

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%

Whole house water filtration:

22%

More efficient insulation, HVAC, lighting and appliances:

25%

Whole house, always-on quality indoor air filtration:

22%

Solar battery storage or back-up power generator:

18%


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Source: The America at Home Study,
americaathomestudy.com

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