

Buyer Magnets for Gen X, Gen Y, and Boomers

Tony Weremeichik,

AIBD, CPDB, CGP

Principal, Architectural Design Studio

Canin Associates

Christy Scanlon,

President/Chief Operating Officer

Masterpiece Design Group



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canin.com

Tony Weremeichik



AIBD, CPDB, CGP
Principal Architectural
Design Studio
Canin Associates, Inc.

Tony Weremeichik, CPBD, AIBD, CGP is Principal of Canin Associates' Architectural Design Studio in Orlando, Florida. Tony has over 20 years of architectural design experience advancing innovative design trends in new home, custom home and remodeling design, mixed-use and community buildings in master planned communities and resorts throughout the United States, Europe and the Caribbean. Tony can be reached at tweremeichik@canin.com

masterpieceinteriors.com

Christy Scanlon



President/Chief
Operating Officer
Masterpiece Design Group

Christy Scanlon is co-founder and President/COO of Masterpiece Design Group, a multi-faceted design firm located in Winter Park, Florida. With over 20 years design experience, Christy has grown Masterpiece to a professional design organization with 35+ employees and has collected more than 45 major design awards. Christy believes it's not only about creating beautiful interiors, but balancing the art of design with the science of marketing for her builders. Christy can be reached at Christy@masterpieceinteriors.com



Overview

- Program
- Exterior Design Trends
- Market-Specific Designs
- Floor Plan Design Trends
- Kitchen And Bath Trends
- Interiors Trends



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Program



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Boomer Generation

1946-1964, Ages 51-69

Financial

~Boomers have the largest amount of disposable income

Family

~Highest divorce rate and 2nd marriages of all others

Living

~Are more likely to “age in place” and renovate vs. ditch the old and buy all new. Boomers want to live on a large scale but in smaller more organized spaces

Education

~A birthright

Purchasing

~Boomers are very methodical in all their purchases

Attributes

~Ambitious, live to work, optimistic, competitive, workaholics

Generation X

1965-1976, Ages 39-50

Financial

~The first generation that will most likely not do as well financially as their parents

Family

~X'ers are also known as the lost generation or latchkey kids and the first generation to be exposed to daycare

Living

~Want their home to reflect their taste and personal sense of style

Education

~A way to get there

Purchasing

~They know what they want and will put it on credit in order to obtain it

Attributes

~Entrepreneurial, techno literacy, pragmatic, work to live, have work/life balance

Generation Y

1977-1994, Ages 21-38

Financial

~They earn to spend

Family

~This generation was given more by their parents without earning it, so they expect a lot for nothing

Living

~This tech savvy generation are constantly feeling the need to be “plugged in”. More knowledgeable in their research and purchases

Education

~An incredible expense

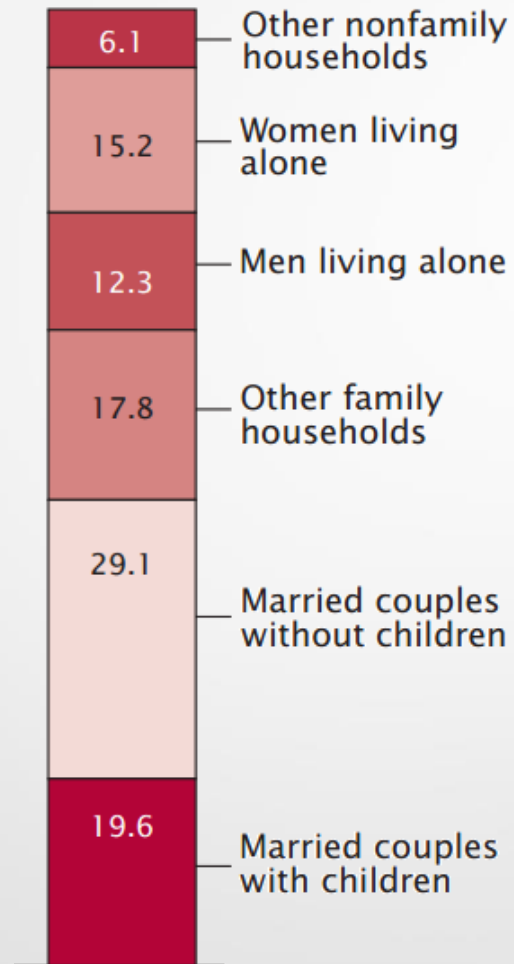
Purchasing

~Y'ers are less brand loyal as they can compare and shop on the internet for the best deal

Attributes

~Confident, diversity focuses, fiercely independent, innovative thinkers, goal oriented

