



Story Suggestions

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Homes Sales are on a Steady Rise

For the second year in a row, millennials represent the biggest group of home buyers in America, 32% of the market, according to a March 2015 report from the National Association of Realtors. This number is only going to go up in the coming years. According to the 2015 TD Bank Mortgage Service Index, 50% of millennials say they are either “extremely” or “very” likely to buy a house in the next year.

Kyle and Sarah, millennial home owners are ahead of the market and already on their second purchase, so they were primed to create a tool like **HearthandBeam.com** that will come in handy as their peers enter the home buying marketing.



According to Nela Richardson, the chief economist for Redfin, ***“Millennials will have a huge impact on the housing market for the next decade, just because of demographics alone.”***

An Emotional First Time Purchase

More than 90% of home buyers use the Internet to search for homes for sale, and most of them find the home they purchase by themselves. New virtual 3D home tours automate the home tour process, allowing buyers to directly tour a home online anytime, anywhere. With so much quality media online, the bar is high for real estate listings photos, videos and other material to make that impression, especially with younger homebuyers.

Younger buyers don’t expect anything less than the best online experience. The days of just having a crummy photo in the MLS or Zillow photo are over.

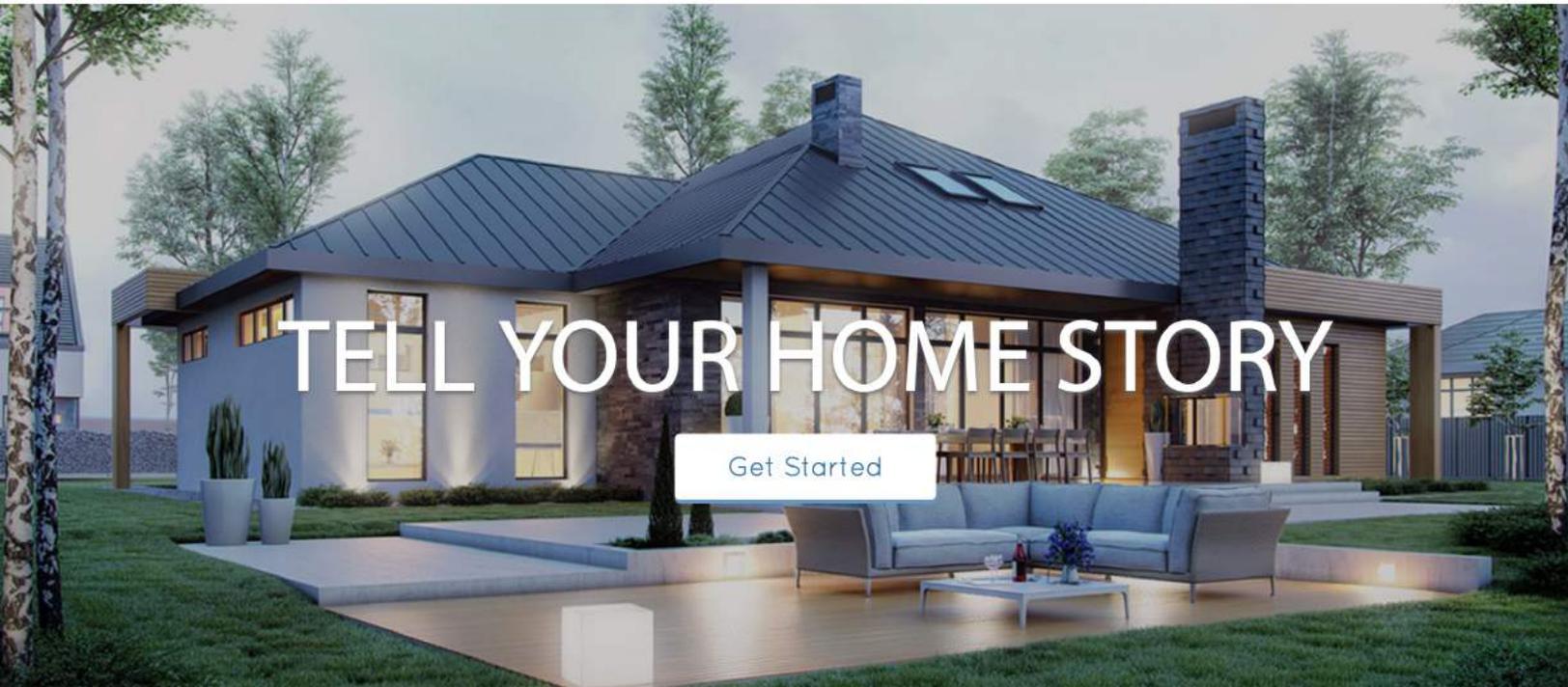
Among the tools that would-be homebuyers are using to scan their options before leaving their couches are professional photos, floor plans, 3-D walk-throughs and video.

