

Who are Today's Home Buyers

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National Association of REALTORS®

Research Department

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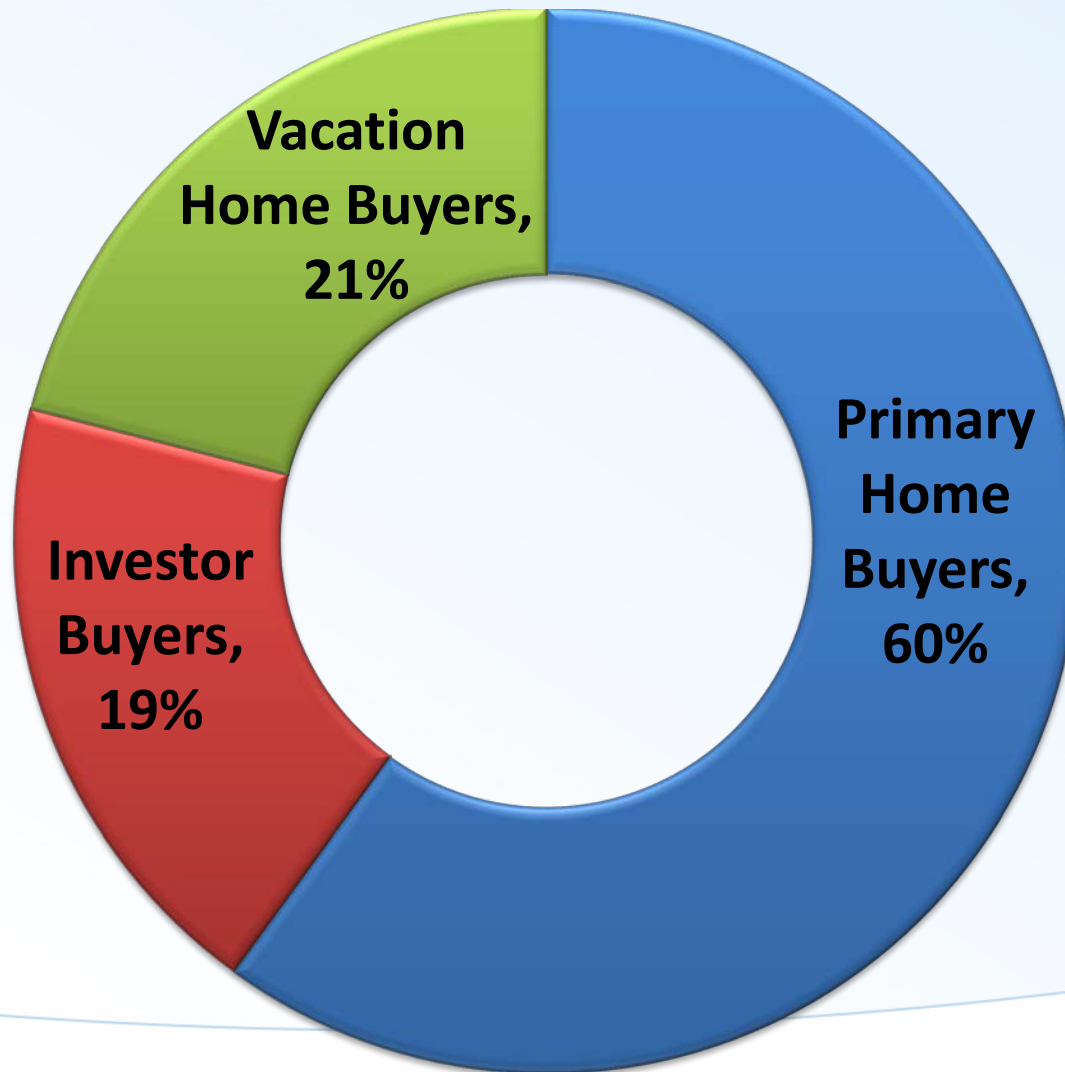
Myths We Hear About Who is Buying and Why

Gen Y want to rent
and are renters
(or live w/mom &
dad forever)

Exodus of the
suburbs and into
the city

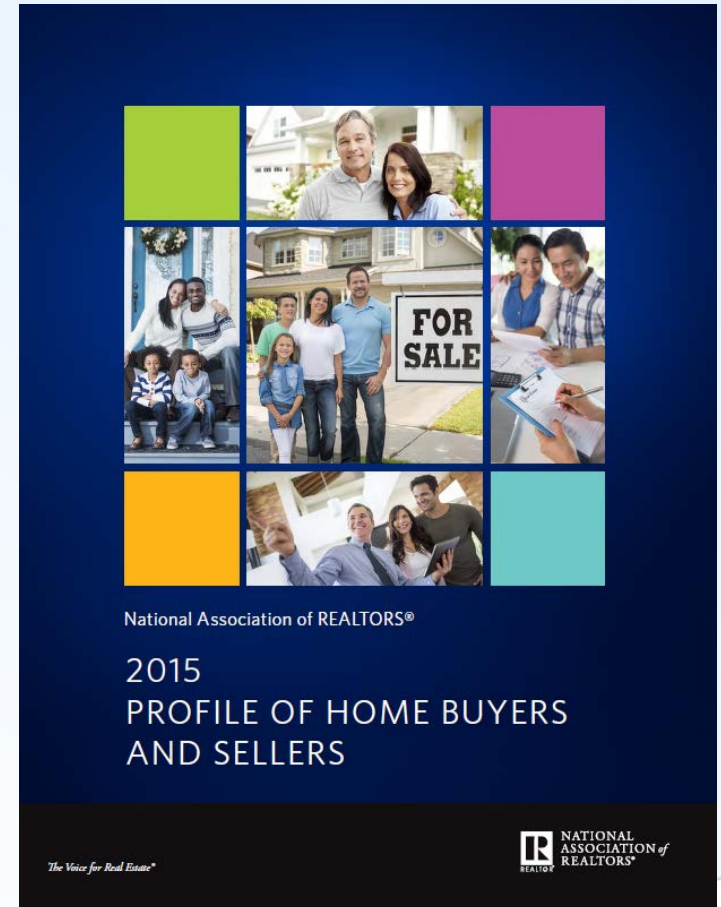
Baby Boomers
downsizing and
swarming Florida

