



® The Art, Science + Business of Housing

San Diego Convention Center

Pre-Conference Events – June 27, 2017

Exhibits & Conference – June 28 & 29, 2017

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PCBC Releases 2017 Trends Report Ahead of Conference in San Diego

SACRAMENTO, CA – PCBC—the largest annual homebuilding trade show in the Western United States—has, in conjunction with Meyers Research LLC, released its comprehensive, nationwide 2017 Trends Report focused on capital markets, land planning and development, multifamily, business management, technology, design, and marketing and consumer insights for homebuilding.

Among the selected highlights:

- After a strong 2016, capital market experts remain optimistic—with 91 percent of investors bullish on access to equity capital—and expect the investment volume to continue at a solid pace in 2017; gateway coastal markets will be the biggest targets for capital deployment.
- Multifamily is facing numerous opportunities, including increased apartment demand from Gen Z and Baby Boomers, allowing for a healthy and balanced market for the foreseeable future. Developers are also taking heed to the disruptive elements in marketplace by installing package lockers and rooms to accommodate online grocery deliveries, dedicated ride share waiting rooms and functional smart home technology.
- With a new presidential administration and a focus on stimulating job growth, forecasters predict a positive impact on housing demand. Reduced levels of single-family home supply, coupled with favorable demographic groups looking to purchase, all point to growth for residential construction in the years ahead, even if interest rates remain in the range of 4.5 percent.

- The on-demand business model (think Amazon Prime and Uber) continues to transform options and expectations for consumers and extends to home design, green spaces, retail planning and more. They want more immersive involvement with places and spaces and that is how value will be created and realized in the re-defined landscape of economics, technology and demographics.

“Delivering these forward-looking benchmarks for the housing industry is something we take very seriously,” says Linda Baysari, senior vice president of PCBC. “We’re excited to take a deep dive into these topics during the education sessions at PCBC in San Diego.”

Each year, PCBC draws more than 10,000 attendees and exhibitors, serving as the nexus for the homebuilding industry. In 2017, PCBC will provide a full-spectrum experience, uniting top housing professionals for three days of active learning, high-powered collaboration and discovery in San Diego. Combining thoughtfully curated education sessions, unparalleled networking opportunities and a bustling exhibit floor, among many other features, PCBC is a true forum for productive engagement.

For more information, or to download a free copy of the full report:

www.pcbc.com/trends-2017

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 2017, PCBC returns to the San Diego Convention Center.

For more information, or to register: www.pcbc.com.