

**JUNE 2021 SURVEY INSIGHT REPORT**



**NEW HOMETRENDS**  
INSTITUTE

by John Burns Real Estate Consulting

# Future of Home Design

Insights from the Drafting Table

SPECIAL EDITION IN PARTNERSHIP WITH:

**PROBUILDER**  
PROFESSIONAL BUILDER THE OFFICIAL PUBLICATION OF NAHB

Including results from our **Inaugural Survey of Architecture** featuring responses from over 300 residential architects, designers, and design-oriented builders

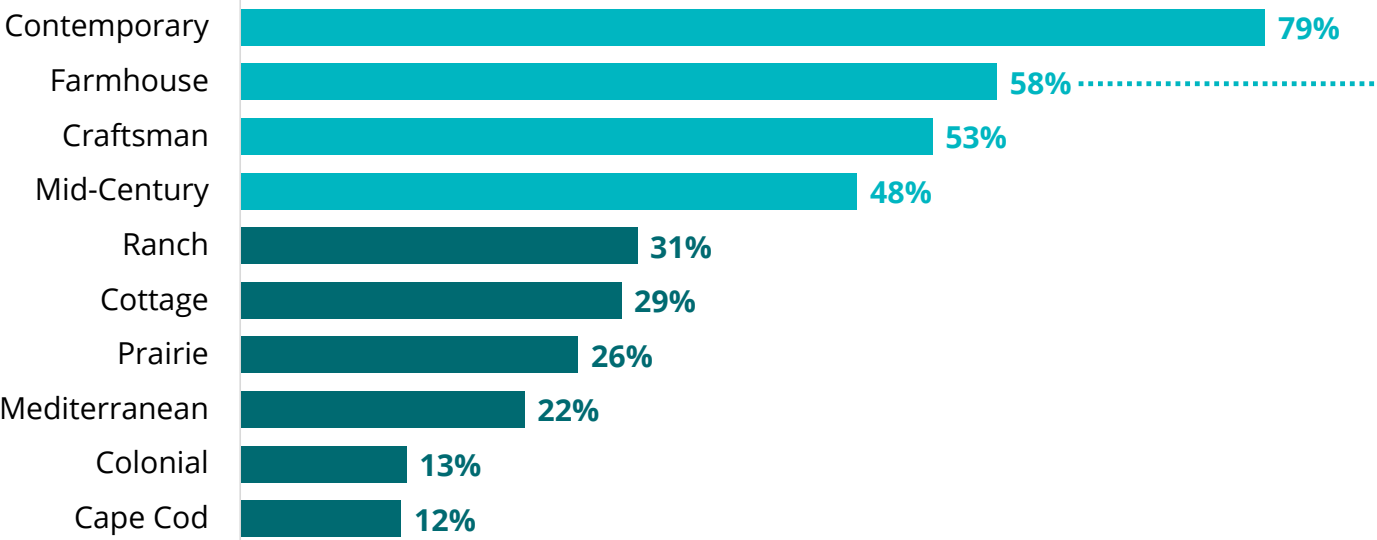
The two driving forces behind better design will be **affordability** and **sustainability**.

You are viewing sample content of a member-only report.

Please reach out to Deana Vidal at [dvidal@realestateconsulting.com](mailto:dvidal@realestateconsulting.com) to become a New Home Trends Institute member today!

# Contemporary, Farmhouse, Craftsman, and Mid-Century to remain top elevation styles for the next three years.

Top 10 Elevation Styles Over the Next Three Years Ranked by Architectural Designers



