



*Avocado Toast
for One, Please*

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NATIONAL
ASSOCIATION of
REALTORS®

“Just the Facts, Ma’am”

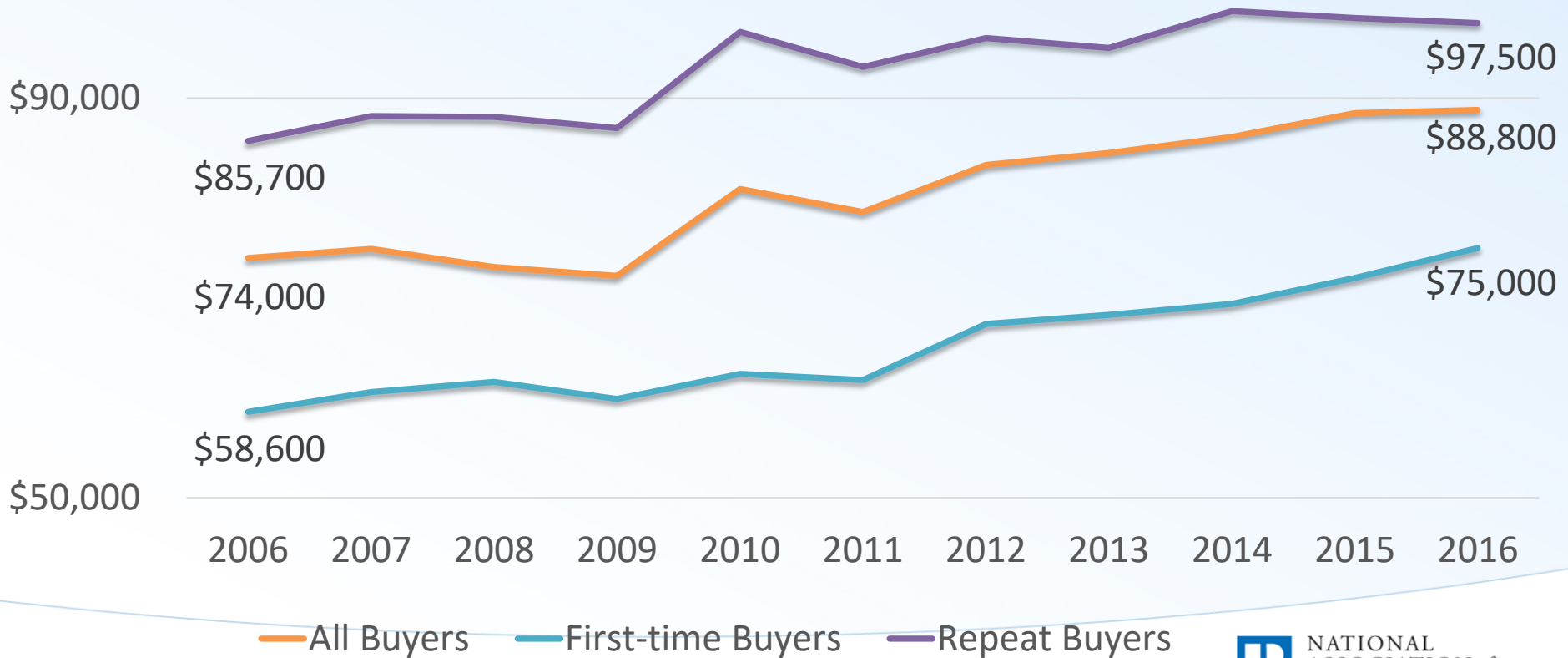
Minorities are Growing

Millennials Out-Number Boomers

Drop in Marriage Rates

Long Life Spans

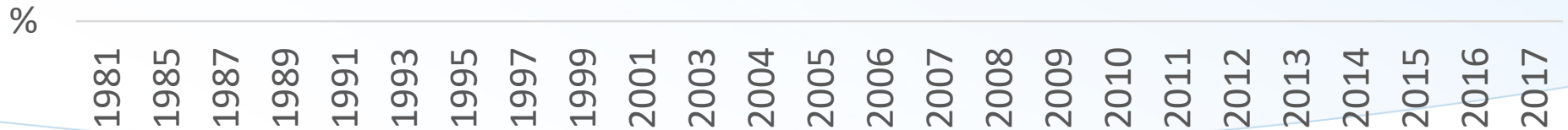
Rise in Household Income Successful Buyers



