



The Lure of Custom Homes

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Ever thought about having a custom home built with you in mind? Thought it was out of your price range? That only “rich” people can afford them? You may be surprised to learn that new custom homes are the trend to watch in real estate.

Amid frenzied reports of a crashing real estate market (unsubstantiated by pending numbers), new home sales still drive the market. According to an article in National Realty News, the U.S. Commerce Department reports that newly built, single-family homes rose in sales by 3.4 percent to a seasonally adjusted annual rate of 1.05 units in November. People like new. They want fresh new homes—and custom ones.

In times past, builders would construct entire developments based on the same old standard of three bedrooms, two baths, dining room, living room, kitchen, and family room. Then, they would sell these “cookiecutter” homes, all neighbors having almost exactly the same floor plan.

But nowadays smart builders are providing new home buyers with exactly what they want—the way they want it. The biggest trend in new home building is allowing people to customize their floor plans. A builder takes a basic house foundation shape (or “footprint” as it’s called in the industry) and offers several different floor plan options.

Maybe a married home-based writer with kids needs three bedrooms and a study with built-in office furniture. Maybe a married psychotherapist with no kids needs two bedrooms, a guest suite, and an office. Maybe a single professional chef needs two large master suites and an extended kitchen. Whatever. In today’s world, it can be built—faster and cheaper than ever before.

If you could have any home custom-designed for your specific lifestyle, what would it be? Have you ever actually thought about it before or have you always assumed most houses are the same? Perhaps you think a custom home is out of your price range. With the low cost of modern building materials and inexpensive building techniques, a custom home may be the right choice for you.

For more information on custom homes in your area, give me a call.