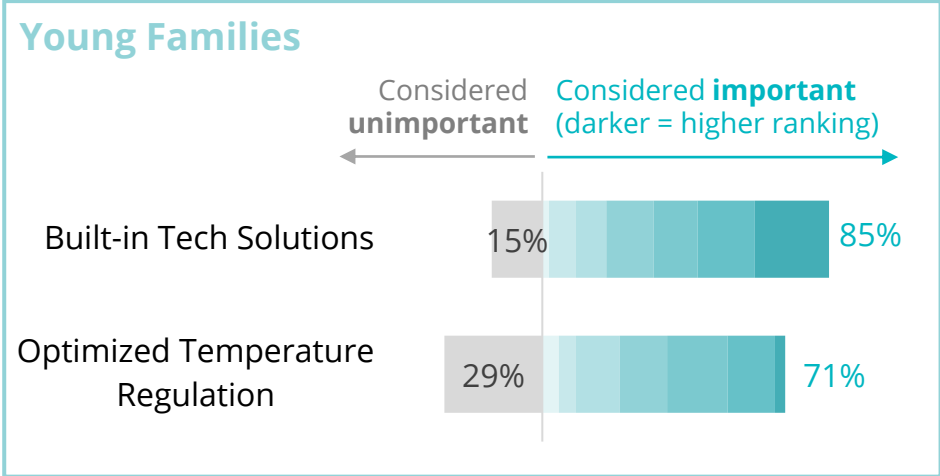
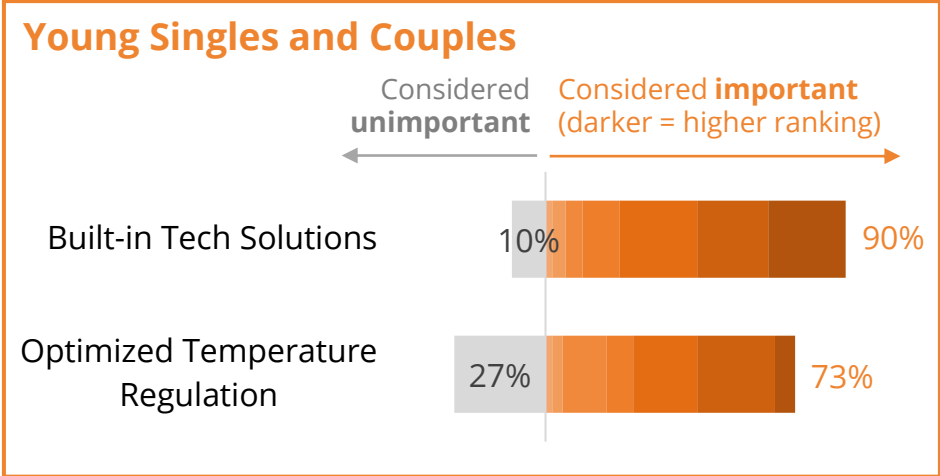
Tech vs. Comfort

In the battle between better tech or greater comfort, what wins out?

While both are clearly important (the majority of respondents reported wanting both) built-in tech solutions like more outlets or better WiFi were consistently ranked higher in the list of priorities than comfort features like optimized temperature regulation. This pattern was consistent across life stages, but was most prominent among younger respondents.

Along with USB outlets, builders have rolled out WiFi certifications, prewired WiFi, and hardwired internet access in all the places consumers would potentially work.

Ranking of the Most Important Home Office Features:



Sources: John Burns Real Estate Consulting, LLC August survey of 1,242 respondents

What level of privacy is optimal?

Across life stages, the most preferable level of privacy is (1) behind a closed door or (2) in a private room without closed-door separation. However, this level of privacy is not always possible. If we exclude these most-private options, preferences start to diverge by life stage. Niches, nooks, and workspaces in a common area with a secondary location ranked highly, while walls with cut-outs and pony walls / half walls proved to be less-desirable options.

Excluding closed door or private room separation, what level of privacy is preferable when working from home?

Young Singles and Couples

- #1 Common area or shared space with the option to go to a secondary location to make phone/video calls
- #2 Niche or nook tucked off a common area
- #3 Glass wall / windows

Young Families

- #1 Niche or nook tucked off a common area
- #2 Common area or shared space with the option to go to a secondary location to make phone/video calls
- #3 Glass wall / windows

Mature Families

- #1 Glass wall / windows
- #2 Niche or nook tucked off a common area
- #3 Common area or shared space with the option to go to a secondary location to make phone/video calls

Mature Singles and Couples

- #1 Common area or shared space, no separation
- #2 Common area or shared space with the option to go to a secondary location to make phone/video calls
- #3 Niche or nook tucked off a common area

Sources: John Burns Real Estate Consulting, LLC August survey of 1,242 respondents

What are the movers and remodelers looking for?

We learned from Part 1 that 400k households will move for a better workspace and 2.4M will remodel. In this next section, we will discuss what these movers and remodelers will specifically be looking for in their next space and what they will be willing to trade off to achieve it.

The basic needs rise to the top: more separation from common areas, barriers to keep out distractions, and a sufficiently large space. But once those needs are met, what else do they want? Kitchenettes, attached bathrooms, and zoom rooms are all increasingly-discussed options. Here we will study their desirability.

Sources: John Burns Real Estate Consulting, LLC August survey of 1,242 respondents

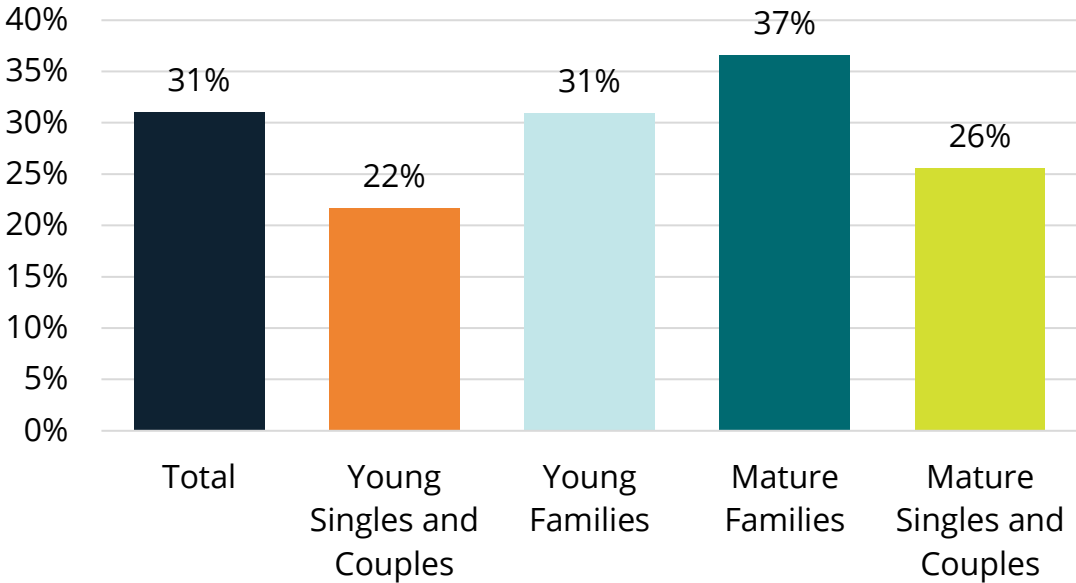


Kitchenettes and Bathrooms

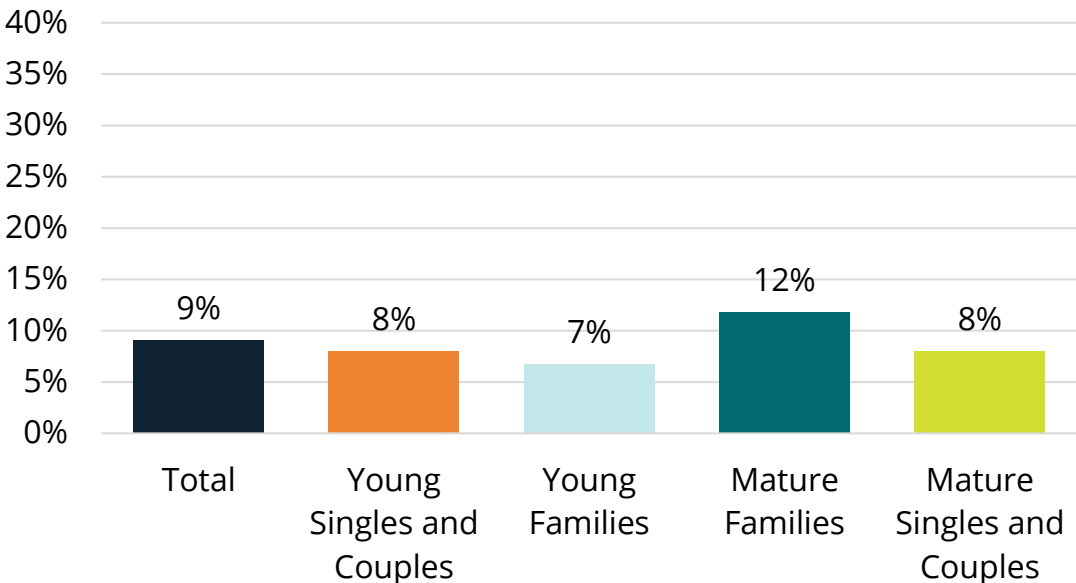
The Verdict: Bathrooms over kitchenettes. Mature Families will be the primary adopters of either.

