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DES MOINES



FAMILY BUSINESS

ANYTHING
GOES

2026 TRENDS
OUTLOOK REPORT

JUNE 2026

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JUNE 2026



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Keeping it All in the Family for 35 Years



STARTING A BUSINESS IS HARD. Maintaining a business over the years and hitting the major milestones is even harder. But I always thought having a family business might be the hardest thing of all—and if it is multigenerational, well I don't even know how they do it.

But some family businesses make it all look so easy, and everything seems to just flow naturally. That's what you find at Accurate Development. Started by Kevin Johnson 35 years ago, the company now includes his daughter Cari, who heads the residential side, and his son Jared, who leads the development and commercial side. He raised his children in the business, and neither one of them ever really considered doing anything else. Perhaps because the family has worked together throughout the company's growth, the transition has been seamless as they have taken on more day-to-day leadership.

Working with family every day can bring its own set of challenges and that closeness can sometimes make things tougher. But the Johnsons say family is their favorite part of the job. They are all close and that relationship makes the communication and business work even better. They enjoy being together and having the opportunity to talk and see each other all the time.

Kevin notes there has never been any need for a succession plan, because as Cari and Jared took on more leadership, his role has just naturally waned. He keeps his hands in things, and they discuss things regularly, but they both have their areas and have been forging their own way and their own connections. She does the homes and he does the lots and commercial, and that's it. They each make their decisions and that is why it all works so well he says.

As Accurate Development moves beyond 35 years and into the future, I think it is safe to say, they are in good hands and will continue to be a family business.

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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Vol. 13, No. 6 / June 2026

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To learn more and sign up, visit [here](#). Contact Cindy Warren (cindy@iowarealtors.com) or Emily Nyren (emily@iowarealtors.com) for any questions.

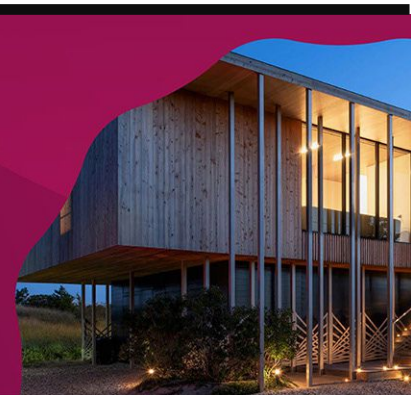


BEISSER LUMBER NAMED TO LBM 100

Beisser Lumber Company was named on the **LBM 100 list** for 2026—reflecting 70+ years of building relationships with Iowa contractors and communities.

Every year, LBM Journal calls on dealers from across the U.S. to share insights and data on the growth, challenges, and opportunities they've seen in the last year, and what they're looking forward to in the months ahead.

BUILDER'S CHOICE *Design Awards*



ENTRIES DUE 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.



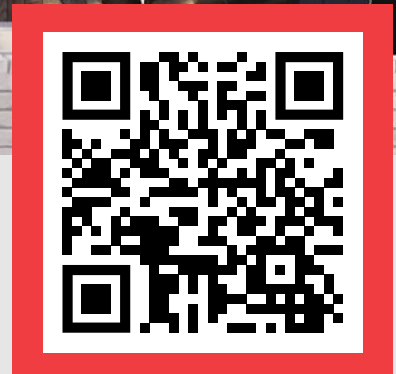
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PHOTO COURTESY DILIGENT DEVELOPMENT

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.

Bring a blanket or lawn chair and enjoy music by Brittany Sword, Joshua Sinclair, Gladys Lite, Robert Deitch & Friends, Velvet Trio, Day Ashworth, The Crowfoot Rakes, Casey Peasley, and more.

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

Wilson Joins Lake Lumber

Lake Lumber in Panora is proud to announce Brandon Wilson has recently joined the company in the position of Business Development/Sales. Wilson brings over 23 years of experience in the home building industry, with more than two decades working for builders, from sales to warranty. In his new position with Lake Lumber, Wilson will work to expand the company’s market share in the Des Moines metro by partnering with builders that value relationships and quality.



BRANDON WILSON

“I have known Brandon for many years, and we are excited to have him join our team,” said Kelvin Hafner, owner of Lake Lumber. “He has a demonstrated record of professionalism, industry knowledge and relationship-driven results. We know he will deliver exceptional products, innovative solutions and a high level of service to each of our valued clients.”

Don’t hesitate to contact Brandon to see how he can help. He can be reached at Brandon@LakeLumber.com or 319-533-8666.



PHOTO COURTESY IOWA ARCHITECTURAL FOUNDATION

Architecture on the Move on June 12th

Iowa Architectural Foundation is offering live architect-led sidewalk tours of Downtown Des Moines. Dates are June 12, 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](#).

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AIA IOWA REPORTS LOCAL MARKET RESILIENCE AND OFFICE SECTOR SURGE DESPITE NATIONAL ARCHITECTURE BILLINGS DECLINE

While national architecture firm billings declined modestly in April amid broader economic instability, architecture firms across Iowa continue to demonstrate resilience, reporting a stabilized market and robust employment outlook.

According to the newly released national **AIA/Deltek Architecture Billings Index® (ABI)**, the national score fell from 49.8 in March to 48.3 in April, signaling that more firms nationally reported declining billings than rising billings. The broader Midwest region mirrored this softening with an average of 48.0. However, findings from the AIA Iowa Q1 2026 Market Report reveal a localized divergence: Iowa firms are actively adapting to new market realities, with a robust recovery in billings growth surging to 27% statewide, up from 12% in the previous quarter.

Nationally, the commercial and industrial sectors remained one of the weakest over the past six months, posting a score of 48.9 in April. Conversely, the AIA Iowa Market Report highlights a significant shift locally, with the Office sector surging to the top position at 16% of active market distribution in Iowa. Business, Commercial, and Industrial clients, alongside State and Local Government, consistently provided the highest volume of work for Iowa firms.

To contextualize the national economic challenges with local industry strengths, Jessica Reinert, Hon. AIA Iowa, Executive Director of AIA Iowa, offered the following perspective:

“Although the national AIA/Deltek Architecture Billings Index reflects a

continued softening

in the broader market, architecture firms across Iowa are demonstrating remarkable resiliency,” said Reinert. “Nationally, commercial and industrial sectors are seeing declines, but here in Iowa, our latest AIA Iowa Market Report reveals a surge in the office sector and a robust recovery in billings. While our local firm leaders share the national concerns regarding the overall economy, inflation, and rising costs, their strategic foresight in converting inquiries into active, billable design contracts continues to drive our local construction industry forward.”

Despite the national ABI remaining below the 50-point growth threshold since January 2023, there are positive leading indicators. Nationally, inquiries into new projects increased for the third consecutive month in April.