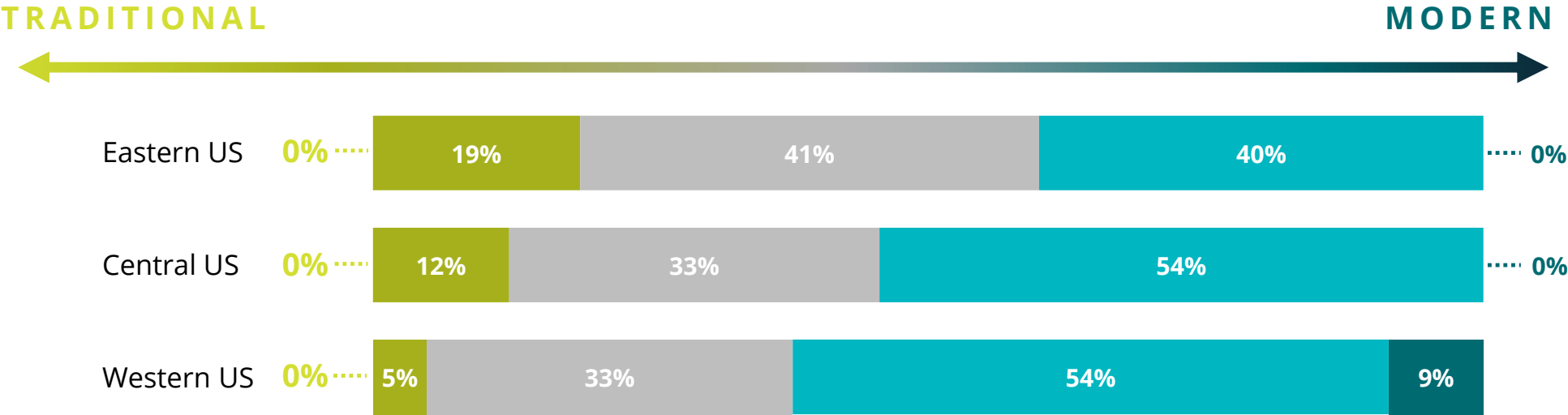
Calls for the end of **Farmhouse** appear premature, given that 58% of architectural designers believe it will remain a **top 5 elevation style** for the next 3 years.

See Appendix for full list of elevation styles.

Source: 2021 Annual Survey of Architecture conducted by the New Home Trends Institute by John Burns Real Estate Consulting, LLC and Pro Builder

Elevations are anticipated to be **somewhat modern** in the next three years.

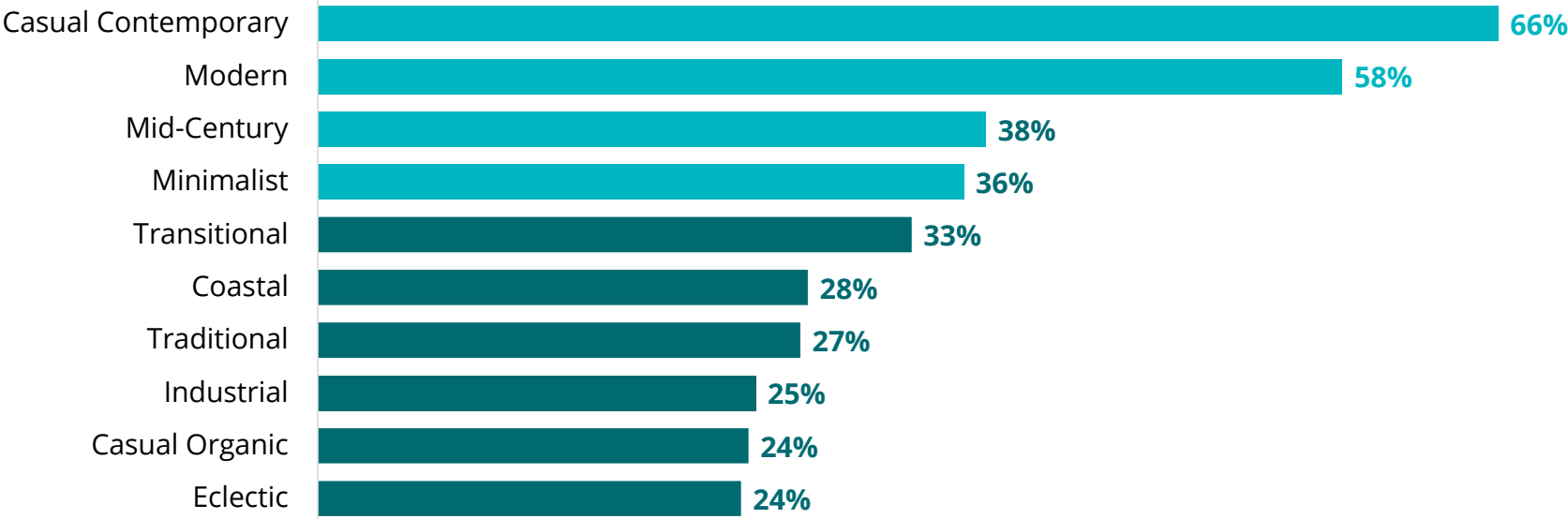
Indication of How Traditional or Modern Elevations Will Be Overall In The Next Three Years



Source: 2021 Annual Survey of Architecture conducted by the New Home Trends Institute by John Burns Real Estate Consulting, LLC and Pro Builder

Interiors to skew **more modern** over the next three years.