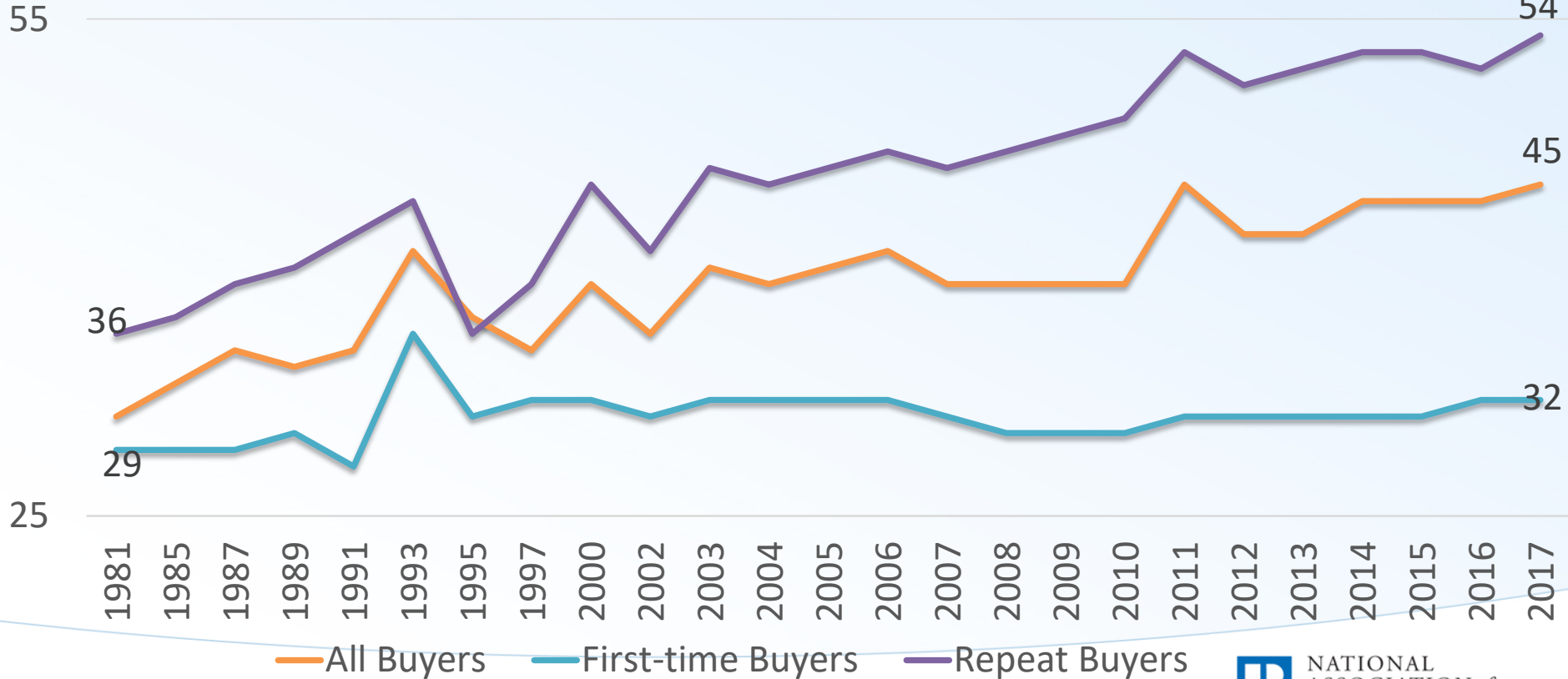
First-time Buyers Remain Suppressed



Historical norm: 39% among primary residence buyers

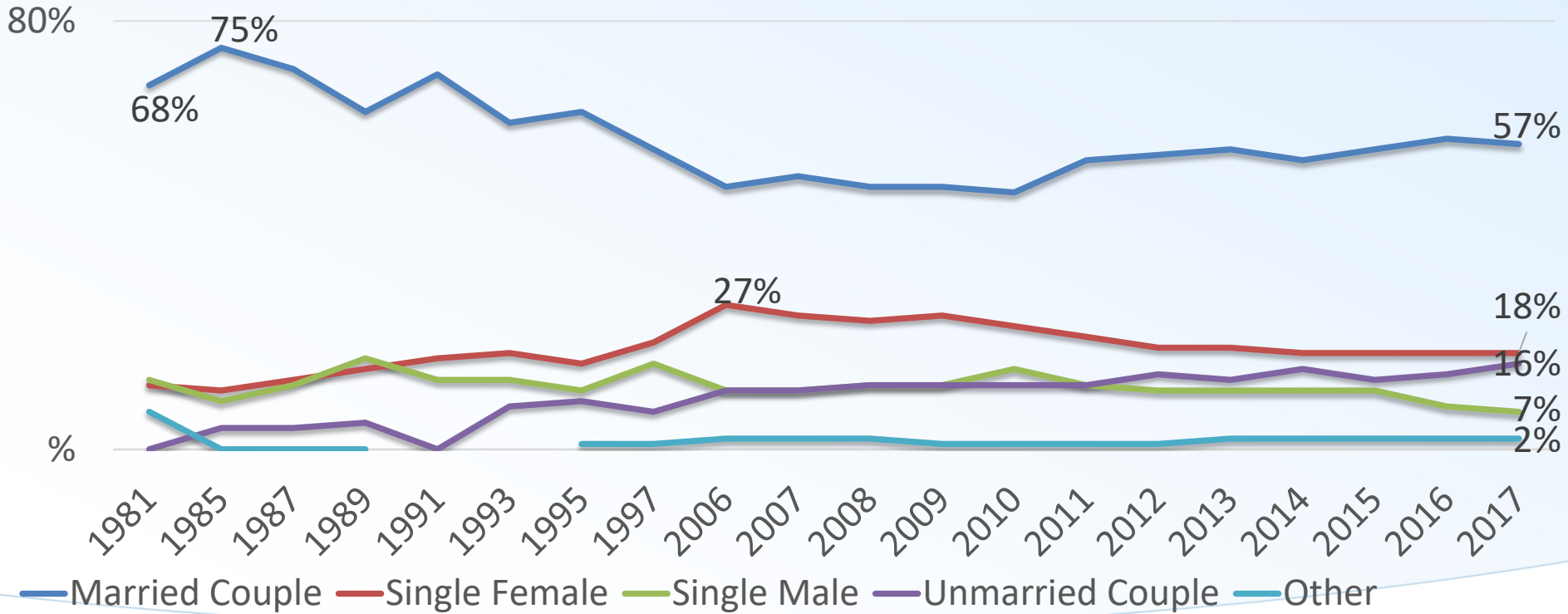


Median Age of Home Buyers

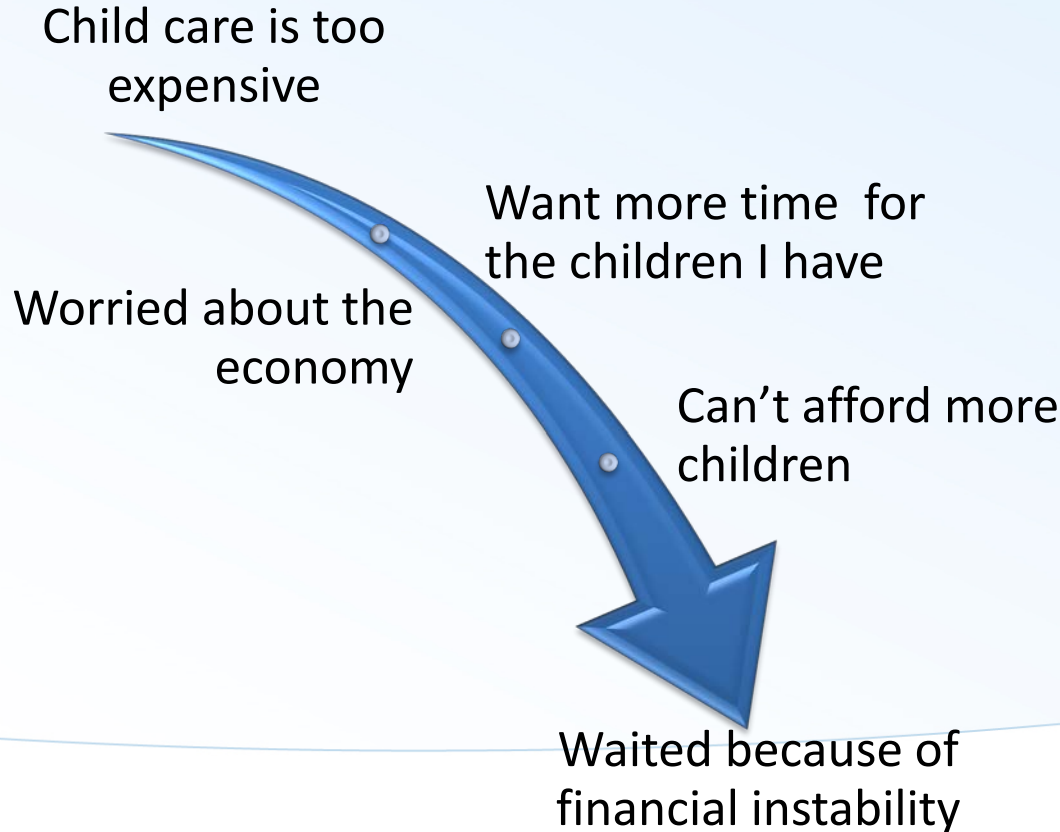


Profile of Home Buyers and Sellers

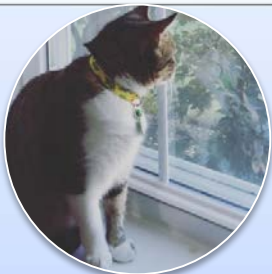
First-time Buyers: Marriage is Not Required



