

# Today's Market is a Buyer's Market!

By Jimmy Barranco

We are building and living in exciting times. 30-year fixed rate mortgages have come down from a year ago, building costs have stabilized, and due to the slow down of new home construction across the country, building materials are readily available. Various trades and vendors have experienced a slow-down in business this year compared to years past. These factors have combined to create a Buyer's Market.

Custom builders and Remodelers have a great bargaining advantage right now; they are positioned to offer buyers a unique building experience. Now is a great time to build a custom home. The options in color, style, price and provenance of flooring and finishing materials available today is extraordinary. Many consumers find the selection and design process of the custom home building experience overwhelming. My job is to work with these buyers to guide them through the process and help them make their selections. I then communicate those choices to the builder, coordinate the materials orders, and map out the designs for the installers. I work on site to assist with installation and provide quality control. It is challenging work, with many obstacles along the way, but I have been lucky to work with talented individuals, and the satisfaction at the end of a successful collaboration is very rewarding.

Two trends I see in the floor covering and Design business in San Antonio today are:

## Trend #1: Clients want variety!

They expect to see something different in almost every room, particularly baths and kitchens. They want tile floors installed in different patterns, glass mesh on backsplashes, natural stone and metal accents, decorative medallions, exotic wood flooring and patterned bold colored carpeting. They are also adding faux paint treatments to walls and ceilings, elaborate

cabinetry, outside entertaining areas, and media rooms.

## Trend #2 Green is good!

Consumers are concerned about their health, and that of the environment. Price still factors prominently in their decisions to buy, but the opportunity to "go green" is now a part of the conversation. Their requests include carpets and carpet pads made from recycled materials; reclaimed woods for hard wood flooring, products from renewable resources like Bamboo, and recycled glass accents.

Today's consumers are educated, well-traveled, sophisticated, trend-setting, proud, hard-working and thinking—"Green." Many are addicted to HGTV, DIY TV and the internet. They research and shop for products on their own and, they prefer to work with builders who offer design consultation as part of their home package. Consumers want to make the best design decisions for today's market, and,

the wise ones want to insure high re-sale values in the future.



I have had the pleasure of working with the talented staff at L. Nunez Signature Homes as a design consultant and flooring specialist this past year. I am delighted to see Lupe's work recognized in this issue, and wish him continued success in the years to come!

*Jimmy Barranco has worked in the building industry for the past 4 years. Born and raised in Garden Ridge, TX, she is a graduate of Texas A&M University, with a Bachelor of Business Administration. Her parents own and run a successful Real Estate and Development Business, Ivy Oaks Properties. She grew up watching and helping with the family business, and now she specializes in working with custom builders in design consultation and sales at CRT Flooring Concepts. She is currently serving on the Board of Directors for the Greater New Braunfels Home Building Association.*

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