

WHAT HOMEBUYERS REALLY WANT:

# HEALTHIER, SMARTER, GREENER HOMES

Today's buyers are redefining what "dream home" means. Instead of chasing more space, many are focusing on features that support healthier living, lower utility bills and a lighter environmental footprint. From energy-efficient systems to clean air and filtered water, today's buyers are drawn to homes designed for everyday well-being—and they're willing to pay more for it.

**The top features and upgrades respondents said they would prioritize include:**

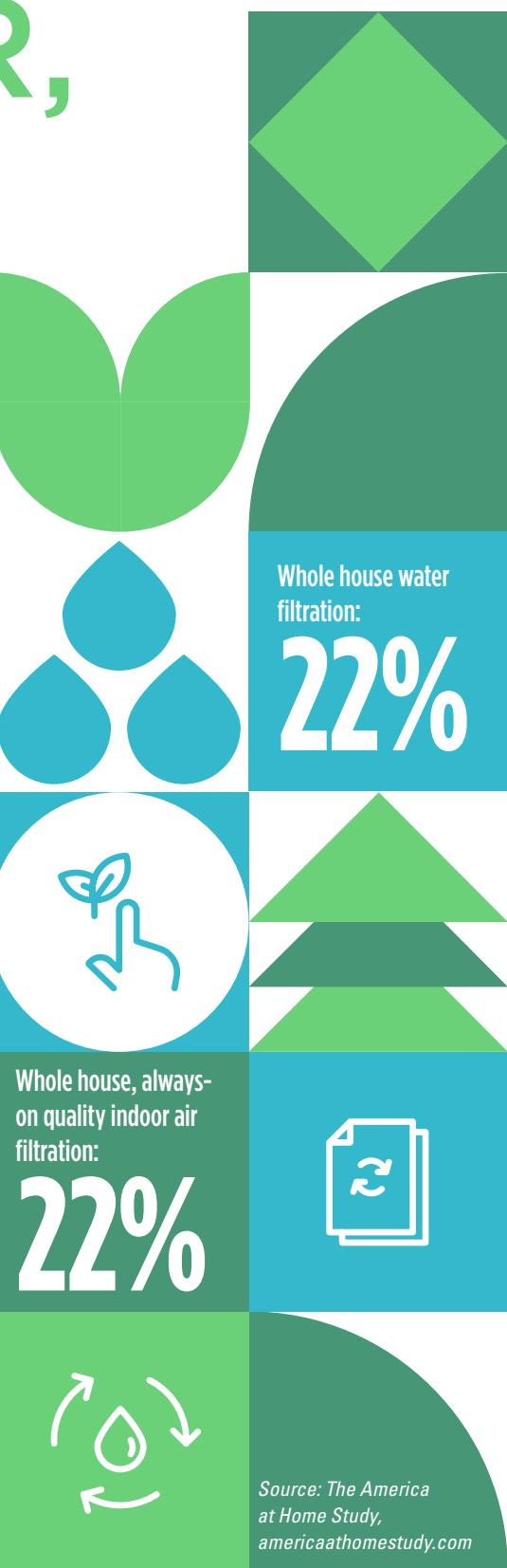
Better equipped and more modern kitchen for cooking:  
**29%**



Solar battery storage or back-up power generator:  
**18%**



More efficient insulation, HVAC, lighting and appliances:  
**25%**



Source: *The America at Home Study*, [americaathomestudy.com](http://americaathomestudy.com)

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