Birth Rates At Lowest Level in 30 Years



Babies With 4 Legs



99% part of family &
89% would not give
up pet due to
housing



Important: 85% large
enough home &
95% housing
community



½ undertook
renovations for pet

Everyone Wants a Similar Home=No Inventory

2 bath

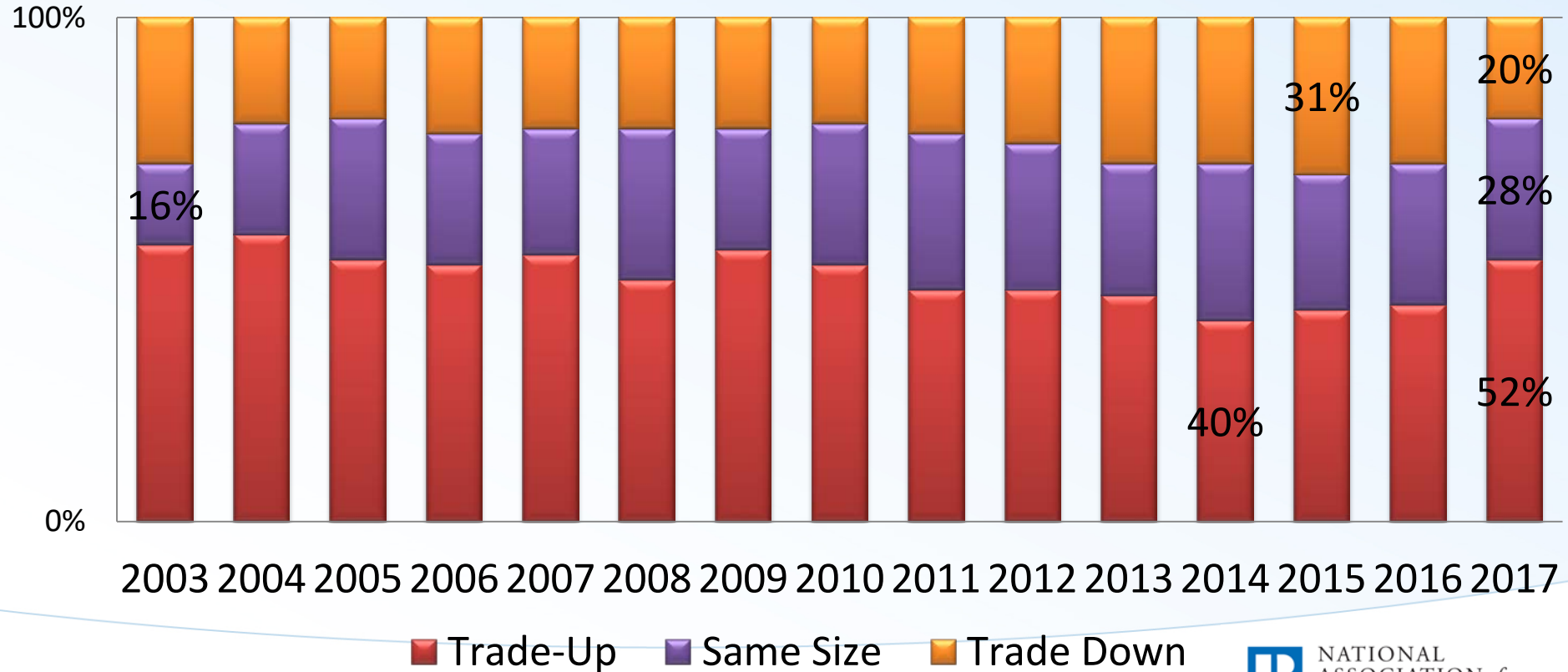
3 bed

Single family home

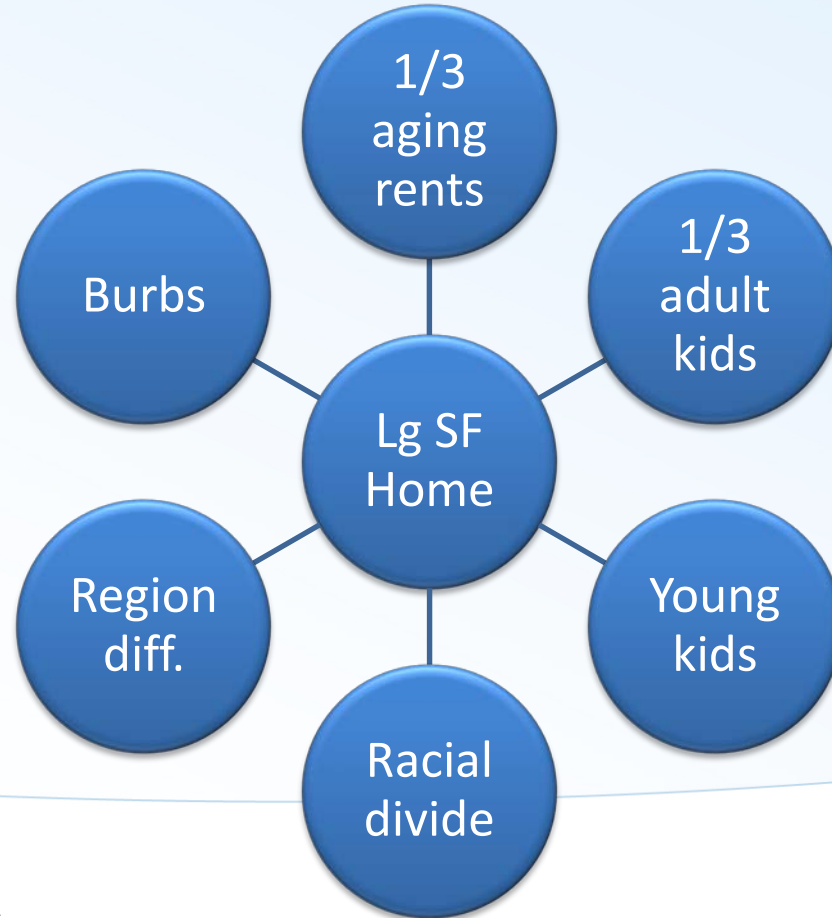
