

Trends in Residential House Plans for 2013 Reflect Transitioning Baby Boomer Lifestyles

–With improved housing start statistics, baby boomers in transition from traditional 9 to 5 jobs are opting to purchase The Plan Collection house plans online to accommodate lifestyle changes–

STAMFORD, CT–(February 27, 2013)–The Plan Collection (TPC), the leading online house plan provider, notes industry trends in house plans for 2013 are due to baby boomers in transition. Along with an improvement in housing starts, TPC believes more Americans are choosing to purchase [house plans online](#) for new homes or renovations that will accommodate future lifestyle needs. The U.S. Commerce Department reported that the pace of home construction in January 2013 was the third-highest since mid-2008, as were applications for building permits, a signal of future construction.

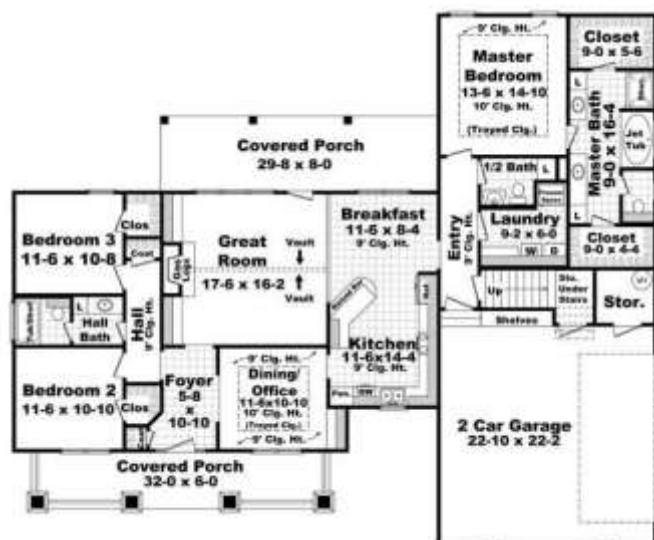
According to the [National Association of Home Builders](#), top house plan trends for 2013 include: home offices or flex space, technology media centers, bigger windows for natural lighting, wider doors and hallways, first floor master bedroom/bathroom suites, and easy to maintain exteriors and landscaping.

“Some boomers are choosing to work past the age of 65 and as they transition from a traditional 9 to 5 job they want home offices for flexibility a second career or part-time employment, therefore it is no surprise that there is a big trend in home offices and flex space,” said James McNair, president and chief operating officer, The Plan Collection. “AARP says that half of all baby boomers and two thirds of younger boomers have children under 18 who are still living in their homes, and more than one third of boomers are also caring for an older parent.”

Today, one in four Americans is a baby boomer and as the nation’s aging baby boomer market reaches its peak they are the largest population group in U.S. history there are approximately 77 million babies that were born in the U.S. during the years between 1946 and 1964. In 2011, the oldest of these baby boomers started turning 65, and, on average can expect to live to 83. (Source: U.S. Department of Health and Human Services.)

What’s more, because as a person ages there is a likelihood that use of a wheelchair might become a necessity, so there is also a trend for wider doors and hallways in homes, along with first floor bedrooms and bathrooms. More than 40 percent of new homes have master suites downstairs, a 15 percent increase over a decade ago. Bedrooms are also bigger, with larger walk-in closets and bathrooms that have a separate tub and shower and dual sinks.

Flex space has become more prevalent in both new homes and remodeling. Flex spaces are rooms that take on the purpose of the present home owner’s needs but can adjust with changes as they occur. What may have once started out as a guest bedroom can be redecorated to serve as a hobby room, library, office or elderly parent’s room. This allows home owners to stay in their homes longer as it continues to serve their needs throughout life’s stages.



In addition, the tech-savvy boomer generation also wants top-of-the-line amenities for their homes such as a media room with surround sound and central control systems, which manage all media sources in one location. The house may include a wireless home network (Wi-Fi), remote control lighting and security features.

One example of this trend is The Plan Collection's [House plan 109-1086](#) offers all of these amenities including a bonus room, or flex space that can be converted into a home office or a tech/media center. The open floor plan makes it easier to get

around. The master bedroom is split off with walk in closets and double vanities. There are enough bedrooms for guests or conversion into to flex space for an office, hobby room or aging parents. Moreover, there are plenty of larger windows for natural lighting.

The company also recently announced its *Best Plan Price Guarantee* program which guarantees that TPC house plans are offered at the best and lowest price possible. If a consumer finds an identical plan on another house plan website for a lower total price* (including advertised promotion discounts and shipping), TPC will match the price, providing an additional five percent off the purchase for the house plan. Customers may claim the best price guarantee by sending TPC the URL link of the plan detailing the same pricing on another website within 30 days from time of purchase.

About The Plan Collection (<http://www.theplancollection.com/product-ideas/>)

The Plan Collection is driven by the simple idea that great house design should be affordable and readily accessible to everyone. The company provides homeowners, prospective homeowners and builders with more than 20,000 house plans selected from the nation's leading designers and architects along with tens of thousands of instructional images and inspirational photos.

From the days of printed house plan books to PCs, the Internet, social media, and now tablets – [The Plan Collection \(TPC\)](#) and its founders have been dedicated to providing users with a better, more convenient and more valuable home building experience. Customers enjoy the benefits of a broad selection of high quality home plans and detailed how-to information, an easy-to-search site and knowledgeable customer service. TPC understands what homeowners are looking for, and delivers better search results to its users. As a result, thousands of houses have been built at a lower cost using pre-drawn house plans that meet homeowners' specific needs and desires.

* The price must be in United States currency, published on a competitor's site and verifiable. It also must be for the same quantity, plan construction drawing package, foundation and other options and shipping. We will not honor misprints or other pricing errors.

House photo to accompany release:



Caption: The Plan Collection's [House plan 109-1086](#) offers a bonus room or flex space.

Contacts:

Headquarters:

The Plan Collection
68 Southfield Avenue, Suite 100
Stamford, CT 06902
T: 866-787-2023
F: 435-514-0028
E: Brian Toolan; brian@theplancollection.com
Blog: houseplans.info

Media Contact to book interviews:

Kristin Gabriel
[MarCom New Media](#)
T: 323-650-2838
E: kristin@marcomnewmedia.com