BUILD

DES MOINES

NO NEWS IS GOOD NEWS FOR LOCAL LUMBER

THE REAL COST

2027 COLORMIX TREND FORECAST

SEPTEMBER 2026

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There's Always Something in Industry News

FOR THIS ISSUE, WE DECIDED it might be interesting to see what is new in the local lumber market after all the concerns about tariffs, rising fuel costs, and possible supply issues. We were pleasantly surprised to find out that the good news… is there's not much news at all.

We always like to go directly to our area professionals to find out what is happening, because these folks deal with things every day in their business. When it comes to lumber and building materials, we were happy to get the perspective of Dave Ling, CEO of Beisser Lumber, Kelvin Hafner, President/Owner of Lake Lumber, and Jennifer Leachman, CEO of Leachman Lumber.

They shared their thoughts and were in sync on many points—especially that the lumber market has returned to normal levels and remains a bright spot in the home construction industry. Most feel the uncertainty of tariffs, delivery of supplies, and cost increases is probably impacting their customers the most right now. But they all agree, they have been communicating and working directly with builders to continue to provide the best in products and service.

On the flip side, we wanted to explore a recent NAHB report revealing the bad news that regulation costs on a typical new home ($499,500 nationally) account for a staggering $131,734. The cost of government regulation for new construction has gone up significantly in the past two years, and in Iowa it's risen from 24% to 26%.

We talked to local professionals to find out exactly what builders are experiencing in our area. Dan Knoup with the HBA of Greater Des Moines, Rachel Flint with Hubbell Realty Company, and Mike Nigro of Jerry's Homes all provided their input into how builders are advocating and working together with others in government.

There is always plenty of news in the industry for us to keep our eyes on as we navigate forward. The best thing we can do is keep communicating and working together.

Sherry

Sherry A. Failor

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BUILDDesMoines.com
Vol. 13, No. 9 / September 2026

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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 nationally recognized speakers, policy experts and industry leaders for timely conversations on the issues shaping housing in Iowa and across the country. The sessions will focus on development and financing, homelessness prevention, housing policy, homeownership, rental housing, compliance and emerging trends.

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

Architecture on the Move: Guided Walking Tour of Downtown on September 11th

Iowa Architectural Foundation is offering live architect-led sidewalk tours of Downtown Des Moines. Dates are September 11 and October 2 (weather permitting). Sign-in starts at 5:00 p.m. in the atrium of Capital Square. Tours take off promptly at 5:30 p.m. Comfortable shoes and clothing are suggested. Choose from four different routes offered each tour night.

For information or to buy tickets, click here. A limited number of tickets are available at the door, with cash or check accepted.

Houzz Opens 2027 Scholarship Program Call for Entries

Applications are open for the annual **Houzz Scholarship Program**. Students are invited to apply for any of the five $2,500 annual scholarships in the categories of 'Women in Architecture', 'Skilled Trades', 'Residential Design', 'Sustainable Residential Design', and 'Residential Construction Management'.

Applicants are required to complete a survey about their education, career goals and complete an essay question. They will also be required to include a link to their Houzz profile.

The deadline for 2027 scholarship entries is March 31, 2027. Learn more and apply at houzz.com/scholarships.


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! **Fridays at the Farm** will be going through September, every Friday from 4:30 p.m.–7:30 p.m.

Custom Home Builder of the Year Award Now Open

The **2026 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.

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.

Applications close September 21, 2026. Apply online at awards.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.

Applications close September 21, 2026. Apply online at awards.nahb.org.

AIA Iowa Annual Convention
Sept 24-25, 2026 | Connections

AIA Convention on September 24–25

Join the AIA and over 1,000 attendees at the **AIA Iowa Annual Convention,** 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.

Details at aiaiowaevents.org.

NOTEWORTHY

PHOTO COURTESY DMAAR

34th Annual DMAAR Charity Golf Outing

Don't miss the **34th Annual DMAAR Charity Golf Outing** on Thursday, September 24 at Beaver Creek Golf Course in Grimes.

Enjoy an entire day of fun including a morning sign-in social, 18 rounds of golf with a golf cart, drink tickets and lunch, $90 per player. Levels of sponsorship are available. Check in at 7:30 a.m. and Shotgun start at 9:00 a.m. Register here.

2026 Waukee Economic Development Bus Tour

The Waukee Area Chamber of Commerce is hosting an Economic Development Bus Tour to share current development projects and exciting upcoming projects around Waukee. Join them on Thursday, September 10th at 2:30 p.m. for networking at the Palms Theatres & IMAX for this annual event.

After a program at 3:00 p.m., City of Waukee staff will lead attendees on the guided tour. Upon return, participants are invited to enjoy a social hour and networking at the theatre.

Registration is required, and includes bus tour, a drink ticket, and popcorn following the event. More information and registration is here.

TOUR OF REMODELED HOMES SET FOR OCTOBER 3-4

Mark your calendars for the annual Tour of Remodeled Homes to tour 11 newly remodeled homes completed by local remodelers. This event is officially cashless. All tickets must to purchased through Eventbrite.

DSMHBA.com/tour-of-remodeled-homes

2026 HomeShowExpo Held September 12–27

For three weekends this September, explore 11 professionally built homes in Norwalk's Saddle Ridge Development, showcasing the latest in architecture, interior design, home technology, energy efficiency, and craftsmanship.

DSMHBA.com/home-show-expo

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Stay up to date with industry news, information, and accomplishments by getting the latest issue of *BUILD Des Moines* delivered right to your inbox every month!

NOTEWORTHY

AIA IOWA RECEIVES 2026 POWER OF ASSOCIATIONS SILVER AWARD FOR SEARCH FOR SHELTER PROGRAM

The American Institute of Architects, Iowa Chapter has been honored with a 2026 ASAE Power of Associations Silver Award by the American Society of Association Executives (ASAE) in recognition of its outstanding Search for Shelter Program, an initiative that demonstrates the powerful role associations play in solving challenges, strengthening industries and professions, and improving communities.

The ASAE Power of Associations Awards recognize associations that leverage their unique ability to convene stakeholders, inspire collaboration, and drive meaningful change. Through innovative programs, partnerships, and advocacy efforts, award recipients exemplify how associations create lasting impact that extends well beyond the members they serve.

The Search for Shelter Program seeks to help local and regional affordable housing organizations envision beautiful, innovative design solutions for projects that previously existed only in written form. Search for Shelter brings together volunteer design professionals to create pro bono solutions for design projects submitted by Iowa affordable housing and/or homeless nonprofit organizations. The results can then be used by the agency to attain project funding, promote the organization, and serve as preliminary development plans. Past partners include Humility Homes & Services in Davenport and New Visions Homeless Services in Council Bluffs.

"A core tenet of AIA Iowa's mission is to advocate for the health and safety of the public," said Jessica Reinert, Hon. AIA Iowa, Executive Director. "Search for Shelter goes above and beyond that call, providing invaluable design work for the benefit of some of our most at-risk neighbors. We are proud of our members who demonstrate time and again their commitment to improving lives with good design."

save the date!

2026 KEY AWARDS

GDM HABITAT FOR HUMANITY 2026 KEY AWARDS OCTOBER 29TH

Join the Greater Des Moines Habitat for Humanity for the Key Awards, their signature event and a celebration of building homes, communities, and hope at The Meadows Events Center at Prairie Meadows in Altoona on October 29th from 5:30 p.m. to 8:00 p.m.

The Key Awards celebrate individuals and organizations making a lasting impact on affordable homeownership in Central Iowa. Explore Habitat for Humanity's role in helping make the American Dream a reality for nearly 600 local families and recognize our 2026 honorees: Community State Bank, Bruce and Barb Logan, and EMC Insurance.