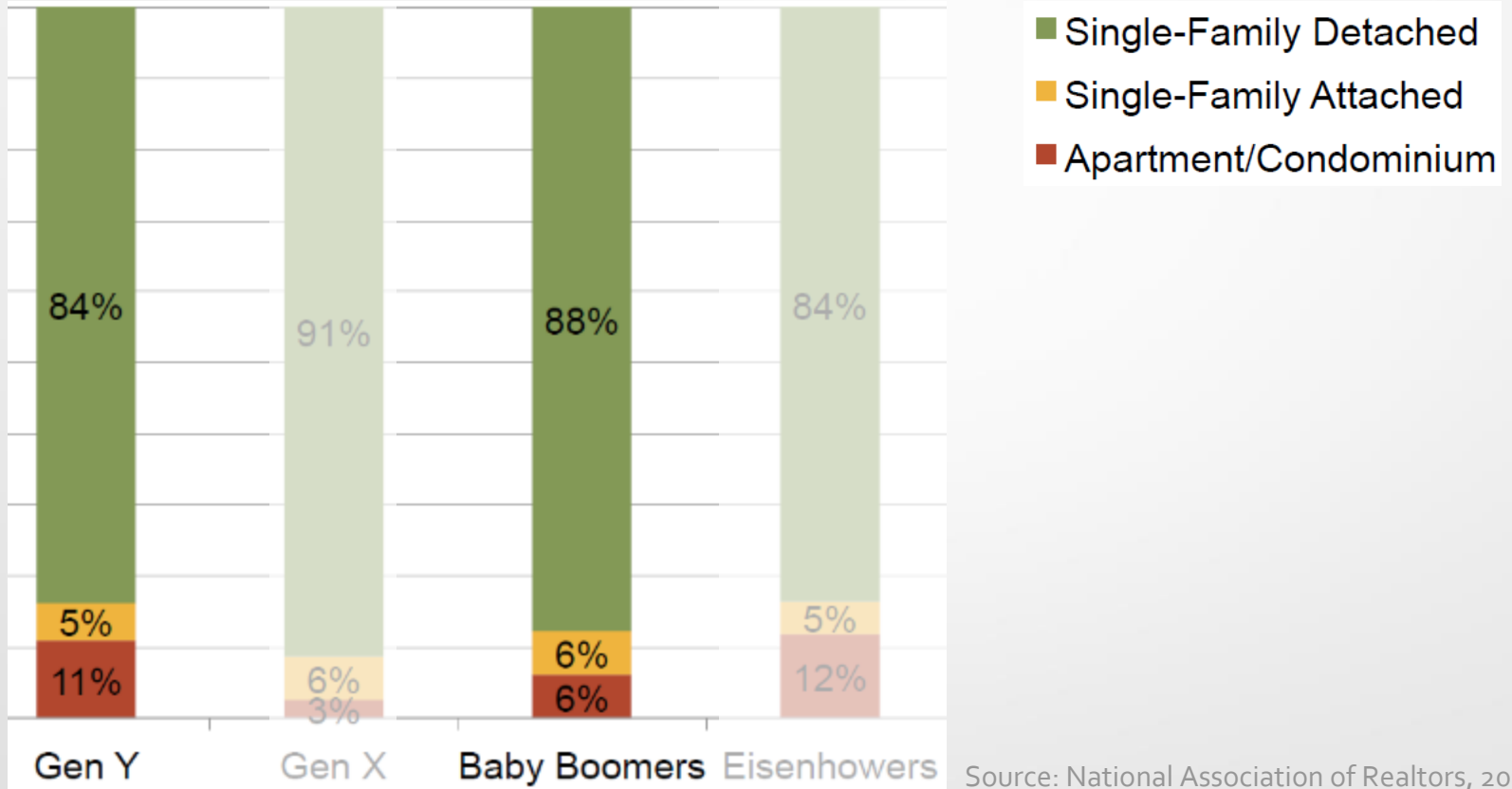
US Households are Becoming More Diverse



Source: US Census, America's Families and Living Arrangements 2012



Baby Boomers & Millennials (Gen Y) prefer Single-Family Homes



Source: National Association of Realtors, 2013
National Community Preference Survey

Home Trends and Millennial (Gen Y) Preferences



2014 National Builders Survey

Average size of new single family homes

~After rising 4 consecutive years, size dropped to 2,642 SF

2015 Home Sizes will continue to drop:

- ~3M jobs created in 2014 – most since 1999
- ~New rules to loosen credit tightness
- ~Moderate home price growth in 2014
- ~Allows more people, young, 1st time buyers into the market = demand for smaller, more affordable homes

Most Popular Outdoor Features:

~exterior lighting, patio, front porch, lot with trees, deck, rear porch, outdoor grill and lawn sprinklers

Type of Homes Wanted:

~Single Family=75%, townhome=11%, multifamily=4%, manufactured=3%

Area Preferred:

- ~Suburban=66%, rural=24%, central city=10%
- ~Most Millennials will pay 2-3% More for Energy Efficient Homes

