

# 俄亥俄建築工業會(BIA) 47年以來首次取消房屋秀展 (Parade of Homes)

自1973年以來,俄亥俄州中部將首次取消舉辦房屋秀展(Parade of Homes)。活動組織者俄亥俄州中部建築業協會(BIA)已取消了本年度的活動,該活動原定于 Grove City(格羅夫城)的 Beulah Park Living 舉行。BIA 表示,該展覽將在重新設計後于 2021 年恢復正常。

俄亥俄州中部今年不會舉行房屋秀展(Parade of Homes)?, 這是近半個世紀以來的第一次。

該活動的贊助商, 俄亥俄州中部建築工業協會已取消了本年度的展覽, 該展覽原定于 Grove City(格羅夫城)的 Beulah Park Living 舉行。

該組織在新聞報道中表示, 展覽將在重新計劃後于 2021 年恢復正常, “以滿足其成員和消費者的需求。隨著俄亥俄州中部地區和建築業的發展, 房屋秀展(Parade of Homes)? 也要與時俱進。”

BIA 執行理事喬恩·梅爾奇表示, 他們對新的形式還沒有具體想法, 但會對眾多可選方案進行探討。

梅爾奇說: “我們要與我們所有的建築商和合作夥伴一起努力, 共同來確定以後的展覽形式。現在我還不能就房屋秀展 (Parade of Homes)? 的地點及形式做過多說明。”

自 1952 年首次創立房屋秀展 (Parade of Homes) 以來, 這次將成為第四次取消辦展。俄亥俄州中部上一次取消房屋秀展 (Parade of Homes) 是 1973 年。

Beulah Park Living 其他階段的工作進展順利, 但定制住宅尚未轉賣, 針對其他所有住宅的工作也沒有開始展開。

Beulah Park Living 的開發商 Falco, Smith & Kelley 總裁帕特·凱利說他為不能舉辦今年的展覽感到很失望, 但他補充道: “我們在為整個小區慶祝, 這不僅僅是一次活動。”

本着這種精神, 開發計劃中決定在秋季舉辦的“房地產慶典”會對 Beulah Park 的公寓、庭院住宅和獨立住宅進行展示。

梅爾奇和凱利沒有透露有多少建築商會參加今年的房屋秀展(Parade of Homes)?, 但凱利指出, 一些在去年展覽上表現欠佳的建築商可能會對此感到緊張。

9 月在特拉華縣 Evans Farm 舉辦的房屋秀展(Parade of Homes)? 展出的 14 棟住宅中售出 3 棟、預售 2 棟。

凱利說: “去年的展覽有高價住宅存盤。” “這導致許多建築商今年不願參加。”

收聽哥倫布快訊播出的本地最新消息: 去年展出的住宅價格從 72.5 萬美元到 130 萬美元不等, 這說明房屋秀展 (Parade of Homes) 已經遠遠超出了大多數購房者的承受能

力。在過去的二十年, 該展覽已演變成了精裝定制住宅的秀場, 更適合欣賞, 而不適合有實際購買需求的消費者。

Homewood Corp. 總裁兼現任 BIA 主席吉姆·利普諾斯表示: “這是在過去四到五年內形成的。”

利普諾斯說: “從歷史上講, 一般需要六到八個月才能將所有展出房屋全部售出。這對我們的建築合作夥伴非常不利。” “要在一條街上放上 14 套 80 萬美元的住宅(沒有買家的住宅), 沒有合適的市場。要賣出這些住宅很難, 而且對於那些一年只建 10 或 12 套住宅的建築商來說也確實難以接受。”

在開始的 40 年內, 房屋秀展(Parade of Homes)? 展示的住宅都來自中檔新建小區, 例如北部的 Forest Park、加漢納的 Foxboro、沃辛頓的 Brookside Colony 和韋斯特維爾的 Freedom Colony。

但在過去的幾十年內, 情況卻有所不同。隨著費用的上漲和選址越來越遠, 房屋秀展(Parade of Homes)? 已經在特拉華州或聯盟縣舉辦十年了。新奧爾巴尼主持活動時, 最後一次在富蘭克林縣辦展是在 2010 年。

梅爾奇和利普諾斯說, BIA 會學習其他建築協會組織房展的經驗。梅爾奇提到, 明尼阿波利斯和北卡羅來納州羅利市的協會在多地舉辦展覽, 俄亥俄州中部 BIA 數十年來尚未嘗試過這種方式。

“我們不可能在俄亥俄州中部周圍的不同區域選定三處或四處地點, 每處安排四五個建築商, 提供更多的價格點, 這樣看起來就不全是高價住宅, 因為大多數人負擔不起高價住宅?” 利普諾斯說。

