

# 2022 Home Buyers and Sellers Generational Trends Report

National Association of REALTORS®  
Research Group





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# 2022 Home Buyers and Sellers Generational Trends Report

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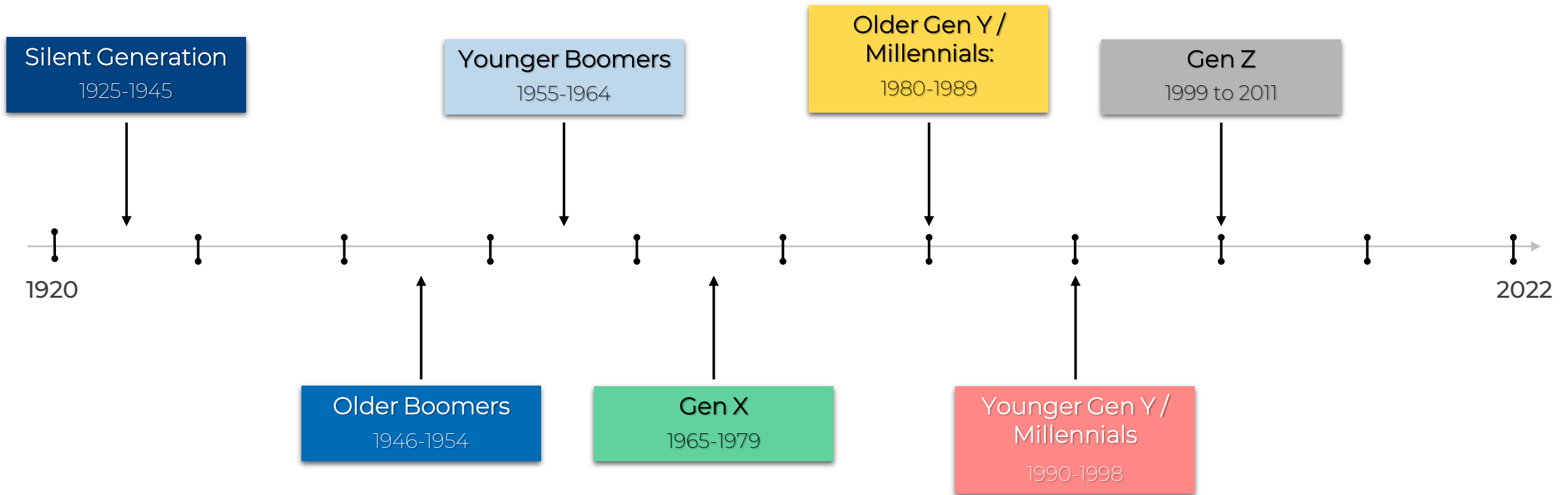


# Introduction

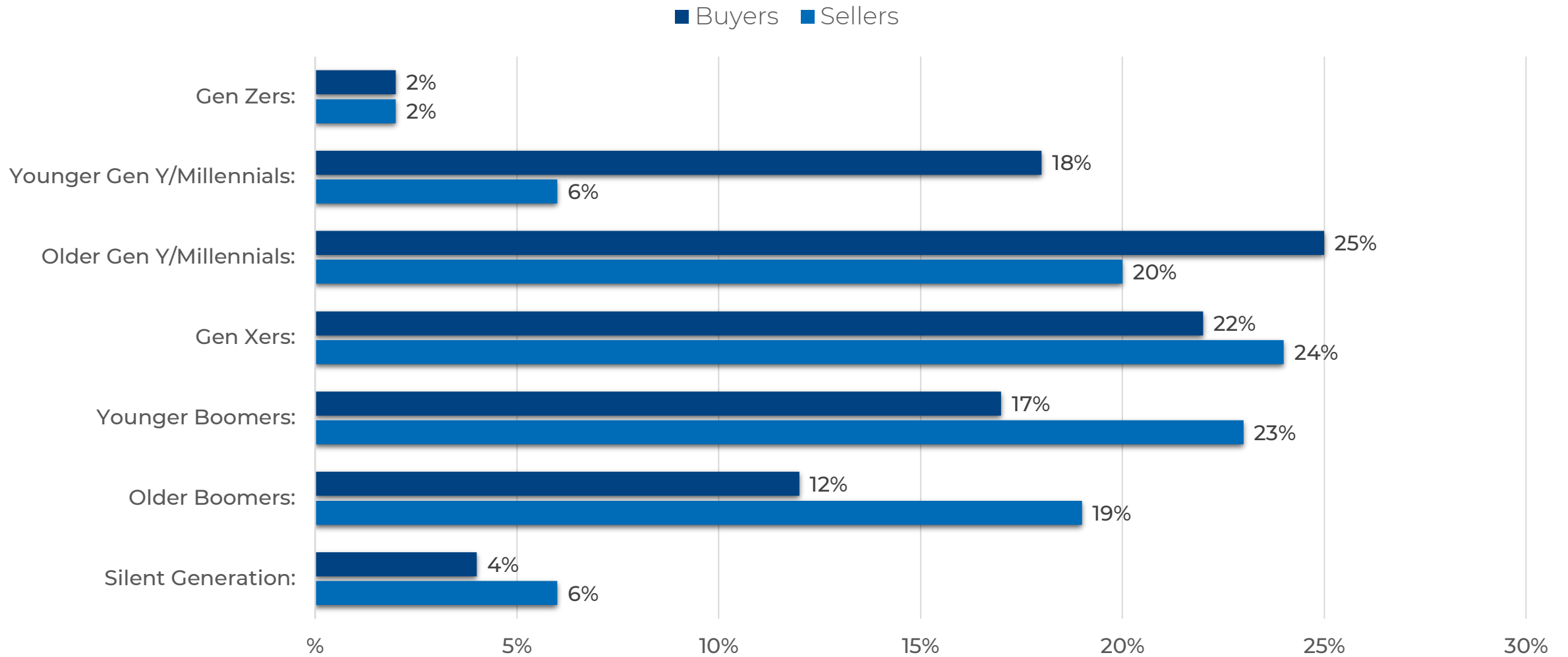
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## 2022 Home Buyers and Sellers Generational Trends Report

