

Numbers Don't Lie: Outdoor Spaces a Must-Have for Home Buyers

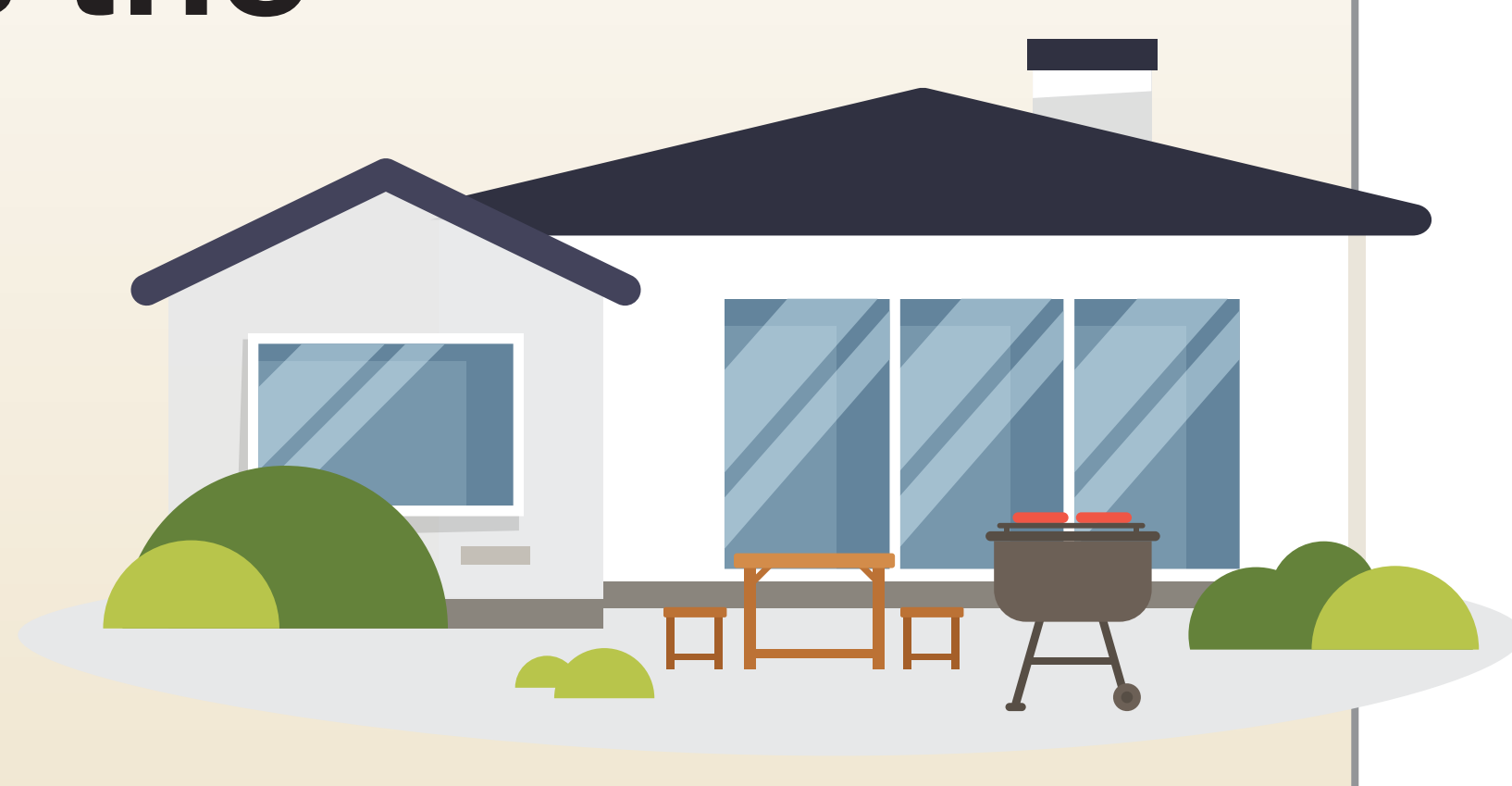


Recent survey shows home buyers want indoor-outdoor living – and are willing to pay for it.

