



LIFESTYLE LEADS THE WAY

FOR TODAY'S BUYERS

# IF YOU COULD LIVE ANYWHERE, WHERE WOULD IT BE?

This question is no longer a “pie in the sky” sort of idea. Instead, homeowners across the country are embracing the new reality made possible by the increased ability to work from home.

Part of this involves people reimagining where they reside in order to live their best life – a life no longer constrained by proximity to in-person job opportunities. Equipped with a laptop and reliable Wi-Fi, people are making out-of-market moves to not only prioritize their desired lifestyle, but to take advantage of all-time low mortgage rates and find a more affordable cost of living.

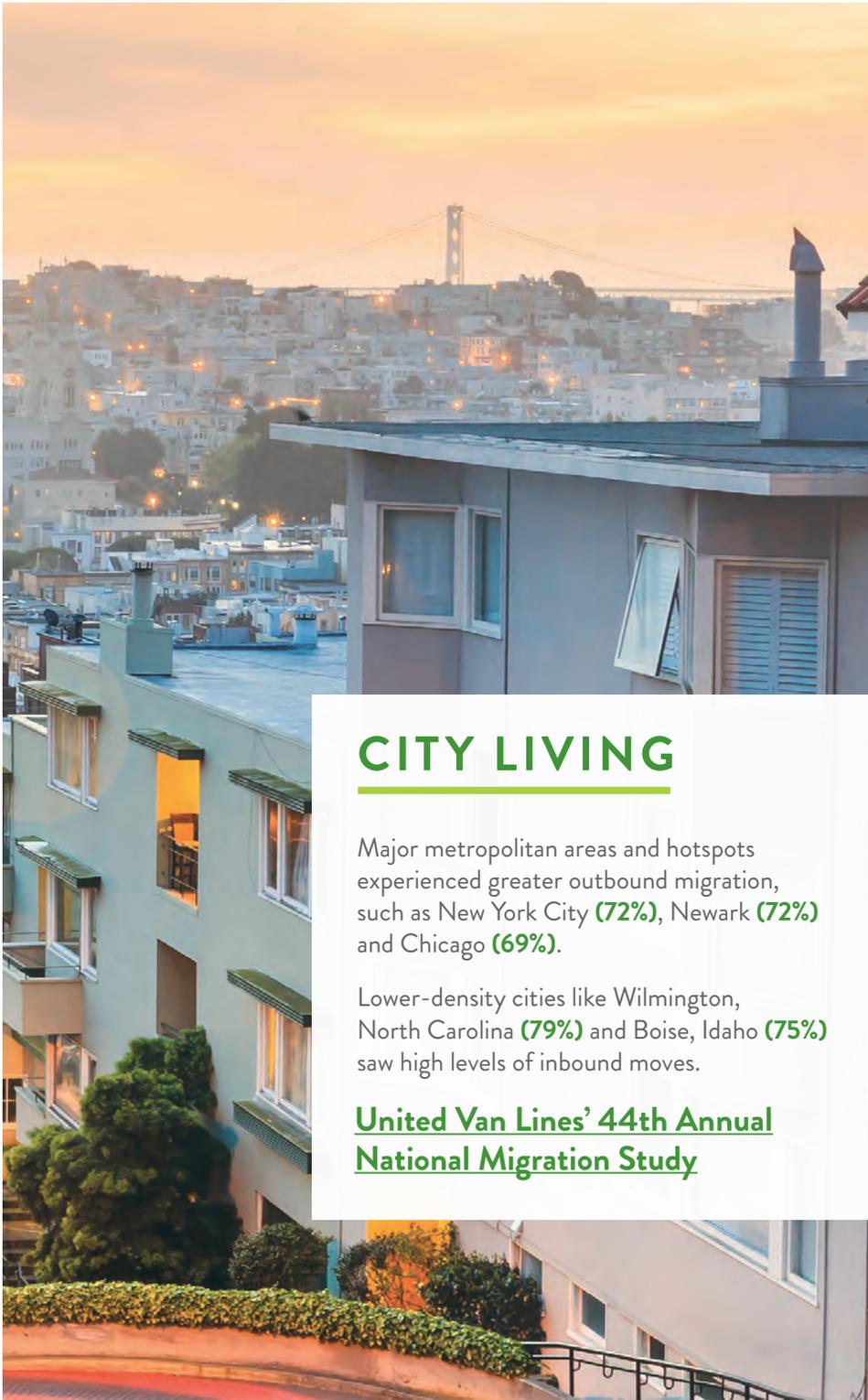


[Upwork's The Future of Workforce Pulse Report](#)

By 2025, hiring managers believe  
**36.2 million**  
Americans will be working from home

**87%**  
Increase in working from  
home from pre-pandemic

**14-23 million**  
people planning to move due to remote  
work opportunities



# WHERE ARE PEOPLE MOVING TO AND FROM?

Americans continued to move westbound and southbound in 2020

Top states people were moving to:



Top states people were moving from:



Source: United Van Lines' 44th Annual National Migration Study

## CITY LIVING

Major metropolitan areas and hotspots experienced greater outbound migration, such as New York City (**72%**), Newark (**72%**) and Chicago (**69%**).

Lower-density cities like Wilmington, North Carolina (**79%**) and Boise, Idaho (**75%**) saw high levels of inbound moves.