Neither is heavily driving moves or remodels, but proximity to a bathroom is vastly more important than proximity to the kitchen. Of the owned, mid-to-high-income households that plan to move or remodel to improve their work-from-home space, 3x more are in search of an attached bathroom compared to an attached kitchenette. For either, Mature Families will be the largest adopters. These results reflect our findings in Part 1, where Mature Families respondents reported that having everything they needed inside the office was a key benefit.

Share looking for an attached **bathroom**:



Share looking for an attached **kitchenette**:



Sources: John Burns Real Estate Consulting, LLC August survey of 1,242 respondents

Zoom Rooms

Part 1 of our Work from Home Report taught us the crucial importance of having a secondary workspace in the home for all but the Mature Singles and Couples. These spaces are used heavily—about 2/3 made use of one while working from home during the COVID-19 pandemic, including workers with a formal home office—and the lack of one is a commonly-cited pain point. But is the dedicated “zoom room” (e.g. a room dedicated to making video calls) worth the space and cost investment?

Probably not. Despite the heavy use of secondary spaces, the majority do not realize they need one.

Of those who would seek out a new workspace through moving or remodeling if they continued to work from home, only **32%** report that they would be looking for an additional secondary space to go to when they make calls. Because of this, we believe the majority would see a secondary space dedicated specifically to zoom calls to be a waste. To maximize appeal to diverse buyer types, we suggest sidestepping the *dedicated* zoom room, and opting for a secondary workspace that is zoom friendly, but is not designed and sold for that purpose alone.

An Opportunity for More Targeted Research

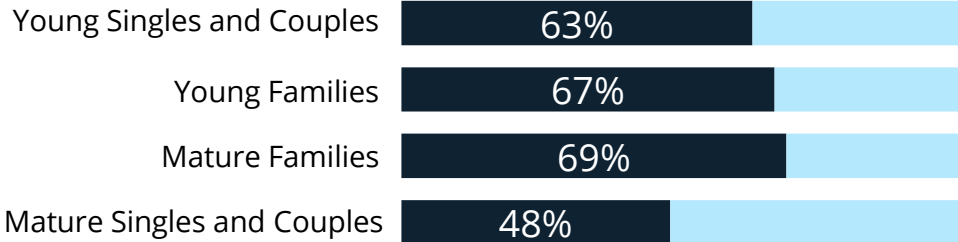
Given the lack of supply of homes with dedicated zoom rooms, this feature could still be an opportunity for certain buyer groups, particularly within the Young Family cohort where almost half are seeking some kind of secondary space for calls. However, without additional insight into your exact target group, the zoom room is a risky bet.

Sources: John Burns Real Estate Consulting, LLC August survey of 1,242 respondents

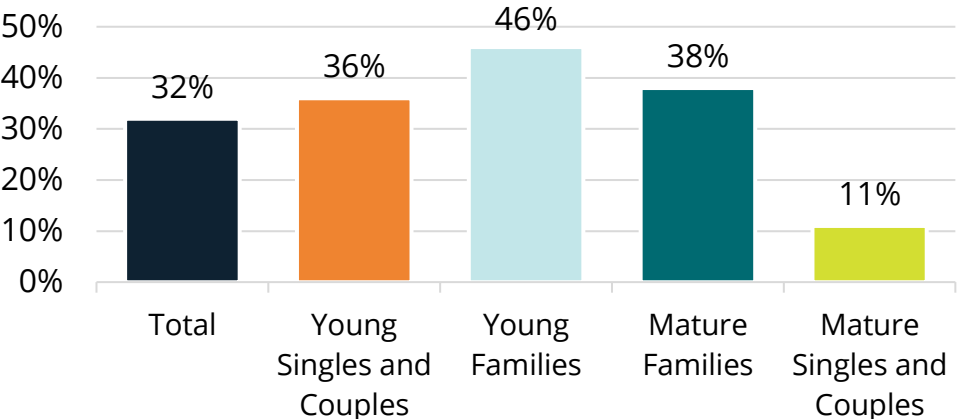
The Verdict:

Skip a dedicated zoom room, highlight flexible secondary spaces instead.

Share That Used a Secondary Workspace to Make Calls While Working From Home During COVID-19:



Share Looking for an Additional Space for Making Calls in Their Next Workspace:



Consumers are open to tradeoffs, but the tradeoffs they choose vary by life stage.

- **Young Singles and Couples** would rather give up storage or bedrooms than reduce common areas or outdoor space
- **Young Families** will give up anything but the bedrooms
- **Mature Families** are willing to trade off the most. Storage, common areas, and outdoor space are most easily given away
- **Mature Singles and Couples** are hesitant to trade anything for an improved office space

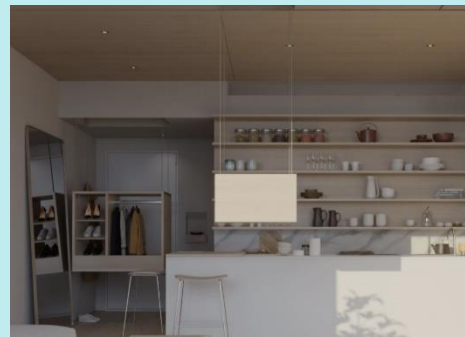
Please see the appendix for a detailed breakdown by life stage.

A note on storage:

While storage was the #1 tradeoff that Young Singles and Couples and Mature Families would be willing to make to improve their workspace, we suggest caution here. While it might be ok to reduce storage for Young Singles and Couples who have not yet accumulated a lot of things, a lack of storage was a commonly-cited pain point from Part 1 of our report. Rather than eliminate storage entirely, we must instead eliminate storage that takes up real estate and get more creative.

Think High

With space at a premium, dream big about ways to make use of vacant upper space. Peek into the future with Bumblebee's modular storage cubbies that lower and rise from the ceiling on command.



<https://www.bumblebeespaces.com/>

Think Low

Assess how space beneath the floor could function for storage. Platforms are playful and unique and create storage opportunities beneath. More practically, consider looking beneath the floor of the closet.



[HouseToDecor](https://www.house-todecor.com/)

Think Accessible

Storage is most valuable when it is easily accessible, especially among mature buyers with greater safety concerns. Sakura Heights by Ichijo leverages a pull-down innovation to make upper cabinets more accessible.



Strategic options minimize tradeoffs and maximize value.

Bedroom count is so crucial to families, yet optional home offices often just repurpose a bedroom. Thus, families must sacrifice a bedroom to get the workspace they need, which—we have just seen—is the last place Young Families want to trade off.

Loma, the most popular collection at Avance, is able to dodge this issue through a strategic option: what comes standard as volume over the great room can be upgraded to a spacious retreat off the main bedroom. For someone who does not need the workspace, the volume option creates a fantastic "wow factor". For a family, the bedroom retreat creates a private space for work without having to sacrifice another bedroom or other livable space.



The image is a collage of three photographs. The top photo shows a home office with a large world map on the wall. A wooden shelf is mounted on the wall, holding a small potted plant, a blue ceramic object, and a large wooden anchor. A desk lamp is visible on the right. The middle photo is a dark blue rectangle with the text "Design and Product Inspiration" in white. The bottom photo shows a desk with a computer monitor, keyboard, and mouse. A white chair is in the foreground, and a wooden cabinet with drawers is in the background. The overall theme is home office design and product inspiration.

Design and Product Inspiration

Design Inspiration: Main Bedroom Retreats

While the most-preferred office locations were upstairs or at the back of the house, **a space attached to the main bedroom** was the third location choice for both family groups. Because main bedroom suites are already designed with privacy in mind, these workspaces benefit from the existing separation. A main bedroom retreat is a good solution for an in-home work area when a formal office is not possible or when a secondary space is needed.

Attainable

The main bedroom suite of the Easton Park Quads contains a retreat area, highlighting that this feature is possible in more-attainable homes (these start at \$290k). Bullet windows lend natural light and a door off the main bedroom suite leads to a breezeway, creating easy access to the outdoors.



Easton Park Quads by Pacesetter Homes
One-Story Cluster Single-Family Detached Homes in Austin, TX

Luxury

The main bedroom suite at Collection 3 at Blackrock starts with a retreat that has been upgraded to include a wet bar with a refrigerator and microwave. For the high-end buyer working from home, coffee within easy reach is a welcomed perk.



Collection 3 at Blackrock by Pulte Homes
Single-Family Detached Luxury Homes in Henderson, NV

Design Inspiration: Alternatives to the Private Office

Young Singles and Couples

If a private room is not an option, Young Singles and Couples are looking for **a common area or shared space with the option to go to a secondary location to make phone/video calls.**

The unique layout of Shea's **ORIGEN skyLoft** appeals to buyers with this need. With its four-story floor plan, Residence 1X has multiple levels that allow residents to be together or separate. Design Line Interiors created a welcoming workspace in the great room with a large table and comfy bench seating that would make for a very spacious workspace in the kitchen area. When extra privacy is needed, a fourth-story loft drenched with sun and served by an attached bathroom works just as well.

