

2014 National Association of REALTORS®



Home Buyer and Seller Generational Trends

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 NATIONAL
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Research Division

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Highlights

Characteristics of Home Buyers

- Gen Y comprises the largest share of home buyers at 31 percent, followed by Gen X at 30 percent, and both Younger (16 percent) and Older Boomers (14 percent) at 30 percent. The Silent Generation has the smallest share of home buyers at nine percent.
- While the demographics of recent buyers fall mostly in the expected range, income peaks for ages 34 to 58, and the prevalence of children in the home peaks for buyers 34 to 48.
- Gen Y has the largest share of first-time buyers at 76 percent. The share of first-time buyers declines as age increases. Among the Silent Generation only two percent of buyers are first-time buyers.
- Fourteen percent of all buyers purchased a multi-generational home, one in which the home consists of adult children over the age of 18, and/or grandparents residing in the home. This is most common among Younger Boomers aged 49 to 58 at 22 percent. The most common reason for this living arrangement among Younger Boomers was children over 18 moving back into the house (38 percent), followed by cost savings (18 percent), and health/caretaking of aging parents (15 percent).
- The prior living arrangement varies greatly for recent home buyers. Among those who are 33 and younger, 62 percent rented an apartment and 20 percent lived with parents, relatives, or friends. Among those who are older than 48 years of age more than half owned their previous residence.
- About half of Gen Y buyers primarily purchased a home just for the desire to own a home of their own. Gen X placed a high importance on owning a home of their own, but many needed a larger home and needed to move for a job-related relocation. Older Boomers and the Silent Generation are more likely to move for retirement, the desire to be closer to friends, family, and relatives, and the desire for a smaller home.
- As age increases among recent home buyers, the rate of owning more than one home also increases.

Characteristics of Homes Purchased

- At least 80 percent of buyers who are aged 58 and younger bought a detached single-family home, while it is increasingly common for buyers over the age of 58 to purchase townhouses and condos.
- Fourteen percent of buyers over the age of 49 purchased a home in senior-related housing for themselves or others. This is most common for buyers over the age of 68, a category in which over one-quarter of buyers purchased a home in senior-related housing.
- Gen Y and Gen X tend to stay close to their previous residence, often staying within 10 miles, while the Silent Generation tends to move longer distances, typically 30 miles from their previous home.
- Younger buyers tend to buy older homes, and are more likely to buy previously owned homes. Most often they do so because the home is a better price and better overall value. Boomers are more likely than other generations to purchase a new home, most often doing so to avoid renovations or problems with plumbing or electricity and for the ability to choose and customize design features.
- Neighborhood factors which are important to buyers show strong connections to the buyer's generation. Gen Y places the highest preference compared to other generations on convenience to job as well as affordability of homes. As buyers start to have children in school, the quality of school districts and convenience to schools starts to have a larger importance—this is most often true for Gen X. Older Boomers and the Silent Generation place higher priority on

convenience to friends and family, convenience to shopping, and convenience to health facilities.

- Younger buyers placed a high importance on commuting costs, while older buyers placed higher importance on landscaping for energy conservation and environmentally friendly community features.
- The older the home buyer, the fewer compromises the buyer tended to make with their home purchase—more than half of the Silent Generation made no compromises on their home purchase. Younger buyers tended to make sacrifices on the price of the home, distance from job, size of the home, and condition of the home purchased.
- After finding the home they wanted, Gen Y expects to live in their home for 10 years before moving on. Gen X and the Silent Generation expect to live in their home for 15 years and Boomers plan to live in their home for 20 years. It should be noted expected tenure is generally longer than actual tenure in home.

The Home Search Process

- Among all generations of home buyers the first step in the home buying process is looking online for properties for sale. Gen Y is most likely among generations to also look online for information about the home buying process, while the Silent Generation is most likely to contact a real estate agent.
- As age increases, the search time for a home decreases. Buyers aged under 59 tend to search for a home for 12 weeks before finding a home. Buyers aged 59 to 67 tend to look for 10 weeks. Buyers 68 to 88 search for a full month shorter than the youngest buyers—just 8 weeks.
- Younger generations of buyers typically find the home they purchase through the internet, while older generations of buyers first found the home they purchased through their real estate agent.
- As ages increases the home buyer is less likely to consider purchasing a home in foreclosure.
- The frequency of internet use in the home search process was directly related to age. Younger buyers are not only more likely to use the internet during their search, but they also use the internet more frequently during their home search process. Older buyers are more likely than younger buyers to be more occasional users during their home search.
- More than half of Gen Y and Gen X buyers used a mobile device during their home search. Among those who did, 26 percent of Gen Y and 22 percent of Gen X found the home they ultimately purchased via a mobile device.
- Home buyer satisfaction with the home buying process increases as age increases. This may be due to not only tightened inventory in lower price brackets, but also realistic expectations of older buyers who are often repeat buyers.

Home Buying and Real Estate Professionals

- Buyers gain many benefits from working with a real estate agent. Among age groups, younger buyers are more likely to want the agent to help them understand the process as they are more likely to have never purchased a home before. Buyers all benefit from their agent pointing out unnoticed features and faults in a property. All buyers most want their agent to help find the right home to purchase.
- Younger buyers were predominately referred to their agent through a friend, neighbor, or relative, while older buyers were more likely to use an agent again that they previously used to buy or sell a home.
- Younger and older buyers were equally likely to use online recommendations—accounting for a small share of buyers between them at six percent; however, younger buyers were more likely to report that while they did not use online recommendations during this home search they would consider using them the next time they purchased a home.
- When choosing an agent, younger buyers were more likely to place the agent's honesty and trustworthiness as a higher factor than older buyers, while older buyers rate the agent's reputation and their knowledge of the neighborhood as a higher factor—perhaps because older buyers tend to move longer distances and may not necessarily know the neighborhood.

- Younger buyers tend to place higher importance than older buyers on agents' communication via email and text message, while older buyers place higher importance on personal calls.

