

Green Features – What Home Buyers Really Want



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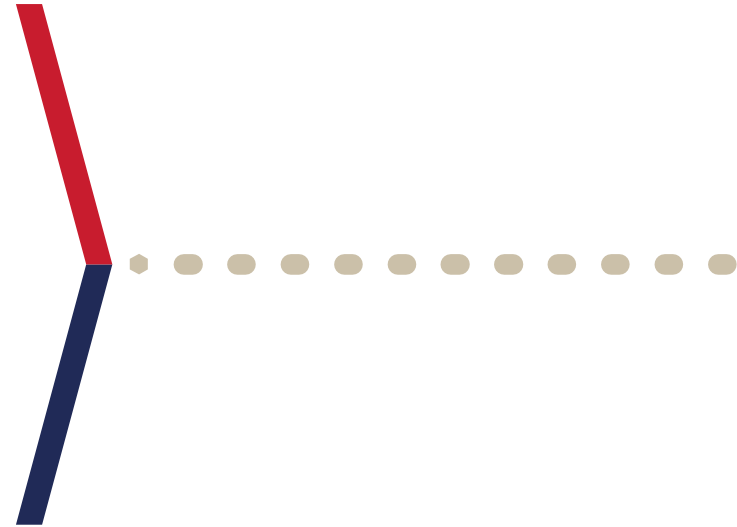
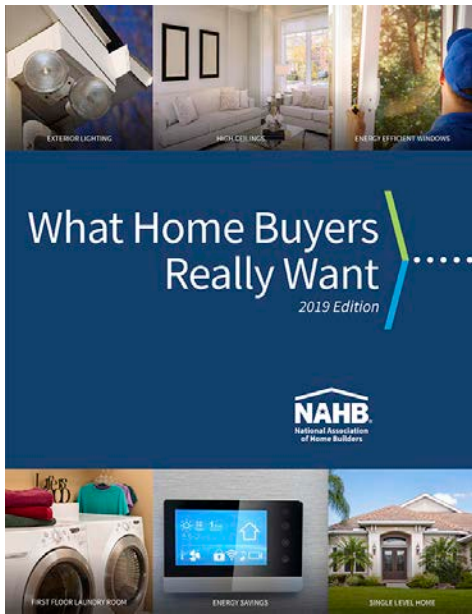


National Survey

of Recent &

Prospective

Home Buyers



Buyers Tilted in Favor of Single-family Detached Homes



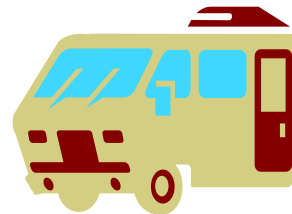
Single-family
Detached:
77%



Townhouse:
13%



Multifamily unit:
4%



Manufactured Home:
4%

Majority of Buyers Prefer the Suburbs



Suburbs:
64%



Rural:
24%



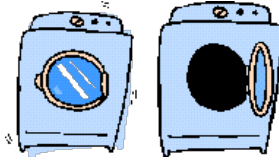
Central City:
11%

Source: *What Home Buyers Really Want, 2019 Edition.*

Important Preferences to Keep in Mind...



86% Prefer Kitchen/Dining Room Open (Completely or Partially)