In Iowa, this trend is already translating into tangible work, with mid-sized projects (\$1 million to \$10 million) serving as the backbone of firm workloads, and a growing preference for new construction over adaptive reuse (57% to 43%). Furthermore, Iowa’s architectural employment outlook remains exceptionally strong, with 92% of local firms actively hiring or maintaining their current workforce, and reported layoffs falling to just 4%.



KEY APRIL 2026 NATIONAL ABI & Q1 IOWA MARKET HIGHLIGHTS INCLUDE:

NATIONAL ABI AVERAGES:

- **REGIONAL AVERAGES:** West (49.0); Midwest (48.0); South (47.7); Northeast (47.2)
- **SECTOR INDEX BREAKDOWN:** Multifamily residential (51.5); Institutional (51.1); Commercial/industrial (48.9); Mixed practice (42.5)

AIA IOWA LOCAL INSIGHTS:

- **EMPLOYMENT:** 92% of Iowa firms are actively hiring (48%) or maintaining staff (44%), with layoffs nearly eliminated (4%).
- **SECTOR GROWTH:** The Office sector surged to capture 16% of active market distribution, while the Religious sector led in market growth.
- **PROJECT TYPES:** Projects in cities with over 50,000 residents dominate (53%), with a strong preference pipeline for new construction (57%) signaling a need for contractors to prepare supply chains for ground-up greenfield projects.

Macroeconomic factors continue to influence the industry at all levels. AIA Chief Economist Richard Branch noted the national complexities: "April's economic picture was mixed as employers continued to add jobs, but inflation accelerated as higher energy prices tied to the conflict in Iran drove up costs. While a proposed gas tax holiday could offer some short-term relief, energy prices are unlikely to ease meaningfully until the conflict ends."

Similarly, Iowa firm leaders identified the "Overall Economy" as their undisputed top concern, followed closely by local labor prices and healthcare costs.

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



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, and communities outside the architectural profession who have made significant contributions to the quality of life in Iowa through their support of architecture, urban design, or historic vitalization. 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 June 30, 2026. For details and nomination forms, visit the IAF website.

U.S. NEWS & WORLD REPORT NAMED

ANKENY

#4

BEST PLACE TO LIVE

April Housing Data Shows Steady Growth Across Metro

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

THE DES MOINES METRO HOUSING MARKET continued its steady spring climb in April, with gains in inventory, closed sales, and pending activity highlighting sustained buyer demand across the region, according to metrics recorded by the Des Moines Area Association of REALTORS®.

“April’s numbers reflect a healthy and active spring market across the metro,” said Scott Steelman, president of the Des Moines Area Association of REALTORS®. “Inventory continues to grow, sales activity remains strong, and pending transactions point to continued momentum heading into the early summer months. Buyers are seeing more options enter the market while sellers continue to benefit from steady demand.”

Active listings continued to show signs of spring in April with 3,909 properties listed, a 2.5% increase from the 3,813 active listings of April 2025. The metric once again saw a slight increase month-over-month, jumping 0.4% from the 3,892 listed properties in March.

Closed sales followed suit in April with 1,234 closings, a 6.4% increase from the 1,161 closed sales of one year prior. Month-over-month, the metric was

wider, jumping 13.9% from the 1,083 closed sales of the prior month.



Pending sales continued to foreshadow a bustling spring market with 1,571 pending sales in April, an 8% increase from the 1,454 pending sales of April 2025. Monthly, pending sales remained stable, increasing slightly by 3.8% from the 1,514 pending sales of March.

Median sales price dropped ever so slightly to \$295,000 in April, a 0.5% decrease from the \$296,500 median sales price of April 2025. The metric decreased 6.3% from last month’s median sales price of \$315,000.

The 71 days on market in April represent a 7.6% increase from the 66 days on market one year ago, and a 14.5% decrease from the 83 days on market of one month ago.

Conventional financing accounted for 846 transactions, or 68.6% of all sales in April. Consumers paid cash for 183 transactions, or 14.8% of sales, while FHA loans were used in 111 transactions, or 9% of sales. **B**

APRIL 2026
DES MOINES AREA HOUSING STATISTICS

 3,909 +2.5% Available Homes	 1,234 +6.4% Home Sales
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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**](#)

We want to hear from you!

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we'd like to hear about it.**

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Housing Market Builds Spring Momentum with Rising Inventory

COURTESY IOWA REALTORS®

IOWA'S HOUSING MARKET CONTINUED to gain momentum in April as growing inventory, rising pending sales and faster-moving properties signaled a strong and competitive spring market across the state.

"April's metrics show a healthy and active market taking shape across Iowa," said Erik Melloy, 2026 Iowa REALTORS® president. "Inventory growth is creating more opportunities for buyers while strong pending sales and steady price appreciation demonstrate continued confidence in the market. We're seeing the type of spring activity that benefits both buyers and sellers."

New listings continued an upward trajectory in April with 4,946 new listings, a 2.4% increase from the 4,831 new listings at the same time last year. Month-over-month, new listings increased 11.9% compared to the 4,431 new listings entering the

market in March, a sign that spring has begun to heat up.

Active inventory followed suit in April, illustrating that buyers have a wealth of options as they begin to look for their next home. With 8,550 single-family homes on the market, April saw a 10.2% increase from the 7,758 active listings recorded in April 2025. Monthly, active inventory jumped 5% from March's 8,143 listings.

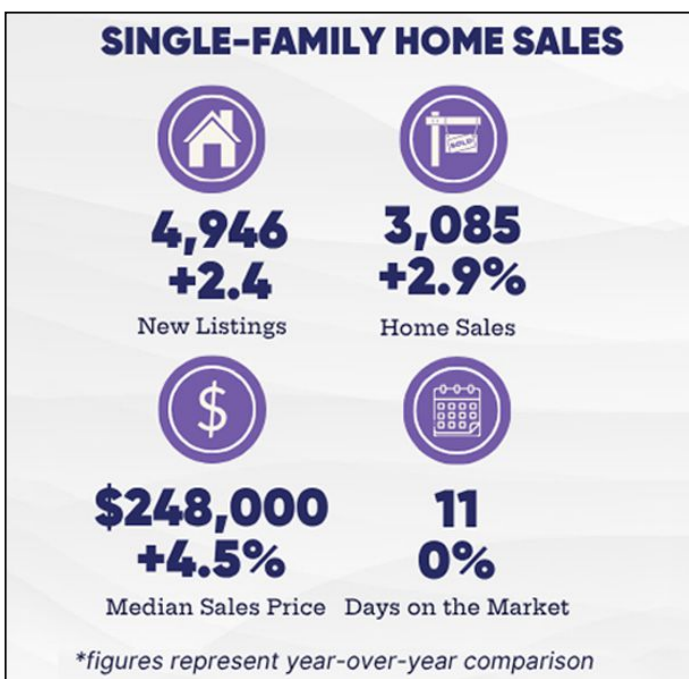
Closed sales came in at 3,085 transactions in April, a 2.9% increase from 3,036 closed sales of one year ago. More telling of current market conditions, closed sales month-over-month jumped 10.1% from the 2,805 closed sales of March.