Sponsorships are still available. The deadline to be included in the printed program is September 29th. Questions about sponsorships? Contact Emily at eparker@gdmhabitat.org or 515-310-1066.

More information available at gdmhabitat.org/keyawards

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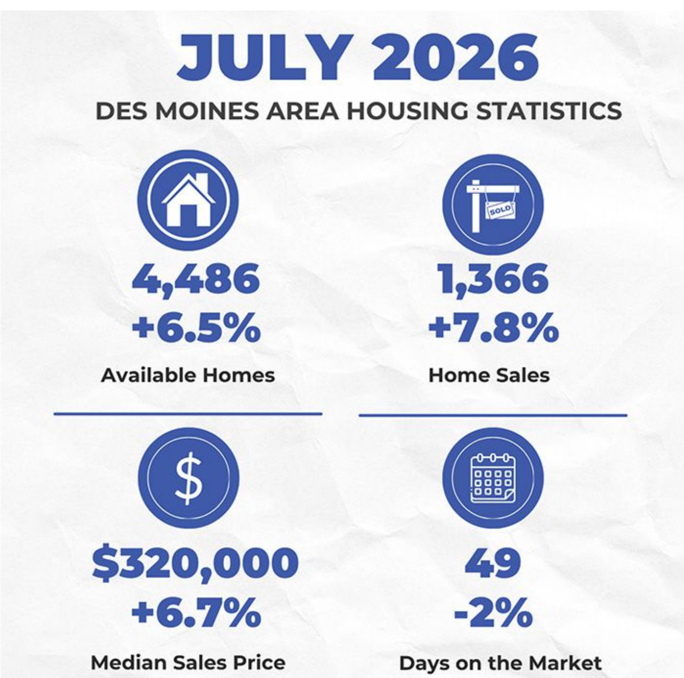
Market Continues Summer Momentum with Added Inventory

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

THE DES MOINES METRO HOUSING MARKET continued to offer buyers more options in July, with inventory, while homes moved more quickly, according to the latest housing statistics from the Des Moines Area Association of REALTORS®.

"July's numbers show a market that continues to provide opportunity for both buyers and sellers," said Scott Steelman, president of the Des Moines Area Association of REALTORS®. "Inventory is up from this time last year. While sales activity naturally fluctuates from month to month, the year-over-year numbers point to steady demand and a healthy summer market across the metro."

Active listings continued steady upward momentum as the summer progressed. The 4,486 active listings of July represented a 6.5% increase from the 4,213 active listings of one year ago, and a 5.2% increase over the 4,263 active listings of one month ago.



Closed sales proved a mixed bag in July with 1,366 closed sales, an increase of 7.8% compared to the 1,267 closed sales of July 2025. Conversely, closed sales decreased 18.2% from a high 1,670 closed sales of June.

Pending sales mirrored closed sales: the 1,259 pending transactions of July represented a 1.2% increase from the 1,244 pending sales of one year ago, while month-over-month the metric dropped 10.2% from 1,402 pending sales of June.

Median sales price came to $320,000, a 6.7% increase from the $300,000 median sales price of July 2025, and a 0.3% increase from the $319,000 median sales price of last month.

The 49 days on market in July represented a 2% decrease from the 50 days on market last year, and a 15.5% decrease from the 58 days on market recorded in June.

Conventional financing accounted for 976 transactions, or 71.4% of all sales in July. Homebuyers paid cash for 214 transactions, or 15.7% of sales, while FHA loans were used in 87 transactions, or 6.4% of sales. B

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

DMAAR HOUSING STATS WEB PAGE

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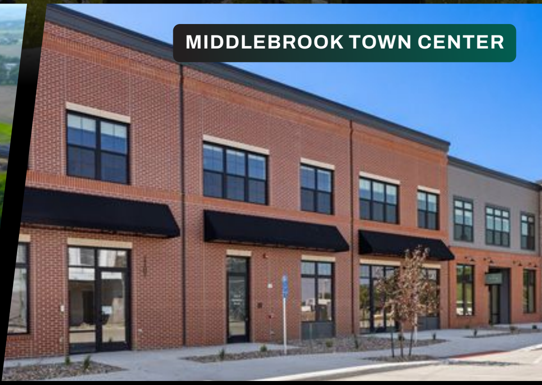

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NOTEWORTHY

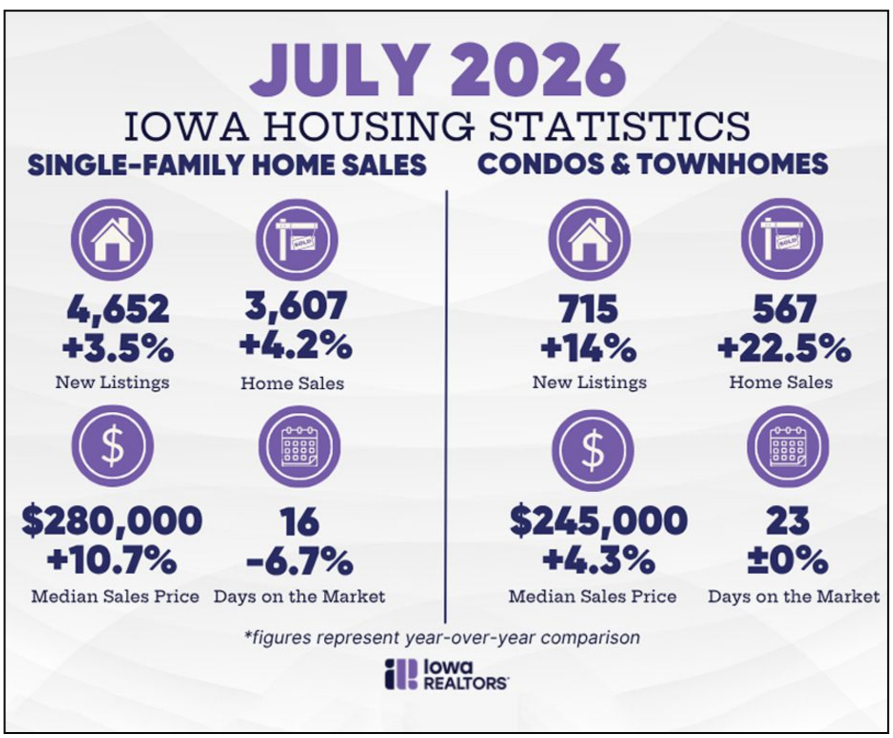
Rising Inventory Gives Iowa Buyers More Options in July Market

COURTESY **IOWA REALTORS®**

IOWA'S HOUSING MARKET continued to build its summer inventory in July, giving buyers more options while sales and home prices remained on an upward trajectory.

"July's metrics show that Iowa's housing market continues to offer opportunities for buyers and sellers during the second half of summer," said Erik Melloy, Iowa REALTORS® president. "Inventory is up while closed sales increased. Though some month-to-month fluctuations are expected during the summer, the long-term figures point to continued demand and a market that remains active across the state."

New listings continued a steady summer climb in July with 4,652 listings, a 3.5% increase over the 4,493 new listings of one year ago. Conversely, new listings dipped 4.3% compared to the 4,861 new listings recorded one month ago.



Active inventory showed gains both year-over-year and month-over-month in July with 9,630 total listings across the state. The metric represents a 9% increase from the 8,832 active listings of July 2025 and a 6.9% increase from the 9,006 active listings of June.

Closed sales increased to 3,607 in July, a 4.2% jump from the 3,482 transactions of July 2025. Month-over-month sales dropped 16% from the 4,304 closed sales of June.

Pending sales saw declines across the board. The 3,232 pending transactions in July represent a 3.6% drop from the 3,353 pending sales of a year ago, and a 9.2% dip from the 3,558 pending sales of one month ago.