70% Prefer Washer/Dryer on the 1st floor



67% Prefer 9'+ Ceiling in 1st Floor

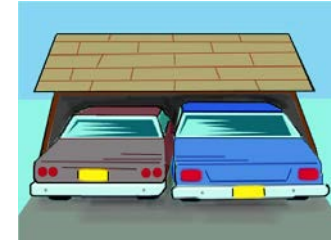


64% Want 2 or 2 ½ Bathrooms



49% Want 3 Bedrooms

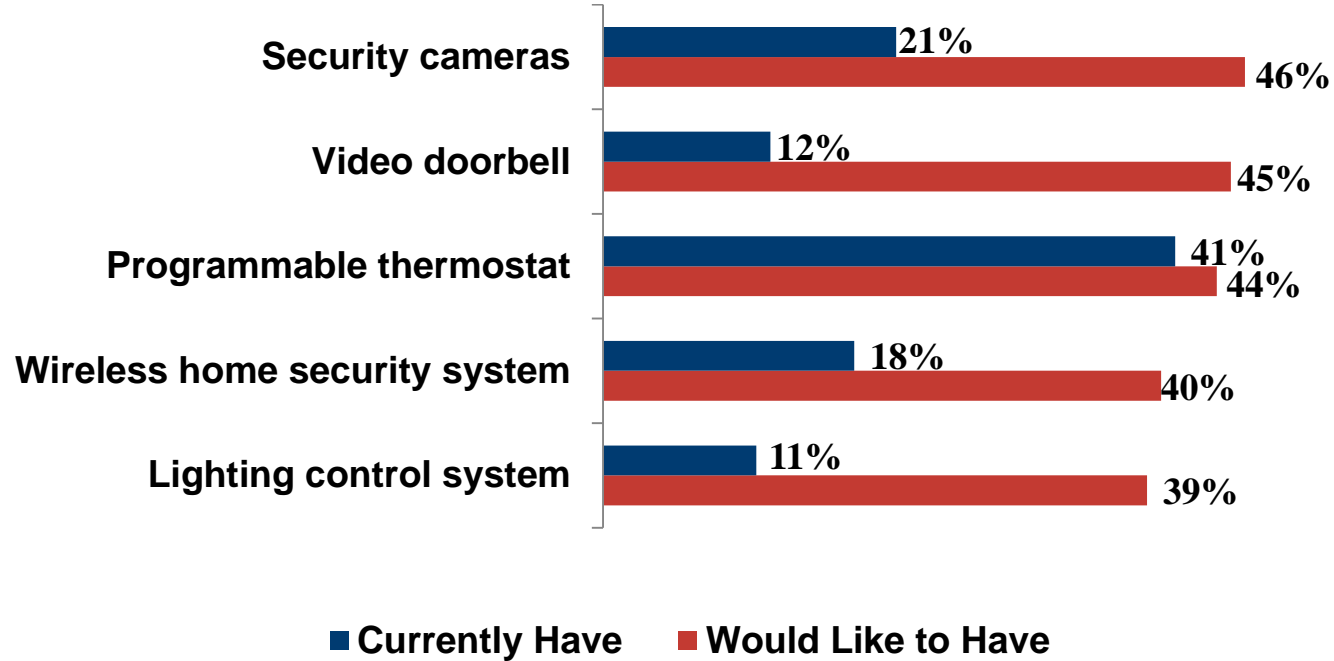
No Basement
44%



48% Prefer a 2-car Garage

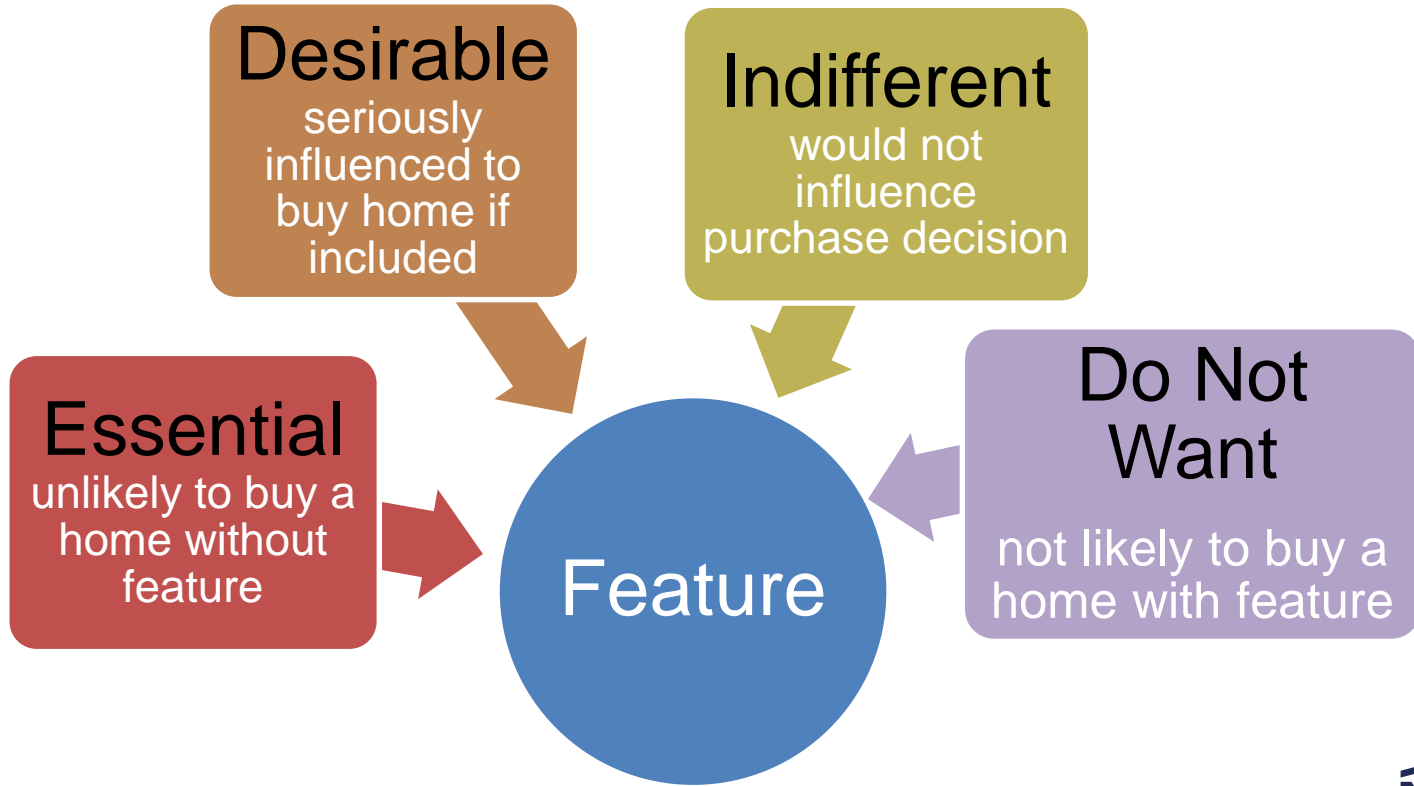
Top 5 Technology Features Buyers Would Like to Have

(% of Respondents)