The outlook for the spring market continues to be optimistic in April with 3,766 pending sales, a 4.4% increase from the 3,606 pending sales of April 2025. Pending sales increased 3.2% in monthly metrics from March's 3,648 recorded pending sales.

Median sales price came to \$248,000 in April, a 4.5% increase from the \$237,255 median sales price of a year ago. The figure dropped 0.8% from March's \$250,000 median sales price.

Days on market remained flat year over year with a median of 11 days. Conversely, the median days on market dropped 31.3% from the 16 days recorded one month ago.

"The increase in listings paired with strong buyer demand is helping create a more stable and sustainable marketplace this spring," said Les Sulgrove, Iowa REALTORS® statewide housing analyst. "Homes are continuing to move at a steady pace, especially in the single-family segment, and



the rise in pending sales suggests this momentum should carry well into the summer months.”

CONDO & TOWNHOMES

New listings for condo and townhomes across the state grew slightly in April, increasing 5.6% to 749 listings from the 709 listings of April 2025. Month-over-month the increase was more subtle at 0.7% from the 744 new listings of March.

Active inventory increased 9% in April with 1,994 overall listings compared to last year’s 1,830 active listings. Monthly, the metric declined 0.7% from the 2,008 active listings of March.

Closed sales illustrated that the condo and townhome market continues to prove a viable option for many homebuyers. April recorded 456 transactions, an 18.1% increase from the 386 closed sales of April 2025. Compared to March’s 395 closed sales, April saw a 15.4% increase in transactions.

Pending sales once again previewed a healthy spring market with 600 new pending transactions, a 15.2% increase from the 521 pending sales of one year ago; and a 7.1% increase from last month’s 560 pending sales.

Median days on market landed at 23, a 9.5% increase from 21 days on market of a year ago, and a 21% increase from the 19 median days on market of a month ago. Median sales price for April came to \$235,000, a 2.2% increase from the \$229,945 of last year, and a 0.4% decrease from the \$236,000 median sales price of March. **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](#)



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ANYTHING GOES





Lighting options are even more eclectic than ever.

STORY BY **TRACY DICKINSON**
PHOTOGRAPHY COURTESY **HINKLEY**

Unlike choosing furnishings, paint colors, and decor, updating your home's lighting is rarely a decision based on the latest trends. Fortunately, if you're in the market for new lighting or planning the fixtures for your new home, right now is a good time to be looking.

"There isn't really a single trend in lighting," says Amy Kimberley of Ferguson Home. "Styles are all over the board, so you can find something to fit whatever suits you and your home."

Because nearly anything goes, professionals offer some advice for creating the best lighting plan for your home.

KNOW YOUR SPACE

Amy Kalkworf of Echo Lighting says, "Most homeowners haven't had to think about lighting other than styles that they like. Part of our job is to help them understand how their space affects the decision, especially the size of fixture that will be best."

Despite online images that might lead you to think otherwise, chandeliers are not ideal in every situation. If your home's ceiling is less than 9 feet in height, most chandelier-style fixtures will be too large for your space.

"In a dining room, when the fixture will be hung over a table, chandelier types of fixtures are great," says Echo's Erin Huisman. "That's one of the places where a statement piece works well. But putting in a chandelier with lower than 9-foot ceilings will make the ceiling actually feel lower and the space feel smaller."

"WE'RE SEEING
MORE OF THE
OLD-STYLE
FIXTURES
AGAIN WITH
DISTRESSED
FINISHES,
HAMMERED
METALS, EVEN
A LOT MORE
CERAMIC AND
GLASS."

AMY KIMBERLEY
FERGUSON HOME

Another factor to consider is the line of sight within your space. "If you have a really open plan, where the line of sight extends all the way from the front entry to the family room, it can feel cluttered to have hanging fixtures in the entry, over the stairs, and in the family room, too," says Kim Shore of Echo. "It can depend on the size of the space, but you want to take that into consideration when you're making those selections."

KNOW YOUR TERMS

Also important is making sure you and your designer are speaking the same language.

"There are a lot of terms that mean different things to different people," says Shore. "Contemporary, coastal style, modern farmhouse—those terms can describe a lot of different styles. We always encourage people to bring pictures of their home or of things that they like so that we're picturing the same thing they are."

Understanding the differences among recessed, track, pendant, flush-mount, ambient, task, accent, and decorative when those terms describe lighting will make your conversations easier as well.

Even a basic understanding of some of the technical lighting terms will aid your decision-making. Fixtures that use bulbs will have a different appearance depending on the style and warmth of the bulb you choose. And some fixtures that have integrated LED lights offer color-changing technology (CCT), while others are set to a particular Kelvin (color temperature).

"Most LED fixtures are in the 3000 to 3500 Kelvin range, which is closer to natural light," says Kimberley. "The higher the number, the harsher the light can appear. And if you get down to 2700 or lower, the light can be too warm."

She says another factor that homeowners often forget is outside lighting. Although most of the exterior lighting is specifically placed for security and accent, the lights on the front of the house should be both decorative and functional.



“Having a picture of the front elevation is helpful. And knowing the mounting surface and measurements for placement is really important,” Kimberley says. For example, mounting on brick or stone might require a different process than mounting on siding.

KNOW YOUR STYLE

Once you’ve defined your terms and have an idea of the types of fixtures your space demands, gather pictures to create your own personal mood board of such elements as styles, finishes, and colors.

“We’re seeing more of the old-style fixtures again with distressed finishes, hammered metals, even a lot more ceramic and glass,” Kimberley says.

“For a while, decor was all grays and black,” Shore says. “But everything is softer now, colors and finishes both.”

As paint and fabric trends softened to neutrals and natural textures, lighting trends followed.

“The brass and black finishes are softer, too,” says Huisman. “Champagne bronze is popular, and we’ve seen a new bronze-type finish that’s nearly black.”

Kalkworf says, “We’re seeing a lot more fixtures with natural materials such as wood, fabric, and rattan. And exposed bulbs are popular too.”

“Most homeowners won’t change their fixtures unless they do a remodel,” Kimberley says. “And fixture styles can last as much as a decade. So even a statement piece should be somewhat classic. You’re probably going to be living with it for quite a while.”

When it comes to selecting your home’s lighting, don’t let trends have the final say. Take a good look at the space, assess the types of fixtures that are best suited to your needs, and look for fixtures that you’ll love for years to come. Whatever “classic” means to you, there’s a fixture for that. **B**



ASID RELEASES

2026 TRENDS OUTLOOK REPORT

Trends to help interior designers anticipate change and make informed decisions in the year ahead.

