

Residential Housing 2030 and Beyond

Focus Group

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Ebby Halliday, REALTORS

We invited a group of Ebby Halliday, REALTORS staff members to discuss their experiences and observations relative to their current housing needs and desires, and what they expected for the future.

The individuals selected were younger – in the 25 to 40 age range – and, we felt, able to address both their present concerns as well as what they might anticipate during the next twenty years.

The participants were encouraged to follow their own course in the discussion and freely address any topic they deemed relevant. The only caveat was to focus on residential real estate issues whenever possible. This resulted in a vigorous discussion that ranged from very personal housing desires to work and transportation issues to concerns as broad as the global environment. Interestingly, there was a significantly high level of agreement among the participants on many of the issues.

The following is a general outline of their discussion.

Energy Efficient

Building materials – cost effective, example windows may not be glass, may be synthetic that darken during daylight

Solar Panels

Radiant Barriers

Energy-efficient Roofs

West side construction

Plug-ins for automobiles – battery/electrical

Good for the environment; more energy efficient; commute – cool to have an energy efficient house than a bigger house

Save more; cost cutting

Floor Plans

Less square footage; better use of space; flexible
Get away from predetermined floor plan
Multi-use rooms
One living area
Open kitchen
Why have that much room
Garages – full of junk but competitive market; if you have extra space, you fill it up
Smaller footprint – do away with “one-upping mentality”; example, biggest house on the block
Media rooms less desirable
10 x 10 rooms a waste
Social shift to going green
Easy maintenance; easy care

Yards

More outdoor living space
Smaller front yard; bigger back yard

Technology

Affordable – Systems like Crestron - streamlines and simplifies all the technology in the home
iPod Docks in the Walls

Neighborhood

Closer amenities / cluster of houses, example pool
Common things – must be convenient (tennis courts, gym; maybe part of HOA dues)
Convenience; provide more family/leisure time

Commute

Mass transportation
≤ 30 minute commute maximum; 10 – 15 minutes better
“Business Hubs”
Working from Home; meet occasionally at the office

Urban versus Single Family

Weird Mentality – urban living versus more private single family; can re-adapt
Mind shift
Planned Communities Growing Consist of Seniors and Yuppies (Southlake, West Village)
BUT Variety of amenities required; not one stop but convenient at the time
Today’s youth – active, healthy lifestyles
No matter what timeframe – always have the single family versus urban living
Suburbs don’t have to be far

“Ages and Phases”

20 something / 60+ versus family
Dallas unique to have option of urban and single family closes

Two Markets

Family
Everyone Else – singles and empty nesters
Would like to have a cost effective best of both worlds

Energy efficiency very important

Multi-purpose features

Commuting – mass transit more important

Work around business hubs vs. central business district
Satellite offices
Work from home

Technology

i-pod dock in rooms
Smart houses
Manage features via i-phone
Crestron, Neutron

Smaller homes

Open kitchen, one living area
Move away from pre-determined floor plan – prefer flexible floor plan
Less square-footage, better use of space
10x10 bedrooms not working

More outdoor living space

Easy maintenance

More lot at rear, less in front

Planned communities gaining popularity

Need ample choices in amenities
Convenience

Storage is important

Need space for ‘stuff’
Will fill up space if it is available

Active amenities

Bike trails, tennis courts, gym with trainers (HOA maintained)

Smaller homes with more energy efficient features**New materials**

Materials that adjust for climate, sun, etc.

Less maintenance, make life easier, allow for more family time,**Family / Lifestyle variables**

All agreed that there were significant “ages and phases” that influenced housing desires, and created a somewhat “divided” market

Families had one distinct set of requirements and desires

Singles, young married without children and older, empty nesters more likely to have similar interests and requirements

Schools and education always a major consideration for families and will remain so