

## **MEDIA ALERT**

### **Press Conference: Attainable Housing Means Simplifying and Giving Consumers What They Want**

**WHO:** Leading experts from National Association of Home Builders Leading Suppliers Council working group on attainable housing:

- Rodney Harrell, vice president, family, home and community, AARP
- Scott Larson, CEO, HomeAid
- Karen Barnes, senior advisor, The Farnsworth Group
- Jennifer Castenson, vice president of PR, Buildxact

**WHAT:** Housing leaders will come together to share real-world case studies and practical solutions to lower building costs and deliver more affordable homes. Speakers will highlight how a back-to-basics approach through simpler designs and smarter building choices can help meet consumer demand and expand access to reduce costs to deliver what consumers need and want most: an affordable home.

**WHY:** As we search for solutions to the housing affordability crisis, one thing cannot be ignored: Consumers want a home and will settle for less. Research shows that consumers don't need top of the line finishes, extra options or more space –they just need a place to call their own. Addressing the crisis means rethinking how homes are built, focusing on simplicity, cost reduction, and real consumer needs.

**WHEN:** 8:15 to 8:45 am, Tuesday, February 17

**WHERE:** Buildxact Booth S8005

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