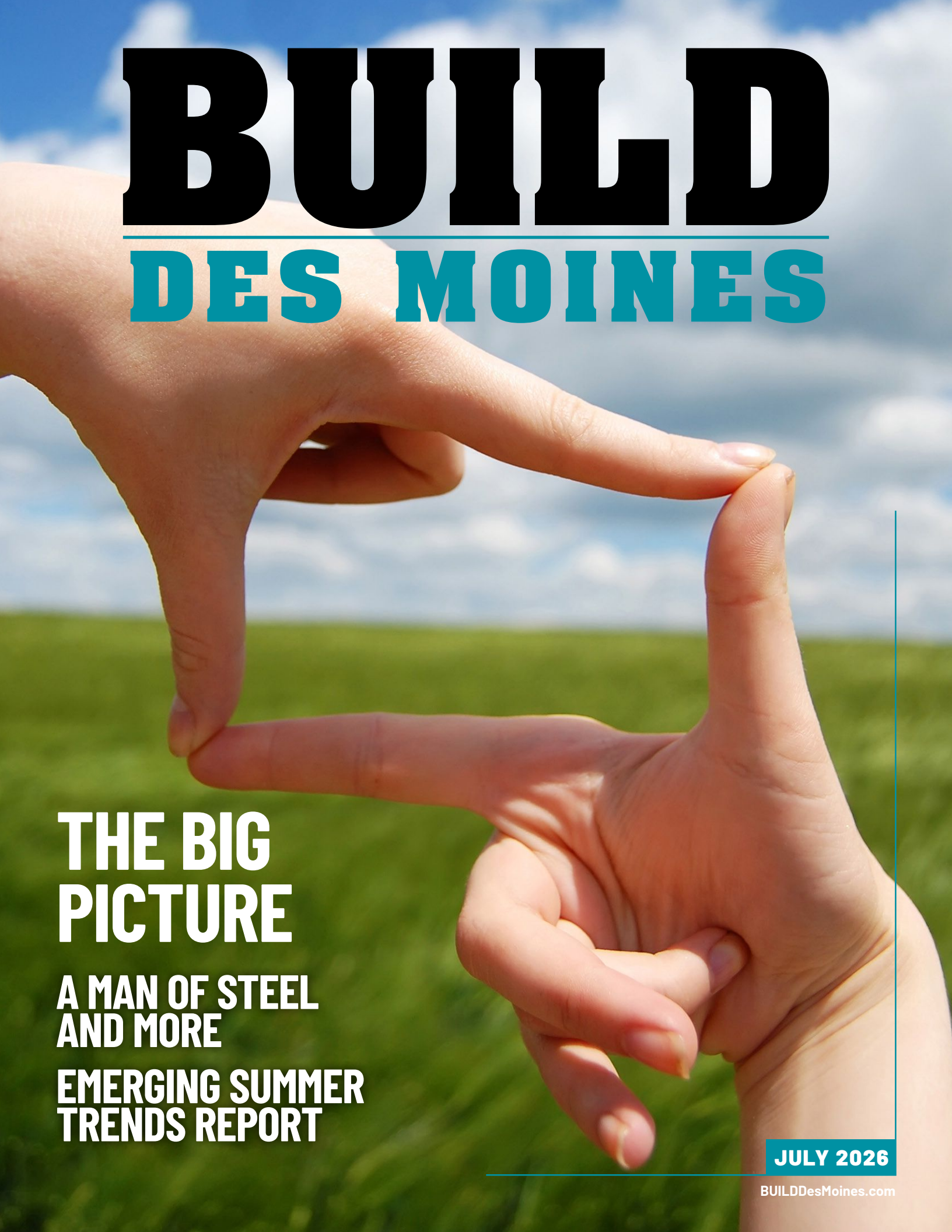




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**EMERGING SUMMER
TRENDS REPORT**

JULY 2026

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PHOTOGRAPHY BY FLETCHER PHOTOGRAPHY, COURTESY KODA CUSTOMS

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Developers Remain Optimistic and Bullish



NATIONALLY, WE ARE EXPERIENCING SOME UNSETTLING ACTIVITY that contributes to many areas of our lives, including the residential industry. Land development, home construction, home sales, cost of materials, and interest rates all are touched by U.S. and global concerns.

Here in the metro, our local professionals seem to be feeling optimistic, bullish, and even positive about 2026, after a lackluster 2025. While last year ended ahead for most, it was not as good as many predicted. Most recognize the fact that they can only control what they can control, but all are continuing to prepare for new and expanded developments and delivery of lots to maintain needed inventory.

We like to check in on where things stand at the half-way point in the year, to see where we are in the metro area. Hearing from our area experts who are out there developing ground and selling lots to builders is always enlightening. We like to know what they see for the future and how they prepare for what's ahead. These are folks that have a direct stake in the future of the residential industry and need to have their finger on the pulse of economic factors.

We had the unique opportunity to talk to Kevin Johnson of Accurate Development, Bill Kimberley with Kimberley Development, Eric Grubb of Solid Ground, and Tim Portzen with Diligent Development, to get their take on the elements affecting land development and new home construction this year. Our experts all point to rising interest rates, the unexpected war in Iran and the global uncertainty created in that region, inflated gas prices that directly relate to material costs, and higher inflation rates as concerns for the year ahead.

All eyes are on these factors, yet our professionals still feel bullish on our market. Developers still see steady lot sales to homeowners and to builders, and that translates into consistent new home construction as well. Our local experts are taking a long-term realistic view of what's ahead, and I am happy to say that they still see a bright future.

I'D LOVE TO HEAR FROM YOU

We want to know about your story ideas and business news. Give me a call at (515) 240.9401 or visit BUILDDesMoines.com/contact to tell us about it.

Sherry A. Failor

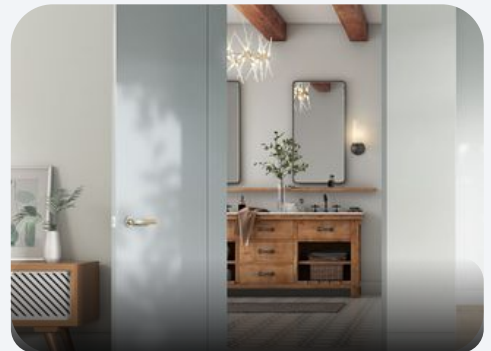
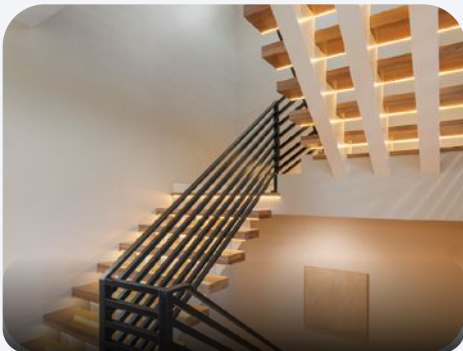
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Registration Open for 2026 HousingIowa Conference in Des Moines

Registration is now open for the 2026 HousingIowa Conference, hosted by the Iowa Finance Authority September 9–10 in Des Moines. The conference is expected to bring together nearly 1,000 housing, development, lending, local government and community leaders for Iowa's premier housing event. The conference will feature national speakers, policy experts and industry leaders for timely conversations on the issues shaping housing in Iowa and across the country. Sessions will focus on housing policy, development and financing, homelessness prevention, homeownership, rental housing, compliance and emerging trends.

The conference will kick off with the Iowa Thriving Communities Welcome Reception on Tuesday, September 8.

Warren County Habitat For Humanity Announces Merger With Greater Des Moines Habitat For Humanity

Warren County Habitat for Humanity and Greater Des Moines Habitat for Humanity are excited to announce the merger of the two organizations. The merger will provide access to greater resources to serve Warren County, as well as allow Warren County HFH's committed volunteers to focus on doing what they love: building affordable homes in their community.

The newly unified organization intends to continue building or renovating at least one home per year in Warren County—in fact, they are currently seeking applicants for their next affordable homeownership opportunity. In addition to new homes, Habitat plans to expand access to critical home repairs and modifications throughout the county.

"Warren County Habitat for Humanity has done an extraordinary job fulfilling Habitat's mission: despite being almost entirely led by volunteers, they have completed 22 new or renovated homes—including 11 in the past 12 years," said Lance Henning, CEO of Greater Des Moines Habitat for Humanity. "Their passion for building homes, communities, and hope is clear, and we are looking forward to working closely as we build our next home in Warren County."