Suburbs & small towns

Close friends & family w/short commute

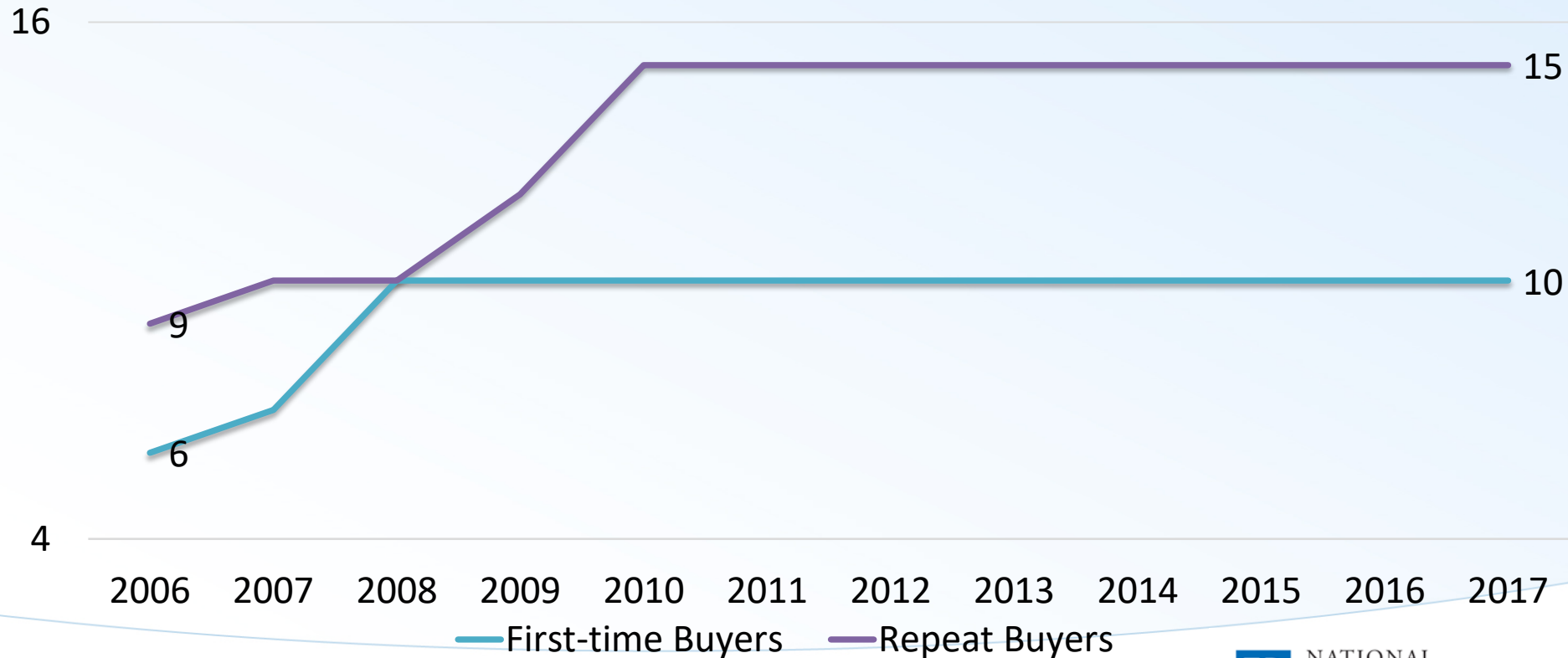
Shrinking Pool of Buyers Downsizing



1 in 5 Younger Boomers=Multi-Gen Home



Expected Tenure Median Years



Actual Tenure in Home is Elevated: Median Years

12

4



Low Inventory Driving Prices



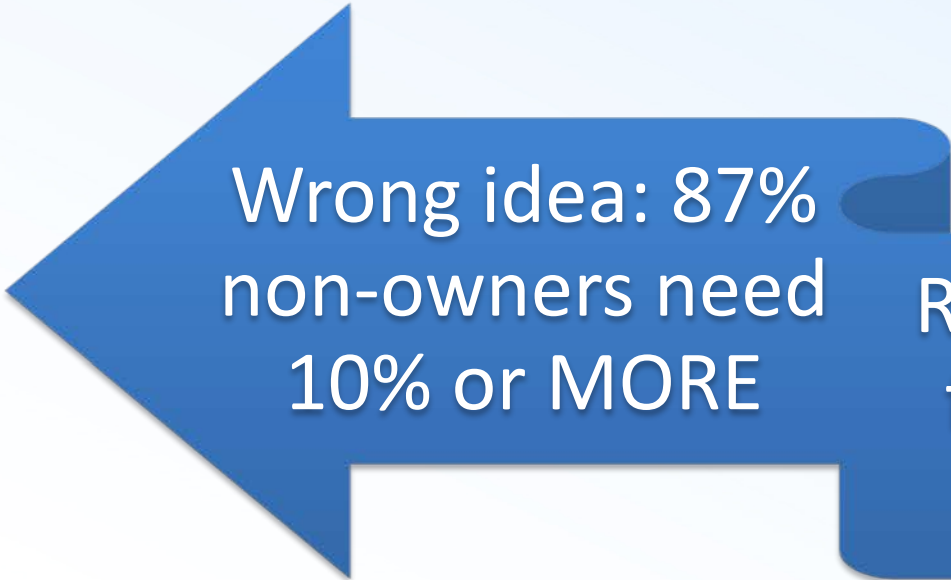
Affordability Problems Increasing

