

PCBC

5 Housing Trends to Watch

Insights from PCBC speakers on the biggest influences in housing. Learn more at PCBC 2018, June 27-28 at Moscone Center in San Francisco, CA.

Trend 1

Modular Construction

"Investing in this technique of construction is growing in popularity because just-in-time delivery reduces the need for staging onsite, and can shorten the time it takes to construct a building and bring it to market."

[Read More >](#)

Trend written by:

Bryce Hall | Principal

KEPHART community :: planning :: architecture

Trend 2

Rising Housing Rates and a Recovering Economy

"Historically, rising confidence, solid job growth, and higher wages have more than offset reduced demand for housing resulting from higher mortgage rates. When rates rise during a weak economy, home sales and prices get crushed."

[Read More >](#)

Trend written by:

Rick Palacios, Jr. | Director of Research

John Burns Real Estate Consulting

Trend 3

Attainability

"Housing prices today are under tremendous pressure. High demand, steep land costs, lack of available lots and inventory, surging material costs and a construction labor shortage, coupled with rising interest rates puts housing further from reach for many." [Read More >](#)

Trend written by:

Ron Nestor | AIA

WHA Architects, Designers & Planners

Trend 4

Customer-First

"Customers are rejecting the same old established way of doing things, for more meaning, they want brands and experiences that are in service to them." [Read More >](#)

Trend written by:

Teri Slavik-Tsuyuki | Principal

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Trend 5

Green Building

"Construction that seeks to lessen a building's footprint on the environment while providing added comfort and economic benefits to occupants are increasingly desired and expected by renters and home buyers on the West Coast."

[Read More >](#)

Trend written by:

Wes Sullens | Director, Codes Technical Development

U.S. Green Building Council

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About PCBC

PCBC is the largest homebuilding tradeshow in the western United States and is dedicated to advancing the art, science and business of housing. Sponsored by the California Building Industry Association and endorsed by the Leading Builders of America—whose membership includes 20 of the largest public and private homebuilders in the country—PCBC offers two days of exhibits, education, special events and networking. For 2018, PCBC returns to San Francisco Moscone Center.