

Saunas, Cold Plunges Trending

Cold plunges and saunas were in-demand items in spas and wellness centers but now people are wanting them in their homes.

From single-family houses to luxury condos, the inclusion of cold plunges and infrared saunas is fast becoming the new standard, providing residents with an opportunity to indulge in wellness and self-care within the confines of their own homes.

This trend has gained significant momentum, as highlighted by major media outlets such as USA Today, NPR and Business Insider, all recognizing the breakout popularity of these unique amenities in 2023 and forecast to continue in 2024.

Zillow reported that in 2023, listings mentioning at-home cold plunge pools were up 130% compared to 2022.

COLD PLUNGES

Cold plunges, characterized by deep baths designed specifically for ice-cold immersions, have emerged as a standout feature in the realm of wellness. The science is still undecided on the exact health bene-



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fits, but research is underway to evaluate the claims that cold plunges help a person's metabolic health, immune system, inflammation and mental health.

While most take their cold plunges in communal settings such as spas or in lakes and oceans, there is a growing trend to install cold plunge options such as purpose-built tubs and prefab options in spa-centered bathrooms, letting homeowners build cold

plunges into their regular routine.

Bryan Grandison, the director of lifestyle services at Extell, sheds light on this trend, emphasizing that it's not about replacing traditional amenities but expanding the array of offerings. Extell's One Manhattan Square, a waterfront condo, has responded to the trend by offering such amenities as a sunken tranquility garden, a hammam with a cold plunge, a hot tub, a sauna and

a saltwater swimming pool. It is part of a broader trend to incorporate wellness offerings in homes and apartments.

SAUNAS

The installation of home saunas have been rising, according to The Daily Mail. Many of these are installed in the backyard while others are finding room in their homes.

The three most common types of in-home saunas are traditional cedar saunas, steam

showers and infrared saunas. Custom Home Group reports that an in-home sauna can increase the overall value of your home.

THE PANDEMIC INFLUENCE

Grandison suggests that the surge in demand for amenities like cold plunges and saunas is a result of the collective realization of the importance of self-care, particularly in the aftermath of the COVID-19 pandemic. With an extended time during the pandemic where people reflected and prioritized their health and well-being, the desire for in-home amenities geared towards self-care has seen a considerable uptick.

"People want to feel good about themselves, and these amenities are really geared to help them with that," notes Grandison.

Whether it's a purpose-built cold plunge, an infrared sauna or a combination of wellness offerings, the real estate market is responding to the evolving needs of homeowners. If you're looking for a renovation to make your home more attractive to buyers, these are an option to explore. In 2024, the inclusion of these amenities is not just a luxury; it's a testament to the growing importance of self-care in our daily lives.



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REAL ESTATE 101



Kitchen is King

A real estate expert from HGTV says that you're not really selling your house, you're selling your kitchen, so it's the best place to remodel and the area where you are most likely to get your money back from any updates. The best updates include painting, new cabinet hardware and one stainless steel, high-end appliance.

HOMEWISSE GLOSSARY

Trustee: a party who is given legal responsibility to hold property in the best interest of or "for the benefit of" another. The trustee is one placed in a position of responsibility for another, a responsibility enforceable in a court of law. **SOURCE:** Illinois Real Estate Lawyers Association

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