**United Van Lines' 44th Annual National Migration Study**

Florida claimed **50%** of the top 10 metro areas according to:

### Corelogic's Hottest Cities for Homebuyers Report

- 1 Riverside/San Bernardino/Ontario, CA
- 2 Lakeland, FL
- 3 Myrtle Beach / Conway / North Myrtle Beach, SC / NC
- 4 Las Vegas / Henderson / Paradise, NV
- 5 Tampa / St. Petersburg / Clearwater, FL
- 6 Port St. Lucie, FL
- 7 Jacksonville, FL
- 8 San Antonio / New Braunfels, TX
- 9 Deltona / Daytona Beach / Ormond Beach, FL
- 10 Dallas / Ft. Worth / Arlington, TX

# LET'S TALK ABOUT HOME PRICES

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According to CoreLogic, affordability is a growing concern.

In June 2021, home price gains reached the **highest annual growth since 1979**, with YOY increases in the double digits.

In June, appreciation of detached properties (19.1%) was the highest measured since the inception of the Home Price Index and nearly double that of attached properties (10.7%) as prospective buyers continue to seek more living space and lower density communities.

From a regional perspective, home prices rose sharply in the West due to increasing demand and low inventory.

**Twin Falls, Idaho**, saw the highest year-over-year increase at 40.2%, while **Bend, Oregon**, ranked second with a year-over-year increase of 35.4%. At the state level, **Idaho** and **Arizona** continued to have the strongest price growth at 34.2% and 26.1%, respectively. **Montana** also had a 24.3% year-over-year increase as home buyers seek more affordable locations with lower population density and attractive outdoor amenities.

While price increases in these highly desirable markets may have priced out local first-time homebuyers, inbound movers coming from more expensive markets were able to weather the price increases.

A growing number of people also bought second homes in the last year. **CNN Business** reported that second-home sales rose by 16% in 2020 from the year before and are already up by 33% through April 2021 over last year.



We spoke to Better Homes and Gardens® Real Estate affiliated brokers and real estate professionals across the country to get an idea of what buyers are prioritizing. The most significant finding: lifestyle is leading the way in their decision-making process. Buyers want spaces where they can spend quality time with their family, a home office that helps them be productive when working from home and outdoor living amenities that extend the living area of the home.

As a company that's zeroed in on lifestyle like no other real estate brand, the BHGRE® brand is uniquely positioned to showcase this important trend that is not only shaping our industry but our society as a whole.

# INSIGHT

**WITH MORE CERTAINTY IN THE ABILITY TO WORK FROM HOME, THERE IS A GROWING RECOGNITION THAT NOW IS THE TIME TO LIVE YOUR BEST LIFE.**

With more certainty around the ability to work from home going forward, people know they won't be going back to the office. People in the cities have tremendous buying power here in Thurston County, WA. We are seeing a lot of cash deals.

**JESSICA POULOS, BETTER HOMES AND GARDENS REAL ESTATE NORTHWEST HOME TEAM, SOUTH PUGET SOUND, WA**

The current wave of buyers in 2021 is larger than the COVID-19 buyer pool for several reasons. Today, there is more certainty in the ability to work from home, and companies are making it a permanent option.

**JEFF MARTEL, BETTER HOMES AND GARDENS REAL ESTATE 43° NORTH, BOISE, ID**



# INSIGHT

**DESTINATION LIFESTYLE MARKETS ARE NOW MORE ACCESSIBLE THAN EVER.**

People are buying for Prescott, not the home itself.

**LESLIE GUILLEY, BETTER HOMES AND GARDENS  
REAL ESTATE BLOOMTREE REALTY,  
PRESCOTT, AZ**

There is a huge influx of people who said, “if I have to be stuck in my house, I might as well be by the beach.” In addition to the beach, the local downtown is a big draw. City of Five Flags has a rich history of culture and diversity, with a bustling downtown, symphony, theatre, hospitals, education, military and a waterfront baseball stadium.

**REBEKAH WARD, BETTER HOMES AND GARDENS  
REAL ESTATE MAIN STREET PROPERTIES,  
DESTIN, FL**

As the last affordable mountain town, Boise has always been a destination market, but we are seeing more people accelerating their relocation plans.

**JEFF MARTEL, BETTER HOMES AND GARDENS  
REAL ESTATE 43° NORTH,  
BOISE, ID**



# INSIGHT

**INTENSE COMPETITION HAS REDEFINED “DREAM HOME.” BUYERS ARE PRIORITIZING A LIFESTYLE MARKET AND ARE WILLING TO COMPROMISE ON HOME FEATURES TO LIVE IN THE AREA.**

We don't anticipate a wave of buyer remorse, but we could see intermarket moves to get into a better school district.

An entry-level home we sold for \$380k needed new paint, flooring and appliances, but the buyer was just happy to get into the home. Being near outdoor attractions like hiking, fishing and boating is the priority.

**JESSICA POULOS, BETTER HOMES AND GARDENS REAL ESTATE NORTHWEST HOME TEAM, SOUTH PUGET SOUND, WA**

We don't expect to see a buyer boomerang because buyers settled for a home that didn't check all their boxes. The draw is the location, not the perfect house. Even if people didn't get exactly what they wanted in a home, they are grateful to be in the area. The prevailing philosophy is that you can make your house what you want.

**REBEKAH WARD, BETTER HOMES AND GARDENS REAL ESTATE MAIN STREET PROPERTIES, DESTIN, FL**

People have been very forgiving of property conditions. They will sacrifice the condition of the home because they are prioritizing lifestyle.

**LESLIE GUILLEY, BETTER HOMES AND GARDENS REAL ESTATE BLOOMTREE REALTY, PRESCOTT, AZ**

With 30-40 buyers for every listing, buyers are definitely settling. We recently sold a \$650k home that the buyers didn't really like. People are fully willing to give up desired amenities just to buy in the area because any home provides access to recreational activities.