Median sales price came to $280,000 in July, a 10.7% increase over the $253,000 median sales price of July 2025, the increase was up 1.8% from the $275,000 median sales price of June.

Days on market came to 16, a slight increase from the 15 days recorded one year ago and moderate shift from the 12 median days recorded last month.

"Rising inventory in the market is an important trend for Iowa buyers," said Les Sulgrove, Iowa REALTORS® statewide housing analyst. "We're seeing active inventory continue to grow, and that increased selection is happening alongside strong pricing. The condo and townhome market is showing similar gains in listings, inventory and sales, giving us another indication that housing activity remains healthy as we move toward the fall."

CONDO & TOWNHOMES

The condo and townhouse market mimicked the single-family market at mid-year.

With 715 new listings in July, the condo and townhouse market saw increases in both yearly and monthly measurements. The figure represents a 14% increase from the 627 new listings of one year ago, and a 5.6% increase over the 677 new listings of June.

Active inventory followed suit; the 1,982 active listings showcased a 3.6% increase over the 1,913 active listings of July 2025, and a 2.7% increase over the 1,930 active listings of last month.

Closed sales proved a mixed bag in July. The 567 closed sales were a 22.5% increase over the 463 closed transactions of a year ago, but a 17.5% decrease from the 687 closed sales of one month prior.

Pending sales were much the same, with 485 pending sales, the measurement was a 3.9% increase from the 467 pendings of July 2025, and a 9.3% decrease from the 535 pending sales of June.

Median days on market came to 23 days remaining stable from its measurement one year ago, while slightly decreasing from the 24 median days on market recorded last month. Median sales price came to $245,000 in July, a 4.3% increase from the $235,000 of one year ago, and a 3.9% decrease from last month's $254,900 median sales price.

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

THE REAL COST

Regulatory compliance costs for new homes climb significantly.

STORY BY **TRACY DICKINSON**

Anyone in any field related to home building is well aware of the constantly rising costs of government regulation for new construction.

The National Association of Home Builders (NAHB) recently published results of a *Special Study for Housing Economics* that reveals on a typical new home (currently averaging $499,500 nationally), “regulation accounts for $131,734 of the final house price.”

While Iowa may not see quite those same numbers, the percentages are certainly comparable.

“The cost of government regulation has gone up significantly in the past 2 years,” says Dan Knoup, Executive Officer of the Home Builders Association of Greater Des Moines (DSM HBA). “In Iowa it’s risen from 24% to 26% of the cost of a new home.”

Regulation in and of itself is not the primary concern for most home builders and land developers.

Hubbell Realty Company’s Rachel Flint says, “Builders are not opposed to regulation. Like our clients, we’re homeowners. We’re neighbors. We pay taxes. We want to be sure we’re advocating for regulation that offers some sort of payback to the homeowner, whether that’s financial or safety-related, not regulation that’s manufacturer-driven.”

Mike Nigro of Jerry’s Homes says, “When it comes to protecting lives, regulation makes sense. But we’ve seen a number of code regulations that are

> "WHEN IT COMES TO PROTECTING LIVES, REGULATION MAKES SENSE. BUT WE'VE SEEN A NUMBER OF CODE REGULATIONS THAT ARE CLEARLY MORE PRODUCT-DRIVEN, AND THOSE JUST SEEM TO ADD COST WITHOUT MUCH BENEFIT TO THE HOMEOWNER."
>
> **MIKE NIGRO**
> JERRY'S HOMES

clearly more product-driven, and those just seem to add cost without much benefit to the homeowner."

Some regulatory costs are statewide requirements affecting every new home, no matter which community it's in. But each municipality adopts its own building codes and regulations, often adding even more costs to the price of a new home.

"A lot of the regulatory costs are on the development side, which affects the lot prices," Nigro says. "For a builder, that means we can build the exact same house in two different communities, and one will cost thousands more because of those extra requirements."

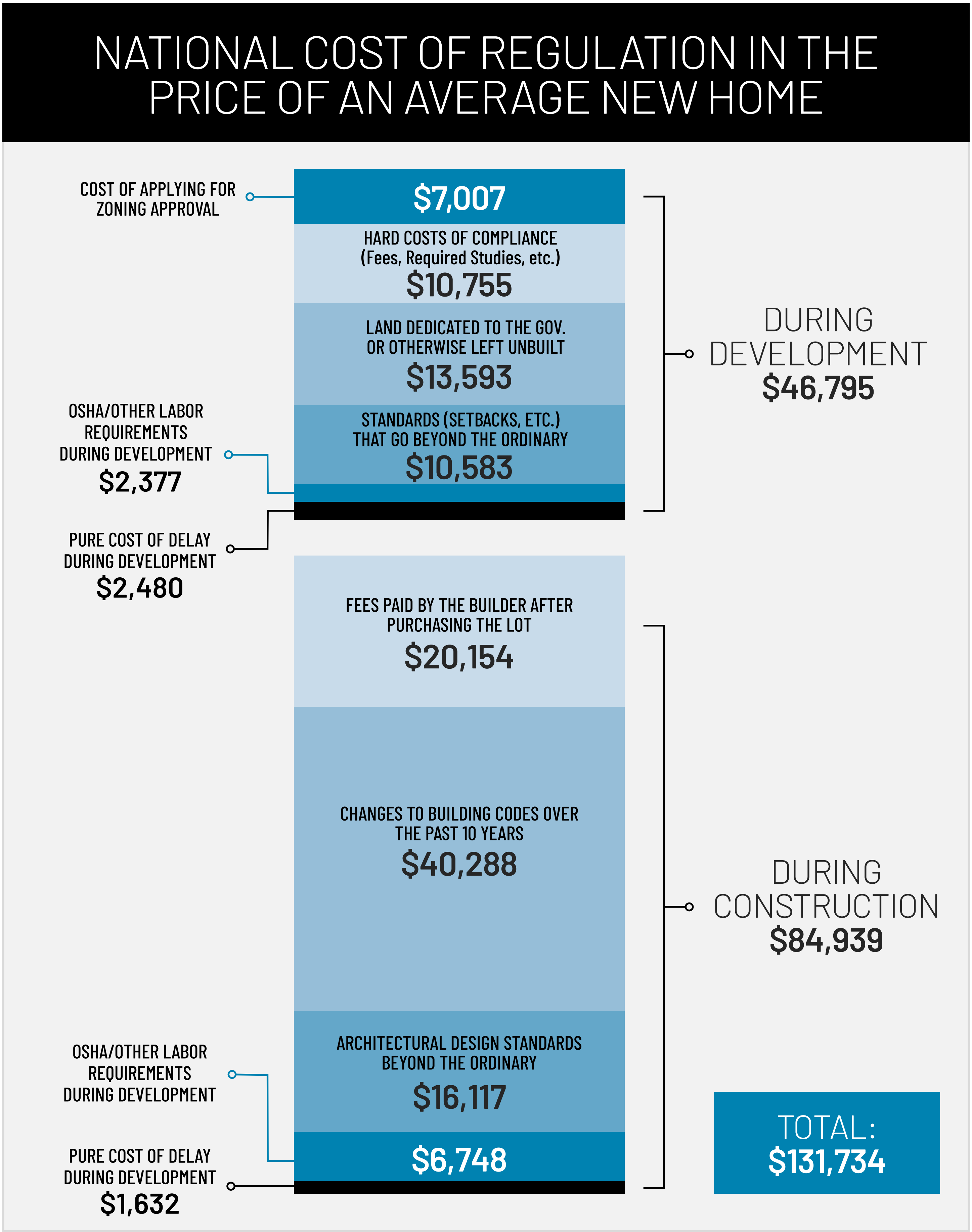
Flint agrees. She says, "We did a study at Hubbell addressing ways to reduce regulatory costs. Our goal is to help develop a consensus among everyone involved—builders, developers, legislators, city leaders. The last thing any community wants is to not grow. The more expensive it gets to develop land and build in a community, the less likely it is to grow."

