

Real Estate

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Perpetual Homes Has Answers for the Housing Crisis

Simple, Scalable Solution — One Backyard at a Time J6



PERPETUAL HOMES

Perpetual Homes built this modern home in Brentwood. Perpetual Homes' eco-friendly, high-quality designs are made from premium, long-lasting materials.

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Getaway

2550 S. Araby Dr. stands as one of Palm Springs' iconic Rock Houses. J15



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Solving California's Housing Crisis — One Backyard at a Time

By Barbara Noe Kennedy

Across California and beyond, the housing crisis is no longer abstract — it's personal. Families are doing everything they can to support aging parents nearby, help adult children priced out of rent or buying their homes, stay financially stable, and ensure seniors can age in place without isolation.

In backyards from Monterey to Sonoma, a new solution has emerged — the Accessory Dwelling Unit (ADU).



These small but fully independent homes are transforming the way Californians

think about family, finances, and the future. With just a few hundred square feet, an ADU can create a safe place for a parent, an affordable launchpad for a young adult, or a reliable stream of rental income that eases mortgage pressure.

To understand how this movement is reshaping neighborhoods — and what actually happens behind the scenes — I sat down with William Anderson, Project Manager at Perpetual Homes, the state's largest private ADU builder.

When asked how homeowners typically arrive at the decision to build an ADU, Anderson didn't hesitate.

"In almost every case, it starts with wanting to help someone — a parent, a child, a grandchild, or even themselves," he said. "People don't come to us because they want more square footage. They come to us because they want housing options."

"There's one family I'll never forget," Anderson said. "Their daughter had just graduated from college and moved back home. She was trying to get her feet under her, but everyone



PERPETUAL HOMES

Above: Residences designed by Perpetual Homes enjoy light-filled floor plans. **Below left:** Kitchens in homes designed by Perpetual Homes feature stone counters and stainless steel appliances. **Below right:** Perpetual Homes' eco-friendly, high-quality designs are made from premium, long-lasting materials and the company handles everything — from permits, to building, to installation.



COVER STORY

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was tiptoeing around each other — she needed independence, and her parents needed their home back.”

He continued: “They looked at apartments and realized she’d be spending almost her entire paycheck on rent. So they built an ADU — a small studio in the backyard. The transformation was immediate. She had privacy, they had breathing room, and suddenly holidays and dinners together felt joyful again instead of tense.”

Anderson said these conversations are what fuel the Perpetual Homes team.

“We’re not just building structures,” he said. “We’re solving problems. We’re strengthening families. And we’re making housing work for people again.”

How Perpetual Homes Became California’s Largest Private ADU Builder

Perpetual Homes — founded in 2019 by Katherine Anderson based on 40-plus years of real-estate development experience — has grown quickly, completing more than 200 ADU projects and earning Better Business Bureau accreditation in 2025. The company’s growth is rooted in a simple premise: Homeowners shouldn’t have to become construction experts to support their families.

Perpetual Homes manages design, permits, utilities, inspections, build-out, and finishes, offering eighteen-plus customizable floor plans with upscale features like crown molding and finished window trim; full-size kitchens and bathrooms; energy-efficient fixtures and appliances; and durable, low-maintenance materials.

And most on-site builds are completed in three to four months — dramatically faster than traditional construction. Behind that speed, William Anderson said, is intentional process design rather than luck.

“We’ve streamlined the parts



PERPETUAL HOMES

Above: Perpetual Homes offers a variety of architectural styles. **Below:** New Healdsburg ADU model available to tour by appointment. Perpetual Homes is a Danville-based company specializing in the construction of ADUs, duplexes, and single-family homes.

that usually slow homeowners down,” he explained. “We use pre-approved plans when possible, we handle permits directly with the city or county, and we build our ADUs in factories, using prefabricated components. It’s a system — and why the experience feels easy.”

More Than Multigenerational Living

While many families build ADUs for relatives, Anderson said the use cases have broadened. These days, ADUs are being used for:

- Offsetting mortgage pay-

ments through long-term rentals

- Generating steady income through Airbnb/VRBO
- Downsizing for retirement (rent the main home, live in the ADU)
- Increasing property value before selling
- Creating a guest space or creative retreat

“Some of our clients retire early because of the rental income,” Anderson noted. “Others use it to stay local instead of leaving the Bay Area, which is powerful.”



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He shared one financial example that stuck with him. “One homeowner in San Jose built a one-bedroom ADU for her mom. A year later, her mom moved out to be closer to her sister — and instead of selling the unit or letting it sit empty, she rented it to a traveling nurse. That single decision cut her mortgage in half. She told me she sleeps better now than she has in twenty years.”

New Legislation = Perfect Timing

Thanks to recent state laws, ADUs are now easier to build — and more financially viable — than at any point in California history. Anderson explained that three legislative shifts are driving demand: “AB 976 eliminates owner-occupancy requirements; AB 1033 allows ADUs to be sold separately as condos in many California cities; and SB 1211 permits up to eight detached ADUs on multifamily lots.”

In plain terms, these changes give homeowners more flexibility and more earning potential. You no longer have to live on the property to build or rent an ADU. You can now treat an ADU like a standalone asset with resale value. And for multifamily properties, the ability to add multiple ADUs creates new income streams that didn’t exist before — without buying more land.

“These laws don’t just open doors for individual homeowners,” Anderson said. “They’re unlocking a scalable housing solution — one backyard, duplex, and apartment lot at a time.”

To meet demand, Perpetual Homes is preparing for expansion.

“We’re launching new floor plans designed specifically for multifamily lots,” Anderson said. “We’re also expanding our project management team and



PERPETUAL HOMES

Above: Construction of ADUs has skyrocketed over the past half-decade in California. Perpetual Homes’ eco-friendly, high-quality designs are made from premium, long-lasting materials. Below: Perpetual Homes offers the simplest, fastest, and most efficient path to building a home.

partnering with developers and investors who want to add ADUs across entire portfolios. This next chapter isn’t just about single homes — it’s about housing at scale.”

The Bottom Line

From supporting loved ones to building generational wealth, ADUs are helping Northern Californians reclaim control in a market that too often leaves families with impossible choices.

Anderson said it best: “An ADU isn’t just a backyard unit. It’s freedom. It’s stability. It’s the chance to build a future that

actually works — not just for today, but for generations.”

Before we ended our conversation, I asked Anderson what he would say to a homeowner who’s on the fence. He answered without hesitation:

“If you’re thinking about an ADU, chances are you already know who it would help — or how it could change your life. My advice is simple: Trust that instinct. If it matters enough for you to imagine it, it matters enough to build it.”

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