ORIGEN skyLofts at Civita by Shea Homes
Three- and Four-Story Townhomes in San Diego, CA



Design Inspiration: Alternatives to the Private Office

Young Families

Young Families are looking for **a niche or nook tucked off a common area.**

The planning center at **Sawmill Lake** is an expanded informal office with a built-in desk area that offers abundant storage and counter space, both of which were key pain points.

Rather than include a door, which might make the space feel too closed-in, privacy is maximized through its location: through a hallway off the kitchen, next to the mud room. Unlike similar mudroom workspaces, the planning center is well-defined from the mudroom itself with a doorway.

Sawmill Lake by Toll Brothers
Single-Family Detached Homes in Missouri City, TX



Design Inspiration: Alternatives to the Private Office

Mature Families

Mature Families without the option of a private office are looking for **glass walls or a window**, allowing them to stay connected to the main living areas, while still retaining auditory privacy.

Optional glass walls for this study at **Prato at Castle Pines Village** create unobstructed sight lines across the interior of the home, including a view outdoors. Placing the staircase between the study and the great room creates more separation. This transition space is important to help homeowners enter and exit a “work-focused” headspace.

Prato at Castle Pines Village by Infinity Home Collection
Luxury Single-Family Detached Homes in Castle Pines, CO



Photo courtesy of Josh Drovdal with Tour Factory.



DESIGN LENS
by John Burns Real Estate Consulting

Design Inspiration: Alternatives to the Private Office

Mature Singles and Couples

With lesser privacy needs, Mature Couples and Singles prefer a **common area or shared space with no separation**. The ground floor optional morning room off the kitchen at **Capella at Orchard Hills** provides an informal workspace that suits this buyers' needs.

Even though its inclusion causes buyers to lose uncovered outdoor living space, Taylor Morrison found that the majority of buyers opted to include it.

An arched boundary segregates the optional morning room from the kitchen space, providing some definition between the morning room and the "L"-shaped great room.

Capella at Orchard Hills by Taylor Morrison
Small Lot Single-Family Detached Home in Irvine, CA



Design Inspiration for Video-Friendly Spaces

Designing an Ideal Backdrop

What should go behind the desk?

1. **Personality, but not clutter:** Open shelving gives workers the opportunity to showcase their personality but creating built-ins with *only* open shelving forces workers to accumulate décor to fill them and is a wasted storage opportunity.
2. **Neutral wall coverings:** Wall coverings in brick or wood create visual interest without being overly busy or distracting.



Pardee's office spaces at Verano exemplify ideal video backdrops. On the left, a mix of open and closed cabinetry creates an opportunity to showcase special items or favorite books, but also allows for functional storage and concealed clutter. On the right, a warm wood backdrop with neutral art creates visual interest without overwhelming viewers.

Verano at Aliento by Pardee Homes
1-2 Story Single-Family Detached Homes in Santa Clarita, CA

What should not go behind the desk?

1. **Windows:** Light shining in from behind the desk will create shadows on the face. Place windows in front of the desk or, if not possible, next to it.
2. **"Coworkers":** If designing a space for two workers, ensure that one will not be situated in the background of the other's video calls (this inevitably happens with L-shaped built-in desks for two). Similarly, desks should not back up to common living areas where others will be walking by.



Informal offices are typically the greatest offenders when it comes to workspaces that back up to highly-trafficked areas. That is why we love that the informal office in the Broadmoor Collection, Township Square backs up to a closed off staircase wall. Even though the office is very open, household members will not pass behind and interrupt a call.

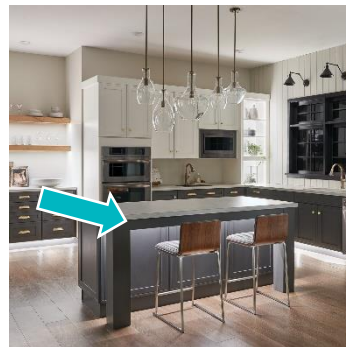
Broadmoor Collection, Township Square by DeNova Homes
2-Story Single-Family Detached Homes in Pleasanton, CA

Product Inspiration for Video-Friendly Spaces

Layered Lighting

LED strip lighting is one layer, but to optimize lighting in a room that lacks natural light, consider *layering* lighting.

Layered lighting—which involves mixing different light sources—is more effective and functional, can create a more balanced-looking room, and allows a home office to transition smoothly from daytime to nighttime.



[Kichler](#)

Layer 1: Ambient Lighting

Ambient lighting is the foundational layer. These lights are typically ceiling mounted and bring an even brightness all around. A dimmer is a nice touch to create the most flexibility. However, these lights will not create sufficient light for video calls alone, and if located behind or directly above the subject's head, will create awkward shadows.

Layer 2: Task Lighting

The second layer, task lighting, creates enhanced concentration. It is a brighter light included in areas where specific tasks require better visibility. Task lighting must be positioned strategically to avoid harsh shadows and adjustability is key. These lights should be in front of the subject's head, but not shining directly into their eyes to induce headaches.

Layer 3: Accent Lighting

Accent lighting is typically used decoratively, bringing attention to interesting features of the home (e.g. uplighting a shelf). It can also be incredibly functional in the home office, by filling spaces that the ambient light cannot reach.

Product Inspiration for Video-Friendly Spaces

Soundproof Doors



[Pro Builder](#)

When thinking about soundproofing, better wall insulation often comes to mind. However, don't forget about the door. Masonite was recently included in ProBuilder's Top 100 Building Products and Materials in 2020 for their interior molded door with "Safe 'N Sound" solid-core construction that reduces sound.

One other consideration to note with soundproofing: do not assume that a soundproofed room automatically solves distractions, especially among Young Families. Greater distance or layered barriers to discourage young children from frequently entering the room may be beneficial, if possible.

Design Inspiration: Bathrooms

To the left of the entry of Southern Traditions at Hallsley is a formal study, which includes a unique and whimsical take on the attached bathroom. What looks to be a wall of open shelving is revealed to include a secret door opening to the powder room. This unique and memorable feature provides easy access to the bathroom without disrupting storage opportunities (a storage closet is included to the left as well). The powder room can also be accessed off the family room, supporting the main gathering areas.



Southern Traditions at Hallsley by Southern Traditions Custom Home Builders
Single-Family Detached Home in Midlothian, VA

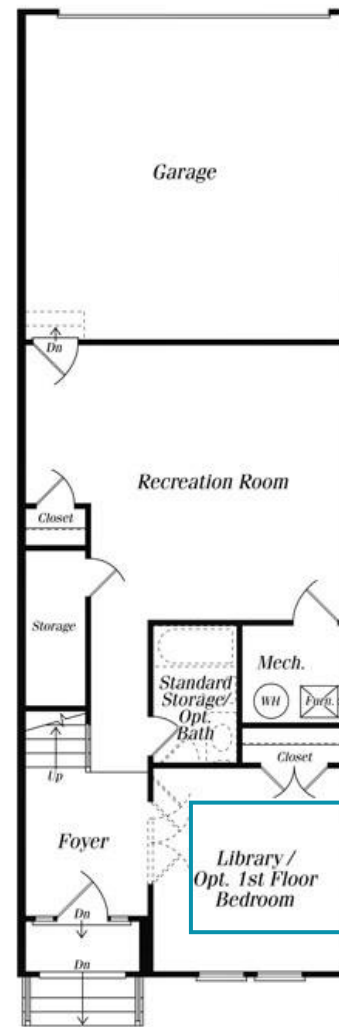
Design Inspiration: Bathrooms

While an attached bathroom is the most convenient, a nearby bathroom works well too. Note how Miller & Smith offered an optional bathroom near the ground floor library, allowing the buyer to pay a premium if they want to include that feature.

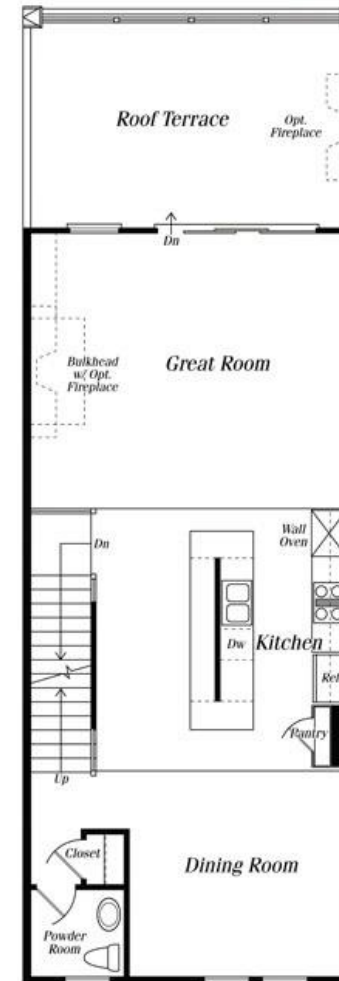


DESIGN LENS
by John Burns Real Estate Consulting

South Lawn Collection by Miller & Smith
Alley-loaded 3-story townhomes in Brambleton, VA



First Floor Plan



Second Floor Plan



Third Floor Plan

Secondary Space Design Solutions

Commentary analyzed in Part 1 taught us that secondary spaces matter differently to different life stage groups.