ETHAN STAHL NAMED TO LBM JOURNAL "40 UNDER 40" INDUCTEE LIST

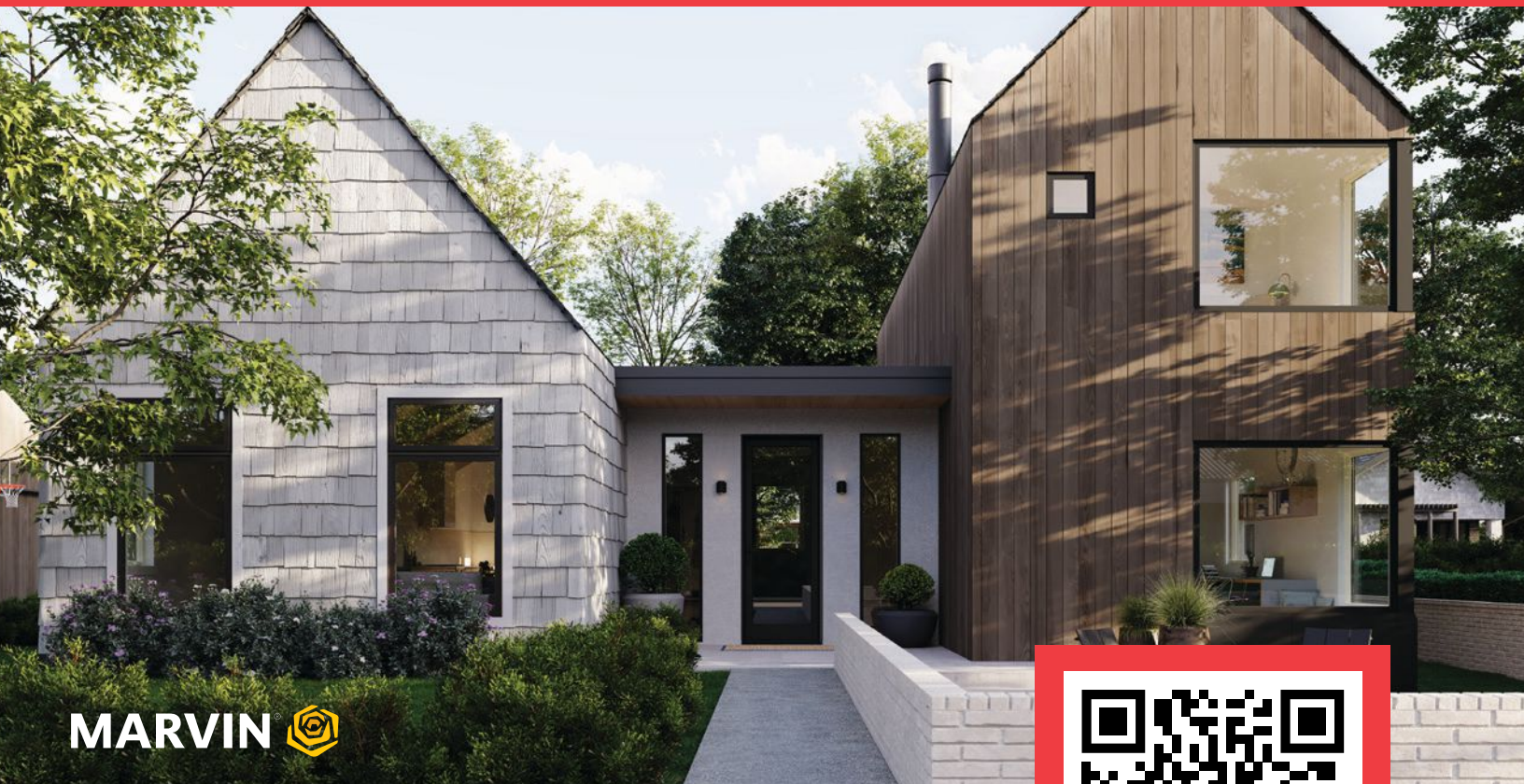
Ethan Stahl, Beisser Lumber Installed Sales Manager, has earned a well-deserved spot on the *LBM Journal's* "40 under 40" list.

LBM Journal, the leading media company serving the lumber and building materials industry, spotlights the next generation of leaders in the industry with the "40 Under 40" list. This honor highlights young professionals who are making a significant impact in their industries and communities through leadership, innovation, and dedication.

Stahl's commitment to excellence, strong work ethic, and positive influence make him a tremendous asset to the Beisser Lumber team. His goal is to further strengthen relationships with builders, contractors, and residential customers while continuing to improve execution, service, and long-term growth.



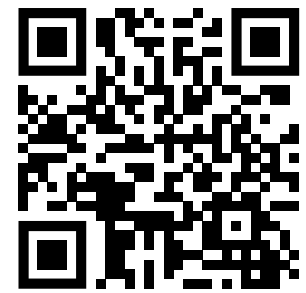
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AIA Convention on September 24–25

Join the AIA and over 1,000 attendees at the largest AEC event in Iowa at the Iowa Events Center on September 24–25. Browse the exhibit hall with over 160 booths featuring new products and services. Connect with members of the profession to take your project to the next level.

Gain inspiration and learn the best practices from four well-known keynote speakers from across the globe as they share information about their work, their practice, firm culture, and more. Choose from 20 workshop options over 2 days of events. Obtain AIA HSW LUs, ASLA, and GBCI credits. Certificates are also available for Interior Designers and Engineers upon request.

Reconnect with old and new contacts to strengthen your network. Attendees include Architects, Engineers, Interior Designers, Landscape Architects, Facility Managers, Planners, ISU Students & Faculty and more!

Sponsorships and Exhibit Booth Reservations are still available for the opportunity to showcase your company to the architecture and design community across Iowa and the Midwest.

Registration for convention attendees will open on July 6. Details available at aiaiowaevents.org.



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The **DMAAR RPAC Royale Casino Night** is happening on Wednesday, July 15th from 5:00–9:00 p.m. at the Glen Oaks Country Club.

An elite event for DMAAR Members to learn and invest in RPAC, Royale Casino Night features poker, black jack, roulette, a silent auction and plenty of networking. Register at DMAAR.com.



Nominations Open for 2026 IAF Community Enhancement Awards

The Iowa Architectural Foundation is now accepting nominations for the **2026 Community Enhancement Awards**. These prestigious awards celebrate individuals, organizations, agencies, or communities outside the architectural profession who have made significant contributions to the quality of life in Iowa through their support of architecture and/or urban design. Awardees will have shown exceptional leadership, vision, and dedication to enhancing Iowa communities.

Nominations are open to everyone and must be submitted electronically or by hard copy by 5:00 p.m. on July 17, 2026. For details and nomination forms, visit the IAF website.

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ARCHITECTURE FIRM BILLINGS WEAKEN FURTHER AS ECONOMIC UNCERTAINTY SLOWS PROJECTS

Business conditions at architecture firms across the country and here in the Midwest weakened further in May. The AIA/Deltek Architecture Billings Index® (ABI) declined to its lowest level since January, with a national score of 44.5 and the Midwest regional average dipping to 45.3.

While growth appeared to be approaching earlier this year, current economic uncertainty has contributed to business conditions softening across all regions. Firms of all specializations reported declining billings this month, after firms with a multifamily residential specialization saw flat to modestly increasing billings in March and April.

In addition, the project inquiries index fell below 50 for the first time in four months. The value of newly signed design contracts also weakened to its lowest level since January.

"While the national data reflects a broader cooling period, architects here in Iowa are navigating these economic headwinds with incredible adaptability," said Jessica Reinert, Executive Director of AIA Iowa. "The combination of high interest rates, rising material costs, and labor shortages is certainly being felt across the Midwest. However, Iowa's architecture firms remain resilient and dedicated to supporting our local communities, ensuring that critical design and infrastructure projects are positioned for success when market conditions stabilize."

The local impact mirrors the broader national economic pressures. "The uncertainty created by the Iran conflict,

and substantially higher energy costs, weighed on architect billings in May," said AIA Chief Economist, Richard Branch. "Higher interest rates, rapidly rising material costs, and continued labor shortages all contributed to softer demand."



KEY ABI HIGHLIGHTS FOR MAY INCLUDE:

- **REGIONAL AVERAGES:** Midwest (45.3); South (49.6); Northeast (46.2); West (45.4)
- **SECTOR INDEX BREAKDOWN:** multifamily residential (49.2); institutional (46.9); commercial/industrial (45.5); mixed practice (firms that do not have at least half of their billings in any one other category)(44.1)
- **PROJECT INQUIRIES INDEX:** 49.4
- **DESIGN CONTRACTS INDEX:** 45.0

The regional and sector categories are calculated as three-month moving averages and may not always average out to the national score.

[Access resources to help architects successfully navigate an uncertain economy.](#)



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Custom Home Builder of the Year Award Now Open

The **Custom Home Builder of the Year Award** recognizes custom builders for their innovative achievements, professional leadership and creativity in crafting one-of-a-kind custom homes. Winners demonstrate leadership at work and in the community, exemplify expertise in converting a client's wish lists into a unique home, and contribute to the overall strength of the home building industry.

In addition to peer recognition and the potential for increased exposure through local news media outlets, the Custom Home Builder of the Year award recipients will be highlighted in an NAHB press release and on nahb.org.



