

# REAL ESTATE VIEWS<sup>©</sup>

By Gloria Kurz, REALTOR<sup>®</sup>

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## “Homestyles” - High-End Amenities

Unique Homes Magazine and The Institute for Luxury Home Marketing completed a study released late last year that profiled wealthy homeowners and their preferences as they related to features in their homes. Three out of four of the affluent participants in the survey were age 55 or younger and owned at least one house valued at or over \$2,500,000. Some 70% owned more than one home while a small percentage (8%) owned residences in a foreign country.

Not surprisingly, 95% of the homes were “technology-enabled” and had internet access, while 62% of the homes had broadband connections. The importance of this technology and home offices, found in 84% of the homes, is driven by the fact that 81% of the homeowners were senior corporate executives, self-employed professionals or business owners.

78% of the homeowners were in a home with more than four bedrooms; 92% had homes with more than four bathrooms; and, almost 60% had a home gym while pools were in over half the homes. A trend towards multiple kitchens is evident with outdoor kitchens in 38% of homes, separate catering kitchens in 11% of homes and mini-kitchens/bars in 11% of the master bedrooms.

Location, as always, remained important. Almost 60% of homeowners reported that they lived on the water or had a water view. As we know from living on an Island, that’s probably the most important amenity of all!



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