

**Tuesday, Feb. 9**  
**11 – 11:45 a.m.**

### **The New American Home 2021: A Showcase of Innovation**

The New American Home® 2021 features a variety of trending design concepts, efficient construction methods and innovative products all inside an inverted home. The modern show home will have a “tree-house” feel. The main living is located on the third floor with balcony and outdoor living space that look down over the treetops. Centrally located in Winter Park’s downtown corridor, this three-story home features three bedrooms, four baths with one half-bath, a showroom three-car garage, innovative exercise room, numerous ultra-energy-efficiency, and an intimate outdoor living space. This high-performance home was designed and built to be net zero and achieve “Emerald” level status from the National Green Building Standard, Energy Star, EPA Indoor airPlus qualified and several other designated certifications.

#### **Speakers:**

- Phil Kean, Principal, Phil Kean Design Group, Orlando, FL
- Katie Kovac, Construction Coordinator, Phil Kean Design Group, Orlando, FL
- Drew Smith, COO, Energy & Green Building Consultant, Two Trails Inc., Sarasota, FL
- Bob Hanbury, The New American Remodel 2021 chairman, Construction Solutions Consultant LLC, Orlando, FL (on behalf of Bill Owens, TNAH 2021 chairman)
- Rod Gower, Senior Regional Sales Manager, LG Electronics, New York

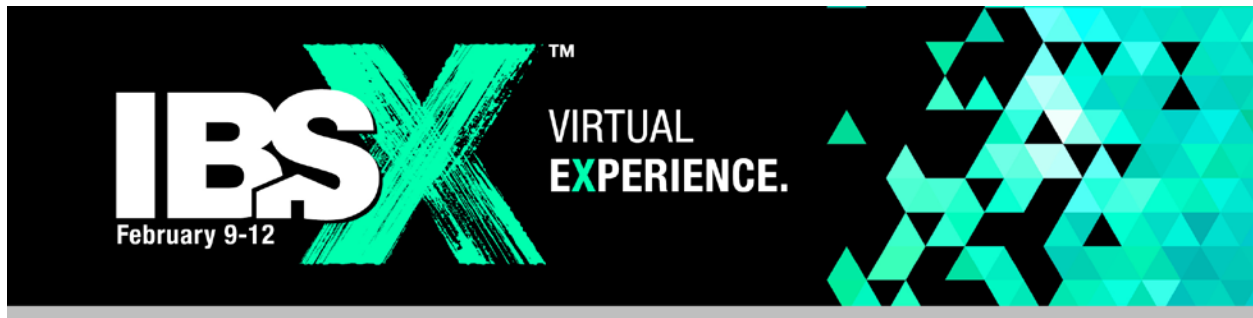
**Tuesday, Feb. 9**  
**2 – 3 p.m.**

### **The 2021 Housing and Economic Outlook**

As the nation emerges from the virus crisis, how will housing and the economy perform in 2021? This press conference will focus on the state of the nation's economy and a forecast of its impact on housing. Nationally-recognized economists will discuss the outlook for economic growth, employment, housing prices, and starts (for single-family and multifamily) and remodeling. Particular attention will be paid to changes for how we live and work after the virus-induced downturn of 2020, and how that will affect renters, homeowners and home buyers. For example, will more people work at home and what impact will that have on real estate prices and construction.

#### **Speakers:**

- Robert Dietz, SVP and Chief Economist, NAHB
- David Berson, SVP and Chief Economist, Nationwide Mutual Insurance Company, Columbus, OH
- Frank Nothaft, SVP and Chief Economist, CoreLogic, Vienna, VA



**Wednesday, Feb. 10**

**11 a.m. – 12 p.m.**

**Home Trends, Buyer Preferences & Most Likely Features for 2021**

This press conference will cover the most in-demand characteristics of new homes built today. It will highlight how they have changed in recent years, the features that builders are most (and least) likely to include in the typical home they build in 2021, and buyer preferences for layout, materials, exterior design, and green/exterior/technology features. NAHB's most up-to-date home trends research will be illustrated with real-world examples. The impact of COVID-19 on buyer preferences will also be analyzed.

**Speakers:**

- Rose Quint, MA Economics – AVP, Survey Research, NAHB
- Donald J. Ruthroff, AIA – Principal, Dahlin Group Architecture Planning

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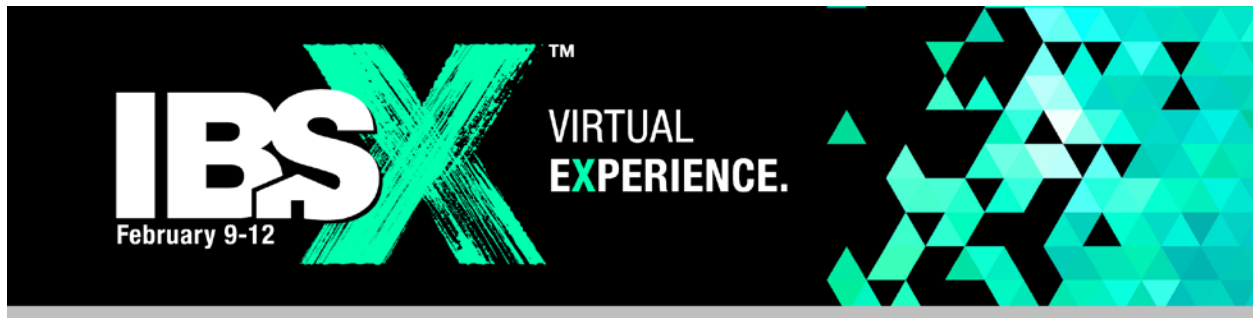
**2 – 2:45 p.m.**

