BUILD DES MOINES



FALL DESIGN TRENDS REPORT

LOCAL METRO LOT ANALYSIS

TOUR OF REMODELED HOMES

THE REMODELERS & THE AWARDS

NOVEMBER 2026

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NOVEMBER 2026



I Wish I Thought of That award winner, Whitey Exteriors / Whitey Remodeling and Interiors

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TOUR OF REMODELED HOMES 2026

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Eleven unique homes were on display by ten of the best local remodelers at the 26th Annual Tour of Remodeled Homes.

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Competition was intense to see which projects would receive the coveted awards, including the popular Pella's People's Choice.

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Thoughtfully Transformed Homes on Display



THE REMODELERS COUNCIL of the Home Builders Association of Greater Des Moines recently held its Annual Tour of Remodeled Homes. This year's event offered a great opportunity to step inside thoughtfully transformed homes throughout the Des Moines area. It's a great way for attendees to learn how these projects come together and talk directly to the professionals responsible for them.

The tour featured eleven homes, created by ten talented remodelers. Participants included Axiom Design + Build, Compelling Homes, Design2Build, Elk River Contracting, Firstcall Restoration, Red House Remodeling, Silent Rivers Design + Build, Whitey Remodeling & Interiors, Woodharbor Kitchen & Bath, and Zenith Design + Build.

Those attending the scattered-site event were able to see creative solutions, inspiring material selections, beautiful craftsmanship, and spaces designed to better serve the homeowners who live there. From renovated kitchens to reimagined baths to newly finished lower levels, there was something for everyone on this year's tour.

Each project was unique and highlighted the collaboration of homeowners, remodelers, designers, and trade partners. We are once again excited to showcase all of them, along with a brief description of the scope of the work performed and the creative process behind it. These refreshed and reimagined spaces were certainly something to see.

We also recognize this year's winners, including the Pella People's Choice Award, selected by attendees. We know the effort it takes to prepare for the Tour and we congratulate the winners, as well as all the participants for their dedication and professionalism.

More, and more homeowners are remodeling their homes because it allows them to reimagine the spaces they already love, while improving how they function, yet preserving the memories and sense of home that make them special. Our local remodelers are more than ready to help with the transformations.



Sherry A. Failor

ON THE COVER



People's Choice Winner, Compelling Homes

PHOTO BY VIVID VISION MEDIA, COURTESY COMPELLING HOMES

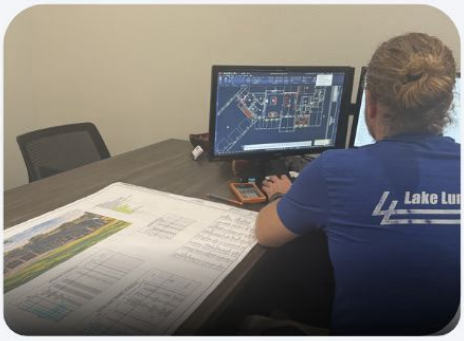
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IT WAS AN HONOR TO BE PART OF THESE PROJECTS IN THE TOUR OF REMODELED HOMES.
CONGRATULATIONS TO ALL THE PARTICIPATING REMODELERS!









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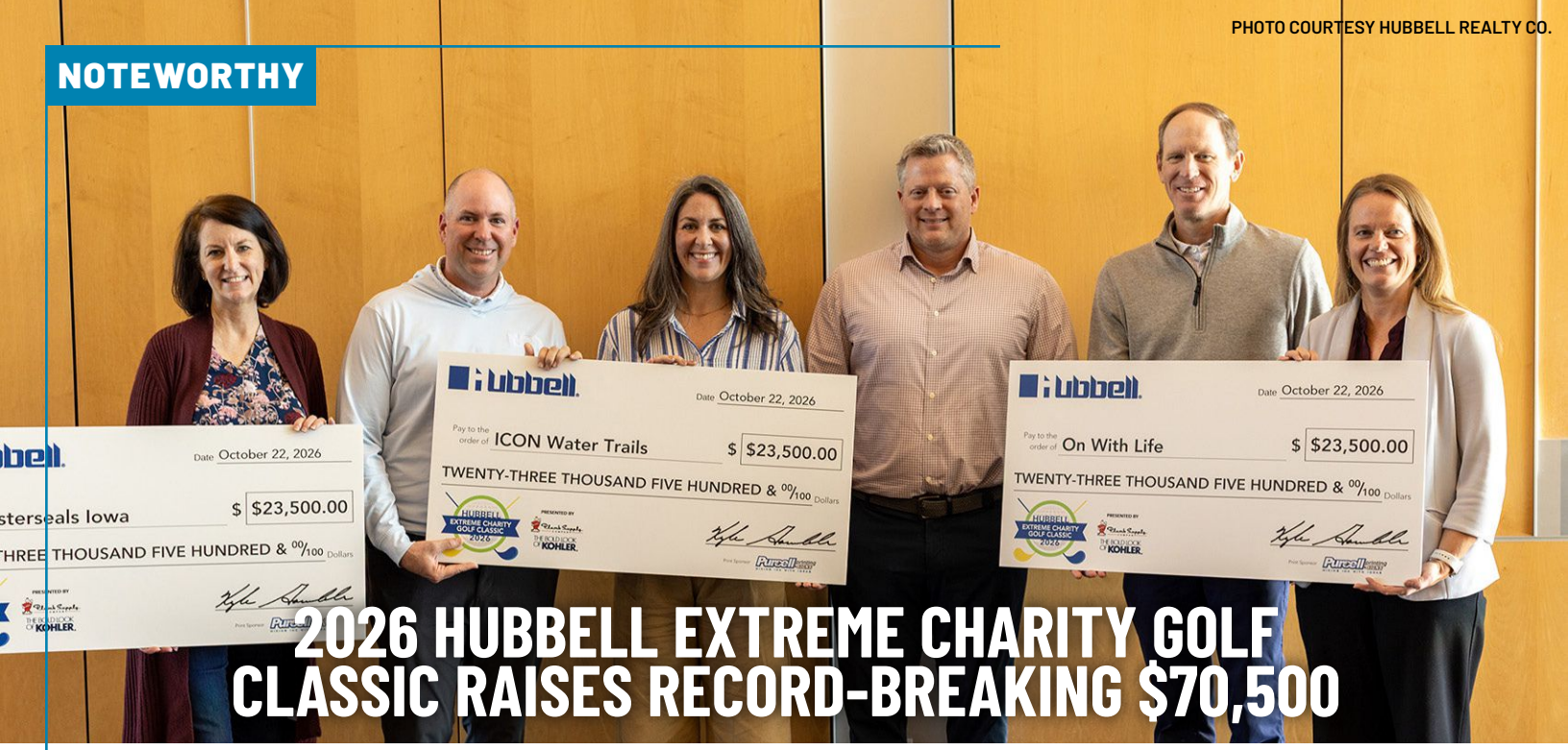
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2026 HUBBELL EXTREME CHARITY GOLF CLASSIC RAISES RECORD-BREAKING $70,500

Hubbell Realty Company has raised $70,500 in the **2026 Hubbell Extreme Charity Golf Classic** held on September 3. The organizations who will benefit from the proceeds are Easterseals Iowa, ICON Water Trails and On With Life, all based in Central Iowa and they will each receive $23,500.

"We are continually overwhelmed and grateful to live in such a generous community," said Kyle Gamble, Hubbell's President & CEO. "Nearly 300 golfers came out to Woodland Hills to join us for this extreme golf outing. To see community leaders, employers and our own associates come together for these great causes is truly inspiring and we hope these funds can make a positive difference for each organization."

Each year, hundreds of trade partners, community members and associates come together for a full day of golf and good times at Woodland Hills Golf Course, Central Iowa's #1 rated golf course. In 2025, Hubbell raised $70,000 during the one-day event and has raised over $550,000 total from the outing since its start twelve years ago.

"Easterseals Iowa feels so fortunate to be chosen for this wonderful opportunity. We believe everyone deserves the opportunity to live, learn, work and play fully in their community, whether you have a disability or not. Support like this helps us expand inclusive services for children and families, break down barriers, and empower Iowans of all abilities to thrive with independence and dignity," said Sherri Nielsen, President & CEO of Easterseals Iowa.

"ICON Water Trails is about reconnecting people to something bigger than themselves: our rivers, our environment, and each other. ICON is advancing a shared commitment to cleaner waterways, regional connectivity, and long-term conservation. While recreations is at our core, it's about protecting our natural resources, improving water quality, and creating a regional asset that enhances quality of life and strengthens Central Iowa's ability to attract and retain people for generations to come," said Stephanie Oppel, ICON's Executive Director.