Share of Home Sales

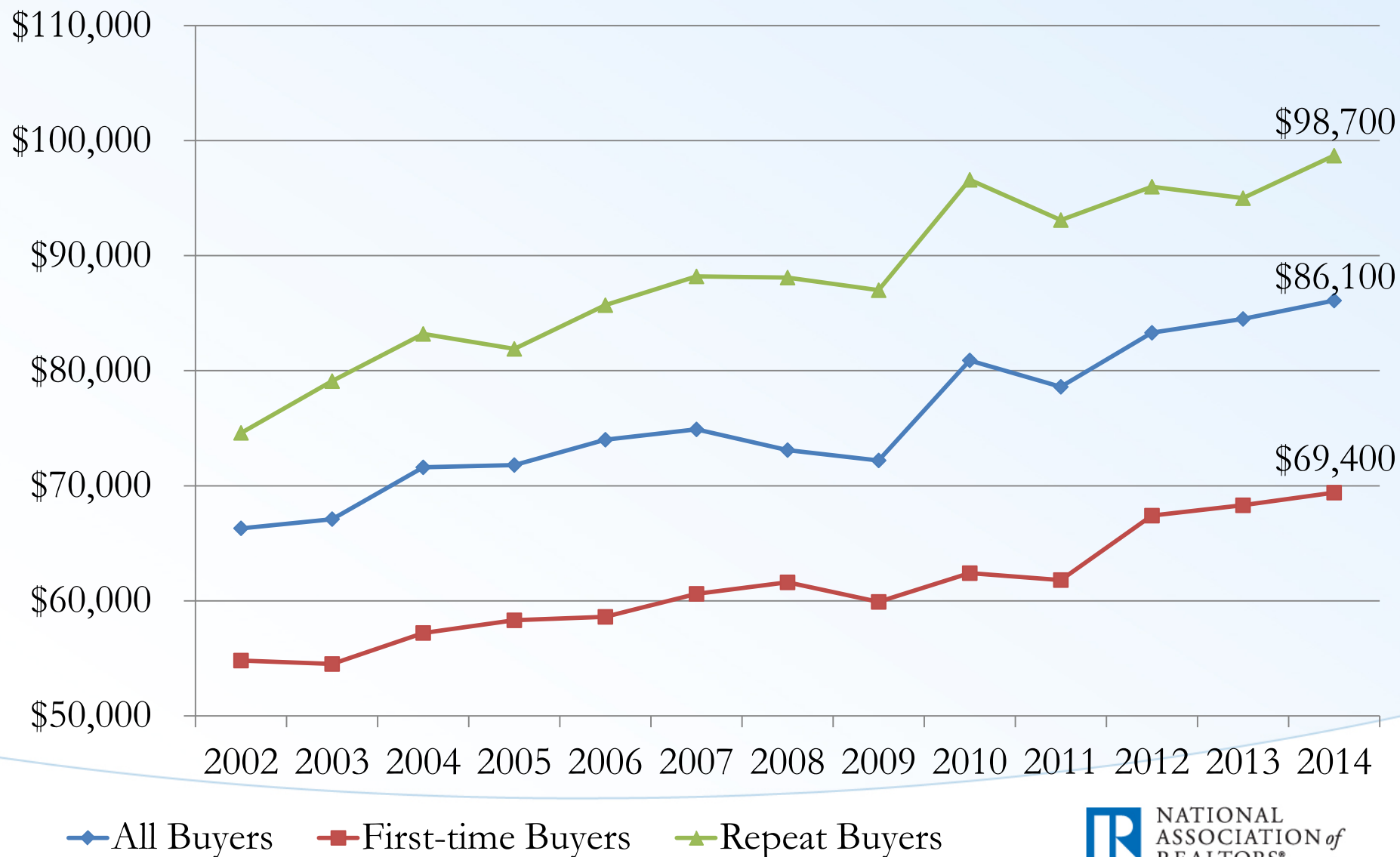


Profile of Home Buyers and Sellers

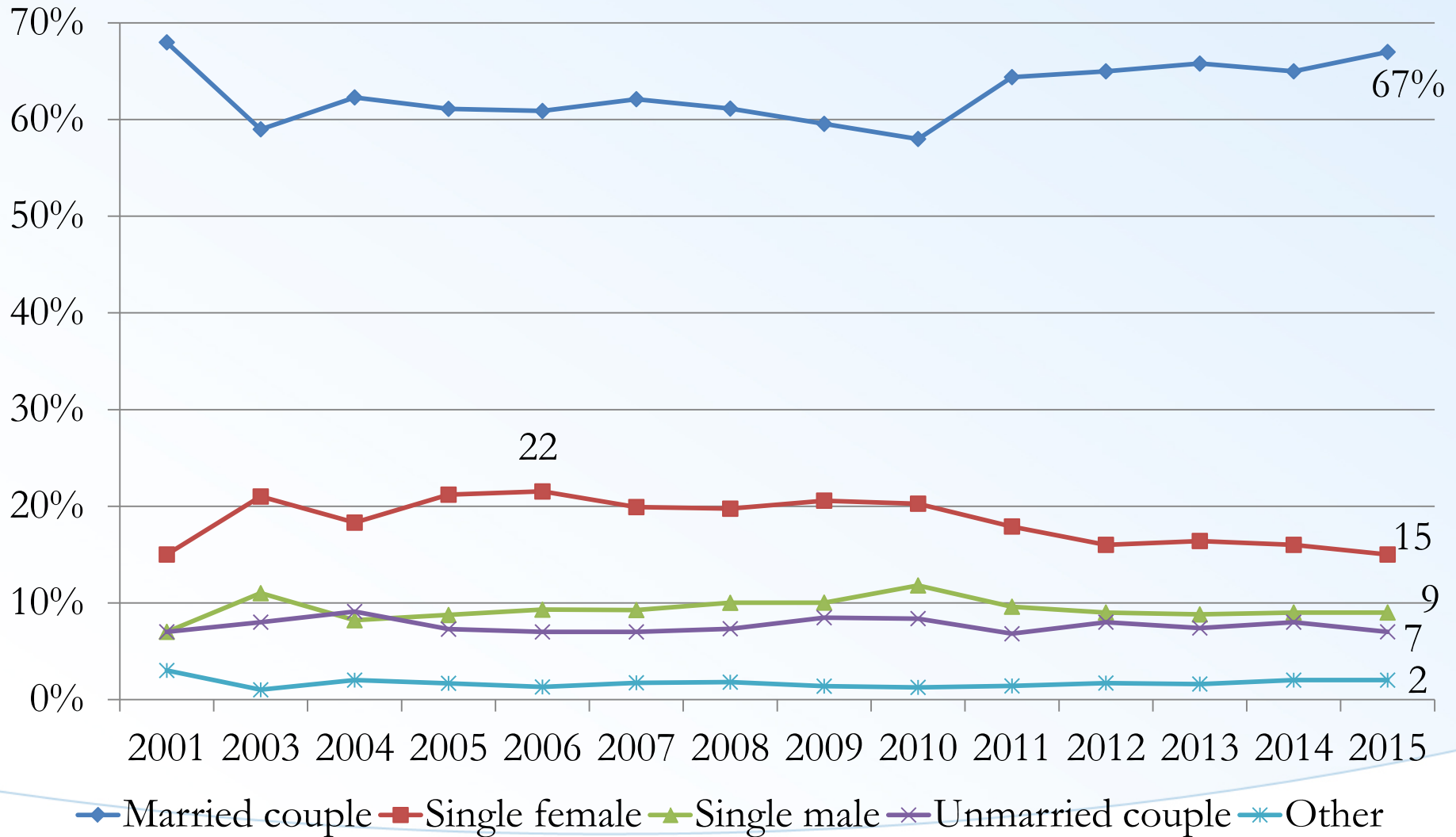
- Annual survey of recent home buyers
- Purchased in the last year
- Report started in 1981
 - The year MTV was launched
 - Reagan was president
 - IBM releases its first PC
- Survey 75,000 to 100,000 recent home buyers