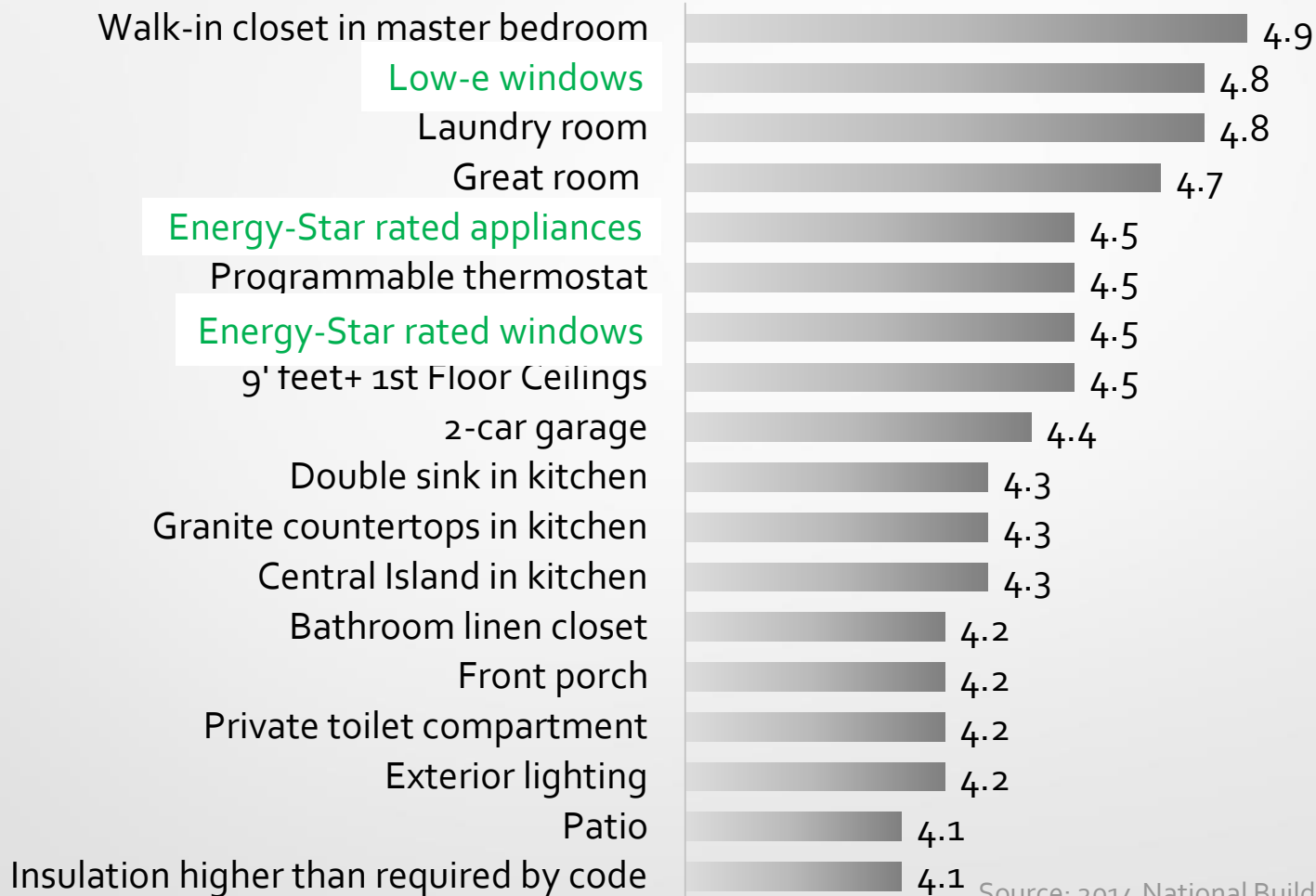
2015 Home Design Trends





Most Likely Features

In Typical Single-family Home

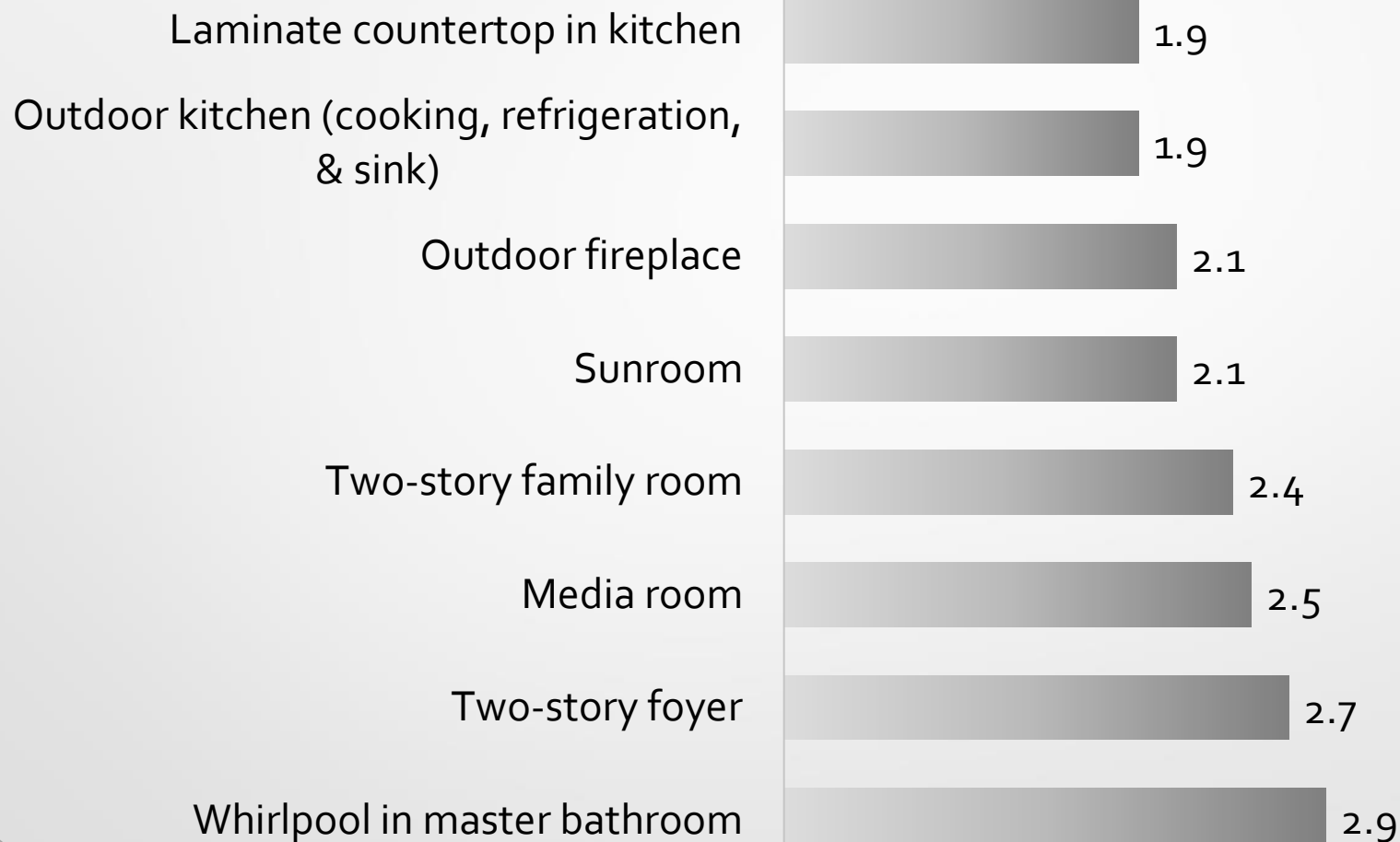


Source: 2014 National Builder Survey



Least Likely Features

in Typical Single-family home



Source: 2014 National Builder Survey

Best in American Living 2014 Winners



1. White on White Kitchens
2. Double-Island Kitchens
3. Centered Bathtubs
4. Natural Elements Mixed with Contemporary Materials
5. Increased Quality of details
6. Getaway Rooms
7. Wine Rooms and Bars
8. Indoor/Outdoor Living
9. Grand Entries are NOT the focus
10. NON Car-centric Design



Reader Survey

Attitudes and Trends

**Better
Homes**
and Gardens

Technology:

~Kitchens and living rooms are the top rooms in the home to benefit from smart technology

Outdoor Living Spaces:

~Majority of Millennials want their space to feel like a relaxing retreat for entertaining.

~Millennials are more likely to use their outdoor space for meals and to decorate it as they would their living/dining rooms

The yard:

~U.S. women dream most about adding outdoor elements such as fountains or ponds; products that improve security; low maintenance plants; play space for kids; and, wider and stone-paved paths/patios

Curb Appeal:

~86% of U.S. women agree that an up-to-date exterior adds to the value of their property, and 70% agree that the front of the home should be a reflection of their personal style



Exterior Design Trends



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Curb Appeal: Elevation Design