Source: John Burns Real Estate Consulting

Home Design Is the #1 Opportunity

Although location and price are the top motivators, home layout is the #1 reason consumers are looking for a new home.



Would pay a premium for a lot with great views.



Would pay another \$12-15K for a retractable sliding glass door.



Want to feel the outdoors inside and outside the home.

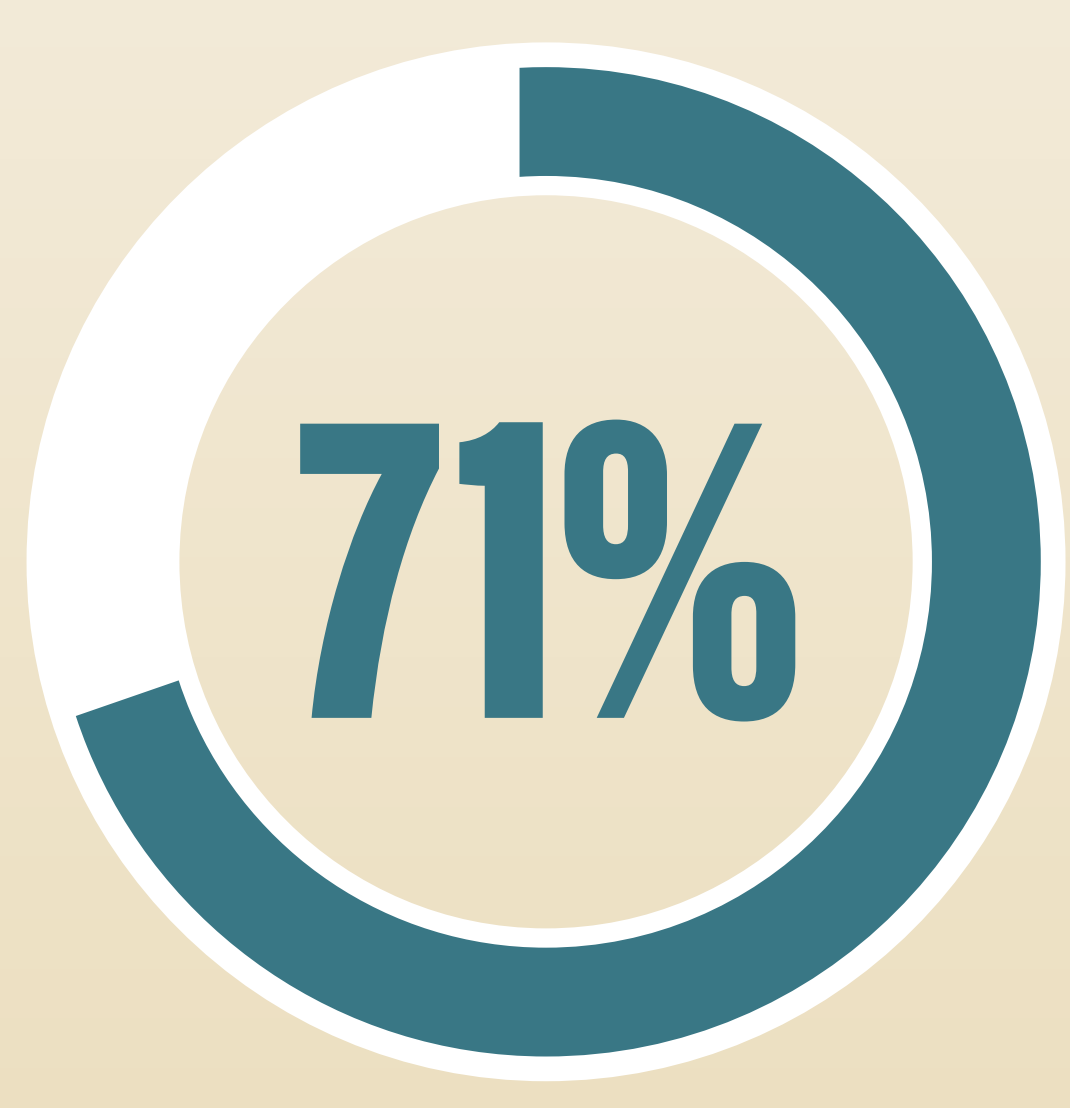


Would pay a \$2,500 premium for accordion windows.