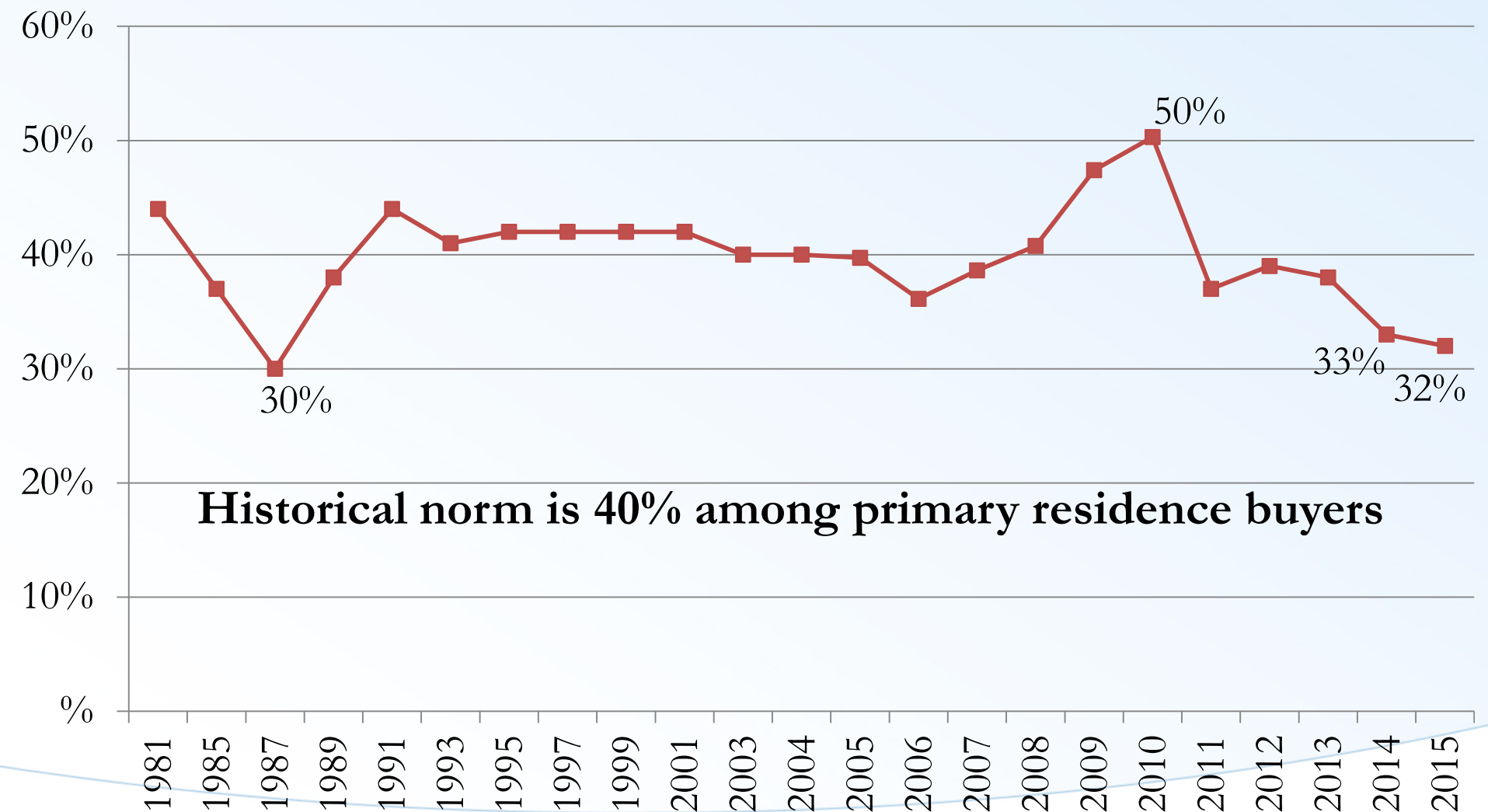
Rise in Household Income



No Longer...All the Single Ladies



First-time Buyers Under Historical Norm



But...

Gen Y is the largest cohort of
home buyers for the
3rd consecutive year

A photograph of a light-colored dog sitting in the driver's seat of a car. The dog is looking out the windshield. The car is parked in front of a brick building. The image is semi-transparent, allowing the text to be overlaid.