“現在在單一地點辦展的城市不多了, 我們就是其中之一。大多數城市都已經轉變為多地或區域性辦展。”

梅爾奇表示 BIA 尚未決定採用何種形式, 他還指出其在組織將通過兩場年度房地產巡展來繼續展出新建住宅, 這兩場巡展的特色是將在新址展出樣板房。

他說: “近 70 年來, 俄亥俄州中部住宅建設社群舉辦的房屋秀展(Parade of Homes)? 一直走在展示創新和最新趨勢的前沿。” “隨著俄亥俄中部地區的發展, 住宅建築業的需求也在變化, 我們必須意識到這一點。”

For the first time since 1973, central Ohio will not hold a Parade of Homes. The event's organizer, the Building Industry Association of Central Ohio, has canceled this year's event, which

was scheduled to be held at Beulah Park Living in Grove City. The BIA said the Parade will return in 2021 after being reformatted.

For the first time in almost half a century, central Ohio will go a year without a Parade of Homes.

The event's sponsor, the Building Industry Association of Central Ohio, has canceled this year's Parade, which was scheduled to be held at Beulah Park Living in Grove City.

In a news release, the organization said the Parade will return in 2021 after being reformatted

commit this year.”

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Homes in last year's Parade ranged from \$725,000 to \$1.3 million, illustrating how the Parade has grown far beyond the reach of most buyers.

The Parade has, over the past two decades, morphed into a showcase for elaborate custom homes, better for window shoppers than for buyers.

“This has been building over the last four or five years,” said Jim Lipnos, president of Homewood Corp. and this year's BIA president.

“Historically speaking, the last Parade home doesn't sell for six or eight months. That's a detriment to our building partners,” Lipnos said. “To put 14 \$800,000 specs (homes without buyers) on one street, there's just not a market for that. It's really tough to sell that, and really hard for builders who only build 10 or 12 homes a year.”

For its first four decades, the Parade showcased homes in new but more modest neighborhoods such as Forest Park on the North Side, Foxboro in Gahanna, Brookside Colony in Worthington and Freedom Colony in Westerville.

That changed in the last few decades, as Parade prices rose and its sites moved farther out. The Parade has been held in either Delaware or Union county for a decade. The last Franklin County Parade was in 2010, when New Albany hosted the event.

Melchi and Lipnos said the BIA will study how other building associations host their home tours. Melchi mentioned associations in Minneapolis and Raleigh, North Carolina, which hold their tours in multiple locations, something the central Ohio BIA hasn't done in decades.

“Could it be that we have three or four different sites with four or five builders each, in different quadrants around central Ohio, offering more price points so we're not putting all these million-dollar homes out there, which is a pipe dream for most people?” Lipnos said.

“We're one of the last cities still doing a single-site Parade. Most have transitioned to scattered sites or a regional Parade.”

Melchi said the BIA hasn't settled on any format yet and noted that the organization will continue to showcase new homes through its two annual Tour of Homes events, which feature model homes in new subdivisions.

“For nearly 70 years, the Parade of Homes has been at the forefront of showcasing innovation and the latest trends by the homebuilding community of central Ohio,” he said. “As central Ohio changes so do the needs of the residential construction industry, and we have to be cognizant of that.” 哥村一點通



“to meet the needs of both its members as well as consumers. As central Ohio and the building industry evolve, so too will the Parade.”

BIA Executive Director Jon Melchi said the organization does not have a specific new format in mind, but will explore a variety of options.

“We've got to work with all our builders and partners on this to pin down exactly what it might look like in the future,” Melchi said. “Right now, I would be hesitant to say anything as far as location and what the Parade might look like.”

This will be the fourth time since the Parade was founded in 1952 that the event has been skipped. The last time central Ohio missed a Parade was in 1973.

Pat Kelley, president of Beulah Park Living's developer, Falco, Smith & Kelley, said he is disappointed not to host the Parade this year but added, “We're celebrating an entire community here, not just a single event.”

In that spirit, the development plans to host its own “celebration of homes” in the fall that will showcase the apartments, patio homes and single-family homes at Beulah Park.

Melchi and Kelley did not say how many builders had committed to this year's Parade, but Kelley noted that some might have been nervous about the Parade after struggling to sell homes from last year's event.

Three of the 14 homes from September's Parade of Homes in Delaware County's Evans Farm have sold, and two of those were pre-sold.

“They had an overhang of very expensive homes from last year's Parade,” Kelley said. “That caused a lot of builders to be reluctant to

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