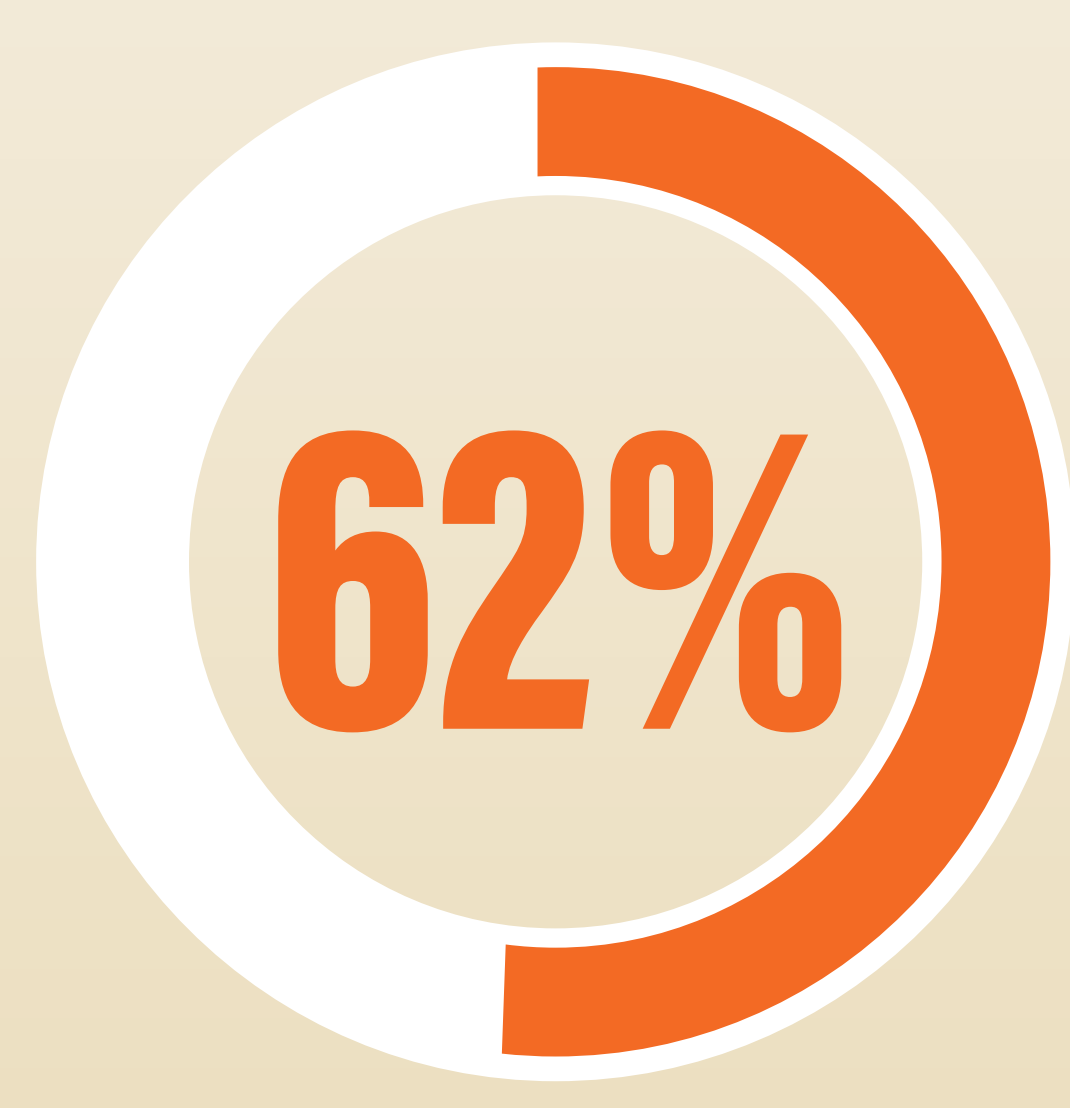


Extended Living Space Is Key

Creating livable spaces that extend beyond the walls of the home conveys both a sense of privacy and a sense of freedom from the confines of more traditional spaces inside the home.