**The New American Remodel 2021: The Renovation of a Lakeside Paradise**

The New American Remodel® 2021 exhibits a sustainable vision by showcasing innovation, exceptional design and energy efficiency by featuring products and systems that incorporate the latest trends in the housing industry. The existing 4,081 sq. ft. property, built in 1973, draws lineage from Frank Lloyd Wright – a founder of organic architecture. The various ceiling heights throughout presented an exciting challenging for E2 Homes to solve. After a complete interior and exterior renovation, the 6,549 sq. ft. home now features six bedrooms, six baths with two half-baths, ultra-energy-efficiency methods, a luxurious summer kitchen with a dazzling pool, a fully furnished cabana and an outdoor entertaining area with a lanai. This home was designed and is being built to be net zero and achieve “Emerald” status from the National Green Building Standard, Energy Star, EPA Indoor airPlus qualified and several other certifications.

**Speakers:**

- Rob Smith, Owner, E2 Homes, Orlando, FL
- Drew Smith, COO, Energy & Green Building Consultant, Two Trails Inc., Sarasota, FL
- Bob Hanbury, The New American Remodel 2021 Chairman, Construction Solutions Consultant, LLC, Orlando, FL
- Rod Gower, Senior Regional Sales Manager, LG Electronics, New York



**Thursday, Feb. 11**  
**11 – 11:45 a.m.**

**Multifamily Market Outlook: 2021**

Industry experts will give a brief overview of the macroeconomic forecast and then drill down to gauge how the multifamily sector will fare in 2021. Attendees will hear the outlook for the volume of multifamily construction, and the evolving geography of demand for both high rise development and the missing middle. What will the sector face as the virus crisis ends later in the year?

**Speakers:**

- Robert Dietz, SVP and Chief Economist, NAHB
- Danushka Nanayakkara-Skillington, AVP, Forecasting & Analysis, NAHB

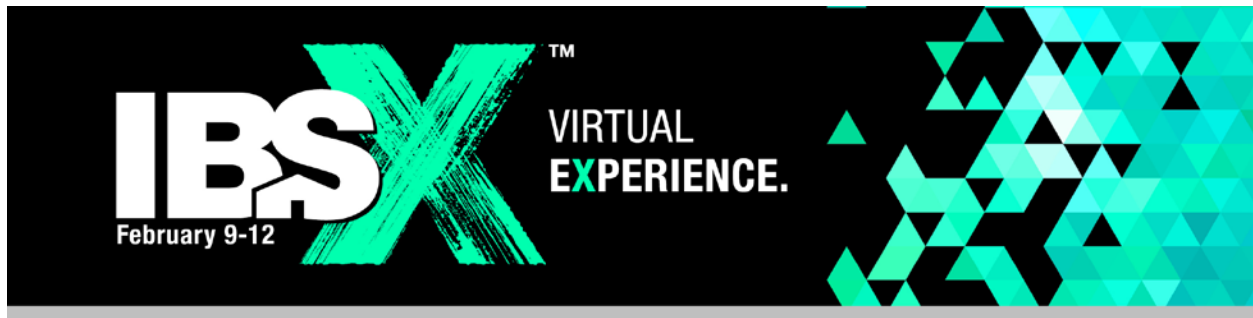
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**Green Building Trends**

What do homebuyers want when it comes to green homes and features? NAHB releases its latest survey information direct from consumers including data on most wanted features, awareness of certification programs, and willingness to pay for a green home.

**Speakers:**

- Paul Emrath, VP of Surveys and Housing Policy Research, NAHB
- Brandon Bryant, President, Red Tree Builders Inc., Asheville, NC; 2021 Sustainability & Green Building Subcommittee Chair and 2021 Environmental Issues Committee Vice Chair



**Friday, Feb. 12**  
**11 – 11:45 a.m.**

**2021 - 2022 Remodeling Market Forecast**

An industry economic expert will provide remodeling data, trends and indicators that illustrate current and future remodeling market conditions. In addition, two remodeling professionals will discuss the demand for remodeling in their market segments and how events stemming from the COVID-19 pandemic have forced them to modify their business practices.

**Speakers**

- Paul Emrath, VP of Surveys and Housing Policy Research, NAHB
- Vince Butler, CAPS, CGR, GMB, GMR, Butler Brothers Corporation, Clifton, VA
- Tim Lansford, CAPS, CGA, CGB, CGP, CGR, CMP, CSP, GMB, Master CGP, Master CSP, MIRM, Luxury Homes of Texas, Arlington, TX