64% of first-time buyers bought
a home for the pure desire of
owning a place of their own

Where to go?

57 million live
in a multi-
generational
household

Of those who
are 25-34

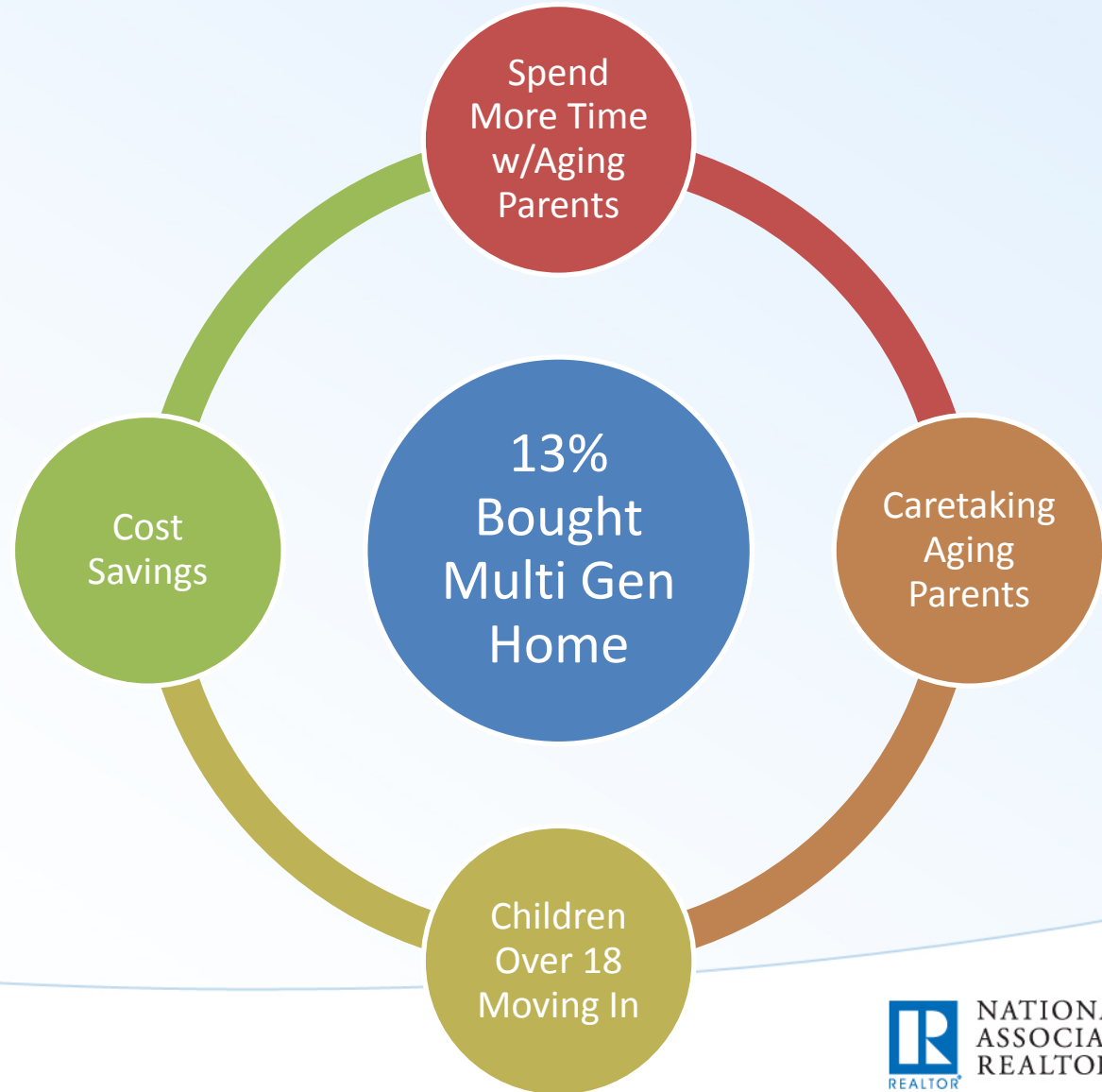
20% of the
unemployed
live with
parents

12% of
employed live
with parents

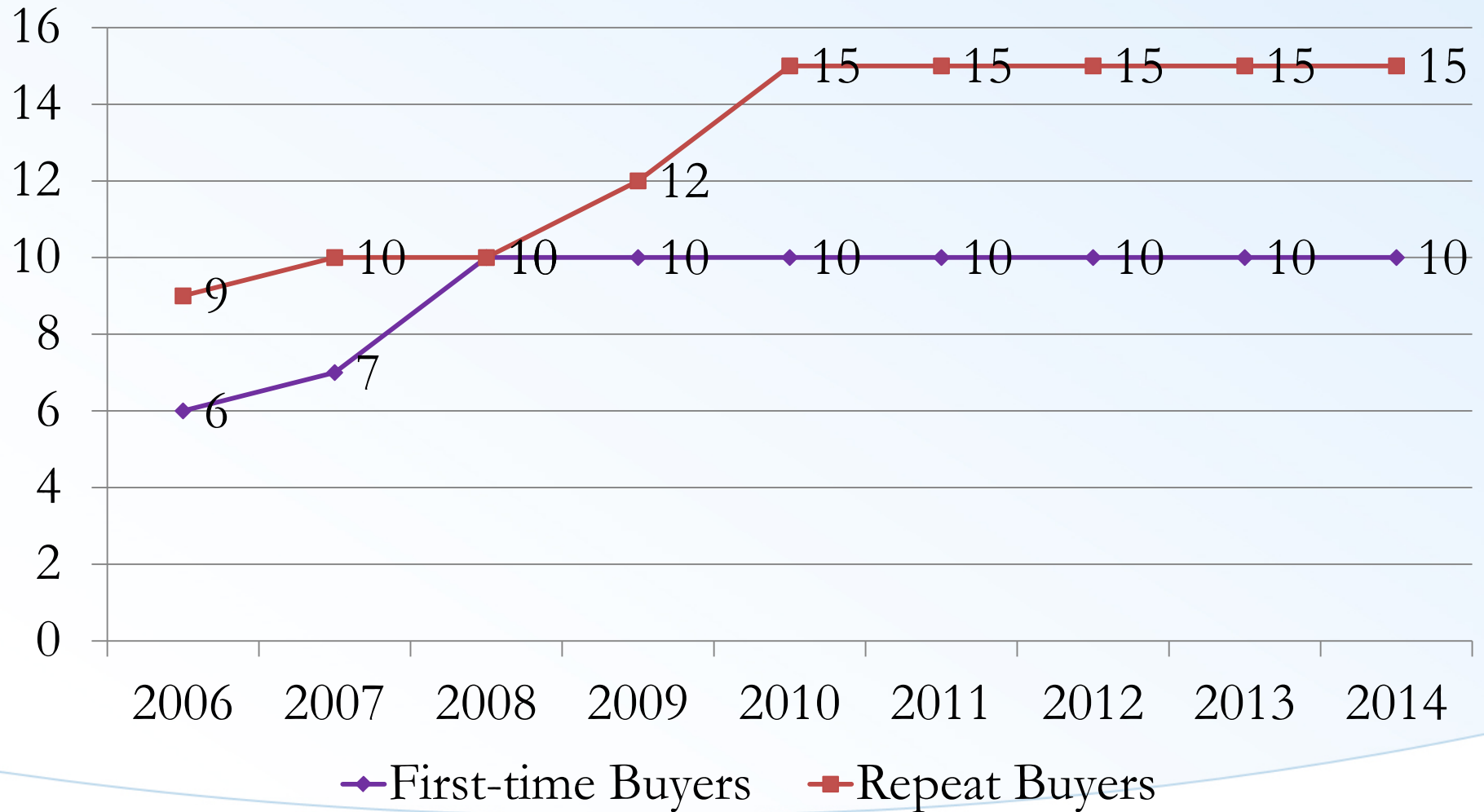
Double the number of
multi-generational
households than **1980**