Financing the Home Purchase

- Overall 88 percent of recent buyers financed their home purchase. Nearly all (97 percent) of Gen Y buyers financed compared to just 55 percent of Silent Generation buyers.
- When financing the home purchase, younger buyers also financed larger shares—the typical Gen Y downpayment is five percent and Gen X is 10 percent compared to 23 percent among the Silent Generation.
- Buyers have a variety of sources for a downpayment on a home. The source is predominately savings for younger buyers, while older buyers are more likely than younger buyers to use proceeds from a sale of a primary residence. Younger buyers are also more likely to use a gift or loan from a relative or friend.
- Twelve percent of buyers overall cited saving for a downpayment was difficult. Among these buyers, 43 percent of buyers reported student loans, 38 percent reported credit card debt, and 31 percent car loans. This was most common among Gen Y and Gen X buyers who are most likely to use savings as a downpayment source—20 percent of Gen Y and 15 percent of Gen X had a difficult time saving. Among this 20 percent of Gen Y, 56 percent reported student loans held them back from saving. Among the 15 percent of Gen X, 46 percent found credit card debt held them back from saving and 35 percent reported student loans affected saving.
- Despite record housing affordability, many buyers are still making financial sacrifices. About half of Gen Y and Gen X buyers made sacrifices. Common sacrifices were cutting spending on luxury or non-essential items, cutting spending on entertainment, or cutting spending on clothes.
- Younger buyers were considerably more optimistic that their home purchase was a good financial investment in comparison to older buyers. Eighty-seven percent of buyers under 33 considered their purchase a good financial investment compared to 74 percent of buyers 68 years of age and older.

Home Sellers and Their Selling Experience

- Among the generations, Gen X (29 percent) is the largest group who are recent home sellers followed by both Older Boomers (22 percent) and Younger Boomers (21 percent).
- As age increases, the rate of marriage among sellers declines and the rate of single female households increases; perhaps due to death, divorce, and also single female first-time buyers tend to be older as a household type.
- Eighty-one percent of Gen Y sellers are first-time sellers compared to just 15 percent of sellers in the Older Boomer segment and 13 percent of Silent Generation sellers.
- Older buyers tend to move further distances, and are more likely than younger buyers to buy in other regions and less likely than younger buyers to buy in the same state as the home sold.
- There is a clear trend of moving to larger, higher priced homes for Gen Y and Gen X, moving into a similar home for Younger Boomers, and downsizing in both square footage and price for Older Boomers and the Silent Generation.
- The reasons for selling a home vary, however, for younger buyers many want to upgrade to a larger home or to accommodate job relocation. In comparison, for older buyers many opt for a smaller home due to retirement, because the upkeep of the home is too difficult due to health or financial limitations, or to be closer to friends and family.
- Thirteen percent of sellers wanted to sell their home earlier than they were able to but waited or stalled because their home was worth less than their mortgage. This is most common among Gen Y (17 percent) and Gen X (19 percent) sellers.
- Typically, the older the home seller, the longer the tenure in their home has been—this is a factor in fewer sellers who had to stall the sale of their home. In general, the longer the seller owns the home, the more equity the seller has in their home.

Home Selling and Real Estate Professionals

- All age groups of sellers are most likely to find their selling agent by referral from a friend, neighbor or relative or use an agent that they previously used to buy or sell a home.
- Younger sellers are more likely to use the same real estate agent or broker for their home purchase than older sellers, likely as they are typically moving closer to their previous residence.
- Youngers sellers typically want their selling agent to help sell the home within a specific timeframe and price their home competitively, while older sellers are more likely to want their selling agent to help seller market the home to potential buyers. This is likely due to the reasons behind moving as younger sellers are more likely to need to move for a larger home or for a job relocation—seemingly more time sensitive, while older sellers are more likely moving due to retirement and to be closer to friends and family.
- Middle-aged sellers are more likely to initiate discussions about compensation with their real estate agent than both younger and older sellers.

CHARACTERISTICS OF HOME BUYERS

- Exhibit 1-1 AGE OF HOME BUYERS
- Exhibit 1-2 HOUSEHOLD INCOME OF HOME BUYERS
- Exhibit 1-3 ADULT COMPOSITION OF HOME BUYER HOUSEHOLDS, 2001-2012
- Exhibit 1-4 NUMBER OF CHILDREN UNDER THE AGE OF 18 RESIDING IN HOUSEHOLD
- Exhibit 1-5 HOME PURCHASED WAS A MULTI-GENERATIONAL HOME (WILL HOME ADULT SIBLINGS, ADULT CHILDREN, PARENTS, AND/OR GRANDPARENTS)
- Exhibit 1-6 RACE/ETHNICITY OF HOME BUYERS
- Exhibit 1-7 PRIMARY LANGUAGE SPOKEN IN HOME BUYER HOUSEHOLD
- Exhibit 1-8 NATIONAL ORIGIN OF HOME BUYERS
- Exhibit 1-9 FIRST-TIME HOME BUYERS IN AGE GROUP
- Exhibit 1-10 PRIOR LIVING ARRANGEMENT
- Exhibit 1-11 PRIMARY REASON FOR PURCHASING A HOME
- Exhibit 1-12 PRIMARY REASON FOR THE TIMING OF HOME PURCHASE
- Exhibit 1-13 OTHER HOMES OWNED

CHARACTERISTICS OF HOME BUYERS

Exhibit 1-1

AGE OF HOME BUYERS

(Percentage Distribution)

	Year Born:	Age in 2013:	Percent in Category	Median Age in Group
Millennials/Gen Y/Gen Next:	1980-1995	33 and younger	31%	29
Gen X:	1965-1979	34 to 48	30	40
Younger Boomers:	1955-1964	49 to 58	16	53
Older Boomers:	1946-1954	59 to 67	14	63
Silent Generation:	1925-1945	68 to 88	9	72

CHARACTERISTICS OF HOME BUYERS

Exhibit 1-2

HOUSEHOLD INCOME OF HOME BUYERS

(Percentage Distribution)

