55+ Homebuyers Embrace Age-Friendly Features

How accessibility and single-level design are becoming non-negotiable

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THE DATA

75%

Percentage Increase

in demand for homes with accessibility features

A recent study by the Harvard Joint Center for Housing Studies highlights a significant shift in preferences among 55+ homebuyers, with accessibility and single-level design becoming non-negotiable in their home search.

Source: Harvard Joint Center for Housing Studies · Published August 17, 2026

01

Accessibility Features: A Modern Necessity

As the 55+ population grows, the demand for homes with features such as wide doorways, wheelchair ramps, and single-story layouts is soaring. These features not only cater to current needs but also ensure future independence and mobility.

02

Single-Level Design: The Path to Independence

Single-level homes offer a straightforward, worry-free living experience, eliminating the need for stairs and making daily activities more manageable. This trend is particularly pronounced in areas like Georgetown, TX, where age-friendly design is becoming a priority.

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