Transitional Architectural Styles



2015 Home Design Trends



Curb Appeal: Elevation Design

Modern Mediterranean



2015 Home Design Trends

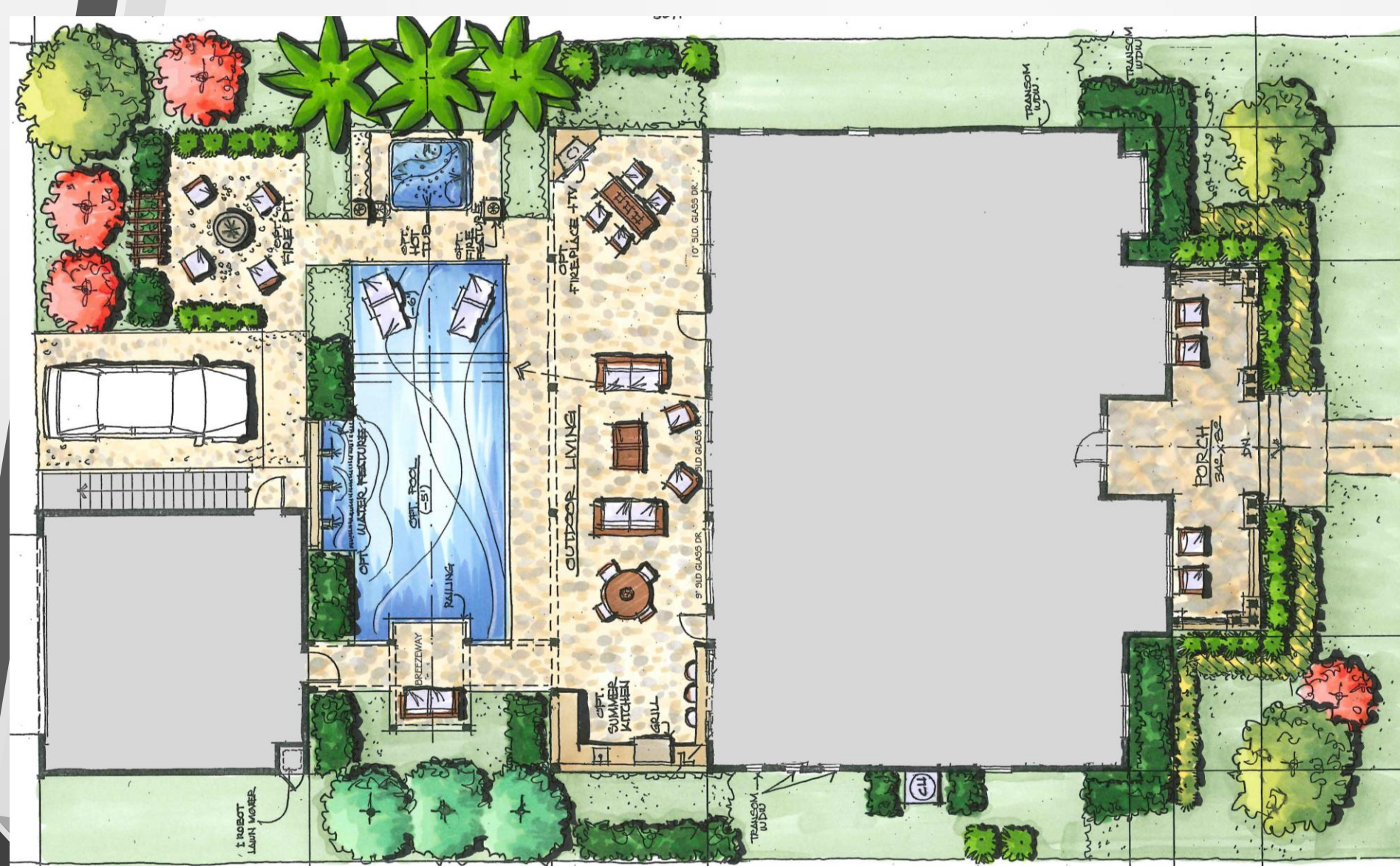
Market-Specific Designs



Product: Gen Y

Jewel Box Home Elevations





Product: Gen X
 Magnolia Park
 2015 Home Design Trends

Product: Gen X

Magnolia Park
Elevations



2015 Home Design Trends



Product: Boomer

