

FOR IMMEDIATE RELEASE

## Can we agree we're in a housing crisis? This book presents a way out.

[Jan. 3, 2024] — America, we're trapped in a housing paradox. In the same breath, we demand housing be “a good investment” and “broadly affordable.” And yet, it can't be both.

In “Escaping the Housing Trap: The Strong Towns Response to the Housing Crisis,” renowned urbanists Charles Marohn and Daniel Herriges challenge tired narratives that assert a single cause or solution to the housing crisis. Instead, they offer realistic approaches for transitioning out of this broken system — a practical resource for renters, homeowners, realtors, professors, policymakers and urban professionals.

“Escaping the Housing Trap” is [available for pre-order](#) and will be released on **April 23, 2024, on Amazon and retailers nationwide.**

“Escaping the Housing Trap” brings readers on a journey through US housing history, illuminating the tension between housing as a financial product and as shelter. For example, home mortgages ensure the stability of the US banking system, yet 2023 held the [lowest levels on record](#) for pending home sales.

By the end, readers are given rational steps they can take right now to make room for a new housing approach — one that can rapidly produce housing on a **local scale** in response to **local needs**.

*“Regulations, financial incentives, and cultural expectations are undermining organic efforts of urban renewal. Without renewal, there is only one option left: decline.”*

*- Charles Marohn*

**Charles Marohn** is the founder and president of Strong Towns, a non-profit organization dedicated to building stronger and more financially resilient cities. He is a civil engineer with decades of experience. “Escaping the Housing Trap” marks his third book in a series that outlines an alternative approach for growth and development in North America.

**Daniel Herriges** has served as Editor-in-Chief for Strong Towns, as well as written feature articles and spoken across the country. Daniel has a Masters in Urban and Regional Planning from the University of Minnesota, with a concentration in Housing and Community Development.

**Pre-order the book and learn more by visiting:** [housingtrap.org](https://housingtrap.org)

For media inquiries or to request an advanced reader copy, contact:

Karen Douglas — Public Relations

[karen@strongtowns.org](mailto:karen@strongtowns.org)

844-218-1681

**STRONG  
TOWNS**