# AGE OF HOME BUYERS & SELLERS



# SHARE OF BUYERS AND SELLERS BY GENERATION





# Introduction

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Since 2013, the National Association of REALTORS® has produced the *Home Buyers and Sellers Generational Trends Report*. This report provides insights into differences and similarities across generations of home buyers and sellers. The home buyer and seller data is taken from the annual *Profile of Home Buyers and Sellers*.

This year, the share of **Gen Z buyers and sellers** aged **18 to 22** made up just two percent for both buyers and sellers. While the share is consistent with last year's report, the sample was too small to show unique characteristics. However, this is an indicator that homeownership is important to this generation and Gen Z buyers are a group worth keeping one's eye on.

Millennial **buyers 23 to 31 years (Younger Millennials)** and **buyers 32 to 41 years (Older Millennials)** continue to make up the largest (and growing) share of home buyers at 43 percent: Older Millennials at 25 percent and Younger Millennials at 18 percent of the share of home buyers. Millennials have been the largest share of buyers since the 2014 report. Eighty-one percent of Younger Millennials and 48 percent of Older Millennials were first-time home buyers, more than other age groups. Older Millennials had one of the highest shares of married couples (64 percent), while Younger Millennials had the highest share of unmarried couples (21 percent) buying homes. Younger Millennials were the most educated age group, with 90 percent holding at least an associate's degree, followed by Older Millennials. Younger Millennials were also most likely to move directly from a family member's home before buying at 24 percent and purchased the most affordable homes at a median purchase price of \$250,000. Convenience to their job and

commuting costs were both more important to this group.

**Buyers 42 to 56 (Gen Xers)** consisted of 22 percent of recent home buyers. This group remains the highest earning home buyers with a median income of \$125,000 in 2020. With this extra income, buyers 42 to 56 purchased the most expensive homes at a median home price of \$320,000 and the second-largest homes at a median of 2,300 square feet. They also had one of the highest shares of married couples at 64 percent, providing them with dual incomes. Gen X buyers were the most likely to purchase a multi-generational home at 15 percent, and also were most likely to purchase a home for a job relocation or move. Buyers 42 to 56 years remain the most racially and ethnically diverse population of home buyers, with 23 percent identifying they were a race other than White/Caucasian.

For the report, **buyers 57 to 66 (Younger Baby Boomers)** and **buyers 67 to 75 (Older Baby Boomers)** were broken into two separate categories as they have differing demographics and buying behaviors. Buyers 57 to 66 consisted of 17 percent of recent buyers and buyers 67 to 75 consisted of 12 percent of recent buyers. Baby Boomers purchased for an array of reasons, primarily the desire to be closer to friends and family, due to retirement, and the desire for a smaller home. Younger and Older Boomers were more likely than others to purchase in a small town, and Younger Boomers were the most likely to purchase in a rural area. Younger Boomers expect to own their homes for the longest period of time at 20 years, and Baby Boomers purchased the newest homes on average. Buyers 67 to 75 typically moved the furthest distance at a median of 35 miles, while buyers 57 to 66 moved a median of 28 miles.



# Introduction

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**Buyers 76 to 96 (The Silent Generation)** represented the smallest share of buyers at just four percent. As a large percentage of these buyers were likely to have retired from the workforce, they had the lowest median household incomes and also purchased the smallest homes at a median of 1,800 square feet. They were most likely to purchase to be closer to friends and family. Buyers 76 to 96 were most likely to purchase in senior-related housing at 28 percent. They were also the most likely to purchase new construction at 20 percent. They were more likely than others to choose a neighborhood based on convenience to health facilities. This age group also had the highest percentage of military veterans at 42 percent. Silent Generation buyers were least likely to make compromises on their purchased home and also had the shortest search length at a median of six weeks.

**Buyers continue to finance their home purchase**, similar to years past. Eighty-seven percent of home buyers financed their home purchase—a share that decreases as the age of the buyer increases. Younger buyers continue to depend on savings for their downpayment, while older buyers use proceeds from the sale of their previous residence. Twenty-nine percent of Younger Millennials received downpayment help in the form of a gift or a loan from a friend or relative. Gen X and Younger Boomer buyers' purchases were delayed the longest due to debt at a median of five years. Buyers overall were delayed primarily from student loan debt and high rental costs holding back saving. In fact, 45 percent of Younger Millennials reported having student loan debt with a median loan balance of \$28,000, compared to 38 percent of Older Millennials with a median of \$35,000. While only nine percent of

Younger Boomers had student loan debt, they had the highest median balance of \$42,000. This may be due to not only their personal educational loans, but accumulating debt from their children's education loans. It was most common for buyers to cut spending on luxury/non-essential items, and on entertainment to save for their home purchase.

