

# The Future of Smart Homes

## How Technology is Changing the Way We Buy and Sell Homes

The rise of smart home technology is transforming the real estate landscape, affecting how buyers view properties and how homeowners live in their spaces.

From energy-efficient thermostats to fully integrated security systems, smart homes offer convenience, security and savings. Here's how smart home technology is influencing real estate and what to expect in the future.

### ATTRACTING TECH-SAVVY BUYERS

Today's buyers are increasingly tech-savvy, and many are actively seeking homes that include smart features. Smart thermostats, lighting systems and voice-activated assistants like Amazon Alexa or Google Home are becoming must-haves for many homebuyers. These technologies not only offer convenience but also demonstrate that a home is modern and up-to-date. In competitive markets, smart home features can set a property apart and attract more offers.

### ENERGY EFFICIENCY AND COST SAVINGS

One of the most appealing



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aspects of smart home technology is its ability to improve energy efficiency. Smart thermostats can learn your schedule and adjust heating and cooling settings accordingly, while smart lighting systems allow you to control lights remotely or set them to turn off automatically when not in use. These energy-saving technologies can reduce utility bills and are particularly attractive to eco-conscious buyers. Homes with smart features may be perceived as more valuable due to the potential for long-term cost

savings.

### ADVANCED SECURITY OPTIONS

Security is a top priority for many homebuyers, and smart home technology offers advanced options for keeping a property safe. Smart security systems include features like remote-controlled locks, doorbell cameras and motion-activated sensors that can send alerts directly to a homeowner's smartphone. These systems provide peace of mind and allow homeowners to monitor their property from

anywhere. The added layer of security can be a selling point for buyers, especially in urban areas or neighborhoods where safety is a concern.

### VOICE CONTROL AND INTEGRATION

Voice control is becoming increasingly popular in smart homes, with systems like Amazon Echo and Google Nest allowing users to control everything from lighting to entertainment with a simple command.

As homes become more integrated with technology,

buyers are looking for properties where these systems are already in place. Fully integrated homes that allow seamless control of multiple systems — like security, entertainment and climate — through a single device are seen as cutting-edge and desirable.

### LOOKING TO THE FUTURE

Looking ahead, smart home technology will likely continue to evolve and expand. Innovations in artificial intelligence (AI) and machine learning could lead to even more personalized home experiences, while advancements in green technology may integrate with smart homes to create ultra-energy-efficient living spaces. As technology becomes more accessible, smart home features will become standard in new builds and renovations, making them an expectation rather than a luxury.

For homeowners and buyers alike, the future of smart homes is bright. Investing in smart technology can enhance comfort, security and efficiency, while also increasing a home's value and appeal on the real estate market.



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### REAL ESTATE 101



### HOMEWISSE GLOSSARY

#### Smart Home Features Can Increase Property Value

Investing in smart home technology can enhance both your daily life and the value of your property. Features like smart thermostats, security systems and integrated voice controls are increasingly appealing to tech-savvy buyers and can make your home stand out in the market.

**Smart Home:** A home equipped with advanced technology systems that allow remote control of functions such as lighting, heating, security and appliances. Smart homes often utilize Internet of Things (IoT) devices and voice-activated assistants to enhance convenience, efficiency and security.

# AD SPACE