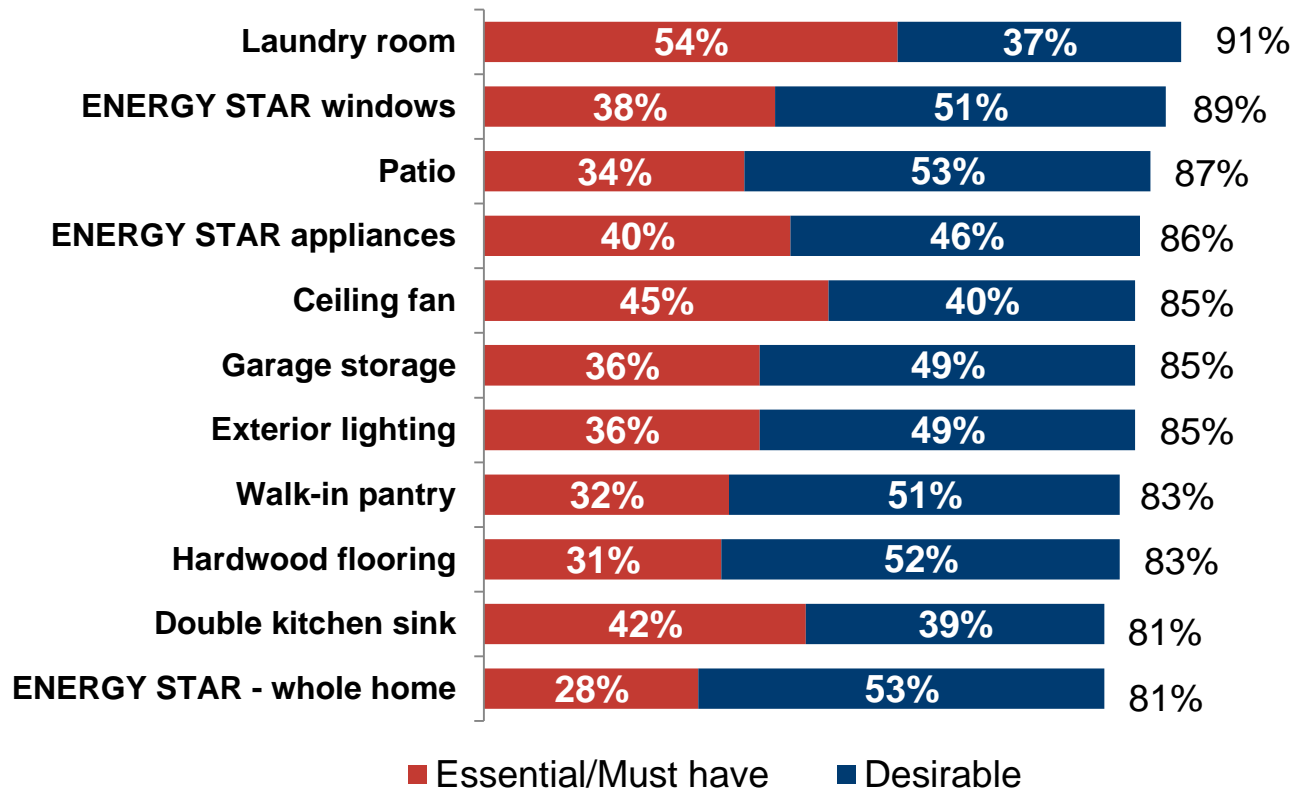
Source: *What Home Buyers Really Want, 2019 Edition.*

Home Buyers Rated 175 Features as:



The Most Wanted List

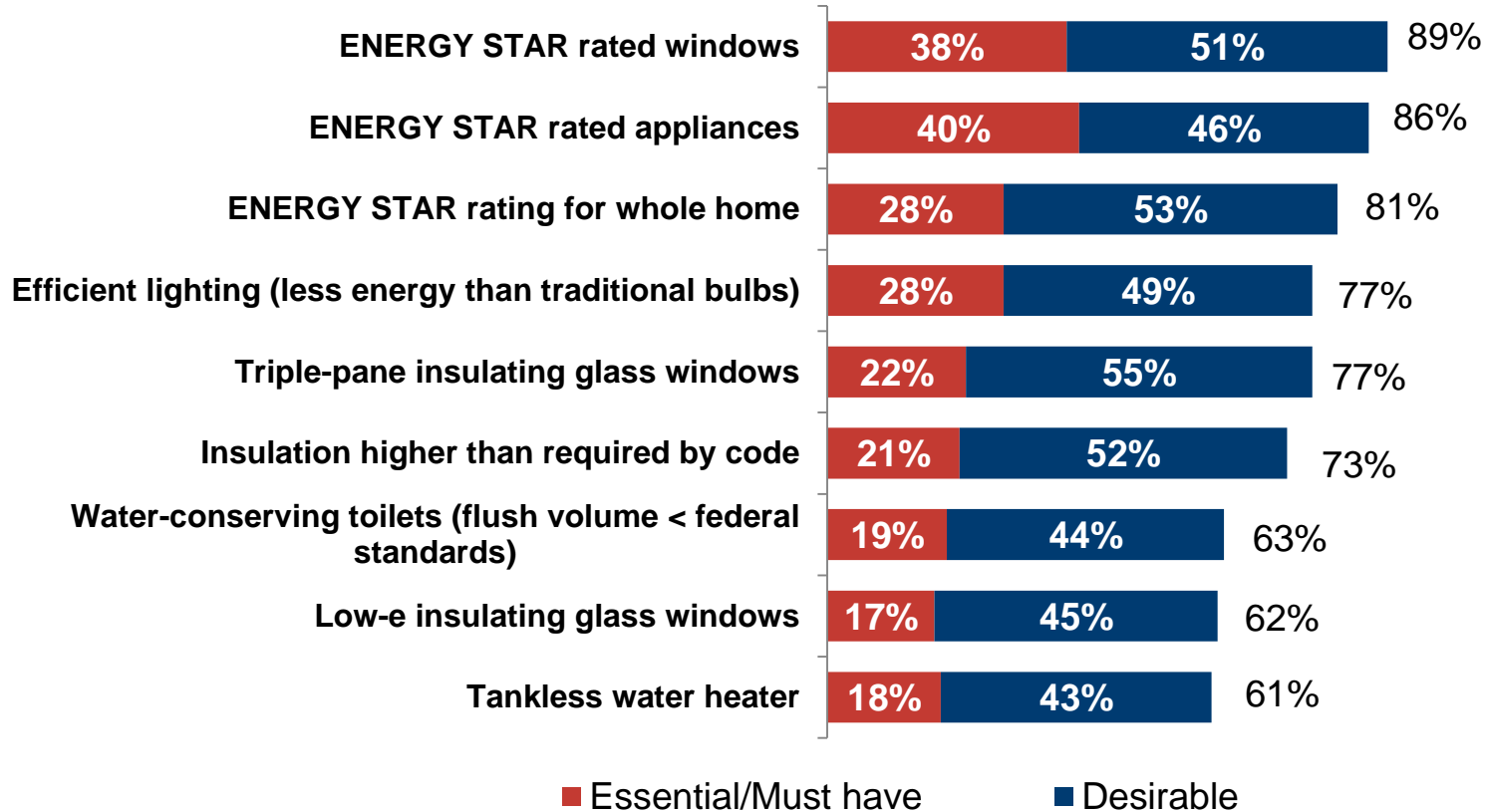
(% of Respondents Rating Essential/Desirable)