STORY COURTESY **THE AMERICAN SOCIETY OF INTERIOR DESIGNERS**

The American Society of Interior Designers (ASID) today released its *2026 Trends Outlook* report, sponsored by Sherwin-Williams, offering a comprehensive analysis of the forces shaping the interior design profession amid rapid social, technological, and economic change.

The annual report examines shifts in lifestyle, wellness, technology, the workforce and the economy, and outlines how these dynamics are redefining expectations for the built environment. Drawing from a cross-sector lens—from sustainability and adaptive living to artificial intelligence and design—the report provides critical context to help interior designers anticipate change and make informed decisions in the year ahead.

“To best serve clients and communities, designers must understand how broader societal shifts are influencing the way people live, work, and connect,” said Khoi Vo, chief executive officer, ASID. “As the only professional association representing all sectors of interior design, ASID has a responsibility to deliver timely, comprehensive insights. The 2026 Trends Outlook goes beyond identifying trends—it translates them into practical, actionable guidance designers can apply to strengthen their businesses and amplify their impact.”

The report is authored by ASID Research Fellow, Dr. S. Dawn Haynie and ASID Director of Communications, Lindsey Koren, with contributions from Cynthia Harrison, designer, SuccinctStudio, and members of the ASID Trends and Futures Committee, a multidisciplinary group of designers and educators focused on advancing adaptive, future-ready design solutions.

From economic uncertainty to generational change, evolving societal values continue to shape client expectations and demand across design sectors.

KEY INSIGHTS

ECONOMIC CONDITIONS

Consumers and institutions are becoming more selective, value-conscious, and outcome-driven. Rather than prioritizing scale, investment is concentrating on spaces that support performance, well-being, flexibility, and long-term value—elevating the role of design in delivering measurable results.

LIVING ARRANGEMENTS AND RELATIONSHIPS

Baby boomers are rethinking how and with whom they live. Downsizing, co-living, aging-in-place strategies, and urban “senior roommate” models are gaining traction, particularly in high-cost cities. Many are balancing independence with



multigenerational caregiving responsibilities, driving demand for housing models centered on dignity, adaptability, and connection, rather than age-based segregation.

MAXIMALISM RETURNS

After years of restraint, cultural expression is swinging back toward boldness and individuality. Quiet luxury is giving way to saturated color, playful silhouettes, and visible personality. Celebrity influence is accelerating the shift, with cobalt blue emerging as a standout hue, Y2K-era denim resurging, and bold beauty choices—like dramatic bangs and statement hair—signaling confidence and individuality. The mood is optimistic, nostalgic, and deliberately noticeable.

THE TRENDS SHAPING SPECIFIC DESIGN SECTORS

The report also examines trends shaping specific design sectors, including residential and commercial environments.

THE SUSTAINABILITY PARADOX: TECHNOLOGY VS. CONSERVATION

The very technologies meant to increase efficiency are driving higher energy demand. Smart systems, AI-enabled devices, and connected homes add significant load to individual spaces and place growing strain on an electrical grid that is not evolving at the same pace. Designers are increasingly called upon to build energy literacy into their work—carefully modeling loads, anticipating future demand, and planning beyond essential systems. The rapid expansion of AI data centers intensifies this challenge, raising questions about energy use, water consumption, and environmental impact even as AI delivers benefits in forecasting, optimization, and monitoring. Public opinion reflects this tension, with rising bipartisan support for nuclear energy as part of the solution.

URBAN TRANSFORMATION

American cities are undergoing another major transformation as remote work reshapes how

people live, work, and interact with urban environments. Suburban migration accelerated post-COVID, density became a concern, and reliance on central business districts declined. Commercial real estate has faced persistently high office vacancies, rising public safety concerns, and financial pressures amplified by higher interest rates. CBRE categorizes 19 U.S. markets into four archetypes—Super Cities, Mixed Majors, Sprawling Darlings, and Developing Destinations—highlighting divergent recovery paths shaped by economic, demographic, and urban characteristics.

THE TRENDS INFLUENCING THE BUSINESS OF INTERIOR DESIGN

The final section of the report addresses trends influencing the business of interior design, including operational and strategic considerations.

GLOBAL RISK ENVIRONMENT

According to the *Global Risks Report 2025* geopolitical conflict, climate extremes, societal polarization, and rapid technological change are creating an increasingly volatile operating environment. For design practices, these overlapping risks underscore the importance of resilience, adaptability, and scenario planning.

PROCUREMENT: COST PRESSURE AND VOLATILITY

While manufacturers report strong order volumes, pricing volatility driven by tariffs, materials, and labor remains a significant challenge. Nearly three-quarters of firms report raising prices to offset rising costs, prompting a shift toward greater transparency, flexibility, and strategic sourcing across the supply chain. **B**

B **LEARN MORE.** The *ASID 2026 Trends Outlook* report is the first installment in ASID's three-part Outlook series, sponsored by Sherwin-Williams, and will be followed later this year by the *Economic Outlook* and *State of Interior Design* reports.

The report is available for download at asid.org. It is free to ASID members and available for purchase for nonmembers. Members of the press may request a copy by contacting majesty@novitapr.com.

AFTER YEARS OF RESTRAINT, CULTURAL EXPRESSION IS SWINGING BACK TOWARD **BOLDNESS AND INDIVIDUALITY.** QUIET LUXURY IS GIVING WAY TO SATURATED COLOR, PLAYFUL SILHOUETTES, AND VISIBLE PERSONALITY.





Family BUSINESS

The Johnson family celebrates Accurate Development's 35th anniversary.

STORY BY **TRACY DICKINSON**

A number of factors testify to Accurate Development's success: the company's reputation for top-quality craftsmanship, the high percentage of repeat clients, even its stability during economic downturns.

But perhaps the greatest testament to the company's success is the presence of Cari Johnson in residential construction and Jared Johnson in development.

President Kevin Johnson, who started the business in 1991, grew up in the development and construction industry, and he raised his own children in the business as well.

Today, 35 years later, both of his children have joined him in leading the company forward. "I made them work almost since the beginning," Kevin jokes. "They were out there putting out yard signs with me when they were little."

Neither of his children ever really considered doing anything else. And each has gravitated naturally to the role that best suits each of them. Cari works with residential clients, helping them create their ideal custom



home. And Jared leads the land development and lot sales aspect of the business.

“I started on a slightly different route after college doing multifamily in Arizona,” Cari says. “I realized I liked it better working with individual families. I did multifamily here in Iowa, and I was helping out part-time with my mom. But it didn’t take long after I got my real estate license to move over to doing single-family full-time.”

Jared says he never had any interest in working outside the family business. “My first paid job was mowing the developments. Dad would drop me and my mower off in the morning and leave me there all day to mow and then pick me up in the afternoon.”