"Every day, we help individuals and families navigate life with brain injuries and other neurological conditions, providing compassionate, individualized care that supports independence, connection and quality of life. Support from the Extreme Charity Golf Classic helps make that care possible," said Jean Shelton, CEO of On With Life.

PHOTO COURTESY © OSCAR EINZIG PHOTOGRAPHY



REGISTRATION OPEN FOR THE 2027 NAHB INTERNATIONAL BUILDERS' SHOW, DEALS EXTENDED TO OCTOBER 9TH

Get ready for the largest annual light construction show in the world, the **NAHB International Builders' Show®** (IBS)! IBS 2027 is bringing 78,000+ industry pros from 100+ countries, 1,700+ top companies and brands and 120+ powerhouse education sessions to Las Vegas. This is your chance to explore the latest products, connect with the best in the business and gain insights you won't find anywhere else.

This once-a-year event is where the residential construction industry comes to level up with groundbreaking product launches, can't-miss live demos and powerhouse sessions led by the pros shaping what's new and what's next in the industry. From workshops and panel discussions to real-world solutions, IBS is where you can learn how to turn ideas into action. The industry connections you make during the show can fuel the future growth of your company.

For more information about the NAHB International Builders' Show visit BuildersShow.com.

20 LAND EXPO

LAND INVESTMENT EXPO Announced for January 12, 2027

Acclaimed for its international leadership in agriculture and renowned for its first-in-the-nation status in national politics, Iowa has been center-stage for agricultural professionals, business leaders, and political aspirants for decades. Established in 2008 by Peoples Company, the Land Investment Expo has become a main event for office holders, office seekers, and prominent agricultural industry voices to provide keen insight and debate the events of today and the future of tomorrow.

In 2027, the **20th annual Land Investment Expo** returns with the momentum and influence that have defined the event for two decades. Known for drawing a sell-out crowd each year, the conference will once again bring together top voices from across agriculture, land investment, and public policy. Attendees can expect timely perspectives, thought-provoking discussions, and high-profile speakers— with major announcements to come.

The Farmland Masterclass returns in 2027 as a focused, in-depth educational experience for investors seeking a deeper understanding of U.S. farmland.

For more details: expo.peoplescompany.com

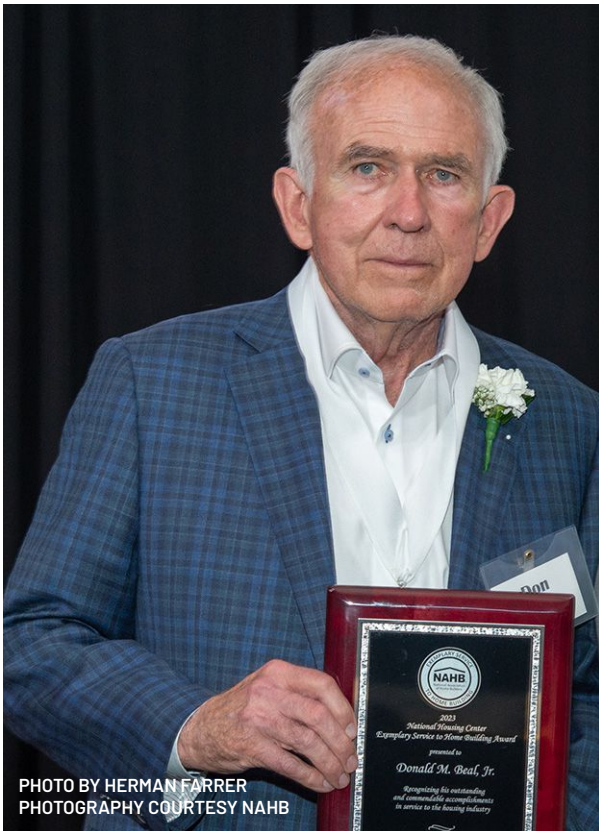


PHOTO BY HERMAN FARRER
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BEAL WAS ADVOCATE FOR THE HOME BUILDING INDUSTRY

Don Beal was an exceptional leader and a tireless advocate for the home building industry throughout his career, dedicating countless hours to advancing the interests of builders and strengthening the associations that represent them. He recently passed away in Des Moines.

His leadership and commitment extended from the Home Builders Association of Greater Des Moines and the Home Builders Association of Iowa to the national stage, where he served as the Iowa State Representative for over 20 years at NAHB as a respected advocate, legislative voice, and member of its Board of Directors and Audit Committee.

In recognition of his extraordinary dedication and contributions, Don received the prestigious NAHB Exemplary Service Award in 2023, a fitting tribute to his years of distinguished service. His leadership, generosity of time, and unwavering commitment to the industry, leave a lasting legacy. He also was recognized at the NAHB Spring Leadership meeting this year for contributing over $100k to BUILD-PAC.

His Des Moines HBA recognitions included serving as President in 1994, inducted into the Hall of Fame in 2020, and named Member of the Year in 2004, 1996, and 1990.

Don also served two terms as a Board member of Habitat for Humanity overseeing the building of several homes in the Des Moines area. He also traveled to Malawi and El Salvador to building homes in those countries.

Don will be remembered not only for his many accomplishments, but also for the relationships he built, the respect he earned, and the positive impact he made on the home building community throughout Iowa and across the nation. He will be truly missed by all who knew him.

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ARCHITECTURE BILLINGS DECLINE FURTHER AMID WEAK MARKET CONDITIONS

Business conditions at architecture firms weakened further in September, according to the **AIA/Deltek Architecture Billings Index (ABI)**. The ABI score fell to 44.7, down from August's score of 47.2, marking the largest share of firms reporting declining billings since May. While inquiries for new projects increased modestly to 53.2 in September, the value of newly signed design contracts dropped to 43.7.

Billings remained weakest in the Northeast and continued to soften in the South, while firms in the Midwest and West reported stable conditions. Commercial and industrial firms posted modest growth for a second consecutive month, but billings declined again at institutional and multifamily residential firms, with the latter continuing to see significant weakening from earlier this year.

Despite softer demand, firms maintained a relatively healthy pipeline of future work. Average project backlogs stood at 6.2 months at the end of the third quarter, down from 6.6 months at the end of the first quarter. Backlogs remained stable at 8.1 months among large firms with annual billings of $5 million or more and at 8.0 months for firms specializing in institutional projects. Meanwhile, small firms with annual billings under $250,000 saw backlogs increase from 3.1 months to 3.8 months. Multifamily residential firms experienced the sharpest decline in backlogs, falling from 6.2 months in March to 4.8 months in September.

"This is an increasingly difficult environment for architecture firms," said AIA Chief Economist Richard Branch. "Weakening billings are being compounded by a soft economy, challenging project financing and growing caution among clients. With fewer projects moving forward, there is little reason to expect a meaningful improvement in business conditions in the near term."

Access resources to help architects successfully navigate an uncertain economy.



PHOTO COURTESY DMAAR

REALTOR® Ring Day December 4th

Thousands of REALTORS® will show their support of the Salvation Army through **REALTOR® Ring Day,** set this year for Friday, December 4th. Iowa REALTORS® will team up with colleagues across the nation to ring the bell this holiday season. Dollars raised at each kettle stay in the local community. The event gives real estate professionals an opportunity to support a cause that is dear to them: housing. Donations also fund additional Salvation Army programs such as food, rehabilitation and youth activities.

If you are interested in signing up or finding out how you can help, check with your local board or association to see what plans they may have already made for this event or contact the DMAAR office at 515-453-8491 or DMAAR.com.

Blooming Heights

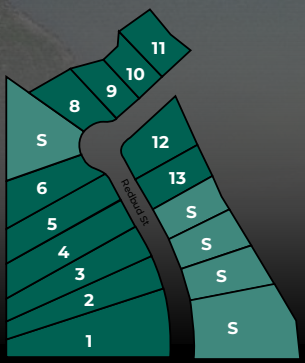
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Housing Market Sees Rising Inventory and Sales in September

COURTESY **DES MOINES AREA ASSOCIATION OF REALTORS®**

THE DES MOINES METRO HOUSING MARKET continued to show year-over-year growth in September, with rising inventory, increased closed sales and higher home values giving buyers and sellers opportunities as the market transitions into fall, according to the latest housing statistics from the Des Moines Area Association of REALTORS®.

"September's numbers reflect a market that continues to offer opportunities even as buyer activity shifts with the season," said Scott Steelman, DMAAR president. "Inventory is up more than 13% from a year ago, closed sales have increased, and home prices continue to grow. While pending sales have slowed, buyers have more homes to consider, and the market remains active heading into the final months of the year."

Active listings turned typical fall cooldown trends on its head in the Des Moines metro through September. With 5,028 active listings, the metric saw a 14.2% increase over the 4,403 active listings of one year ago, and a 6.9% increase over the 4,7029 active listings of August.

