

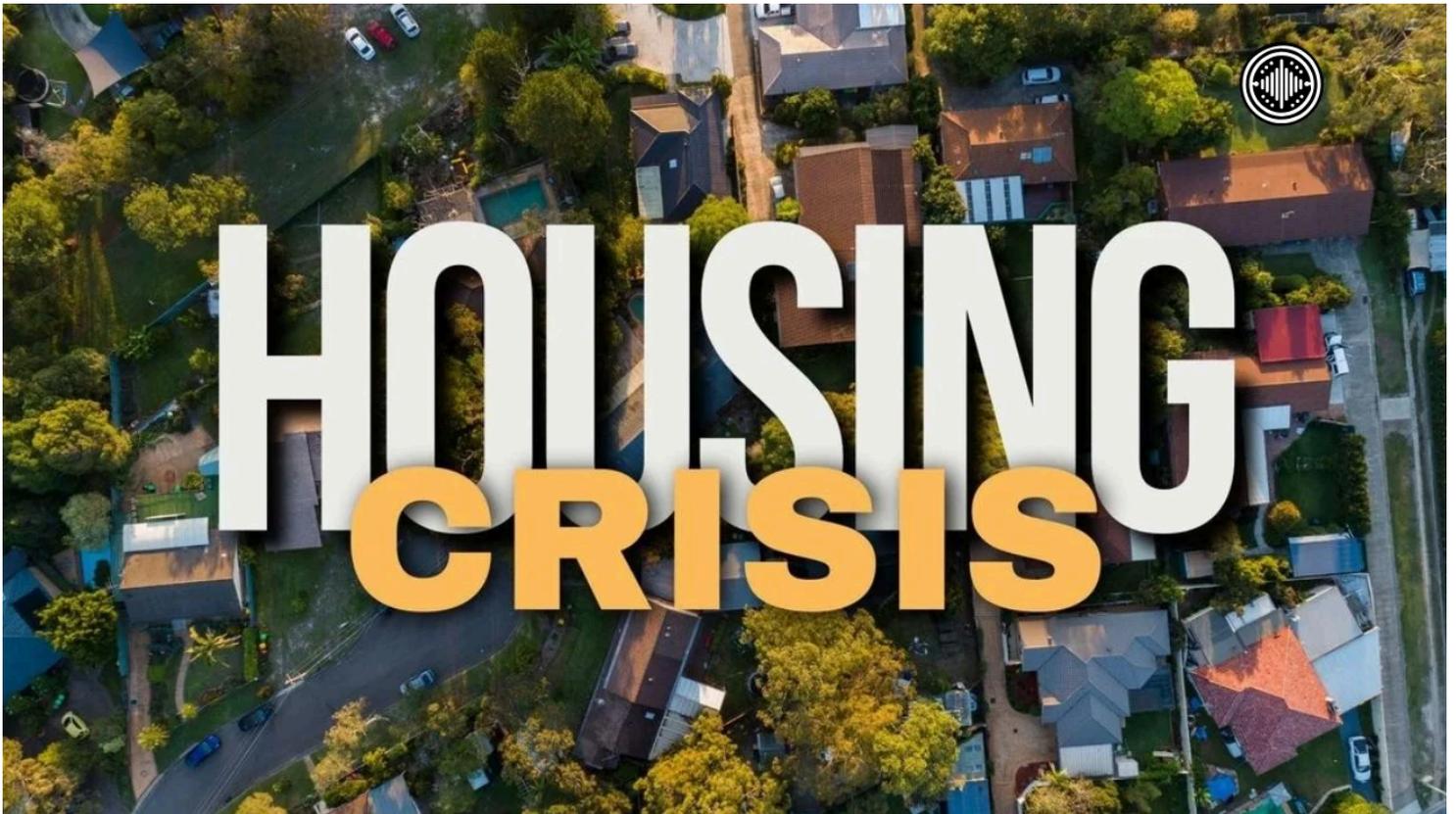
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America Takes a Big Step Toward Solving the Housing Crisis

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– Categories: Real Estate



A growing national campaign to tackle America’s housing shortage just gained major support. The U.S. Conference of Mayors has officially endorsed the Let America Build initiative by Realtor.com®, marking a significant step toward solving the country’s housing supply and affordability crisis.

The policy statement, introduced by Austin Mayor Kirk Watson and approved at the mayors’ annual meeting in Tampa, Florida, calls for local governments to remove unnecessary regulations, update zoning laws, and support smarter housing policies. The campaign is

gaining momentum across the country as cities face rising home prices, low inventory, and a growing demand for affordable housing.

“This is about restoring hope for people who want to own a home,” said Mayor Watson. “Too many families, especially young people, are being priced out. We need to make it easier to build more homes and meet the needs of our communities.”

Launched earlier this year at SXSW in Austin, Texas, Let America Build aims to encourage lawmakers at all levels local, state, and federal to make pro-housing choices that allow for faster and more efficient construction. This includes reducing red tape, eliminating restrictive zoning rules, and considering the use of underutilized federal land for housing.

According to Realtor.com’s 2025 analysis, the U.S. is short of nearly 4 million homes. This shortage is affecting communities of all sizes, making it difficult for everyday Americans to afford rent or buy a home. The campaign has also earned support from the National Association of REALTORS® and the National Association of Home Builders.

“Mayors are leading the way in their cities, and we’re proud to support them,” said Damian Eales, CEO of Realtor.com®. “This is a national issue, and it requires practical, local solutions that make it easier to build.”

The mayors’ endorsement reflects a growing commitment from local leaders to take meaningful action. It also marks a major milestone for the Let America Build movement, which continues to unite city officials, industry leaders, and housing advocates in pursuit of lasting solutions.

With the support of mayors nationwide, the campaign is sending a clear message: To fix the housing crisis, America must build and build smart.