	AGE OF HOME BUYER					
	All Buyers	33 and younger	34 to 48	49 to 58	59 to 67	68 to 88
Less than \$25,000	3%	3%	2%	5%	5%	6%
\$25,000 to \$34,999	6	7	3	6	8	11
\$35,000 to \$44,999	8	10	5	6	8	10
\$45,000 to \$54,999	8	9	8	7	7	12
\$55,000 to \$64,999	9	13	7	7	8	10
\$65,000 to \$74,999	9	10	8	7	11	10
\$75,000 to \$84,999	8	10	8	6	8	9
\$85,000 to \$99,999	11	13	12	10	11	8
\$100,000 to \$124,999	14	12	16	16	13	10
\$125,000 to \$149,999	8	6	10	9	8	6
\$150,000 to \$174,999	5	4	7	6	5	4
\$175,000 to \$199,999	3	1	4	4	3	2
\$200,000 or more	8	3	13	13	8	3
Median income (2012)	\$83,300	\$73,600	\$98,200	\$95,400	\$81,100	\$66,200

* Less than 1 percent

CHARACTERISTICS OF HOME BUYERS

Exhibit 1-3

ADULT COMPOSITION OF HOME BUYER HOUSEHOLDS, 2001-2012

(Percentage Distribution)

	AGE OF HOME BUYER					
	All Buyers	33 and younger	34 to 48	49 to 58	59 to 67	68 to 88
Married couple	66%	63%	72%	59%	65%	70%
Single female	16	14	14	21	21	18
Single male	9	8	7	13	10	7
Unmarried couple	7	14	6	5	2	4
Other	2	1	1	2	3	2

* Less than 1 percent

CHARACTERISTICS OF HOME BUYERS

Exhibit 1-4

NUMBER OF CHILDREN UNDER THE AGE OF 18 RESIDING IN HOUSEHOLD

(Percentage Distribution of Households)

	AGE OF HOME BUYER					
	All Buyers	33 and younger	34 to 48	49 to 58	59 to 67	68 to 88
None	60%	56%	33%	73%	93%	94%
One	18	23	23	17	4	4
Two	15	15	29	7	2	2
Three or more	7	7	15	3	1	*

* Less than 1 percent

CHARACTERISTICS OF HOME BUYERS

Exhibit 1-5

HOME PURCHASED WAS A MULTI-GENERATIONAL HOME (WILL HOME ADULT SIBLINGS, ADULT CHILDREN, PARENTS, AND/OR GRANDPARENTS)

(Percent of Respondents)

	AGE OF HOME BUYER					
	All Buyers	33 and younger	34 to 48	49 to 58	59 to 67	68 to 88
Multi-generational household	14%	6%	12%	22%	16%	18%
Reasons for purchase:						
Children over 18 moving back into the house	24%	1%	19%	38%	33%	23%
Cost Savings	24	33	31	18	16	21
Health/Caretaking of aging parents	20	17	23	15	19	27
To spend more time with aging parents	11	20	15	8	7	4
Other	22	29	14	21	25	25

CHARACTERISTICS OF HOME BUYERS

Exhibit 1-6

RACE/ETHNICITY OF HOME BUYERS

(Percent of Respondents)

	AGE OF HOME BUYER					
	All Buyers	33 and younger	34 to 48	49 to 58	59 to 67	68 to 88
White/Caucasian	86%	87%	80%	86%	93%	93%
Hispanic/Latino	6	7	7	5	3	3
Black/African-American	5	3	6	4	2	1
Asian/Pacific Islander	4	5	8	3	2	3
Other	2	1	3	4	1	1

* Less than 1 percent

Note: Respondents were permitted to select as many races and ethnicities as they felt applicable.

The percentage distribution may therefore sum to more than 100 percent.

CHARACTERISTICS OF HOME BUYERS

Exhibit 1-7

PRIMARY LANGUAGE SPOKEN IN HOME BUYER HOUSEHOLD

(Percentage Distribution)

	AGE OF HOME BUYER					
	All Buyers	33 and younger	34 to 48	49 to 58	59 to 67	68 to 88
English	96%	97%	93%	96%	98%	97%
Other	4	3	7	4	2	3

* Less than 1 percent

CHARACTERISTICS OF HOME BUYERS

Exhibit 1-8

NATIONAL ORIGIN OF HOME BUYERS

(Percentage Distribution)

	AGE OF HOME BUYER					
	All Buyers	33 and younger	34 to 48	49 to 58	59 to 67	68 to 88
Born in U.S.	91%	94%	85%	91%	94%	93%
Not born in U.S.	9	6	15	9	6	7

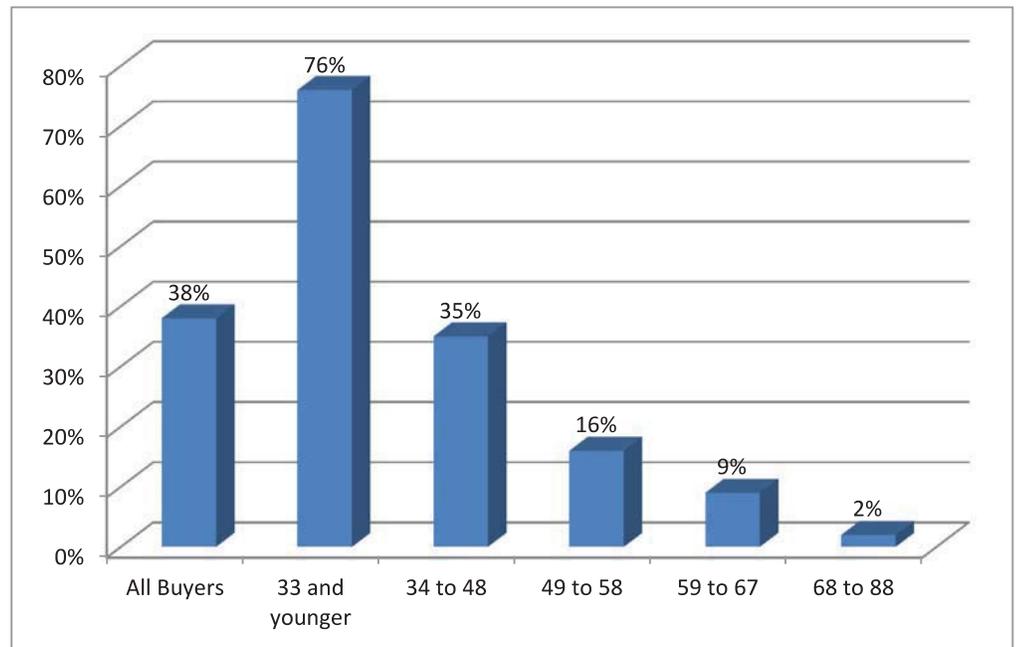
CHARACTERISTICS OF HOME BUYERS

Exhibit 1-9

FIRST-TIME HOME BUYERS IN AGE GROUP

(Percent of all Home Buyers)