Closed sales came to 1,207 in September, a 4.8% increase from last year's 1,152 closed sales. Conversely, month-over-month sales decreased 4.4% from the 1,143 closed transactions of August. Year-to-date, closed sales remain a bright spot with 11,111 total units sold through the Des Moines metro area.

Pending sales previewed the typical fall slowdown: the 939 pending transactions of September represent a 16.5% decrease from the 1,124 pending transactions of September 2025, while the figure is a 17.8% decrease from August's 1,143 pending sales.

Active listings turned typical fall cooldown trends on its head in the Des Moines metro.

Median sales price came to $310,000, a 1.6% increase from the $305,000 median sales price of September 2025, while monthly median sales price comparisons dipped 3% from the $319,725 median sales price of August.

The 61 median days on market were a 19.4% increase from the 51 median days recorded in September 2025, and a 22% increase from the 50 days recorded last month.

Conventional financing accounted for 807 transactions, or 74% of all sales in August. Homebuyers paid cash for 201 transactions, or 18% of sales, while FHA loans were used in 95 transactions, or 8% of sales. B

THE DES MOINES AREA ASSOCIATION OF REALTORS® is a professional association that represents more than 2,700 REALTOR® members. The association consists of Realtors® from the larger metro area, including but not limited to communities such as: Adel, Perry, Polk City, Newton, Knoxville, Indianola, Pella, Winterset. The mission of DMAAR is to be the voice of real estate in the Des Moines area.

DMAAR HOUSING STATS WEB PAGE



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Iowa Housing Market Enters Fall with Rising Inventory

COURTESY **IOWA REALTORS®**

IOWA'S HOUSING MARKET ENTERED the fall season with expanding inventory, giving buyers more options even as sales activity followed typical seasonal patterns, according to September housing data from Iowa REALTORS®.

"September's numbers show a housing market adjusting to the fall season while continuing to offer opportunities for buyers and sellers," said Erik Melloy, Iowa REALTORS® president. "Inventory is up 15% from a year ago, and home values continue to trend higher statewide. While pending sales have slowed, buyers have more homes to consider as they navigate their next move."

New listings began an early fall cooldown in September: the 4,113 new listings represented a 1.9% decrease from the 4,232 new listings of one year ago. Monthly, the dip was wider - 2.8% - from the 4,193 new listings of August.

Despite the seasonal shifts, active listings continued to provide plenty of opportunities for potential homebuyers. The 10,412 active listings come in 15% higher than 9,053 active listings of one year ago, and 6.8% higher than the 9,751 active listings of one month ago.

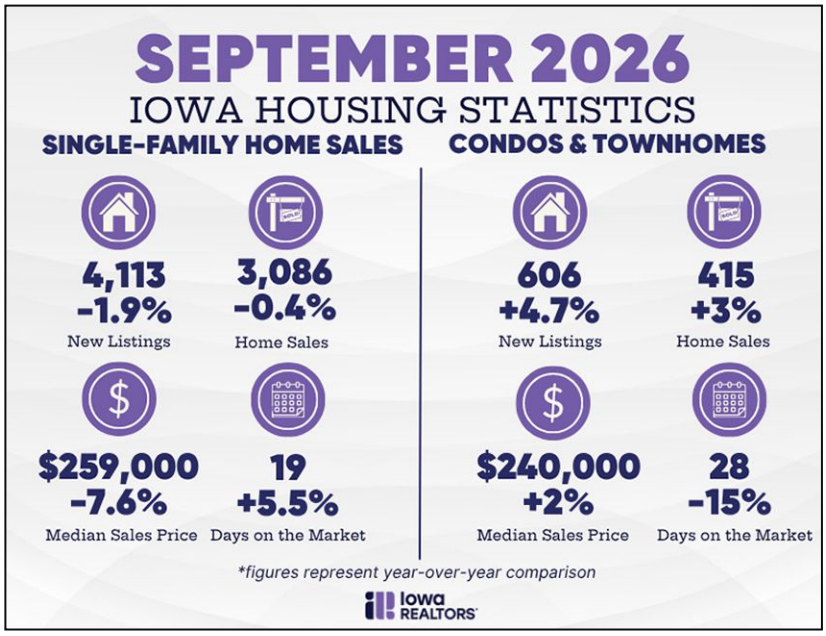
Closed sales decreased marginally in September, with 3,086 transactions, a 0.4% shift from September 2025's 3,100 transactions. Conversely, monthly metrics highlighted the broader transition into a fall market, showing an 8.1% decrease from August's 3,362 closed sales.

Perhaps the biggest signal of the seasonal market shift comes from the downturn in pending sales. September saw 2,527 pending sales, a 15.4% decrease from the 2,986 pending sales of September 2025, and a 18.7% decrease from August's 3,110 pending sales.

Median sales price came to $259,000 in September, a 7.6% increase from last year's $240,700 median sales price, and a 2.6% decrease from the $266,000 median sales price of last month.

Days on market came to 19, an increase of just one day over last year, and remaining unchanged month-over-month.

"More homes on the market is an encouraging trend for Iowa buyers heading into the final months of the year," said Les Sulgrove, Iowa REALTORS® statewide housing analyst. "The increase in active inventory gives buyers a broader selection, while rising median prices show that home values remain strong. Seasonal shifts are reflected in the slower pace of pending sales, but the market continues to provide opportunities across the state."



CONDO & TOWNHOMES

The condo and townhouse market appeared to hang on to a late boost from the summer housing market.

The condo and townhouse market saw 606 new listings in September, a 4.7% increase from the 579 new listings of one year ago, and a 5.4% increase from the 575 new listings of August.

Active inventory remained steady in early fall with increases in both yearly and monthly measurements. The 1,967 active listings of September represent a 6.6% increase from the 1,846 active listings of one year ago, while monthly measurements saw a 2.8% increase from the 1,914 active listings of last month.

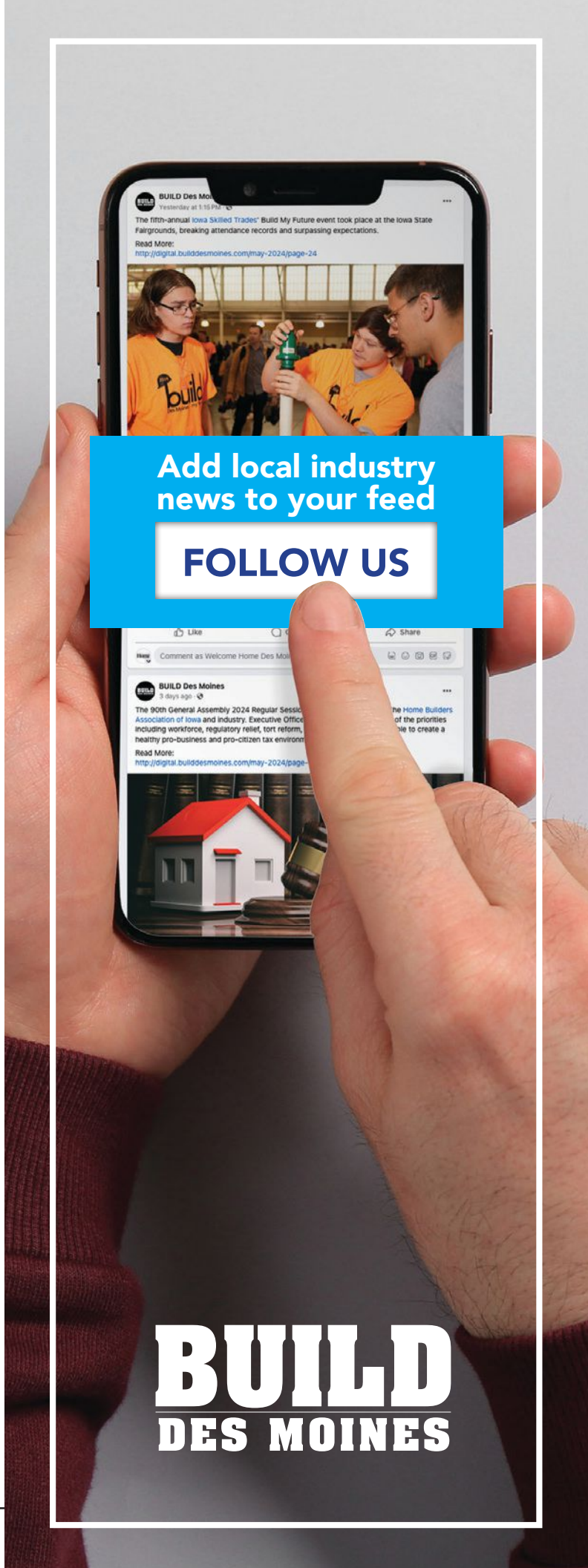
Closed sales came to 451 in September, a 3% increase from last year's 438 closed sales in the same month. Conversely, the metric began to cool month-over-month realizing a 5.5% dip from the 477 closed sales of August.