Want extra living space off the back of the house.



View their outdoor space as a connection to the outdoors.

Privacy Reigns Supreme

Providing a well-designed outdoor area where one can enjoy a cup of coffee, gather with family, or entertain is the top reason homebuyers would increase their consideration of a home.



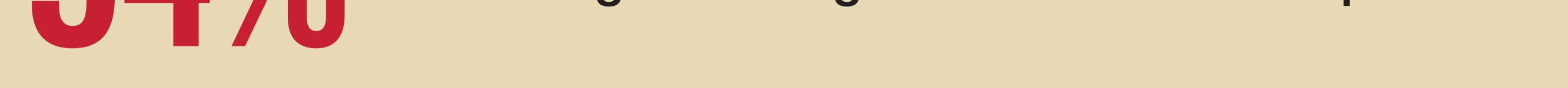
Want their outdoor space to provide privacy from their neighbors.



View their home as a sanctuary.

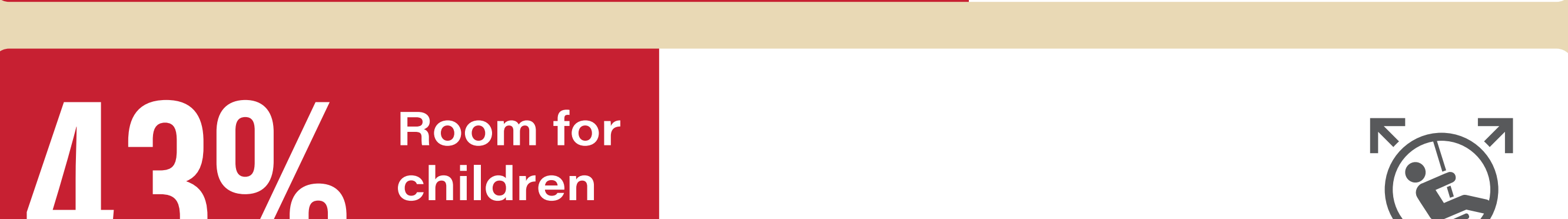
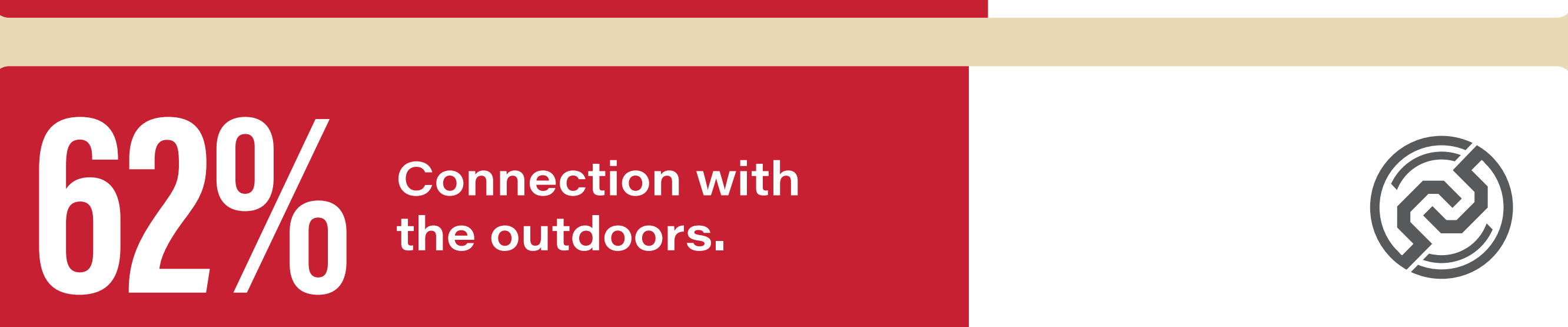
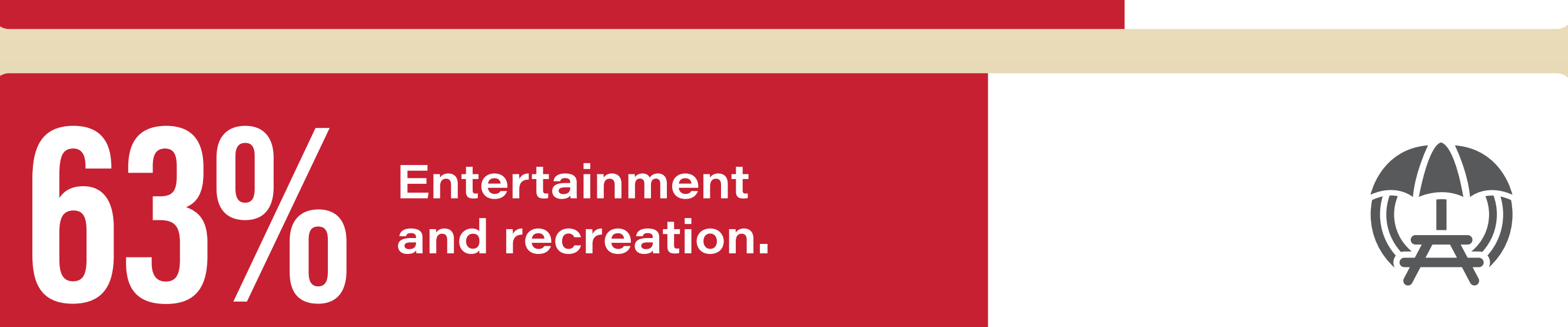
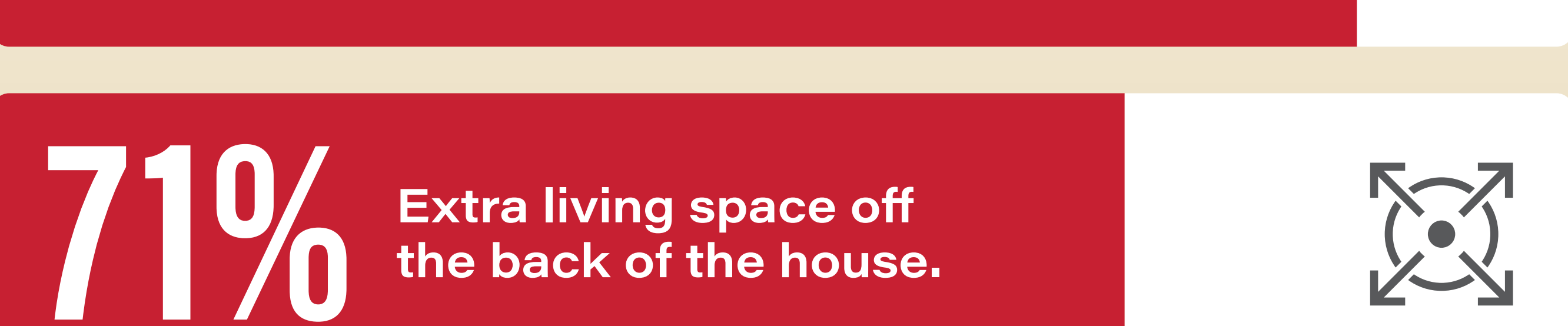


Would consider a smaller yard if the backyard was designed as a great entertainment space.



Cited their backyard as the third place to be when gathering with family or friends.

How New-Home Shoppers Imagine Their Outdoor Space



westernwindow.com

westernvolumeprogram.com