**JEFF MARTEL, BETTER HOMES AND GARDENS REAL ESTATE 43° NORTH, BOISE, ID**

We aren't seeing any buyer's remorse at all. People feel lucky to get a home in Ventura, and some are even paying \$100-120k over list price! People became less picky about amenities in the house and more focused on being in Ventura County. The idea of location has shifted – it's not about being 15 minutes from the office or in the neighborhood with the best schools. The prevailing philosophy is 'we can make this work; we can turn it into our dream home after we move in.' Houses with big lots provide room to expand, adding on to the existing home or adding an ADU (accessory dwelling unit).

**JUNE GONZALES, BETTER HOMES AND GARDENS REAL ESTATE PROPERTY SHOPPE, VENTURA, CA**



# INSIGHT

**OUT OF MARKET BUYERS CAN USE EQUITY TO MAKE HOME THEIR DREAM HOME.**

People who cashed out in a higher-priced market had a lot of buying power in Ventura. Buyers coming from LA, San Francisco or, San Diego were okay with homes not being perfect because they had cash to remodel after selling their much more expensive home.

**JUNE GONZALES, BETTER HOMES AND GARDENS REAL ESTATE PROPERTY SHOPPE, VENTURA, CA**



In most cases, buyers are coming from a more expensive market, getting over the asking price so they can go for a higher-priced home in a lower cost market and have extra cash to upgrade.

**AMY HUMMER, BETTER HOMES AND GARDENS REAL ESTATE STEINBORN & ASSOCIATES, LAS CRUCES, NM**



## INSIGHT

**MANY PEOPLE ARE MOVING UP THEIR 'RETIREMENT MOVE' BY A FEW YEARS BECAUSE THEY CAN WORK FROM HOME UNTIL THEY RETIRE.**

Prescott has always been a top place to retire, but we are finding that people are moving earlier because they can work remotely until retirement.

**LESLIE GUILLEY, BETTER HOMES AND GARDENS REAL ESTATE BLOOMTREE REALTY, PRESCOTT, AZ**

Work from home will be the new way of life, so there is no need to move again.

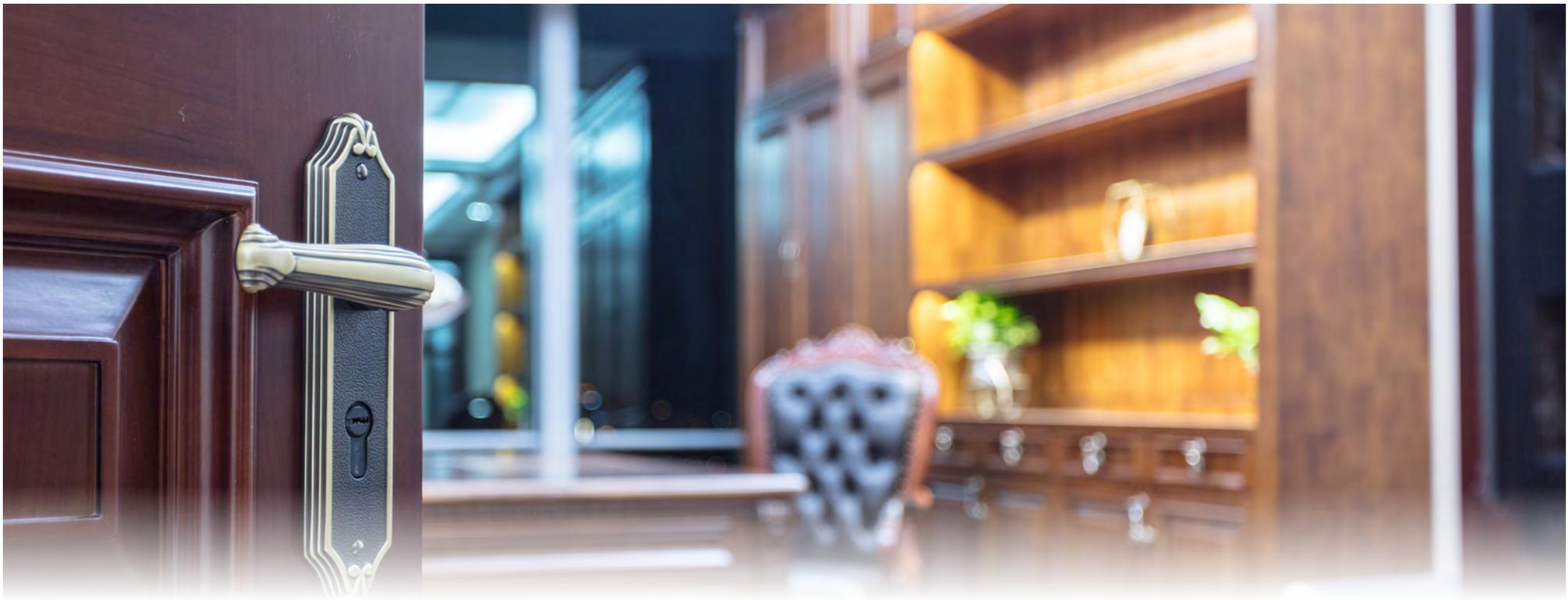
**JUNE GONZALES, BETTER HOMES AND GARDENS REAL ESTATE PROPERTY SHOPPE, VENTURA, CA**

People are moving up their 'retirement move' but not yet retiring, they are working from home.

**AMY HUMMER, BETTER HOMES AND GARDENS REAL ESTATE STEINBORN & ASSOCIATES, LAS CRUCES, NM**

Many people moved up retirement home timelines, buying now with the plan to work from home for a few more years before retiring. The prevailing sentiment is that they are afraid they won't get the home they want, that prices will continue to rise along with mortgage rates.

