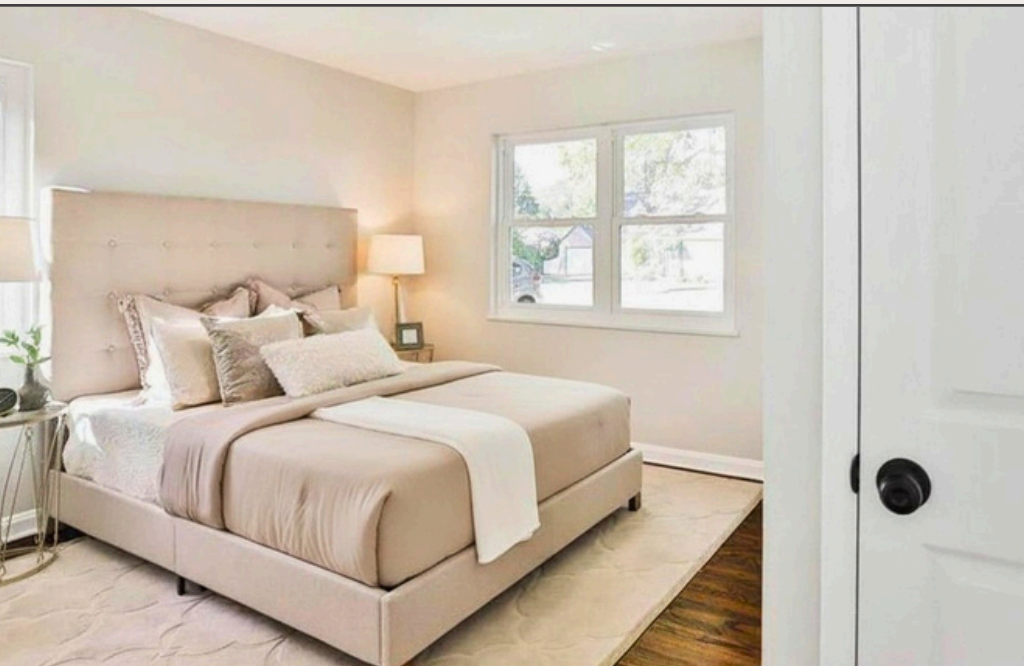




WHAT STL BUYERS ARE LOOKING FOR RIGHT NOW

A list of the top 6 things buyers are looking for when shopping for a new home.





INTRODUCTION

Today's buyers are not just evaluating homes, they're comparing experiences. In many cases, they've already viewed multiple listings online before ever stepping inside. The homes that stand out are the ones that feel complete, cohesive, and easy to move into.

MOVE- IN READY CONDITION

Buyers are placing a premium on homes that feel finished. While actively avoiding projects, outdated finishes, and deferred maintenance.



Why?

- Many buyers are time-constrained and cost-conscious. The idea of “having to do work” often becomes a barrier.

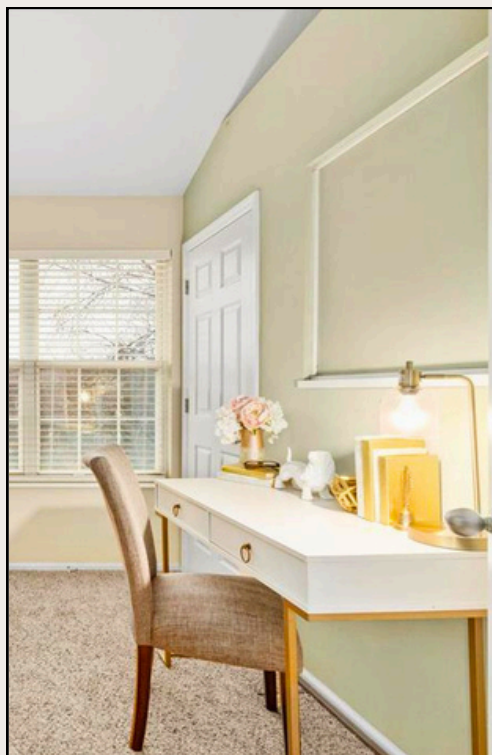
CLEAN + UPDATED PRESENTATION

Even if a home isn't newly renovated, it should feel fresh, well-maintained, and intentionally presented.



What Signals This?

- Fresh paint
- Updated lighting
- Clean, uncluttered spaces



LIGHT + BRIGHT INTERIORS

Natural light is one of the most sought-after features because it significantly impacts how a home feels and functions. Bright spaces appear larger, more open, and more inviting—while also photographing better and attracting more buyer interest.



Buyers Respond To:

- Open window treatments
- Bright, evenly lit rooms
- Spaces that feel airy and expansive



FUNCTIONAL + UNDERSTANDABLE LAYOUTS

Buyers want to quickly understand how each space is used, how rooms connect, and how the home fits their lifestyle.



If they have to
“figure it out,”
buyers
disconnect.



EMOTIONAL EASE

This is the most important and least-discussed. Buyers are drawn to homes that feel calm, clean, and effortless.



If a home feels
easy, it feels
valuable.



TRANSITIONAL + LIVABLE DESIGN

As discussed earlier, buyers in St. Louis are gravitating toward warm, neutral palettes, a mix of traditional + modern elements, and spaces that feel current but not trendy.



SET THE STAGE FOR A SUCCESSFUL SALE



Key Takeaway

Today's buyers are not looking for perfection—they're looking for clarity, comfort, and confidence in their decision.