



Deck Out Your Spec House with Steam

HOME IS WHERE THE HEART IS, BUT IT'S ALSO WHERE OUR HEALTH IS.

Health-conscious homebuyers recognize that real estate has the potential to meet the immense health challenges we face today. They also understand that they'll pay more for a healthier environment - and are more than willing to do so.

Prices for wellness lifestyle real estate can vary from 5-55% more than traditional homes, with an average 10-25% premium. Forty percent of millennials and 35% of Gen X homebuyers look for wellness features in new homes. With an annual U.S. potential buyer pool of 1.3 million, supply is struggling to keep up with demand.



The Benefits of Including Steam Showers in Wellness Communities for Builders



A steam shower uses an average of 2 gallons of water, compared to 50 or more with a traditional shower, over 20 minutes. That means it is an even more compelling draw for eco-conscious consumers.



They can increase home values by as much as 31%. Aside from the wellness aspect, a steam shower is an impressive feature for potential homebuyers. They are also a wise use of square footage, since they can be built within the space of a walk-in shower.



Steam showers eliminate the consumers' need to go outside the home for services, such as spas and memberships to gyms with steam rooms. Homeowners save money with a one-time investment rather than shelling out for monthly or annual membership fees.



They attract higher-income clientele or homebuyers. These buyers look for the extras like smart home-enabled products with light, sound, and aromatherapy features that enhance the enjoyment of their home while furthering their health and wellness goals.



Quantifying Wellness by Building with Steam

Savvy homebuilders are producing homes that focus on health and wellness as a way to appeal to health-conscious buyers and to increase the value of their builds. Installing steam showers in spec houses offers an impressive display of wellness benefits while furthering the builder's goals.

Wellness can be harder to quantify than energy efficiency, for example. McKinsey's [Future of Wellness survey](#) revealed that consumers define it in six categories:



HEALTH

This dimension includes everything from medicines and supplements to telemedicine and health trackers.



FITNESS

After the shock of quarantine wore off, many realized the need to get back to pre-pandemic conditioning levels or improve overall fitness for a better ability to ward off or withstand illness.



MINDFULNESS

The skyrocketing rates of stress-induced illness and improved awareness of mental health issues have promoted the benefits of calming the mind. Mindfulness tools like meditation apps are included in this category.



APPEARANCE

This category ranges from athleisure clothing to topical products like collagen and non-surgical aesthetic treatments.



NUTRITION

While food as medicine has been a trending topic in recent years, the focus now is combining nutrition with a more satisfying taste as a way of life.



SLEEP

Better sleep is recognized as a critical component of overall health, credited for improving the immune system, reducing stress, boosting moods, improving memory, and increasing heart health. Consumers include sleep tracker apps, melatonin, and other sleep-inducing products in this category.

By incorporating the wellness [benefits of steam showers](#) in your custom builds and high-end spec homes, you not only meet consumer demands for wellness products, but you're increasing ROI for them and yourself in sustainable ways.



Show Your Prospective Buyers What a Wellness Home Can Be With a Steam Shower

From advanced air and water filtration systems to steam showers, homebuyers are increasingly willing to pay a premium for quality features that support their wellness goals.

Incorporating wellness into residential communities is easy, especially when you work with a steam expert. Reach out to us to find a MrSteam dealer, or ask your supplier for more information about MrSteam systems.