

HOME FUNCTIONALITY

POST COVID-19

A REAL ESTATE EBOOK FROM



INTRO.

**Entering 2021,
it's more crucial
than ever for real
estate agents to
understand their
clients' needs.**

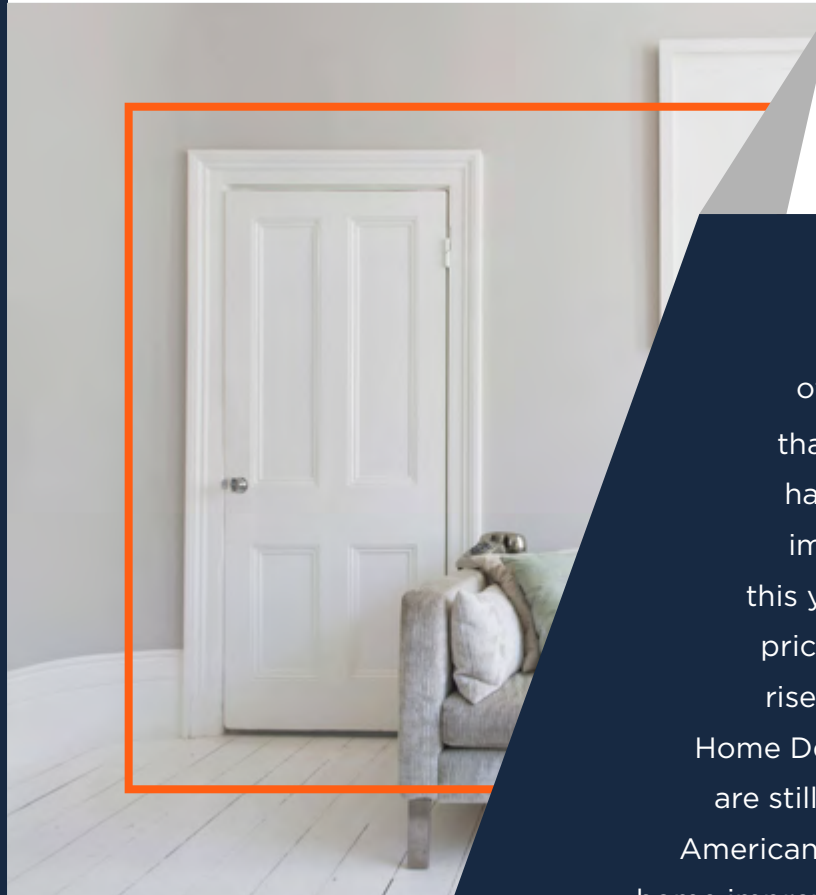


The pandemic has pushed many of us indoors due to shelter-in-place orders, forcing homeowners to take a closer look at their living space and reconsider whether or not it still works for their new lifestyle.

Our homes have quickly become more than just a home; they're now our gyms, schools, playrooms, and also safe spaces to decompress. The functionality of a home is key in today's world, and if it does not accommodate all of its homeowner's needs, then it might be time for a change. So, what should real estate agents prepare for as the functionality of our homes evolves post-COVID-19?



Now that people are spending more time than ever in their homes, their needs have changed. With **record-low home inventory** widespread throughout the country, real estate agents and homeowners alike are finding that they need to get creative with limited options. Spend time listening to what your clients' needs are and what their day-to-day lives require. This will help you better understand how to present spaces within potential properties and create a mental image of what areas can serve which needs.



Research from Bank of America has found that **70% of Americans** have completed home improvement projects this year. Sales and stock prices have significantly risen for companies like Home Depot and Lowe's and are still trending upward as Americans will likely continue home improvements throughout 2021. This increased rate of home improvement projects shows homeowners' desires for changes to their living spaces.

Industry Source | [MarketWatch.com](https://www.marketwatch.com) »



**THE ACHE FOR
HOME LIVES IN
ALL OF US, THE
SAFE PLACE
WHERE WE CAN
GO AS WE ARE
AND NOT BE
QUESTIONED.**

MAYA ANGELOU

ADAPTABLE SPACES

As you show homes to clients, point out potentially adaptable spaces that could support their day-to-day needs.

