



## **REMODELING PROJECTS ON THE RISE; SPENDING EXPECTED TO INCREASE IN 2011 AS OWNERS RENOVATE RATHER THAN MOVE**

PONTE VEDRA BEACH, Fla. (Sept. 28, 2010) – As the real estate market remains uncertain, many homeowners are opting to invest remodeling dollars into their current home rather than selling it. According to the latest study from Harvard University's Joint Center for Housing Studies, the Leading Indicator of Remodeling Activity (LIRA) reports that remodeling spending is expected to increase by 5 percent in 2010 and should accelerate to a double-digit range in the first quarter of 2011.

“The majority of homeowners are uncertain about the real estate market and hesitant to buy or sell a home in today's market,” said Jeff Brecko, chair of the 2010 Northeast Florida Builders Association's Remodeler's Council and vice president of Aurora Custom Remodeling. “We are seeing a significant increase in the number of bids requested by homeowners who want to remodel either a few rooms or their entire home. Some homeowners want to avoid selling their home in a depressed economy and are opting to modify their floor plan to align with the lifestyle changes of their growing family. Others realize they truly love their neighborhood and want to remain for the long haul. They are requesting extreme makeovers to bring their older homes up-to-date with new finishes inside and out.”

The National Association of Homebuilder's (NAHB) latest Remodeling Market Index (RMI) shows similar signs of overall market improvement. The RMI's latest report shows that while remodeling was down slightly in the second quarter of 2010, it has shown a steady increase and stability since its low point in the first quarter of 2008.

“It is no surprise that we are seeing a shift in the way people think about and invest in their homes considering the market we have witnessed over the past few years,” Brecko said. “I think people are realizing once again that a home is not just about the amount of square footage or latest upgrades, but that it is a place where a family should feel comfortable and have a home that suits their everyday needs.”

Brecko said the most popular remodeling projects in today's market are kitchens, bathrooms, outdoor living areas, and in some cases, whole house remodels. Kitchens and bathrooms historically provide the highest return on investment for homeowners who choose to remodel. Outdoor living spaces, with swimming pools, spas, patios, summer kitchens and water features, have gained in popularity as Florida homeowners spend increasingly more time at home rather than traveling. Whole house remodeling

projects are typically requested by homeowners who want to remain in their existing home but require major upgrades for energy efficiency, low maintenance and materials that reflect today's newest styles and colors.

“Homeowners are making smarter choices when it comes to investing for the long term in a home that meets their needs,” Brecko said. “With a few adjustments and upgrades, they can save significant dollars by modifying their existing home to provide many more years of comfort and satisfaction for their family.”

While remodeling is experiencing a surge due to the depressed housing market, Brecko reminds homeowners that they need to do their homework and choose a remodeler who will stay within their budget and manage the job professionally. NAHB has several guidelines and tips for selecting the right remodeler on its website at [www.nahb.org/remodel](http://www.nahb.org/remodel) as well as a Remodeler's Directory that assists in finding building industry professionals.

Call Aurora Custom Remodeling for more information about home remodels at (904) 246-5400 or visit its website at [www.AuroraBuilders.com](http://www.AuroraBuilders.com).