76% homeowners good time to buy vs 55% renters


74% good time to sell

64% difficult qualify for a mortgage

Downpayment Knowledge Gap

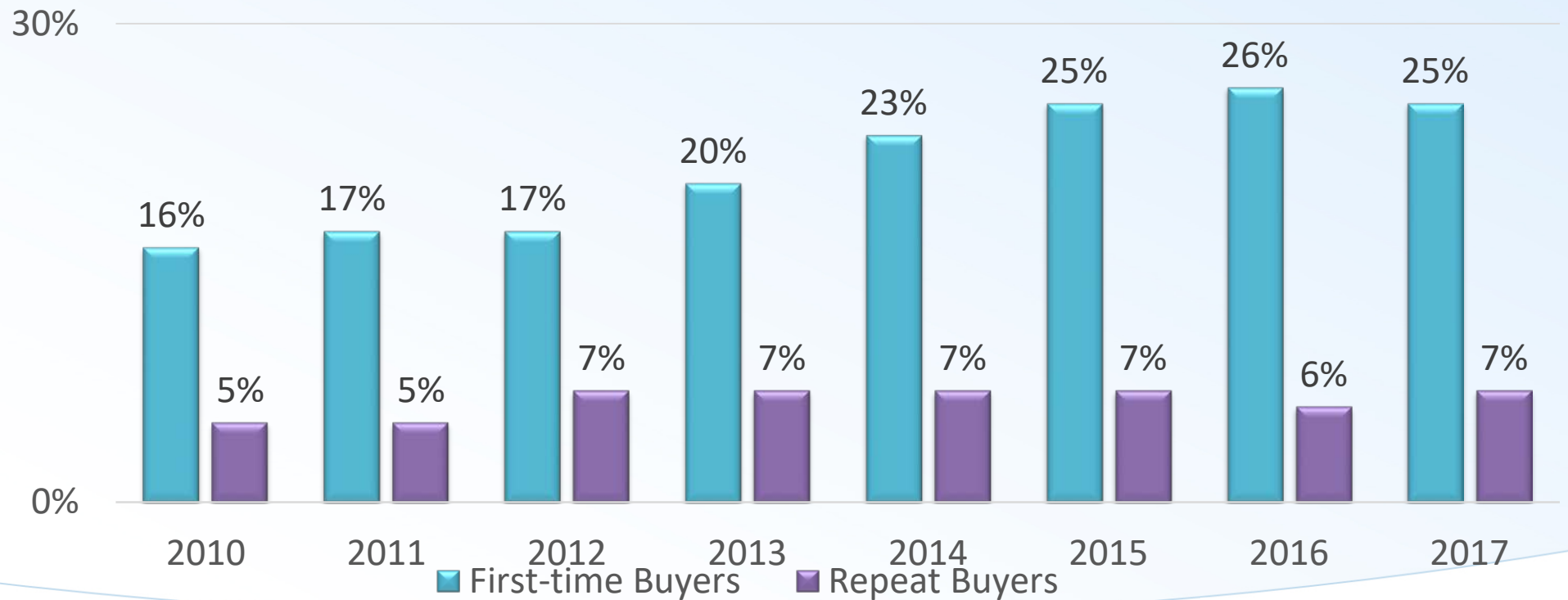


Wrong idea: 87%
non-owners need
10% or MORE

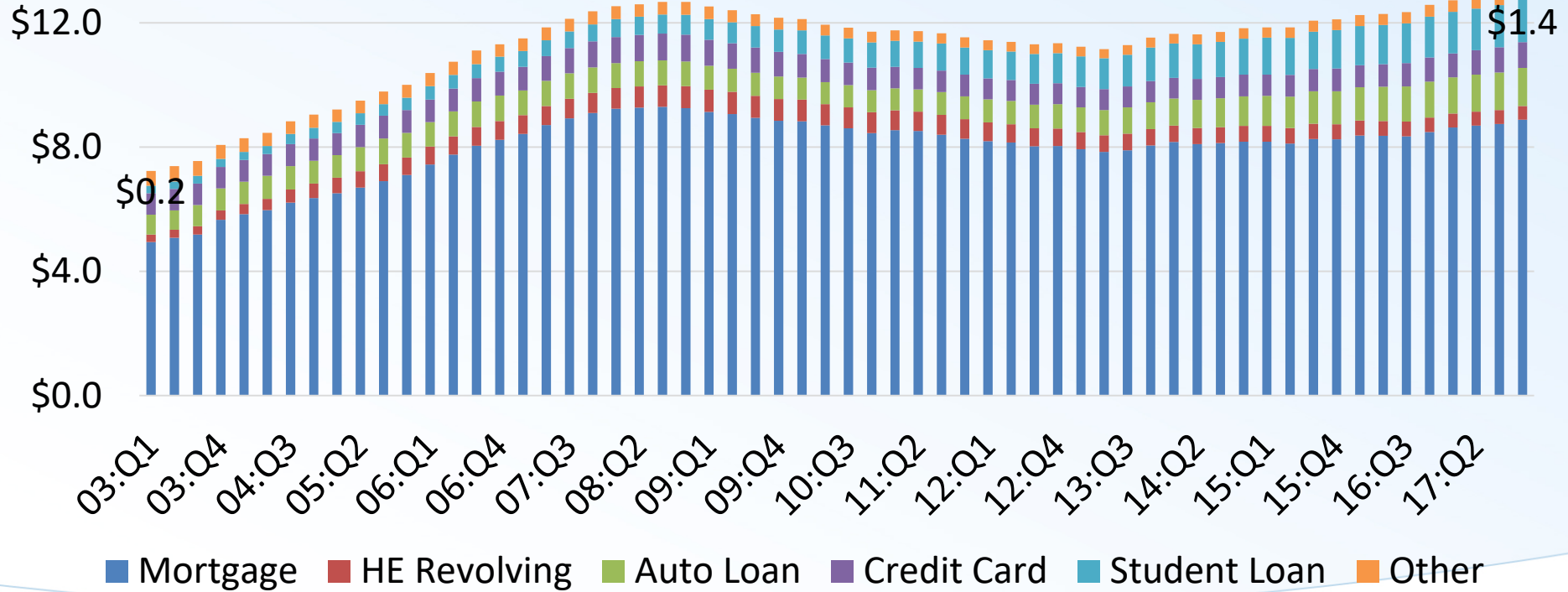


Reality: Typical for
first-time buyers
5%

Difficulty Saving for Downpayment



Student Debt Massive Barrier



How Can You Save?