DSM HBA and the NAHB continue to advocate for code reform and have seen some success from those efforts.

"We've been working to encourage local municipalities to align so that codes are more uniform from one community to another," says Knoup. "And we recently held an educational session with developers to discuss the causes and concerns regarding regulatory costs and their effect on home prices."

Although Knoup, too, says manufacturers may often have undue influence on the way codes are written, he has also seen positive results from construction industry advocacy. "As with things like trends and sales activity, Iowa doesn't see the same extremes in regulation that we see on the coasts. For example, there's a ban on natural gas on the coast, but our legislation didn't approve that because that doesn't make sense for Iowa."

Flint says there have also been instances where updated code actually reflected practices Hubbell had already followed for years. "In July the Iowa Legislature passed a law requiring passive radon mitigation systems in new homes," says Flint. "That may be a new cost for some builders, but Hubbell Homes has been doing that



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

NATIONAL 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

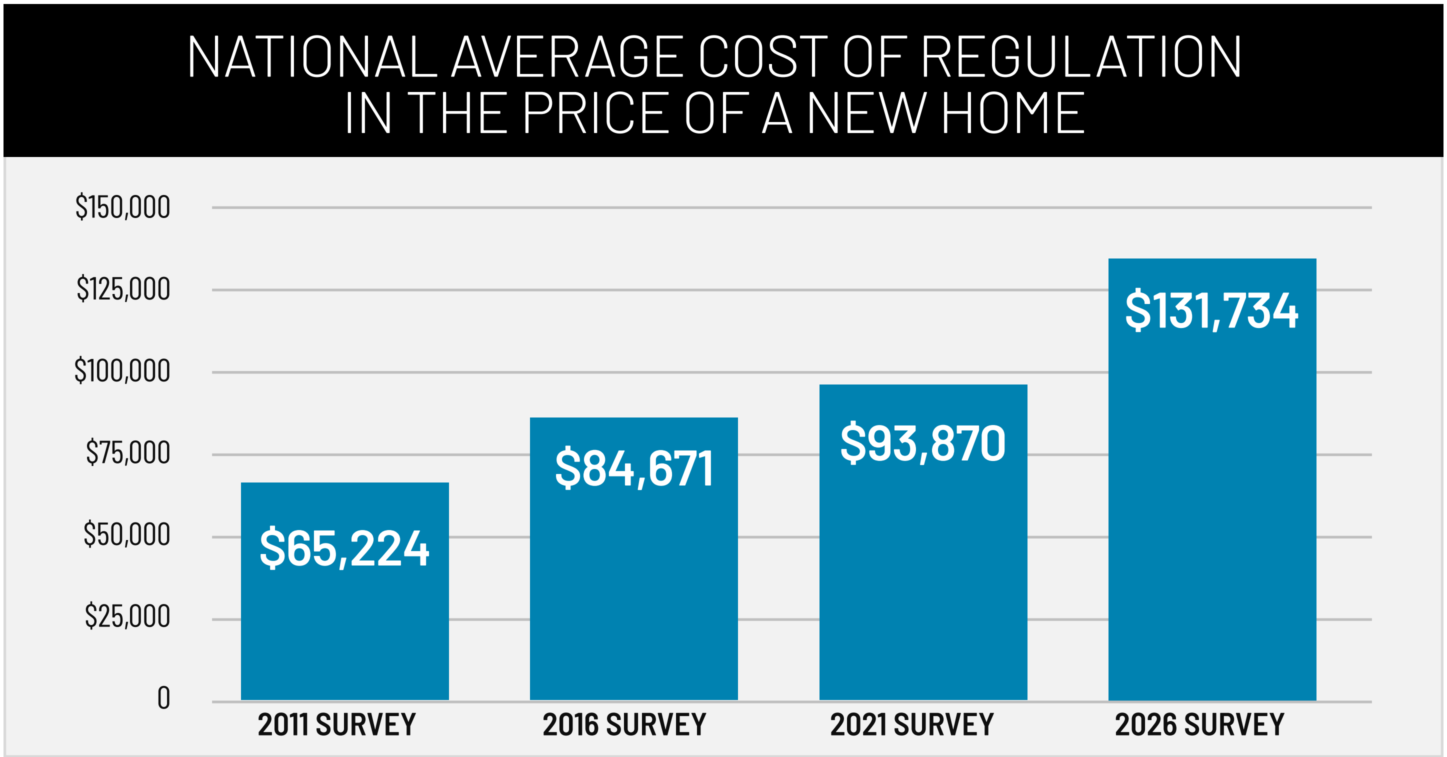
for a decade at no cost to the buyer. That's just something we provide because it was a priority for us to protect home buyers."

Both Flint and Nigro say the safety concerns behind much of the regulation are laudable and those concerns such as radon mitigation and basement waterproofing are issues that builders support as well. But code regulations that provide little to no benefit to the homeowner while adding unnecessary costs are another matter.

"Politics drives a lot of these code changes," Flint says. "The lobbying arm of manufacturers is strong, and that can be a bigger factor in code updates than anything else."

"It's a challenge to balance costs with customer expectations," Nigro says. "Smaller square footage is one way to do that, but you can only do that within reason. Home buyers expect a certain size and amenities, and it's not easy providing that when costs are rising the way they have been."

Flint says, "All these layers of regulation have added up, and individual communities are beginning to recognize that. We've been encouraged by the way local municipalities have reached out to try to bring more housing to their communities, looking for ways to work with builders and developers to accomplish that."



SOURCE: BASED ON AVERAGE NEW HOME PRICE ONE MONTH BEFORE THE NAHB/WELLS FARGO HMI SURVEYS

Until further change is achieved, regulatory costs compound the problem of rising home prices.

"Sometimes it feels like death by a thousand cuts," says Nigro. "We're required to install drywall in unfinished basements and have a power shut-off outside the house even though most firemen are unaware it exists. And homeowners don't have any say in those types of decisions."

Knoup says that the DSM HBA advocates for practical codes and regulations where the homeowner can see payback within 7 years. However, it's hard to see the benefit for the homeowner when regulation requires decades before costs are recovered.

"When those things are optional or recommended, that's great," Knoup says. "But when they're required, no."

The NAHB study indicates that the cost of regulation has more than doubled in the past 15 years. And while local builders and developers, as well as the DSM HBA, are not in favor of eliminating regulation, the complicated system that layers local, state, and federal regulations onto every new home does not count the true cost of those policies.

The homeowner is not the only one covering the tab. Builders, developers, and communities struggling to grow are all paying the price. B

"WE'VE BEEN ENCOURAGED BY THE WAY LOCAL MUNICIPALITIES HAVE REACHED OUT TO TRY TO BRING MORE HOUSING TO THEIR COMMUNITIES, LOOKING FOR WAYS TO WORK WITH BUILDERS AND DEVELOPERS TO ACCOMPLISH THAT."

RACHEL FLINT
HUBBELL REALTY COMPANY

SHERWIN-WILLIAMS INTRODUCES

2027 COLORMIX TREND FORECAST

Centered on the themes of revival, self-expression and reconnection, the annual forecast introduces three design stories and 48 handpicked hues that encourage a more intuitive approach to color and design.

STORY AND PHOTOGRAPHY COURTESY **SHERWIN-WILLIAMS**

Sherwin-Williams recently announced its *2027 Colormix® Trend Forecast: Rewild*, a forward-looking collection of 48 handpicked hues that invites designers, homeowners and paint professionals to explore color in ways that feel more expressive, personal and intuitive.