**Baby Boomers make up the largest share of sellers** at 42 percent. Buyers 56 years and younger were more likely to purchase bigger and more expensive homes than they sold, while buyers 57 and older were more likely to downsize in both size and price. Baby Boomers and the Silent Generation are selling to move closer to friends and family or because their home is too large, while Millennials are selling because their house is too small or due to a change in family situation. Younger Boomers have owned their home typically 13 years before selling, while Older Boomers owned their home 17 years before selling.

**Real estate agents and brokers remain the top home buying and selling resource for all generations.** While the internet is increasingly utilized throughout the home search, buyers continue to need the help of a real estate professional to help them find the right home, negotiate terms of sale, and help with price negotiations. Agents remain the most used information source in the home search, followed by mobile or tablet search devices. Sellers, as well, turned to professionals to price their home competitively, help market their home to potential buyers, sell within a specific timeframe, and to find ways to fix up their home to sell it for more.

# Chapter 1

## Characteristics of Home Buyers



# Characteristics of Home Buyers

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- First-time buyers made up 34 percent of all home buyers, an increase from 31 percent last year. Eighty-one percent Younger Millennials and 48 percent of Older Millennials were first-time home buyers. Behind these groups, 22 percent of Gen Xers were also first-time home buyers.
- At 25 percent, Older Millennials made up the largest generational group of buyers, with a median age of 36, followed by Gen Xers at 22 percent, who have a median age of 49.
- Gen Xers had the highest household incomes of any generation at \$125,000 in 2020, followed Older Millennials that had a median household income of \$110,300.
- Sixty percent of recent buyers were married couples, 19 percent were single females, nine percent were single males, and nine percent were unmarried couples. The highest percentage of single female buyers was in the Silent Generation at 27 percent. The highest share of unmarried couples were Younger Millennials at 21 percent.
- Thirty-one percent of all buyers had children under the age of 18 living at home. Fifty-nine percent of Older Millennials had at least one child under the age of 18 residing in the home.
- Eleven percent of home buyers purchased a multi-generational home to take care of and spend time with aging parents, because children over the age of 18 were moving back, and for cost savings. Fifteen percent of Gen Xers purchased a multi-generational home. Younger Baby Boomers comprised the second largest share at 14 percent.
- Gen Xers continue to be the most racially diverse group of buyers in 2021. Twenty-three percent of this group of buyers identified as Hispanic / Latino, Black / African American, or Asian / Pacific Islander.
- Younger Millennials are the most educated group, with 84 percent holding at least a bachelor's degree or higher. The next most educated are Older Millennials.
- The most common reasons for recently purchasing a home vary by generation. For all homebuyers under the age of 57 years, the main reason for purchasing was the desire to own a home of their own. Among the 57 and older age groups, the desire to be closer to friends and family was the top reason to purchase, followed by the desire for a smaller home.



# Characteristics of Home Buyers

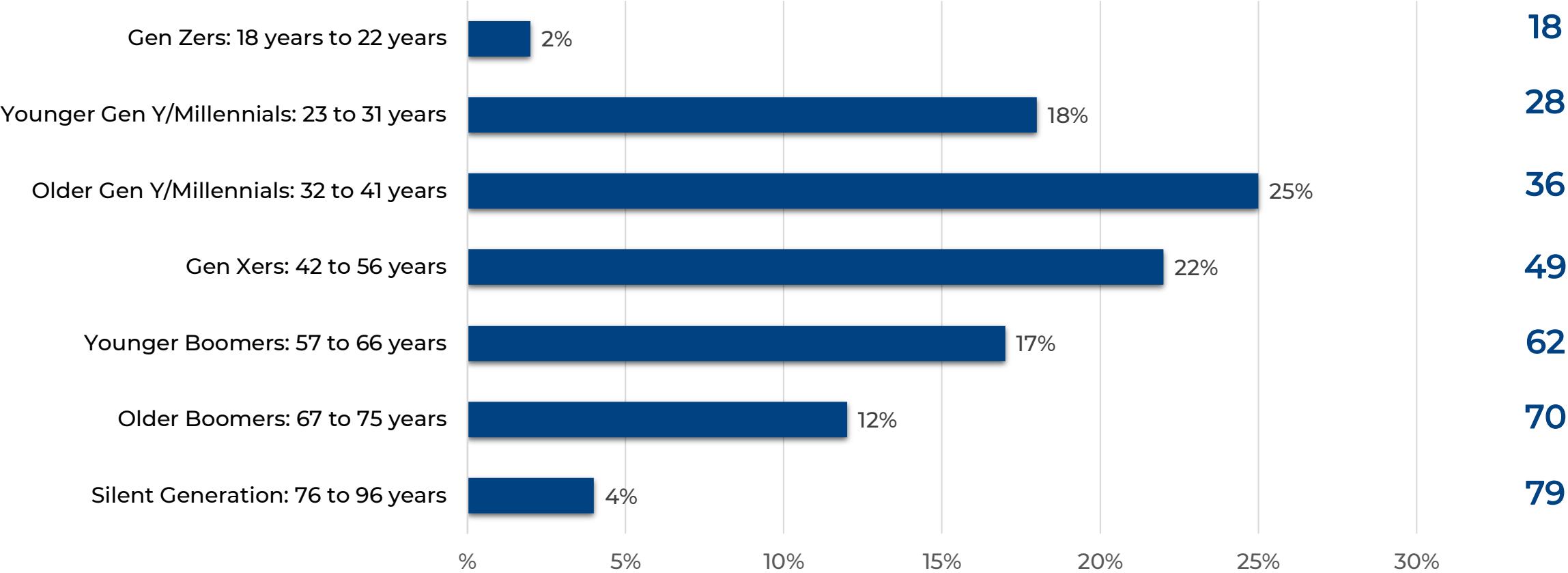
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|              |   |
|--------------|---|
| Exhibit 1-1  | • AGE OF HOME BUYERS  |
| Exhibit 1-2  | • HOUSEHOLD INCOME OF HOME BUYERS   |
| Exhibit 1-3  | • ADULT COMPOSITION OF HOME BUYER HOUSEHOLDS  |
| Exhibit 1-4  | • NUMBER OF CHILDREN UNDER THE 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) |
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# AGE OF HOME BUYERS