What seems to work is any method of marketing the home that allows people to create an emotional connection and way to see the home, including what’s behind the walls.

HearthandBeam.com is a new way for homeowners to share their valuable and memorable improvement projects and house-to-home journey while driving a more emotional connection with proof points for potential sellers, realtors, DIY homeowners and renovation experts in the residential market place.

Reference

<http://www.realtor.org/sites/default/files/reports/2015/2015-home-buyer-and-seller-generational-trends-2015-03-11.pdf>



DIY Home Improvement Sales Expected to Grow

Newly married, Kyle and Sarah, the perfect poster pair representing the millennial DIY mindset created **HearthandBeam.com** after round the clock renovations on their Stamford and Darien, Connecticut homes without one before and after photo to show their friends. At it's core, the idea for **HearthandBeam.com** was created to help homeowners document their personalized touches on their house-to-home journey.

Homeowner outlay on home renovation projects is on pace to reach \$321 billion by mid-2017, a figure that almost meets the pre-crash highs of 2006, constitutes an 8% growth rate and is nearly double the norm, according to Harvard's Joint Center for Housing Studies.

In the next five years older millennials are expected to start buying homes while investing in smart and energy-efficient technology and renovations to reflect their desire for greater outdoor entertaining spaces as well.

Thanks to the prevalence of inspirational Pinterest boards, instructional YouTube videos and aspirational home improvement shows, millennials are more interested in do-it-yourself projects than previous generations.

[HearthandBeam.com](#) helps solve the problem of going gung-ho on a renovation project without a plan or essential know how. Connections with other DIY enthusiasts and professionals in architecture, design and build outs help homeowners get through the toughest phases of construction.

References

<http://www.cnbc.com/2016/08/02/when-millennials-buy-homes-they-invest-in-them-differently.html>

<http://www.constructiondive.com/news/thriving-home-remodeling-market-set-to-reach-321b-by-2017/423188/>



OUR HOUSE POST RENOVATION – A FRESH SLATE!

👤 Sarah



After the renovation, our house was truly brand new! Below are a couple shots of the exterior and interior showing what it looked like when we moved in. We are still in awe of how much we love this house and its charm. Some call it quirky but it fits us perfectly and will grow [...]

Home Remodeling Tech Expands

Technology is soothing the pain points involved in home buying, renovation and sales. While Zillow and Trulia.com will help home buyers find a dream home in their price range and Houzz will inspire them to create stylish renovations, **HearthandBeam.com** fills in the gap and helps home owners share their house-to-home story while connecting with local agents and experts for trusted reviews and connections.

HearthandBeam.com makes hands-on renovations easier with peer-to-peer sharing. New to home renovation tech disruption scene, which is booming with brilliant ways to build a home, apps like homezada.com help maintain the house with automated maintenance schedules managing home improvements, maintenance and inventory and Magic FloorPlanner will create 3-D floor plans created straight from your smart phone.

For today's do-it-yourselfer, a well-designed smartphone app can be as essential as a hammer and a box of nails. Some of the best apps on the market include Houzz Interior Design ideas app; Behr ColorSmart app; The Home Depot app; Woodshop Widget ; I.D. Wood; iHandy Carpenter; Construction Master Pro; HomeAdvisor Mobile; Redbeacon; Insteon app; Eden Garden; Home Maintenance app and now the Darby Smart app.

While lacking the house-to-home renovation journey, additional technology includes HouseLogic.com which is a site for homeowners who seek curated and original content to improve, and maintain their home in one place.

With over 3.2 million listed professionals, porch.com recently collaborated with Lowe's and currently has contractors, painters, plumbers, architects and more in New York, Los Angeles, Chicago, Dallas and Houston.

<https://www.atgstores.com> was created for residential, commercial and trade clients to take any project from concept to completion by providing a curated selection of quality home furnishings, high-touch customer care, interior design services and professional installation anytime.

QUICK FIXES IN A NEW HOUSE!

👤 Sarah



Even though we moved into a great home there were still some small things we needed to fix once we moved in.

HearthandBeam.com is a new way for homeowners to share their valuable and memorable improvement projects and house-to-home journey while driving a more emotional connection with proof points* for potential sellers, realtors, DIY homeowners and renovation experts in the residential market place.

HearthandBeam.com fills in the blanks that competitive sites like houzz.com glaze over. Empowering homeowners, experts, and agents to share the significant and worthy details which make their home, project, or listing exceptional, users move beyond the perfectly polished finished picture of completed work while focusing on the long-lasting quality that should go into a home project.

This unveiling and revealing of the renovation process creates a more transparent conversation in an industry that's typically more concerned about lowering costs and finishing jobs as fast as possible for a profit. Tracking the work with photos, videos and written blog posts also translates directly to an improved selling experience to making the entire transaction more equitable for both agents and homeowners.

References

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<http://www.nytimes.com/topic/subject/home-repairs-and-improvements>

