

REAL ESTATE

Luxury Portfolio International creates dream home rendering

May 11, 2022



LPI's "Dream Home" rendering by VisualStudio. Image credit: Luxury Portfolio International

By LUXURY DAILY NEWS SERVICE

Real estate marketing firm Luxury Portfolio International (LPI) has unveiled its first CGI rendering of a luxury dream home based on the top seven demands of high-net-worth homebuyers.

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Seven buyer preferences currently define the luxury real estate space: a residence that evokes joy; outdoor space; sustainability; a sense of peace and wellbeing; elevated security; a gadget-filled kitchen; at-home services and a seamless ability to outsource chores. To showcase these priorities, LPI commissioned a custom set of CGI renderings by Visual Studio to illustrate what today's luxury homebuyer is seeking.

"While the luxury residential real estate landscape, and subsequent demand among buyers, had been fluctuating before COVID-19, the pandemic increased some of the changes we are experiencing today," said Mickey Alam Khan, president of Luxury Portfolio International, in a statement.

"This is particularly true as it relates to a home's livability,' such as premium green amenities, room to run, self-care features like saunas, steam rooms and yoga studios and ornate entertainment areas."

Luxury home of today

The renderings exemplify findings from LPI's new "State of Luxury Real Estate" report, which is based on a survey of more than 4,600 high-net-worth individuals across more than 20 countries. It outlines the top interests that are driving prime property buyers toward their dream homes around the world.

With open living areas, contemporary designs and natural surroundings, the two-story, single-family "luxury dream home" symbolizes how luxury homebuyers have changed and their values have evolved since the pandemic.



Three in four homebuyers expect three or more fitness and wellness amenities in their homes today. Image credit: Luxury Portfolio International

Luxury consumers now prefer to have their homes represent happiness and contentment in life. Additionally, pandemic-related lockdowns have caused a rise in demand for more at-home options for fun and entertainment.

Buyers are also looking for more gadgets in the kitchen the most in-demand feature as 80 percent of consumers say this category is essential. Buyers are looking for smart devices, such as built-in coffee makers, cookers, blenders and cocktail mixers.

Further, sustainability has gone beyond solar panels and energy-efficient appliances. Today's luxury homebuyers want to see sustainability built into the foundation of the home, rather than it being an afterthought.

During Luxury Daily's State of Luxury Real Estate eConference last year, architects suggested that sustainability and green architecture are becoming increasingly included in high-end remodeling plans, after years of being dismissed as out of reach or extreme ([see story](#)).

Luxury buyers expect their homes to be outfitted with high-tech security features, specifically bolstering residents against modern threats, such as backup for utilities, data and internet.

Luxury homeowners crave ease and convenience, which is reflected in more consumers using app-based services to have food, beverages and other packaged goods delivered to their homes.

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