Exhibit 1-1 (Percentage Distribution)

Median Age  
in Group



*Note: Buyers 22 years and younger only made up only two percent of the share of all buyers. They were not included in chapters 1 through 5 on home buyers due to the low number of responses for analysis.*

# HOUSEHOLD INCOME OF HOME BUYERS

Exhibit 1-2

(Percentage Distribution)

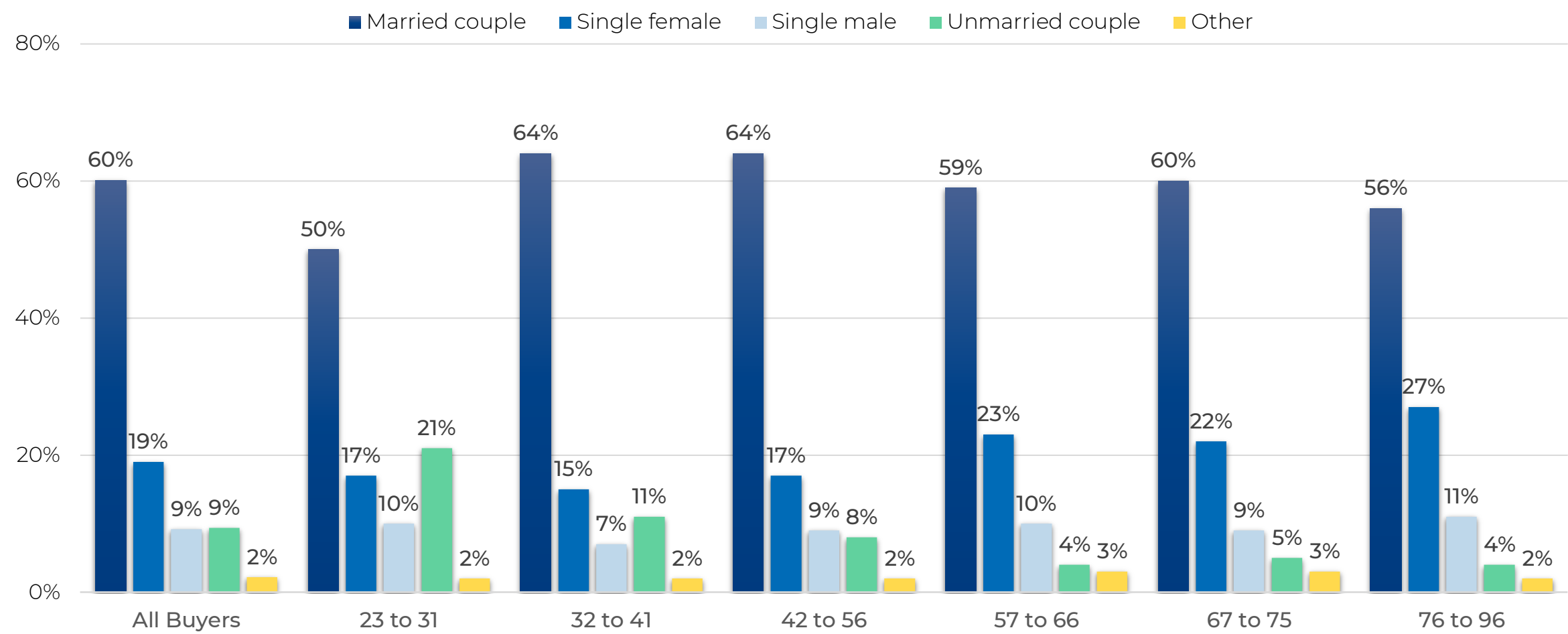
## AGE OF HOME BUYER

|                        | All Buyers | 23 to 31 | 32 to 41  | 42 to 56  | 57 to 66 | 67 to 75 | 76 to 96 |
|------------------------|------------|----------|-----------|-----------|----------|----------|----------|
| Less than \$25,000     | 2%         | 1%       | 1%        | 2%        | 4%       | 4%       | 4%       |
| \$25,000 to \$34,999   | 3          | 2        | 2         | 2         | 5        | 7        | 9        |
| \$35,000 to \$44,999   | 5          | 6        | 4         | 3         | 5        | 7        | 10       |
| \$45,000 to \$54,999   | 7          | 9        | 5         | 5         | 5        | 9        | 11       |
| \$55,000 to \$64,999   | 7          | 9        | 6         | 4         | 7        | 7        | 8        |
| \$65,000 to \$74,999   | 7          | 9        | 7         | 5         | 8        | 7        | 9        |