**DANA HALL BRADLEY, BETTER HOMES AND GARDENS REAL ESTATE FINE LIVING, CELEBRATION, FL**



## INSIGHT

**A SHIFT HAS OCCURRED IN HOME OFFICE NEEDS: BEFORE THE PANDEMIC, A SMALL POCKET OFFICE OR TECH CENTER IN A CLOSET SUFFICED, BUT NOW A PRIVATE OFFICE WITH A DOOR IS A MUST.**

For our buyers, the top desired amenity is a home office with Wi-Fi but given the lack of inventory, buyers might need to convert a bedroom into an office.

**LESLIE GUILLEY, BETTER HOMES AND GARDENS REAL ESTATE BLOOMTREE REALTY, PRESCOTT, AZ**

A few years ago, the desired amenities were a big kitchen and a small pocket office or tech center in a closet. Today, the primary need is a big office with room for a double workstation. With more work from home focus, people want separate spaces for work and school, and I don't think this will be a short-lived trend.

**JEFF MARTEL, BETTER HOMES AND GARDENS REAL ESTATE 43° NORTH, BOISE, ID**

A home office is very important for our buyers, even if they have to convert a bedroom or a Florida room.

**REBEKAH WARD, BETTER HOMES AND GARDENS REAL ESTATE MAIN STREET PROPERTIES, DESTIN, FL**

Clients are looking for dedicated private office space. Tech nooks for kids to do schoolwork are also in demand.

**AMY HUMMER, BETTER HOMES AND GARDENS REAL ESTATE STEINBORN & ASSOCIATES, LAS CRUCES, NM**

The biggest need in a home these days is a home office. People who settled bought a three bedroom but still needed a home office.

**DANA HALL BRADLEY, BETTER HOMES AND GARDENS REAL ESTATE FINE LIVING, CELEBRATION, FL**



TREND ALERT:

## BRINGING THE OUTDOORS IN

Summer 2020 saw a huge spike in homeowners taking an interest in planting and sprucing up their outdoor decor. While the warmer seasons may be ending, many are still finding ways to keep up with their hobby and add some greenery to their home. From small succulents to large monstera, bringing nature indoors is a simple way to add some life to your space. For vegetable garden lovers, there are even cold-weather crops such as kale, Swiss chard, carrots, and more to include in your year-round fresh food harvesting.

Source: Meredith Data Studio





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INSIGHTS:

## HOME OFFICE HACKS

Many homeowners are transforming rooms into flexible spaces that support multi-purpose living.

Another approach is to look at least-used spaces and put them to better use. Thinking about how the space can be used instead of what should be in this room is a helpful shift. Compartmentalizing areas of the room for a specific need can be accomplished by using flexible furniture like nesting tables, drop-leaf tables, daybeds or armoires used as workspaces.



# INSIGHT

PEOPLE WANT MORE OUT OF THEIR HOMES NOW BECAUSE THEY ARE SPENDING SO MUCH MORE TIME THERE – INSIDE AND OUTDOORS.

Clients are not compromising on kitchens – this is still very important to them. We're finding that the open concept is still popular. In addition, buyers are prioritizing the need for space for an in-home gym and office – a multifunctional space accommodates both needs.

**REBEKAH WARD, BETTER HOMES AND GARDENS REAL ESTATE MAIN STREET PROPERTIES, DESTIN, FL**

When it comes to priority amenities, the mindset is changing. Last year, the biggest need was an ample family room for home schooling. Now, people are prioritizing beautiful kitchens and bathrooms. But what is consistent is the desire for space: square footage inside and acreage outside.

**JESSICA POULOS, BETTER HOMES AND GARDENS REAL ESTATE NORTHWEST HOME TEAM, SOUTH PUGET SOUND, WA**

Inside, the kitchen is still very important, and perhaps even more so, thanks to spending more time at home cooking. Primo kitchens are very desirable, with Viking ranges, pot filler faucets, and a second counter with high boy chairs for guests.

**LESLIE GUILLEY, BETTER HOMES AND GARDENS REAL ESTATE BLOOMTREE REALTY, PRESCOTT, AZ**

We haven't seen a change in kitchen trends. There is a definite focus on an open floor plan for the living room, dining room and kitchen, with a lot of natural light. There is also increased interest in the homes having water and air filtration systems.

**AMY HUMMER, BETTER HOMES AND GARDENS REAL ESTATE STEINBORN & ASSOCIATES, LAS CRUCES, NM**

# INSIDE THE HOME, KITCHENS ARE STILL KING





BETTER HOMES & GARDENS®  
INSIGHTS:

## KITCHEN EVOLUTION

For the better part of 2020, many of us spent more time at home than ever before, and how we cook, entertain, work and relax in our homes changed significantly. Now, the **look and function of kitchens are changing**, too. Hygiene and cleanliness will be a top priority in kitchen designs while flexibility for multiple tasks and users remains important. Touchless faucets are gaining popularity, while visual and physical connection to the outdoors such as bifold doors and larger windows enable fresh air flow, a desirable trend resulting from the pandemic.



# OUTDOOR LIVING FEATURES KITCHENS, TOO

Today's buyers don't need a big yard. In fact, pools are so popular, people will use up most of the yard for a pool. In new homes, we're seeing a lot of outside covered balconies with a gas line installed for a grill to create an outdoor kitchen area. Two new buildings downtown have rooftop terraces with a hot tub, kitchen, fitness center and raised beds for gardening.

**REBEKAH WARD, BETTER HOMES AND GARDENS  
REAL ESTATE MAIN STREET PROPERTIES,  
DESTIN, FL**

Outdoor living space is very much in demand. Popular amenities include outdoor kitchens, entertainment areas with TVs and speakers, firepits and covered cocktail areas.

