

New Research to Explore What Consumers Want in Home Electronics at IBS

Determining what home buyers want in installed home electronics is the goal of a new research project being conducted by the National Association of Home Builders' (NAHB) Institute of Residential Marketing (IRM) and the Custom Electronics Design & Installation Association (CEDIA).

The project began with focus groups held last fall in Chicago and Dallas of prospective home buyers, home builders and remodelers to explore what home electronic equipment and systems are considered to be of most value. The findings will be used to help home builders and residential electronic systems contractors (RESCs) understand what home buyers want.

Custom electronics installation is an \$8 billion industry, and increased numbers of new home builders are providing home technology integration (HTI) packages to their customers. IRM and CEDIA hope this collaboration will further this trend by helping both builders and RESCs best meet the technology needs of home buyers both now and in the future.

Key objectives of the project include:

- Encouraging the use of software and other technology to help builders and homeowners design home networks that integrate whole house audio, home theaters, security surveillance and more
- Helping salespeople educate homeowners about the capabilities and benefits of home technology
- Ensuring that the installed technology is user-friendly
- Creating a mutually beneficial partnership between new home builders and RESCs

Facilitating the study will be S. Robert August, MIRM, who says that "this research will be extremely helpful to members of both NAHB and CEDIA as we work together to provide today's tech-savvy home buyers with the best technological equipment professionally installed in the best homes. This collaboration will also give us the opportunity to learn more about the newest electronic products and services on the market."

August, along with representatives from CEDIA and a builder, will present the study's findings at the IRM Research Project Seminar at the 2007 International Builders' Show in Orlando on Friday, February 7 from 11:00 AM to 12:30 PM in the South Hall of the Convention Center. After IBS, results will be made available on www.nahb.org.

This project is the second from the IRM Research Initiative. The results of the first, an Internet marketing survey conducted with Move.com, can be found at www.homebuilder.com/IRM.

To learn more about the IRM Research Initiative and how to submit proposals visit www.nahb.org/MIRM. For additional information about CEDIA visit www.cedia.net. **SMI**

