DESIGNING FOR DEMOGRAPHICS

What Millennials Want
Think open, versatile layouts for young buyers.

There’s a lot of energy expended trying to figure out the desires of Gen Y consumers—those 20- and 30-somethings who wield such potential power in the marketplace. A new survey from Better Homes and Gardens suggests that young people want homes that are tech-friendly, unique, and more functional than flashy.

These homes fit the bill. Small but thoughtfully designed, they use every square foot well. Forget formal living spaces. Instead, great rooms and open dining areas let activities flow from one space to another. Small offices (or flexible bedrooms) provide room for telecommuting. And while millennials may not prioritize a grand façade, these eye-catching exteriors give you an edge when it comes to making first impressions. See more at www.BuilderHousePlans.com.

Heatilator Novus NNX4236 integrates contemporary styling with advanced technology.