

# 4 Home Features that Homebuyers are CRAVING Right Now

## 1. HOME OFFICE

Remote working, thanks to technology, became a must for many businesses in the last year. It also was 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

"Fitness equipment is the new toilet paper," according to the San Antonio Fitness Equipment, Jerrell Guy. "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 2020 alone.

Even with gyms reopening, not everyone plans on returning. Reopening didn't cure the virus and gym rats nationwide said they don't want to work out with someone alongside them who is slinging sweat.

## 3. SWIMMING POOL

The folks at Google report that "pools" was the third most searched term in the summer of 2020. The number of times it appeared in searches was more than double that of the month before. Many pool companies state they're installs are currently over one year out.

## 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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