

AOTW: Is Elon Musk a Trailblazer in The Future of Affordable Housing? July 9, 2021

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Good morning,

Overall a flat week in the financial markets, with a rough day Thursday offset by a strong start and finish to the 4<sup>th</sup> of July-shortened week.

As we crossed a promising threshold of 50% of eligible Ontarians double vaccinated this week (my 16 year old twins had their 2<sup>nd</sup> shots yesterday, so we are officially a 100% max antibody household), can we please (looking at you, Premier Ford and Ontario science table) turn our thoughts to hopeful, post-pandemic life, and get away from naming new variants and living in what feels like a perpetual state of fear? Indeed we all have different things we look forward to doing... a football game and concert for yours truly.

There is much to be hopeful for, at the same tie there are challenges afoot. I have remarked many times over the past six months that I certainly would not have had “white hot housing market” with bidding wars driving up values 30-40% vs pre-Covid on my summer 2021 bingo card. It is getting to a point in most larger Canadian cities where I fear my kids may not be able to enter the housing market until they are into their higher earning years in their 30s and beyond. At least, not into a traditional townhouse or single family home. Could they be destined for a house in a box?

Say what?

Tweet from [@elonmusk on June 9, 2021](#):

“My primary home is literally a ~\$50k house in Boca Chica / Starbase that I rent from SpaceX. It’s kinda awesome though.”

A \$50k house? Need to know more.

“It turns out, Musk is almost certainly living in a 380-square-foot, tiny, foldable house-in-a-box, which was manufactured by a company called [Boxabl](#), delivered to the SpaceX launch facility in Boca Chica, Texas, on a flatbed truck and set up on-site in less than a day. The secret was hiding in plain sight, actually, given that Boxabl posted a [YouTube video](#) last November that offered a tour.”

Boxabl is taking on a massive factory space in Las Vegas. Their vision? Disrupt the outdated concept of building homes on site, one at a time. Could the future of affordable housing be premised off the assembly line concept that revolutionized the car business and other manufactured goods?

“Consider: mass-produced, foldable housing with components that can fit current standard shipping containers? That's a big idea. In fact, it's quite possibly even bigger than electric cars and space travel, at least during our lifetimes.”

Boxabl believes they can build not only the casita-style, ~400 sq foot home that Musk lives in, but larger single family homes, and even multi-level, multi-residential apartment buildings.

Affordable housing is one of our world's greatest challenges. With the cost of materials surging in recent years (especially this past year), some innovative thinking like this is a must to solve a generational problem.

As Elon Musk said about his Boxabl Casita, this is “kinda awesome, though.”

Have a nice weekend.

*Penned by Trevor Johnson*

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