Mature Singles and Couples primarily use one space and will tend to not need the second space.

Families use secondary spaces as a haven to escape noise and gain additional privacy. For this group, the secondary space needs to be sufficiently insulated and distanced from heavily trafficked areas.

Young and Mature Families

Garman Homes caters to families who need a space to hide out and make a call with their hobby room in **Southern Collection at Wendell Falls**. This small room is located across from the garage entry into the home, near the drop zone. It benefits from a large window and is modeled with a pocket door for privacy.

Southern Collection, Wendell Falls by Garman Homes
Single-Family Detached Homes in Wendell, NC



Secondary Space Design Solutions

Young Singles and Couples use secondary spaces for privacy but also for “spot hopping” to get a change in scenery. Because they do not have children in the household, secondary spaces only need to be sufficiently private from the primary workspace, in the case of two adults working from home together.

Young Singles and Couples

Castile at La Floresta provides Young Singles and Couples three viable workspaces in less than 1,600 square feet. Couples who prefer to work together can share the second main bedroom with attached bathroom. If a more open workspace is preferred for casual use, the built-in breakfast nook offers plenty of space to spread out. For private video calls, the home management center is the third option.

Castile at La Floresta by Van Daele Homes
3-Plex, Single-Family Detached Homes in Brea, CA



Product Opportunity for a Connected Workspace

Hiding Wires

A desk placed in the middle of the room creates the most commanding appearance and has the best backdrop for video calls, but it is not always the most functional option. Without the desk being pushed up against a wall, there is no logical place for the wires to go.

Whether it is outlets in the floor or built into the desk, there exists some opportunity to make this prime desk location more realistic beyond just staging.

Another important consideration for this layout: ensure there is sufficient counter space around the room, as one desk is not enough room to spread out.



Wedgewood by Shea Homes
Single-Family Detached Luxury Homes in Yorba Linda, CA

DESIGN LENS
by John Burns Real Estate Consulting

Product Inspiration for a Connected Workspace



[Legrand](#)

More outlets are needed today than ever, but power strips are clunky and leave a room looking cluttered. Some are meeting the need with a greater number of outlets: In a recent conversation at Techome Builder's Online Summit, Jacob Atalla, VP of Sustainability Initiatives at KB Homes suggested outlets be located above and below the desk. Designers might want to even consider outlets built into the desks. He says more importantly, wall plates with USB outlets are a necessity.

Streamlined options are still needed. Consider products like the pop-out outlet (left) that can charge up to three devices and blend into the wall when you want it hidden.



Unless the workspace already has views of the front door, surveillance tech like the Ring Pro Doorbell included at Arista can solve a pain point: in an age of package, grocery, and meal delivery, we have more unexpected guests arriving at our front door than ever. A video doorbell allows workers to check the door without leaving their workspace. This is especially vital when on calls.

Arista not only includes a robust smart home package, but also a Smart Things Hub to allow universal control, white glove service to help residents connect all of the devices, and a year of customer service.

Arista at Aliento by Pardee Homes
Single-Family Detached Homes in Santa Clarita, CA



Appendix

Survey Methodology

In August, we surveyed 1,242 respondents matching the following characteristics. Responses were weighted nationally by region and life stage group.



Homeowners



Attached or Detached



Household Income \$50k+



Worked from Home during COVID-19
Pandemic (Part Time or Full Time)

L I F E S T A G E S



Young Singles and Couples

Young single or couple (under age 45) with no children in the household



Young Families

Family with children in the household, all under age 12



Mature Families

Family with children in the household, some (or all) older than age 12 (including adult children)



Mature Singles and Couples

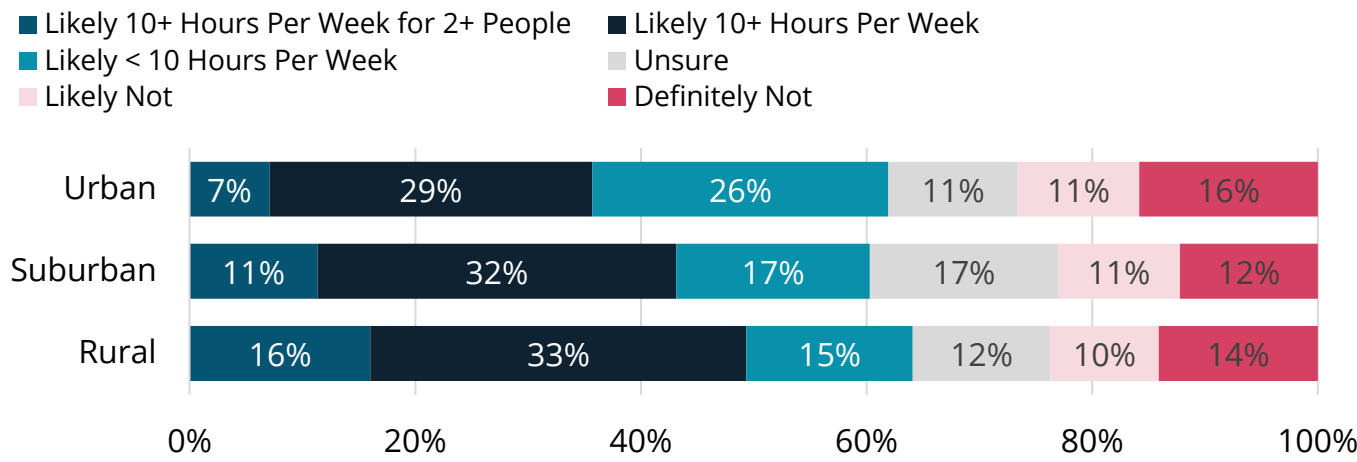
Mature single or couple (age 45+) with no children in the household

A Note on Location:

Dense metros like New York and heavily multigenerational markets like Miami have substantially fewer households with spare bedrooms. Work-from-home solutions will have to be even more creative in these space-constrained markets.

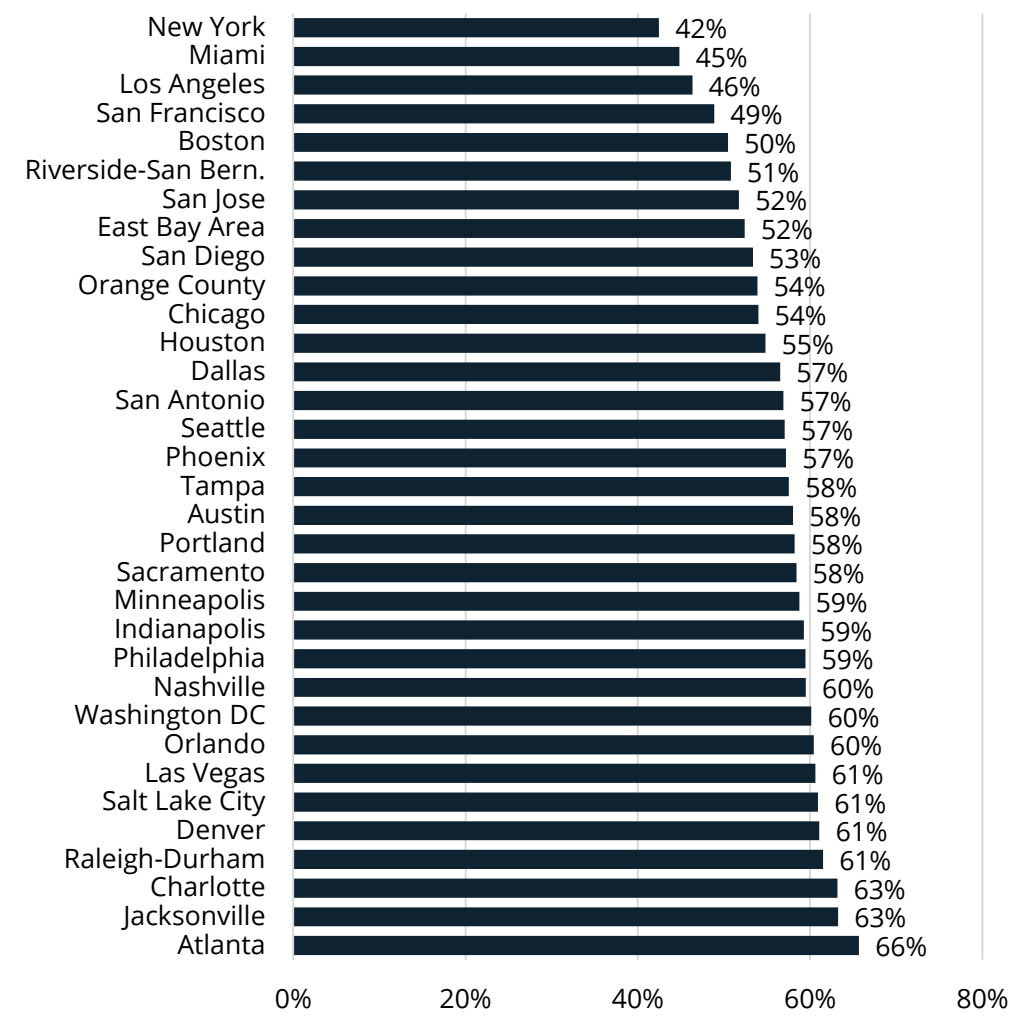
Fortunately, urban locations will be less likely to need work-from-home spaces for *full-time* use. We analyzed urban, suburban, and rural locales and found that while similar shares (60%–64%) are likely to work from home post-COVID-19, rural homeowners are more likely to expect to work from home regularly and have more than one person doing so. Urban locations had a much larger share of people working from home part time, with **26%** indicating they would work from home less than 10 hours a week.