Curated by the experts of the Sherwin-Williams Trendsight Team™, the annual forecast represents the future of color direction across residential, commercial and industrial applications. New for 2027, Colormix® moves beyond traditional palette structures and introduces three distinct design stories—Revive, Reignite and Reconnect—each shaped by a unique perspective on the past, present or future, offering inspiration rather than prescription and encourages greater creative freedom to mix and layer colors.

- **REVIVE:** A reverence for the past is shaping the design conversation. Unapologetic splendor, heritage revival, and timeworn touches are reemerging with quiet authority. In an age of automation, craftsmanship and heirloom sensibility feel both nostalgic and necessary, restoring depth and human imprint to the spaces we inhabit.
- **REIGNITE:** In a world alight with action and noise, design is rediscovering its spark. Modern design burns with chromatic tension, tactile contrast, and a spirit of constructive chaos. Today's interiors are rejecting restraint, instead finding room for style that feels emotionally charged and distinctly personal. In this present moment, home becomes both expressive and eternally "us."

EXTERIOR FINISHES, SUCH AS PANELING, WOOD AND STONE BRICK, IN DEEPER, RICHER TONES (**THINK: BLACK, GRAY, OR DARK WALNUT**) ARE STARTING TO REPLACE THE ONCE-POPULAR STARK WHITE HOME EXTERIORS.

- **RECONNECT:** The future of design seeks deeper ties at the intersection of human and nature. With a growing respect for local traditions, ancient wisdom, and viewing the earth as a living collaborator, the designs of tomorrow feel less imposed upon and more intertwined with the natural world, creating spaces that shelter and support us all.

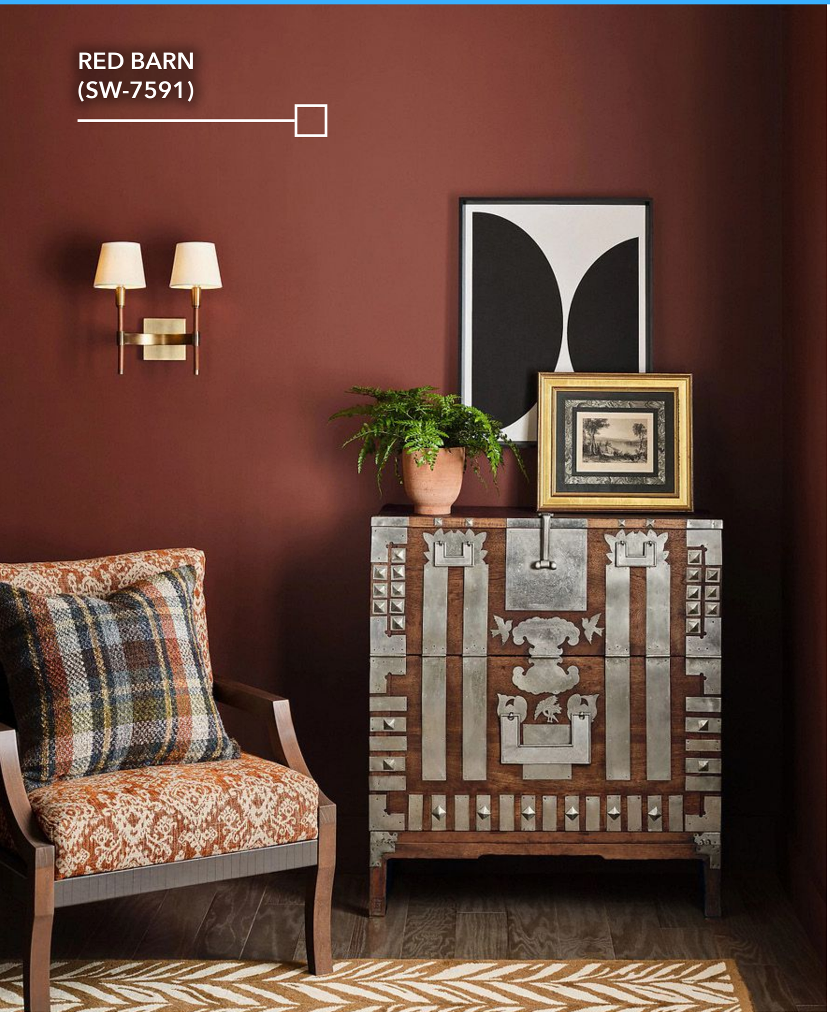
"With Rewild, we are embracing a more intuitive approach to color forecasting," said Emily Kantz, Color Strategist and Interior Designer at Sherwin-Williams. "Rather than prescribing how colors should be used, we're inviting designers, homeowners and professional paint contractors to explore the possibilities for themselves. The 2027 forecast celebrates individuality, creative freedom and the emotional connections people are seeking in the spaces they create, while providing the confidence of expert color direction informed by the trends shaping the future."

The Sherwin-Williams Trendsight Team, comprised of color and design experts with more than 200 years of collective experience, develops the annual forecast through extensive research, data analysis and global trend monitoring. The resulting collection helps identify the cultural, societal, and design influences expected to shape the home and design environment in the years ahead. The 2027 Colormix® Trend Forecast also serves as the foundation for Sherwin-Williams color direction across its broader ecosystem, influencing the upcoming year's Color of the Year and Colors of the Month programs.

With the 2027 Colormix® Trend Forecast, audiences are invited to explore the wilds of color in ways that feel expressive, real, and intuitive. The 48 handpicked hues of Rewild are designed to be mixed, layered and interpreted freely, giving designers, homeowners and professionals the confidence to create spaces that feel deeply personal.

New for 2027, Sherwin-Williams is also introducing ten Continuity Colors within the forecast. Relevant today and years from now, these enduring shades transcend trends and can be paired with the colors of Rewild to ground and refine any palette or project.

SHERWIN-WILLIAMS has been an industry leader in the development of technologically advanced paint and coatings, for 160 years. As the nation's largest specialty retailer of paint and painting supplies, Sherwin-Williams is dedicated to supporting both do-it-yourselfers and painting professionals with exceptional and exclusive products, resources to make confident color selections and expert, personalized service at its more than 4,800 neighborhood stores across North America. For more information, visit sherwin-williams.com.


RED BARN
(SW-7591)


TAIGA
(SW-9654)


RENWICK
GOLDEN
OAK
(SW-2824)


BEACHCOMBER
(SW-9617)

NO NEWS IS GOOD NEWS FOR LOCAL LUMBER

Local lumber market sees little disruption from current events.

STORY BY **TRACY DICKINSON**

As new tariffs became a focus of conversation at the beginning of 2025, there was concern that lumber prices would be adversely affected. Eighteen months later, no news seems to be good news, according to local lumber suppliers.

"In some ways, a story about the lumber market this summer could be a boring story," says Leachman Lumber's Jennifer Leachman. "We haven't really seen any significant effects from all the tariff talk. Pricing has been fairly calm so far."

After extreme demand and unprecedented high prices during the COVID years, the lumber market has returned to normal levels, and that's a bright spot in the local home construction industry.

Several Des Moines area professionals share their outlook on the lumber segment and what that means for metro builders.

Dave Ling

BEISSER LUMBER | CHIEF EXECUTIVE OFFICER

Although tariffs may not have directly affected lumber prices, Beisser Lumber's Dave Ling says they have a number of indirect effects. "The biggest impact has probably been the uncertainty. We've seen customers and suppliers react to that by buying ahead when they're concerned about potential increases."

On top of that, new tariffs or the threat of more affects the domestic market as well.

"When there's uncertainty around Canadian imports, for example, it can put additional pressure on domestic producers and change the flow of material throughout the market," Ling says. "The U.S. has a very strong domestic lumber industry. But there isn't necessarily enough domestic production to replace the volume regularly imported from Canada."