BEST IN AMERICAN LIVING ENTRIES NOW OPEN

You can start submitting any finished home and design projects and earn the chance to be recognized as a leader in design, planning and development in the nation's prestigious residential design awards. **The Best in American Living Awards**, sponsored by the National Association of Home Builders, are now open for entries in the categories of Single-Family Custom, Single-Family Production, Multi-Family, Remodel, Interiors, Affordable, Specialty and Community. For more information on rules, award categories, and submission details, check out BestInAmericanLiving.com.

ENTRIES DUE ON JULY 10 FOR BUILDER'S CHOICE & CUSTOM HOME DESIGN AWARDS

For more than three decades, the **Builder's Choice Design Awards** has celebrated innovation in residential design. Open to builders, architect, developers, and more—the competition accepts entries at various project scales and styles until July 10 (regular deadline) and August 3 (late deadline, \$50 fee applies). Begin your application [here](#). Projects completed after January 1, 2021, are eligible for consideration. Two levels of awards—grand and merit—are available.

Architecture on the Move on July 10th

Iowa Architectural Foundation is offering live architect-led sidewalk tours of Downtown Des Moines. Dates are July 10, August 14, September 11, and October 2 (weather permitting). Comfortable shoes and clothing are suggested. Choose from four different routes offered each tour night.

For information or to buy tickets, [click here](#).

Fridays at the Farm

Experience the essence of **Middlebrook on Fridays** for live music, food, spirits, farmers market vendors, fresh organic produce, and more! Middlebrook welcomes friends and families to kick off their weekends by enjoying the simplicity of life on the Farm while connecting with others.

Fridays at the Farm will be going through September, every Friday from 4:30 p.m.–7:30 p.m. Details available at MiddlebrookFarm.com

Growing Inventory, Steady Sales Signal Strong Summer Market

COURTESY DES MOINES AREA ASSOCIATION OF REALTORS®

THE DES MOINES METRO HOUSING MARKET

continued to gain momentum in May, with rising inventory and steady sales signaling a healthy transition into the busy summer homebuying season, according to statistics from the Des Moines Area Association of REALTORS®.

"May's housing data reflects a market that continues to provide opportunities for both buyers and sellers," said Scott Steelman, president of the Des Moines Area Association of REALTORS®. "Inventory is expanding, giving buyers more choices, while sales activity and home prices remain strong. As we move into the summer months, these trends point to a balanced and active market across the metro."

An increase in active listings illustrated the strength of the incoming summer market with 4,130 active listings in May, a 4.7% increase from the 3,944 active listings of one year ago. Compared to April, active listings increased 5.7% from the 3,909 recorded at that time.

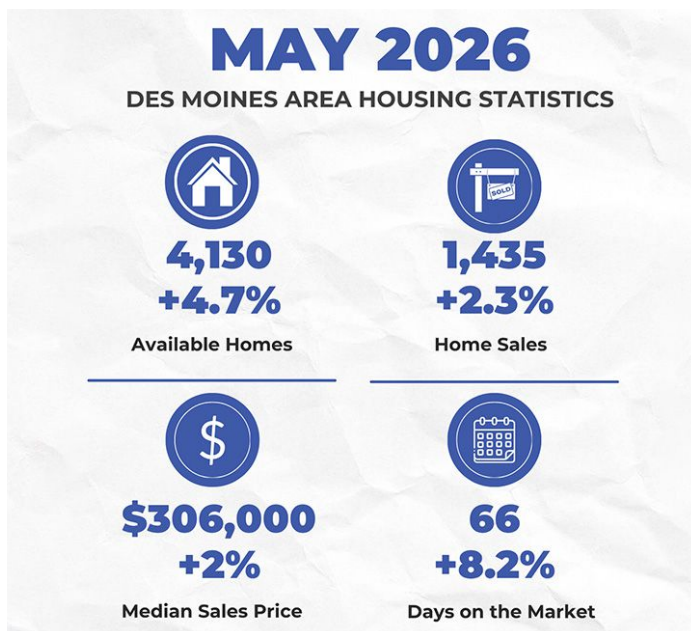
Closed sales remained steady in May with 1,435 transactions, a 2.3% increase from the 1,403 closed sales of one year ago. Month-over-month, closed sales jumped 16.3% from the 1,234 closed sales of April.

Pending sales continued subtle movement toward a busy summer market. The 1,481 pending sales represent a 2.3% increase over the 1,447 sales of May 2025. Monthly, pending sales slipped ever-so-slightly by 5.7% from the 1,571 pending transactions of the previous month.

Median sales price came to \$306,000, a 2% increase from the \$300,000 median sales price of one year ago. The metric saw a 3.7% increase from the \$295,000 median sales price of April.

The 66 days on market in May represent an 8.2% increase from the 61 days recorded in May 2025, and a 7% decrease in days on market from one month ago.

Conventional financing accounted for 1,005 transactions, or 70% of all sales in May. Consumers paid cash for 204 transactions, or 14% of sales, while FHA loans were used in 117 transactions or 8.2% 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.



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Housing Market Builds Summer Momentum as Inventory Rises

COURTESY IOWA REALTORS®

IOWA'S HOUSING MARKET GAINED momentum in May as rising inventory and strong buyer demand signaled the arrival of a healthy summer market.

"May's numbers reflect a market that is both active and balanced," said Erik Melloy, Iowa REALTORS® president. "Buyers are benefiting from more inventory than we've seen in recent years, while sellers continue to see strong demand and steady price growth. The combination of increased inventory, rising sales and strong pending activity points to a productive summer ahead for Iowa's housing market."

New listings continued to show clear signs of a robust summer market in May with 4,869 homes for sale, a 4% increase from the 4,683 new listings of one year ago. Conversely, month-over-month new listings dipped by 0.4% from the 4,887 of one month ago.

Active inventory increased to 8,591 listings, a 7.2% increase over the 8,016 active listings of May 2025, and a 5.1% increase over the 8,175 active listings of April.

Median sales price came to \$260,000 a 4% increase over the \$250,000 median sales price of May 2025.

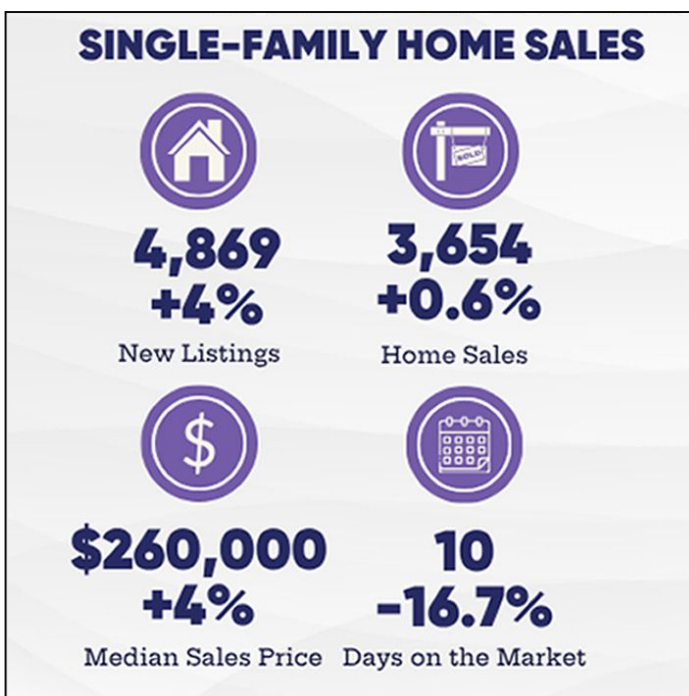
There were 3,654 closed sales in May, a 0.6% increase from the 3,633 sales of the prior year, and a 17.3% increase over the 3,125 closed sales of April, a clear sign of a building summer market.

Pending sales also illustrated the growth in our upcoming summer market, with 3,740 pending sales in May, a 4.1% increase from the 3,592 pending sales of one year ago. Monthly, pending sales dipped 4.2% from the 3,902 pending sales of April.

Median sales price came to \$260,000 a 4% increase over the \$250,000 median sales price of May 2025. Monthly, the increase was 5.1% from the \$247,500 median sales price of April.

Days on market dipped to 10 median days on market, a 16.7% decrease from the 12 days of one year ago, and 9.1% from the 11 days on market last month.

"The most encouraging trend we're seeing is that inventory growth is occurring alongside healthy buyer demand," said Les Sulgrove, Iowa REALTORS® statewide housing analyst. "Closed sales, pending sales and median prices all moved in a positive direction, which indicates consumers remain confident in the market. As we move deeper into the



summer season, these metrics suggest continued stability and opportunity for both buyers and sellers across Iowa."

CONDO & TOWNHOMES

New listings remained stable in May with 671 new properties on the market. Monthly, new listings dropped 10.1% from the 746 new listings in April.

Active inventory increased 3.2% to 1,929 condo and townhomes on the market from the 1,869 listings of one year ago. Month-over-month, active inventory dropped 3.4% from the 1,996 active listings of April.

Closed sales increased 10.8% to 597 sales from the 539 closed sales of May 2025. Closed sales of condos and townhomes in May jumped 29.8% from the 460 transactions of the previous month.