| \$75,000 to \$84,999   | 8          | 10       | 7         | 6         | 8        | 9        | 12       |
| \$85,000 to \$99,999   | 10         | 12       | 11        | 8         | 9        | 11       | 7        |
| \$100,000 to \$124,999 | 14         | 15       | 17        | 15        | 12       | 13       | 11       |
| \$125,000 to \$149,999 | 10         | 9        | 12        | 13        | 9        | 8        | 4        |
| \$150,000 to \$174,999 | 8          | 7        | 8         | 10        | 8        | 5        | 6        |
| \$175,000 to \$199,999 | 5          | 4        | 6         | 7         | 5        | 2        | 1        |
| \$200,000 or more      | 13         | 7        | 15        | 19        | 16       | 11       | 7        |
| Median income (2020)   | \$102,000  | \$90,000 | \$110,300 | \$125,000 | \$98,300 | \$85,000 | \$73,900 |



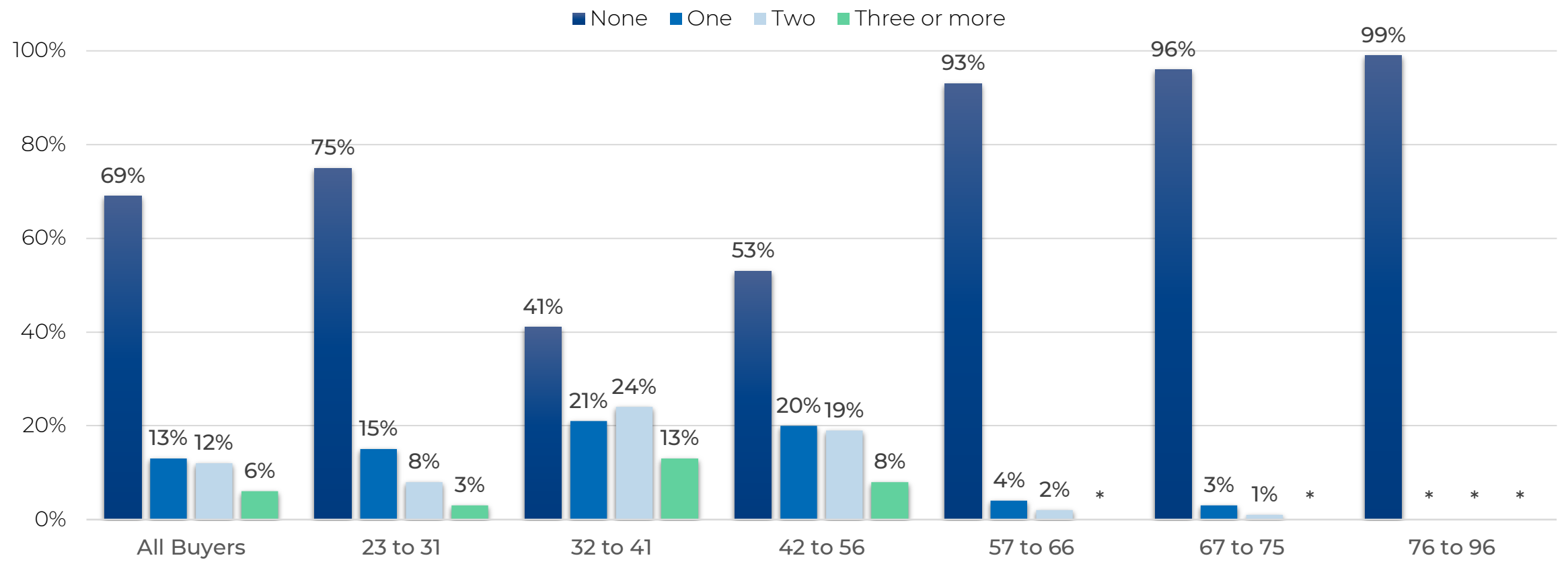
# ADULT COMPOSITION OF HOME BUYER HOUSEHOLDS

Exhibit 1-3 (Percentage Distribution)



# NUMBER OF CHILDREN UNDER THE AGE OF 18 RESIDING IN HOUSEHOLD

Exhibit 1-4 (Percentage Distribution of Households)



\*Less than 1 percent

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

Exhibit 1-5

(Percent of Respondents)