Because the family has worked together throughout the company’s growth, the transition has been seamless as Cari and Jared have taken on more of the day-to-day leadership.


“They pretty well do their own thing,” says Kevin. “Every business has to have a captain. You can’t have two people making the decisions or three people making the decisions. So she does the houses, and he does the lots and the commercial. And that’s it. They make the decisions.”

The family talks every day. “When we have family dinners, we talk about dinner or about the new grandkids. We don’t talk about work,” says Kevin.

Both Cari and Jared say family is still their favorite part of the job.

“It’s the relationship piece that makes this work,” says Cari. “We have just more open communication compared to other places I’ve worked. Because of our relationship, things are just more natural.”

Jared agrees. “It’s not just the business side of it. It’s just nice seeing everybody every day. We’re



**"WITH ANY PLAN WE BUILD,
YOU COULD DO 100 DIFFERENT
VERSIONS OF IT. WE'RE REALLY
STARTING WITH NOTHING AND
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SENSE OF WHAT THEY NEED, HOW
THEY LIVE, WHAT THEY LIKE."**

CARI JOHNSON, ACCURATE DEVELOPMENT

**ACADIA
DEVELOPMENT**

PHOTOGRAPHY COURTESY ACCURATE DEVELOPMENT



PHOTOGRAPHY BY MIRZA KUDIC



PHOTOGRAPHY BY MIRZA KUDIC

a close family, and we even live near each other. Working together is just a normal part of our relationship.”

Kevin says there’s been no need for a succession plan at this point. As Cari and Jared took on more leadership, his role has naturally waned. “I still have my hand in things, but my role is pretty small. Some of the banking relationships and some of the subs are long-term connections I’ve had, but a lot of those folks are retiring,” he says. “The kids are already building new relationships and expanding the number of relationships we have with the trades.”

That natural growth within the company has been reflected in the natural growth of the company itself. Ask any of the family members, and the answer is the same: We’re going to keep doing what we’re doing in the future.

That means creating developments with natural topography, mature trees, and meandering water features. It means building top-quality custom homes that reflect the preferences of the homeowner and the dedication of the builder.

“With any plan we build, you could do 100 different versions of it,” says Cari. “We’re really starting with nothing and working with clients to get a sense of what they need, how they live, what they like. They’re always shocked that we can come up with a plan that’s just what they’re looking for from just walking through four or five houses with them.”

More than three decades of experience have made that possible. And the company’s experience has provided the expertise that enables Accurate to lead the area in development as well.

“The last ten years, we’ve done a lot more lot sales,” Jared says. “That’s been a change since the early days. We’re doing more land development and selling lots to builders rather than hanging on to most of them ourselves.”

Kevin says, “When Jared took over the lot side of the business, we had something like 600 acres of undeveloped land. That can be turned into about twelve hundred lots, and we build twenty houses a year. That’s a lot of land to be holding onto. I told Jared to go develop and sell those lots.”

“EVERY BUSINESS HAS TO HAVE A CAPTAIN. YOU CAN’T HAVE TWO PEOPLE MAKING THE DECISIONS OR THREE PEOPLE MAKING THE DECISIONS. SO SHE DOES THE HOUSES, AND HE DOES THE LOTS AND THE COMMERCIAL. AND THAT’S IT. THEY MAKE THE DECISIONS.”

KEVIN JOHNSON,
PRESIDENT
ACCURATE DEVELOPMENT

In 2026 Accurate expects to develop around 175 lots, choosing to keep about 40 and selling the remainder. The company currently has residential developments in West Des Moines, Urbandale, Norwalk, Adel, and Indianola and commercial projects in a number of other communities.

“We don’t build the same home today that we built 35 years ago,” says Kevin. “Cari has changed floor plans, changed elevations. They look a lot different than the houses I was building at the beginning. But the way we build hasn’t changed.”

And in addition to lot development, Jared has expanded Accurate’s commercial development as well.

“They’re not necessarily doing things I wouldn’t have done 30 years ago,” Kevin says with a laugh.

“But I wouldn’t be doing today what they’re doing. It takes a lot of energy, and I’m not 30 anymore.”

A lot has changed in 35 years. But the qualities that built Accurate Development into the premier developer and builder in the metro remain

the same. And the Johnson family has no intention of doing anything to change that. **B**

“IT’S NOT JUST THE
BUSINESS SIDE OF IT.

IT’S JUST NICE SEEING
EVERYBODY EVERY DAY.”

JARED JOHNSON, ACCURATE DEVELOPMENT



PHOTOGRAPHY BY MIRZA KUDIC



PHOTOGRAPHY BY MIRZA KUDIC

NAR Existing-Home Sales Report Shows 0.2% Increase in April

COURTESY NATIONAL ASSOCIATION OF REALTORS®

EXISTING-HOME SALES INCREASED by 0.2% month-over-month in April, according to the NAR®'s *Existing-Home Sales* report. The report provides data on the level of home sales, price, and inventory.

Month-over-month sales increased in the Midwest and the South, were unchanged in the Northeast, and declined in the West. On a year-over-year basis, sales rose in the South, were flat in the West, and fell in both the Northeast and Midwest.

"Despite mixed macroeconomic signals—including a record-high stock market and historically low consumer confidence—home sales were modestly boosted by the continued improvement in housing affordability," said NAR Chief Economist Dr. Lawrence Yun. "Mortgage rates are lower from a year ago, and average income growth is outpacing home price gains."

"Inventory still remains tight," Yun added. "Multiple offers, though not as intense as a few years ago, are still occurring. At the same time, days on market are lengthening on average, implying that consumers are taking their time before making decisions."

"The increase in second-home purchases reflects stronger finances among higher-income households, as well as the post-COVID rise in remote work and hybrid job schedules."

NATIONAL SNAPSHOT

TOTAL EXISTING-HOME SALES FOR APRIL

- 0.2% increase in existing-home sales month-over-month to a seasonally adjusted annual rate of 4.02 million.
- No change in sales year-over-year.

INVENTORY IN APRIL

- 1.47 million units: Total housing inventory, up 5.8% from March and 1.4% from April 2025.
- 4.4-month supply of unsold inventory, up from 4.2 months last month and up from 4.3 months one year ago.

MEDIAN SALES PRICE IN APRIL

- \$417,700: Median existing-home price for all housing types
- 0.9% increase from one year ago (\$414,000)—the 34th consecutive month of year-over-year price increases.

HOUSING AFFORDABILITY IN APRIL

The Housing Affordability Index registered at 110.6, up from 101.4 a year ago.

- Year-over-year, affordability improved across all regions.
 - Northeast +4.7%
 - Midwest +5.9%
 - South +9.6%
 - West +12.5%

SINGLE-FAMILY AND CONDO/CO-OP SALES

SINGLE-FAMILY HOMES IN APRIL

- No change in sales month-over-month with a seasonally adjusted annual rate of 3.64 million, down 0.3% from April 2025.
- **\$422,300**: Median home price, up 1.0% from last year.