Pending sales show a preview of a robust summer condo and townhome market. The 624 pending sales represent a 34.2% increase over the 465 pending sales of May 2025. Month-over-month, pending sales were more subtle, jumping 2% from the 612 pending transactions of April.

Median days on market dropped 22% to 20 days, compared to the 25 median days on market of one year ago. Similarly, median days on market dropped 15.2% from the 23 days on market of one month ago. Median sales price for May came to \$242,771, a 1.2% increase from the \$240,000 of last year, and a 3.3% increase from the \$235,000 median sales price of April. **B**

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](#)



Build Des Moines

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The fifth-annual Iowa Skilled Trades' Build My Future event took place at the Iowa State Fairgrounds, breaking attendance records and surpassing expectations.

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<http://digital.builddesmoines.com/may-2024/page-24>

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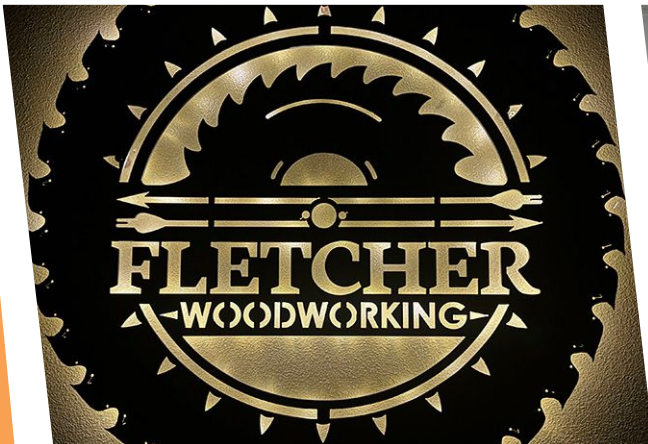
The 90th General Assembly 2024 Regular Session of the Iowa Association of Home Builders, Executive Office, including workforce, regulatory relief, tort reform, healthy pro-business and pro-citizen tax environment.

Read More:
<http://digital.builddesmoines.com/may-2024/page-24>

BUILD DES MOINES

A man with a full brown beard and sunglasses is welding a metal frame. He is wearing a dark t-shirt with a 'USA PEAK-NUTRITION ARIZONA' logo and a baseball cap. Bright orange sparks are flying from the welding point. The image is framed by orange diagonal lines.

A MAN OF STEEL *AND MORE*



Local fabricator offers powerful design solutions.

STORY BY **TRACY DICKINSON**
PHOTOGRAPHY COURTESY **KODA CUSTOMS**

From the time he was in middle school, Koda Customs' Bret Schultes knew he wanted a career that was hands-on. But the path he took to get to his own custom metalworking business was not exactly a straight line.

"I started doing construction and cabinetmaking with my dad when I was in junior high," Schultes says. "But he always said he didn't want me swinging a hammer for the rest of my life. So I started exploring other things."

After a job shadow experience at a shop that used CNC (computer numerical controlling) machines, Schultes says he knew he wanted to do that kind of work. He liked the combination of creativity and precision.

"So after high school, I went to DMACC in Ankeny for the tool and die program," he says. "It was great because we did learn CNC and 3D modeling and all that. But we also had to learn how to do everything manually with a manual mill and lathe."

That hands-on experience led to a career in metalwork manufacturing. And Schultes spent the next several years working at different companies and expanding his skillset.

"I MISSED THE WAY IT HAD BEEN WHEN I WAS WORKING WITH MY DAD. EVERY PROJECT WAS CABINETS, BUT EACH ONE WAS A LITTLE DIFFERENT. EVERY PROJECT WAS UNIQUE IN SOME WAY. I REALLY ENJOYED THE CUSTOM PART OF THAT JOB."

BRET SCHULTES,
KODA CUSTOMS

Between his day job and his hunger to learn more plus the limitless resources available on YouTube, Schultes began developing his welding techniques and custom fabrication skills. He also started expanding his equipment inventory. Now his metal fabrication business, Koda Customs, creates everything from jewelry to outdoor signage, lawn ornaments to complex railing systems.

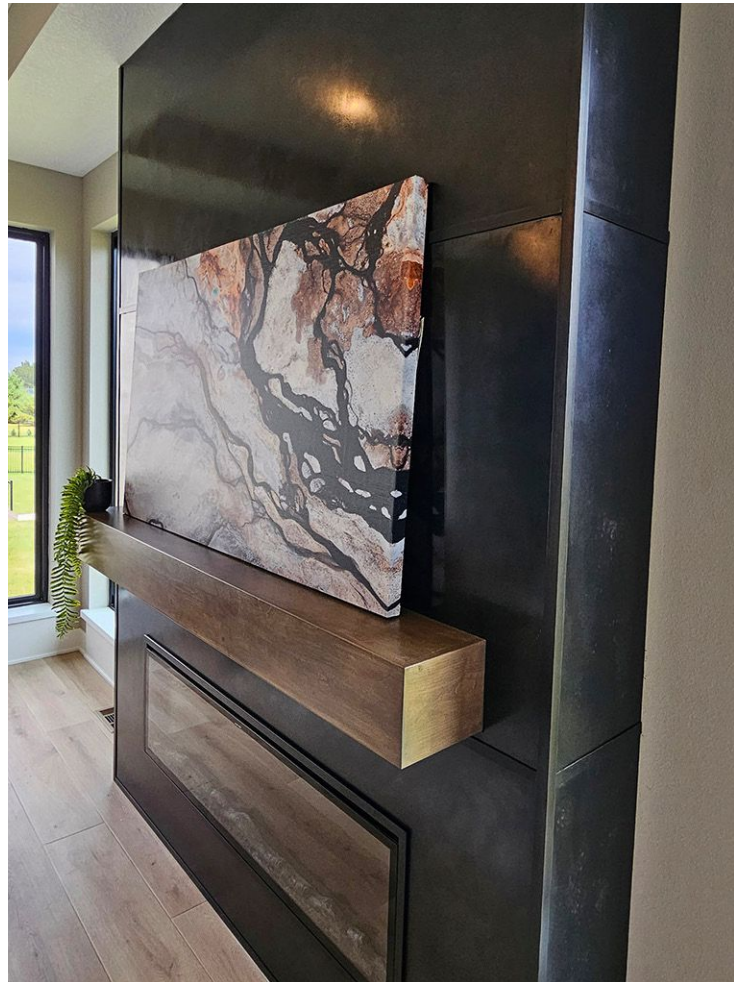
"My jobs right out of school were really repeatable—the same parts over and over and over again," he says. "I missed the way it had been when I was working with my dad. Every project was cabinets, but each one was a little different. Every project was unique in some way. I really enjoyed the custom part of that job."

Since opening Koda Customs, Schultes has continued to develop not just his technical skills but his creativity as well. While he is pursuing certification in commercial welding, he also works with aluminum and steel, and he offers powder coating services as well.

Schultes has designed and built a variety of stair rail systems for both indoor and outdoor applications, created custom fireplace walls, and fabricated metal awnings for commercial installations.

"I'm working on a fireplace wall right now that will have a vertical wood feature in the center. And the steel is going to have a special finish so that it looks almost midnight blue in certain light," he says.







Like the fireplace project does, Schultes says every new job gives him the opportunity to grow as a craftsman. “I like the challenge, and I’m a perfectionist. When someone comes to me and says, ‘I’d like to do this,’ that’s part of the fun. I don’t see it as a problem. It’s a challenge: How do I tackle this? That reverse-engineering to have the project turn out the way we envision it is what makes every job different.”

After designing solar-powered garden columns for one client, Koda Customs has created a variety of columns, each with a unique cutout design so that even those simple projects become a creative expression of his skills.

“We can do just about any cutout the client wants. And then there’s a solar light on the top so that at night the light shines down inside and through those cutouts,” he says.

One of his most challenging and rewarding designs was an enormous moon gate. “The client

wanted a path through his property with this huge moon gate that you could walk through,” says Schultes. “He’s 6-foot-4, and he didn’t want to have to duck going through it. So the finished circle is over 8 feet high. That was a fun challenge to figure out how to design and assemble that.”

Schultes says that he can’t imagine a project he wouldn’t want to tackle. Size, design complexity, installation—each of those factors just adds to the challenge and makes each day interesting.

Schultes started Koda Customs because he wanted to have more freedom—freedom to create and freedom to dictate a more flexible schedule that would give him time with his young family. Deadlines and a growing business don’t always allow the flexibility he imagined, but he says the work itself has been the reward he dreamed it would be. And he’s following his dad’s wish, too. He’s not swinging a hammer every day. He’s bending steel instead. **B**



CHECK IT OUT! Visit Koda-Customs.com to check out some of Bret Schultes’ incredible handiwork. Interested in seeing what he can do for you? Contact Koda Customs at Bret@Koda-Customs.com.

DESIGNER: SCHLOEGEL DESIGN REMODEL
PHOTOGRAPHER: MATTHEW ANDERSON
COURTESY © HOUZZ

2026 U.S. HOUZZ

EMERGING SUMMER TRENDS REPORT



Homeowners are leaning into tactile, sensory-rich environments that feel personal and purposeful.

