

Article for View On Magazine 2022

The secret is out – St. George, Utah is no longer a hidden gem. They say once you get red dirt in your shoes it is hard to get out! The beauty of this area with unique and diverse landscapes continue to attract visitors from all over. Some desire to stay longer and call this “home.” How has the St. George area been discovered? It is through large events like the St. George Area Parade of Homes that attract people not only from northern Utah, Nevada, but across the country.

The Southern Utah Home Builders Association has presented this annual event for 32 years. It is a 10-day event held in early spring and features 28 exceptional, brand-new, never lived-in homes. This event continues to grow in popularity because of the unique and diverse home designs, breathtaking landscapes, and interior designs beyond comparison. Over 45,000 visitors attended in person or watched virtual tours online. This is the highest on record! This event has won Best of Southern Utah-Best Annual Event three years in a row!

Friends and families make it a tradition to attend year-after-year. Visitors expressed how grateful they were to be together, to gather once again, and attend this fun event. “We were surprised with how little complaints we received this year from visitors, considering the homes were very crowded,” said Mari Krashowetz, Executive Officer, Southern Utah Home Builders Association.

Visitors experienced new incredible innovations, unique landscapes, stunning homes and memorable designs. The St. George Area Parade of Homes is full of wonder in a stunning blue sky and red rock setting that leave visitors saying wow. Every year an adventure awaits and always features new, fresh design and home trend ideas. Not everyone can afford a Parade home, but they can incorporate a couple ideas found at their favorite home.

Because the area has been discovered, the demand for housing in this community continues to grow. Community leaders continue to plan for steady growth, while being sensitive to preserve the beautiful outdoor landscapes. The home building industry has been working with city leaders to incorporate even higher water conservation measures in new development. New homes have proven to be more water and energy efficient compared to older homes. Even though last year we grew by 5% in Washington County, Utah, our water use was reduced by 3% overall. This shows our entire community is doing their part to support water conservation measures.

We can do even better. That is exactly what the building community is doing by limiting turf, installing water recirculation pumps for instant hot water, using water efficient appliances, etc. Together, we can achieve so much greater than doing it alone. Everyone needs to do their part. We welcome visitors and future residents to our community but encourage everyone to be supportive of our limited resources.

Homes are currently under construction for the 2023 St. George Area Parade of Homes, February 17-26, 2023. We welcome you to our community and hope you enjoy the show. Let's see if you can get rid of the red dirt in your shoes! Visit [ParadeHomes.com](http://ParadeHomes.com) for more details.

Mari Krashowetz, Executive Officer

Southern Utah Home Builders Association

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