

2024 real estate trends unveiled: A savvy guide for buyers and sellers

In the ever-evolving landscape of real estate, staying ahead of the curve is key for both buyers and sellers.



Source: Supplied.

“From cutting-edge design preferences to strategic location choices, understanding current and upcoming trends can make all the difference,” notes John Herbst, chief executive officer of Fine & Country South Africa. Here we provide a concise rundown of what you need to know whether you’re buying or selling:

- **Location intelligence:** It's more than just ‘location, location, location’ now. With remote and hybrid work having become the norm for many people, homebuyers are seeking properties in areas offering lifestyle amenities, green spaces like parks, and community vibes such as sports clubs. Sellers should highlight these aspects to attract potential buyers.
- **Sustainable living:** Eco-consciousness is no longer just a buzzword; it's a lifestyle choice. Buyers are increasingly drawn to energy-efficient homes with sustainable features like solar panels, (which of course ease load shedding too) smart home technology, and eco-friendly materials. Sellers should consider making eco-friendly upgrades to enhance their property's appeal.
- **Flexible spaces:** Homebuyers are seeking properties with designated home offices, workout areas, and outdoor living

spaces. Sellers can highlight the adaptability of their spaces to cater to these changing needs.

- **Tech integration:** Smart home technology is no longer a luxury but a necessity for modern homeowners. From smart geysers to security systems and voice-controlled appliances, tech-savvy features can significantly increase a property's desirability and resale value.
- **Outdoor oasis:** With an increased focus on health and wellness, outdoor living spaces have taken centre stage. From expansive gardens to cosy patios and decked-out outdoor kitchens with entertainment space, buyers are prioritising properties that offer a seamless indoor-outdoor living experience.



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- **Minimalism reigns:** Clean lines, clutter-free spaces, and minimalist aesthetics continue to dominate the design preferences of both buyers and sellers. Neutral colour palettes, natural light, and functional layouts create a sense of tranquillity and spaciousness that appeals to a broad audience.
- **Virtual everything:** The digital revolution has transformed the real estate industry, making virtual tours, 3D walkthroughs, and virtual viewings the new norm. Buyers can explore properties from the comfort of their homes, while sellers can reach a wider audience with immersive virtual experiences.
- **Community connectivity:** Beyond the property itself, buyers are increasingly interested in the surrounding community and amenities. Proximity to schools, parks, shopping centres, country clubs and restaurants can significantly impact a property's value and marketability.
- **Emotional appeal:** Buying or selling a home is an emotional journey. Sellers should focus on creating an emotional connection with potential buyers through staging, storytelling, and highlighting unique features. Buyers should trust their instincts and envision themselves living in the space before deciding.
- **Expert guidance:** In a rapidly changing market, partnering with a knowledgeable real estate agent is invaluable. Whether you're buying or selling, a property practitioner can provide invaluable insights, negotiate effectively, and guide you through every step of the process.

By staying informed and adaptable, buyers and sellers can navigate the dynamic real estate landscape with confidence. Whether you're searching for your dream home or aiming to maximise your property's value, embracing these trends can help you achieve your goals in today's market.

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