STORY AND PHOTOGRAPHY COURTESY **HOZZ**

Houzz recently released the *2026 U.S. Houzz Emerging Summer Trends Report*, which identifies up and coming design trends based on the latest search insights* from our community of U.S. home professionals, homeowners and design enthusiasts. As summer approaches, homeowners are leaning into tactile, sensory-rich environments that feel personal and purposeful—blending nature-inspired textures, curved forms and warm color palettes with spaces designed for wellness, connection and play. Here’s what’s trending in homes this season!

CURVES & SOFT GEOMETRY

Rounded silhouettes and wave-like details, which have been popular in furniture, are now gaining momentum in architectural features and other areas as homeowners move away from rigid lines in favor of softer, more fluid forms. Searches for “scaloped tile” surged more than 3x, while “wave tile” also saw an uptick (up 38%). In the kitchen, searches for “arched range hood” and “arched pantry door” climbed 177% and 130%, respectively, while “rounded kitchen island” and “curved peninsulas and islands” saw increased search traffic (up 123% and 61%, respectively). Homeowners are also embracing sculptural elements like “curved staircase,” which saw a 66% increase in searches. These graceful forms bring a sense of movement, softness and visual comfort to interiors.

CURVES
& SOFT
GEOMETRY

**RICH, EARTHY
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SEARCHES FOR
“RUST COLORS”
JUMPED
178%, WHILE
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CLIMBED 153%.**

TACTILE TEXTURES

Touch is becoming as important as sight in home design as homeowners seek out highly sensory experiences where traditionally flat surfaces become rich, touchable dimensions. Searches for “sandstone” have skyrocketed 257%, while searches have doubled for “linen wallpaper” (up 104%) and “seagrass wallpaper” (up 94%), drawing homeowners toward walls that beg to be touched. The ancient art of “Venetian plaster” is also making a strong comeback, with searches up 94%, offering depth and luminosity that paint simply can’t replicate. Underfoot, “terracotta flooring” (with searches up 55%) is bringing warmth and earthiness to kitchens, entryways and beyond. “Limewash interior paint” (with searches up 53%) is gaining ground for its beautifully imperfect, chalky finish that lends an old-world character to any room. Finally, architectural detailing is joining the movement too, with searches for “wainscoting” up 32% as homeowners embrace classic wall treatments that add texture, dimension and timeless character.

WARM, EARTHY COLORS

Rich, earthy hues are taking center stage this summer as homeowners embrace palettes that feel cozy, grounding and timeless. Searches for “rust colors” jumped 178%, while “chocolate brown” climbed 153%, signaling a growing appreciation for warm, saturated tones. Softer neutrals are also on the rise, including “mushroom color” (up 69%), “sage” (up 55%), “taupe” (up 50%) and “cream” (up 44%). Together, these colors create layered interiors that feel calming yet sophisticated, offering an inviting alternative to cooler minimalist palettes. Ask an interior designer on Houzz to lay out a warm, earthy color story in a visual Mood Board so you can see how everything comes together before committing to the palette.

NOSTALGIC SPACES

Homeowners are increasingly designing rooms dedicated to analog entertainment, connection and old-fashioned fun. Searches for “Mahjong room” skyrocketed nearly 20x, while searches also climbed for “card room” (up 129%), “board game room” (up 45%) and “poker room” (up 38%), pointing to a renewed love of tabletop gaming and convivial gathering. On the literary side, “bibliothèque” searches have risen 191%, reflecting a desire for the grand, immersive



COMPACT OUTDOOR AREAS

BUILDER: NEW LEAF CUSTOM HOMES
ARCHITECT/DESIGNER: THE DESIGN SHOP
PHOTOGRAPHER: COSTA CHRIST
COURTESY © HOUZZ



EUROPEAN GARDEN ROMANTICISM

library of a bygone era. Speakeasies are similarly having a moment, too, with searches up 75%. For kids, searches for “playroom” are up 38%, rounding out the picture of a generation investing in spaces for slow, screen-free enjoyment. These rooms celebrate connection, creativity and a little nostalgia for simpler pleasures.

WELLNESS RETREATS

The home as a sanctuary is no longer just a concept, it's an active design priority. Searches for “wellness room” are up 164% and “calming” as a design keyword has surged 139%, underscoring the deep desire for environments that restore as much as they shelter. “Biophilic design,” the practice of incorporating nature into the built environment, is up 112%, while “spa” searches are up 68% as homeowners invest in private retreat-worthy bathrooms and wet rooms, as confirmed by the 2025 *U.S. Houzz Bathroom Trends Study*. “Home gym” searches are up 46%,

and interest in more specialized spaces like “sensory room” (up 43%) and “yoga room” (up 20%) show that wellness is being thought of holistically, from physical fitness to mental wellbeing.

ECO-FRIENDLY CHOICES

Sustainable design is becoming a bigger priority for homeowners seeking beautiful spaces that also support long-term environmental goals. Searches for “solar energy” soared nearly 18x, while “repurposed materials” almost tripled. Outdoor sustainability solutions are also gaining traction, with “permeable patio” searches up 137% and “native landscape” up 59%. Indoors, homeowners are exploring environmentally conscious materials like “recycled glass countertop” (up 84%) and “bamboo flooring” (up 32%). Searches for “sustainable” rose 42%, while “passive house” increased 37%, reflecting growing interest in energy-efficient and environmentally responsible living.

COMPACT OUTDOOR AREAS

As homeowners maximize every inch of outdoor living space, there's increased interest in smaller-scale landscapes. Searches for "small front yards" rose 79%, while "small courtyards" climbed 63% and "small patio garden" increased 57%. Interest in "small backyard" also grew 43%, suggesting homeowners are looking for creative ways to transform compact outdoor areas into functional retreats for entertaining, gardening and relaxation. Landscaping pros on Houzz suggest that thoughtful layouts, layered plantings and multi-functional furnishings can help even the smallest outdoor spaces feel inviting and expansive.

EUROPEAN GARDEN ROMANTICISM

European-inspired outdoor spaces are capturing the eye of U.S. homeowners in a big way this summer. Searches for "French courtyards" have soared nearly 6x and "Italian courtyards" are up 4.5x, evoking the romance of cobblestoned plazas and sun-drenched terraces. Closer in spirit if not in geography, "cottage patios" are up 204% and "English cottage patios" up 131%, channeling the charm of rambling gardens, climbing roses and leisurely afternoons outdoors. Together, these trends paint a picture of homeowners longing for outdoor spaces that feel storied, lush and transportive—a little European escape right at home.

Homeowners who are looking to begin renovating or decorating their home can get inspired and find the best home professionals for their projects on Houzz. For a 5-star experience, homeowners can work with a professional who uses Houzz Pro to effortlessly track communication, view real-time project schedules and approve estimates online. **B**

HOZZ is the leading platform for home remodeling and design, providing an all-in-one software solution for industry professionals and tools for homeowners to update their homes from start to finish. Using Houzz, people can find ideas and inspiration, hire professionals and shop for products.

**Source: Data reflects year-over-year growth in U.S.-based searches on Houzz from January-March 2026 versus January-March 2025. Read the complete report [here](#).*

INTEREST IN
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RELAXATION.



「BIG *PICTURE*」



Local developers seek to focus on the long-range view.

STORY BY **TRACY DICKINSON**

Even the most skilled economist can only predict market activity with a limited level of accuracy. And every business owner knows that statistics and last year's numbers are merely tools, not a guarantee, in forecasting future activity and risk.

Those predictions are even more challenging with land development because today's projects are unlikely to result in sales for 18 to 24 months or more.

In a booming economy, the risks seem minimal. When activity slows down, as it has in the home construction market over the last 18 months, accurately gauging risk becomes crucial.

On the following pages, local developers share their perspectives on the home construction market in central Iowa. More focused on the forest than the trees, these professionals offer a more realistic long-term view, despite some concerns about current events. **B**



Kevin Johnson

PRESIDENT | ACCURATE DEVELOPMENT

Although Accurate Development's Kevin Johnson says the company saw a brief period of silence during 2025, activity picked up during the last quarter of the year and has remained steady since.

"We've sold quite a few residential lots, and inquiries are up. So I expect our lot sales to be strong this year," he says. "We don't build a lot of houses. We do more development and lot sales, but our custom-home projects have stayed steady."

As peak construction season began, Johnson says he was keeping an eye on activity in the Middle East. "What's happening in Iran is probably the biggest factor that could affect us. The last time we had big spikes in fuel prices, we looked at how that affected some of our key commodities. Lumber, for example, is touched by fuel and transportation costs eight times before it reaches us. If gas prices spike, that can have a dramatic effect on prices."

That being said, Johnson says the company has always tried to take a long-term but conservative approach to business. "It can be two-plus years before we see a return on a project once we start one. We try to take on as much as we can but not get pinched too much if things slow down. Gauging land development is the hardest. You need to be conservative but not hesitant."