Fortunately, product availability has not been a significant concern this year, although lead times have been challenging on occasion. "Lead times can still be unpredictable on certain products," Ling says. "Customers are more conscious of that when tariffs are in the back of their minds. We've had to be more proactive about inventory and sourcing to make sure we have materials available for our customers when they need them."

Beisser agrees with other metro lumber companies. Ling says, "Higher diesel prices affect both our inbound freight and the cost of getting material to our customers. That said, I would say lumber pricing itself is influenced more by supply and demand than by transportation costs. I think the biggest challenge is that there are simply a lot of variables right now. Tariff policy, Canadian trade, interest rates, housing starts, remodeling activity, and overall economic conditions all play a role."

To adjust to those variables, Ling says Beisser has become more flexible, seeking out multiple sources for products and trying to gauge where the market is headed rather than relying on traditional supply channels.

"WHAT CUSTOMERS ULTIMATELY CARE ABOUT IS THE DELIVERED COST, AVAILABILITY, AND HAVING THE MATERIAL WHEN THEY NEED IT."

"From our standpoint," he says, "the most important thing is less about trying to predict exactly where prices will be a year from now. There can be a lot of attention on the headline lumber price. But what customers ultimately care about is the delivered cost, availability, and having the material when they need it. That's where we really try to add value as a dealer."

For most of 2026, there have been numerous headlines about tariffs and their potential effects, but Ling says having accurate information is key in the lumber business. It's not the sensational headlines that matter. It's genuine communication from a trusted source. And that's good news to customers.

DAVE LING, CHIEF EXECUTIVE OFFICER
Beisser Lumber
BeisserLumber.com

Kelvin Hafner

LAKE LUMBER | PRESIDENT/OWNER

Kelvin Hafner of Lake Lumber says, "Tariffs can affect business as a whole. But if demand isn't out of normal proportions like it was during COVID, then tariffs don't have as great an effect. Right now, demand isn't unusually high, so things are pretty stable."

The buying structure in the lumber industry provides some protection from sudden changes in the market, which has helped alleviate potential spikes. "Because we buy through brokers who contract to secure our needs, we purchase far enough in advance that we're somewhat insulated from short-term ups and downs," Hafner says.

The threat of increased tariffs has created opportunities for domestic lumber producers, but it has added pressure as well. Industry statistics indicate that more than 80% of softwoods that the U.S. imports come from Canada. Replacing that quantity through domestic sources any time soon would be a challenge.

Hafner says, "Companies may be interested in purchasing more from domestic suppliers, but the mills have to be able to increase capacity, and that takes time."

The two factors that are affecting business have nothing to do with tariffs.

"Specific products are hard to find or have unusually long lead times," says Hafner. "But fuel surcharges are just as impactful if not more than tariffs or higher lumber prices. Because it's not an increase in cost of goods, it's harder for businesses to adapt and recover that cost. That has a huge impact on a company's bottom line."

He says any spike in demand in the next few months could make market prices more volatile. Combining that with the fuel surcharges would most definitely affect sales activity.

Still, he is optimistic about the metro home construction market. "It's always a balancing act," says Hafner. "But the steady lumber and construction markets overall mean it's safe to buy and safe to hold inventory because things aren't slowing down."

THE ONE NUMBER NOT HIGH ON HIS LIST IS TARIFFS. AS LONG AS THOSE REMAIN MERE TALKING POINTS, THEIR EFFECT ON THE LUMBER MARKET IS NEGLIGIBLE.

This year's steady market has benefited lumber distributors and suppliers, keeping construction activity at a solid pace. Like everyone else in the industry, Hafner is watching a number of factors as this year's peak construction season wanes, including sales activity, interest rates, and fuel costs.

Despite the national headlines, however, the one number not high on his list is tariffs. As long as those remain mere talking points, their effect on the lumber market is negligible. And that's the same as good news.

KELVIN HAFNER, PRESIDENT/OWNER
Lake Lumber
LakeLumber.com


LEACHMAN LUMBER
1921
2021
100 YEARS

Jennifer Leachman

LEACHMAN LUMBER | CHIEF EXECUTIVE OFFICER

"In some ways, a story about the lumber market this summer could be a boring story," says Leachman Lumber's Jennifer Leachman. "The lumber industry has had tariffs for decades, long before President Trump was in office. That conversation is nothing new. Availability can usually be more of an issue."

Not only is availability dependent on sales demand, but as big box stores purchase large quantities and mills do curtailments throughout the year, supply can wane just as demand rises for other customers.

In addition, domestic producers must have sufficient growth from which to harvest that supply. Douglas fir, typically imported from Canada, has a 50- to 100-year growth cycle. Pine, however, has a 30-year cycle.

"Fewer U.S. producers have Douglas fir," says Leachman. "And Iowa has traditionally been a Douglas fir market. The lumber is popular in the Midwest because it's stronger than southern yellow pine, which other regions more commonly use. And Douglas fir is better suited to the snow loads and temperature variations we have around here."

Because of this, the U.S. will always have a demand for Canadian lumber to some extent.

The other concern is one that is hitting every consumer in multiple ways—the rising cost of fuel.

"We haven't really seen any significant effects from all the tariff talk. Pricing has been fairly calm," she says. "But in the last few months, everyone is adding fuel surcharges to invoices. All of our vendors are doing that."

And from one week to the next, different products can be harder to come by. She says, "One of my buyers told me it's become nearly impossible to get 10-foot boards. He can find 12-footers but not 10-footers for some reason."

Nevertheless, Leachman says the Des Moines metro market is doing well. "Business has been steady from a lumber perspective. There are issues in the construction market, but they aren't lumber-related. Things like labor shortages and just the price of new homes are bigger concerns than the lumber supply."

"BUSINESS HAS BEEN STEADY FROM A LUMBER PERSPECTIVE. THERE ARE ISSUES IN THE CONSTRUCTION MARKET, BUT THEY AREN'T LUMBER-RELATED."

Local and national economists are watching the numbers as they prepare for next year's building season and anticipate an uptick in demand for new construction, which could put a strain on lumber supply if production does not increase as well. If fuel surcharges continue, prices could become an issue.

But for now, Leachman says the lumber outlook is the same old story, and that's not a bad thing.

JENNIFER LEACHMAN, CHIEF EXECUTIVE OFFICER
Leachman Lumber
LeachmanLumber.com

Affordability Pressures Keep Builder Confidence Low

COURTESY **NATIONAL ASSOCIATION OF HOME BUILDERS**

BUILDER SENTIMENT REMAINS MUTED from economic and geopolitical uncertainty, elevated mortgage rates and rising construction costs.

Builder confidence in the market for newly built single-family homes inched up one point to 35 in August, according to the National Association of Home Builders (NAHB)/Wells Fargo Housing Market Index (HMI) released today.

"While builder sentiment edged higher in August, builders continue to contend with high construction costs and broader economic uncertainty," said NAHB Chairman Bill Owens, a home builder and remodeler from Worthington, Ohio. "Rising gas and diesel prices are pushing up material costs, and spec home building remains weak as many prospective buyers stay on the sidelines. However, the Midwest remains a bright spot for the home building industry, with new home sales up in that region more than 2% so far in 2026."

"Our latest builder survey continues to show signs of weakness in the home building market," said NAHB Chief Economist Robert Dietz. "August marked the 16th straight month that at least 30% of builders reported cutting prices to support demand, as well as the 16th consecutive month with the HMI below 40. Custom home builders continue to report stronger market conditions than spec builders, reflecting better conditions at the higher end of the market. Smaller, less dense markets are also outperforming larger metropolitan areas, and smaller builders report relatively stronger conditions than larger builders."

The latest HMI survey also revealed that 35% of builders cut prices in August, down from 37% in July, and unchanged from June (35%). The average price reduction was 6% in August, the same rate as the previous month. The use of sales incentives was 63% in August, unchanged from the previous month.

