

AMENITIES: THE CORNERSTONE OF MODERN LIVING



In today's fast-paced world, the concept of "home" extends beyond just shelter. Modern living demands a holistic lifestyle where comfort, convenience and a sense of community converge. Amenities, once considered mere luxuries, have now become essential elements of residential projects. They not only enhance your quality of life but also significantly impact the desirability and value of properties.

1. Enhancing Quality of Life

Amenities play a vital role in improving your overall well-being, regardless of your age. Features like swimming pools, fitness centres, and landscaped gardens offer spaces where you can relax, rejuvenate, and maintain a balanced lifestyle. Whether it's for children, adults, or seniors, these amenities cater to everyone's needs. In fact, a study by MahaRERA in 2023 found that 85% of homebuyers in Mumbai prioritize recreational facilities like pools and fitness centres, underlining how essential these features are for a balanced, active lifestyle.

2. Promoting Health and Wellness

With health and wellness becoming a top priority, the demand for amenities that cater to a healthier lifestyle is increasing. Fitness centres, jogging tracks, yoga studios, and spa facilities are now must-haves in residential developments. These spaces allow you to escape daily stress and stay physically fit. A study by the Global Wellness Institute found that homes with wellness amenities command a 10-15% price premium, reflecting how valuable these elements have become for homebuyers, especially millennials and Gen Z, who prioritize health-focused environments.

3. Fostering Community and Social Interaction

In a time when digital communication is prevalent, the value of spaces that encourage social interaction cannot be overstated. Amenities like clubhouses, community gardens, and shared recreational areas help foster a sense of belonging and allow you to connect with neighbors. A survey by the Mumbai Residents Association revealed that 75% of residents participate in community events organized by their complexes, showing how amenities that support community living are becoming increasingly important.

4. Increasing Property Value and Investment Appeal

Amenities directly affect the value of your property. Well-maintained features not only elevate your living experience but also contribute to the appreciation of your investment over time. A report by the National Association of Realtors (NAR) indicated that properties with desirable amenities tend to sell faster and at higher prices compared to those without. This makes amenities a crucial factor for developers and investors looking to maximize returns. Additionally, a study by the National Real Estate Development Council (NAREDCO) found that 65% of homebuyers in Mumbai are willing to pay a premium for properties with sustainable features like solar panels and rainwater harvesting, as well as lifestyle amenities such as rooftop gardens, jogging tracks, and business centres, all of which also boost rental yields.

5. Aligning with Modern Lifestyles

Modern life is all about convenience. You want spaces that cater to your fast-paced life, such as co-working areas, high-speed internet, and app-based services. A survey by Savills shows that 63% of buyers now consider technology integration, like smart home systems, as essential when purchasing a property. By choosing a development that offers these modern conveniences, you're ensuring that your home meets today's demands while staying relevant for years to come.

6. Supporting Sustainable Living

As environmental awareness grows, so does the demand for sustainable living solutions. Features like solar panels, rainwater harvesting systems, and electric vehicle (EV) charging stations are no longer optional—they're essential for modern homes. A study by the National Real Estate Development Council found that 56% of homebuyers in Mumbai are willing to pay a premium for properties with sustainable features. By choosing a home with these eco-friendly amenities, you're not only supporting the environment but also investing in long-term savings and property value.

7. Safety and Security

Safety remains a top priority, especially for families. Gated communities, CCTV surveillance, and round-the-clock security give you peace of mind. A report by JLL India found that 78% of potential homebuyers prioritize security features when selecting a property. By investing in a home with comprehensive security measures, you're ensuring both safety and enhanced marketability of your property.

About ESTO Group's Upcoming Launch @ Versova:

Our project is meticulously designed and planned based on extensive research, ensuring that it remains timeless and offers exceptional value for your investment. By incorporating a comprehensive range of amenities, we aim to create a thriving community that enhances the quality of life for its residents. These amenities will not only provide comfort and convenience but also foster a sense of belonging and social interaction. We've collaborated with top-tier professionals and consultants to deliver uncompromising quality and exceptional value. This commitment to excellence is at the heart of our company's ethos: 'Real Estate, the relationships way.'