Willow
Elevations



2015 Home Design Trends



Floor Plan Design Trends



Everyday Living Spaces



2015 Home Design Trends

Everyday Living Spaces



2015 Home Design Trends

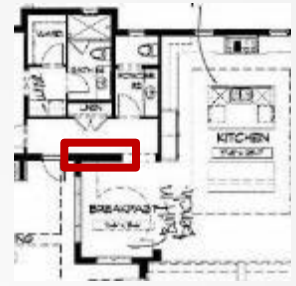
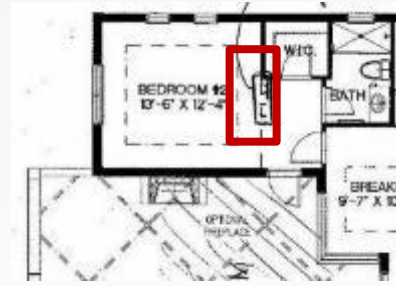


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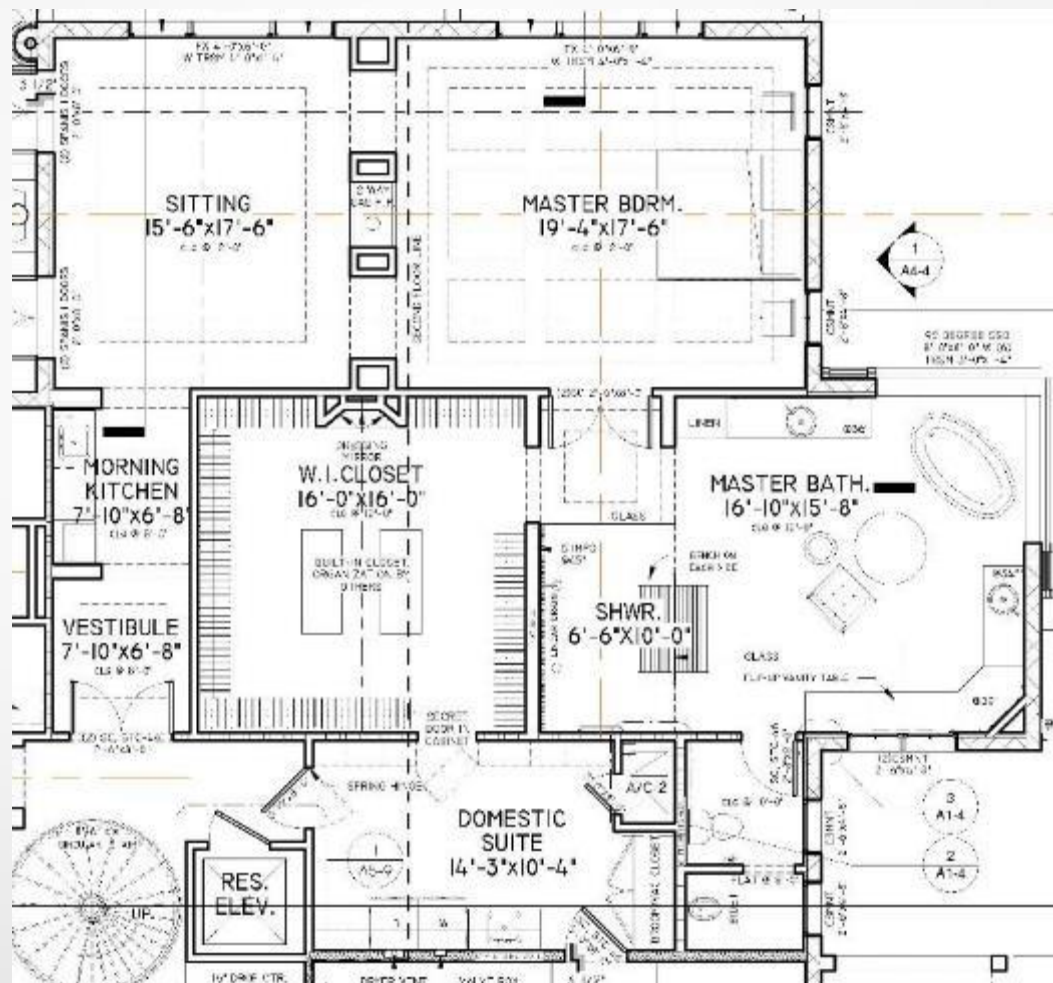
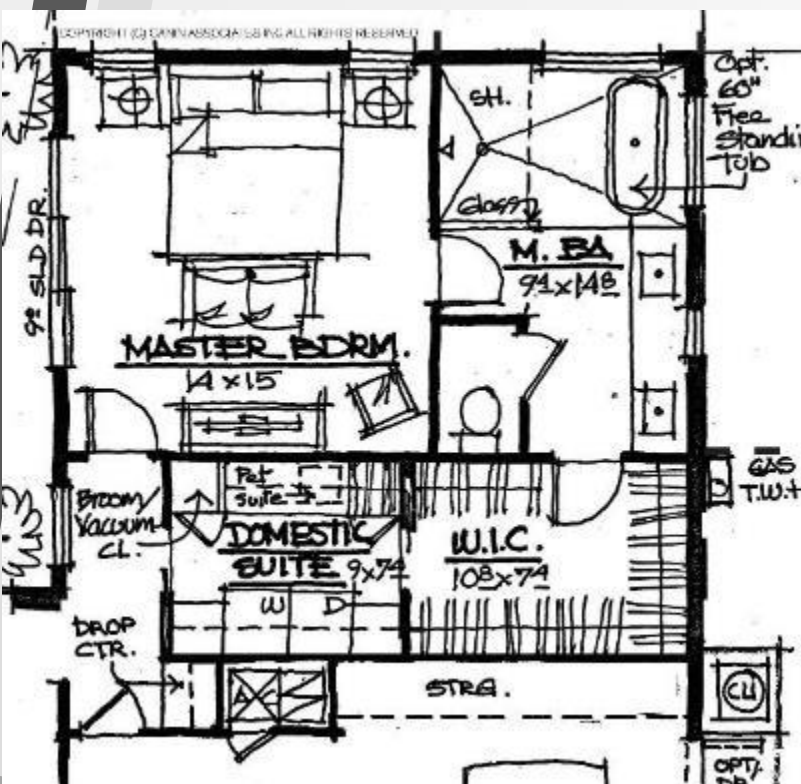
Connections