Share of Owned Households Earning \$50k+ Who Worked from Home during COVID-19 by Likelihood to Continue



Sources: John Burns Real Estate Consulting, LLC August survey of 1,242 respondents

Share of Owned Households with 1+ Spare Bedrooms



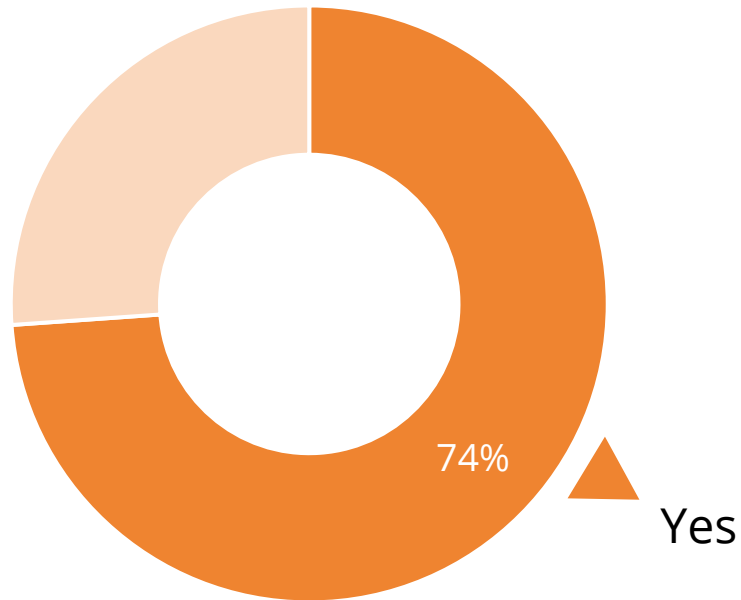
Source: John Burns Real Estate Consulting, LLC calculations of 2018 American Community Survey data via IPUMS-USA

Tradeoffs

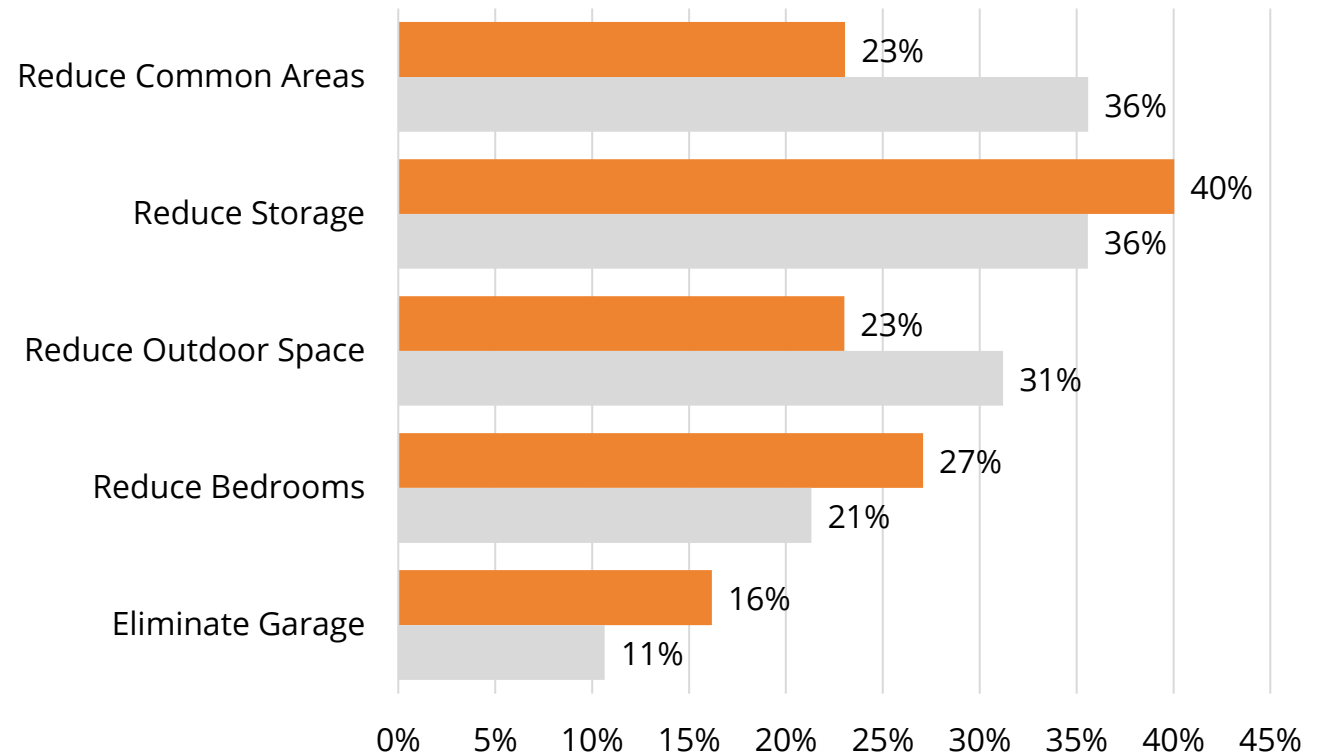
YOUNG SINGLES AND COUPLES

Of the 74% of Young Singles and Couples who plan to move/remodel and are willing to make a tradeoff to improve their workspace, the largest share is willing to sacrifice storage spaces. Because they have fewer possessions accumulated and are greater adopters of the sharing economy, this cohort will have an easier time giving up this space than other life stage groups. With no kids, they are also more willing to give up bedroom space, in lieu of reducing their common areas or outdoor space.

Share Willing to Make a Tradeoff to Improve Their Work-from-Home Space:



Tradeoff Willing to Make:



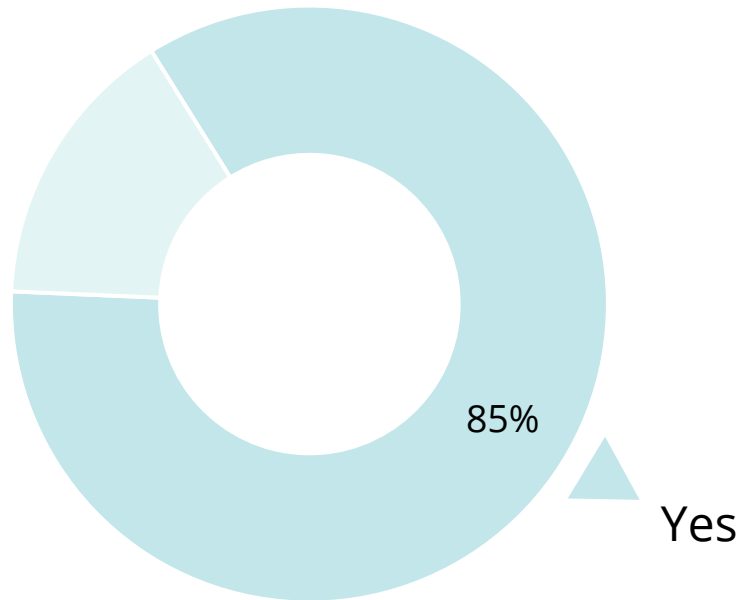
Sources: John Burns Real Estate Consulting, LLC August survey of 1,242 respondents