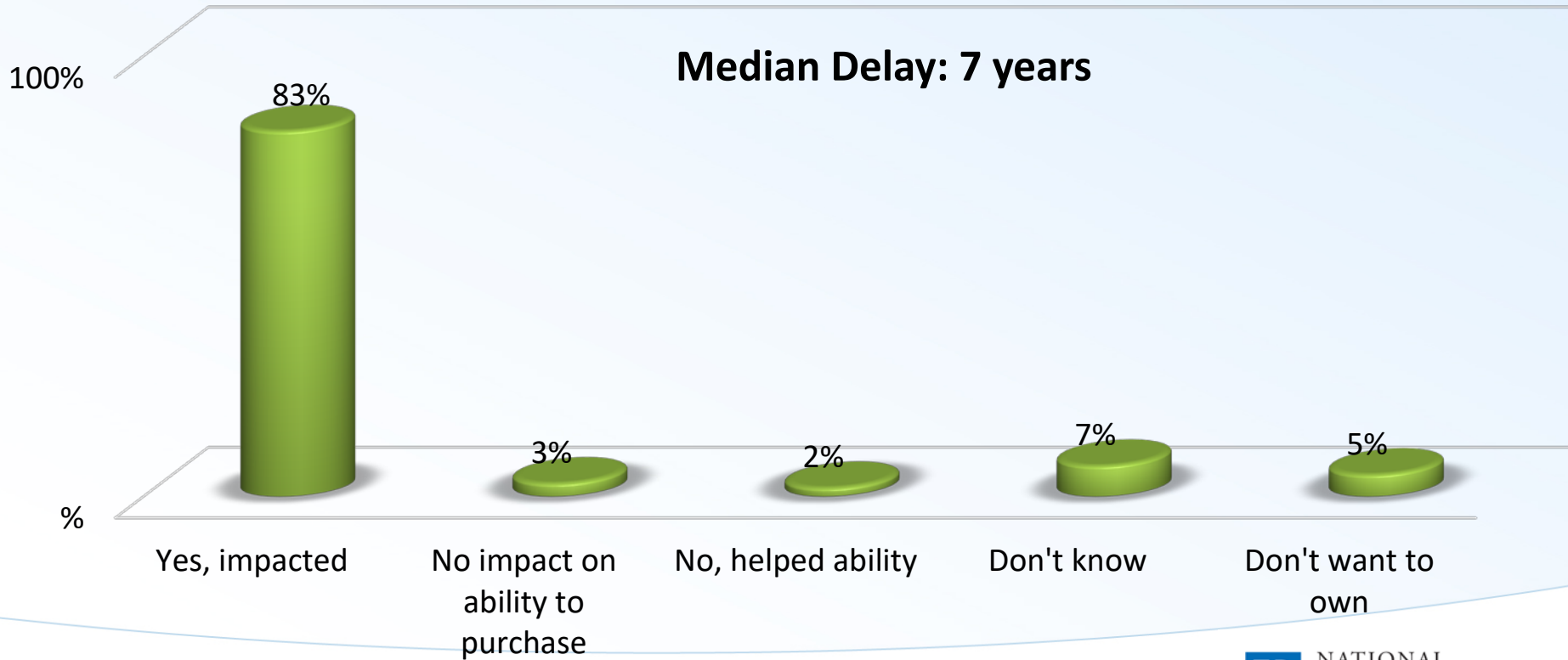


**Median Student Loan
Debt: \$41,200**

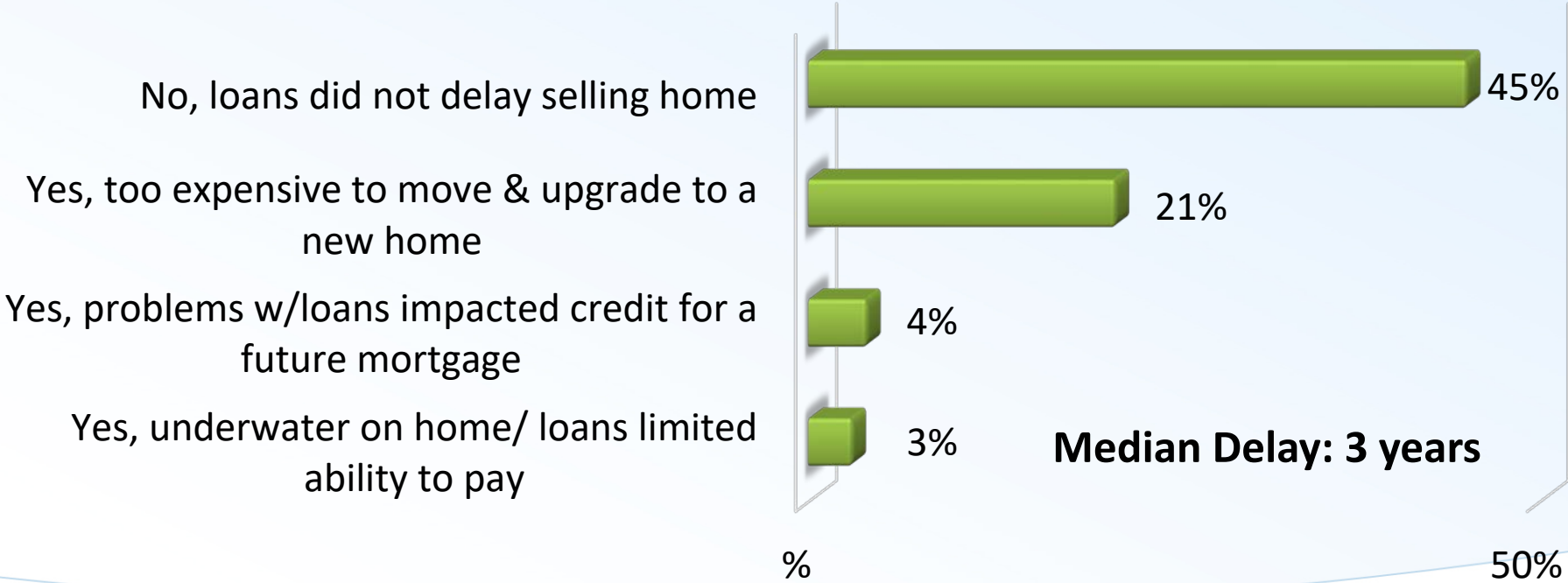


**Median Income:
\$38,800**

Non-Homeowners: Delay from Buying a Home



Among Homeowners: Delay Selling and Buying a New Home