**Top 10 Most Popular Interior Styles over the Next Three Years Ranked by Architectural Designers**

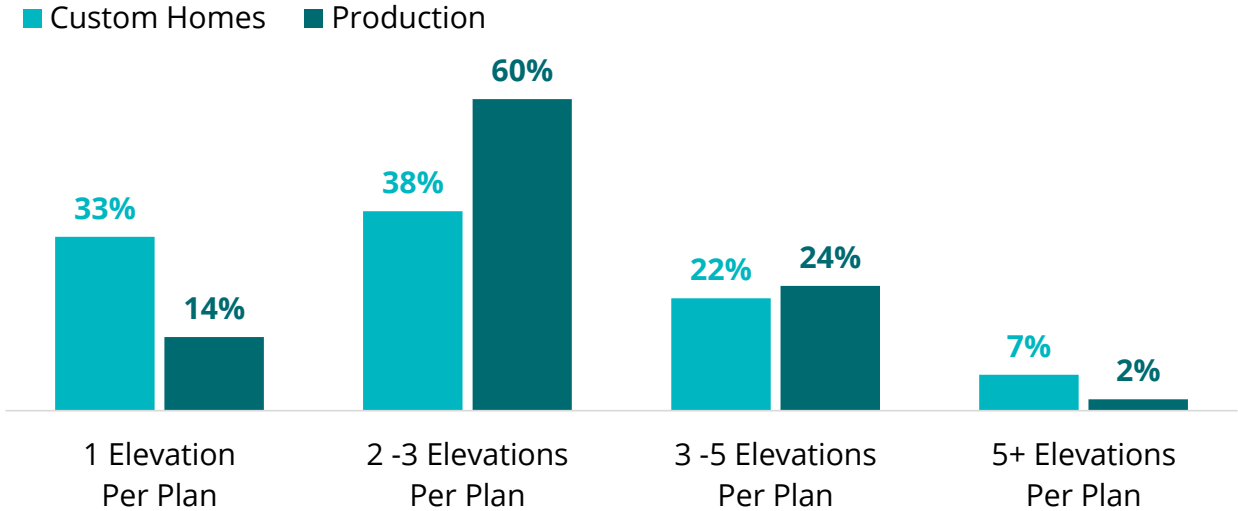


*See Appendix for full list of interior styles.*

Source: 2021 Annual Survey of Architecture conducted by the New Home Trends Institute by John Burns Real Estate Consulting, LLC and Pro Builder

# Production architects typically provide **2-3 elevation options per floor plan**.

**Average Elevation Options Provided for Each Floor Plan Designed**

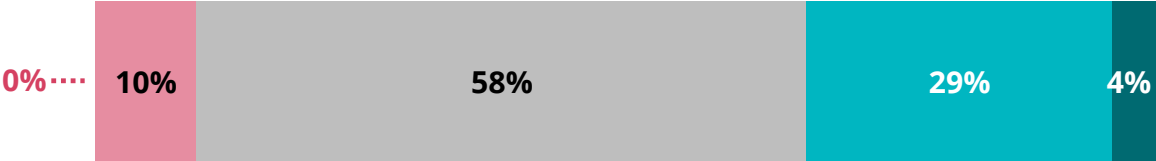


Source: 2021 Annual Survey of Architecture conducted by the New Home Trends Institute by John Burns Real Estate Consulting, LLC and Pro Builder

When designing full communities, architectural designers are more likely to include **additional elevation options** to provide a variety of street scene options.