Home design over the last decade has focused on an open floorplan that invites everyone in yet yields a natural flow throughout the home. Open concepts became a defining characteristic of modern homes and were highly in demand. Today, that open flow is still appreciated, but the constant connection can actually be disruptive and limit functionality, particularly regarding work.

Stay-at-home sheltering has highlighted the need for malleable floor plans that can be restructured with minimal effort and cost. Rooms need to be flexible, which has boosted interest in modular furniture and adjustable walls. Now more than ever the need for privacy, even in a tiny space, is incredibly important, not just for working, but also for our mental health.



OUTDOOR AREAS

One of the most adaptable spaces a property can have is outdoor space, no matter how big or small. Put on your creative cap and use some elbow grease. There are a number of ways you can **create privacy outside** using whatever outdoor space you or your clients have available.



Add a wooden fence, walls, or invest in privacy landscaping.



Utilize or build a shed.



Create intentional resting areas using wooden panels and pergolas.



Install a fountain, pond, or waterfall for sound masking.

GARAGE SPACE

Commuting to work has virtually ended for many, and Americans have **saved more than just money** by not driving to work. This change has led many to question what they need regarding transportation. Why would a client pay for two cars and what that entails if they're not driving everyday? And if they only need one car, then why seek out a property with a two-car garage?

While this is dependent on a few factors, like a permanent work-from-home position and continued lockdowns, the idea that homeowners are less interested in a two-car garage isn't that far fetched. The need for space elsewhere in the home will likely take precedence over an empty garage space, and this unused space can be maximized depending on your client's needs.



Potential usages of an empty garage include:

- Playroom
- Spare bedroom
- Mudroom
- Craft/hobby room
- Meditation space
- Home office
- Home gym

Given that COVID-19's most drastic impacts affected our ability to physically go to work and the gym on a national scale, let's dive into these specific spaces and illuminate how real estate agents can help their clients meet these core needs using whatever space is available.



HOME OFFICE

One of the biggest changes and challenges Americans faced in 2020 was the transition into work-from-home life. Approximately 42% of America's workforce transitioned to working remotely due to the pandemic. Many of us anticipated this initial shelter-in-place to last a few weeks, converting cluttered dining room tables and kitchen countertops into makeshift desks. Now, as we are entering into a new year, it has sunk in that working from home is a new reality, and the dining room table just doesn't cut it anymore. As an agent, pay attention to your client's working needs, especially if they plan to work from home permanently.

If predictions about remote work becoming the new norm materialize, then the need for functional office spaces within homes will be integral to work-life balance. It's important for individuals to have separate spaces for working and living.

But a home office doesn't require its own room if that space isn't available in your client's dream property. With a small desk, a bit of storage space, and plenty of creativity, any corner can become a cozy home office.



HOME GYM

As COVID-19 spread and lockdowns became widespread across the nation, the fitness industry was hit hard. Gyms shut down, leaving people to wonder where they could get their exercise-induced endorphin hit. Many Americans ran to the internet to purchase home gym equipment. Thus we ushered in another transition: working out from home and converting our personal space into a gym.

During your initial conversations about what your client wants in a home, ask them if they're looking for an exercise space - and if they say yes, dig in deeper. Ask what form of exercise they prefer and if they need a specific amount of space to feel the burn. Use this information to help them get creative when looking at listings, or work to save them money on the sale that could be used for a future addition.



For reference, here's a list of the top five most popular pieces of home gym equipment and how much space each piece requires so that you can better judge if your client has enough space to sweat it out, whether they're doing squats in the garage or using resistance bands in the backyard:

TRX All-In-One Suspension Training
53" x 1.5" x 6"

Barbell Power Rack
46" x 50" x 85"

Resistance Bands
53" x 1.5" x 6"