CONDOMINIUMS AND CO-OPS IN APRIL

- 2.7% increase in sales month-over-month to a seasonally adjusted annual rate of 380,000
 - 2.7% increase from last year.
- **\$374,100**: Median price, up 1.1% from April 2025.

REGIONAL SNAPSHOT FOR EXISTING-HOME SALES IN APRIL

NORTHEAST

- Unchanged sales month-over-month at an annual rate of 450,000
 - Down 8.2% year-over-year
- **\$510,800**: Median price, up 4.8% from April 2025

MIDWEST

- 2.2% increase in sales month-over-month to an annual rate of 950,000
 - Down 1.0% year-over-year
- **\$324,500**: Median price, up 3.6% from April 2025.

SOUTH

- 0.5% increase in sales month-over-month to an annual rate of 1.87 million
 - Up 2.7% year-over-year
- **\$366,600**: Median price, up 0.4% from April 2025

WEST

- 2.6% decrease in sales month-over-month to an annual rate of 750,000
 - Unchanged from last year
- **\$619,600**: Median price, down 1.4% from April 2025.

REALTORS® CONFIDENCE INDEX FOR APRIL

- **32 DAYS**: Median time on market for properties, down from 41 days last month
 - Up from 29 days in April 2025

KEY HIGHLIGHTS

MONTH OVER MONTH

- 0.2% increase in existing-home sales—seasonally adjusted annual rate of 4.02 million in April
- 5.8% increase in unsold inventory—1.47 million units equal to 4.4 months' supply

YEAR OVER YEAR

- No change in existing-home sales
- 0.9% increase in median existing-home sales price to \$417,700

- 33% of sales were first-time homebuyers, up from 32% in March
 - Down slightly from 34% one year ago
- 25% of transactions were cash sales, down from 27% last month
 - Unchanged from 25% in April 2025
- 16% of transactions were individual investors or second-home buyers, down from 18% last month
 - Up slightly from 15% one year ago
- 2% of sales were distressed sales (foreclosures and short sales)
 - Unchanged from last month and a year ago.

MORTGAGE RATES

- 6.33%: The average 30-year fixed-rate mortgage in April, according to Freddie Mac, up from 6.18% in March and down from 6.73% one year ago. **B**

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association, representing more than 1.5 million members involved in all aspects of the residential and commercial real estate industries

Pending Home Sales Jump 10% From 2025, Highest Since 2022

COURTESY REDFIN

U.S. PENDING HOMES SALES JUMPED 9.6% year over year to their highest level since September 2022, on a seasonally adjusted basis. That's according to a new report from Redfin, the real estate brokerage powered by Rocket.

Pending sales are rising in every major U.S. metro except three (Houston, Detroit and Seattle). Mortgage-purchase applications are up 4% week over week.

Strengthening demand is pushing up prices. The median home-sale price rose 2.2% year over year during the four weeks ending May 10, the second-biggest increase in the last seven months.

Strengthening demand
is pushing up prices.

More homebuyers are entering the market partly because the job market is improving, making some Americans feel more secure about making a major purchase. Mortgage rates declined for three straight weeks in April, another factor making house hunters more confident—though the daily average mortgage rose to 6.57% on Wednesday, near the highest level since August. Additionally, spring is typically the busiest season for the housing market; that seasonality may be kicking in late this year.

Sellers are not quite as keen as buyers. New listings fell 1.6% year over year, the third straight week of declines. Some would-be sellers are waiting to see whether strengthening demand pushes home prices even higher later this year, and some are still reluctant to give up ultra-low mortgage rates.

The housing market has been
strongly favoring buyers for at
least the last year.

And while the labor market is firming up, some homeowners are still reluctant to list their home when the economy feels uncertain due to the ongoing Iran war and rising oil prices.

The housing market has been strongly favoring buyers for at least the last year, but it may be past peak buyer's market. The gap between sellers and buyers has shrunk and may shrink more in the coming months if homebuying demand continues to accelerate.

"House hunters should take note: As more buyers enter the market, they may lose some negotiating power," said Chen Zhao, Redfin's head of economics research. "Even though mortgage rates have ticked up in recent weeks, serious buyers may consider moving forward sooner rather than later. More buyers in the market equals more competition, which could create bidding wars, push prices up and make it harder to secure that perfect home."

For 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

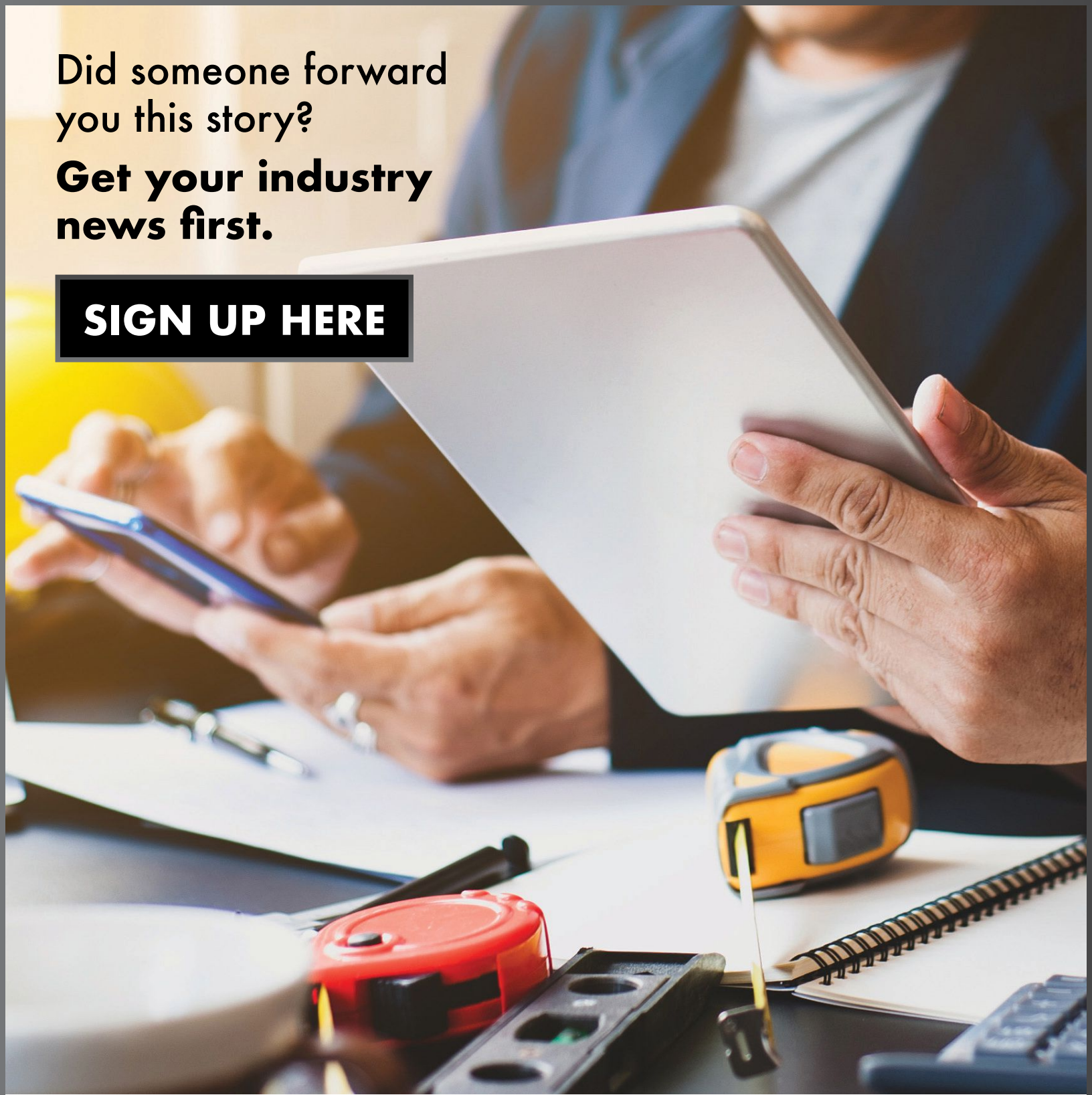
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mortgage origination services. The company operates in more than 100 markets in the United States and Canada.