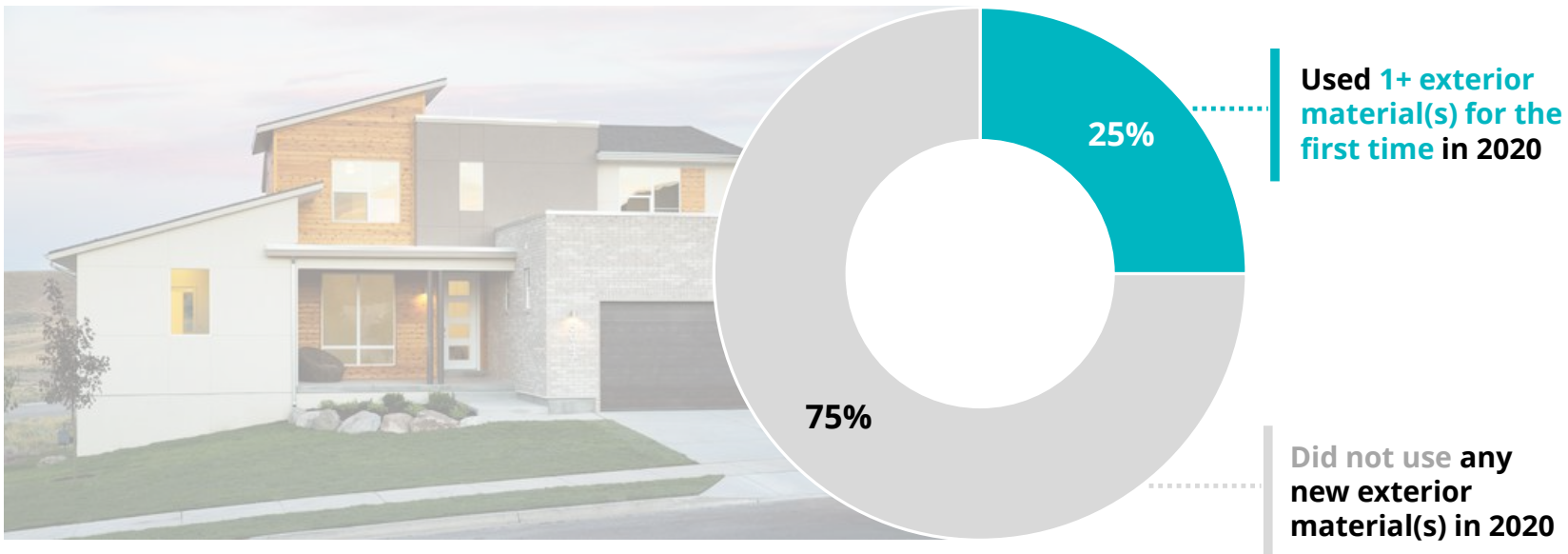
**Change to “Elevations Per Floor Plan” Quantity When Designing Multiple Homes for One Community**

■ Much fewer ■ Somewhat fewer ■ The same ■ Somewhat more ■ Much More



Source: 2021 Annual Survey of Architecture conducted by the New Home Trends Institute by John Burns Real Estate Consulting, LLC and Pro Builder

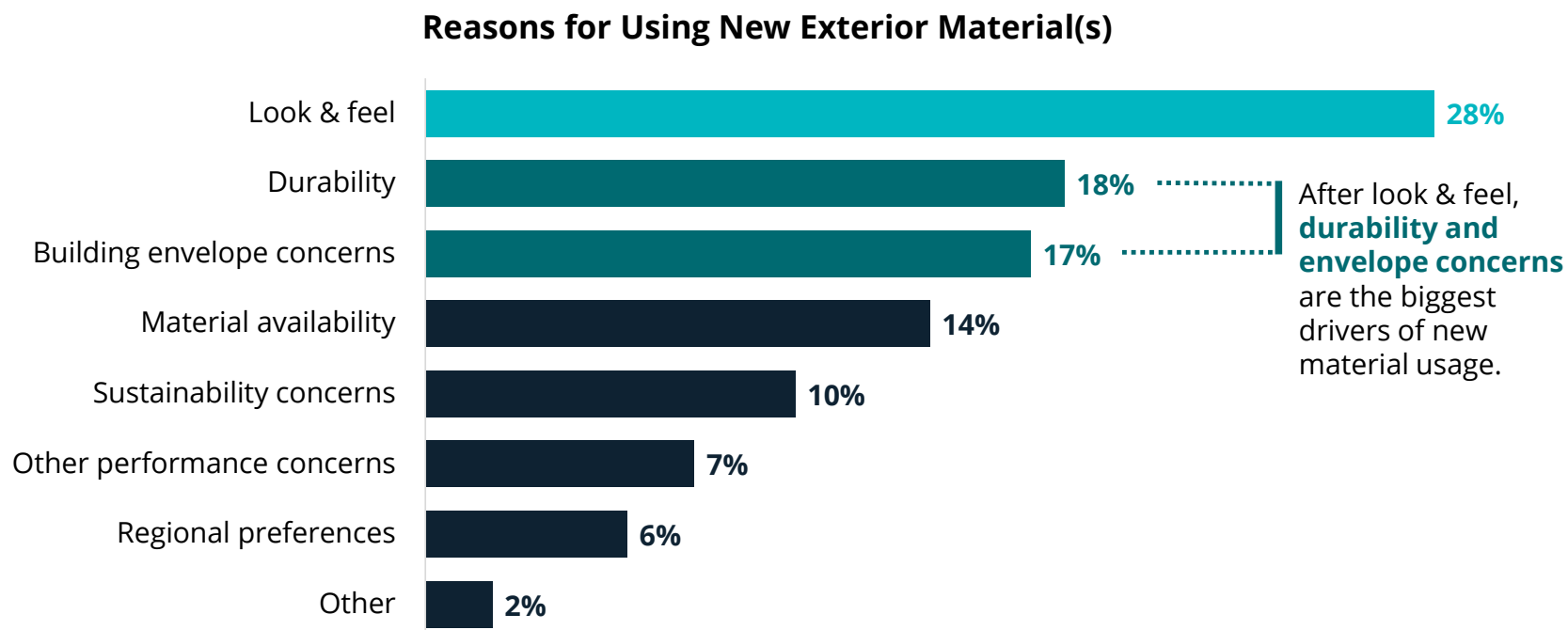
25% of architectural designers tried at least one **new exterior material** last year.