**LESLIE GUILLEY, BETTER HOMES AND GARDENS  
REAL ESTATE BLOOMTREE REALTY,  
PRESCOTT, AZ**

Many new homes feature large panoramic sliding glass doors at the back of the house, which creates a seamless indoor/outdoor experience. Outside, we see a desire for an outdoor kitchen, entertainment area with TV and firepit.

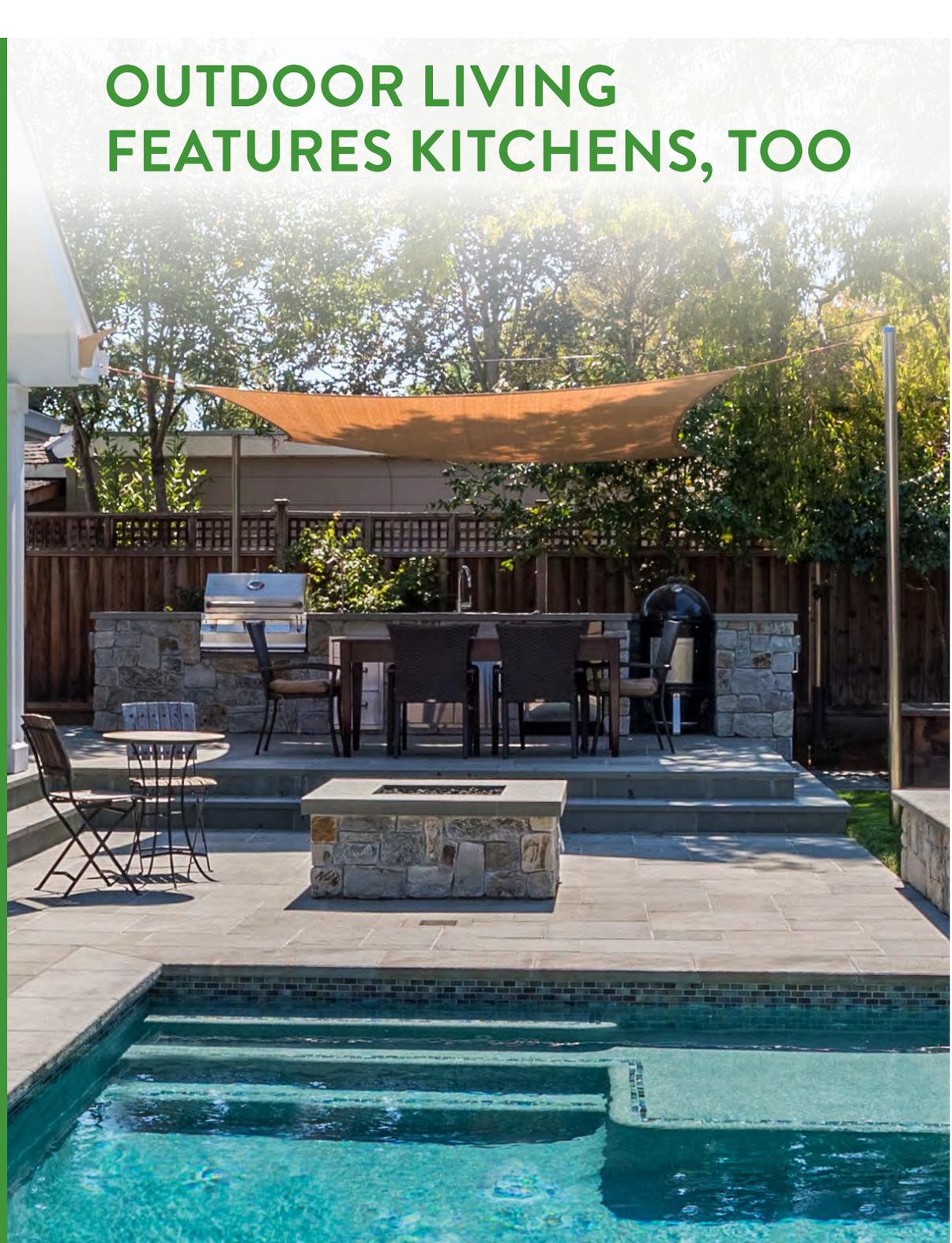
**AMY HUMMER, BETTER HOMES AND GARDENS  
REAL ESTATE STEINBORN & ASSOCIATES,  
LAS CRUCES, NM**

People want yard space, and a pool is high on the list, but they might settle for a home without a big yard or a pool because they can use the community offerings. Pre-pandemic, the pool and yard were not as important, but today they are very important. If there's no pool, they want a yard that can accommodate a pool. Outdoor patios and screened-in porches are also very popular.

**DANA HALL BRADLEY, BETTER HOMES AND GARDENS  
REAL ESTATE FINE LIVING,  
CELEBRATION, FL**

Ventura is known for outdoor living; we can be outside 300 days/nights of the year. People are adding outdoor kitchens; yards helped sell homes because people added outdoor amenities after buying.

**JUNE GONZALES, BETTER HOMES AND GARDENS  
REAL ESTATE PROPERTY SHOPPE,  
VENTURA, CA**





BETTER HOMES & GARDENS®  
INSIGHTS:

## OUTDOOR LIVING

When thinking about how to outfit your outdoor space, consider these foundational kitchen items. At a minimum, you'll want a grill with counter space, a sink and a refrigerator, which will require dedicated plumbing and electricity. Seating options include high boy chairs at counter height, lounge seating perhaps arranged around a focal point like a fireplace or water feature. Covered seating areas can maximize time spent outdoors without being overly exposed to the elements. Don't forget storage and organizational necessities, such as pullout trash and recycling bins, and baskets to hold napkins, glasses, and cleaning supplies.