Pending sales preview a typical fall market: 392 pending transactions in September represent a 1% decrease from the 396 pending sales of one year ago, and 12.5% decrease from the 448 pending sales of one month ago.

Median days on market came to 28, a five day dip from the 33 days on market of one year ago, and an increase from the 25 days recorded last month. Median sales price came to $240,000, a 2% increase from last year, and a 2% decrease from August.

IOWA REALTORS® is the state's largest real estate professional organization representing over 8,000 members and affiliates. The Iowa REALTORS® releases a Housing Trends Report each month.

MORE HOUSING STATS AVAILABLE HERE





HOUZZ

FALL HOUSE TRENDS

WARMTH IS THE NEW BASELINE



PHOTOGRAPY COURTESY
REID SMITH ARCHITECTS
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Warm palettes, layered finishes, plus natural materials have been growing in popularity.

STORY AND PHOTOGRAPHY COURTESY **HOUZZ.COM**

With autumn at our door, the *2026 U.S. Houzz Fall Design Trends Report* has unique insights into how people are designing their homes. With a community of over 70 million homeowners and design enthusiasts and more than 3 million residential construction and design professionals, Houzz is the leading AI platform for construction and design.

Warm palettes, layered finishes, personalized details, natural materials and aging-in-place features have been growing in popularity for years, and pros say these core ideas are evolving rather than fading. Below are the five trends pros expect will continue to define how homes look and feel this Fall.

1 Warmth Is the New Baseline: The move away from stark white-and-gray interiors continues, as we saw in the 2026 U.S. Houzz Emerging Trends Report, but warmth is now less of a trend and more of a foundation for home design. Pros on Houzz say homeowners aren't just swapping cool finishes for warm ones. They're layering warm wood tones, earthy colors, multiple textures and natural materials to give rooms more depth and personality.

2 Collected, Layered Interiors Take Hold: The shift away from minimalism also continues to gain momentum, evolving from simple accent choices into rooms that feel thoughtfully assembled over time. Pros say homeowners are favoring character, history and personal storytelling over off-the-shelf perfection. If you're mixing vintage pieces with new accents, ask an interior designer using Houzz Pro to map it all out in a Mood Board, so you can see the pairing before committing.

3 Character and Personality Matter More Than Perfection: Pros are seeing a deeper appreciation for materials and details that carry a sense of history. Handcrafted tile, artisan plaster,

HOMEOWNERS ARE LESS INTERESTED IN DESIGNING FOR RESALE OR FOLLOWING A PRESCRIBED LOOK AND MORE INTERESTED IN CREATING SPACES THAT **REFLECT THEIR LIFESTYLES**.

natural stone, aged metals, vintage pieces and original architectural elements all contribute to a lived-in look that prioritizes authenticity over too-precious surfaces. Meanwhile, homeowners are less interested in designing for resale or following a prescribed look and more interested in creating spaces that reflect their lifestyles. Pros describe clients asking for homes that feel deeply personal, whether it's the layouts and materials they choose or the objects they display. That shift is also giving homeowners more confidence to make individual choices, including unusual tile patterns, expressive wallpaper, distinctive furnishings and colors they love.

4 Natural Materials Get More Expressive: The interest in natural materials is moving beyond simply choosing wood cabinetry or a stone countertop. Pros are seeing more appreciation for the variation, texture and imperfections that make natural materials feel authentic. Natural stone is showing up in unexpected applications, including sinks, furniture and lighting. Handmade and high-variation tile, honed and leathered stone, plaster and warm wood all contribute to a more tactile look. With the Houzz Pro Selections tool, designers can share curated product picks in one spot, so you can easily learn about, compare and approve each product and material being added to your space.

5 Pros Are Designing Homes to Evolve: Long-term livability is becoming a standard of good design rather than something homeowners address only when a need arises. The *2026 Houzz & Home Study* found that nearly two-thirds of homeowners (61%) plan to stay in their homes for 11 years or more following a renovation and 44% describe their residence as a forever home. Pros report a rise in requests for features that make a home comfortable to navigate at any stage of life, but the mindset extends well beyond physical accessibility. ADUs and secondary suites are being designed to accommodate multigenerational living, extended guest stays, rental income and future family needs. Meanwhile, dedicated wellness amenities like saunas, cold plunges and meditation spaces offer new ways for a home to support evolving well-being routines. B

HOUZZ is the leading AI platform for construction and design, empowering industry professionals and homeowners with the tools they need to make every project a success. Houzz Pro (pro.houzz.com) is an all-in-one software for construction and design professionals that puts AI trained on real industry data to work helping pros collaborate more effectively with clients and teams, deliver exceptional projects, and run more efficient, profitable businesses.

**Methodology: Houzz interviewed nearly 50 home design professionals to bring you this collection of home design ideas that are trending in Fall 2026. You can read the full study here.*

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TOUR OF REMODELED HOMES

THE REMODELERS

The 26th Annual Tour of Remodeled Homes, presented by the Remodelers Council of the Home Builders Association of Greater Des Moines, was recently held with eleven unique homes on display by ten of the best remodelers in the area. This scattered site, self-guided tour is a perfect opportunity for attendees to talk to remodelers directly and see their best work.

Visitors also get the chance to view the latest in current trends and products while learning more about each remodeler and the process each one used to transform the homes for their clients. As always, these talented remodelers went above and beyond in creating these beautiful transformations.



HOME #1
DESIGN2BUILD



HOME #2
COMPELLING HOMES



HOME #3 WOODHARBOR
KITCHEN BATH HOME



HOME #4
SILENT RIVERS DESIGN+BUILD



HOME #5
FIRSTCALL RESTORATION



HOME #6
AXIOM DESIGN-BUILD



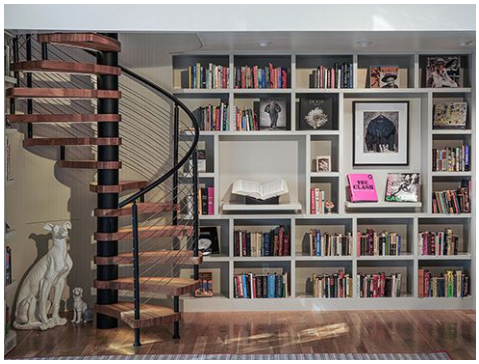
HOME #7
RED HOUSE REMODELING



HOME #8
ZENITH DESIGN + BUILD



HOME #9 WHITEY EXTERIORS /
WHITEY REMODELING AND INTERIORS



HOME #10
SILENT RIVERS DESIGN+BUILD



HOME #11
ELK RIVER CONTRACTING



PHOTOS COURTESY SHANDRI PHOTO & MEDIA

The original deck was removed to make way for a completely new three-season outdoor great room in the same location. Designed as an extension of the home, the addition provides a comfortable and functional space for dining, entertaining, and relaxing throughout much of the year. Retractable screens allow the room to remain open to the outdoors while providing protection from insects and changing weather. A fireplace, overhead heater, ceiling fan, and integrated lighting add comfort and flexibility across the seasons. The furnishings were selected to offer the appearance and comfort of interior pieces while using materials suitable for an outdoor environment.

HOME #1

(515) 210-0696 | D2B.DESIGN







COMPELLING HOMES
Remodeling ~ Design
515-306-5893



PHOTOGRAPHY COURTESY VIVID VISION MEDIA

Every home has a story. This Johnston residence just got a remarkable new chapter. What Compelling Homes created here—across two full floors, nearly six months, and countless deliberate decisions—is the kind of transformation that stops you in your tracks. Modern. Warm. Alive. Some things were left behind. Some things were carried forward. And the result is nothing short of extraordinary. Come see it for yourself!

HOME #2

(515) 306-5893 | COMPELLINGHOMES.COM









WOODHARBOR
KITCHEN & BATH



PHOTOGRAPHY COURTESY MIRZA KUDIC PHOTOGRAPHY

The goal of this remodel was not simply to replace cabinets and countertops, but to create a cohesive design that blended seamlessly with the rest of the home while improving functionality and everyday comfort. Instead of feeling like a separate, outdated room, the kitchen now complements the home's updated aesthetic while still maintaining warmth and character. Like many homeowners beginning a remodel, the clients initially felt overwhelmed by the number of decisions involved. Working with an experienced design and installation team helped simplify the process from start to finish. From selecting cabinetry and finishes to coordinating installation details, every phase of the project was carefully managed to keep the experience organized and stress-free.

