

HOUSING POLICY

Congress should place a high priority on programs supporting the housing sector.

THE ASK

- Support adequate access to capital for homebuyers and homebuilders, including a robust secondary mortgage market, since vinyl products are used extensively in single and multi-family home construction.
- Support programs that provide a meaningful investment in vocational education to train workers for jobs in the housing industry.

THE WHY

- A strong housing market is essential to the vinyl industry, U.S. economic health and a more sustainable society today and in the future. Sustainability is about doing more with less: better environmental and natural resource stewardship in balance with economic and social due diligence. These same principles apply to the sustainable development of our nation's housing sector. For example, over the next decade, demand for single and multi-family homes will continue to outpace supply.
- The vinyl industry is committed to addressing sustainable development across our industry, targeting the specific economic sectors where we can make the most impact. This includes housing. With 10 billion people expected to live on the planet by 2050 and the underlying need to do more with less in light of depleting natural resources, vinyl is the material of choice for countless applications in the housing sector.
- The vinyl industry has been a long-time partner with Habitat for Humanity building affordable homes using durable, functional vinyl products.

THE FACTS

- 70% of vinyl products support the building and construction markets.
- Vinyl-framed windows and reflective roof membranes are the most energy efficient for the price.
- Vinyl flooring and wall covering are durable and easily cleaned, reducing the spread of pathogens in hospitals and homes, providing excellent value in commercial and residential buildings.
- Vinyl siding, trim, decking and railing make homes more efficient and weather resilient.
- Vinyl-coated wiring helps keeps families safe from environmental deterioration.

PROBLEM

We applaud the Administration's commitment to ease overregulation, which typically adds 25 percent to the cost of a new home. Yet we remained concerned that policymakers could threaten our nation's long-standing commitment to homeownership and homebuilding. The health of the vinyl building products industry rises and falls with new housing starts and a robust home renovation market.

- Ensuring adequate access to capital for homebuyers and homebuilders benefits the tens of thousands of employees who manufacture sustainable and cost-effective building products.

- Excessively stringent credit standards could keep millions of families from homeownership.
- Workforce development including a solution on immigration is a key element for a vibrant homebuilding environment.