## INSIGHT

**AGENTS NEED TO BECOME FAMILIAR WITH LARGER SERVICE AREAS BEYOND THE CORE MARKET TO MATCH BUYERS WITH HOMES.**

Before COVID-19, being near the downtown was highly desirable, but now because of limited inventory, people are willing to be a little farther away from town because they are still close to hiking, kayaking and biking.

**LESLIE GUILLEY, BETTER HOMES AND GARDENS REAL ESTATE BLOOMTREE REALTY, PRESCOTT, AZ**

Agents have to learn a larger service area and go outside the core of Boise to offer clients more choice. Since the commute is no longer an issue, people just need internet access and the ability to get to the airport. The idea of proximity is changing because life has changed.

**JEFF MARTEL, BETTER HOMES AND GARDENS REAL ESTATE 43° NORTH, BOISE, ID**

Sub-markets are gaining popularity. Places like Navarre Beach, Gulf Breeze and Perdido are only 15 minutes from the beach but much more affordable than Destin proper.

**REBEKAH WARD, BETTER HOMES AND GARDENS REAL ESTATE MAIN STREET PROPERTIES, DESTIN, FL**

# INSIGHT

**BUYERS ARE INCREASINGLY INTERESTED  
IN MULTIGENERATIONAL LIVING.**

We've also seen an uptick in multigenerational living. New homes are being built with mother-in-law suites or daylight basements with a kitchen. What's been driving this is that prices are getting out of reach so adult children and their parents pool finances to buy a home together. We are seeing a lot of people coming from the cities to our market for multigenerational living. In fact, 80% of our recent web traffic has been from Seattle.

**JESSICA POULOS, BETTER HOMES AND GARDENS  
REAL ESTATE NORTHWEST HOME TEAM,  
SOUTH PUGET SOUND, WA**

We are seeing an increased interest in/demand for homes that support multigenerational living. A lot of buyers are asking for casitas on the property or a covenant to be able to build one.

**AMY HUMMER, BETTER HOMES AND GARDENS  
REAL ESTATE STEINBORN & ASSOCIATES,  
LAS CRUCES, NM**





TREND ALERT:

## DIY DECOR

After taking up extra hobbies and projects to keep busy during quarantine, homeowners are using their newfound skills to take on DIY painting, decorating, refurbishing furniture, etc. Whether you're on a budget or looking to splurge, refreshing and renewing worn-out items livens up the home's presence all while adding your own personal touch. With a fresh new coat of paint and some upgraded knobs, that hand-me-down nightstand sitting in your storage can instantly turn into the exact piece of furniture you've been looking for.

Source: Meredith Data Studio



## INSIGHT

**LIMITED INVENTORY HAS NOT DETERRED BUYERS' INTENT TO GET INTO THE MARKET.**

There is more choice as you go up in price. We've seen buyers buy what they can get with the intention of moving up as soon as they can and possibly renting out their initial in-market purchase. People are buying houses, but not necessarily their dream home or their forever home.

**JEFF MARTEL, BETTER HOMES AND GARDENS  
REAL ESTATE 43° NORTH,  
BOISE, ID**

# INSIGHT

## CONDITIONS ARE PRIME FOR VACATION AND SECOND HOME PURCHASES.

We've been seeing a lot of investment purchases. People who rent out the home for vacation rentals can cover their carrying costs and make a little more. This proves to be a smart move financially, even if you don't want to move.

**REBEKAH WARD, BETTER HOMES AND GARDENS REAL ESTATE MAIN STREET PROPERTIES, DESTIN, FL**

Ventura has a large vacation home/second home market for high-earning professionals working in LA.

**JUNE GONZALES, BETTER HOMES AND GARDENS REAL ESTATE PROPERTY SHOPPE, VENTURA, CA**

We have a lot of homes that have been purchased for vacation rentals, which are listed through Airbnb and VRBO. These investors are knocking a lot of first-time homebuyers out of the market.

**AMY HUMMER, BETTER HOMES AND GARDENS REAL ESTATE STEINBORN & ASSOCIATES, LAS CRUCES, NM**

The second home segment is growing here in Celebration as more and more people are putting their money into real estate. We're also seeing more vacation homebuyers who will rent out the home for a period of time. There is high activity in vacation rentals, 80-90% vacancy rates. Gated luxury home communities are hot short-term rentals. These large homes are between 3,000 and 10,000 square feet and command a very high rate.

**DANA HALL BRADLEY, BETTER HOMES AND GARDENS REAL ESTATE FINE LIVING, CELEBRATION, FL**





TREND ALERT:

## SMART HOME TECH

Becoming more popular in homes in the near future. Items like voice-controlled assistants and lighting, smart thermostats, robot vacuums, wireless home security will be among the hottest sellers in the upcoming months. Such devices are highly convenient when it comes to simplifying tasks, staying organized and even promoting home safety.

Source: Meredith Data Studio



# DESTINATION MARKETS

## PRESCOTT, ARIZONA

“ People come from the cities -- Los Angeles, San Francisco, Phoenix -- with a desire to come to a smaller community. Prescott has always been a top place to retire thanks to the weather, scenery and outdoor living.”

**LESLIE GUILLEY, BETTER HOMES AND GARDENS  
REAL ESTATE BLOOMTREE REALTY,  
PRESCOTT, AZ**

Prescott sits 5,200 feet above sea level amongst the largest stand of ponderosa pine forests in the U.S. and is known for near-perfect weather. With an average temperature of 70 degrees, the area enjoys four beautiful and distinct seasons. Breathtaking views include granite mountains, lakes, streams, and rolling meadows filled with wildlife.

