

SELECT A CITY ▾

LIMITED TIME OFFER
Subscribe Now

WELCOME
Your Account ▾

INDUSTRIES & TOPICS



NEWS

LISTS & AWARDS

PEOPLE & COMPANIES

EVENTS

MORE...



FOR THE EXCLUSIVE USE OF CTROWBRIDGE@BIZJOURNALS.COM

From the Phoenix Business Journal:

<http://www.bizjournals.com/phoenix/news/2016/07/01/the-list-custom-homes-going-high-tech-as-market.html>

The List: Custom homes going high tech as market expands in Phoenix

🔑 **SUBSCRIBER CONTENT:** Jul 1, 2016, 10:30am MST

From smartphone to smart home, custom home builders are prioritizing technology.

The reason is simple: the market is there for increasing use of technology in homes. A recent survey by **Coldwell Banker Real Estate** found 45 percent of Americans said they plan to own smart-home technology or invest in it later this year.

Tony Nace, owner of Kyan Builders LLC, said keeping up with the newest technology is the hardest part when it comes to building smart homes.

“People want everything fully automated in their home from their phones,” Nace said. “They want their water features, lights, and security cameras controlled when they’re away. It’s 100 percent the number one thing right now.”

Tom Fisher, owner of **Fisher Custom Homes** LLC, said 100 percent of the homes his company builds includes smart-home technology.

“Every one of them includes some form of low-voltage, high-tech installation,” he said.

Consumers surveyed by Coldwell Banker indicated smart security systems (58 percent) and temperature technology (56 percent) were most appealing if they were buying a home.

“People want to get away from wires,” said Fisher. “They are looking for whole-house controllers from a smart phone or tablet.”

When it comes to home security systems, Nace said some clients forgo a more extensive hard-wired



TONY HERNANDEZ

A recent custom home built with smart-home technology by Kyan Builders LLC.

security system for a wireless one. Some clients opt to save money so they can focus on upgrading lighting and entertainment systems.

One way Nace said his company stays ahead of the tech curve is by installing conduits, or empty wire sleeves, in homes for high-end products that may be installed later. For example, Nace said his company places conduits for solar panel and electric car charging ports.

“People are buying these products or are going to and otherwise they’d have to tear up the whole place,” he said.

Nace explained that by proactively wiring a home for products not commonly adopted but growing in popularity such as electric cars and solar panels, he is saving his clients the trouble of paying expensive fees later.

But many electric car chargers require different outlets, said Fisher. He said his business pre-installs an outlet but that most electric car chargers are like cell phones just a few years ago, all requiring different chargers and plug-in types.

Fisher cited home technology as a more appealing upgrade than a pool.

“People who live out of state don’t want to maintain a pool if they’re not even here in the summer,” Fisher said. “They want to be able to see inside their home, see their driveway while they’re away.”

Nace said his company also has millennial clients who expect their homes to be wired for smart home technology and prefer a wired home over a pool. According to the Coldwell Banker survey, 44 percent of millennial homeowners surveyed would pay \$3,000 or more to upgrade their house into a smart home, according to the Coldwell Banker survey.

What will it cost to install wireless technology in a custom home? The cost varies widely, according to Valley custom home builders. From basic lighting and entertainment systems to cell phone-controlled water monitoring, the range of costs is dependent on the clients’ specific needs, said Fisher.

Cassidy Trowbridge
Editorial Intern
Phoenix Business Journal