Multi-Generational Home Buying

1 in 5
Younger
Boomers
purchased a
multi-
generational
home



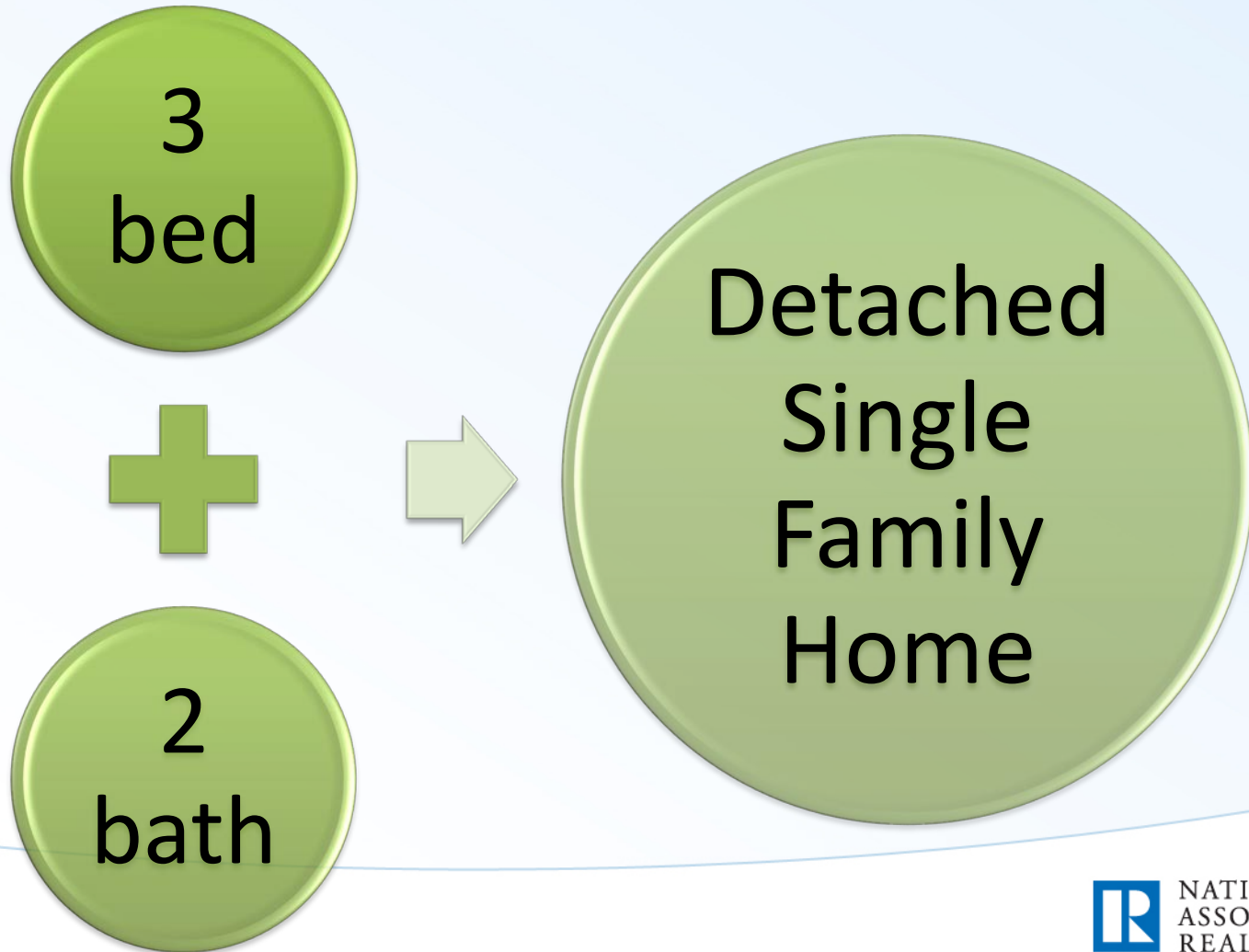
Expected Tenure Remains High



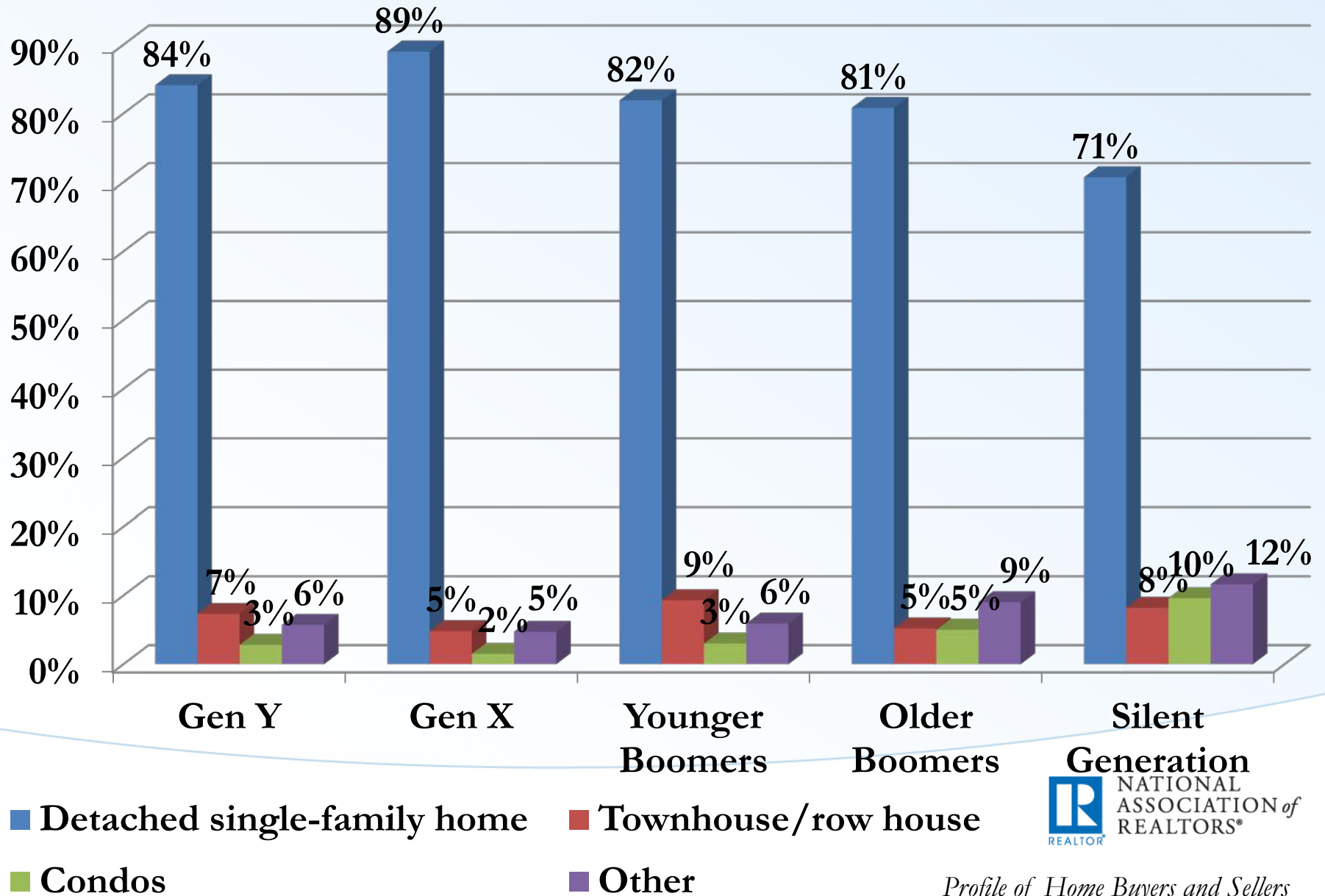
Buyers are Buying Where and What



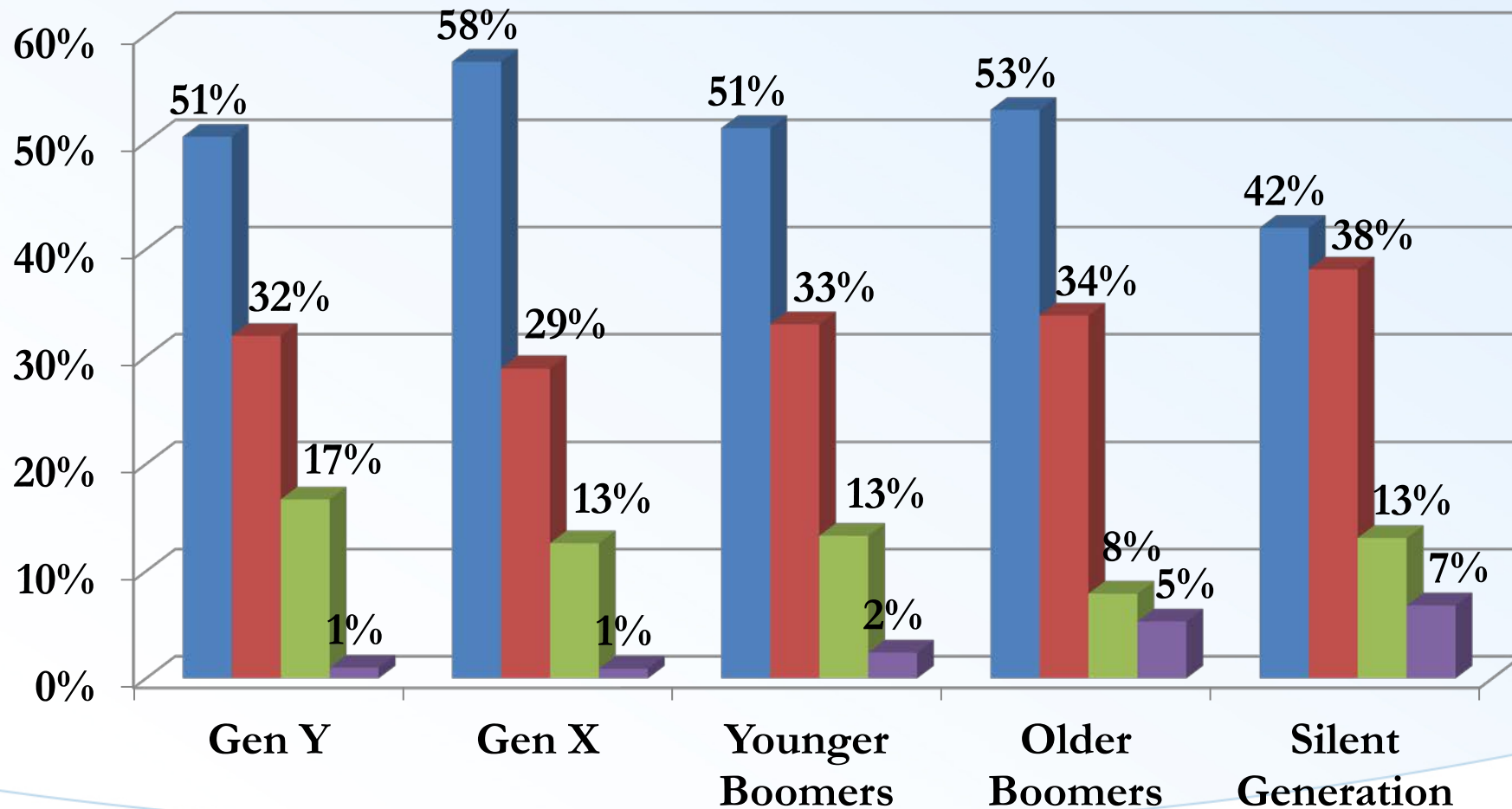
House Type of Choice?



Silent Generation Buying Condos



Yes, Gen Y Lives in the City Center—So did Gen X and the Baby Boomers



■ Suburb/Subdivision ■ Small town/rural area
■ Urban area/Central city ■ Resort/Recreation area



Profile of Home Buyers and Sellers

While All Want, Central AC and a Wired House, these Buyers Want:

Single Female

Single Male

New kitchen
appliances

En-suite master
bath

Single level home

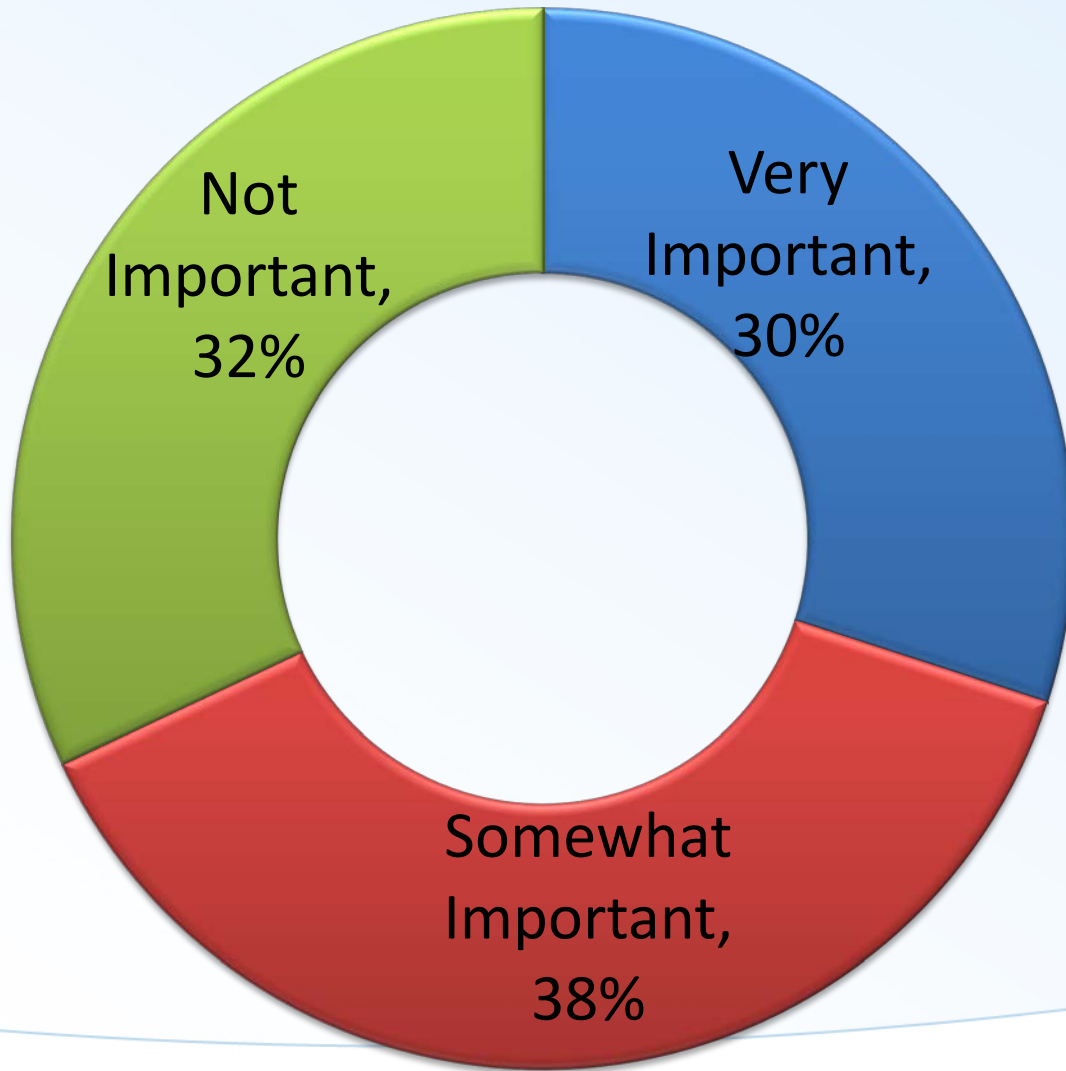
Stainless steel &
granite

Cathedral Ceilings

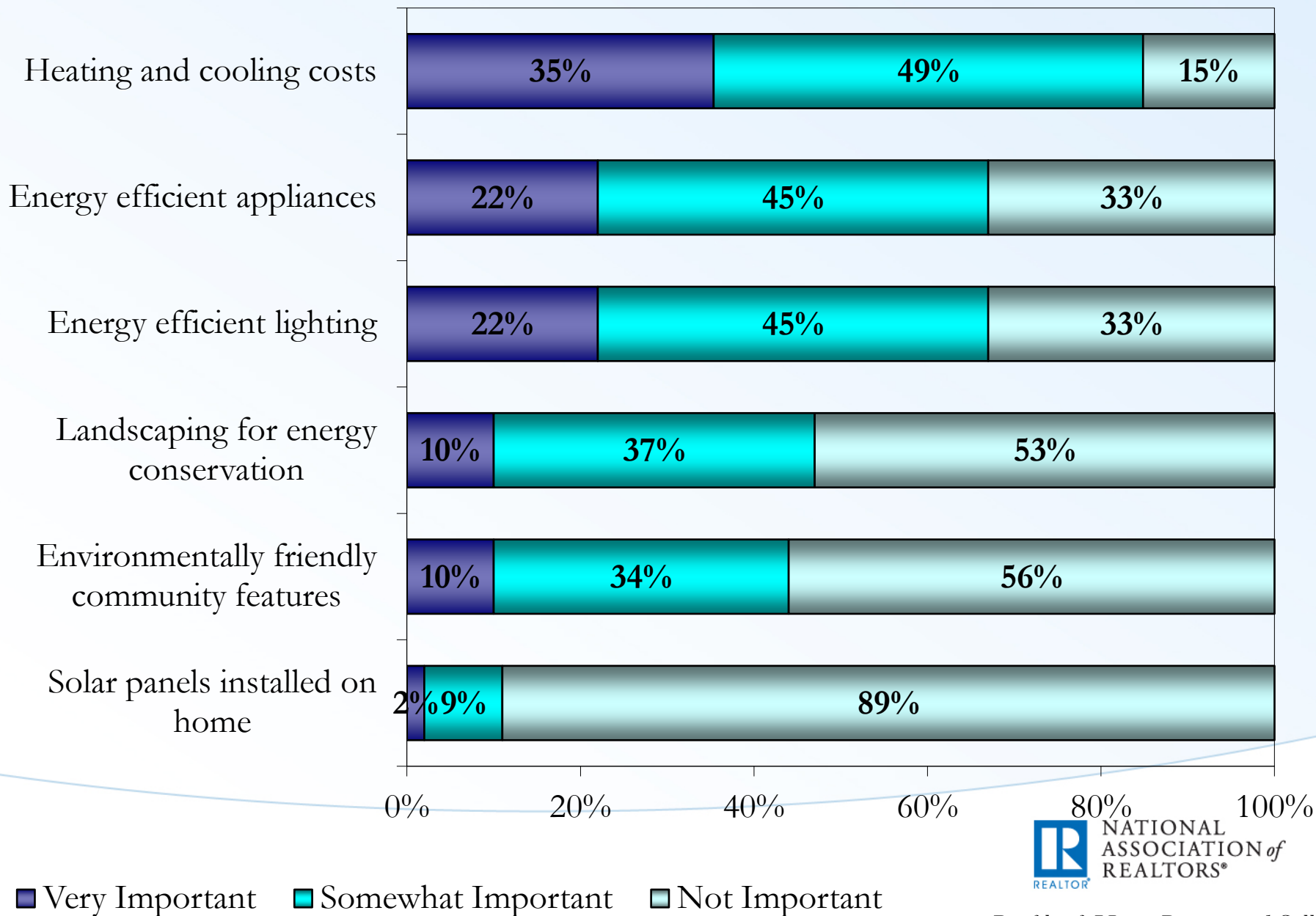
New home

Walk-in closet

Commuting Costs



Environmentally Friendly Features



How Searching?



First Step Taken During the Home Buying Process

42% - Looked online for properties for sale

14% - Contacted a real estate agent

13% - Looked online for information about home buying process

7% - Contacted a bank or mortgage lender

7% - Drove-by homes and neighborhoods

5% - Talked with a friend or relative about home buying process

Value of Website Features

**87% Found photos
very useful**

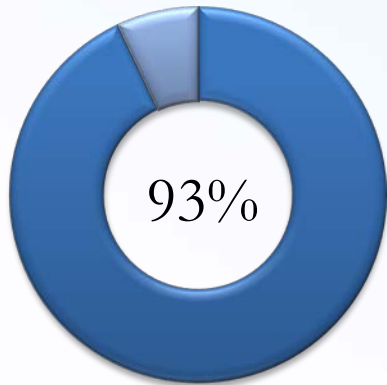
**84% Found
detailed
information about
properties**

**45% Found
interactive maps
very useful**

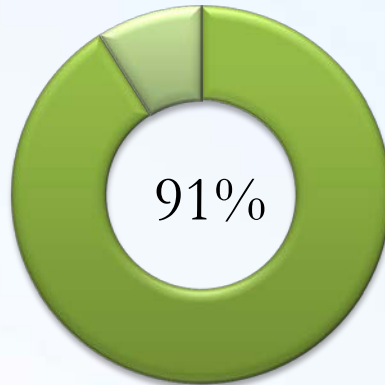
**42% Real estate
contact
information**

**42% virtual tours
very useful**

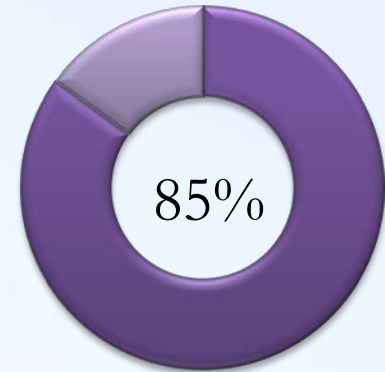
REALTOR® Preferred Method of Communication with Clients