Source: 2021 Annual Survey of Architecture conducted by the New Home Trends Institute by John Burns Real Estate Consulting, LLC and Pro Builder



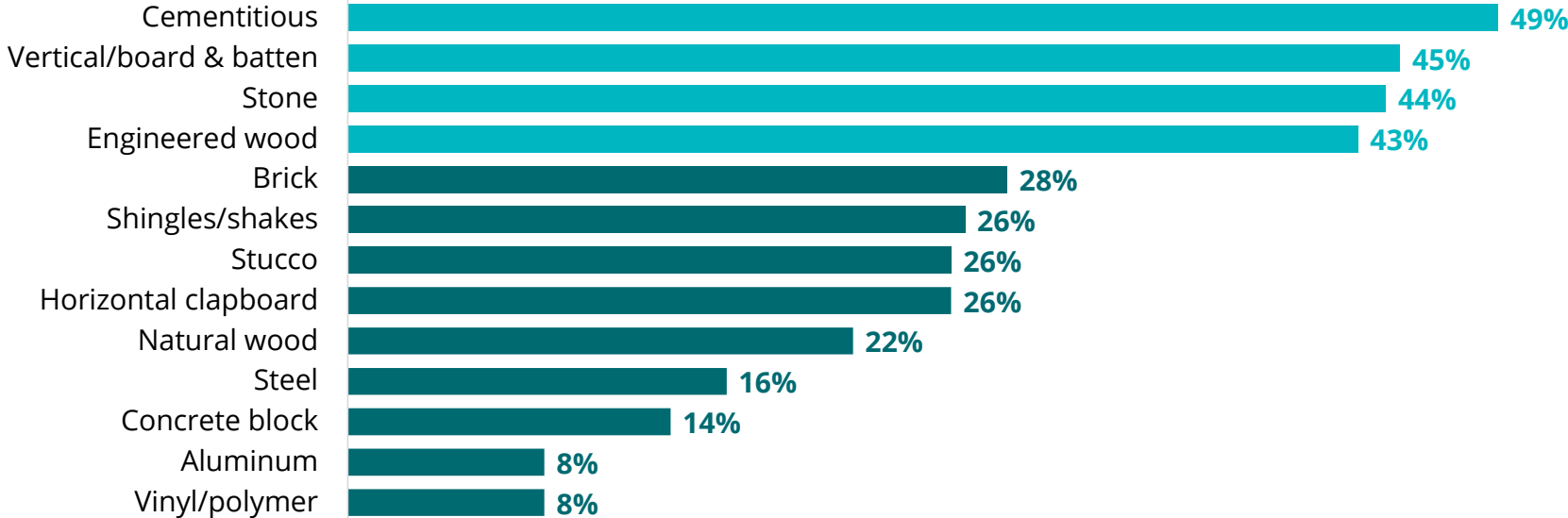
# Architectural designers most often try new exterior materials to **achieve a certain look and feel.**



