



HOW DOES VIRTUAL
REALITY TECHNOLOGY
IMPACT THE HOUSING
INDUSTRY?

 Avid®
Ratings

Millennials Continue to Expect More Virtual Experiences

by: *Paul Cardis*



It's a common misconception that millennials have little interest in homeownership when quite the opposite is true. In fact, according to new data, 80% of millennials would like to buy their own homes but are barred by economic factors that delay the buying process. However, as more millennials saturate the market, they are also expecting to leverage the most advanced technology when making purchasing decisions. This includes ease of access technology such as virtual reality (VR) for touring homes.

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A Road Map for Strategic Growth

by: *Mark Hodges*



While recently talking with some builders, I asked each to describe their strategic plan for growing their companies in the years ahead. One replied, "I need to buy 200 to 300 single-family fully developed lots within three years in infill locations." Another said, "We need to grow our top line by 10 percent year over year, and our bottom line by 15 percent over the same periods." A third offered, "My plan is to keep my bank happy by making my loan payments, period!" All seemed satisfied that their answers had articulated sound plans for growth.

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HomeAid Announces National Partnership with Avid Ratings

HomeAid America, a building industry charity and one of the nation's largest builders of housing for the homeless, recently announced a national partnership with the U.S. division of Avid Ratings. Avid will be a Bronze Level National Partner to HomeAid, whose Shelter Development Program builds housing



and other facilities for homelessness service providers and undertakes community outreach activities to provide facility renovation or operational assistance for the programs of these providers.

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Tip Of The Month

Determining Your Team's Five Strongest (and Weakest) Attributes

Featured GoTour

Modern Mediterranean
Calvis Wyant

May 14-16, 2018: [Housing Leadership Summit](#)
June 26-28, 2018: [PCBC: Leader-to-Leader Forum](#)
August 8-9, 2018: [SunBelt Builders Show](#)
September 13-14, 2018: [Online Sales & Marketing Summit](#)
September 13-16, 2018: [BILD Alberta Build 2018 Conference](#)

Industry News

- [Building in 2018 with Smart Technology](#)
- [9 Construction Jobs on Indeed's Top 25 Best Jobs List](#)
- [Leverage Data to Tap into the Consumer Journey](#)
- [Construction Sees Best Month of Job Growth since March 2007](#)
- [Employers Need a Digital Culture, Not Just Digital Tools, to Compete](#)



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