HOME #3

(515) 202-5531 | WOODHARBORDESMOINES.COM









Silent Rivers
DESIGN + BUILD



PHOTOGRAPHY COURTESY SILENT RIVERS DESIGN+BUILD

This comprehensive whole-home remodel transforms a once-disconnected floor plan into a warm, cohesive setting designed for everyday living and effortless entertaining. At its heart, an expanded kitchen improves flow, cooking, and storage with a generous island, integrated dining area, dedicated coffee station and pantry, abundant cabinetry, and natural light. Coordinated millwork, built-ins, fireplace finishes, hardwood flooring, and warm tones create visual continuity throughout the first floor and up to the second-floor landing. The reimagined mudroom and laundry add streamlined access, organized storage, and practical family function. Downstairs, a new kitchenette and full bathroom support both the pool and daily life.

HOME #4

(515) 266-6702 | SILENTRIVERS.COM











FIRSTCALL RESTORATION



IN PROGRESS PHOTOS

PHOTOGRAPHY COURTESY FIRSTCALL RESTORATION

This project began as an unfinished basement in a newly constructed home. Firstcall transformed the space into a beautiful, fully finished lower level designed for both everyday living and entertaining. The renovation includes two spacious bedrooms, a full bathroom, a comfortable living area with a custom-built bar, and an outdoor cooking area that extends the home's living space. Every detail was thoughtfully crafted to create a functional, inviting environment that adds lasting value and enhances the homeowners' lifestyle.

HOME #5

(515) 202-6088 | FIRSTCALLIOWA.COM











AXIOM
DESIGN·BUILD



RENDERINGS COURTESY JEID STUDIOS

This whole-home transformation reimagines everyday living through thoughtful design, luxury finishes, and seamless indoor-outdoor connections. The project features a stunning new primary suite addition, creating a private retreat complete with spa-inspired amenities and expansive views of the backyard oasis. The existing kitchen was completely remodeled with custom cabinetry, premium finishes, and an open layout designed for entertaining, while hardwood flooring was refinished throughout to unify the home with warmth and timeless character. Outside, the property was transformed with a resort-style swimming pool, expansive patios, and professionally designed landscaping that extends the living experience beyond the home's walls.

HOME #6

(515) 257-6131 | AXIOMDSM.COM







Red House
REMODELING

PHOTOGRAPHY COURTESY JAKE BOYD PHOTO



We are excited to share this freshly remodeled West Des Moines kitchen and basement, beautifully brought to life by our expert team at Red House Remodeling. First, step into the heart of the home. The updated kitchen seamlessly blends an updated aesthetic with everyday functionality, showcasing Red House Remodeling's signature design-build approach through custom cabinetry and a layout built for gathering. We expanded the kitchen and made room for a walk-in pantry and expansive island by incorporating the space occupied by a rarely used dining room. This lower level has been completely reimagined into an inviting, multifunctional retreat perfect for relaxing and entertaining, along with a wet bar area and dedicated exercise room.

HOME #7

(515) 222-2273 | REDHOUSEREMODELING.COM







ZENITH
DESIGN + BUILD



PHOTOGRAPHY COURTESY TH MEDIA

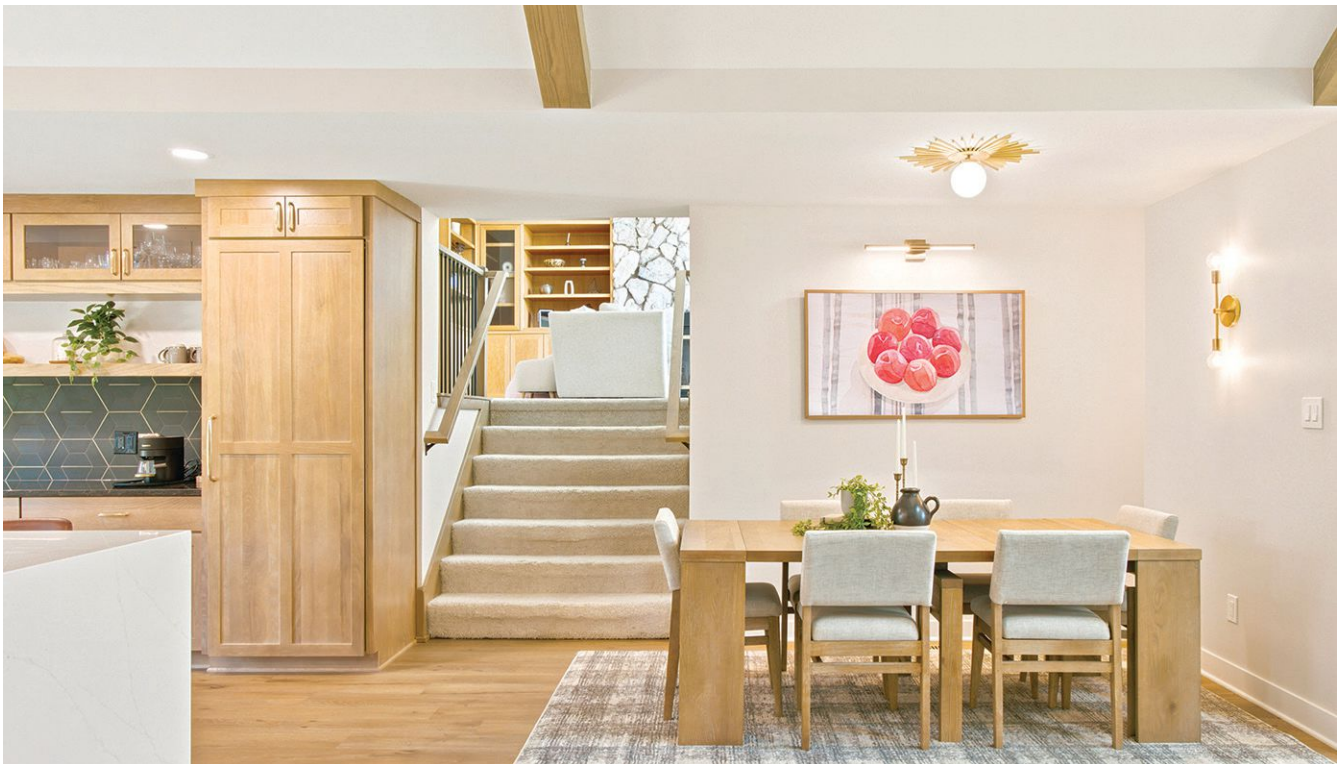
This main-level remodel reimagines the home's central gathering space with thoughtful design details and enhanced functionality. The kitchen was transformed with a completely new layout, creating an expansive galley-style design that maximizes both storage and workspace. A double island with a striking waterfall edge serves as the main focal point, providing additional seating and room for entertaining.The newly expanded vaulted ceiling and centered patio slider work together to create a bright, cohesive space filled with natural light. A hidden walk-in pantry, concealed behind a full-height cabinet, offers convenient storage while maintaining a seamless appearance. A custom tiled pet station was also integrated into the cabinetry.

HOME #8

(515) 518-0237 | ZENITHDESIGNBUILD.COM







WHITEY REMODELING & INTERIORS
A DIVISION OF WHITEY EXTERIORS



PHOTOGRAPHY COURTESY ANDREW SAN PHOTOGRAPHY

Over the last couple of years, we have done everything from a deck to windows and a redo of the entire interior of the home. This home features all new black windows and a new deck on the exterior. Inside you will get to view an entirely new Primary Suite featuring a beautiful bathroom and closet. The new kitchen and living area feature a beautiful layout with top notch cabinetry and woodwork. The basement features a living space with a large bar for entertainment. Come take a look at all this home has to offer.