Room Separations



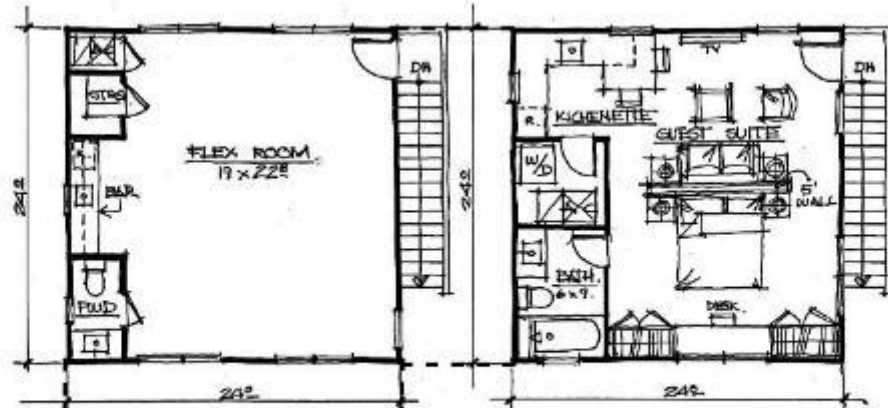
Connections

Domestic Suite to Master W.I.C.



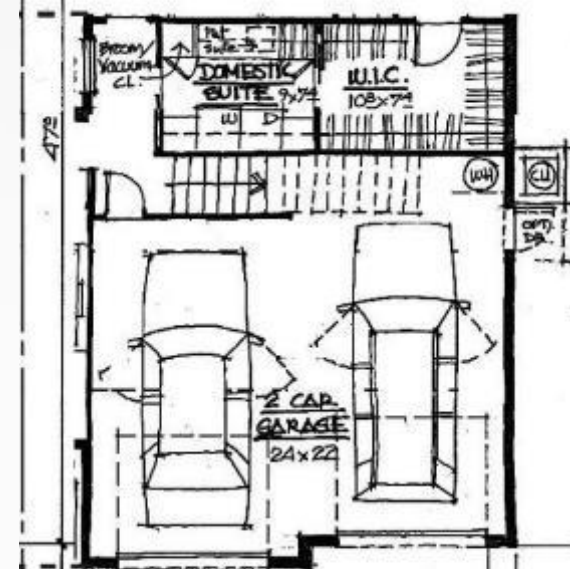
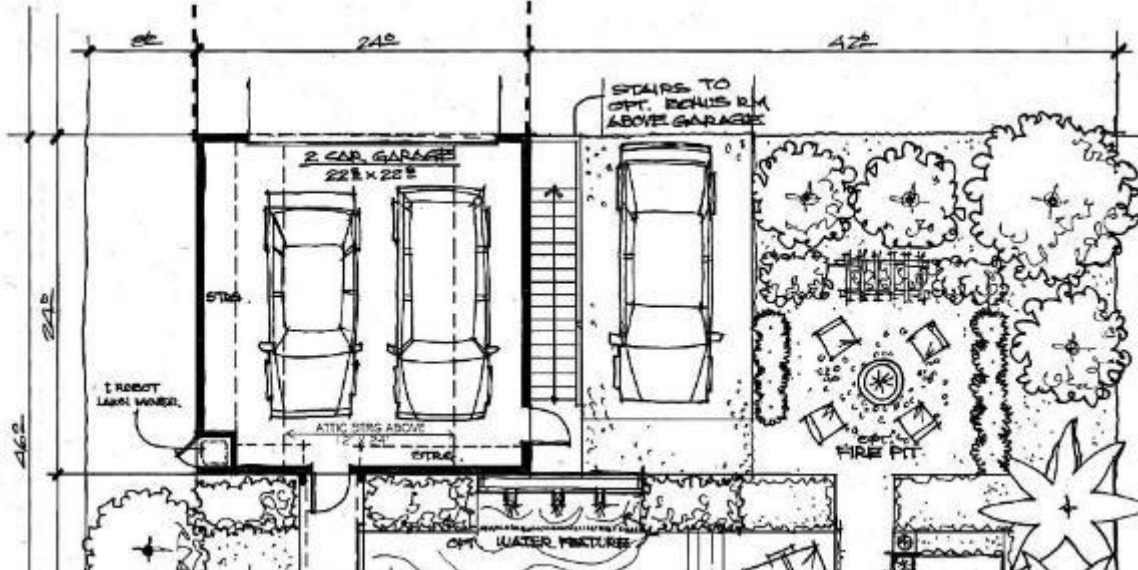
Multigenerational Living