Having experienced major downturns in the construction market over his 35 years in business, Johnson says the current slowdown is not as dramatic. "But it could be four or five years before we're completely out of it, and there's likely to be another downturn before it's over."

Johnson is typically optimistic about the central Iowa construction industry. But he has concerns about the market in 2026. "I don't tend to worry about things I can't control," he says. "But if I'm watching anything, it's interest rates and the war in Iran. If that drags on and remains an unknown, everything is affected."

"WE TRY TO TAKE ON AS MUCH AS WE CAN BUT NOT GET PINCHED TOO MUCH IF THINGS SLOW DOWN. GAUGING LAND DEVELOPMENT IS THE HARDEST."

While Accurate Development keeps an eye on those larger issues, the company is focused on projects here at home. "We started grading the third phase of our Bentley Ridge development, so we should have lots ready in the next six to nine months," he says. "And we're really excited about the development we started last year, Ridgeview at Maffitt Lake. We're in the first phase of a large project south of the river that's in West Des Moines and part of the West Des Moines school district."

Johnson says, "Things seem great right now. The biggest unknown is Iran, and all we can do is keep an eye on it."

In the meantime, the company is staying the course.

KEVIN JOHNSON
PRESIDENT

Accurate Development | [AccurateDevelopment.com](https://www.AccurateDevelopment.com)



Bill Kimberley

PRESIDENT | KIMBERLEY DEVELOPMENT

Decades in the business helped give Kimberley Development wisdom in dealing with the market slowdown over the past couple of years.

“We knew 2025 wasn’t going to be a gangbuster year,” says Bill Kimberley. “So we set our expectations accordingly, and we met those goals. It ended up being a decent year for us.”

Anticipating that the slowdown that began a few years ago would continue, Kimberley scaled back on the pace of some projects, which served the company well.

“We sold down a lot of the projects we’d developed over the past two or three years,” Kimberley says. “We’re starting four new plats this year. I don’t see this as a big turnaround year, but we’re being somewhat optimistic.”

Like other local professionals believe, Kimberley says the activity in Iran will affect all areas of the U.S. economy, including the construction trades.

“As a developer, we have to start projects now if we’re going to have lots available two years from now. And the current inventory of lots is starting to get slim,” he says. “That’s part of the reason development isn’t really slowing down much.”

Kimberley says most people expected interest rates to drop more than they did in 2025, so that remains a factor this year. “Because rates didn’t drop much, there’s a concern that inflation will kick in and cause a bigger slowdown. The situation right now is nothing like it was back in 2008. But the brightest economic minds in the country can’t predict what’s going to happen tomorrow let alone six months or a year from now. So many things are out of our control.”

Kimberley Development continues to offer custom and semi-custom residential construction. Lot sales to other builders are remaining steady this year. “We’ve developed quite a few lots for other builders and even some of the national builders that are entering the local market,” Kimberley says. The company has plats in development around the metro,

“CURRENT INVENTORY OF LOTS IS STARTING TO GET SLIM.”

including Urbandale, Ankeny, Elkhart, and Des Moines.

“We’re working on another plat at Kimberley Estates in Ankeny, that has large lots for executive-level homes,” he says. “That’s been a nice project for us. And we’re bringing on more lots up in Elkhart at Kimberley Woods.”

Kimberley is excited about the Brook Landing project underway in Des Moines, offering move-in-ready homes primarily on half-acre lots.

With sites ranging from Waukee and Van Meter to Carlisle, Bondurant, and Polk City, Kimberley has diverse projects that include townhomes, move-in-ready single-family, and custom executive homes.

“There’s not a major lot shortage right now,” says Kimberley. “If we continue developing at a careful pace, there should be a strong inventory for the next few years when we hope the economy will pick up a bit.”

BILL KIMBERLEY
PRESIDENT

Kimberley Development | KimDev.com



Eric Grubb

OWNER | SOLID GROUND

As with other local developers, Solid Ground's Eric Grubb says 2025 met expectations. "Supply and demand were relatively in balance," he says, "and inflation from the COVID years continued to level off. Interest rates didn't fluctuate much, so central Iowa continued to experience reasonable growth last year."

Although he expects 2026 to be similar, he says that might be a disappointment to some in the industry. "Many developers, builders, REALTOR®s, and contractors had high hopes that this spring season would see an acceleration. There were some encouraging signs: strong employment numbers, growing corporate earnings, softening inflation, and interest rates were trending lower. But the reality is the year is now looking average at best."

Grubb says a number of factors have played into that "average" pace and could have long-term effects as well. "The big spoiler coming into the spring was the return of high interest rates due to higher inflation, a by-product of the surprise war with Iran. What everyone hoped would be a few weeks of pain and uncertainty now looks to be more of a medium- to long-term rearrangement of the entire global oil market, leading to higher inflation and ultimately higher interest rates potentially for years to come."

Despite those shadows hanging over the market, Grubb is fairly optimistic about the local development and construction industry. Current lot availability and land in development indicate a healthy metro, given the current state of sales velocity and demand.

"There are always pockets within the metro that see their own mini supply and demand imbalances," he says. "That usually lasts anywhere from one to three years before the market adjusts. For example, Grimes had a few years where there was hardly a lot available, but now there's an abundance." As Grubb looks toward the remainder of 2026, he says Solid

"WE'RE GENERALLY FEELING BULLISH ABOUT THE METRO MARKET THIS YEAR."

Ground is holding to the status quo. "We typically have five to ten projects in various stages of the development cycle, and we've recently made some longer-term hold land purchases that we feel good about. In the meantime, the focus is on actively working to refill the development pipeline with the final plats under construction on some projects we started several years ago."

Because Des Moines is somewhat insulated from the extreme highs and lows that often affect other parts of the country, Grubb says he expects 2026 to be "business as usual" for the most part. "A resolution with Iran may provide some inflation and interest rate relief. But we also need to keep an eye on both global and U.S. deficit spending and debt. Locally, I'm also interested in how the entrance of another national homebuilder will play out. But we're generally feeling bullish about the metro market this year."

ERIC GRUBB
OWNER

Solid Ground | SolidGroundIowa.com



Tim Portzen

VICE PRESIDENT | DILIGENT DEVELOPMENT

What started out as a slower year ultimately surpassed expectations for Diligent Development in 2025 due to a couple of key projects.

“We brought on one of our biggest plats since COVID, and 75% is sold,” says Diligent’s Tim Portzen. “And we also had a small plat in Norwalk that was 100% presold when we delivered it.”

As the new year began, however, Portzen says things slowed down again and have remained slower than normal through the spring. “I’m hopeful things will pick up as far as lot sales go. The development cycle is what it is. Once you break ground and start the process, you just go with it.”

Diligent has made a practice of pacing new development as existing lots are nearly turned over, which has turned out to be successful strategy. “It seems that we’re bringing on a new plat about every other year, which has worked well,” Portzen says. “We’re not looking to put in a ton of lots this year. But despite a slow start, things seem strong.”

Portzen anticipates 2026 will be slightly better than 2025 overall, absent any major market changes. “We didn’t see dramatic interest rate fluctuations or price hikes last year. And the longer things stay less dramatic, the better. And getting some distance between the present and those dramatically low COVID interest rates helps, too,” he says.

Portzen is also watching international events and national politics. But he says local policy could play as big a role in the metro housing market. “There have been a lot of legislative discussions over the past few years that could have a major impact on development and housing. Nothing too drastic has happened yet. But continued discussions on local budget caps, Tax Increment Financing reform, rollback changes, and more have some folk as cautious about local politics as they are about where the Fed will take interest rates.”

Portzen says Diligent’s niche products have kept activity steady for the company. “Middlebrook is still strong, and we’re

“THERE’S A PENT-UP DEMAND FOR SINGLE-FAMILY HOMES AT THAT PRICE POINT.”

finishing our first townhome project there with units listing under \$400,000. We’re also preselling properties in our cottage neighborhood, with almost one-third sold already. There’s a pent-up demand for single-family homes at that price point, which has been great for us.”

The cottages, two-bedroom bungalow-style homes with garages on small lots similar to the Beavertown neighborhood in Des Moines, start around \$320,000 and border the bike trail and other popular amenities in Cumming.

Diligent recently reintroduced the Warrior Run development in Norwalk located on a former golf course, which also features the Flamingo Lounge in the old clubhouse.

“There are things to keep an eye on as we forecast for the future,” Portzen says. “But we’re bullish about where the market is heading and about the metro as a whole.”

TIM PORTZEN

VICE PRESIDENT

Diligent Development | DiligentDevelopment.com

Home Sales Expected to Improve in Second Half of 2026

COURTESY NATIONAL ASSOCIATION OF REALTORS®

HOME SALES ARE EXPECTED TO BE MODESTLY better in the second half of 2026, provided that inventory and housing supply continue to expand, National Association of REALTORS® Chief Economist Dr. Lawrence Yun said during the Residential Economic Issues and Trends Forum at the 2026 REALTORS® Legislative Meetings.