HOME #9

(515) 961-3020 | WHITEYEXTERIORS.COM



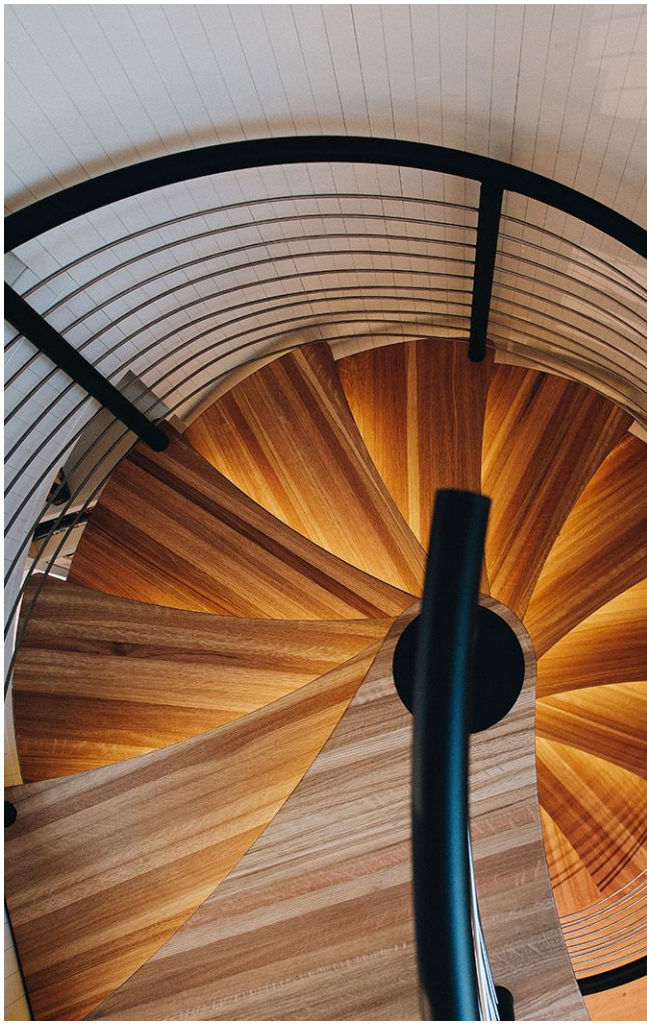




Silent Rivers
DESIGN + BUILD

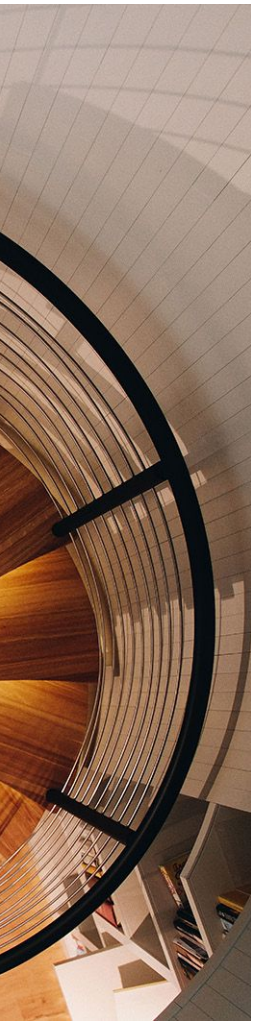


PHOTOGRAPHY COURTESY VIEW RAIL



This specialty library transforms a soaring 17 foot living room into an extraordinary two-story retreat and a deeply personal celebration of books, music, art, and a lifetime of shared memories. Inspired by the grandeur of a traditional law library, an expansive wall of custom millwork provides abundant shelving while complementing the home's clean,contemporary architecture. Carefully designed niches create intimate places to display treasured artwork and meaningful objects, including a special space showcasing the couple's first painting. A sculptural spiral staircase connects both levels of the library and leads to an inviting upper-floor sitting area with views of the nearby river valley.

(515) 266-6702 | SILENTRIVERS.COM





ELK RIVER
CONTRACTING LLC

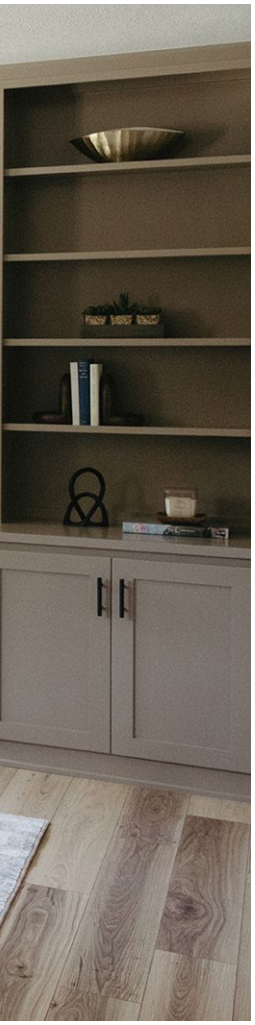


PHOTOGRAPHY COURTESY LAUREN KONRAD

What was once a dark basement with dated wood paneling is now a bright, inviting space designed for modern living. This remodel included a reconfigured layout, updated finishes throughout, and a redesigned bathroom featuring a walk-in tile shower. The result is a more functional, comfortable basement that gives the homeowners additional space to relax, entertain, and enjoy every day.

HOME #11

(515) 419-8163 | ELKRIVERCONTRACTING.COM









REMODEL DSM
Remodelers Council of Greater Des Moines

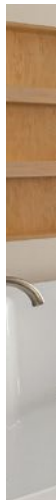
TOUR OF REMODELED HOMES

THE AWARDS

Eleven beautifully renovated homes were showcased during this year's Tour of Remodeled Homes, presented by the Remodelers Council of the Home Builders Association of Greater Des Moines, and the competition was intense to see which projects would receive the coveted awards, including the popular Pella's People's Choice.









PELLA PEOPLE'S CHOICE



BEST USE OF SPACE



BEST REUSE OF MATERIALS



I WISH I THOUGHT OF THAT



MOST DRAMATIC CHANGE



BUILDERS ENGAGING ASSOCIATE MEMBERS

PEOPLE'S CHOICE



HOME #2



PHOTOGRAPHY COURTESY VIVID VISION MEDIA

BEST USE OF SPACE



PHOTOGRAPHY COURTESY VIVID VISION MEDIA



BEST REUSE OF MATERIALS





PHOTOGRAPHY COURTESY SILENT RIVERS DESIGN+BUILD

I WISH I THOUGHT OF THAT



PHOTOGRAPHY COURTESY ANDREW SAN PHOTOGRAPHY



MOST DRAMATIC CHANGE





PHOTOGRAPHY COURTESY VIVID VISION MEDIA

BUILDERS ENGAGING ASSOCIATE MEMBERS



HOME #6



RENDERINGS COURTESY JEID STUDIOS

3rd Quarter of 2026: Des Moines Metro Lot Analysis

STORY BY **NATHAN DREW,** BROKER/OWNER OF DREW REALTY

MOST SCHOOL MORNINGS, I get five minutes in the car with #TheDrewGirls. Five minutes to ask about their day, remind them to include others, and deliver the daily mantra I've been repeating since Veda started kindergarten.

It goes something like this:

Are you girls ready for a great day?
All in unison: *Yes.*

Who are you going to play with today?
Claire, Ashneer, Frances, everybody!

Are you going to include everybody?
Yes.

Are you going to focus on the task at hand?
Yes.

Are you going to be engaged?
Yes.

77 of the 86 additional permits were recorded in Norwalk alone. Excluding Norwalk, permit growth was just 1.4%.

You've got to be engaged. Be present. Smile at people, look them in the eye, ask them how they're doing and actually listen to their answer. You'll know these people for the rest of your lives and relationships matter!

Like #TheDrewGirls being engaged in their lives at school, let's engage with some new construction data for the 3rd quarter of 2026, and some year-to-date information.

DES MOINES METRO NEW CONSTRUCTION
2025 AND 2026 COMPARISON

MEASURE	PERIOD	2025	2026	YEAR-OVER-YEAR CHANGE
Home sales	Jan–Sep	1,797	1,803	**+0.3%**
Average home size	Jan–Sep	1,657 SF	1,660 SF	**+0.2%**
Average sales price	Jan–Sep	$425,441	$429,217	**+0.9%**
Townhome permits and SF	Jul–Sep	666	752	**+12.9%**

A quick note: the Polk County Assessor is currently in the middle of a software conversion to their new site. I have not been able to obtain complete August and September lot-sales data from the Polk County Assessor's website. Rather than publish an incomplete regional comparison, I'm leaving lot sales out of this quarter's analysis. I plan to incorporate the missing sales into my year-end review once the records are available.

In the 3rd quarter of the last few years, I've looked at a breakdown of the residential inventory, for sale, on the

market. In 2023, 43% of homes for sale were new construction. In 2024, it was 44%. Last year it dipped to 35%. As of 9/30/2026, only 31% of homes for sale are new construction. This is a smaller share of overall "for sale" inventory, though the percentage alone doesn't tell us whether there are fewer new homes available or more resale listings competing with them.

Now, looking at the table, through the first nine months of 2026, new construction sales were essentially the same as a year earlier. Just an additional six sales.

Average home size increased by only three square feet.

That's the part I keep coming back to. We don't control the market, but we can stay engaged, keep learning, and adjust when something isn't working.

Year-to-date average new construction sales price has risen by less than 1%.

Meanwhile, 3rd quarter, single family and townhome permits increased nearly 13%. On the surface, that suggests renewed construction activity. But 77 of the 86 additional permits were recorded in Norwalk alone. Excluding Norwalk, permit growth was just 1.4%. That makes this a concentrated increase, rather than evidence of a broad regional acceleration.

