



# A BUILDER'S GUIDE TO **UNDERSTANDING MULTIGENERATIONAL HOUSING**

One in five Americans lives in multigenerational homes, amounting to over 60 million people. Multigenerational housing is a rising trend with no slow down in sight, meaning it is pertinent for builders to take this type of housing and its features into consideration when planning for potential future projects.

In this piece, you'll:

- Learn insightful statistics on multigenerational housing that can guide your strategy
- Take a closer look at future market predictions for this growing trend
- Understand the top features multigenerational homebuyers are looking for
- Learn ways you can market yourself to better meet the needs of homeowners interested in multigenerational housing.



## Introduction to Multigenerational Housing: A Trend on the Rise

Around 67 million people live in multigenerational households according to [Generations United](#). Multigenerational households are homes that include “two or more adult generations, or including grandparents and grandchildren younger than 25.”

Multigenerational living is growing among nearly all American racial groups, all age groups and all genders. While [the number declined in the 1980s](#) as the nuclear family took off, The Great Recession of 2007-2009 gave multigenerational housing a comeback; and [over the last 10 years](#), multigenerational housing has seen rapid growth.

Although this idea is becoming popular throughout the entire United States, the [US Census Bureau](#) reports that New Jersey ranks fourth with 4.42% of the population living in multigenerational housing.

As we move further into the 2020s, both cultural and financial trends are going to lead the movement toward more multigenerational households. Millennials are leading the charge, with [the Census finding](#) that one in three people between the ages of 18 to 34 live with their parents.

[Many adults move home](#) to save money, like millennials and Gen Z who are saddled with student loan debt. However, others are drawn by benefits such as familial quality time, shared childcare and rising housing market prices.



# Multigenerational Housing in 2021: Practical and Uniquely Designed

Multigenerational housing needs to be designed to provide space for multiple generations to live under one roof. With at least two generations of adults living together on the same land plot, many families are opting for separate places — and entrances — to provide smidgens of privacy in the midst of quality family time. For families that are seeking to save money, multigenerational homes need to be practical, affordable and offer flexible spaces where family members can intersect.

This means customizing as much as possible and remembering to adapt when it's necessary. Unique designs for unique families need to be a priority — what works for other families may not work for another, and good design doesn't always translate to real life. Designing multigenerational homes requires asking a lot of questions and keeping a communication line open with all family members so everyone feels comfortable and welcome.

## Why Multigenerational Housing Is Growing

On top of The Great Recession, the pandemic helped place multigenerational home growth in the fast lane. The most common reason cited for multigenerational housing purchases was “to bring aging parents into the home because of concerns about isolation and the spread of the COVID-19 virus in senior housing.”





Other reasons commonly cited were:

- » Families looking for enhanced bonds or relationships among family members
- » Easier access to providing care needs for disabled or elderly family members
- » Saving money
- » Improving mental health
- » Job losses, job changes or underemployment
- » Easier access to school enrollment or job training

An unprecedented and long-term housing crisis is also looming across the country, with an estimated 40 million Americans at risk of eviction due to job losses during the pandemic. The housing prices increasing at the same time has also contributed. Multigenerational housing offers families a better option to save costs on mortgage payments, healthcare, utilities and more.

In 2018, childcare costs amount to nearly a third of the average family's take-home pay – and the costs are only increasing. 34% of people say childcare costs are a main reason they are in a multigenerational household. Multigenerational living can simultaneously decrease child care expenses and add more flexibility in day-to-day life.





## Market Predictions for Multigenerational Housing: It's Here to Stay

Because of rapid consumer demand and baby boomers living longer lives, there will continue to be a growing trend for multigenerational housing. Baby boomers are saying “no more” to retirement homes that are confined and bland. They want vibrant communities shared with the ones they love.