All Buyers	38%
33 and younger	76%
34 to 48	35%
49 to 58	16%
59 to 67	9%
68 to 88	2%



CHARACTERISTICS OF HOME BUYERS

Exhibit 1-10

PRIOR LIVING ARRANGEMENT

(Percentage Distribution)

	All Buyers	AGE OF HOME BUYER				
		33 and younger	34 to 48	49 to 58	59 to 67	68 to 88
Rented an apartment or house	44%	62%	50%	39%	24%	11%
Owned previous residence	44	18	41	54	68	83
Lived with parents, relatives or friends	11	20	8	6	6	4
Rented the home buyer ultimately purchased	1	1	1	1	1	1

* Less than 1 percent

Note: After selling their previous home, buyers may have rented a home or apartment before purchasing their next home. A first-time buyer could have acquired ownership of their previous home (as an inheritance or gift, for example) without having been the buyer of the home. Thus, a first-time buyer could have owned a home prior to their first home purchase.

CHARACTERISTICS OF HOME BUYERS

Exhibit 1-11

PRIMARY REASON FOR PURCHASING A HOME

(Percentage Distribution)

	All Buyers	AGE OF HOME BUYER				
		33 and younger	34 to 48	49 to 58	59 to 67	68 to 88
Desire to own a home of my own	30%	49%	30%	21%	14%	7%
Desire for larger home	12	11	19	8	7	3
Job-related relocation or move	8	5	13	13	5	2
Change in family situation	7	8	8	7	6	5
Desire to be closer to family/friends/relatives	6	1	3	6	14	25
Desire for a home in a better area	6	3	7	8	8	7
Affordability of homes	6	9	4	5	4	3
Desire for smaller home	5	*	1	8	12	21
Retirement	5	*	1	5	17	13
Desire to be closer to job/school/transit	4	2	3	5	5	7
Establish household	3	6	2	1	*	*
Financial security	2	2	2	2	2	1
Desire for a newly built or custom-built home	1	1	1	1	2	1
Greater number of homes on the market for sale/better choice	1	1	*	1	1	1
Tax benefits	1	*	1	1	*	*
Desire for vacation home/investment property	*	*	*	1	*	1
Purchased home for family member or relative	*	*	*	*	*	2
Other	4	2	3	5	5	7

* Less than 1 percent

CHARACTERISTICS OF HOME BUYERS

Exhibit 1-12

PRIMARY REASON FOR THE TIMING OF HOME PURCHASE

(Percentage Distribution)

	AGE OF HOME BUYER					
	All Buyers	33 and younger	34 to 48	49 to 58	59 to 67	68 to 88
It was just the right time for me, I was ready to buy a home	36%	41%	35%	32%	33%	37%
It was the best time for me because of mortgage financing options available	19	23	19	18	18	10
It was the best time for me because of affordability of homes	15	18	15	15	13	15
I did not have much choice, I had to purchase when I did	15	9	17	19	17	16
It was the best time for me because of availability of homes for sale	7	5	7	7	7	11
Other	7	3	6	8	11	10
I wish I had waited	1	1	1	2	1	2

* Less than 1 percent

CHARACTERISTICS OF HOME BUYERS

Exhibit 1-13

OTHER HOMES OWNED

(Percent of Respondents)

	All Buyers	AGE OF HOME BUYER				
		33 and younger	34 to 48	49 to 58	59 to 67	68 to 88
Recently purchased home only	81%	91%	80%	74%	73%	73%
One or more investment properties	9	6	11	11	8	10
Previous homes that buyer is trying to sell	4	1	4	5	7	7
Primary residence	2	2	1	2	2	2
One or more vacation homes	3	1	2	6	7	5
Other	2	0	1	2	3	3

* Less than 1 percent

CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-1	NEW AND PREVIOUSLY OWNED HOMES PURCHASED
Exhibit 2-2	WHY NEW AND PREVIOUSLY OWNED HOMES PURCHASED
Exhibit 2-3	TYPE OF HOME PURCHASED
Exhibit 2-4	LOCATION OF HOME PURCHASED
Exhibit 2-5	SENIOR RELATED HOUSING BY TYPE OF HOME PURCHASED AND LOCATION
Exhibit 2-6	DISTANCE BETWEEN HOME PURCHASED AND PREVIOUS RESIDENCE
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CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-1

NEW AND PREVIOUSLY OWNED HOMES PURCHASED

(Percentage Distribution)

	AGE OF HOME BUYER					
	All Buyers	33 and younger	34 to 48	49 to 58	59 to 67	68 to 88
New	16%	13%	15%	16%	21%	15%
Previously Owned	84	87	85	84	79	86

CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-2

WHY NEW AND PREVIOUSLY OWNED HOMES PURCHASED

(Percentage Distribution)

	All Buyers	AGE OF HOME BUYER				
		33 and younger	34 to 48	49 to 58	59 to 67	68 to 88
New Home:	16%	13%	15%	16%	21%	15%
Avoid renovations or problems with plumbing or electricity	32%	38%	32%	36%	25%	20%
Ability to choose and customize design features	25	24	32	21	19	22
Amenities of new home construction communities	14	13	8	10	24	29
Lack of inventory of previously owned home	10	10	12	10	9	2
Green/energy efficiency	6	6	6	8	8	3
Other	13	9	10	16	16	25
Previously Owned Home:	84%	87%	85%	84%	79%	86%
Better price	30%	38%	27%	25%	28%	23%
Better overall value	28	29	27	29	28	28
More charm and character	17	16	19	18	17	12
Lack of inventory of new homes	9	7	13	9	8	9
Other	16	10	15	20	20	28

CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-3

TYPE OF HOME PURCHASED

(Percentage Distribution)