Source: *What Home Buyers Really Want, 2019 Edition.*

Over 60% of Buyers Want These GREEN Features

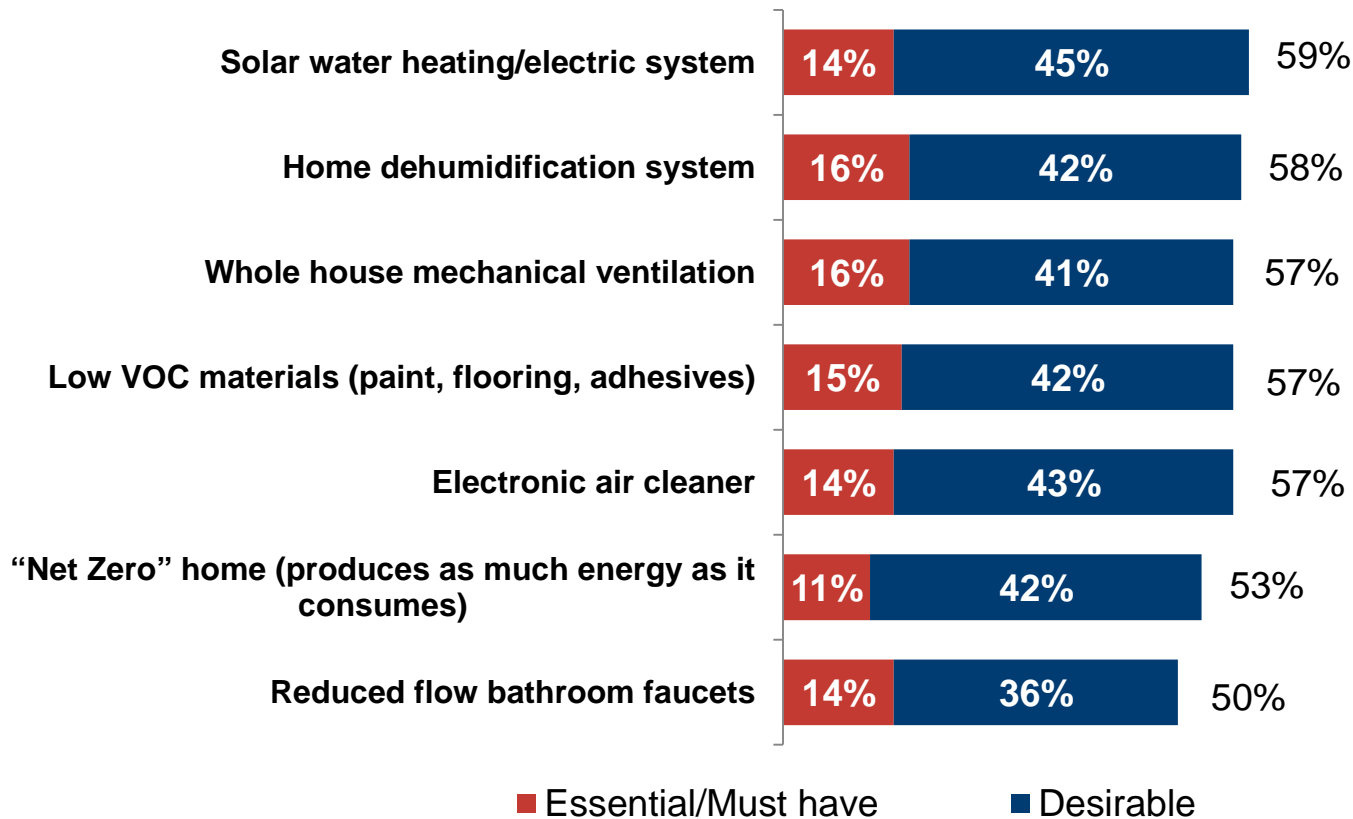
(% of Respondents Rating Essential/Desirable)



Source: *What Home Buyers Really Want, 2019 Edition.*

50% to 59% of Buyers Want These GREEN Features

(% of Respondents Rating Essential/Desirable)

