

## Home Improvement Joy

What home improvement projects bring the greatest joy to homeowners and the best return on their investment?

The 2019 Remodeling Impact Report (<https://bit.ly/35WmadA>) has answers.

The report, from the National Association of Realtors®, with insights from the National Association of the Remodeling Industry, looked at interior and exterior remodeling projects to determine a cost recovery estimate for representative remodeling projects and how much joy a given project brings to homeowners.

The interior projects that received Joy Scores of 10 – the top possible number – were complete kitchen renovation, closet renovation, full interior and individual room paint, kitchen upgrade, and basement conversion to a living area.

### REALTOR® rank of projects' likely value to the home for resale (highest to lowest)

1. Complete Kitchen Renovation
2. Kitchen Upgrade
3. HVAC Replacement
4. New Master Suite/Owner's Suite
5. Bathroom Renovation
6. Basement Conversion to Living Area
7. Add New Bathroom
8. Add New Bathroom
9. New Wood Flooring
10. Hardwood Flooring Refinish
11. Attic Conversion to Living Area
12. Insulation Upgrade
13. Closet Renovation

## **Keep an eye out for Gen Z**

Though a tremendous amount of attention has been paid to Millennials, it's time to keep an eye on Generation Z – those born between 1997 and 2012. Eventually they'll be flexing their muscle in the housing market, and cities need to be prepared for their arrival.

Nestpick, a search engine for mid-to-long term furnished apartment rentals in 200-plus cities around the world, recently took a look at the world's top cities to see how well they served Generation Z's interests, needs, and habits.

It started by studying a list of prominent international cities and ranked them based on 22 factors (each factor was given a score out of 100) important to this demographic group.

They included digitalization (e-banking and connectivity); how well a city serves Gen Z's principles (social equity, internationalism, and climate commitment); leisure (e-gaming, events, and concerts); and business – the entrepreneurial spirit fostered by a city.

The top five cities for Gen Z:

1. London
2. Stockholm
3. Los Angeles
4. Toronto
5. New York

The other Canadian cities that made the list were Vancouver (#10), Montreal (#15), and Ottawa (#42).

The other U.S. cities that made the list include, San Francisco (#8), Seattle (#20), Boston (#21), and Chicago (#27).

The top five cities prepared for Gen Z's digital needs:

1. Seoul
2. London
3. Boston
4. Stockholm
5. Los Angeles

Berlin, Tokyo, Perth, Australia and Wellington, New Zealand were among the other international cities that ranked in the top 50.

See the complete study: <https://bit.ly/2IJp6aX>

## Boozy cupcakes, a new purpose in life

Who said there are no second acts?

Finding himself bored with retired life, 93-year-old Ray Boutwell launched Boozy Cupcakes in Vorhees County, New Jersey.

Running the bakery that specializes in booze-infused cupcakes has given him a purpose in life and, he says, " keeps the obituary away."

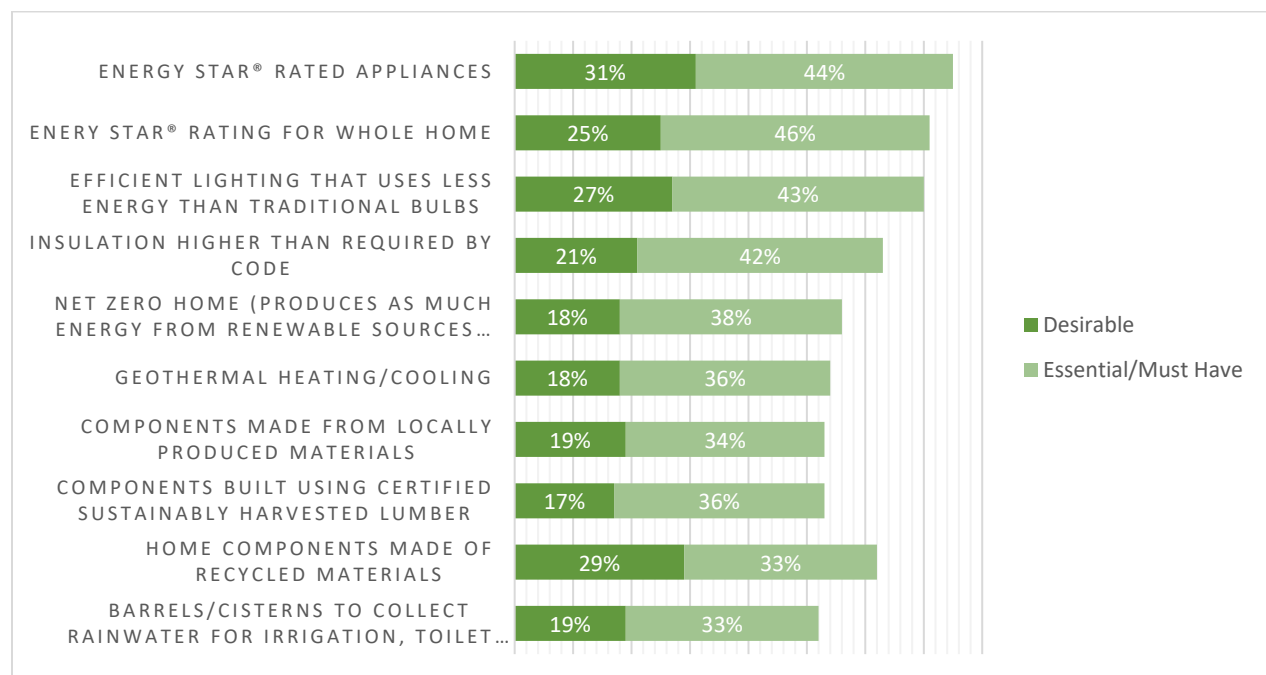
Boutwell tapped his home equity to fund the bakery and he's signed a lease for space next door to expand the business.

Cheers to second acts.

See a CBS story for more on Boutwell's business here <https://bit.ly/2N3Uz1x> and here <https://cbsn.ws/32N9tA9>.

## Green home features Millennials want

If you're thinking about renovating with future Millennial buyers in mind, green upgrades may serve you well. The National Association of Homebuilders' (<https://bit.ly/2oRwoLh>) *What Home Buyers Really Want*, shows the green features most important to this generation.



**Real Estate Matters: News & Issues for the  
Mature Market  
(Company)  
(Address)  
(City, State, Zip)  
(Agent Name and Designations)**



NATIONAL ASSOCIATION OF REALTORS®

*The Voice for Real Estate®*