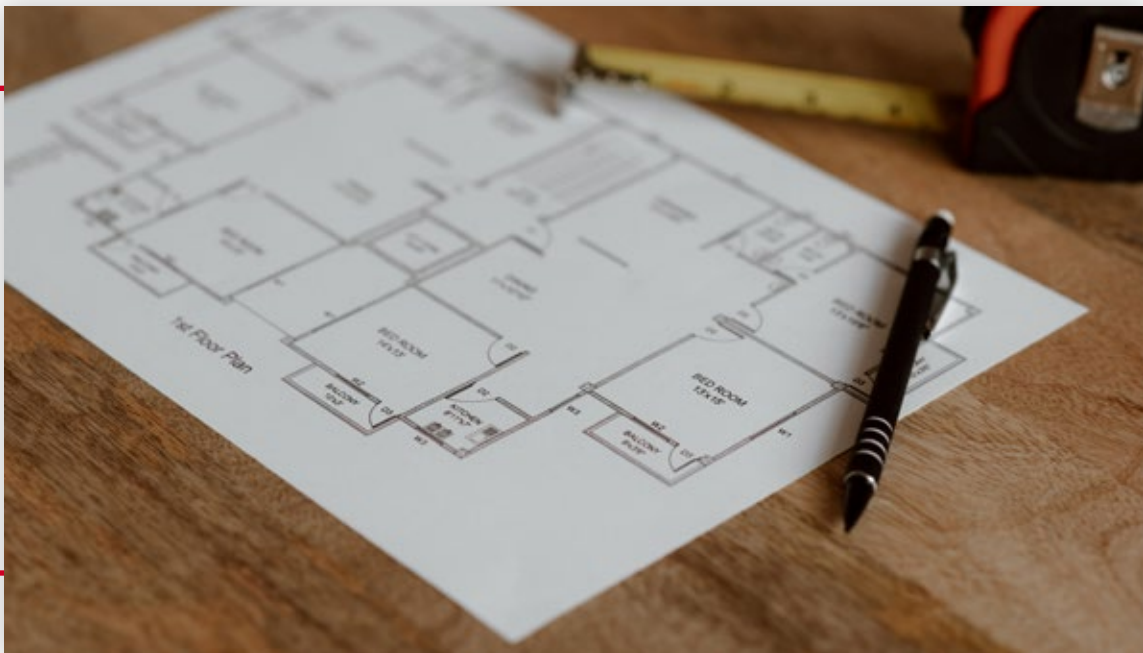
In addition, the cost of college tuition is continuing to rise, the housing market is not expected to burst any time soon, healthcare is more expensive than ever, childcare is becoming unattainable to the average family and a need for housing accommodations is on the rise — with these considerations in mind, it's clear to see that multigenerational housing is here to stay.



# Top Multigenerational Features Homebuyers Want

There are many features homebuyers are actively seeking when looking for a new multigenerational home to purchase, and you can be prepared by keeping them front of mind as you start brainstorming designs.

It's important that each smaller family unit has its own personal space. Sometimes, this means adding a separate entrance and personal areas in the home with privacy accommodations (locked doors, kitchenette, laundry, own decor, bathroom, separate appliances, electronics, etc.) so family units and individual family members can feel comfortable.



Multigenerational homes often require larger amounts of space, so make sure you find the magic number of square footage in your floor plans. More people under one roof typically means more belongings, as well. Plan for extra storage space or creative storage solutions. These houses can also be noisy, so adding extra insulation to the walls allows for a quieter home, even when it's constantly buzzing with life.

If a multigenerational house has elderly family members living in it, it's important to **consider any special adjustments** or accommodations the home will need: bedrooms on the main floor, accessible bathroom equipment, zero-step entryways, accessible door knobs, easy to reach appliances and more — depending on the needs of your client.



# Ways Builders Can Market Themselves and Showcase a Multigenerational Product Portfolio

The most important thing a builder can do is understand the needs of their audience. Communication with a client is key in figuring out the design needs of each individual multigenerational housing family. It's important to listen to the feedback and ideas that everyone involved in a multi-generational living situation has to offer.

A multigenerational home with older adults living with their elderly parents will have different design challenges than a home with parents living with their millennial or Gen Z children.

To prepare for initial meetings with new clients, builders should have several floor plan layouts available for viewing. Have a prepared strategy and plan for adjusting a single-family home into a multigenerational home.

Once you've completed multigenerational housing projects, showcase them on your website. Optimize your website with SEO target keywords and localized words to help you garner more views and increase your conversions.

Once your portfolio is established, targeted paid campaigns on Google ads and social media channels specifically targeted towards particular demographics can make the right audiences learn about your business at the right time. After you complete a project, make sure to share it on your social channels. Social media presence is a fantastic way to showcase successful projects and engage with your interested audience.





# Builders' General Is Here to Help

If you're looking for a partner who can help you [grow your multigenerational housing business](#), Builders' General is here to assist you in any way we can. To eliminate obstacles during the building process to meet, if not exceed, your clients' expectations.

Check out Builders' General [core product offerings](#), learn more about [our services](#) and [locations](#), or contact us to [get a quote](#) today.



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