

# *BUILD WELLNESS INTO BATHROOMS WITH STEAM*

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The Pantone Color of the Year. Waterfall islands. Sliding barn doors. These trends are as fleeting as the phases of the moon. However, the desire to relax, reflect, and recharge from the sanctity and comfort of home is here to stay. Therefore, it's no surprise that homes in communities built with wellness features are selling for a premium.

Installing steam showers in new construction can add value and boost revenue while providing the personal well-being benefits homebuyers seek. And even though they're featured in many high-end homes, steam showers are surprisingly affordable. Builders are starting to see that including steam in their plans can result in a strong ROI.



# Wellness Real Estate Trends

Wellness lifestyle real estate promotes social interaction, provide outdoor activities such as walking or biking trails, and satisfy the senses with features that immerse residents in nature. The surrounding environment of residential developments has a significant impact on well-being. The new generation of homeowners is not only aware of this, but they actively seek communities and homes that support a healthier lifestyle.

Millennials are known for a lot of things. They're tech-savvy, curious, and lean toward experiences that provide instant gratification. But did you know that they have also earned a reputation as the [wellness generation](#)? They value health highly, second only to family. They don't believe in fad dieting but in adopting a lifestyle of eating healthy and staying active. They also smoke less than previous generations.

They are the generation with some of the most significant [influence on home building trends](#) and they believe in investing in personal wellness. That means buying a wellness-centered home in a community that supports well-being - not just for the residents but also for the environment.





**Forty percent of millennials and 35% of Gen X** buyers seek homes that support a healthy lifestyle. So, what do builders include in their homes and communities to incorporate health and well-being? Features valued highly by those looking to invest in a wellness community include:

- Sustainable, locally sourced, non-toxic building materials
- Natural walls and indoor garden spaces
- Proximity to nature
- Walkability
- Recycling and composting
- Plastic-free environments
- Nearby resources that support wellness like healthy food stores and restaurants, holistic or alternative health providers, wellness classes, mental health facilities, vitamin and supplement stores, yoga studios, and fitness centers

New homebuyers also look for features like built-in smart home technology, large yards, outdoor living and dining capabilities, gardens, and home or community fitness spaces. Environmental safety and advanced tech features play a prominent role in today's real estate market, with homebuyers looking for air quality monitors, leak detection systems, circadian lighting, home security, and voice-controlled faucets and window shades. They also want a haven of relaxation with spa-like amenities. Steam showers provide multisensory experiences, such as aromatherapy, sound via built-in speakers, and chroma lights with smart home integration.

# Wellness Can Sell a House

Wellness features like steam showers are compelling selling points. Not only do they add to the aesthetics and usability of the space while satisfying the homebuyer's desire for a wellness-focused space, but they result in an excellent return on investment. Steam showers have the potential to [increase the selling price of a home by almost 31%](#). They also help contribute to a more sustainable lifestyle, using only [2 gallons of water in 20 minutes](#), compared to 50 gallons in a traditional shower or bath. Steam showers cost cents to operate.





## STEAM THERAPY HAS NUMEROUS WELLNESS BENEFITS INCLUDING:

- Cleanses and hydrates skin while opening pores
- Supports the removal of toxins from the body
- Supports cardiovascular health
- Helps maintain lung health
- Supports lactic acid breakdown in overworked muscles
- Encourages relaxation
- Helps relieve stress
- Supports mental acuity and cognitive function
- May help promote deep, restful sleep
- Fosters a sense of well-being
- Provides a place for rest and renewal
- Helps create moments of quietude and reflection
- May elevate your mood

Health-focused communities will attract affluent buyers. [Ninety](#)

[percent of luxury home buyers](#) prioritize personal wellness.

However, it isn't just high-income individuals that are willing to pay for wellness real estate. Almost 30% of consumers in all economic categories say that they would pay for homes that prioritize wellness.

# The Foundation of Wellness Begins in the Most Intimate Space: A Bathroom Equipped with Steam

Architects, developers, and builders have heeded the call for wellness-centered homes, realizing that they and the homebuyer stand to net a significant ROI by providing spa-like bathrooms with features like steam showers that soothe the senses. Homes with wellness features have the potential to [sell faster and at a higher price](#) than those with standard features in the bathroom - and upscale features tend to command a [higher resale value](#).

Few home upgrades have the wellness benefits of steam showers for the mind, body, spirit, and environment. And while high-income individuals are most likely to pay a premium for wellness features like a steam shower, they aren't the only ones. People from all income levels are willing to invest more in wellness real estate. The good news for builders is that steam showers provide a significant ROI. Plus, they are highly customizable, providing options for all budgets. Visit the [MrSteam Virtual Spa](#) to see how you can fit steam into your next project.







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