

REAL ESTATE

Open concept luxury homes ‘most desirable’ this season: Redfin

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Of agents participating in Redfin's latest survey, 69 percent say that landscaping is a must for their buyers. Image credit: Redfin

By EMILY IRIS DEGN

Entertainment-friendly and custom-built property features are garnering attention, according to new data.

Seeking to uncover the “wants” of luxury homebuyers, an agent survey commissioned by real estate brokerage Redfin finds that those searching the market this spring are most readily asking to see spaces with modern kitchens and bathrooms. While other contemporary touches such as open-concept floor plans trend, and outdated fixtures become undesirable, one factor driving purchase intent in high-end real estate has remained steady over time.

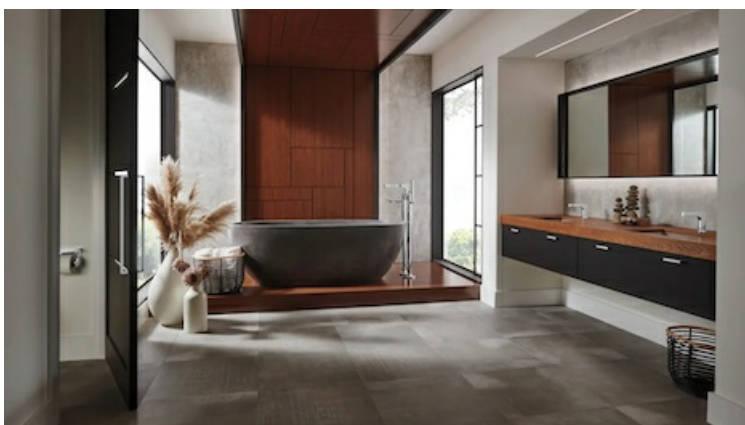
“Luxury buyers are looking to fall in love with their future home, and they often make emotional decisions because they have the financial means to do so,” said Andrew Rottner, agent at Redfin Premier, in a statement.

“What luxury buyers want are all the features of a custom-built home in an established and enviable neighborhood,” Mr. Rottner said. “A home where, before even touring, the buyer can envision the cooking they’d do in the kitchen or the entertaining they’d do in the indoor/outdoor living space.”

Redfin’s Qualtrics survey was conducted between April and May 2024.

Hosting culture

There are a few “must-haves” for luxury homebuyers this season.



According to Redfin agents, double vanities are key for their modern buyers. Image credit: Brizo

When asked how common requests for certain kitchen and bathroom amenities are currently, agents noted that double vanities are the most asked for, with 86 percent saying the two-sink structure is top of mind for house hunters.

Following closely behind are kitchen islands and quartz or granite countertops, each sought after by 85 percent of agents' clients, with walk-in pantries following at 83 percent.

Stepping outside of these rooms, responses to the question "How desirable are each of these home trends for buyers?" place open-concept floor plans at the top of the list.

Four of every five survey takers expressed that these barrierless, contemporary layouts are "very desirable" right now. Other interior fads, such as sliding barn doors and shiplaps, are falling by the wayside.

Previously popular, only 8 percent of agents rank both as "very desirable" for buyers, but the biggest red flag for luxury home seekers is outdated kitchens.



Open concepts are having a moment, enabling many to move freely in their home and host larger groups of visitors. Image credit: Pacaso

More than half of agents 54 percent share that clients will likely not make an offer if the property has one. Lack of curb appeal, outdated bathrooms and popcorn ceilings are the next biggest luxury buyer turnoffs.

Respectively, 48 percent, 44 percent and 40 percent of agents say that it is "very common" for potential purchasers to decide to move on to other listings if they encounter these on their tour.

The rise of open-concept floor plans could be due to many reasons, one of which being the flourishing of hosting culture ([see story](#)).

Throughout the 2020s, luxury homebuyers have grown to see entertaining spaces and footprints that can accommodate many residents and visitors as top priorities. As a result, large kitchens, compound properties, vacation-friendly locations ([see story](#)), spacious common rooms and outdoor dining areas are more important than ever before.

Loving landscapes, skipping sustainability

Landscaping is not just an accenting piece of luxury properties, but rather a focal point.

This is now the most sought-after outdoor feature, based on Redfin's data. Of agents participating in the survey, 69 percent say that it is a must-have for their buyers.

Indoor/outdoor living spaces are commonly requested by 58 percent of respondents' clientele.

This flexible layout feeds into the hosting and entertainment wave taking the market by storm. It counts itself as part of another massive trend as well: al fresco lifestyles.



Buyers want access to the outdoors but are not putting an emphasis on outside features in the way that they do for interiors. Image credit: Designer Cottages

Long practiced in the Mediterranean, this manner of enjoying the outdoors allows residents to comfortably engage with the green spaces to which they are increasingly flocking ([see story](#)).

However, based on the report, this love of lush surroundings does not seem to extend into sustainability.

Though eco-tech is also a sticking point for many, either professionally or out of sheer interest ([see story](#)), Redfin agents are not seeing the same want for climate-friendly fixtures that other agencies are reporting ([see story](#)).

The survey at hand reveals that these features this includes sun-powered lighting, solar panels, drought-resistant landscaping and other energy-efficient perks are the priority for under half of home purchasers.

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