NAR's current forecast calls for existing-home sales to rise 4% this year, with the median home price also climbing 4%. Mortgage rates are projected to average 6.5% in 2026. Yun added that housing wealth accumulation will continue in 2026, with the typical homeowner gaining approximately \$16,000 in wealth this year.

"Homeowners will continue to build wealth, while renters are simply spinning their wheels," Yun said.

Despite headwinds in the housing market, Yun said the U.S. economy will avoid a recession in 2026, pointing to strong business investment in artificial intelligence and data centers. The unemployment rate is expected to remain under 5%, and job gains are projected to reach 400,000 this year.

Yun also offered a long-term projection, running multiple scenarios to estimate when the national median home price—currently \$430,000—would reach \$1 million. Each scenario pointed to roughly the same answer: about 25 years.

To illustrate the power of long-term appreciation, Yun noted that the national median home price was just \$90,000 in 1990. Even San Francisco, considered super expensive at the time, had a median price of only \$250,000.

Also speaking at the forum, Dr. Jessica Lautz, NAR deputy chief economist and vice president

of research, focused on who is actually buying homes right now despite the challenging market. Lautz said the housing market may feel like it's in gridlock, but that is not a universal experience—distinct buyer segments are actively purchasing, whether driven by necessity, determination or housing equity.

"I've been traveling around the nation this year, and I am hearing a lot from you that it's a really wonky market," Lautz told the audience. "You'll list a home on the market, and sometimes it'll sit for months. And sometimes it's going to have multiple offers, and they can be next door to each other."

Lautz walked through a series of buyer profiles backed by NAR research data, identifying opportunities for REALTORS® to recognize and reach potential clients they may be overlooking.

"We talk incessantly about first-time homebuyers. What about first-time sellers?" Lautz said, noting that 17% of younger baby boomers who sold this year had never sold a property before.

Lautz also addressed persistent myths holding back potential buyers.

"Misinformation is out there," Lautz said, noting that many potential buyers still believe they need a 20% down payment. "The typical down payment for first-time homebuyers was just 10% last year." **B**

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Spring Market Ends With a Whimper, Not a Bang

COURTESY REDFIN

NEW LISTINGS OF U.S. HOMES FOR SALE FELL

1.7% from a week earlier during the week ending June 21 to their lowest level since February. That's according to a new report from Redfin, the real estate brokerage powered by Rocket.

The total number of homes for sale dipped 0.4% week over week. This data is seasonally adjusted.

Prospective home sellers are backing off partly because they notice soft homebuying demand. Pending home sales fell 0.1% week over week, a small dip but the third straight week of slight declines from their May peak, and mortgage-purchase applications fell for the second straight week. But it's worth noting that pending sales are holding up better than they were last year; they rose 4.2% on a year-over-year basis.

Homebuying demand is sluggish because housing payments are stubbornly high.

Homebuying demand is sluggish because housing payments are stubbornly high. The median home-sale price is up 2.5% year over year to a record-high \$408,814, and the weekly average mortgage rate is 6.47%. Elevated rates are another reason new listings are declining; many would-be sellers are also buyers who are locked into a low rate. Buyers are also jittery due to widespread economic uncertainty, stemming partly from inflation and the back-and-forth on Iran peace talks.

For buyers, there's a silver lining to the slow market. It's a buyer's market in much of the country, with hundreds of thousands more home sellers

Nearly half of U.S. home sellers gave concessions to buyers in May, the highest share on record for that month.

than buyers, which means house hunters are often able to negotiate prices down. Nearly half of U.S. home sellers gave concessions to buyers in May, the highest share on record for that month.

"Home inspectors are busy. Buyers are regularly including inspection contingencies in their offers, which is one sign that they have the negotiating power; when sellers have power, buyers often waive the inspection," said Ben Ambroch, a Redfin Premier agent in Milwaukee. "They're requesting repairs and money based on the inspection, and sellers often need to give buyers what they ask for in order to close the deal. Of course, some homes are still competitive: The ones that are in the most desirable neighborhoods and in tip-top condition inspire bidding wars."

For the Redfin economists' takes on the housing market, please visit Redfin's "From Our Economists" page. **B**

REDFIN CORPORATION, based in Seattle, provides residential real estate brokerage and

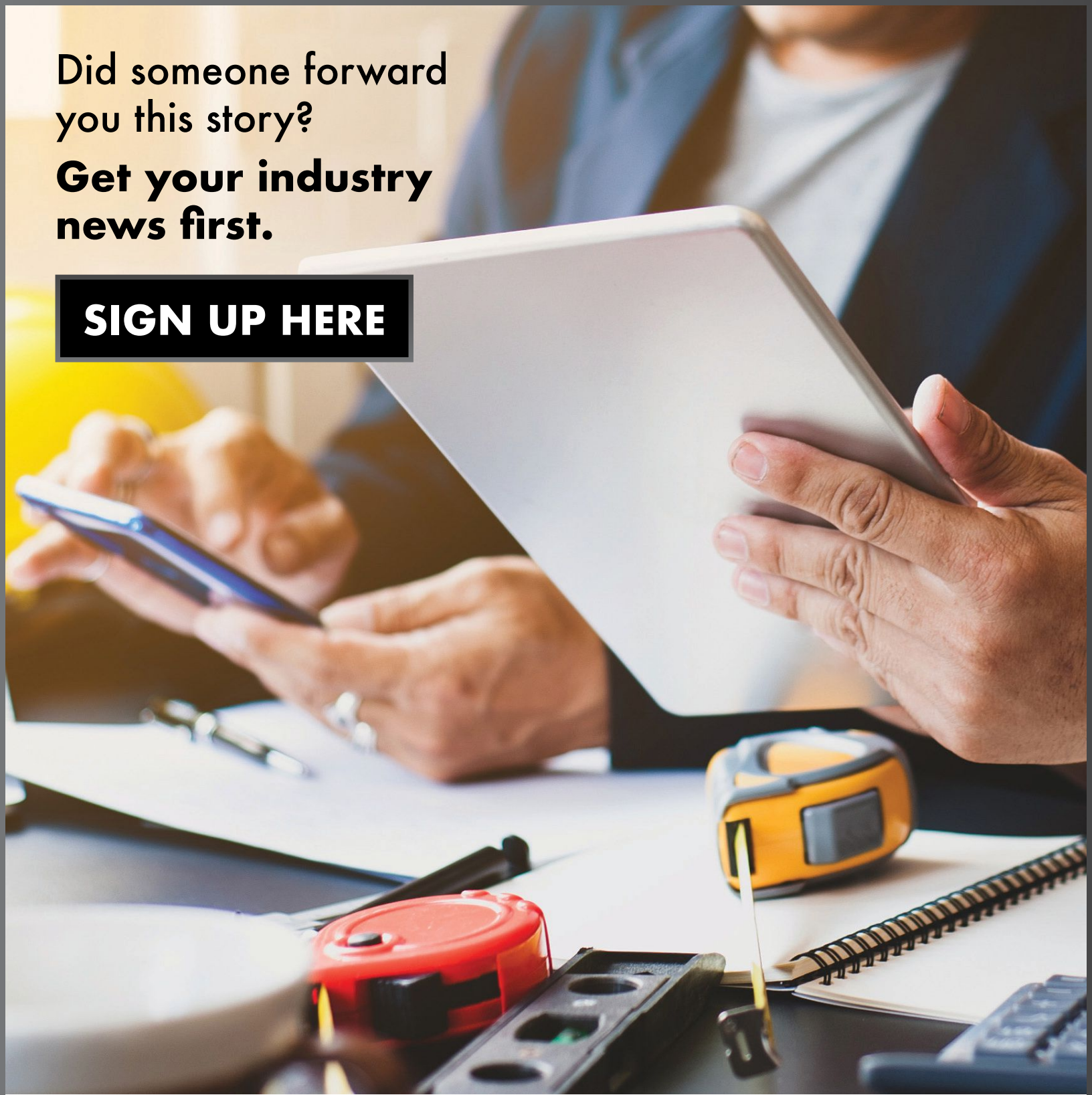
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The Retro Bedroom Color That Adds \$2,277 To Home's Value

COURTESY ZILLOW

CHOCOLATE BROWN IS BACK, and this time it's worth thousands. Painting a bedroom chocolate brown can add \$2,277 to a home's offer price, according to Zillow's 2026 Paint Color Analysis. It's the highest-value interior color choice in this year's study.

Zillow® research finds that today's buyers are drawn to warm, grounded interiors over all-white walls. In the living room, pale blue commands \$1,723 more than white, and charcoal gray \$1,509 more. In the bedroom, it's not just chocolate brown that beats white. Charcoal gray also commands higher offers, by \$1,240, and sage green tops white by \$1,035.

"White will always be a timeless, versatile choice, but sellers who default to all-white walls everywhere may be leaving money on the table," said Amanda Pendleton, Zillow's home trends expert. "Buyers today respond to homes with soul, and paint is one of the easiest, most affordable ways to add personality and character to a space. The right colors can stop a shopper mid-scroll and instantly create an emotional connection, which ultimately drives higher offers. If a seller were to repaint the top performing color in each room, they could add more than \$5,000 to their bottom line."