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 index measuring current sales conditions increased two points to 39, while the indexes for future sales expectations and prospective buyer traffic held steady at 43 and 23, respectively.

Looking at the three-month moving averages for regional HMI scores, the Northeast fell one point to 44, the Midwest held steady at 45, the South fell two points to 31 and the West was unchanged at 27.

HMI tables can be found at nahb.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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Zillow's July Market Report Shows A 7% Sales Surge

COURTESY **ZILLOW**

HOME SALES SURGED 7% in July, the strongest annual gain seen so far this year, according to the Zillow® July Market Report. But a closer look takes some air out of that headline figure. Newly pending listings are up just 0.3% year over year, suggesting the pipeline of future sales is running dry.

July's headline sales figure reflects contracts signed weeks earlier, when mortgage rates were hovering in the 6.5% range. A fresh oil price shock in July sent mortgage rates higher, likely prompting many home shoppers to pause their search.

A fresh oil price shock in July sent mortgage rates higher, likely prompting many home shoppers to pause their search.

The affordability edge that has been a silver lining to an otherwise disappointing home shopping season may disappear in the coming months. U.S. home values are up 1.1% from a year ago, according to the Zillow Home Value Index. A monthly mortgage payment on the typical U.S. home in July, assuming a 20% down payment, was 0.9% lower than the year prior. Unless they reverse course, mortgage rates will be higher than last year in August, likely enough to push the typical mortgage payment above year-ago levels.

"July was a strong month for existing home sales, but unfortunately it may represent the peak of what we can expect for the rest of the year," said Mischa Fisher, chief economist at Zillow. "Closed sales in July mostly reflect offers accepted in June, when underlying pent-up demand for housing, combined with an improving rate environment, drove strong activity. Unfortunately, the weak growth in newly pending sales in July and the worsening rate environment portend a weaker half of the year for sales growth, with flat to declining transaction volumes for the remainder of the year in some regions."

HOME VALUES & MORTGAGE PAYMENTS

- The typical U.S. home value is $371,757.
- The Zillow Home Value Index (ZHVI) rose 0.4% month over month in July. Home values are 1.1% higher than a year earlier.
- The monthly mortgage payment on a typical U.S. home is $1,888, assuming a 20% down payment and excluding taxes and insurance. That is 0.9% lower than last year.

INVENTORY

- There were 1.41 million homes for sale nationwide in July.
- Active inventory was 1.5% higher than a year earlier. Inventory rose 0.9% from June.
- New for-sale listings totaled 387,203 in July, up 3.1% from a year earlier and down 4.2% from June.

SALES

- 382,898 homes were sold in July, according to the preliminary Zillow sales count nowcast. That is 7% higher than a year earlier but down 2.7% from June. These figures will be revised mid-month.

KEY HIGHLIGHTS

- Home sales rose 7% year over year in July, the strongest annual gain of the year, according to Zillow's July Market Report. This largely represents transactions in which an offer was accepted in June.
- Newly pending listings, a leading indicator of future closings, grew just 0.3% from a year ago and fell 7.7% from June.
- Inventory sits 1.5% above year-ago levels, helped by 3.1% annual growth of new listings, extending the 32-month streak of supply gains.

- Newly pending listings, which measures listings that changed from for-sale to pending status rather than closed sales, shows 0.3% growth from a year earlier and a 7.7% decrease from June.

COMPETITION

- Homes took a median of 25 days to go pending in July. That was five days longer than a year earlier and one day longer than June.
- The share of listings with a price cut in July was 27.1%. That was down from 27.4% a year earlier and up from 25.7% in June.
- 30.8% of homes sold above list price in June, the most recent data available. That's compared to 30.9% a year earlier and 30.2% in May.

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Number of U.S. Homebuyers Just Dropped to a Record Low

COURTESY **REDFIN**

THERE WERE AN ESTIMATED 51.3% more home sellers than buyers in the U.S. housing market in July, just shy of December's peak of 51.8% and up from 47.9% the month before. That's according to a new report from Redfin, the real estate brokerage powered by Rocket.

Miami, Nashville and several parts of Texas are the nation's strongest buyer's markets, where sellers outnumber buyers by the widest margins.

When sellers outnumber buyers, buyers typically have more negotiating power because they have options. That's why a market with a lot more sellers than buyers is considered a buyer's market. Redfin defines a market where there are over 10% more sellers than buyers as a buyer's market and a market where there are over 10% fewer sellers than buyers as a seller's market. A market where the gap is plus or minus 10% is considered a balanced market.

> Homebuying demand fell in July largely because mortgage rates soared to their highest level in a year, straining affordability.

It's only a buyer's market for people who can afford to buy. High housing costs and widespread economic uncertainty have caused many would-be buyers to back off in recent years, creating the imbalance of buyers and sellers we see today.

"Buyers are dropping out faster than sellers, giving the buyers who remain more options and more negotiating power," said Asad Khan, a senior economist at Redfin. "At the same time, uncertainty around whether the Fed will hike rates—and this summer's rising mortgage rates—are keeping many would-be buyers on the sidelines. That makes the stretch between now and Labor Day a potential sweet spot for people who need to move: Buyers have leverage, while motivated sellers may be willing to negotiate before the early-fall rush brings some buyers back to the market. This could be the best chance for buyers and sellers to meet in the middle."

> It's only a buyer's market for people who can afford to buy.

HOMEBUYING DEMAND DROPPED TO LOWEST LEVEL ON RECORD

The number of homebuyers in the market fell to its lowest level on record in July. Nationwide, there were an estimated 966,752 buyers in the market, down 2.5% from the month before.

Meanwhile, there were an estimated 1,462,921 home sellers in the market. That's down 0.3% from a month earlier to the lowest level in a year—but there were still nearly half a million more sellers than buyers.

The seller surplus jumped from June to July because while fewer sellers entered the market, way fewer buyers entered the market. This isn't a story of surging supply so much as sluggish demand; buyers who can't stomach today's prices and mortgage rates are simply waiting on the sidelines, pushing most of the country into buyer's-market territory.

KEY HIGHLIGHTS

- Redfin reports sellers outnumbered buyers by 51% in July—just shy of December's record high—giving buyers more negotiating power
- Nearly 80% of major U.S. metros are now buyer's markets, led by Miami, Nashville and a trio of Texas cities

Homebuying demand fell in July largely because mortgage rates soared to their highest level in a year, straining affordability. Widespread economic and geopolitical uncertainty also deterred house hunters. Some prospective sellers pulled back as they took note of slow demand.

MIAMI IS THE STRONGEST BUYER'S MARKET, FOLLOWED BY NASHVILLE AND SEVERAL TEXAS METROS

More than three-quarters of U.S. housing markets—39 of the 49 U.S. metro areas Redfin analyzed—are buyer's markets. Redfin analyzed the 50 most populous metros, and excluded Fort Lauderdale, Florida due to insufficient data.

Miami was the nation's strongest buyer's market in July, with an estimated 154% more sellers than buyers. Next came Nashville, Tennessee (151%), Houston (130%), San Antonio (116%) and Austin, Texas (112%).

Miami, Nashville and Texas stand out because they combine the national affordability squeeze with local dynamics that have swelled seller ranks even further. Miami and Nashville saw a wave of new construction and investor activity during the pandemic boom, and that supply is now landing in a market where local buyers are increasingly priced out—particularly in Miami, where rising insurance costs, increasing HOA fees and climate risks have piled onto already-high prices. Houston, San Antonio and Austin, meanwhile, have some of the most active homebuilding pipelines in the country, and new-construction inventory continues to hit the market even as buyer demand cools, leaving sellers there with little leverage.