	All Buyers	AGE OF HOME BUYER				
		33 and younger	34 to 48	49 to 58	59 to 67	68 to 88
Detached single-family home	80%	82%	85%	80%	76%	66%
Townhouse/row house	7	7	6	7	8	8
Apartment/condo in building with 5 or more units	5	4	5	4	6	11
Duplex/apartment/condo in 2 to 4 unit building	2	1	1	2	3	7
Other	6	5	3	7	8	8

CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-4

LOCATION OF HOME PURCHASED

(Percentage Distribution)

	AGE OF HOME BUYER					
	All Buyers	33 and younger	34 to 48	49 to 58	59 to 67	68 to 88
Suburb/Subdivision	53%	55%	56%	50%	51%	47%
Small town	18	16	17	17	19	24
Urban area/Central city	16	19	16	16	12	13
Rural area	11	10	10	14	11	8
Resort/Recreation area	3	*	1	3	7	8

* Less than 1 percent

CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-5

SENIOR RELATED HOUSING BY TYPE OF HOME PURCHASED AND LOCATION

(Percentage Distribution)

	All buyers over 49	AGE OF HOME BUYER		
		49 to 58	59 to 67	68 to 88
Share who purchased a home in senior related housing	14%	5%	16%	26%
Buyers over 50 who purchased senior related housing:				
Type of home purchased				
Detached single-family home	58%	70%	59%	52%
Townhouse/row house	10	12	10	9
Apartment/condo in building with 5 or more units	10	4	11	11
Duplex/apartment/condo in 2 to 4 unit building	8	*	5	13
Other	15	14	15	15
Location				
Suburb/ Subdivision	48%	29%	53%	48%
Small town	16	18	15	17
Urban/ Central city	10	12	7	13
Rural area	6	12	7	4
Resort/ Recreation area	20	29	18	19

* Less than 1 percent

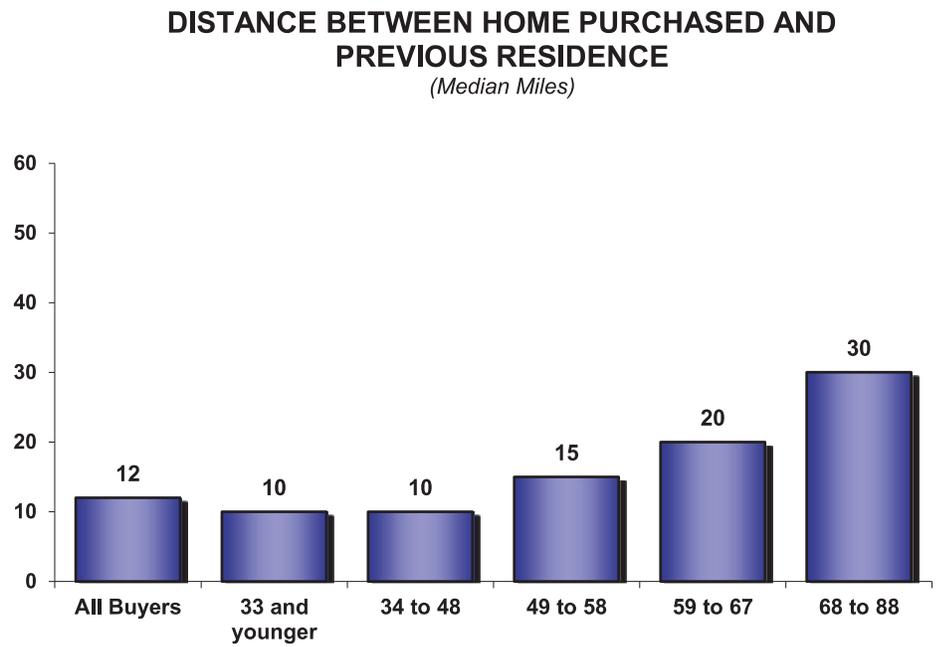
CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-6

DISTANCE BETWEEN HOME PURCHASED AND PREVIOUS RESIDENCE

(Median Miles)

	Miles
All Buyers	12
33 and younger	10
34 to 48	10
49 to 58	15
59 to 67	20
68 to 88	30



CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-7

FACTORS INFLUENCING NEIGHBORHOOD CHOICE

(Percent of Respondents)

	All Buyers	AGE OF HOME BUYER				
		33 and younger	34 to 48	49 to 58	59 to 67	68 to 88
Quality of the neighborhood	63%	69%	65%	59%	57%	55%
Convenient to job	48	67	55	46	22	5
Overall affordability of homes	40	50	38	36	36	30
Convenient to friends/family	38	44	33	30	42	48
Quality of the school district	29	41	43	14	7	4
Design of neighborhood	28	27	28	27	33	29
Convenient to shopping	26	21	25	25	35	35
Convenient to schools	22	29	36	12	4	2
Convenient to entertainment/leisure activities	20	24	19	16	21	15
Convenient to parks/recreational facilities	19	24	19	17	15	14
Availability of larger lots or acreage	17	18	20	18	15	9
Convenient to health facilities	11	6	6	9	22	27
Home in a planned community	9	6	6	8	14	21
Convenient to public transportation	7	8	8	5	4	6
Convenient to airport	6	4	5	7	8	7
Other	5	3	4	6	9	8

CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-8

PRICE OF HOME PURCHASED

(Percentage Distribution)

	AGE OF HOME BUYER					
	All Buyers	33 and younger	34 to 48	49 to 58	59 to 67	68 to 88
Less than \$75,000	5%	5%	3%	7%	8%	5%
\$75,000 to \$99,999	6	7	4	7	7	7
\$100,000 to \$124,999	8	11	6	7	8	7
\$125,000 to \$149,999	10	12	8	9	8	12
\$150,000 to \$174,999	9	12	8	8	8	10
\$175,000 to \$199,999	9	11	8	6	10	9
\$200,000 to \$249,999	14	14	14	12	16	15
\$250,000 to \$299,999	11	9	12	11	9	13
\$300,000 to \$349,999	8	7	10	7	6	5
\$350,000 to \$399,999	5	4	5	7	5	3
\$400,000 to \$499,999	7	5	8	8	7	6
\$500,000 or more	9	4	15	11	7	8
Median price	\$210,000	\$180,000	\$250,000	\$220,000	\$200,000	\$205,000

CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-9

PURCHASE PRICE COMPARED WITH ASKING PRICE

(Percentage Distribution)

Percent of asking price:	AGE OF HOME BUYER					
	All Buyers	33 and younger	34 to 48	49 to 58	59 to 67	68 to 88
Less than 90%	11%	10%	11%	10%	14%	13%
90% to 94%	17	17	16	16	17	21
95% to 99%	34	35	34	40	30	34
100%	25	24	26	23	27	24
101% to 110%	11	13	11	9	10	8
More than 110%	2	2	2	2	2	1
Median (purchase price as a percent of asking price)	98%	98%	98%	98%	97%	97%

* Less than 1 percent

CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-10

SIZE OF HOME PURCHASED

(Percentage Distribution)

	AGE OF HOME BUYER					
	All Buyers	33 and younger	34 to 48	49 to 58	59 to 67	68 to 88
1,000 sq ft or less	1%	1%	1%	1%	*	*
1,001 to 1,500 sq ft	13	17	11	13	13	14
1,501 to 2,000 sq ft	27	30	20	27	31	32
2,001 to 2,500 sq ft	25	24	24	25	27	29
2,501 to 3,000 sq ft	15	15	18	14	14	12
3,001 to 3,500 sq ft	9	9	12	8	8	9
3,501 sq ft or more	10	5	15	12	8	5
Median (sq ft)	1,900	1,800	2,130	1,900	1,850	1,800

* Less than 1 percent

CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-11

NUMBER OF BEDROOMS AND BATHROOMS

(Percentage Distribution)

	All Buyers	AGE OF HOME BUYER				
		33 and younger	34 to 48	49 to 58	59 to 67	68 to 88
One bedroom	1%	1%	1%	1%	2%	1%
Two bedrooms	15	12	10	15	21	30
Three bedrooms or more	84	87	89	84	77	69
Median number of bedrooms	3	3	4	3	3	3
One full bathroom	16	23	12	17	12	9
Two full bathrooms	61	62	57	56	65	72
Three full bathrooms or more	23	15	31	26	23	19
Median number of full bathrooms	2	2	2	2	2	2

* Less than 1 percent

CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-12

YEAR HOME BUILT

(Median)

	AGE OF HOME BUYER					
	All Buyers	33 and younger	34 to 48	49 to 58	59 to 67	68 to 88
2012	14%	12%	14%	15%	19%	13%
2009 through 2011	3	3	3	4	3	2
2006 through 2008	8	7	7	8	8	11
2001 through 2005	11	10	11	12	11	13
1986 through 2000	22	20	21	20	25	32
1959 through 1985	23	24	23	24	21	21
1912 through 1960	17	21	18	17	12	7
1911 or earlier	2	3	3	2	1	2
Median	1992	1986	1991	1992	1996	1996

* Less than 1 percent

CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-13

ENVIRONMENTALLY FRIENDLY FEATURES CONSIDERED "VERY IMPORTANT"

(Percent of Respondents)

	AGE OF HOME BUYER					
	All Buyers	33 and younger	34 to 48	49 to 58	59 to 67	68 to 88
Heating and cooling costs	36%	36%	34%	40%	34%	33%
Commuting costs	32	37	36	34	19	15
Energy efficient appliances	21	17	21	25	25	24
Energy efficient lighting	22	19	23	25	24	27
Landscaping for energy conservation	10	7	8	11	14	14
Environmentally friendly community features	9	6	9	10	11	14
Solar panels installed on home	2	1	2	2	2	2

CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-14

CHARACTERISTICS OF HOME ON WHICH BUYER COMPROMISED

(Percent of Respondents)

	All Buyers	AGE OF HOME BUYER				
		33 and younger	34 to 48	49 to 58	59 to 67	68 to 88
Price of home	20%	22%	21%	17%	17%	19%
Size of home	18	18	18	17	16	18
Condition of home	17	16	19	16	17	12
Distance from job	14	21	17	11	6	2
Lot size	14	18	15	12	10	10
Style of home	13	14	17	10	10	8
Distance from friends or family	6	9	6	4	5	6
Quality of the neighborhood	5	5	6	3	5	4
Quality of the schools	3	6	4	7	*	*
Distance from school	2	2	2	1	*	*
None - Made no compromises	33	23	29	40	45	54
Other compromises not listed	8	8	8	8	10	6

* Less than 1 percent

CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-15

EXPECTED LENGTH OF TENURE IN HOME PURCHASED

(Percentage Distribution)

	All Buyers	AGE OF HOME BUYER				
		33 and younger	34 to 48	49 to 58	59 to 67	68 to 88
1 year or less	1%	1%	1%	2%	2%	2%
2 to 3 years	2	3	2	2	2	1
4 to 5 years	9	15	8	6	6	5
6 to 7 years	3	4	3	2	1	1
8 to 10 years	15	19	13	14	10	13
11 to 15 years	6	6	6	7	6	8
16 or more years	27	22	31	34	29	15
Don't Know	37	31	35	34	44	56
Median	15	10	15	20	20	15

THE HOME SEARCH PROCESS

- Exhibit 3-1 FIRST STEP TAKEN DURING THE HOME BUYING PROCESS
- Exhibit 3-2 INFORMATION SOURCES USED IN HOME SEARCH
- Exhibit 3-3 LENGTH OF SEARCH
- Exhibit 3-4 WHERE BUYER FOUND THE HOME THEY PURCHASED
- Exhibit 3-5 BUYER INTEREST IN PURCHASING A HOME IN FORECLOSURE
- Exhibit 3-6 MOST DIFFICULT STEPS OF HOME BUYING PROCESS
- Exhibit 3-7 USE OF INTERNET TO SEARCH FOR HOMES
- Exhibit 3-8 ACTIONS TAKEN AS A RESULT OF INTERNET HOME SEARCH
- Exhibit 3-9 CHARACTERISTICS OF HOME SEARCHERS, BY BUYERS WHO USED THE INTERNET
- Exhibit 3-10 VALUE OF WEB SITE FEATURES
- Exhibit 3-11 MOBILE SEARCH BY FIRST-TIME AND REPEAT BUYERS
- Exhibit 3-12 SATISFACTION IN BUYING PROCESS