I've said it before and I'll say it again. I got into real estate in 2008. Around that time, I remember my mentor, Kevin Crowley, telling me that real estate brokers tend to make money when the market is trending up, or when it is trending down, but it can be tough when the market is flat. Steady sales don't necessarily make for an easy market. The number of transactions can hold level while individual businesses face very different results.

Average home size increased by only three square feet.

A few months ago, I read an article in The Wall Street Journal, *"Real Estate Agents Are Quitting the Slow Housing Market"*, that covered how the slowing housing market has caused many real estate agents to leave the industry or find second jobs. The slowdown is also affecting loan officers and other jobs directly tied to home sales. I've seen this trend locally on LinkedIn and Facebook. I've seen many good agents either change careers or take on a second job.

Before I drop the girls off, I always ask one final question: are you going to try your hardest? Yes.

That's the part I keep coming back to. We don't control the market, but we can stay engaged, keep learning, and adjust when something isn't working. Sometimes we need to take a minute, recalibrate, and figure out the next step. I tell the girls that, but some mornings, I need the reminder too.

It's going to be a great day, girls! Enjoy it.



NATHAN DREW, Broker/Owner of Drew Realty, a lot and development ground brokerage, has been in the business of lot and land acquisition and disposition since 2008. He keeps an ongoing inventory of all vacant lots and land throughout the Des Moines Metropolitan Area, and puts together a quarterly email blast with an interpretation of the metro's lot market.

Join his email blast list at Nathan@DrewRealtyUSA.com and follow him on Twitter @DrewRealtyUSA, on Facebook @DrewRealty, and on Instagram DrewRealty.

Builder Sentiment Falls on Rising Rates

COURTESY **NATIONAL ASSOCIATION OF HOME BUILDERS**

RISING MORTGAGE RATES, energy and material costs, and worsening labor and lot conditions have pushed builder sentiment to a 14-year low.

Builder confidence in the market for newly built single-family homes fell three points to 29 in October, according to the National Association of Home Builders (NAHB)/Wells Fargo Housing Market Index (HMI) released today. The reading was the lowest since June 2012.

"Mortgage rates have climbed well above 7% in recent weeks, and higher gas prices and inflation have further weakened buyer traffic across much of the country," said NAHB Chairman Bill Owens, a home builder and remodeler from Worthington, Ohio. "Though builders are also contending with higher costs for construction loans, building materials and diesel, the Trump administration's efforts to advance regulatory reform are helping to ease some of the cost pressures they face. Nationwide, more than one-third of builders reported immigration enforcement activity in their market areas during the past month, causing construction delays and discouraging legal workers from reporting to work."

"Housing remains squeezed by supply-side constraints and significant affordability challenges," said NAHB Chief Economist Robert Dietz. "Demand persists, but higher mortgage rates, elevated construction costs and weaker consumer confidence are keeping more buyers on the sidelines. As a result, buyer traffic has fallen to its lowest level since April 2012, excluding the pandemic's onset in April 2020."

The latest HMI survey found that 43% of builders cut prices in October, the highest share during the 2020-2026 period. The average price cut remained at 6% for the seventh consecutive month. Meanwhile, 65% of builders reported using sales incentives in October, the 19th straight month at least 60% of builders have done so.

Derived from a monthly survey that NAHB has been conducting for more than 40 years, the NAHB/Wells Fargo HMI gauges builder perceptions of current single-family home sales and sales expectations for the next six months as "good," "fair" or "poor." The survey also asks builders to rate traffic of prospective buyers as "high to very high," "average" or "low to very low." Scores for each component are then used to calculate a seasonally adjusted index where any number over 50 indicates that more builders view conditions as good than poor.

All three of the major HMI indices posted losses in October. The index measuring current sales conditions fell two points to 33, the index gauging future sales expectations dropped five points to 32 and the index charting prospective buyer traffic fell five points to 18.

Looking at the three-month moving averages for regional HMI scores, the Northeast dropped one point to 38, the Midwest fell three points to 40, the South fell one point to 30 and the West posted a two-point decline to 26. The Midwest is a relatively bright spot for single-family home building, with permits up 2.9%.

THE NATIONAL ASSOCIATION OF HOME BUILDERS is a Washington-based trade association representing more than 140,000 members, and is affiliated with 700 state and local home builder associations around the country.

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Remodeling Market Sentiment Remains Stable in Third Quarter

COURTESY **NATIONAL ASSOCIATION OF HOME BUILDERS**

THE NATIONAL ASSOCIATION OF HOME BUILDERS (NAHB) released the NAHB Remodeling Market Index (RMI) for the third quarter, posting a reading of 62—up one point compared to the previous quarter.

The RMI survey asks remodelers to rate five components of the remodeling market as "good," "fair" or "poor." Each question is measured on a scale from 0 to 100, where an index number above 50 indicates that a higher share view conditions as good than poor. The results of the RMI are seasonally adjusted.

The Current Conditions Index is an average of three components: the current market for large remodeling projects, moderately-sized projects and small projects. The Future Indicators Index is an average of two components: the current rate at which leads and inquiries are coming in and the current backlog of remodeling projects. The overall RMI is calculated by averaging the Current Conditions Index and the Future Indicators Index. Any number over 50 indicates that more remodelers view remodeling market conditions as good than poor.

"Remodeler sentiment remained stable in the third quarter, although remodelers in certain parts of the country continue to report issues with high material costs and finding enough labor to finish projects on time," said NAHB Remodelers Chair Elliott Pike, a remodeler from Homewood, Ala. "Remodelers also report that economic uncertainty is making some potential customers hesitant to move forward with projects."

"The third quarter reading of 62 for the RMI is consistent with NAHB's projection for remodeling activity to remain stable in 2026 and grow slightly in 2027," said NAHB Chief Economist Robert Dietz. "Labor shortages, exacerbated by immigration enforcement and competition from data center construction, are extending the time it takes to complete projects. Nevertheless, remodeling is gaining share in the overall construction market, as it is somewhat less sensitive than new construction to the current elevated interest rates."

The Current Conditions Index averaged 70 for the third quarter in a row. All three components remained well above 50 in positive territory: the component measuring large remodeling projects ($50,000 or more) increased two points to 66, the component measuring moderate remodeling projects (at least $20,000 but less than $50,000) fell two points to 71, and the component measuring small-sized remodeling projects (under $20,000) inched down one point to 73.

The Future Indicators Index averaged 54, up two points compared to the previous quarter. The component measuring the current rate at which leads and inquiries are coming in rose two points to 53, and the component measuring the backlog of remodeling jobs increased two points to 56. B

For the full RMI tables, please visit nahb.org/rmi.

THE NATIONAL ASSOCIATION OF HOME BUILDERS is a Washington-based trade association representing more than 140,000 members, and is affiliated with 700 state and local home builder associations around the country.





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Hidden Costs Of Homeownership Top $16.5k/Year

COURTESY **ZILLOW**

BUYING A HOME COMES WITH A PRICE TAG, but keeping that home comes with a second one. A new analysis from Zillow® and Thumbtack finds that the hidden costs of homeownership, which include maintenance, property taxes and homeowners insurance, now add up to $16,566 per year nationwide, or about $1,380 a month, on top of a monthly mortgage payment.

Here's how those costs break down for the typical U.S. homeowner:

- **$11,171** on annual maintenance
- **$2,266** on homeowners insurance
- **$3,129** on property taxes

Over the past five years, homeowners insurance premiums have jumped 54%, maintenance costs have risen 32%, and property taxes have gone up 19%. But the pace is cooling. Overall, the cost of owning a home rose just 3% in the past year, compared with 32% over five years.

Maintenance shows the clearest slowdown. Yearly increases in maintenance costs have shrunk every year, from 9% in 2022 to 1% in 2026. Insurance may be following the same path. Federal data shows insurance premiums rose just 0.3% between February and June 2026, though they remain well above where they were five years ago.

The biggest jumps have been in a handful of metros. Insurance premiums are up at least 50% over five years in 19 of the 30 metros analyzed, led by Dallas (75%), Tampa (71%), Denver (70%) and Houston (69%). Miami homeowners pay the most, at nearly $5,000 a year. Six metros now top $3,000 a year: Miami, Dallas, Houston, Tampa, Orlando and Denver. Homeowners in Houston, Phoenix, Denver and Nashville pay more each year for insurance than for property taxes. Severe weather, including hail, tornadoes and damaging winds, may be driving premium increases in storm-prone metros like Dallas and Denver.

> Maintenance remains the largest hidden cost everywhere.

Maintenance remains the largest hidden cost everywhere, at roughly two-thirds of the national total, and tops $12,000 in six major metros, including Seattle ($12,594) and Boston ($12,486). Los Angeles experienced the sharpest surge in maintenance expenses, jumping 27% year over year. This steep rise reflects a mix of regional factors, including wildfire-related recovery efforts, heightened demand for home services, and persistently elevated labor costs.

