



Press Release

FOR IMMEDIATE RELEASE

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April is New Home Construction Month!

How The American Dream is Still Alive in Southeast Wisconsin

Waukesha, WI, April 6, 2022 - As the home building industry celebrates New Homes Month in April, the Metropolitan Builders Association (MBA) would like to recognize the hard work of all our members over the past few years. The public will be able to experience this hard work with the 76th annual Parade of Homes in Lisbon and Merton, opening on August 13th 2022.

A recent study conducted by the National Association of Home Builders (NAHB) shows that housing is poised to lead the economic recovery in the USA. We spoke with one of our builders, David Belman of Belman Homes, who notes. "Housing is a huge part of GDP and it is a huge part of our economy. When housing is doing well generally the economy is doing well. One of the reasons why I think it does affect the economy so much is this interesting statistic: In 2020 housing was about 13.3% of the GDP and in the last part of 2021 it accounted for 16.9%, which is one of the highest marks it's ever had."

Belman continues, "One thing for Wisconsin is that, in general, we're a pretty stable market. We don't over produce when things are good, and we don't completely drop off production when the market's bad. So, our pricing tends to show a smaller tolerance for when the economy changes. Whereas if you go to some of the Southern parts of the country, when things are booming, they'll change, their numbers will go up dramatically, but their price will go up fast as well. And then it'll also drop very quickly."

The Wisconsin Builders Association has also been working in conjunction with other state associations and NAHB to address the issue of increased material costs to ensure home building remains affordable.

"April New Homes Month is something that we've promoted. We typically have a proclamation from the governor proclaiming April New Homes Month," says Brad Boycks, Executive Director of the Wisconsin Builders Association (WBA), "And it's a good reminder for folks that as the temperature hopefully starts to warm here, that if they're having any thoughts about building a new home now is a good time to have that conversation. Certainly, check in with our members at the MBA throughout the greater Milwaukee area to have that talk and explore looking at building a new home."

ABOUT THE METROPOLITAN BUILDERS ASSOCIATION (MBA)

The Metropolitan Builders Association, located in Waukesha, Wis., is a not-for-profit trade association that represents nearly 700 companies involved in the construction, development, and remodeling of single and multifamily housing and light commercial property in Waukesha, Washington, Ozaukee, Jefferson, and Milwaukee counties. Collectively, its members employ tens of thousands of workers in the Milwaukee area and conduct millions of dollars of business each year. For more information, visit MBAonline.org or the Metropolitan Builders Association's Facebook page www.facebook.com/MetropolitanBuildersAssociation.