Guest suites, bonus rooms, flex spaces

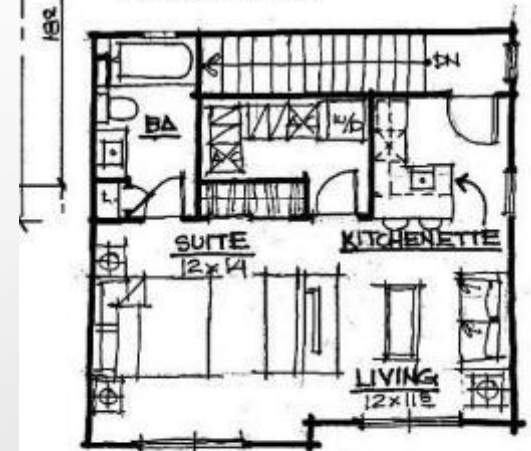


FLEX ROOM OPTION

GUEST SUITE OPTION



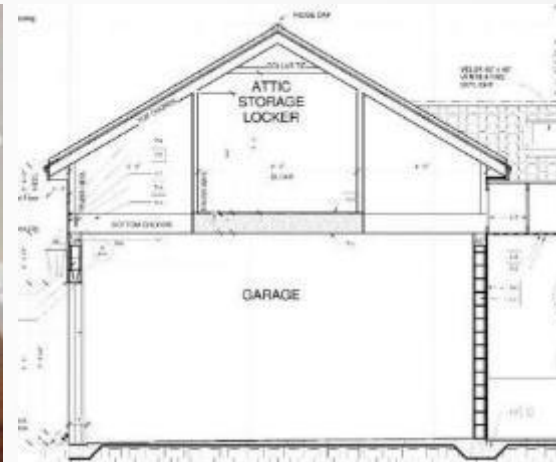
BONUS ROOM OPTION
FIRST FLOOR



BONUS ROOM OPTION
ABOVE GARAGE

Storage

Under stairs, Attic Trusses, Clever solutions



Pet-Friendly Design

Over 75% of households have pets, and 50% of those pets are dogs*



*Source: 2012 U.S. Pet Ownership and Demographics Sourcebook

2015 Home Design Trends



Kitchen & Bath Trends



Home Trends and Buyer Preferences



What buyers really want:

~74% want kitchens completely open to family rooms

Most Popular Kitchen Features:

~table space for eating, walk-in pantries, double sink, pull-out shelves, wood cabinets, central island, granite/natural stone counters, recessed lighting, drinking water filtration, desk/computer area, breakfast bar, instant hot water



Home Design

Kitchen & Bath Trends Survey Q4 2014



Sustainable Objectives:

~energy efficiency, water conservation, healthy home concerns

Kitchens:

~1/3 indicated that the number and size of kitchen/food prep/food storage areas was increasing; walk-in pantries and butler's pantries

~Resurgence of wine refrigeration and wine storage facilities

~Under-counter and upper-end appliances (induction cooking) pointing toward energy efficiency and healthy home design

Popular Kitchen Products and Features:

- | | |
|---------------------------------------|-----|
| 1. LED Lighting: | 88% |
| 2. Computer Area/Recharging Station: | 50% |
| 3. Larger Pantry Space: | 43% |
| 4. Upper-End Appliances: | 35% |
| 5. Double Island: | 34% |
| 6. Adaptability/Universal Design: | 32% |
| 7. Drinking Water Filtration Systems: | 31% |

2015 K&B Design Trends Report



Top 10 kitchen trends:

- ~Clean with an overall contemporary feeling. A fusion of styles and multiple colors in one kitchen
- ~European-styled cabinets (pullouts/rollouts = 90% spec'd)
- ~Multiples of appliances in a single kitchen (two dishwashers)
- ~The rise of steam ovens
- ~Furniture-look pieces (i.e. dry bars)
- ~Outdoor kitchens
- ~Fewer standard kitchen tables; replaced by counters/tall gathering tables
- ~TV's and docking stations (2/3's of kitchens have desks)
- ~Wine refrigerators
- ~Focus on user experience; from easy maintenance to accessible design. Considering the needs of all users, including pets

More trends:

- ~Close second to contemporary design are transitional styles
- ~Rise in industrial chic, and momentum for mid-century modern designs
- ~White = most common color scheme, followed by gray

