

# Buyers Clamor for Move-In Ready Homes with the Best Home Automation

Dallas-based [Parks Associates](#), a research and consulting firm that keeps a finger of the pulse of the home security and smart-home industry, has collaborated once more with Coldwell Banker Real Estate on another study examining the growing connection between home buyers and the demand for the [best smart-home technology](#).



The latest research shows that out of 1,250 U.S. adults who have home broadband Internet access, 71 percent want a move-in ready home. But that's not all: While the definition of "move-in ready" has traditionally included updated kitchens and bathrooms, new appliances and other improvements, 44 percent said they believe that home automation equipment should already be installed.

## Finding the best home automation

The lesson from the [Parks/Coldwell Banker research](#) is clear: Home automation is likely to get the attention of potential buyers, particularly in markets like Florida and Texas where homes are in heavy demand. Investing in the best smart-home technology is likely to be money well spent.

"We have entered a realm where home buyers are demanding smart homes," said Sean Blankenship, chief marketing officer for Coldwell Banker. "This is a shift from the previous thinking about what constitutes a move-in ready home. It's a defining moment for real estate."

Peter Tonti, MONI Smart Security's vice president of Product Marketing, said the research confirms why MONI has become more than just a security provider.

"Consumers want the best home automation technology to make their homes more secure and also make their lives easier," he said. "Security is the centerpiece, but we're seeing more demand for things like voice-activated systems like Amazon's Echo, or easy-to-use devices that address specific needs instead of just being cool gadgets. That's why our systems integrate with Echo, and also why devices like the SkyBell HD video doorbell are popular with many of our customers."

## Moving away from "fixer-uppers"

The research also underscores that home buyers are starting to turn their attention away from homes that require a little TLC, and make the move-in as easy as possible. The main objective now is trying to keep the to-do list as short as possible.

At MONI, we do our part by offering a free ["Move program"](#) for our customers, installing a security system in your new home at no charge to you. If your home is move-in ready and already has a home security system, we can also work with you to get service started, and bring your system up to date if necessary.