

YES VIRGINIA, THERE IS A FIRST TIME BUYER!

Want to appeal to the growing starter-home market? You need to start with unique product and unique landplanning. Whether it's small lot (or no lot) single family, over-under plexes (not just 2 over 2's), or well located condos the pre-engineered standard layout may not work!



Plexes with front door character appeal to the first time buyer who will put up with high density if given some "identity".

Mixed use metro renters are turning into buyers, but location is still key.



The single family buyer may not even want the large yard! Privacy, outdoor space and glass orientation may overcome the lot size.

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