Kitchens

Double Islands



Kitchens

Upgraded Appliances



Home Trends and Buyer Preferences

Best In
American
Living
AWARD

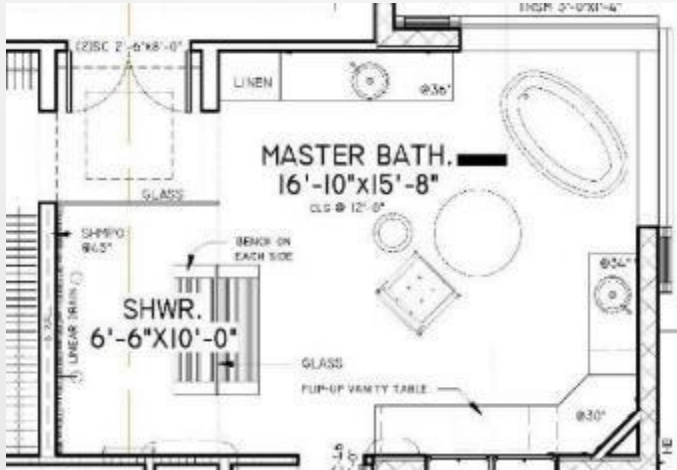
Most Popular Bathroom Features:

~Exhaust fan, linen closet, both shower stall and tub, double vanity, ceramic tile walls, whirlpool tub, private toilet compartment, granite, multiple shower heads



Bathrooms

Spa Showers, Hydrotherapy Tubs



BOOMERS

GEN X

GEN Y

DESIGN TRENDS

LIGHTING



BOOMER:
PREFER
TRADITIONAL,
SINGLE FIXTURES

THE TREND
ASPECT
IS NOT AS
IMPORTANT
TO THE
BOOMER BUYER

LIGHTING



GEN X:
OPT FOR LARGER FIXTURES,
CLUSTER FIXTURES,
NOT AFRAID TO MIX FINISHES

LIGHTING



GEN Y:
LOOKING FOR "OLD IS NEW", GRAVITATE
TOWARDS INDUSTRIAL OR VINTAGE LOOKS

KITCHEN



BOOMER:
TRADITIONAL ENTERTAINING
IS STILL DESIRED,
FORMAL DINING ROOMS
SEPARATE FROM KITCHEN
OR LIVING AREAS

KITCHEN



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GEN X:
SEEKING CONTINUITY
IN FAMILY LIVING;
EAT-IN KITCHENS &
CASUAL DINING AREAS,
MULTIPLE ISLANDS
FOR VERSATILITY



MASTERPIECE DESIGN GROUP

KITCHEN



GEN Y:
UTILITARIAN FUNCTIONS PREVAIL; FROM THE LATEST-AND-GREATEST
TECHNOLOGY AND APPOINTMENTS...IT'S ALL ABOUT FUNCTION

BATH



BOOMERS:
THINKING ABOUT FUTURE FUNCTIONALITY;
SUCH AS; WALK (OR ROLL-IN) SHOWERS, ACCESSIBILITY, FRENCH-DRAINS

BATH



GEN X:
STREAMLINED BATH AREAS PREFERRED, WITH
FLOATING CABINETS, SURFACE MOUNTED MIRROR LIGHTING

BATH



GEN Y:
FUNCTION IS KEY; EASE OF USE, CLEAN FEELING,
INCORPORATING TECHNOLOGY OPTIONS.
USING SCHLUTER IN LIEU OF BULLNOSE

CROSS GENERATIONAL DESIGN TRENDS FOR TODAY'S BUYERS

IN THE DETAILS



NATURAL ELEMENTS, AND
NATURE ITSELF BROUGHT INDOORS



IN THE DETAILS



SPECIAL SPACES & REPURPOSED ROOMS:
CONVERTING TO HOME THEATERS & FAMILY GAME ROOMS

IN THE DETAILS



GARAGE SPACE
TURNED
"MAN-CAVE"



IN THE DETAILS



GEOMETRIC PATTERNS:
HEXAGONS, HONEYCOMBS, AND MORE

IN THE DETAILS



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IN THE DETAILS



ARTISTIC TOUCHES &
UNIQUE DECORATIVE TRIMS
STAIRS AS ART

IN THE DETAILS



UNEXPECTED DETAILS, UNIQUE SPACES,
ECLECTIC DESIGNS WITH A MORE MODERN APPEAL

IN THE DETAILS



WALLPAPER IS BACK!
{IN A BIG WAY}

IN THE DETAILS

AND....
IT'S NOT JUST
FOR BATHROOMS
ANYMORE



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IN THE DETAILS



WELL APPOINTED, DEDICATED SPACES FOR PETS

COLOR



BENJAMIN MOORE:
CAPONATA

2015 PANTONE COLOR OF THE YEAR: MARSALA

COLOR



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BENJAMIN
MOORE:
BLUE
DANUBE

HUES OF BLUE:
TO COMPLIMENT PANTONE'S
COLOR OF THE YEAR: MARSALA



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COLOR

BENJAMIN MOORE:
SILVER FOX



GRAY AND "GREIGE" CONTINUE TO TREND

IN THE DETAILS



SEAMLESS TRANSITION FROM THE INSIDE OUT



IN THE DETAILS



ELABORATE OUTDOOR LIVING SPACES

IN THE DETAILS



CREATING AN
"AT HOME OASIS"

Summary

- ✓ Homes are growing in size
- ✓ Kitchen and Bath Top features lists are getting bigger
- ✓ Energy Efficiency and water conservation is a high priority
 - ✓ Exterior Styles: Progressive and Transitional
 - ✓ Large Indoor/Outdoor spaces and connections



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Thank you.

Tony Weremeichik &
Christy Scanlon

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