

Definitions of Benefits

CONVENIENCE – making things easier. This could refer to being closer to work, schools, etc. It could also refer to being closer to family, the grocery store, etc. This also can be referred to having the laundry upstairs near the bedrooms so it is more “convenient” for the person doing the wash. It is whatever the buyer means by convenient to them.

RECREATION – this refers to one’s “personal” enjoyment of something. An example would be someone wanting to live by the beach. The reason they want to live by the beach is because they like to run every morning by the beach.

PRIVACY – having the feeling of being secluded or where people aren’t able to see into your space.

PRESTIGE – to impress others.

ENTERTAINMENT – this refers to the enjoyment for “other people”.

HEALTH – pertaining to one’s physical condition. An example of this would be someone wanting a single story home because they have bad knees and can’t climb any stairs.

ECONOMY – the affordability factor of being able to pay for the mortgage, etc. – the monthly affordable financial out flow.

VALUE – the financial appreciation factor or the potential for appreciation.

SAFETY – the physical well being of oneself, family and others. An example would be someone wanting to be on a cul-de-sac because they feel that it would be safer for their kids to play outside, as not many cars would be coming down the street since it goes into a cul-de-sac.

SECURITY – this refers to your belongings being safe. An example would be being in an area where there aren’t many burglaries.

SELF-ACTUALIZATION – the feeling of being “inspired” or the feeling of “I’ve finally arrived”. It also refers to the feeling of personal fulfillment they get. An example would be one wanting to have a view of the ocean because they are an artist and being able to be in their home looking out at the ocean inspires them to draw. Another example would be someone who has worked hard all their lives and owning this particular home would give them the feeling of accomplishment such as “I’ve finally made it”.

ROMANCE – conducive to the feeling or ambiance of love and affection – sex appeal. An example of this would be someone wanting a house where the kid’s bedrooms are on the opposite side of the house so that they can feel comfortable when it comes to having alone time with their partner.

COMFORT – warm and cozy or the feeling of “it just feels good”.

AESTHETICS – pleasing to your eye – you like the way it looks.