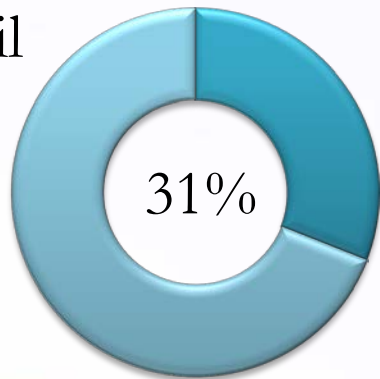
E-mail



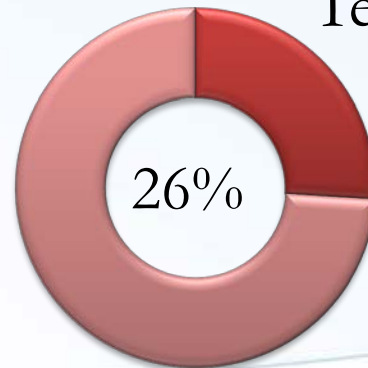
Telephone



Text Messaging

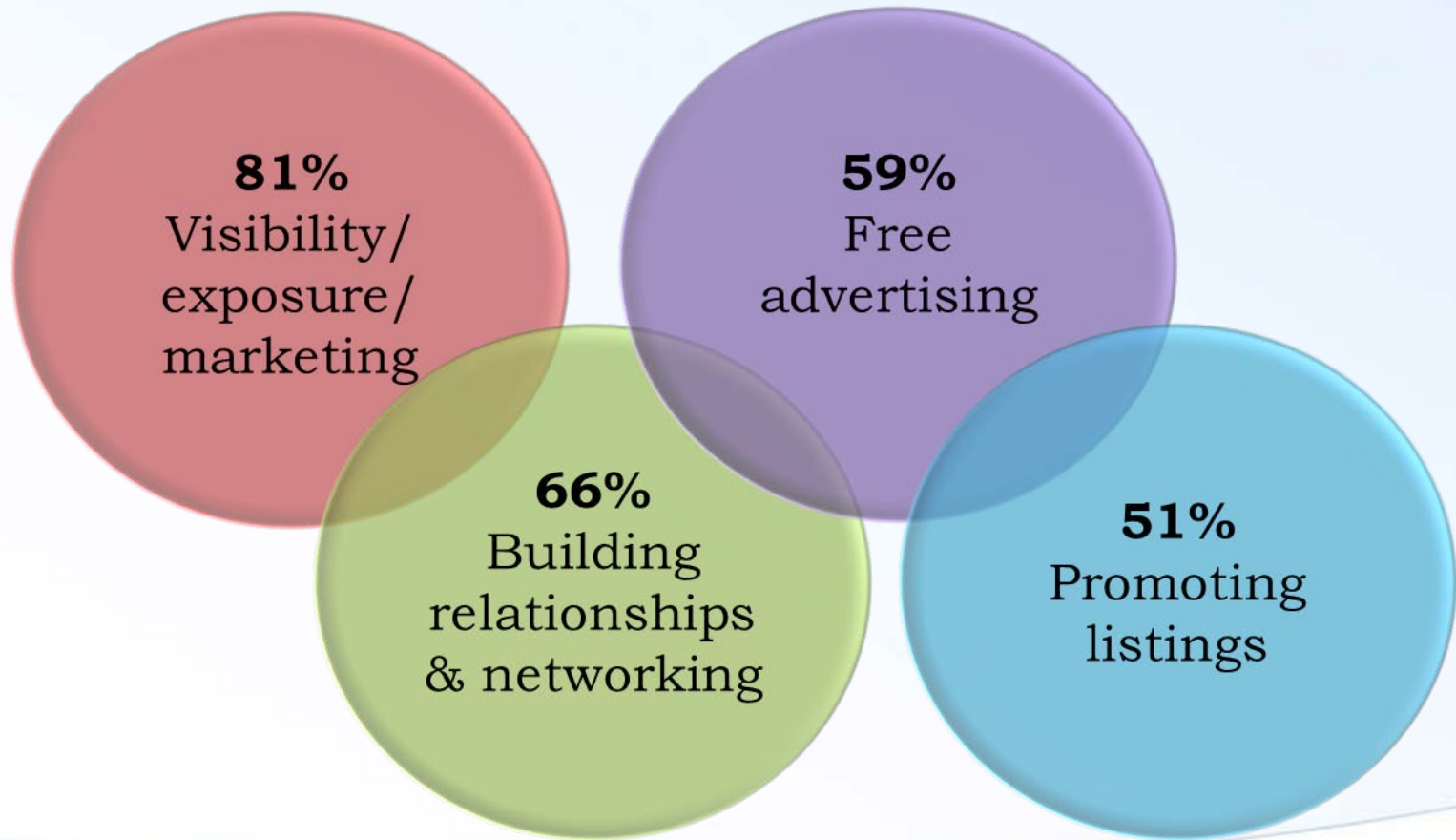


Instant Messaging
(IM)



Postal
Mail

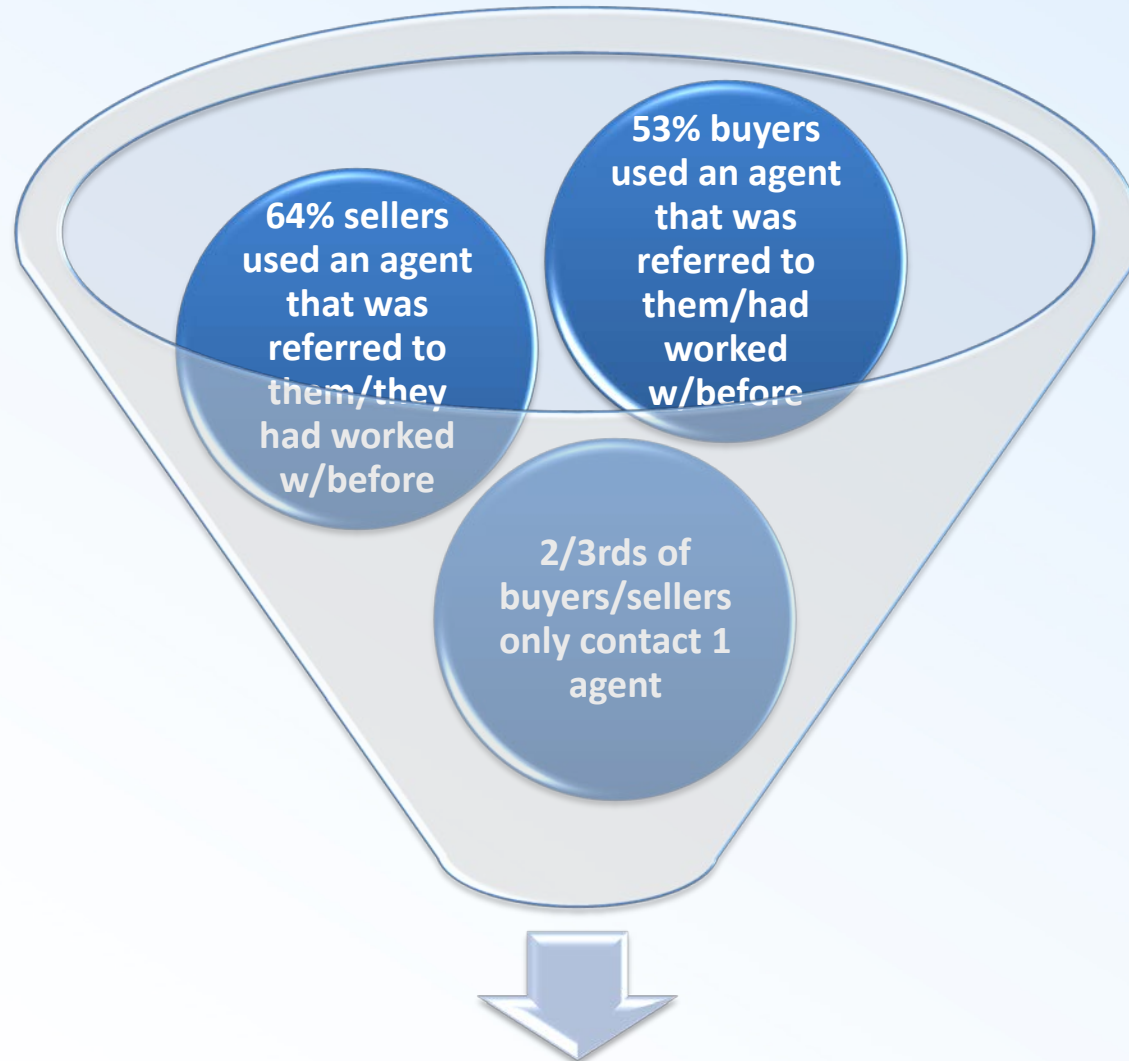
The top reasons for REALTORS[®] using social media





Real Estate Remains a Business of Relationships

Where Clients Come From



Among members 40% business is from repeat clients and referrals



Most Difficult Steps of Home Buying Process

Finding
the right
property
51%

Finding the right property was ranked highest among **all generations** for the **MOST DIFFICULT STEP** in home buying

