

# TODAY'S HOME BUYERS

**13** Percent of homes purchased by multigenerational household

## Top 6 Search Sources

1. Online website
2. Real estate agent
3. Mobile website or app
4. Mobile search engine
5. Yard sign
6. Open house



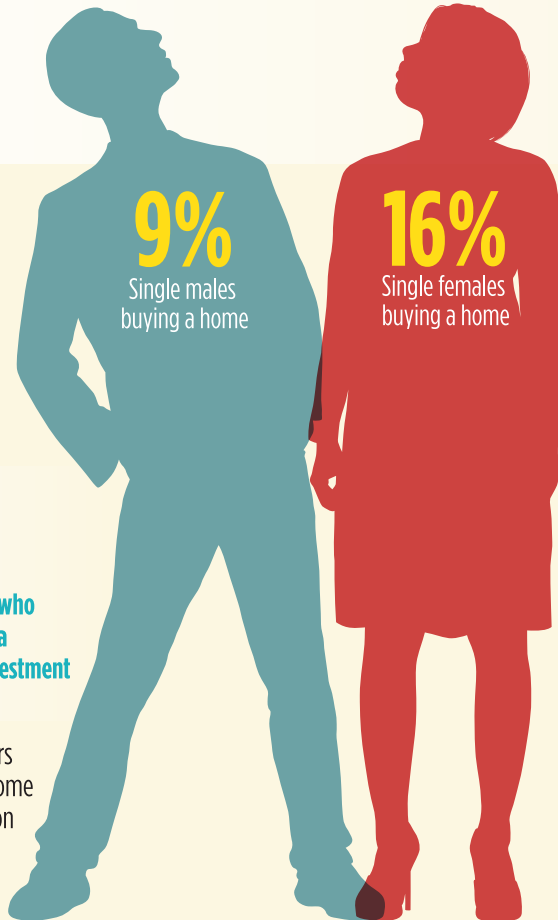
**84%**  
Buyers under 33 who consider buying a home a good investment

**76** Percent of buyers who visited a home after finding it on the Internet



## Biggest Reasons for Multigenerational Buy

- 24% - Cost savings
- 23% - Adult children moving back in
- 18% - Caretaking for aging parents
- 10% - Spending more time with aging parents



## Down Payment Woe\$

Most common reasons buyers had trouble saving for downpayment:

- Credit card debt: 50%
- Student loans: 46%
- Car loans: 38%

**10**  
Number of weeks in typical search

★★★★★  
**5 FOR MILLENNIALS**

Most important factors influencing Millennial purchase choice

1. Quality of neighborhood
2. Convenient to job
3. Overall affordability
4. Convenient to family/friends
5. Quality of schools

## Buyer Profile by Generation

### Gen Y – 32%

Average Age: 29  
Household Income: \$76,900  
Size of Home: 1,720 sq.ft.  
Median Price: \$189,000

### Gen X – 27%

Average Age: 41  
Household Income \$104,600  
Size of Home: 2,100 sq.ft.  
Median Price: \$250,000

### Younger Boomers – 16%

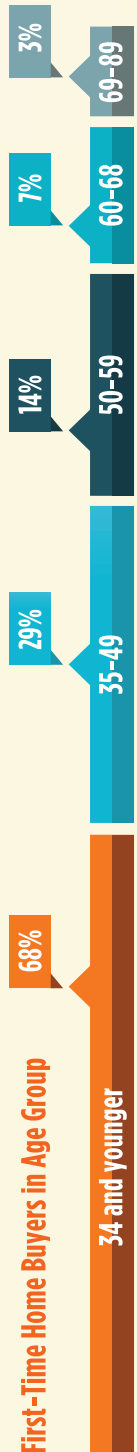
Average Age: 54  
Household Income \$96,600  
Size of Home: 1,890 sq.ft.  
Median Price: \$216,000

### Older Boomers – 15%

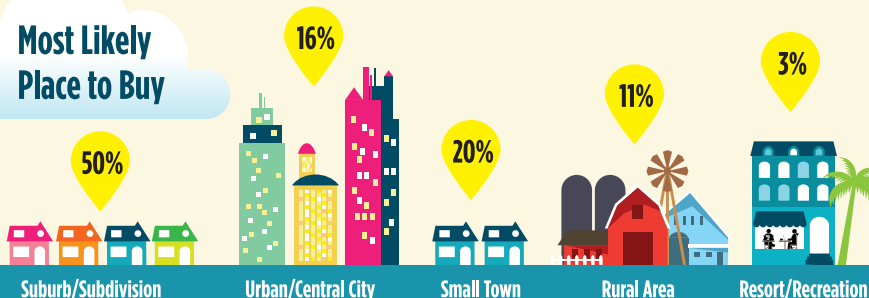
Average Age: 64  
Household Income \$76,400  
Size of Home: 1,800 sq.ft.  
Median Price: \$215,000

### Silent Generation – 10%

Average Age: 73  
Household Income \$63,600  
Size of Home: 1,800 sq.ft.  
Median Price: \$190,100



## Most Likely Place to Buy



## First-Time Home Buyers in Age Group

34 and younger