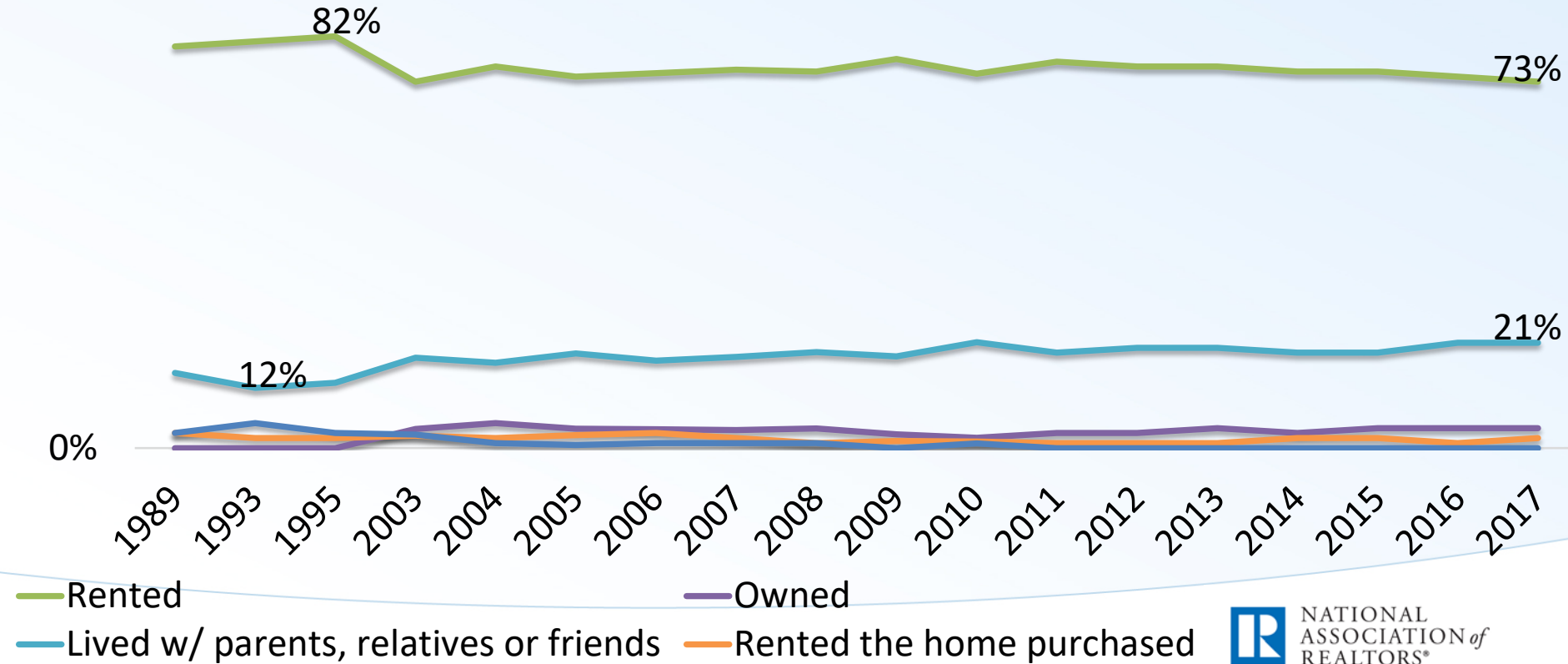


Buyers with Student Loan Debt

	All Buyers	First-time Buyers	Repeat Buyers
Have student loan debt	26%	41%	19%
Median amount student loan debt	\$25,000	\$29,000	\$24,000