Outdoor activities abound, from horseback riding, golfing, kayaking, fishing, hiking, camping and mountain biking. A vibrant downtown features local breweries, restaurants, shopping, and a hometown feel that makes Prescott a very desirable place to live.





## **BOISE, IDAHO**

“ People move first and foremost for the lifestyle here: skiing, boating and fishing, all in striking distance. We have the largest wilderness area in the lower 48. The low population density means these areas are not crowded. The cost of living here is much lower and it’s very family-friendly.”

**JEFF MARTEL, BETTER HOMES AND GARDENS  
REAL ESTATE 43<sup>rd</sup> NORTH,  
BOISE, ID**

The city of 229,000 people is also one of the **fastest-growing in the U.S., attracting transplants from states like California, Washington, and Oregon**, with its comparatively low cost of living, growing tech scene, and easy access to nature.

Source: <https://www.businessinsider.com/downside-living-in-boise-millennials-lack-of-public-transport-2019-12>

You can be outside all year round: hiking, biking, and trail running are all abundant in the area, with plenty of skiing and snowboarding. In addition, the Boise River offers ample opportunity for kayaking, fishing, inner tubing, paddle boarding, and other water activities.

Source: <https://www.lyfepyle.com/what-is-boise-idaho-known-for/>

Boise boasts a vibrant, walkable downtown with cultural and culinary experiences, as well as unique attractions.

## **DESTIN, FLORIDA**

“Destin weather is pretty much picture perfect at 75 degrees year-round. The beaches are surrounded by national parks, so there is no overcrowding or over-development, because of a residential and commercial cap. In addition to the beach, the local downtown is a big draw. The City of Five Flags has a rich history of culture and diversity with a bustling downtown, featuring the symphony, a theatre, hospitals, education, military and a waterfront baseball stadium. The only drawback is potential damage from hurricanes, but they say that’s the price you pay for paradise.”

**REBEKAH WARD, BETTER HOMES AND GARDENS  
REAL ESTATE MAIN STREET PROPERTIES,  
DESTIN, FL**

Located on the Florida Panhandle, Destin is home to stunning white sandy beaches along the emerald-green water of the Gulf of Mexico. It’s known as the “World’s Luckiest Fishing Village” and as a place for all types of water sports, including jet skiing, boat rentals, parasailing, dolphin cruises, pirate ships, kiteboarding, water skiing, paddleboarding, kayaking, skim boarding, and even tubing.

In addition, challenging golf courses, mouth-watering seafood restaurants and some of the best Gulf views and sunsets one will ever experience make Destin a popular place to live.





## THURSTON COUNTY, WASHINGTON

“Being near the outdoor attractions like hiking, fishing and boating is the priority for residents here. A lot of clients want a vacation home in the area, which is one hour from both the beach and the mountains. Since travel options have been limited, the vacation home becomes the destination.”

**JESSICA POULOS, BETTER HOMES AND GARDENS  
REAL ESTATE NORTHWEST HOME TEAM,  
SOUTH PUGET SOUND, WA**

The South Puget Sound area in Southwest Washington is made up of a collection of islands that offer a short drive to both mountainous terrains and scenic waters. From whale watching in Friday Harbor to hiking in Deception Pass State Park, Puget Sound provides an array of recreational activities for tourists and residents alike.

Located at the southern end of Puget Sound, Thurston County is centrally located between Mount Rainier to the east and Washington’s Pacific Ocean coast to the West. Cultural offerings in Olympia include music, art, and a thriving restaurant scene and a farmer’s market. Just over an hour away from Seattle and two hours away from Portland, the area is home to many residents commuting into the cities.

## VENTURA, CALIFORNIA

“Ventura is a desirable coastal community known for its phenomenal climate where you can enjoy outdoor living 300 days/nights of the year. The small-town feel offers a slower pace than its nearby cities. There are fairgrounds, street fairs, outside restaurants, dog friendly beaches and fewer restrictions on beaches.”

### **JUNE GONZALES, BETTER HOMES AND GARDENS REAL ESTATE PROPERTY SHOPPE, VENTURA, CA**

The area is well known for its beaches, such as San Buenaventura State Beach, with its long, wooden Ventura Pier, while Surfer’s Point is a hot spot for surfing and windsurfing. A short boat ride from Ventura Harbor, the Channel Islands National Park, home to rare island foxes and scrub jays, provides ample opportunities for hiking, camping and photography.

Source: <https://www.planetware.com/california/top-rated-attractions-things-to-do-in-ventura-ca-us-ca-488.htm>

Ventura’s historic downtown district is home to Mission San Buenaventura, which dates back to 1782, the Museum of Ventura County, a variety of bustling restaurants and extensive shopping options. A free trolley system makes getting around a breeze.

Source: <https://www.cityofventura.ca.gov/594/About-Ventura>





## LAS CRUCES, NEW MEXICO

“Las Cruces is a town of about 145,000 people. The area is known for its great weather, wide-open spaces, outdoor amenities, mountains, hiking, skiing, golf, country clubs. The town always ranks high on the list of top places to retire thanks to its lower cost of living, cultural offerings, food, festivals and outdoor dining. It’s a very diverse population which is why people are attracted to the area.”

**AMY HUMMER, BETTER HOMES AND GARDENS  
REAL ESTATE STEINBORN & ASSOCIATES,  
LAS CRUCES, NM**

From national parks and monuments to one of the top-rated farmer’s markets in the country, Las Cruces offers outdoor adventure, unique culinary experiences, vibrant culture and rich history. Towering nearly 9,000 ft., the Organ Mountains serve as an awe-inspiring backdrop for Las Cruces. The mountain range is ripe for exploring, as is Mesilla Valley Bosque State Park with hiking trails and birdlife.