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Builder Sentiment Posts Gain in May but Affordability Persist

COURTESY NATIONAL ASSOCIATION OF HOME BUILDERS

BUILDER CONFIDENCE POSTED A MODEST GAIN

in May even as buyers grapple with rising mortgage rates and economic uncertainty while builders continue to contend with elevated land, labor and construction costs.

Builder confidence in the market for newly built single-family homes increased three points to 37 in May, according to the National Association of Home Builders (NAHB)/Wells Fargo Housing Market Index (HMI) released today.

“The housing market remains soft as higher mortgage rates, rising gas prices and economic uncertainty related to the war in Iran continue to dampen buyer demand,” said NAHB Chairman Bill Owens, a home builder and remodeler from Worthington, Ohio. “However, efforts in the House to modify the 21st Century ROAD to Housing Act could increase the nation’s housing supply and help ease builder concerns.”

“Recent increases for long-term interest rates will continue to hold back home buyer demand,” said NAHB Chief Economist Robert Dietz. “Although some regional markets, including parts of the Midwest, are showing relative strength, the housing market continues to face significant affordability challenges.”

The latest HMI survey also revealed that 32% of builders cut prices in May, down from 36% in April. The average price reduction was 6%, up from the 5% figure in April. The use of sales incentives was 61% in May, up slightly from 60% in April, and marking the 14th 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.

All three of the major HMI indices posted gains in May, as some buyers who had been holding back decided to move forward this spring. The HMI index gauging current sales conditions rose three points to 40 from April to May, the index measuring future sales increased three points to 45 and the index charting traffic of prospective buyers posted a three-point gain to 25.

Looking at the three-month moving averages for regional HMI scores, the Midwest registered a one-point gain to 43, the Northeast rose one point to 42, the South held constant at 35 and the West fell one point to 28.

HMI tables can be found at nabh.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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The YPN Lunch & Learn Series Returned

PHOTOGRAPHY COURTESY IOWA REALTORS®

THE YPN LUNCH & LEARN series returned with *Know Your Houses, Increase Your Value Part 3*, led by industry expert Matt Mauro. This session brought members together for an engaging, hands-on learning experience focused on strengthening residential property knowledge and elevating the value REALTORS® bring to their clients. Attendees gained practical insights they can immediately apply in their business, building confidence and expertise in today's market.





Iowa REALTORS® Summer Meetings

PHOTOGRAPHY COURTESY IOWA REALTORS®

REALTORS® FROM ACROSS THE STATE

came together May 4 and 5 in Iowa City for their annual Summer Meetings. This is always a great opportunity to join fellow real estate professionals for networking and engaging in thoughtful discussions to propel Iowa REALTORS® into the future. Of course, there was plenty of time for fun activities—such as shaving Les' head—educational classes, informational seminars, and interesting conversations.