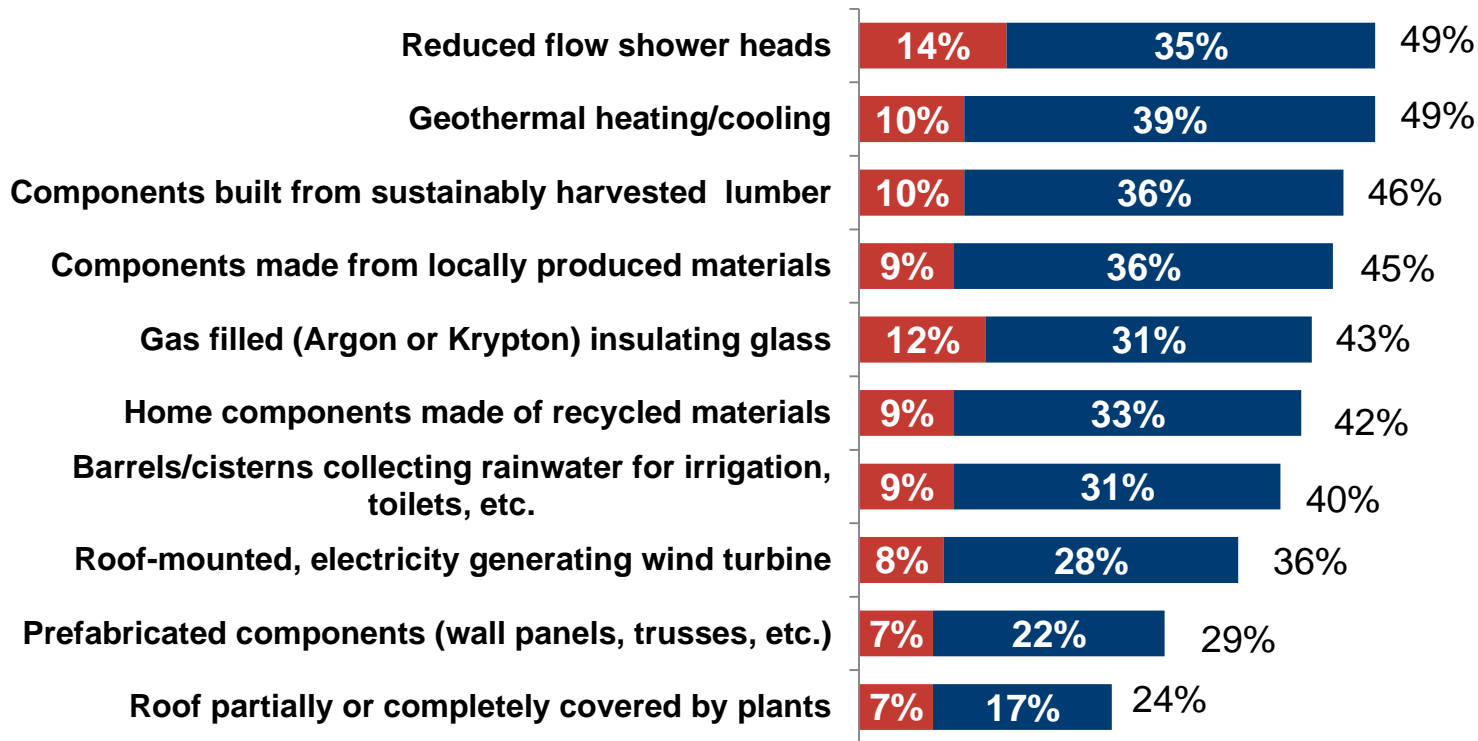


Source: *What Home Buyers Really Want, 2019 Edition.*



Fewer than Half of Buyers Want These GREEN Features

(% of Respondents Rating Essential/Desirable)



■ Essential/Must have

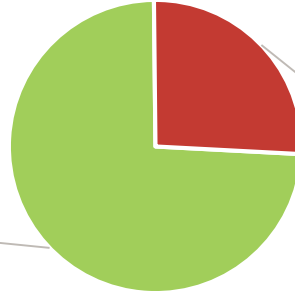
■ Desirable

Source: *What Home Buyers Really Want, 2019 Edition.*

Most Buyers Choose the **Green** Alternative When Given the Option

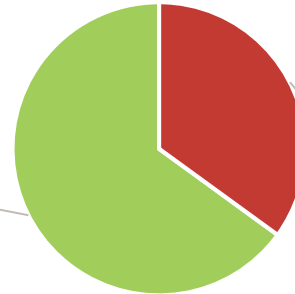
(% of Respondents)

Features and finishes made of more expensive materials that last longer
74%



Features and finishes made of materials that cost less but need to be replaced more often
26%

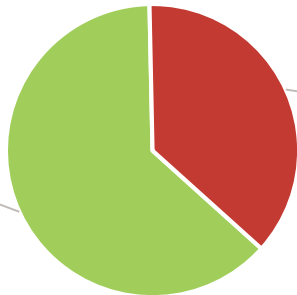
Low maintenance landscaping with plants that grow in the local climate with minimal watering, weeding or mowing
65%



Conventional landscaping with a traditional lawn, trees shrubs, etc.
35%

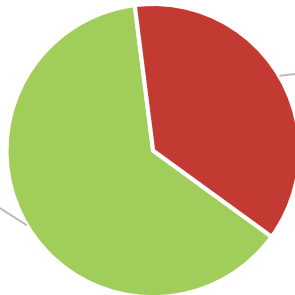
Most Buyers Choose the **Green** Alternative When Given the Option (% of Respondents)

Home oriented to make efficient use of the sun's energy for heating and cooling
63%



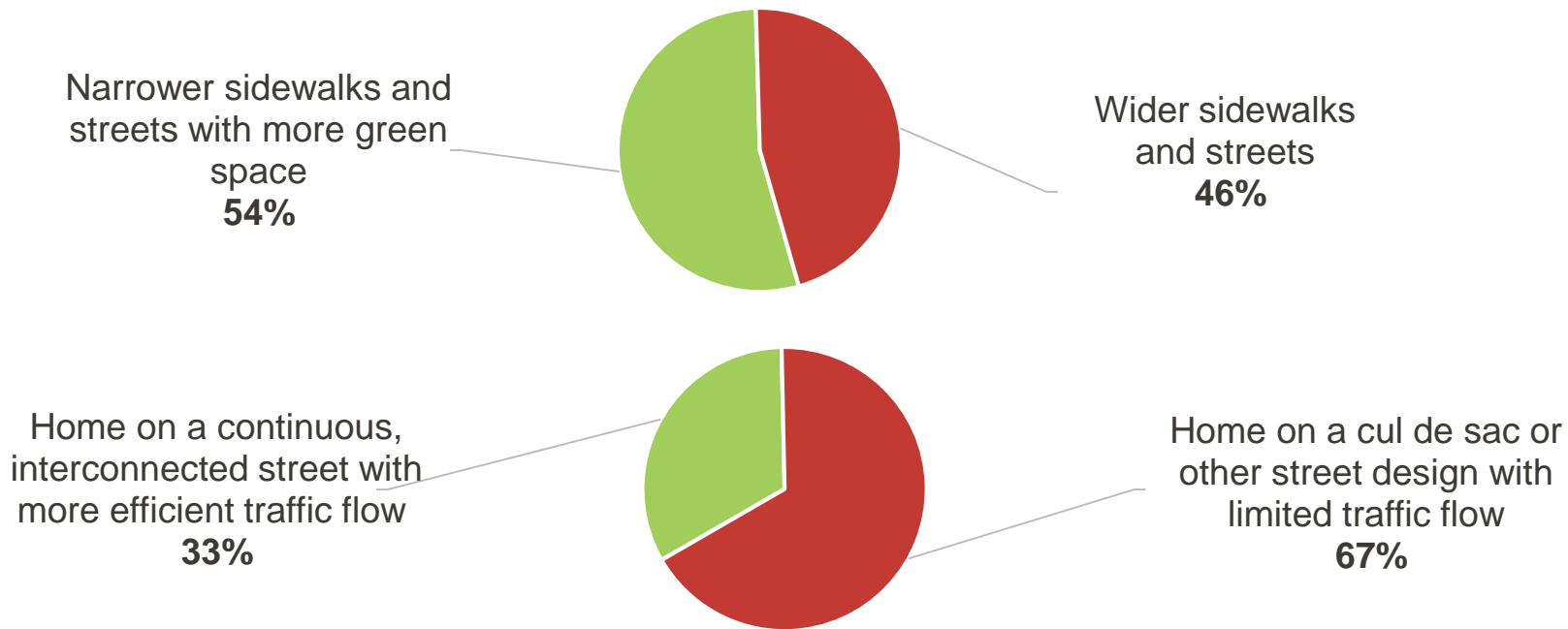
Home oriented to optimize the attractiveness of the home as viewed from the street
37%