Tradeoffs

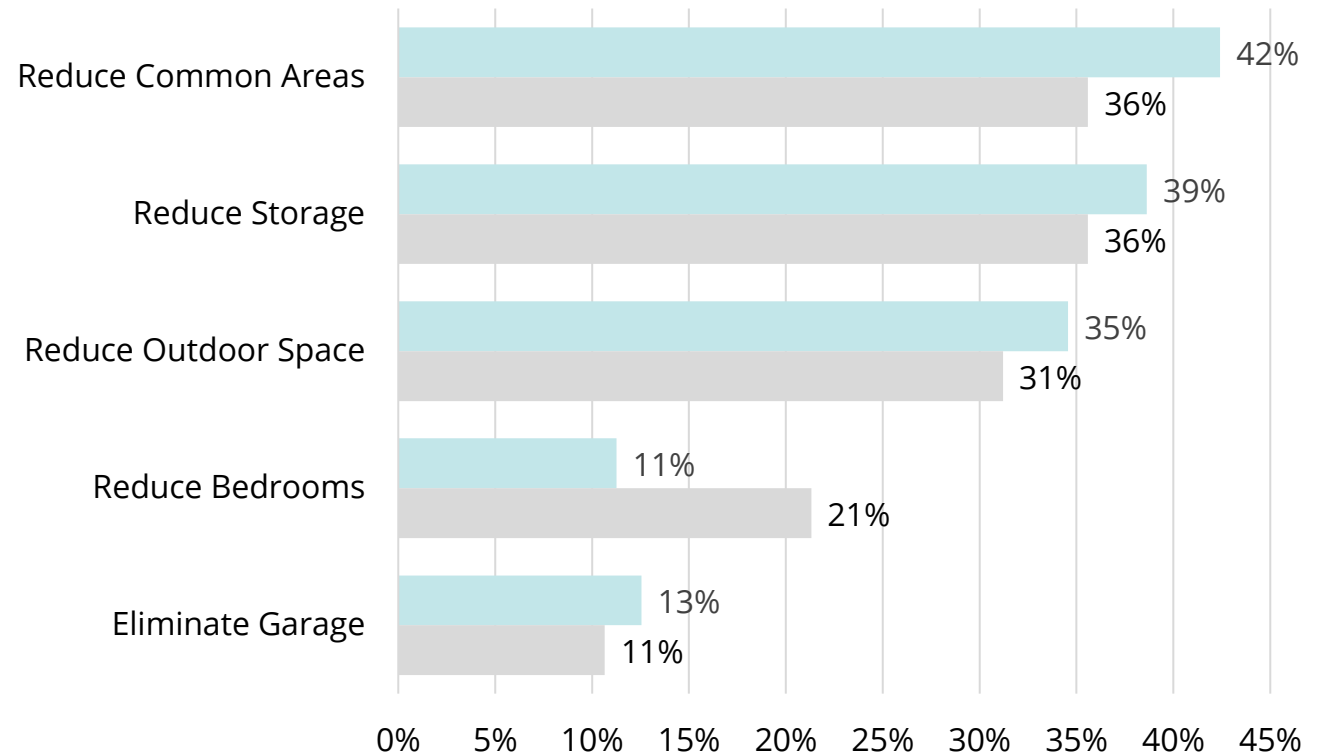
YOUNG FAMILIES

Very willing to make tradeoffs to improve their office space, 85% of Young Family respondents will give something up to get the workspace they need. Common areas are most easily given up, but take space from anywhere besides the bedrooms to create the most private space possible.

Share Willing to Make a Tradeoff to Improve Their Work-from-Home Space:



Tradeoff Willing to Make:



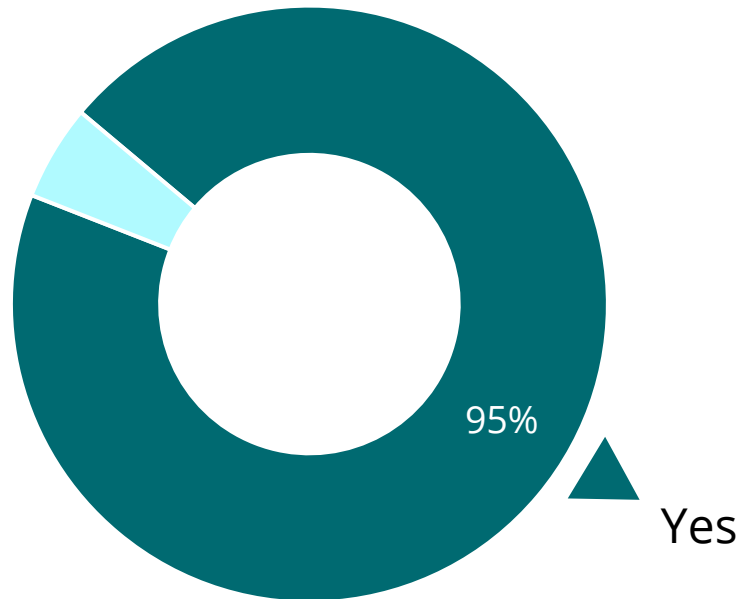
Sources: John Burns Real Estate Consulting, LLC August survey of 1,242 respondents

Tradeoffs

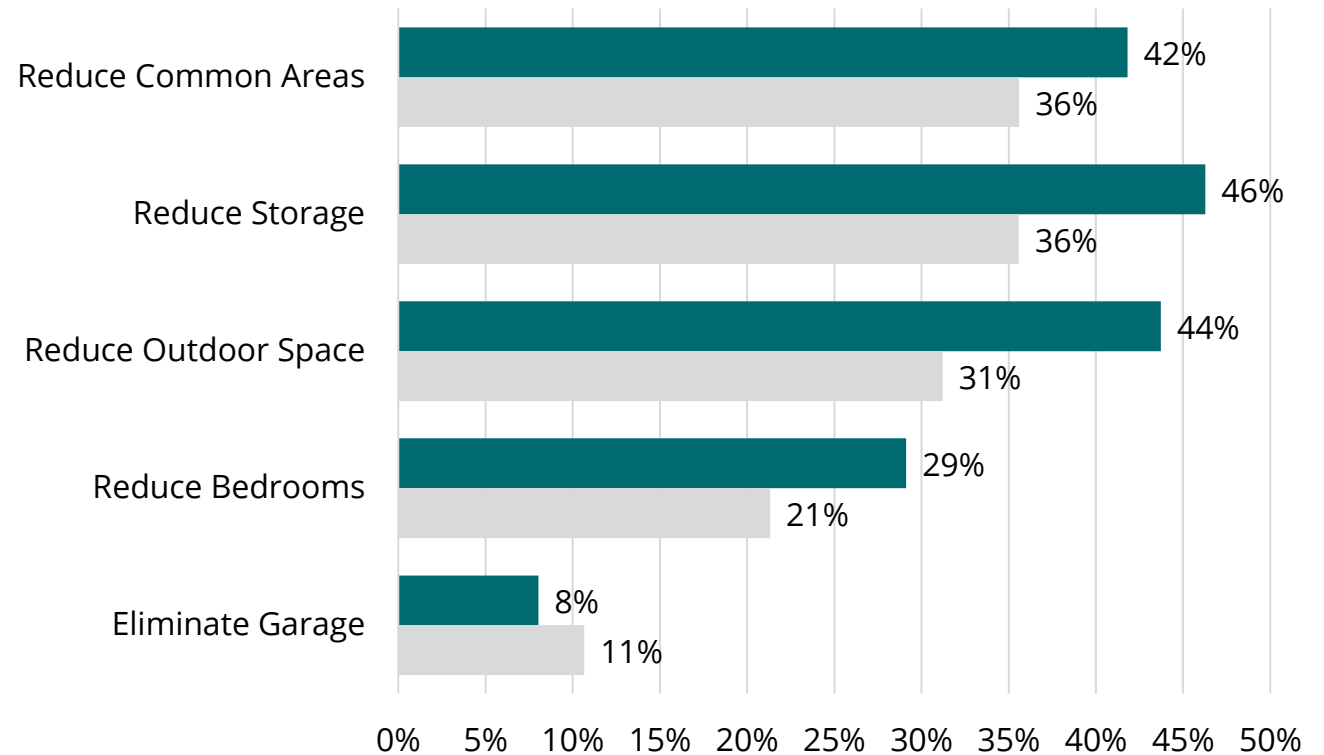
MATURE FAMILIES

The most willing to sacrifice elsewhere to get the workspace they want, a full 95% of Mature Families will make a tradeoff for the ideal home office. This cohort is pretty equally split in willingness to give up common area space, storage space, and even outdoor space. The only category they under-index for is losing their garage.

Share Willing to Make a Tradeoff to Improve Their Work-from-Home Space:



Tradeoff Willing to Make:



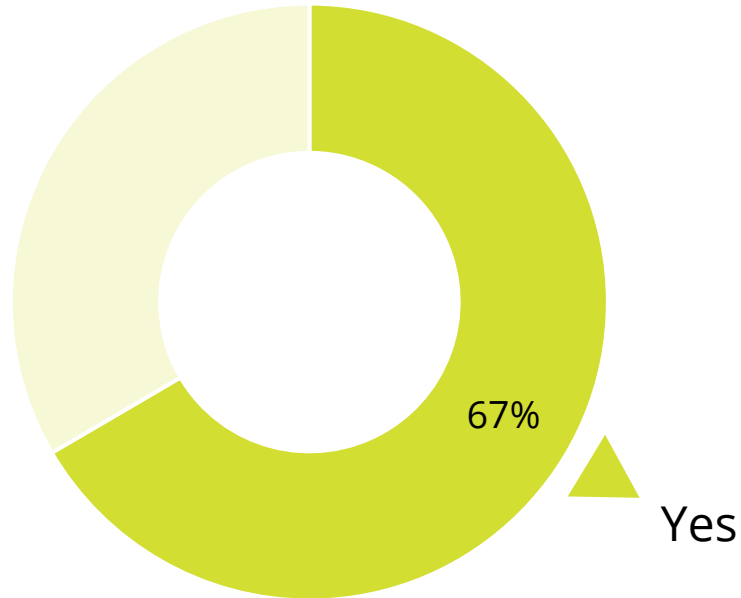
Sources: John Burns Real Estate Consulting, LLC August survey of 1,242 respondents