First-Time Buyer: Prior Living Arrangement

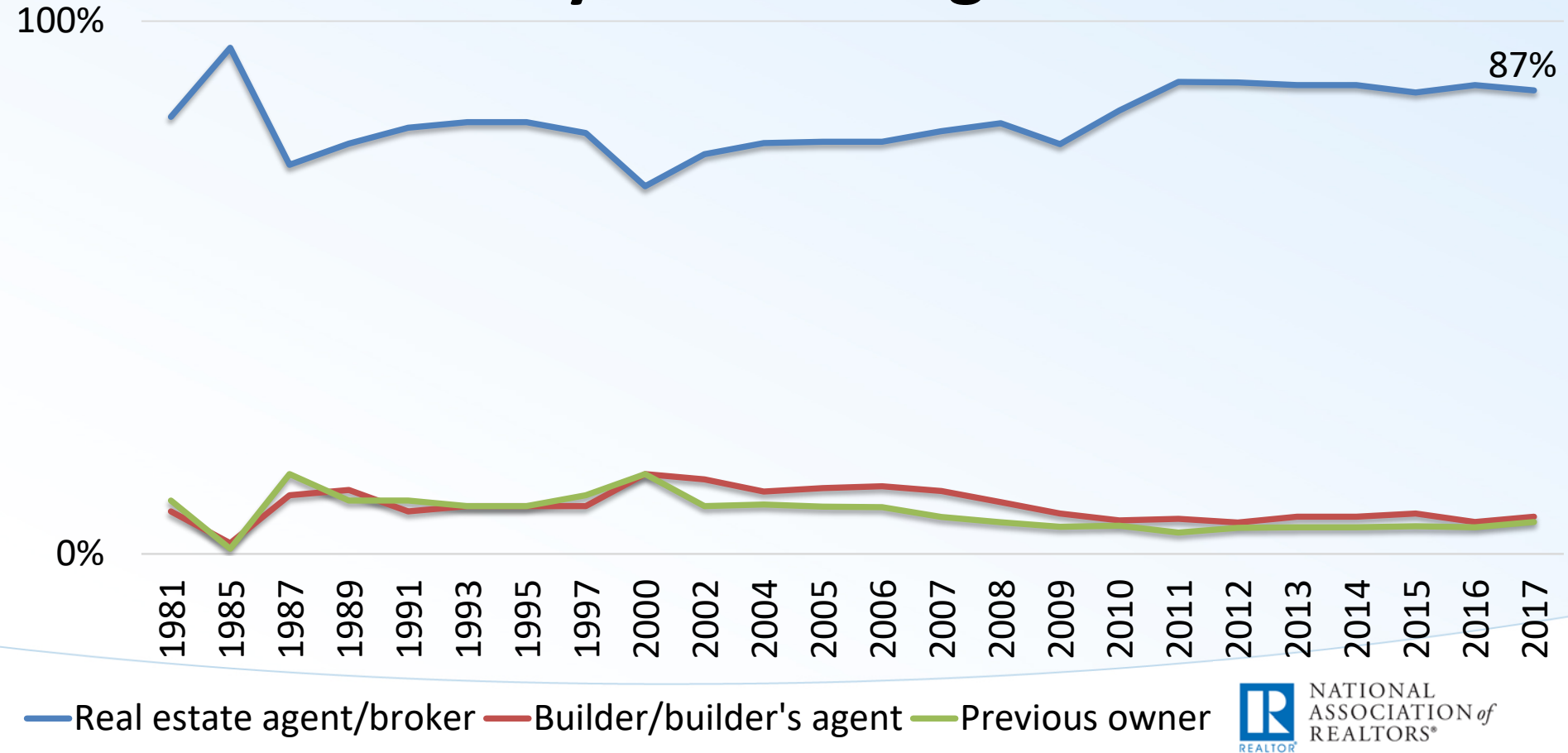
100%



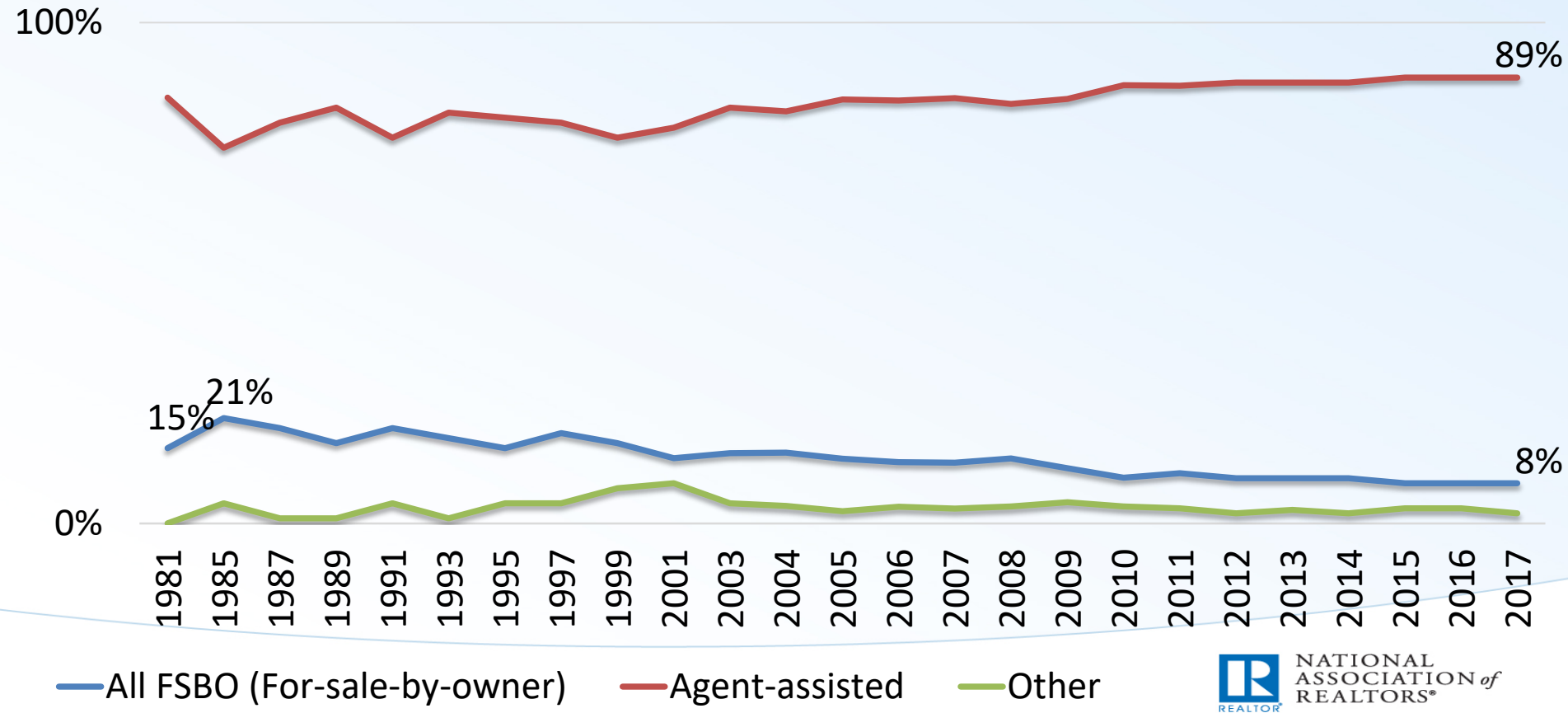
Forgotten Generation: Gen Xers



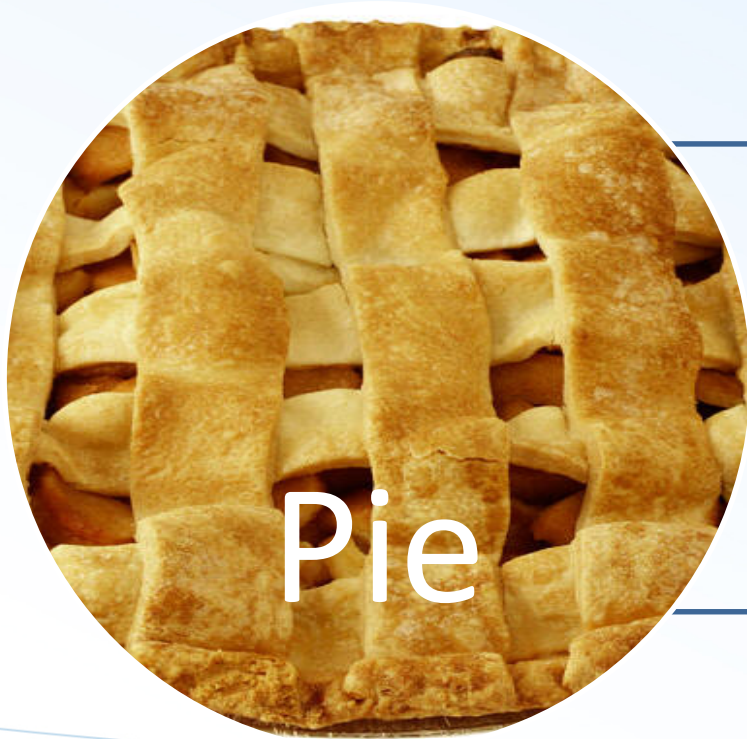
Buyer Use of Agents



Agent-Assisted Sales at All-Time High



Apple Pie and Homeownership



8 in 10 part of
their American
Dream



9 in 10 want
to own in
the future

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