A heating and cooling system designed to meet your current needs efficiently
63%



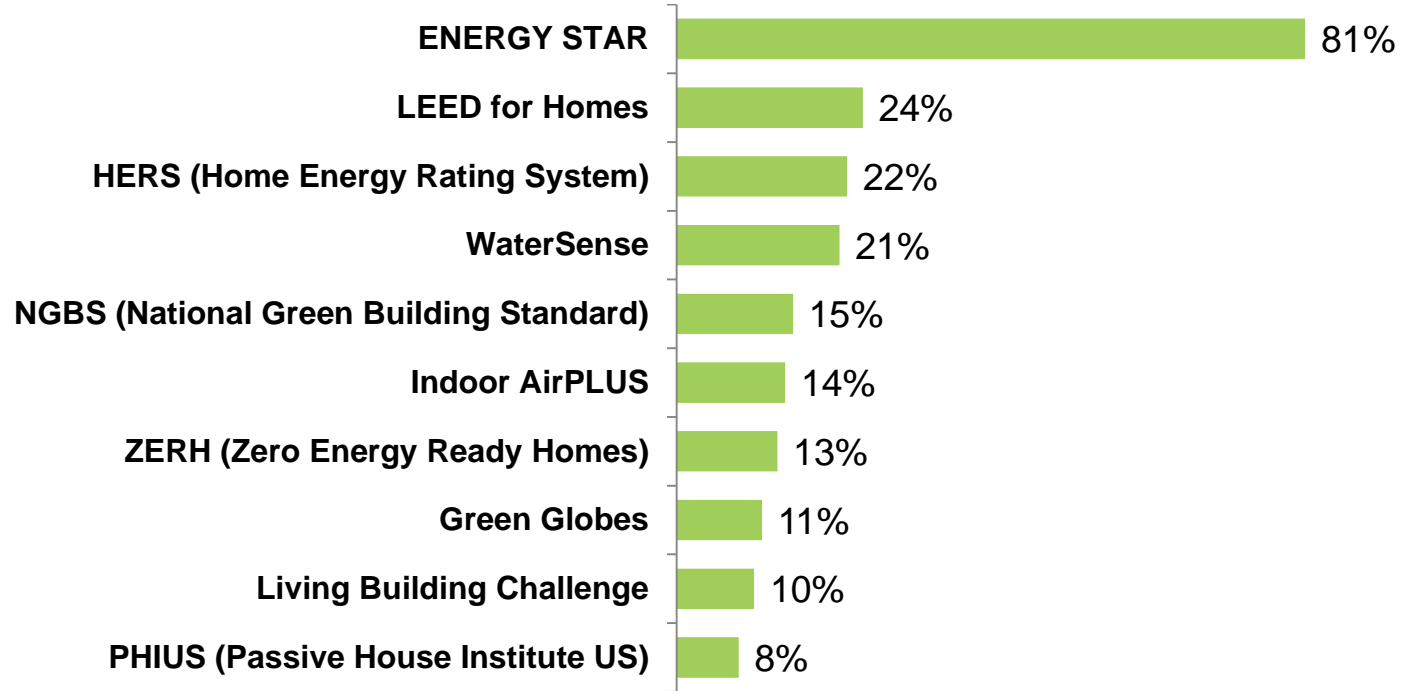
A heating and cooling system larger than currently needed with some excess capacity for possible future needs
37%

Most Buyers Choose the **Green** Alternative When Given the Option (% of Respondents)



Top Green Certification Programs Known by Most Buyers

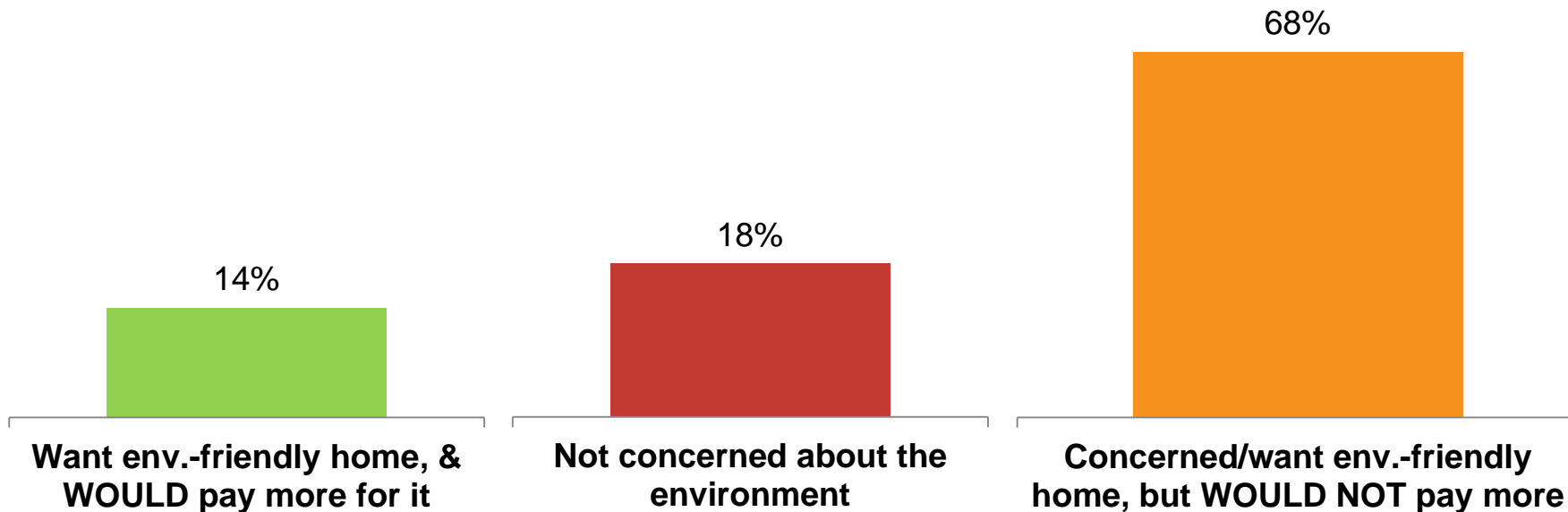
(% of Respondents Aware of Program)