SAGE GREEN IS THE NEW WHITE

Sage green emerges as the standout performer of 2026. It is the only color to rank in the top tier across every single room, scoring high points from buyers for the bathroom, living room and bedroom. This easy-to-live-with earth tone is the safest bet across the board. When painted in the bedroom, sage green could add more than \$1,000 to offer prices; in the living room, nearly \$500.

DARK AND MOODY KITCHENS DELIVER REAL ROI

The moody kitchen trend is here to stay. Homes with charcoal gray and dark plum kitchens may get the highest offers, commanding an additional \$1,373 and \$867 respectively. If a seller can only repaint one room, the data points clearly to the kitchen: The range between the best and worst colors is nearly \$8,000 (from charcoal gray at +\$1,373 to ochre yellow at -\$6,630), making it the highest-stakes room for color decisions.

THE \$18,000 MISTAKE TO AVOID

The wrong colors carry real consequences. Ochre yellow is the single worst color a seller can paint their interior walls and may shave an estimated \$18,164 off a home's offer price when painted in the kitchen, living room, bedroom and bathroom. When painted in the kitchen alone, this shade of dark gold could reduce offers by \$6,630.

Buyers may also offer nearly \$8,000 less for homes with a bathroom painted fire-hydrant red. Pale pink ranks in the bottom three for every room, too, potentially costing sellers \$6,013 in the bathroom and \$4,201 in the kitchen.

THE BOTTOM LINE FOR SELLERS

Before pulling out the drop cloth and paint roller, homeowners should consult with a trusted local real estate agent for advice on what buyers are looking for in their particular neighborhood. The right paint color is a strong start, but savvy sellers pair it with a broader strategy:

- **TEST THE MARKET BEFORE GOING LIVE.** Zillow PreviewSM lets sellers introduce a home to the

KEY HIGHLIGHTS

- A warm chocolate brown bedroom can add nearly \$2,300 to a home's offer price.
- Sage green is the only color to rank in the top tier across every room.
- Ochre yellow painted throughout a home can shave \$18,164 off a home's value.

broadest audience of buyers before it officially goes active. Real-time signals such as saves, shares and tour requests help sellers and their agents refine their strategy before the listing hits the market.

- **HIGHLIGHT THE RIGHT FEATURES.** Outdoor amenities, personalized or custom features, and recent renovations contribute to higher sale prices, so sellers should flaunt them in their listings. Homes with outdoor kitchens, quartzite countertops or white oak floors sell for as much as 5.3% more.
- **WIN THE SCROLL.** Today's buyers fall in love online before they ever set foot in a home. Listings with high-resolution photography, virtual tours and interactive floor plans, which are all included in Zillow ShowcaseSM, tend to sell faster and for more money. **B**

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This research was conducted by Zillow's behavioral science team, which surveyed more than 4,400 recent and prospective home buyers around the country.

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Builder Sentiment Remains Weak Amid Affordability Concerns

COURTESY NATIONAL ASSOCIATION OF HOME BUILDERS

BUILDER SENTIMENT REMAINS subdued as rising material costs, elevated mortgage rates and ongoing affordability challenges continue to strain the housing market.

Builder confidence in the market for newly built single-family homes fell two points to 35 in June, according to the National Association of Home Builders (NAHB)/Wells Fargo Housing Market Index (HMI) released today. This is the 14th straight month that sentiment has remained below 40, a streak not seen since 2011-2012 during the foreclosure crisis.

"With the nation short about 1.2 million homes, builder sentiment will remain soft until barriers are eased and conditions improve for home building," said NAHB Chairman Bill Owens, a home builder and remodeler from Worthington, Ohio. "Congress can help by passing the major housing package now before the Senate, along with the CONSTRUCTS Act to address the construction labor shortage and the Energy Choice Act to prevent state and local bans on natural gas in new homes."

"Costly and inefficient regulatory policy is clearly impeding the ability of builders to increase the housing supply," said NAHB Chief Economist Robert Dietz. "According to a new NAHB study, government regulation, taxes, fees and other costs add more than 26% to the price of an average single-family home. Easing permitting bottlenecks, density limits and inefficient zoning rules would help reduce costs and support the housing growth the nation needs."

The latest HMI survey also revealed that 35% of builders cut prices in June, up from 32% in May. The average price reduction was 6% in June, the same rate as the previous month. The use of sales

incentives was 62% in June, up slightly from 61% in May, and marking the 15th consecutive month this share has reached 60% or higher.

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.

The HMI index gauging current sales conditions fell two points to 38 in June, the index measuring future sales held steady at 45 and the index charting traffic of prospective buyers remained unchanged at 25.

Looking at the three-month moving averages for regional HMI scores, the Northeast rose two points to 44, the Midwest held constant at 43, the South fell two points to 33 and the West dropped one point to 27.

HMI tables can be found at nahl.org/hmi. More information on housing statistics is also available at *Housing Economics PLUS*. 

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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Peoples Company Open House

PHOTOGRAPHY COURTESY **PEOPLES COMPANY AND NORWALK AREA CHAMBER**

PEOPLES COMPANY HOSTED an open house and official ribbon cutting celebration at their beautiful new Headquarters in Middlebrook Agrihood on Friday, June 5th. The afternoon included plenty of appetizers and cocktails, and office tours were encouraged to see the new space. Members of the Norwalk Area Chamber were on hand for the event, as well as Middlebrook residents, business associates, friends and family.





Drives & Vibes with DMAAR YPN

PHOTOGRAPHY COURTESY DMAAR YPN

MEMBERS WERE ENCOURAGED to tee up their shot, connect and catch some good vibes with DMAAR YPN at TopGolf on Thursday, June 25th. This was a perfect midweek unwind for some fun, some laughs and a chance to network with the crew. This in-person hangout was all about long drives, teeing off and meeting great people. This was absolutely the place to be for everyone wanting to chill and connect—whether you were a golfer or not!





Regulatory Costs Jump 40% in Five Years, Adds \$131,734

SURVEY COURTESY NATIONAL ASSOCIATION OF HOME BUILDERS

Over the same period, U.S. disposable income rose just **18.3%**, meaning that regulatory costs are increasing more than **TWICE AS FAST** as consumers’ ability to pay.

A NEW STUDY BY THE National Association of Home Builders (NAHB) finds that regulations at the federal, state and local levels add \$131,734 to the cost of a new single-family home—26.4% of the average sales price of \$499,500 as of January 2026.

Breaking down the total regulatory costs further, the study revealed that \$84,939 of the final house price is the result of costs incurred by the builder due to regulation during the construction phase of the home while \$46,795 is attributable to regulation during land development.

AVERAGE REGULATORY COSTS (PERCENTAGE)

DURING LOT DEVELOPMENT	SHARE WITH THE REGULATORY COST	REGULATION AS A % OF LOT COST	REGULATION AS A % OF HOUSE PRICE
		AVERAGE ACROSS ALL LOTS	AVERAGE ACROSS ALL LOTS
Cost of applying for zoning approval	95.8%	5.8%	1.4%
Hard costs of compliance (fees, required studies, etc.)	98.0%	9.0%	2.2%
Land dedicated to the govt. or otherwise left unbuilt	85.7%	11.3%	2.7%
Standards (setbacks, etc.) that go beyond the ordinary	88.2%	8.8%	2.1%
Complying with OSHA/other labor requirements	50.0%	2.0%	0.5%
Pure cost of delay (if regulation imposed no other cost)	94.2%	2.1%	0.5%
ALL REGULATION DURING DEVELOPMENT	100.0%	39.1%	9.4%
DURING CONSTRUCTION OF THE STRUCTURE	SHARE WITH THE REGULATORY COST	REGULATION AS A % OF CONSTRUCTION COST	REGULATION AS A % OF HOUSE PRICE
		AVERAGE ACROSS ALL HOMES	AVERAGE ACROSS ALL HOMES
Fees paid by the builder after purchasing the lot	92.0%	6.4%	4.0%
Changes to building codes over the past 10 years	97.4%	12.7%	8.1%
Architectural design standards beyond the ordinary	60.5%	5.1%	3.2%
Complying with OSHA/other labor requirements	64.3%	2.1%	1.4%
Pure cost of delay (if regulation imposed no other cost)	93.4%	0.5%	0.3%
ALL REGULATION DURING CONSTRUCTION OF THE STRUCTURE	100.0%	26.9%	17.0%
TOTAL COST OF REGULATION			26.4%

SOURCE: NATIONAL ASSOCIATION OF HOME BUILDERS, ECONOMICS AND HOUSING POLICY. GOVERNMENT REGULATION IN THE PRICE OF A NEW HOME: 2026

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We do the rest.

Jared Johnson,
Kevin Johnson,
and Cari Johnson
celebrates Accurate
Development's 35th
anniversary.

*Featured in the
June 2026 Issue.*



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