"Many households focus so much on winning the home and underestimate what it costs to live in it," said Zillow Senior Economist Kara Ng. "Long after they receive the keys, insurance, taxes and upkeep are recurring expenses to plan for. Since these homeownership costs vary so much by market, home shoppers should run the numbers and understand what they can truly afford before they make an offer."

The total hidden costs of homeownership are highest in coastal metros: $25,111 in New York, $24,383 in San Francisco, $22,915 in Los Angeles and $22,096 in Boston. Even in the least costly metro analyzed, Phoenix, hidden costs run $14,187 a year.

"The slowdown in maintenance cost growth is welcome news for homeowners managing a lot of competing expenses," said Kendra Sinclair, Thumbtack's home trends expert. "Planning for regular upkeep throughout the year can help prevent bigger repair bills and protect your savings when something unexpected happens."

HERE ARE FOUR TIPS FOR PROSPECTIVE BUYERS:

- **GET AN INSURANCE QUOTE BEFORE YOU MAKE AN OFFER.** With premiums rising across the country, the cost of insuring a specific home can change what you can afford to pay for it.
- **KNOW YOUR TRUE BUYING POWER.** Start with BuyAbilitySM, a personalized affordability tool available on the Zillow app. It lets you set a target monthly payment, which can be adjusted to account for these costs.
- **PLAN FOR MAINTENANCE EARLY.** Maintenance is the biggest hidden cost in every metro analyzed. Thumbtack's free personalized maintenance guides, available on the Thumbtack app, help buyers anticipate upkeep and budget with confidence.
- **RECONSIDER THE TYPE OF HOME YOU BUY.** A large single-family home with a big yard often comes with higher maintenance costs. Townhomes and condos may offer less upkeep, while new construction is cheaper by the square foot and typically needs fewer repairs in the near term. B

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Iowa Realtors® Hold Annual Convention

PHOTOGRAPHY COURTESY **IOWA REALTORS®**

IOWA REALTORS® RECENTLY HELD THEIR annual convention in Des Moines with plenty of activities and lots of fun. Members from across the state gathered to hear from well-known speakers, attend educational classes, network and learn from others in their industry, and participate in professional forums designed to help their businesses grow. The group also acknowledged special awards and incoming officers during the event.


















IOWA
REALTORS

AIA Iowa Annual Convention

PHOTOGRAPHY COURTESY **AIA IOWA ANNUAL CONVENTION**

OVER 1,000 ATTENDEES were on hand for the AIA Iowa Annual Convention held September 24—25 at the Iowa Events Center. Members could browse the exhibit hall with over 160 booths, connect with others in their profession, and gain inspiration and learn the best in practices from four well-known keynote speakers from across the globe. Connecting with old and new contacts was the highlight of the event.














AIA







Pumpkin Palooza October 24

PHOTOGRAPHY COURTESY **KALLIE HOKSBERGEN PHOTOGRAPHY**

SAGE HOMES BROUGHT BACK ONE of their favorite fall traditions—Pumpkin Palooza. Held on Saturday, October 24th at the Sage office in Ankeny, it was a wonderful afternoon for the entire family to stop by. There were pumpkins, fall fun and all the things that remind us why we love this season. In addition, there was a food truck, bounce house, games with prizes and complimentary photos.












OKLAHOM
CITY
0
5
ANGEL










Iona

Emerging Design Trends Surveys from AIA

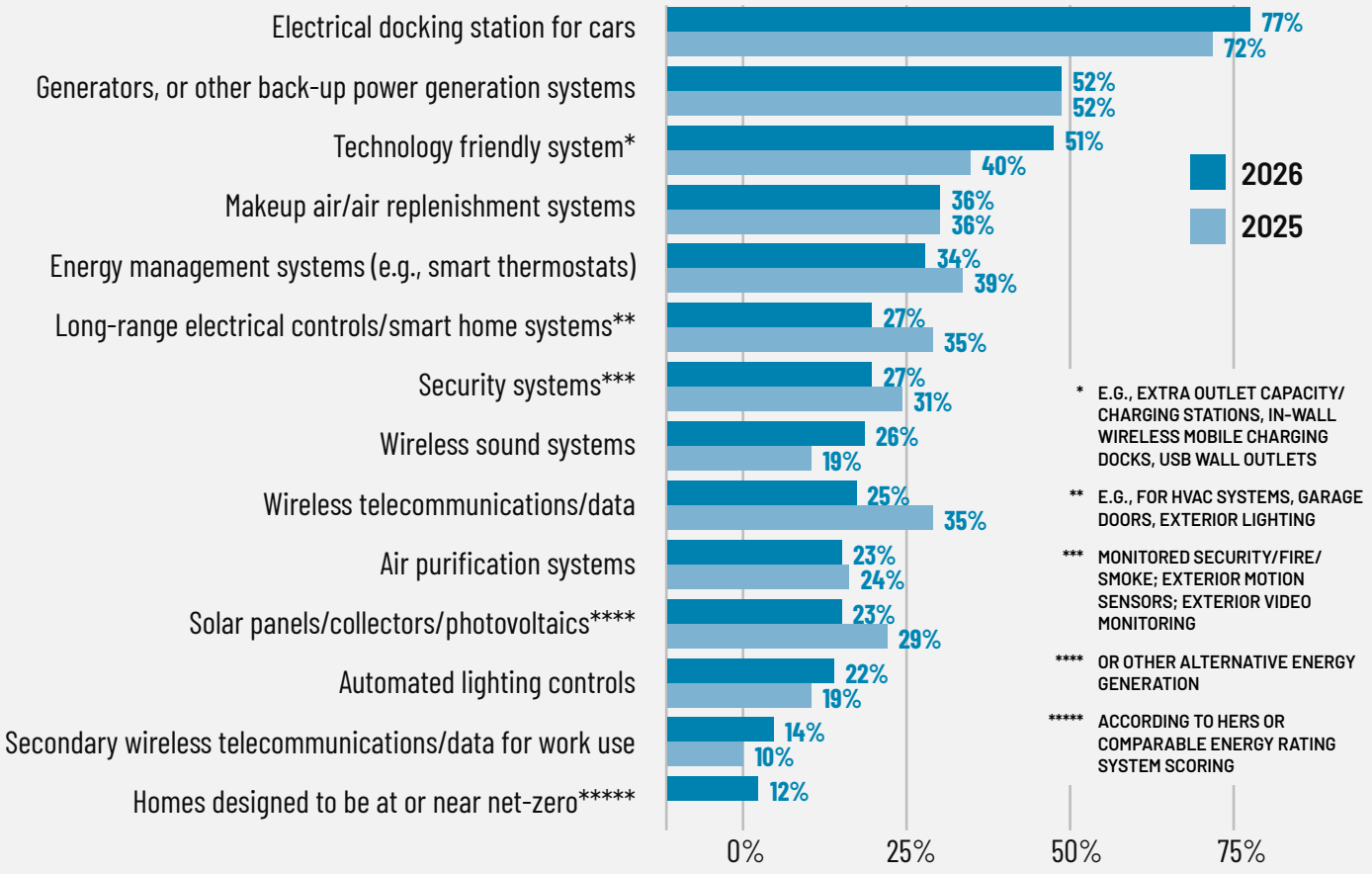
SURVEY COURTESY **AIA**

ELECTRIC CAR docking stations continue to increase in popularity, as do technology-friendly systems around the house.

THE AMERICAN INSTITUTE OF ARCHITECTS' (AIA) *Home Design Trends Survey* for the third quarter of 2026 asked architects about trends in special-function rooms, home features, home systems and technology, and products. Every quarter, hundreds of architecture firms share current project data to reveal new and emerging trends in residential design, providing an incisive look at the key features owners and buyers want—and purchase. Architects and firms rely on the *Home Design Trends Survey* to educate homeowners about current trends they may want to explore.

SYSTEMS/TECHNOLOGY IN HOMES

% REPORTING POPULARITY OF SYSTEM/TECHNOLOGY "INCREASING" MINUS % REPORTING "DECREASING;" DATA FROM Q2 2026 COMPARED TO DATA FROM Q2 2025



SOURCE: THE AMERICAN INSTITUTE OF ARCHITECTS HOME DESIGN TRENDS SURVEY



Get The Word Out With Us.

Your company news, your products, your recent promotion.

HomeShowExpo 2026 People's Choice Winner, Embarq Signature Homes

Featured in the October 2026 Issue.

PHOTO BY SHANDRI PHOTO & MEDIA, COURTESY HOME BUILDERS ASSOCIATION OF GREATER DES MOINES

BUILD DES MOINES

BUILDDesMoines.com