Paperwork
23%

Under-
standing
the
process
14%

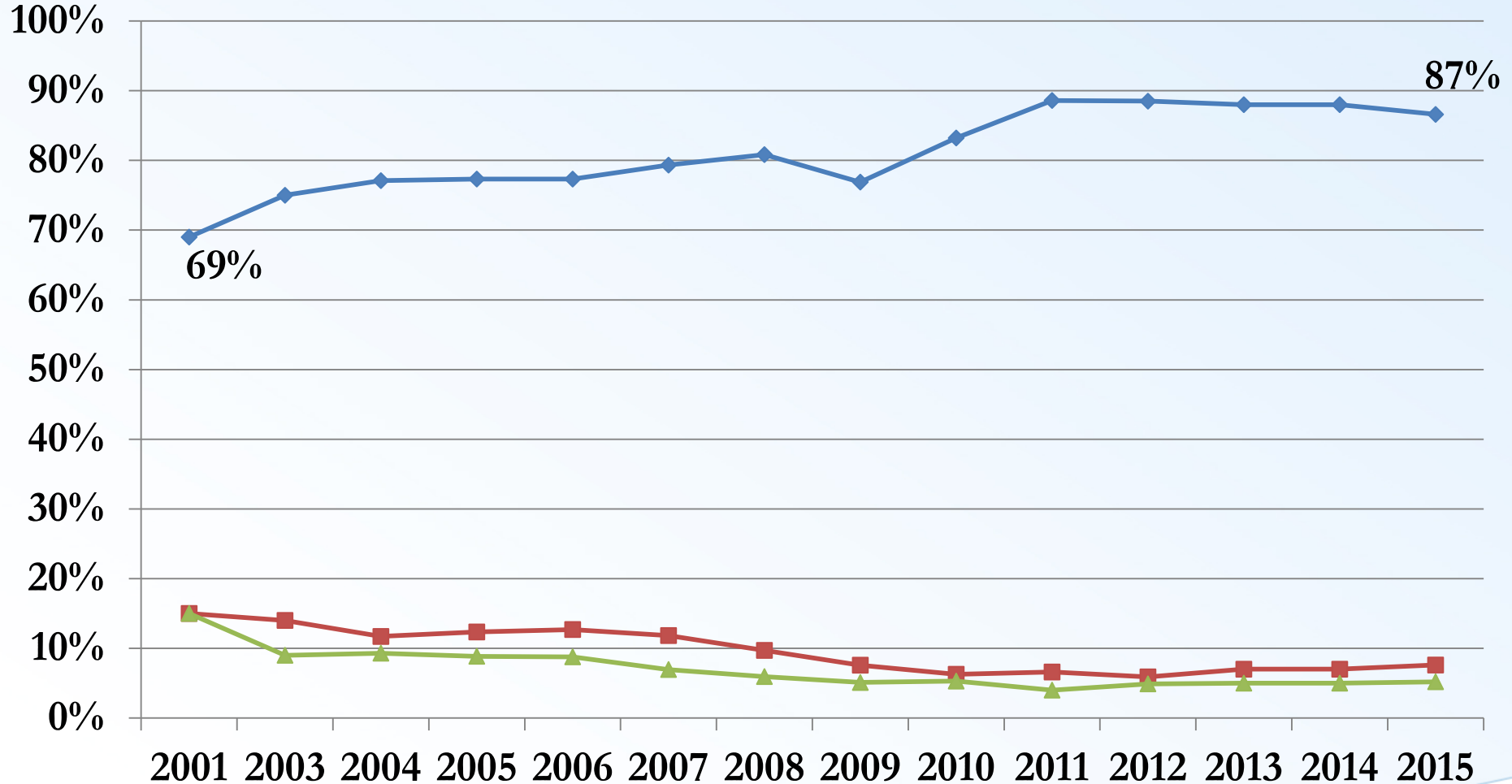
Getting a
mortgage
13%

Saving for
the down
payment
13%

No
difficult
steps
17%

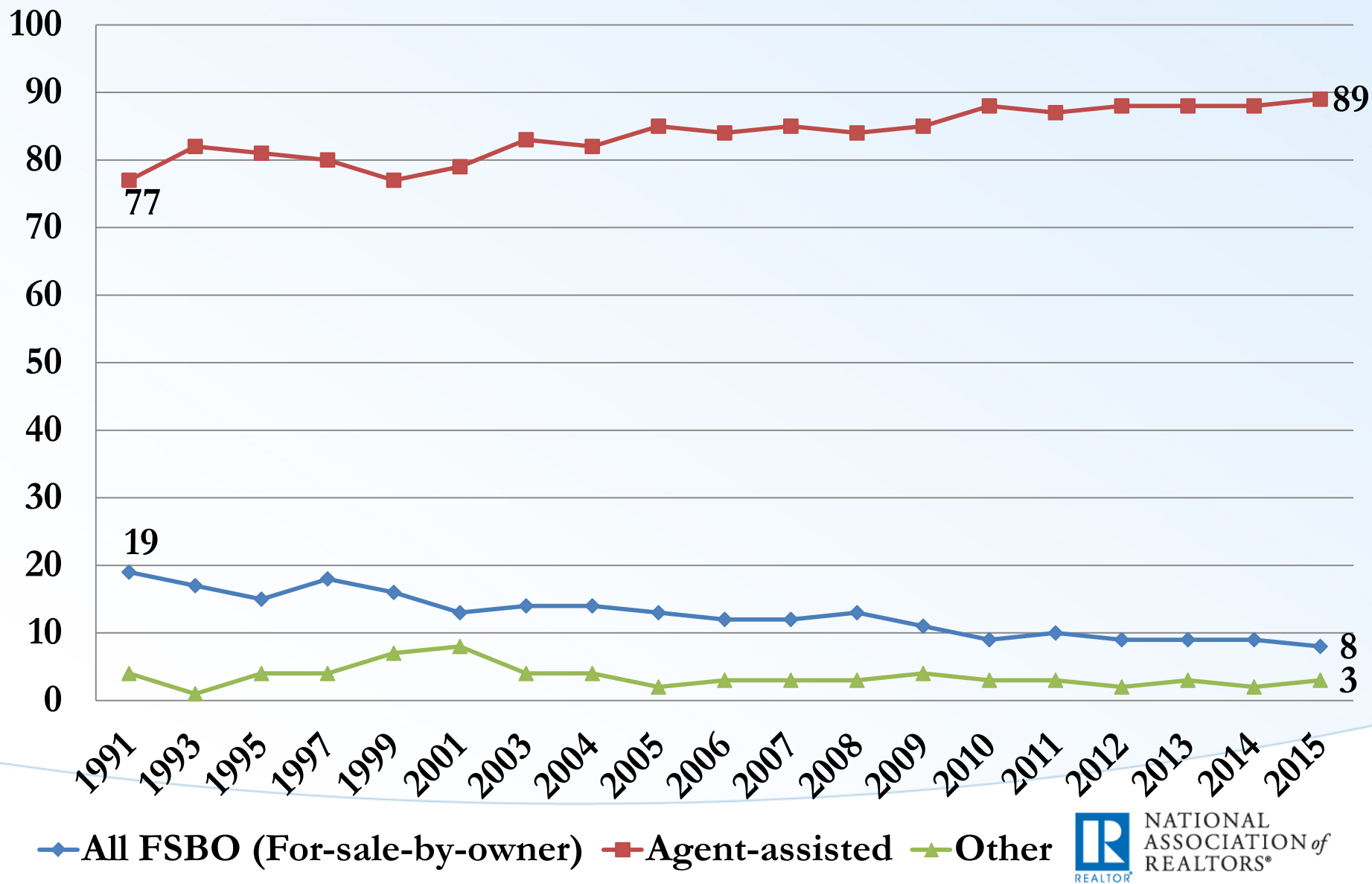
21% of **Repeat Buyers** noted there were no difficult steps compared to only 9% of **First-time Buyers**

Buyer Use of Agents



- ◆ Through a real estate agent or broker
- Directly from builder or builder's agent
- ▲ Directly from the previous owner

Agent-Assisted Sales All Time High



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