

In four days, three institutions validated the market. Here's what just happened.

TODAY'S HEADLINE · FAST COMPANY

Forget granite countertops. Homebuyers now say this is their No.1 priority.

Health and wellness features have officially overtaken saving money and conserving energy as the top purchase motivator for homeowners.

Not a future trend. This is happening now. This week.

WHAT BUYERS ARE NAMING

- Circadian lighting and daylight quality
- Clean air, low-tox materials, quiet sleep space



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VALIDATION FROM MULTIPLE SOURCES · THIS WEEK

Realtor.com

Sept 5

Longevity residences aren't wellness amenities. They're clinically-designed buildings with preventive medicine architecture.

Sotheby's 2026 Luxury Outlook

June

38% of agents selling \$10M+ homes report aging in place is now a primary purchase driver.

Global Wellness Institute

April 2026

"Longevity residences" named the defining trend of 2026: architecturally designed to support long-term health through preventive medicine integration.

Most agents see wellness as a trend to watch. Sophisticated agents see a market shift already happening. The difference? Smart agents are capturing a 10-25% premium on every listing. Right now.

THE NUMBERS THAT MATTER · RIGHT NOW

\$1.8T

Global wellness real estate market projected by 2030; nearly tripled since 2019.

#1

Wellness now outranks granite, energy efficiency and cost savings as a purchase priority.

29%

The U.S. share of global wellness real estate spending. Your buyers are reading this today.

10-25%

Premium buyers will pay for "invisible wellness": circadian light, biophilic space, air, scent.

THE CLINICAL DIFFERENCE

Why longevity residences command a 10-25% premium.

Wellness used to mean amenities: yoga studios, salt caves, juice bars. Longevity is different. It is architected from the foundation with clinically-designed systems that support long-term health and independence.

✓ Circadian lighting infrastructure improves sleep quality by 23%, mood by 31%	✓ Air quality monitoring affects cognitive performance by up to 101%
✓ Water filtration to clinical thresholds establishes health baseline assurance	✓ Biometric integration enables health tracking and preventive protocols
✓ EMF mitigation reduces cellular stress, supports biological health	✓ Acoustic design reduces stress through sound control, improves sleep
✓ Biophilic access lowers blood pressure, improves mental health	✓ Movement-friendly spaces supports active longevity throughout the home

This is what developers like Canyon Ranch, The Estate and Aman are building into residences at scale. This is what moves markets now.

THE 10-DOMAIN FRAMEWORK IN THE NEWS

Buyers are actively prioritizing wellness features. Agents who position around wellness are capturing premium pricing. Agents who don't are leaving 10-25% on the table. The D*GLOW Wellness Home Score™ turns each of these headlines into a scored, defensible number on your listing.

Air & Thermal Control A stated top priority	Water & Baseline Health Clinical thresholds	Light & Circadian Design Your buyers want this
Materials & Toxicity Low-tox, named by buyers	Sleep & Acoustic Sanctuary Buyers will pay for it	Active Living & Movement Longevity in daily use
Nutrition & Culinary Flow Kitchen as health system	Nature & Mind "Nature-inspired spaces"	Longevity & Adaptability Aging millennials, exactly
Recovery & Upgrade Potential Where the premium sits		

THE MARKET MOMENTUM · DEVELOPERS ARE BUILDING THIS NOW (2026)

Canyon Ranch 600-acre longevity community opening October 2026 in Austin with integrated medical and wellness infrastructure.	The Estate Tony Robbins and Sam Nazarian joint venture launching four longevity-focused residential developments across the U.S. this year.	Aman Pivoting all resort residences globally to longevity-led design with preventive medicine partnerships and clinical diagnostics.
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Developers are betting billions on this market. Major luxury hospitality brands are restructuring around it. The window for agents to position early is 12-18 months. After that, every incumbent will have an internal longevity expert.

Position yourself now.

Score your listing before the next tour.

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