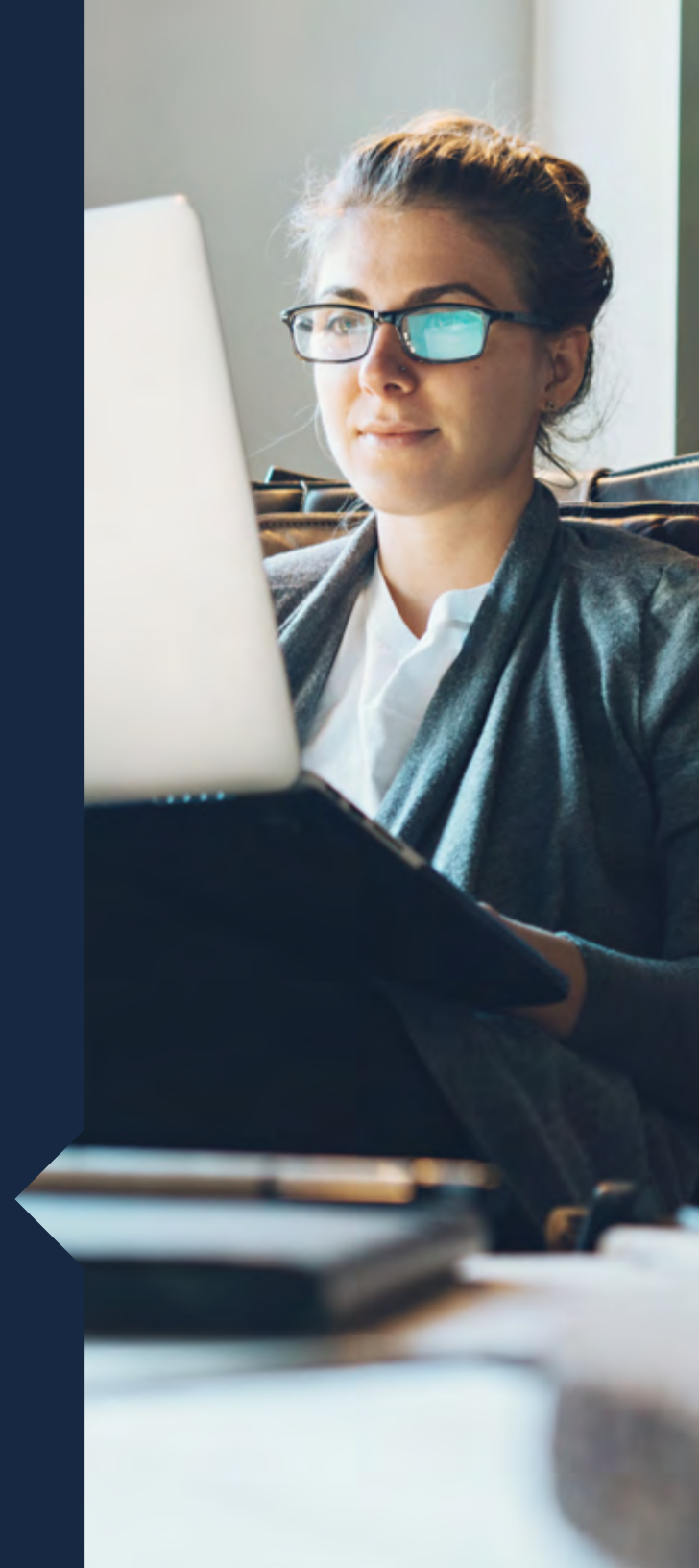
Ab Roller
11" x 7" x 2"

Bowflex Home Gym Series
78" x 96" x 83"



**NO MATTER
WHERE YOU ARE
FINANCIALLY,
QUALITY TIME
IS ALWAYS
AVAILABLE...
AND WITH JUST
A BIT OF LOVE
AND CREATIVITY,
YOU CAN EASILY
CREATE A HOME.**

KENDELL FOX



HOW YOU CAN HELP AS AN AGENT

As a real estate agent, you have the responsibility to help your clients find their dream home with the price to match. Homeowners will be looking for an upgrade while dealing with strong competition from both in- and out-of-state residents. If you live near a large city, it's likely you'll experience a wave of residents from the [big city exodus](#).

When looking for your client's perfect property in a time of low inventory, you'll need to be adaptable and creative. Any space can be transformed, and knowing what your clients need from their living space will make all the difference when it comes to closing sales and helping people to find a property that they can truly make their own.



ABOUT US



Founded in 2005, The CE Shop has become the leading provider of online real estate education. With industry-leading pass rates and support from Pre-Licensing through CE, our students are better prepared to set themselves up for success.

Our ever-expanding course catalog of Pre-Licensing, Exam Prep, Post-Licensing, and Continuing Education products are trusted throughout the industry and offer agents across the country the education they rely on.

With products available in all 50 states and D.C., we're driven by a desire to constantly improve, both for ourselves and our students.