Tradeoffs

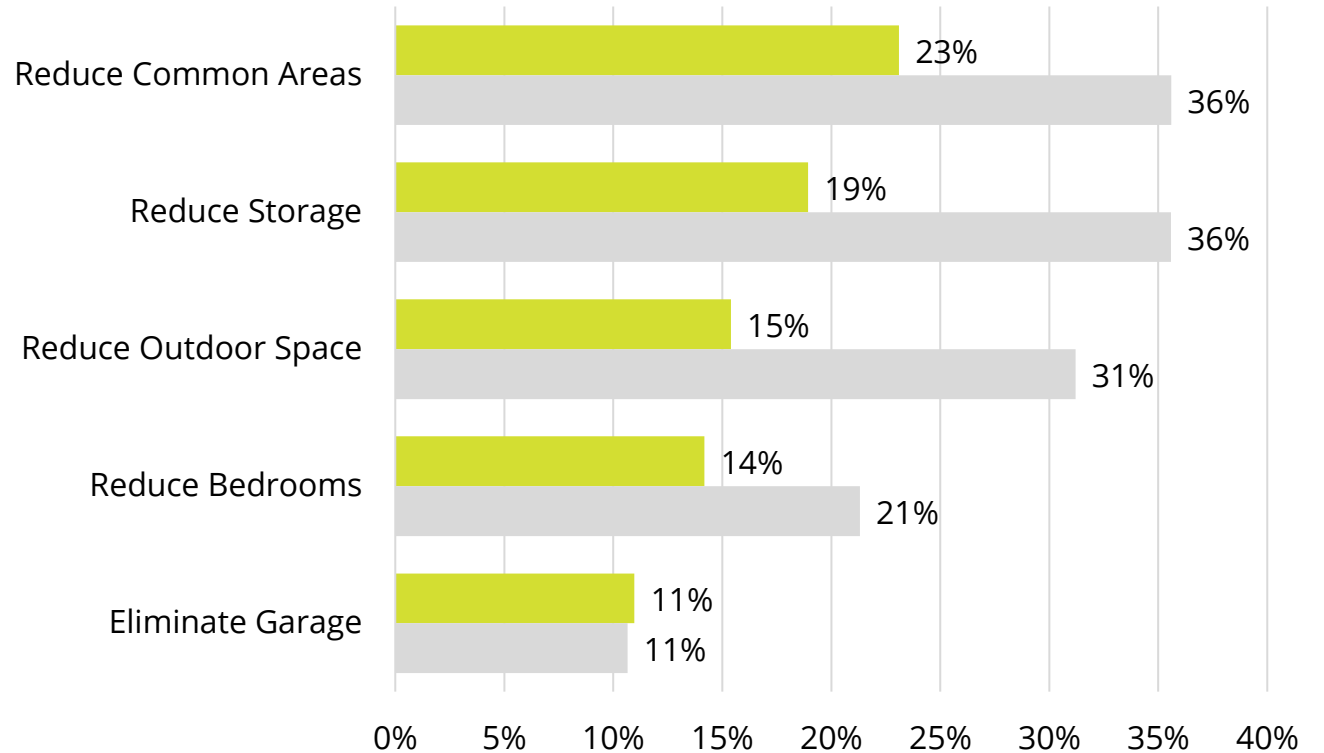
MATURE SINGLES AND COUPLES

If planning to move/remodel, Mature Singles and Couples are the least willing to make sacrifices to improve their work-from-home space. This result is unsurprising, given that this cohort was the most satisfied with their current space. Reducing the size of common areas is the best bet, but be cautious because the office is lower priority to this group.

Share Willing to Make a Tradeoff to Improve Their Work-from-Home Space:



Tradeoff Willing to Make:



Sources: John Burns Real Estate Consulting, LLC August survey of 1,242 respondents

Lennar Next Gen Office Suites

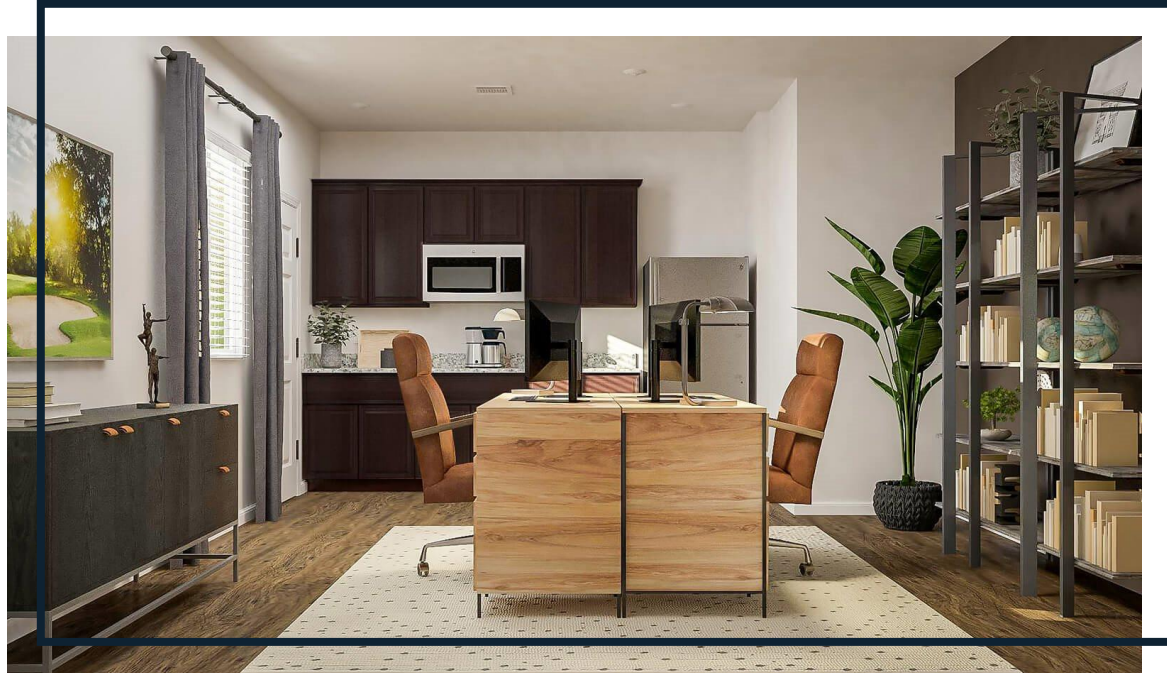


Image Credit/Source: <https://lennar.com/productsandservices/homeoffice>

The Office:

Multigenerational space originally intended for an aging parent or adult child repurposed as a solution for remote workers.

Additional features:

- Noise insulation
- Wi-Fi certified full-home coverage
- Private entrance
- Kitchenette

Unique Additions:

Each office comes with two rooms, selected from seven options that vary by lifestyle:

1. Dual home office suite
2. Home office + Wellness suite
3. Home office + Home school suite
4. Home office + Media suite
5. Home office + Library suite
6. Home office + Meeting suite
7. Home school + Kid's gaming suite

KB Home Office

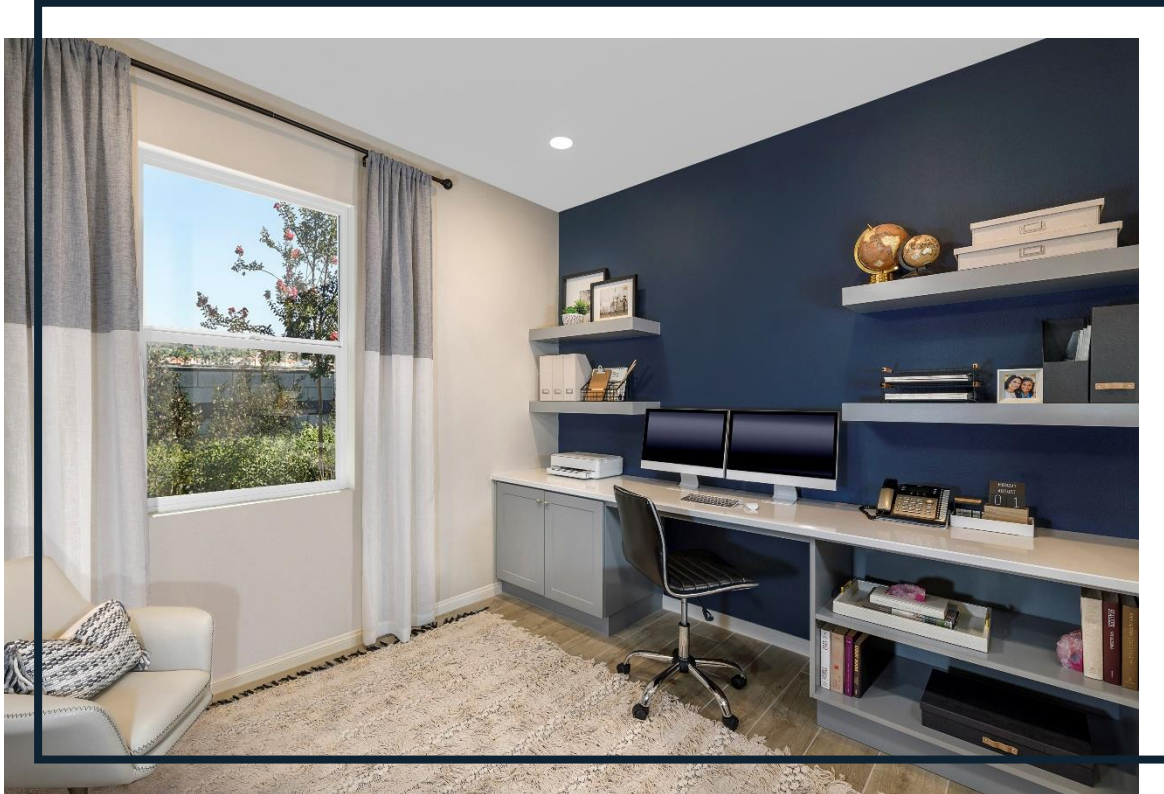


Image Credit: <https://www.kbhome.com/homeoffice>
Source: <https://www.businesswire.com/news/home/20200805005197/en/KB-Home-Debuts-New-Home-Office-Concept-Designed-to-Meet-the-Needs-of-Today%E2%80%99s-Homeowners>