THE HOME SEARCH PROCESS

Exhibit 3-1

FIRST STEP TAKEN DURING THE HOME BUYING PROCESS

(Percentage Distribution)

	All Buyers	AGE OF HOME BUYER				
		33 and younger	34 to 48	49 to 58	59 to 67	68 to 88
Looked online for properties for sale	42%	41%	46%	44%	41%	35%
Contacted a real estate agent	17	13	15	20	21	28
Looked online for information about the home buying process	14	18	14	11	8	6
Drove-by homes/neighborhoods	7	4	5	8	10	10
Contacted a bank or mortgage lender	6	9	7	6	3	2
Talked with a friend or relative about home buying process	5	9	5	3	3	3
Visited open houses	3	2	2	3	4	7
Contacted builder/visited builder models	2	1	1	2	3	2
Looked in newspapers, magazines, or home buying guides	1	1	1	2	2	3
Contacted a home seller directly	1	1	1	1	1	2
Looked up information about different neighborhoods or areas (schools, local lifestyle/nightlife, parks, public transpo	1	1	2	*	1	*
Attended a home buying seminar	1	1	1	*	1	*
Read books or guides about the home buying process	*	1	*	*	*	*
Other	*	*	*	*	*	1

* Less than 1 percent

THE HOME SEARCH PROCESS

Exhibit 3-2

INFORMATION SOURCES USED IN HOME SEARCH

(Percent of Respondents)

	AGE OF HOME BUYER					
	All Buyers	33 and younger	34 to 48	49 to 58	59 to 67	68 to 88
Online website	89%	94%	92%	89%	82%	73%
Real estate agent	89	90	88	89	86	89
Yard sign	51	50	51	56	49	52
Open house	45	42	48	49	45	41
Mobile or tablet website or application	45	58	53	34	20	16
Mobile or tablet search engine	42	55	50	31	20	15
Online video site	27	20	28	34	32	30
Print newspaper advertisement	23	18	21	27	30	32
Home builder	17	14	19	18	18	5
Home book or magazine	15	14	15	14	17	17
Billboard	5	3	6	5	3	5
Television	4	4	5	4	4	3
Relocation company	3	2	4	3	2	2

THE HOME SEARCH PROCESS

Exhibit 3-3

LENGTH OF SEARCH

(Median)

	AGE OF HOME BUYER					
	All Buyers	33 and younger	34 to 48	49 to 58	59 to 67	68 to 88
Number of Weeks Searched	12	12	12	12	10	8
Number of Weeks Searched Before Contacting an Agent	2	2	2	2	2	2
Number of homes viewed	10	10	10	10	10	10

THE HOME SEARCH PROCESS

Exhibit 3-4

WHERE BUYER FOUND THE HOME THEY PURCHASED

(Percentage Distribution)

	AGE OF HOME BUYER					
	All Buyers	33 and younger	34 to 48	49 to 58	59 to 67	68 to 88
Internet	43%	52%	48%	39%	33%	24%
Real estate agent	33	31	29	36	36	44
Yard sign/open house sign	9	7	8	11	13	13
Friend, relative or neighbor	6	4	6	6	6	9
Home builder or their agent	5	4	6	6	7	4
Directly from sellers/Knew the sellers	2	2	2	1	2	3
Print newspaper advertisement	1	*	1	1	2	2
Home book or magazine	*	*	*	*	*	*
Other	1	*	1	1	1	1

* Less than 1 percent

THE HOME SEARCH PROCESS

Exhibit 3-5

BUYER INTEREST IN PURCHASING A HOME IN FORECLOSURE

(Percent of Respondents)

	AGE OF HOME BUYER					
	All Buyers	33 and younger	34 to 48	49 to 58	59 to 67	68 to 88
Did not consider purchasing a home in foreclosure	49%	38%	47%	50%	63%	69%
Considered purchasing a home in foreclosure, but did not:						
Could not find the right home	30	37	31	28	21	22
The process was too difficult or complex	16	19	18	15	13	7
The home was in poor condition	14	20	13	14	10	7
The home price was too high	5	7	6	5	3	1
The neighborhood was undesirable	4	5	5	4	4	3
Financing options were not attractive	3	5	3	3	3	2

THE HOME SEARCH PROCESS

Exhibit 3-6

MOST DIFFICULT STEPS OF HOME BUYING PROCESS

(Percent of Respondents)

	All Buyers	AGE OF HOME BUYER				
		33 and younger	34 to 48	49 to 58	59 to 67	68 to 88
Finding the right property	52%	54%	53%	52%	48%	48%
Paperwork	24	27	24	23	21	19
Understanding the process and steps	15	24	15	10	9	8
Getting a mortgage	12	15	13	10	9	6
Saving for the down payment	12	20	15	7	2	1
Appraisal of the property	6	7	8	5	6	2
No difficult steps	16	9	13	19	24	31
Other	6	6	7	5	5	6

