

## **Workforce Education Talking Points**

**The Housing Industry is Hiring.** During the pandemic, the home building and remodeling industry have remained relative bright spots for the overall economy. And, with residential construction deemed an essential business across the country during COVID-19, there were few layoffs in the construction sector.

**Strong Earning Potential.** The home building industry offers more than just another job, it is a pathway to earning a great salary. The top 25 percent in most construction trades professions earn at least \$60,000 annually. Women in the construction industry earn 97 cents for every dollar a man earns, compared to 80 cents in other industries.

**A Solid College Alternative.** In the 2020-2021 school year, more than half of bachelor's degree recipients from public and private nonprofit four-year colleges and universities graduated with debt and had an average debt level of \$29,100, according to the [College Board's Trends in Student Aid 2022 report](#). The skilled trades offer an alternative to the 4-year college track without the burden of sky-high student loan debt.

**A Variety of Training Programs Available.** Home builders associations across the country can connect students to apprentice programs or other job training programs. The Home Builders Institute has [a listing of programs available](#).

**A Strong Sense of Accomplishment.** Working in the trades brings a sense of satisfaction for completing high-quality work that contributes to home building and ultimately helping to fulfill the American Dream.