Source: *What Home Buyers Really Want, 2019 Edition.*

Buyers' Concern about Their Home's Impact on the Environment

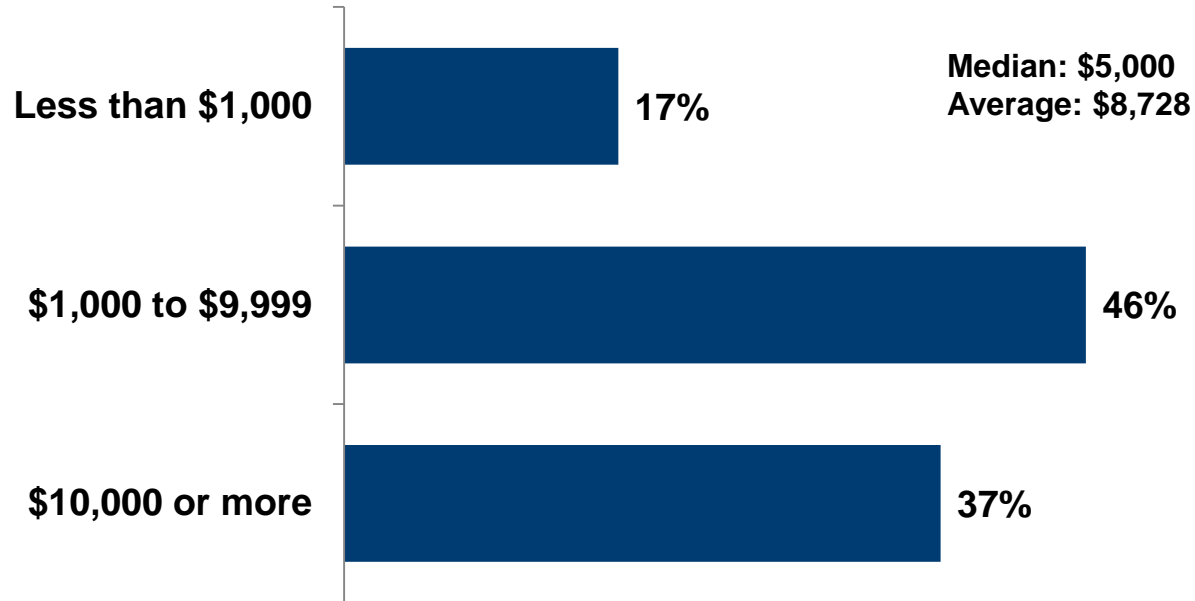
(% of Respondents)



Source: *What Home Buyers Really Want, 2019 Edition.*

Additional Amount Buyers Would Pay for Home to Save \$1,000/year in Utilities

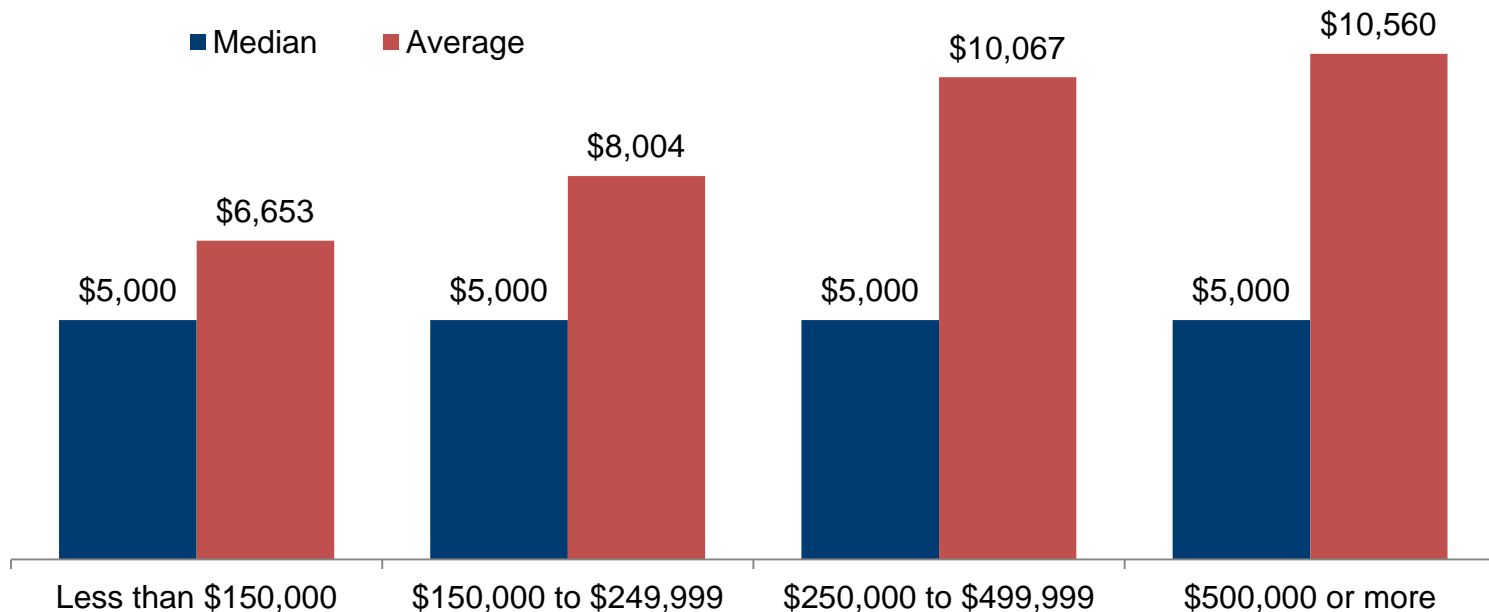
(% of Respondents)