Culture lovers will enjoy the Las Cruces Museum of Art and the village of Mesilla, which is home to historical attractions such as the San Albino Basilica, but also features a variety of contemporary boutiques, unique stores, galleries, wineries, and specialty restaurants serving traditional Mexican cuisine, New Mexican fine dining and American fare.

## CELEBRATION, FLORIDA

“Celebration has always been in high demand, a destination market. Celebration is a planned, walkable community with walking trails, tennis courts, playgrounds, pools, community events, movies, concerts. It is often referred to as the bubble because you don’t have to leave.”

### **DANA HALL BRADLEY, BETTER HOMES AND GARDENS REAL ESTATE FINE LIVING, CELEBRATION, FL**

Originally founded by The Walt Disney Company in the mid-‘90s, the master-planned community called Celebration evokes the feeling of historical American small towns. The downtown features tree-lined streets, a range of architectural styles and a variety of shops and restaurants. Residents of Celebration have access to more than 40 neighborhood parks, over 26 miles of walking trails and a community center with free classes for cooking, gardening, art, writing and technology.



The background is a solid green color with several overlapping, semi-transparent circular shapes in various shades of green, creating a layered, abstract effect. The word "CONTRIBUTORS" is centered in white, bold, uppercase letters.

# CONTRIBUTORS

As a co-founder and COO of Better Homes and Gardens Real Estate BloomTree Realty, Leslie Guiley sets the strategy to achieve the firm's goals and continuously monitors and adjusts to changing market conditions and industry trends. She previously served as Designated Broker and VP of Operations. As a real estate licensee since 2004, she teaches continuing education courses for the Arizona School of Real Estate.

**LESLIE GUILLEY, BETTER HOMES AND GARDENS REAL ESTATE BLOOMTREE REALTY, PRESCOTT, AZ**

Jeff Martel is Chief Inspiration Officer and designated broker/owner for Better Homes and Gardens Real Estate 43° North, serving the Boise, ID, market. He founded his firm in 2008 as a uniquely marketing-driven real estate company, and in 2013, joined the BHGRE® brand to further his marketing edge.

**JEFF MARTEL, BETTER HOMES AND GARDENS REAL ESTATE 43° NORTH, BOISE, ID**

Amy Hummer and her husband John acquired the firm in 2006. Amy, who enjoyed a past career in banking and healthcare, is a longstanding community leader. She has served on the boards of Mesilla Valley Hospice, the Junior League of Las Cruces, March of Dimes, New Mexico State College of Education Advisory Board and the New Mexico Association of REALTORS®. Amy is a past Citizen of the Year Award recipient and REALTOR® of the Year by the Las Cruces Association of REALTORS®. With three offices and 100 affiliated agents, Better Homes and Gardens Real Estate Steinborn & Associates serves the greater Las Cruces region, including the village of Mesilla and Santa Teresa, NM.

**AMY HUMMER, BETTER HOMES AND GARDENS REAL ESTATE STEINBORN & ASSOCIATES, LAS CRUCES, NM**

Steve and Jessica Poulos founded their brokerage in 2017. Steve works closely with one of the region's most recognized builders, which has built more than 2,500 homes in communities all over South Puget Sound over the last 30 years. Jessica leads the majority of the brokerage operations with a focus on agent learning and development. The brokerage manages many new construction projects direct from the development company.

**JESSICA POULOS, BETTER HOMES AND GARDENS REAL ESTATE NORTHWEST HOME TEAM, SOUTH PUGET SOUND, WA**

A native Floridian, Dana is an active real estate agent and owner with 25 years of experience. She specializes in luxury real estate in the areas of Celebration, Windermere, Golden Oak, Reunion Resort, Lake Nona and surrounding Central Florida communities. Her firm operates as a one stop shop for clients, offering residential sales, new construction, commercial, vacant land, vacation homes, long term property management, and leasing. A leader in the real estate industry, she is the author of the book "Works Hard Plays Harder...And You Can Too! A Business Real Estate Book." She has won many awards and is a top producing sales and listing agent in her office and community.

**DANA HALL BRADLEY, BETTER HOMES AND GARDENS REAL ESTATE FINE LIVING, CELEBRATION, FL**



Rebekah is a Gulf Coast real estate expert specializing in residential, luxury real estate, second homes, relocation, condominiums and investment opportunities. She leveraged her degree in Hospitality, Resort and Tourism Management to start a career in property management and real estate in 2005, providing extensive experience and knowledge in residential real estate sales, condominium association management, property management, event planning, condominium development pre-sales, philanthropy and detailed market research.

**REBEKAH WARD, BETTER HOMES AND GARDENS REAL ESTATE MAIN STREET PROPERTIES, DESTIN, FL**

A SoCal native, Vanessa Porter partners with a variety of clients ranging from first-time homeowners to investors to relocated Angelenos, and help them find their dream homes in Ventura County and beyond. Vanessa brings 10 years of Marketing & Sales experience including design, video production, and digital ad spend providing clients with an unparalleled marketing advantage.

**VANESSA PORTER, BETTER HOMES AND GARDENS REAL ESTATE PROPERTY SHOPPE, VENTURA, CA**

A Ventura County local, June started her real estate career in 1994 in the title and escrow industry. In 2002, she made the move to real estate sales. Being on the other side of a real estate transaction has given her valuable insight of the entire transaction from start to finish. But her real estate relationships don't end at the close of escrow – she treats all of her clients like they were her family.

**JUNE GONZALES, BETTER HOMES AND GARDENS REAL ESTATE PROPERTY SHOPPE, VENTURA, CA**

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