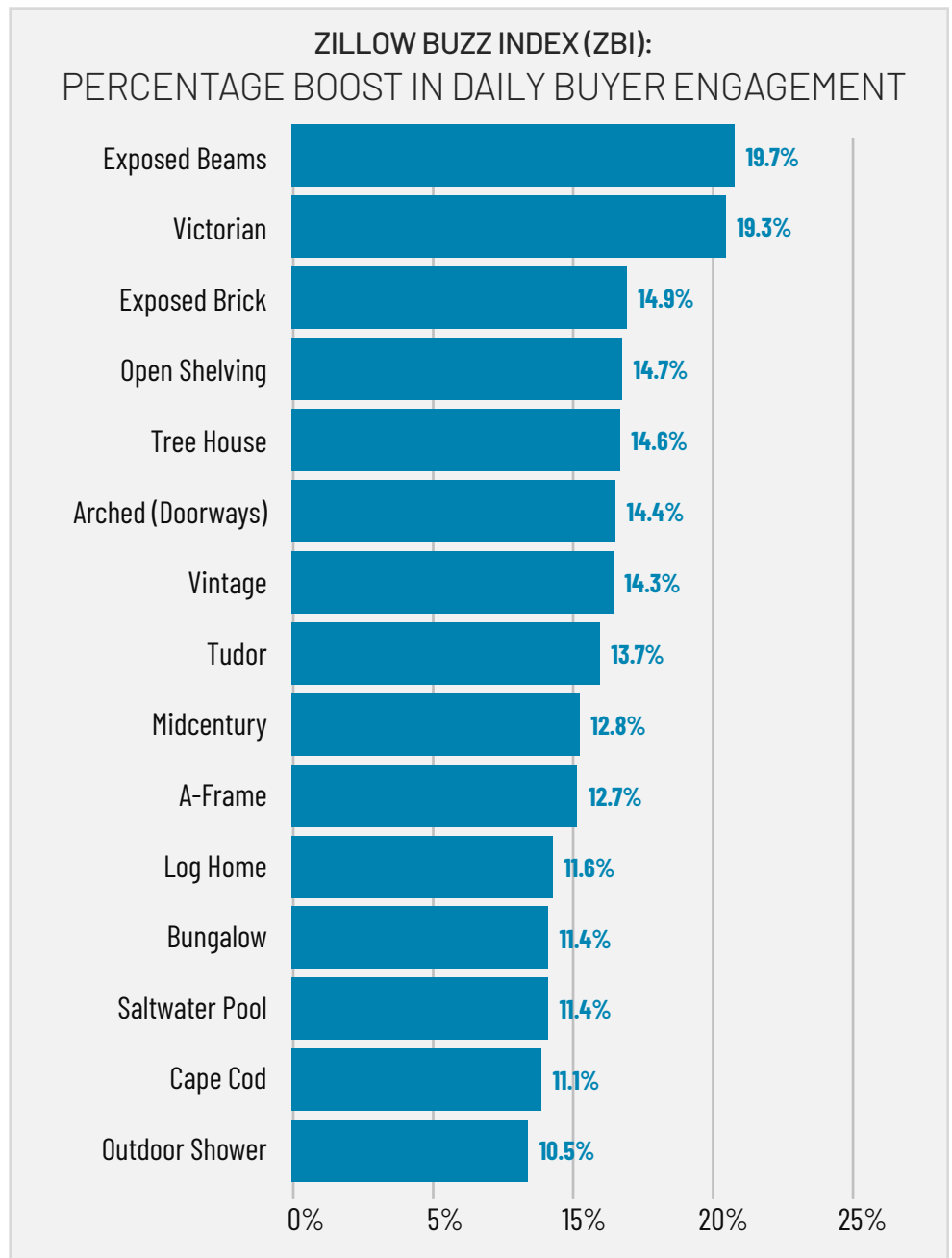


The Home Features Buyers Can't Resist Right Now

SURVEY COURTESY **ZILLOW.COM**

EXPOSED BEAMS generate a **20% DAILY BOOST** in buyer engagement.

THE ZILLOW BUZZ INDEX (ZBI), a new metric that measures how certain design details and architectural features boost buyer engagement with a listing. In other words, it pinpoints exactly what makes buyers fall hard. And the verdict? Homes with character are capturing the most hearts and clicks right now.



SOURCE: 2026 ZILLOW BUZZ INDEX (ZBI)

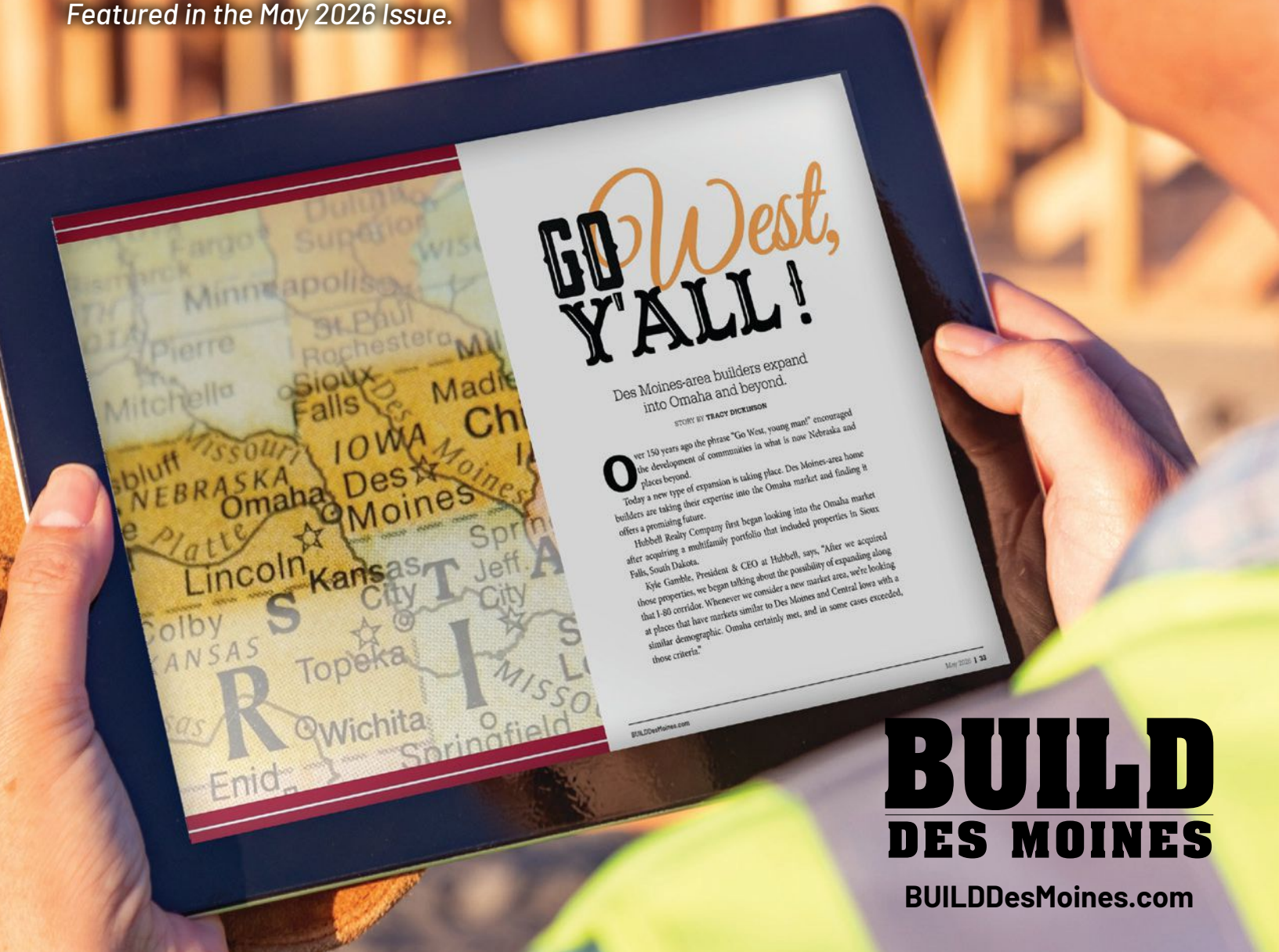
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We do the rest.

Des Moines-area builders, Hubbell Realty Company and Sage Homes, expand into Omaha and beyond.

Featured in the May 2026 Issue.



GO West, Y'ALL!

Des Moines-area builders expand into Omaha and beyond.

STORY BY TRACY DICKINSON

Over 150 years ago the phrase "Go West, young man!" encouraged the development of communities in what is now Nebraska and places beyond.

Today a new type of expansion is taking place. Des Moines-area home builders are taking their expertise into the Omaha market and finding it offers a promising future.

Hubbell Realty Company first began looking into the Omaha market after acquiring a multifamily portfolio that included properties in Sioux Falls, South Dakota.

Kyle Gamble, President & CEO at Hubbell, says, "After we acquired those properties, we began talking about the possibility of expanding along that I-80 corridor. Whenever we consider a new market area, we're looking at places that have markets similar to Des Moines and Central Iowa with a similar demographic. Omaha certainly met, and in some cases exceeded, those criteria."

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