Source: *What Home Buyers Really Want, 2019 Edition.*

Additional Amount Buyers Would Pay for Home to Save \$1,000/year in Utilities by Home Price

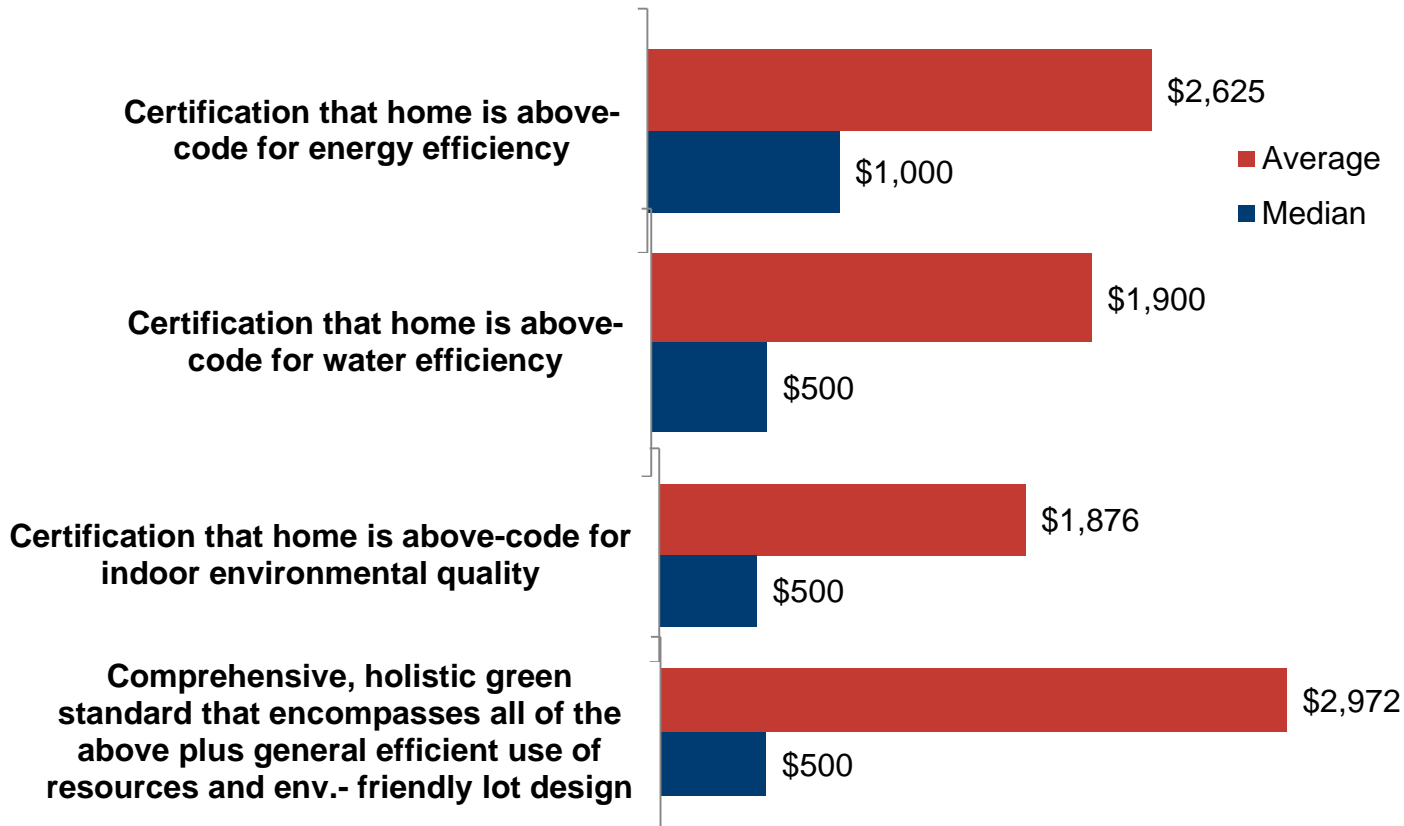
(\$)



Source: *What Home Buyers Really Want, 2019 Edition.*

How Much Will Buyers Pay For Green Certifications?

(\$)

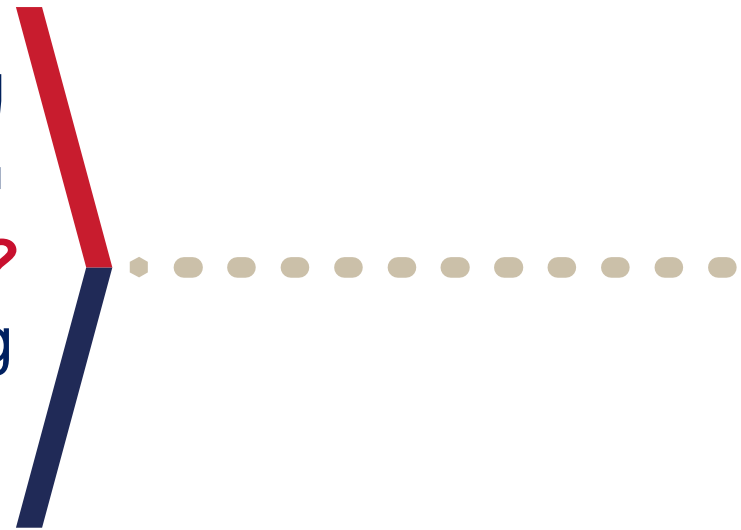


Source: *What Home Buyers Really Want, 2019 Edition.*

Thank you!

Questions?

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