

NORTH STATE BIA

Sacramento region is desirable for locals and out-of-towners

By Michael Strech
NORTH STATE BUILDING
INDUSTRY ASSOCIATION

The Sacramento Bee recently reported that Sacramento has become a top destination for people around the country looking to relocate to another region. In fact, the article cited data compiled by Redfin that showed our region is the No. 2 destination in the country for people considering relocating, behind only Phoenix.

And that's understandable as more and more people learn about the advantages of living in the greater Sacramento area. Housing is still affordable by California standards and buyers here can find — and afford — larger homes and more land than anywhere in the Bay Area. In addition, our communities boast great amenities and excellent schools, there's an endless choice of recreational opportunities here, and, of course, we're close

to great getaway spots like Lake Tahoe, Napa Valley and San Francisco.

But while our builders are seeing an uptick in prospective buyers from elsewhere, primarily from the Bay Area, it's also important to note what else the Redfin data showed: Of the 9,000 redfin.com users looking at homes in the Sacramento region, 54% were locals looking to find a bigger home or to downsize. For nearly a decade, far too few new homes

were built in our region, and that pent-up demand, coupled with historically low mortgage interest rates and the wide selection of new homes to choose from, is a big reason why our members sold 888 new homes in July, the highest monthly figure reported since 2005.

There are many good reasons why families are buying new homes. New homes are built with to-

SEE **BIA**, PAGE 4

BIA

CONTINUED, FROM PAGE 1

day's buyers in mind — they feature open floor plans, indoor/outdoor living, contemporary styling and the latest in appliances, cabinets and countertops.

And in our region, there are nearly 200 new home communities in Sacramento, Placer, El Dorado, Yolo, Yuba and Sutter counties offering a wide range of styles and price points. Buyers here can choose from high-density living in the heart of downtown to family-oriented communities, spacious homes in the suburbs and active adult communities scattered throughout the region.

In addition, today's new homes are energy-efficient, most come with solar systems already installed, and of course everything is new. That means most people buying a new home won't have to worry about repairs to their roofs, HVAC systems or appliances for many years to come. And in

the unlikely event a problem does arise in the first few years of home ownership, buyers are covered by builder warranties.

Finally, you can design your home the way you want — everything from cabinets and countertops to appliances, carpeting and flooring — along with bath and kitchen fixtures, lighting, and a long list of other options.

With interest rates hovering around 3%, you can get a lot more house for your money than you could have a few years ago — and it's important to remember that with all of the uncertainty we're facing today, there's no guarantee how long these low rates will be here.

With great financing and so many homes and communities to choose from, this really is a great time to buy the new home of your dreams.

REAL ESTATE

is a special advertising section of The Sacramento Bee. Articles about new homes are press releases from builders. Submissions are subject to editing, and publication is not guaranteed.

Account Manager

Roger Tafoya, new homes
(916) 321-1373,
rtafoya@sacbee.com

UPCOMING COVER FEATURES

REAL ESTATE spotlights Sacramento-area cities and neighborhoods weekly. This schedule is subject to change:

Citrus Heights, Aug. 28

Greenhaven/Pocket, Sept. 4

Downtown Sacramento,
Sept. 11

Antelope, Sept. 25

Roseville, Oct. 2

Gold River, Oct. 9

Cameron Park, Oct. 16

Orangevale, Oct. 23

East Sacramento, Oct. 30

To subscribe to The Bee's real estate newsletter, go to www.sacbee.com/newsletters.