



As the Echo Boom generation joins other first-time buyers as active participants in the housing market, the real estate industry will be reinvigorated. If your home is already on the market or you plan to sell in the near future, understanding current trends will help you position your home to appeal to buyers and ensure that your home stands out from the rest. Showcasing highly desirable amenities, or even the potential for the buyer to make changes themselves, can make your home more attractive and will leave a lasting impression.

According to a recent survey that included first-time, empty nester, second home, custom and displaced home buyers (relocation due to change in employment or family situation), there are specific upgrades and attributes that are rated as "really want" or "must haves" when searching for a home. Today's buyers are looking for cost effective architecture, plans that focus on space not rooms, "green" designs and finding the balance between want and price point. Below are some amenities that home buyers will be looking for:

#### Home design features

Large kitchen  
Kitchen island  
Main floor master suite  
Two-car garage

#### Home fixtures

Ceiling fans  
Blinds/window coverings

#### "Green" Features

Energy efficient appliances  
High efficiency insulation  
High window efficiency

Source: Avid Ratings, What Homebuyers Want in 2010



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