

# SRES<sup>®</sup> MARKETPLACE

## CONSUMER NEWSLETTER

August 2022 • US Edition

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### Green is Gold When Marketing to Millennials

You already know that the Millennial generation is a force in the housing market.

According to a Bankrate survey, Millennials (33%) have the strongest preference for real estate investing with money they won't need for the next decade or more (<https://bit.ly/3BkegNg>).

They're bullish about buying homes, says a *Green Builder Media* story (<https://bit.ly/3ozGHPK>), "Millennials: The Driving Force in Housing." Plus, the group has an estimated spending power of \$1.4 trillion.

Recent research suggests that when renovating your home, it may be a good move to incorporate green features to cater to such buyers.

After all, 77% percent of Millennials say they're willing to pay more for environmentally sustainable products, and 79% are concerned about the environmental impact of products they buy, according to *Green Builder*.

In addition, Fannie Mae research (<https://bit.ly/3Bmzo5u>) found that if the costs could be included in their mortgage loan, more than half (51%) of those aged 18 to 34 would be interested in improving home energy efficiency, and 48% would be interested in installing solar panels.

It's important to know that Millennials' expectations for their homes differ from those of other generations. For example, net-zero all-electric homes, Quartz surfaces, induction cooktops, and water conservation are among their priorities.

*Green Builder* found that some of the significant home upgrades this generation values include:

- Heat pump HVAC systems
- Solar photovoltaic systems with battery storage
- High-performance windows
- Integrated smart home systems

Still, some features on their wish lists – smart thermostats, LED lighting, non-toxic paint, energy efficient appliances, and security cameras – aren't difficult or expensive to incorporate into your home.

Since homeowners are increasingly concerned about unexpected home improvement costs – according to Fannie Mae – you may gain a competitive edge by taking some of the repairs and upgrades off future buyers' plates.

Besides making your home more marketable, green upgrades also enhance your experience while living in your home. For example, you may find lower utility bills, greater comfort, and a healthier indoor environment.

### **Smart Home Technology Enhances Safety, Security**

Smart technology, some of which intersects with green and energy savings and is in demand among Millennials, can help you age in place with greater comfort and safety.

The Hartford Center for Mature Market Excellence® and the MIT AgeLab reviewed and picked the top 10 smart home technologies for homeowners over 50.

Such products can ease home maintenance and enhance safety and security. Here (<https://bit.ly/3vjy53G>) are the top 10.

1. Smart smoke and carbon monoxide detectors
2. Wireless doorbell cameras
3. Keyless entry
4. Automatic lighting
5. Smart water shutoff valves
6. Smart home security systems
7. Smart outlets/plugs
8. Smart thermostats
9. Water and/or mold monitoring sensors
10. Smart window blinds

### **8 Signs of Caregiver Burnout**

Physical and emotional exhaustion, stress, a lack of personal time, financial strain, and sleep deprivation. These are some of the challenges caregivers can face every day.

It's no wonder they experience burnout.

An infographic (<https://bit.ly/3S7GrFg>) by Bancroft, a Cherry Hill, N.J.-based nonprofit that provides services, programs, and support for adults with autism and intellectual and developmental disabilities, helps you identify and prevent burnout.

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To learn more about SRES® and access various consumer resources, please visit [seniorsresource.realtor](https://seniorsresource.realtor).



Here are 8 signs that you're on the way to burning out and might need a break.

1. Feelings of hopelessness, guilt, anxiety, or fear
2. Mood swings and feeling short tempered
3. Changes in eating and sleeping patterns
4. Weight loss or gain
5. Difficulty making decisions
6. Withdrawing from social activities
7. Problems with relationships
8. Inability to rest or relax

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