In Nashville, local Redfin agent Kristin Sanchez says house hunters are breathing a sigh of relief as the buyer's market continues through the summer. Buyers are able to take their time because they know they have the upper hand, and they're often able to get a good deal because sellers are willing to negotiate, Sanchez says. Compare that to a few years ago, when buyers would have likely competed against multiple offers for homes that sold within days.

> High housing costs and widespread economic uncertainty have caused many would-be buyers to back off in recent years.

THERE ARE 6 SELLER'S MARKETS, LED BY NEW YORK CITY SUBURBS

Just six of the major U.S. metro areas Redfin analyzed were seller's markets in July. The metros that are neither seller's nor buyer's markets are considered "balanced" markets.

Nassau County, New York was the strongest seller's market, with 36% fewer sellers than buyers. The other seller's markets were Newark, New Jersey (-21%), Providence, Rhode Island (-17%), Milwaukee (-15%), New Brunswick, New Jersey (-13%) and Montgomery County, Pennsylvania (-13%).

The seller's markets are mainly in places where construction of new homes has been constrained for years. In the greater New York City area, demand is also strong because they're close to a major job center. Milwaukee has a relatively strong housing market largely because it's affordable, with home prices below the national median.

Home-sale prices rose an average of 4.2% year over year across the six seller's markets in July. That's compared with a 2.3% increase across the 39 buyer's markets—a signal that in seller's markets, competition among buyers is pushing up home prices.

HOUSE HUNTERS' LEVERAGE GREW IN 34 OF THE 39 BUYER'S MARKETS

Nearly all of the buyer's markets became stronger buyer's markets in July. The surplus of home sellers over buyers grew month over month in 34 of the 39 buyer's markets in the nation.

The surplus increased most in Miami, the strongest buyer's market, where there were 154% more home sellers than buyers in July, up from 134% the month before. The next-biggest monthly increase was in Seattle, where there were 65% more sellers than buyers in July, up from 46% in June. Fort Worth, Texas rounds out the top three (86% more sellers than buyers, up from 67%).

Next are two metros that are among the three strongest buyer's markets: Nashville (151%, up from 135%), and Houston (130%, up from 114%).

House hunters lost negotiating power in just five of the buyer's markets. The surplus of sellers over buyers fell from June to July in West Palm Beach, Florida; San Antonio; Pittsburgh; Virginia Beach, Virginia; and Dallas. B

View the full report, including methodology and metro-level insights, here.

REDFIN CORPORATION, based in Seattle, provides residential real estate brokerage and mortgage origination services. The company operates in more than 100 markets in the United States and Canada.

Girl Scouts Camp Build Event

PHOTOGRAPHY COURTESY **LAKE LUMBER AND MAINBUILT**

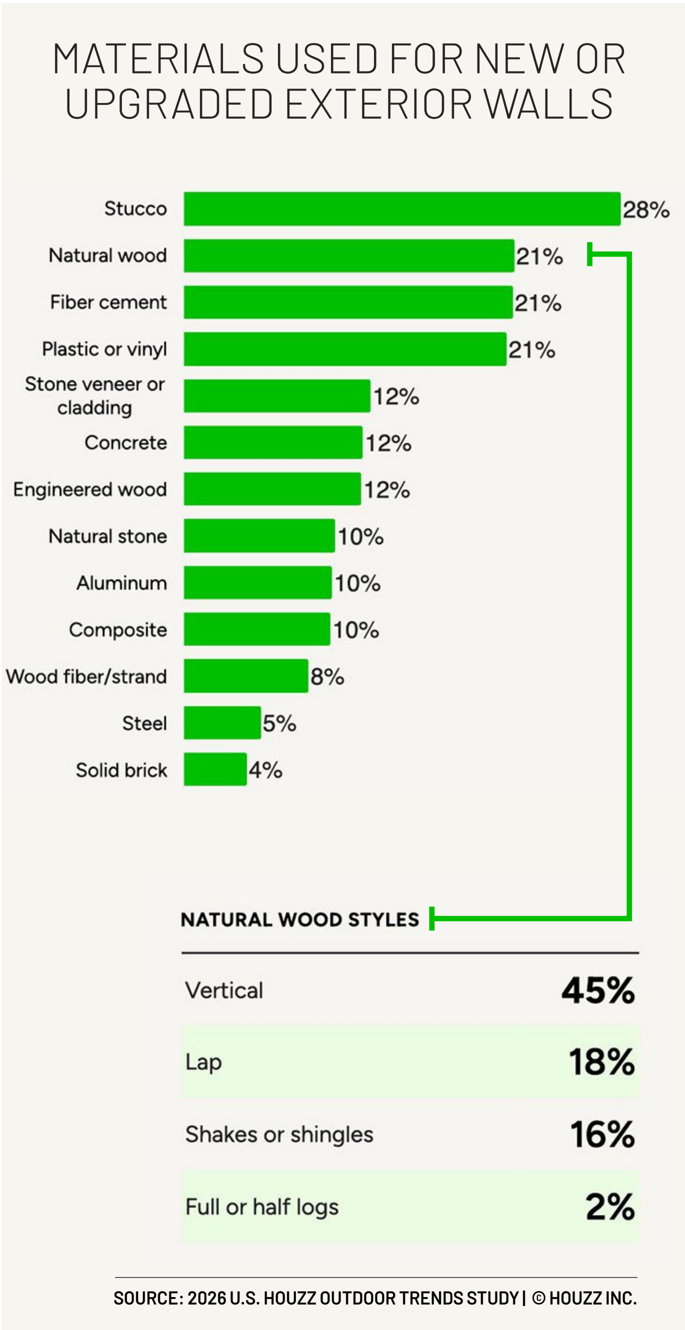
PWB VOLUNTEERS WERE ON HAND August 5th and 6th in Boone, for the Girl Scouts Camp Build event. During the session, campers worked together to build the camp stage structure and were involved in hands-on activities like measuring, cutting lumber, nailing boards and sanding. It was a fun couple of days that were not only educational, but productive as well for the girls, the staff and the many HBA volunteers who provided their time and skills.


JULY
PURA VIDA
CAMP BUILD '26

SURVEY SAYS

Top Exterior Design Trends of 2026 Revealed From Houzz

SURVEY COURTESY **HOUZZ**



NEW RESEARCH FROM HOUZZ reveals the top exterior design trends homeowners are embracing, from warmer color palettes to statement architectural details and low-maintenance landscaping. Based on the *2026 U.S. Houzz Outdoor Trends Study*, here are the top five exterior trends shaping home renovations this year:

1. **BEIGE IS THE NEW NEUTRAL.** Beige has become the most popular exterior wall color (24%), more than doubling in popularity since 2024, while white (14%) and gray (12%) continue to decline.
2. **BLACK TRIM TAKES CENTER STAGE.** Black is now the leading trim color (39%), and nearly 7 in 10 homeowners (69%) are pairing contrasting trim and wall colors to add depth and highlight architectural details.
3. **STATEMENT ARCHITECTURAL DETAILS ARE ON THE RISE.** Beams are one of the year's fastest-growing exterior features, jumping 24 percentage points to 43%. Columns or pillars (42%), awnings (30%) and shutters (19%) are also gaining popularity.
4. **THOUGHTFUL LANDSCAPING ENHANCES EVERY EXTERIOR.** Nearly three-quarters of homeowners upgrade plants, shrubs or trees (74%), with growing interest in low-maintenance (73%), pollinator-friendly (56%), native (55%) and drought-resistant (49%) plant selections.
5. **STYLE MEETS DURABILITY.** Homeowners are investing in long-lasting exterior improvements alongside design updates. Roofing projects now appear in more than half of exterior renovations (51%), while gutters and downspouts (48%) and exterior doors (34%) have all seen notable increases since 2024.

FEATURED IN THE *August 2026* Issue. | *Area remodelers say the market has seen little fluctuation recently.*

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