**New Homes Month Messaging**

**Buying a New Home in 2024**

* Peak mortgage interest rates are in the rearview mirror. This year, homes will become more affordable.
* This means that more buyers will jump off the sidelines and enter the market in 2024 as moderating interest rates boost home buyers’ purchasing power.
* The cost of housing goes up when the demand for housing outpaces the supply. According to the National Association of Home Builders, single-family starts are expected to grow by about 5% in 2024. Builders plan to add much needed inventory to the market, which helps make homes more affordable for buyers and renters.
* Most builders in our association are small business and they live in and care about the areas where they build. Our association continues to advocate for policies and strategies to improve housing affordability in our community in 2024.
* The best way to do this is to enact policies that will increase the housing supply. Stiff zoning restrictions, higher permitting costs and other regulations are driving up building costs.
* Supporting new residential construction will help to bring housing costs down, provide inclusive communities and boost the local tax base to make our towns and cities more livable.

*Visit the* [*How to talk about Housing Affordability in your Community*](https://www.nahb.org/nahb-community/hbas/communications-pages/what-the-housing-affordability-crisis-needs) *page on nahb.org for additional messages. For additional information related to policy solutions, visit the* [*solving the housing affordability crisis*](https://www.nahb.org/advocacy/top-priorities/solving-the-housing-affordability-crisis/how-can-you-improve-housing-affordability) *page on nahb.org.*

**Why Buy a New Home?**

* Homes are place to raise your family, build a sense of pride, make memories and call your own.
* Home is where we live, grow, create, raise kids, and express ourselves. A home gives us a place to live out our dreams.
* When we buy our first home, we’ve reached a goal, and we’ve made a beginning.
* We can begin building significant savings through home equity begin our families begin to set roots in a community and get involved in neighborhood issues and local schools.

**New Homes are Energy-Efficient**

* New homes have the latest environmentally-friendly, cost-saving, advanced technology materials and appliances.
* Today’s new homes are built with environmentally-friendly features such as energy-efficient tankless water heaters, Energy Star appliances, HVAC systems, insulation and windows and doors that make the home more comfortable and can save the home owners money over the long term.

**New Homes are Safe**

* New homes are built with the latest materials, have passed inspections and conform to current building codes.
* New homes are safer, with electrical wiring systems that can accommodate modern appliances and components such as high-definition televisions, security systems, fire alarms and complex lighting and audio setups.

**New Homes Are Move in Ready**

* When moving into a new home, you won’t have to spend hours stripping dated wallpaper or painting over an ugly wall color. Everything is already just the way you want it.
* New home buyers enjoy the ability to choose the finishes, fixtures, flooring, paint colors and more that suit their preferences, without the hassle or cost of changing the previous owner’s tastes.

**New Homes offer Modern Designs and Sought-Out Features**

* New homes feature floor plans that suit modern lifestyles, with design features such as information centers in kitchens, laundry rooms located near bedrooms, walk-in closets and pantries and mudrooms for convenience and comfort.
* Older homes are often smaller and therefore more challenging in which to host gatherings with friends and family. Today’s home builders are creating more open spaces with higher ceilings, larger windows and expansive great rooms for added convenience and modern living.
* Home buyers may also consider “universal design” features, which enable residents to live comfortably and stay in their homes even as they age. It can make things easier for children, as well.