Source: 2021 Annual Survey of Architecture conducted by the New Home Trends Institute by John Burns Real Estate Consulting, LLC and Pro Builder

# Cementitious materials, vertical board & batten, stone, and engineered wood are being specified more than before.

Share of Architectural Designers Who Included Each in Their Top 5 Exterior Materials Specified More Frequently in 2020, as Compared to 2019



Source: 2021 Annual Survey of Architecture conducted by the New Home Trends Institute by John Burns Real Estate Consulting, LLC and Pro Builder

40% of architects are mixing and matching exterior materials **more frequently** than they were previously.

### Frequency of Exterior Materials Mixing and Matching in 2020, Compared to 2019

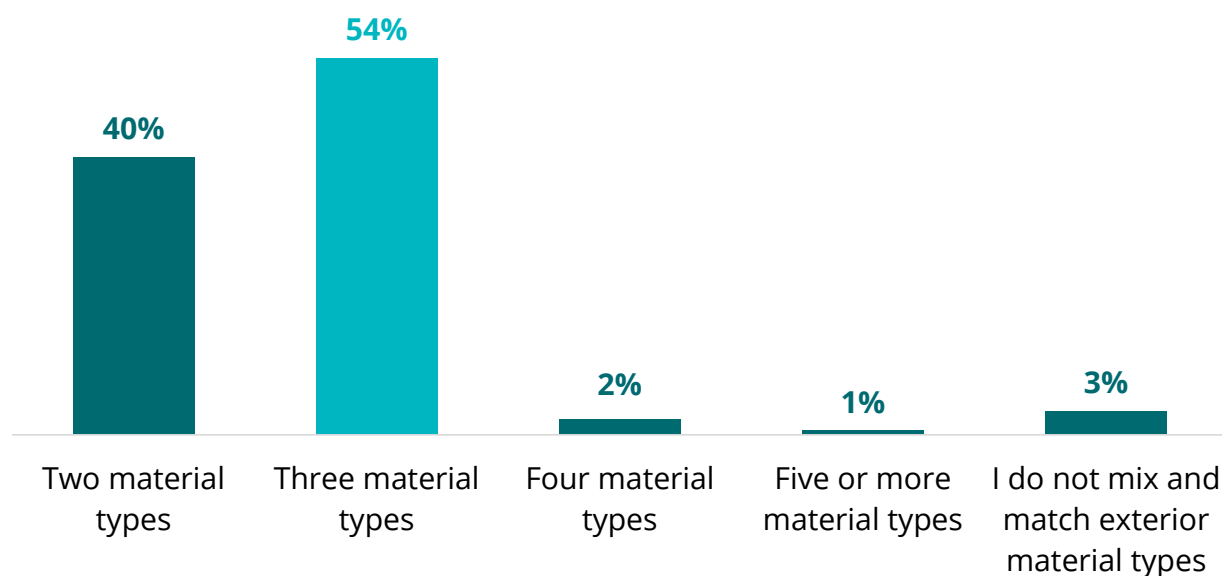
■ Much less frequently   ■ Slightly less frequently   ■ The same   ■ Slightly more frequently   ■ Much more frequently



Source: 2021 Annual Survey of Architecture conducted by the New Home Trends Institute by John Burns Real Estate Consulting, LLC and Pro Builder

Architectural designers typically mix and match **three** siding material types.

Average Number of Exterior Siding Material Types Mixed in a Typical Home

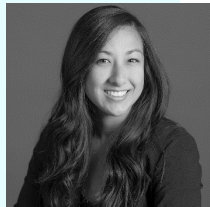


**Note:** We may see a pullback in the number of materials mixed and matched as value engineering increases.

Source: 2021 Annual Survey of Architecture conducted by the New Home Trends Institute by John Burns Real Estate Consulting, LLC and Pro Builder

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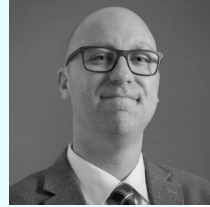
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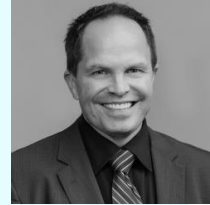
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