

8 WAYS TO APPEAL TO NEXT-GEN BUYERS



1. WELL-EQUIPPED KITCHEN



2. OUTDOOR LIVING ROOMS



In a Better Homes and Gardens survey, 77% of next-gen buyers said they wanted a relaxed outdoor retreat.

3. UPDATED INTERIOR

Next-gen buyers don't have the time, extra money or desire to renovate.

4. SMART HOME DEVICES

Think self-programming thermostats, wireless security cameras and smart phone-controlled entry locks.



5. LOW-MAINTENANCE FLOORING, COUNTERTOPS, DECKS

7. HOME OFFICE FOR TELECOMMUTING

Nearly 40% of American workers now work from home at least part of the time, according to a Gallup Inc. survey, and next-gen buyers telecommute frequently.

8. SEPARATE LAUNDRY ROOM

55% of next-gen buyers wouldn't buy a home without one, according to an NAHB study

6. ENERGY EFFICIENCY

Next-gen buyers are willing to pay 2%-3% more for improvements that would lower their power bills.

