



4 Home Features that Homebuyers are CRAVING Right Now

1. HOME OFFICE

Remote work thanks to technology has become a new normal for many businesses. It also is a boon for their employees. "Seventy-seven percent of the workforce say they want to continue to work from home," Global Workplace Analytics' president, Kate Lister, president of Global Workplace Analytics said at Forbes.com.



2. HOME GYM

People across the US are now hoarding kettlebells, bikes, and other home fitness gear," said Poppy Noor at TheGuardian.com.

In fact, by some estimates, exercise equipment sales grew by 170% in recent years.

Gym rats nationwide say they don't want to work out with someone alongside them who is slinging sweat.

3. SWIMMING POOL

The folks at Google reported the word "pools" as one of the highest search term over the previous months. Research predicts this demand for home swimming pools will continue to grow over the coming decade.



4. SPACE TO GROW

Online sales of home goods and garden products grew by 63% in the last year. In the early days of the pandemic, grocery stores ran out of the basics, like water and eggs. This was when buying backyard chickens became a "thing," and Americans' interest in it shows no sign of waning.

"We are swamped with orders," Nancy Smith, owner of the Cackle Hatchery in Lebanon, Mo. tells NPR's Bill Chappell.

It doesn't take a lot of space to raise a few chickens or grow a vegetable garden, so highlight whatever backyard space you have to appeal to this new interest.



Curious to learn more about what will make your home stand out in the current market? Reach out to me for more information.

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