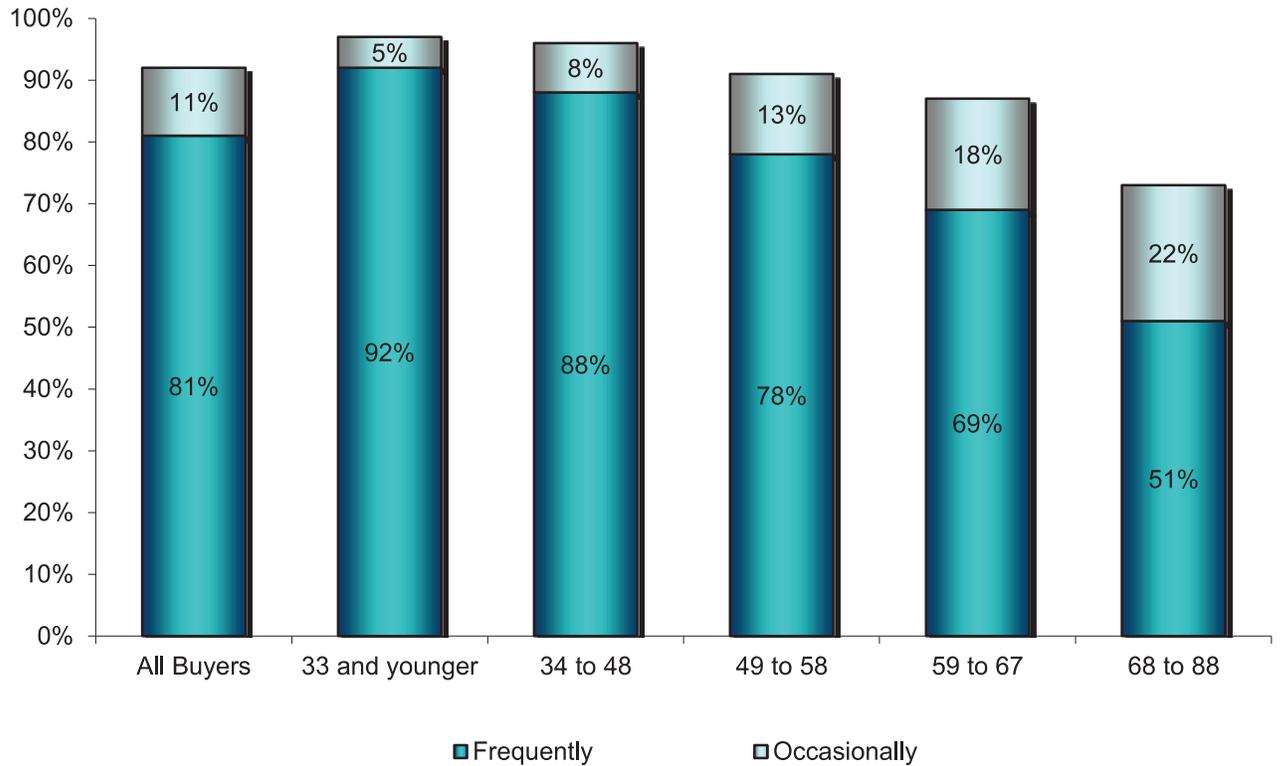
THE HOME SEARCH PROCESS

Exhibit 3-7

USE OF INTERNET TO SEARCH FOR HOMES

	Frequently	Occasionally
All Buyers	81%	11%
33 and younger	92%	5%
34 to 48	88%	8%
49 to 58	78%	13%
59 to 67	69%	18%
68 to 88	51%	22%

USE OF INTERNET TO SEARCH FOR HOMES



THE HOME SEARCH PROCESS

Exhibit 3-8

ACTIONS TAKEN AS A RESULT OF INTERNET HOME SEARCH

(Percent of Respondents Among Buyers Who Used the Internet)

	AGE OF HOME BUYER					
	All Buyers	33 and younger	34 to 48	49 to 58	59 to 67	68 to 88
Drove by or viewed home	75%	77%	78%	77%	69%	65%
Walked through home viewed online	63	65	63	66	60	48
Found the agent used to search for or buy home	30	30	26	28	34	43
Requested more information	24	31	24	18	18	17
Looked for more information on how to get a mortgage and general home buyers tips	13	22	12	7	5	2
Pre-qualified for a mortgage online	13	15	14	14	10	9
Contacted builder/developer	8	7	10	9	10	7
Applied for a mortgage online	8	10	9	8	6	5
Found a mortgage lender online	7	9	6	5	5	5

THE HOME SEARCH PROCESS

Exhibit 3-9

CHARACTERISTICS OF HOME SEARCHERS, BY BUYERS WHO USED THE INTERNET

(Percentage Distribution)

Household Composition	All Buyers	AGE OF HOME BUYER				
		33 and younger	34 to 48	49 to 58	59 to 67	68 to 88
Married couple	67%	63%	72%	62%	67%	76%
Single female	15	14	14	19	20	13
Single male	9	8	7	12	9	7
Unmarried couple	8	14	6	5	2	3
Other	1	1	1	2	2	1
Median age (years)	41	29	40	53	63	71
Median income (2012)	\$84,500	\$74,200	\$99,100	\$97,800	\$82,100	\$68,400

* Less than 1 percent

THE HOME SEARCH PROCESS

Exhibit 3-10

VALUE OF WEB SITE FEATURES

(Percentage Ranking Feature "Very Useful" Among Buyers Who Used the Internet)

	AGE OF HOME BUYER					
	All Buyers	33 and younger	34 to 48	49 to 58	59 to 67	68 to 88
Photos	83%	85%	86%	83%	81%	72%
Detailed information about properties for sale	79	80	81	79	78	74
Virtual video tours	43	40	42	45	49	44
Interactive maps	40	43	44	37	33	25
Real estate agent contact information	39	36	35	43	46	54
Neighborhood information	34	37	37	28	32	29
Detailed information about recently sold properties	33	31	35	34	31	29
Pending sales/contract status	31	35	33	28	25	17
Information about upcoming open houses	21	20	24	21	18	12
Videos	19	18	18	19	20	21
Real estate news or articles	6	6	6	8	6	8

THE HOME SEARCH PROCESS

Exhibit 3-11

MOBILE SEARCH BY FIRST-TIME AND REPEAT BUYERS

(Percent of Respondents Among those Who Used Mobile Search)

	AGE OF HOME BUYER					
	All Buyers	33 and younger	34 to 48	49 to 58	59 to 67	68 to 88
Searched with an iPhone	47%	52%	50%	33%	31%	36%
Search with an iPad	40	40	43	31	36	47
Searched with an Android	24	30	21	19	14	15
Found my home with a mobile application	22	26	22	17	18	23
Search with a different tablet	8	8	7	7	11	3
Used QR Code that lead me to more information on the property	5	5	4	6	7	3
Found my agent with a mobile application	4	6	3	2	6	3
Searched with a Windows based mobile device	4	3	2	8	3	3

THE HOME SEARCH PROCESS

Exhibit 3-12

SATISFACTION IN BUYING PROCESS

(Percentage Distribution)

	AGE OF HOME BUYER					
	All Buyers	33 and younger	34 to 48	49 to 58	59 to 67	68 to 88
Very Satisfied	57%	56%	54%	58%	64%	65%
Somewhat Satisfied	34	36	37	33	27	27
Somewhat Dissatisfied	7	6	7	6	8	6
Very Dissatisfied	2	2	3	3	2	2