## AGE OF HOME BUYER

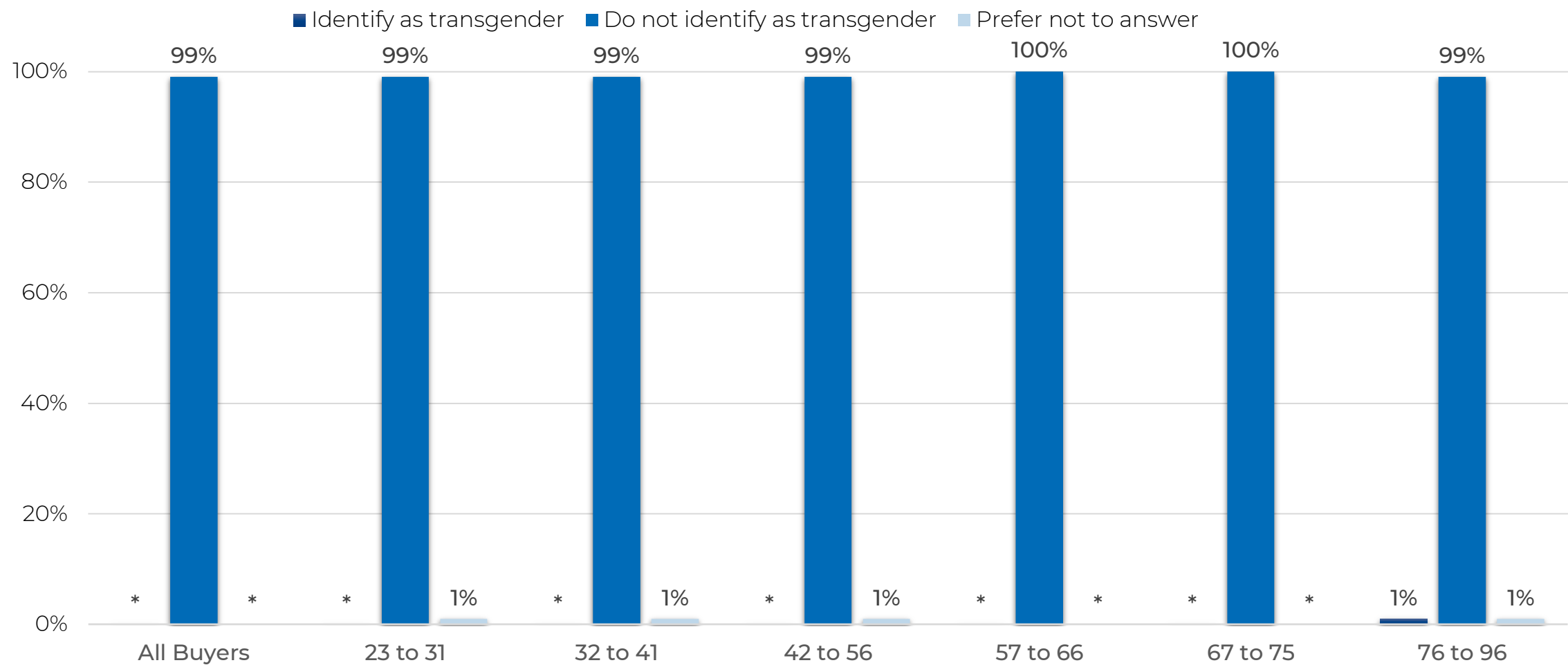
|  | All Buyers | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
|--|------------|----------|----------|----------|----------|----------|----------|
| Multi-generational household                                     | 11%        | 4%       | 9%       | 15%      | 14%      | 12%      | 12%      |
| Reasons for purchase:  |            |          |          |          |          |          |          |
| Health/Caretaking of aging parents                               | 29%        | 37%      | 34%      | 31%      | 27%      | 18%      | 15%      |
| Children/relatives over 18 moving back into the house            | 16         | 5        | 7        | 19       | 22       | 21       | 6        |
| Cost Savings   | 16         | 27       | 27       | 15       | 14       | 6        | *        |
| To spend more time with aging parents                            | 17         | 32       | 29       | 16       | 9        | 9        | *        |
| Children/relatives over 18 never left home                       | 13         | 5        | 13       | 28       | 14       | 5        | 3        |
| Wanted a larger home that multiple incomes could afford together | 10         | 12       | 15       | 7        | 7        | 10       | 3        |
| Other  | 10         | 12       | 10       | 7        | 9        | 11       | 24       |
| None of the above  | 24         | 22       | 18       | 15       | 22       | 38       | 52       |

\*Less than 1 percent



# HOME BUYER IDENTIFIES AS TRANSGENDER

Exhibit 1-6 (Percentage Distribution)



\*Less than 1 percent

# HOME BUYER SEXUAL ORIENTATION

Exhibit 1-7

(Percentage Distribution)

|                          | AGE OF HOME BUYER |          |          |          |          |          |          |
|--------------------------|-------------------|----------|----------|----------|----------|----------|----------|
|                          | All Buyers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| Heterosexual or straight | 89%               | 87%      | 90%      | 88%      | 89%      | 90%      | 94%      |
| Gay or lesbian           | 4                 | 4        | 4        | 5        | 4        | 2        | 1        |
| Bisexual                 | 2                 | 4        | 2        | 1        | *        | *        | *        |
| Prefer to self-describe  | 1                 | 1        | 1        | *        | *        | 1        | *        |
| Prefer not to answer     | 6                 | 4        | 4        | 5        | 6        | 7        | 5        |

\*Less than 1 percent

# RACE / ETHNICITY OF HOME BUYERS

## Exhibit 1-8

(Percent of Respondents)

|                        | AGE OF HOME BUYER |          |          |          |          |          |          |
|------------------------|-------------------|----------|----------|----------|----------|----------|----------|
|                        | All Buyers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| White/Caucasian        | 82%               | 87%      | 80%      | 79%      | 90%      | 92%      | 95%      |
| Hispanic/Latino        | 7                 | 6        | 8        | 7        | 4        | 3        | 1        |
| Asian/Pacific Islander | 6                 | 6        | 7        | 6        | 2        | 1        | *        |
| Black/African-American | 6                 | 4        | 6        | 7        | 4        | 4        | 2        |
| Other                  | 2                 | 2        | 2        | 3        | 2        | 1        | 2        |

\*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.



