



Hints For Home Buyers

Re-imagining Home Sales For Healthier, More Sustainable Living

(NAPS)—The COVID-19 pandemic and efforts to stop the spread of the virus have shifted how people think about a lot of things, including their homes. With shelter-in-place orders and shutdowns around the globe, residences are not only homes, but also offices, classrooms, gyms and more. With increased time at home, there's an increased awareness of how homes impact health and well-being—from allergens and dust collection to higher costs associated with energy consumption.

Research suggests that the concentration of toxins, allergens and other pollutants can be up to five times higher indoors than outdoors. Air pollutants can contribute to a range of short-term symptoms such as eye, nose and throat irritation and headaches, as well as long-term adverse health outcomes such as diabetes, cardiovascular disease, lung cancer and respiratory issues.

As COVID-19 shifted the real estate market to increase buyer demand for homes, there is a unique opportunity to restructure home sales for healthier, more sustainable living that adds value for the homebuyer, rather than cost.

Alongside leading research institutions such as Mayo Clinic and Cleveland Clinic, Delos (www.Delos.com) has spent nearly a decade researching how buildings and indoor spaces can improve health and well-being, including ultra-fine particle filtration of indoor air.

"Years of experience and extensive science tell us that our indoor environments can have a profound impact—either negative or positive—on our health and well-being," said Paul Scialla, Founder and CEO of Delos and Founder of the International WELL Building Institute. "Our homes are a critical tool in addressing today's most pressing public health concern while also helping us be more resilient in the future."

To meet the growing demand for healthier homes, Delos has partnered with House X (www.housex.org), a Smart Home Marketplace that aims to lower the total cost of home ownership



As the pandemic changes America's home buying plans, home sales should deliver added value, not cost.

by reinvesting the broker commission into smart, healthier sustainable home technologies for new homeowners. Through this collaboration, Delos provides Healthway advanced air purification for new homebuyers who purchase through the House X marketplace, where the cost is covered through the broker commission. In addition, House X offers qualifying homebuyers free renewable energy for two to five years and a "smart mortgage" discounted one percent for the first 12 months of a qualifying 15- or 30-year fixed mortgage. The House X Marketplace features over 150,000 new homes for sale across America with 19,000 ready for quick move-in.

"We spend around 90 percent of our time indoors, with two-thirds of this time spent at home," said William Farrell, President of House X World. "Expanding home ownership through innovative models that place value back into the hands of the homeowner is a necessary step towards improving the accessibility of healthier, more sustainable homes for everyday Americans."