The Office:

Dedicated home office that includes:

- Built-in workstation with counter space that runs the length of the wall and built-in cabinets
- Open wall shelving for additional storage
- Upgraded electrical package (receptacles, phone jacks, USB charger)

Unique Additions:

KB includes the following options for increased personalization:

- Upgraded technology solutions
- Enhanced soundproofing/insulation package
- Tailored lighting
- Beverage center
- *In select plans/locations:*
 - Half-bath
 - Additional windows
 - Separate outdoor entrance
 - Private patio

KHovnanian HovHub

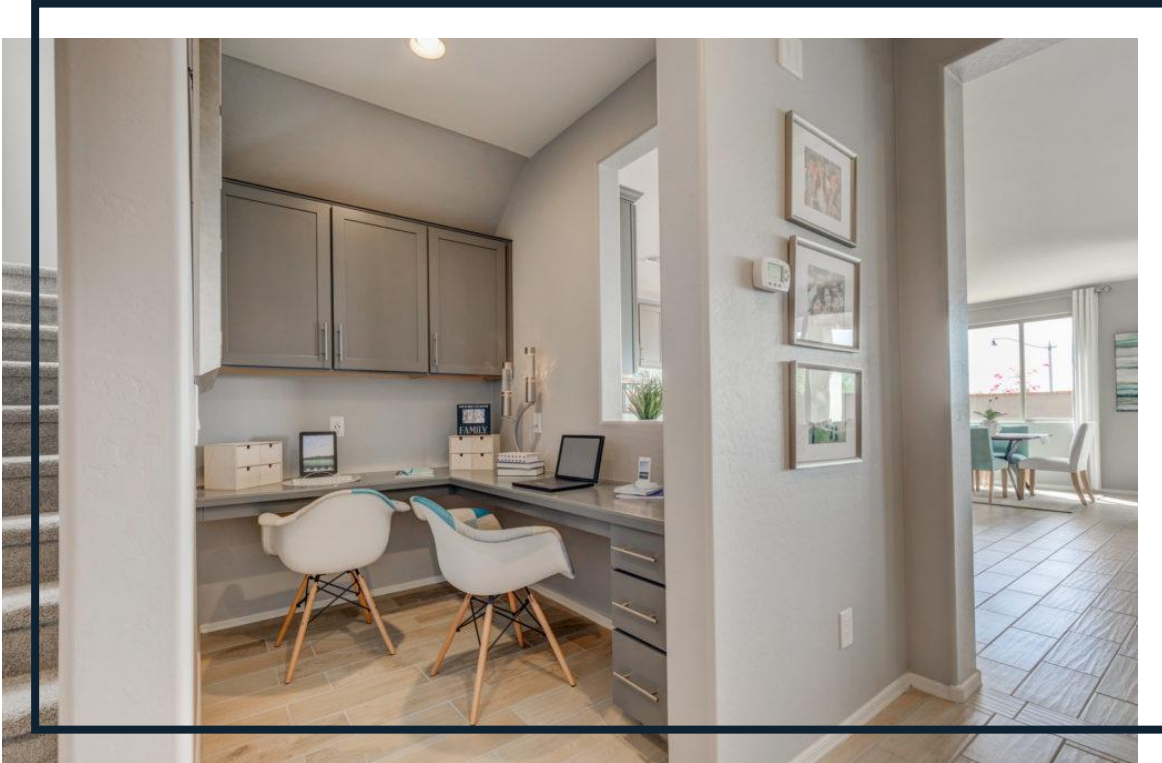


Image Credit/Source: <https://www.khov.com/blog/what-is-a-hovhub/>

The Office:

Optional desk area located near the kitchen, great room, or dining area.

Each HovHub includes:

- Quartz, granite, or marble countertops
- Cabinet space and file drawers for storage
- USB outlets just above the desk surface

Unique Additions:

This optional workspace has been included by KHovnanian for years. An interesting mix between connection and privacy, these spaces are moderately enclosed, yet connected to the living areas with window-shaped wall openings and a door-less entrance.

National Home Office Offerings

Century Communities Home Base



The Office:

Home workspaces including:

- Built-in desks, shelving, and storage
- Insulated interior walls
- USB electrical outlets
- LED flush mount ceiling fixtures

Unique Additions:

Aside from the classic one-person workspace with shelving/storage, Century Communities offers two other home office variations:

1. **Group** – built-in desks with two workspaces and shelving storage (pictured, far left)
2. **Closet** – a discreet built-in desk and shelving (pictured, left)

Century Communities also extends their services beyond the home sale by including DIY tips on customizing the workspace to buyers who purchase a Century Complete home.



Image Credit: <https://investors.centurycommunities.com/news-presentations/news-releases/news-details/2020/Century-Communities-Announces-Home-Workspace-Program-Century-Home-Base-providing-the-ultimate-home-workspace/default.aspx>

Source: <https://www.centurycommunities.com/HomeBase>

Pulte Homes

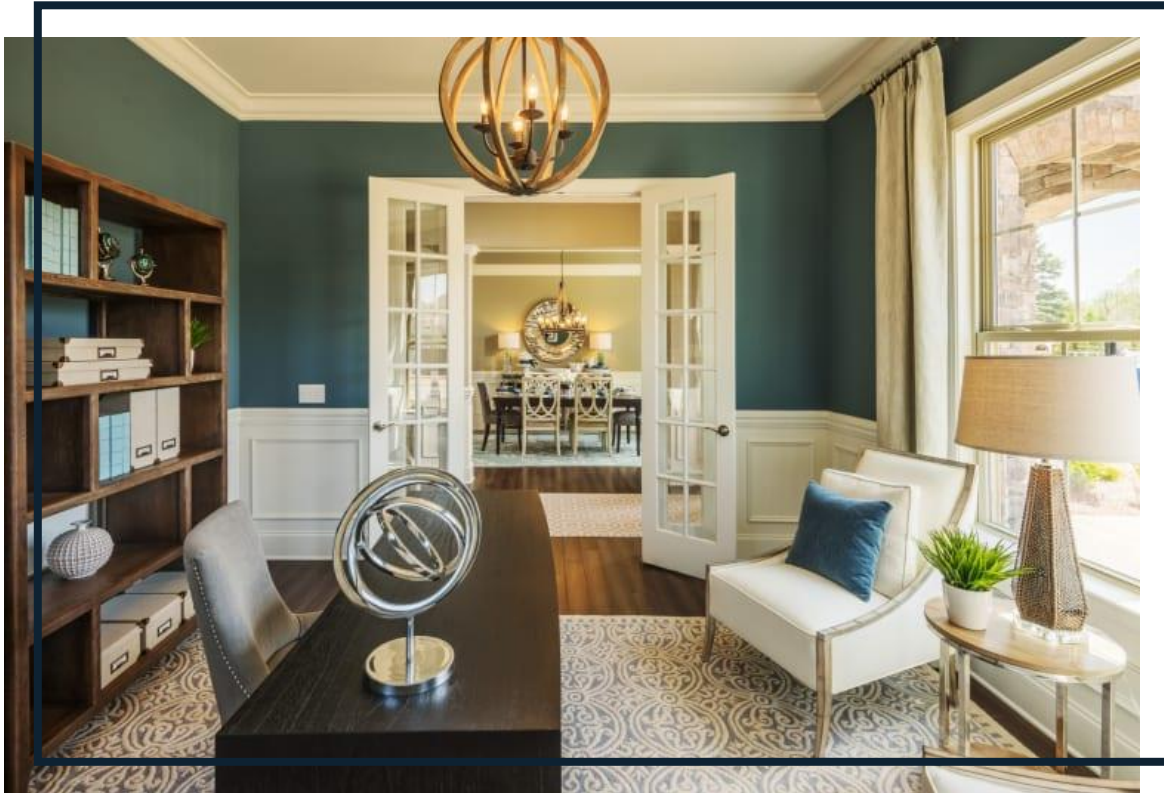


Image Credit: <https://www.pulte.com/innovative-home-designs#work>
Source: <https://www.pultegroupinc.com/investor-relations/press-releases/press-release-details/2020/PulteGroup-Reimagining-Homes-for-Healthy-Work-from-Home-Living/default.aspx>

The Office:

Dedicated home office including:

- Hardwired internet connection
- USB charging outlets
- Storage

Unique Additions:

Pulte has become the first national builder to prewire houses for comprehensive WiFi coverage as standard for all new homes.

In addition to the home office, Pulte offers a secondary multi-use workstation, the Pulte Planning Center.

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