# HOME BUYER EDUCATION

## Exhibit 1-9

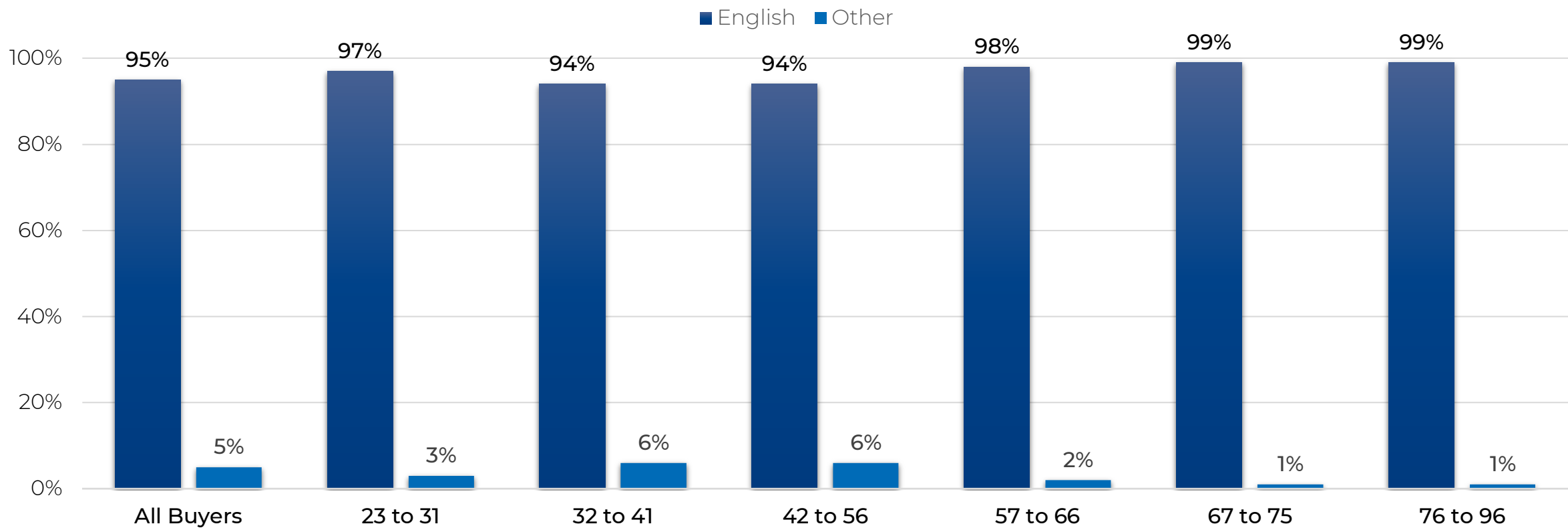
(Percentage Distribution)

|                                | AGE OF HOME BUYER |          |          |          |          |          |          |
|--------------------------------|-------------------|----------|----------|----------|----------|----------|----------|
|                                | All Buyers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| Less than high school          | 1%                | *        | 1%       | 1%       | *        | *        | 1%       |
| High school diploma            | 15                | 8        | 11       | 17       | 19       | 19       | 28       |
| Associate's degree             | 13                | 6        | 11       | 12       | 18       | 16       | 14       |
| Bachelor's degree              | 31                | 46       | 32       | 30       | 25       | 21       | 21       |
| Some graduate work             | 7                 | 5        | 4        | 5        | 8        | 10       | 12       |
| Master's degree/MBA/law degree | 27                | 27       | 33       | 27       | 24       | 25       | 19       |
| Doctoral degree                | 7                 | 6        | 8        | 7        | 5        | 8        | 5        |

\*Less than 1 percent

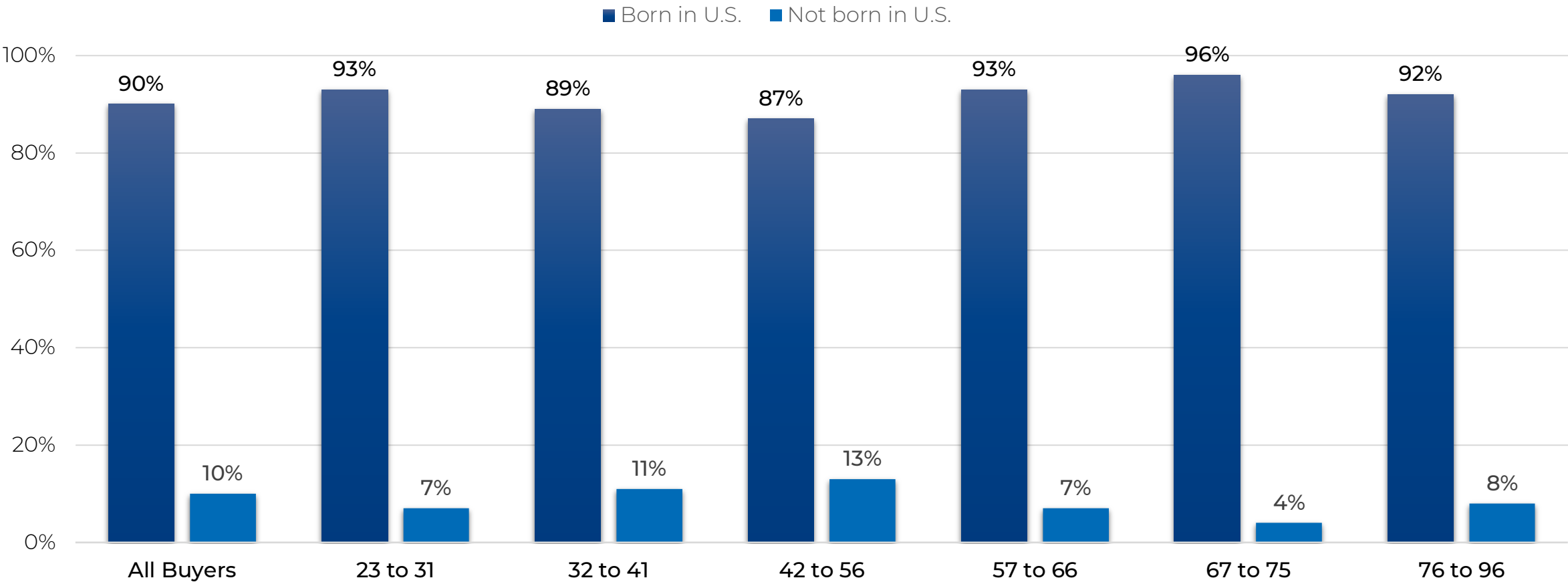
# PRIMARY LANGUAGE SPOKEN IN HOME BUYER HOUSEHOLD

Exhibit 1-10 (Percentage Distribution)



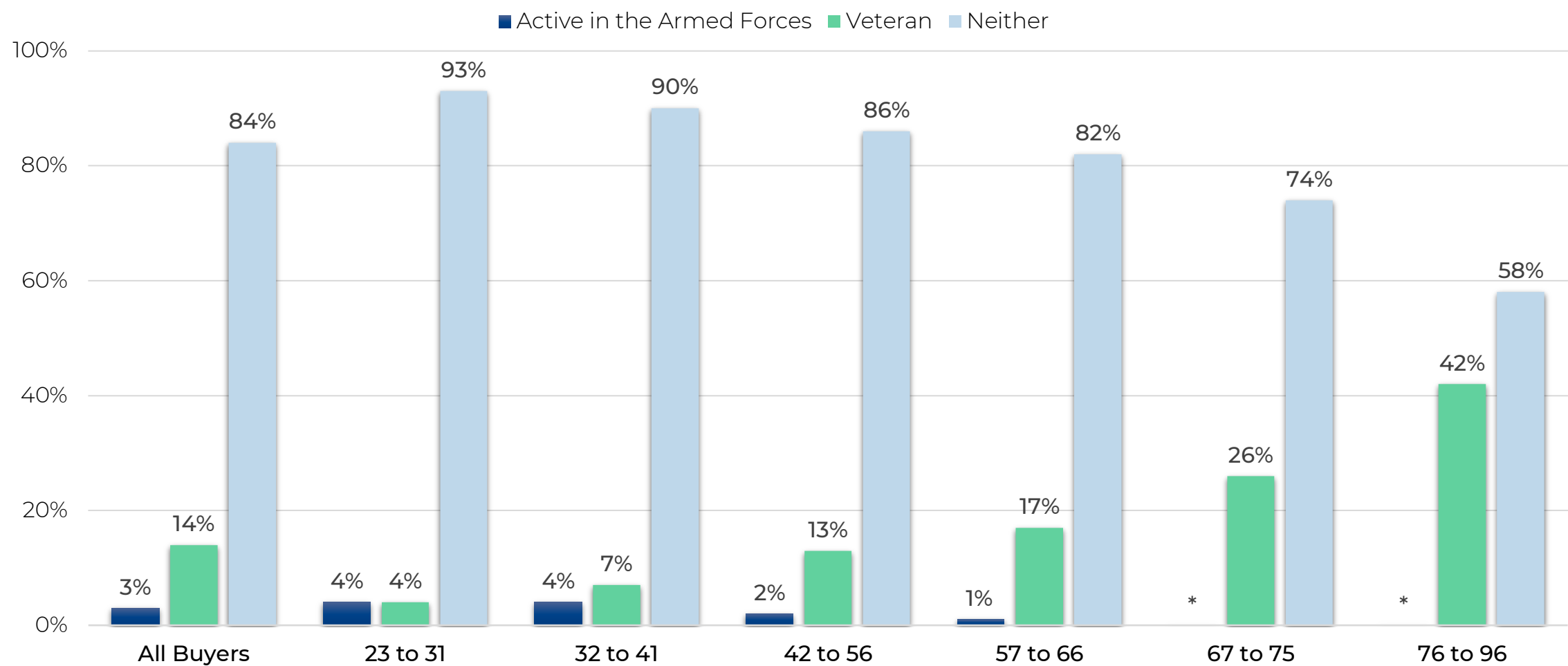
# NATIONAL ORIGIN OF HOME BUYERS

Exhibit 1-11 *(Percentage Distribution)*



# ACTIVE MILITARY/VETERANS

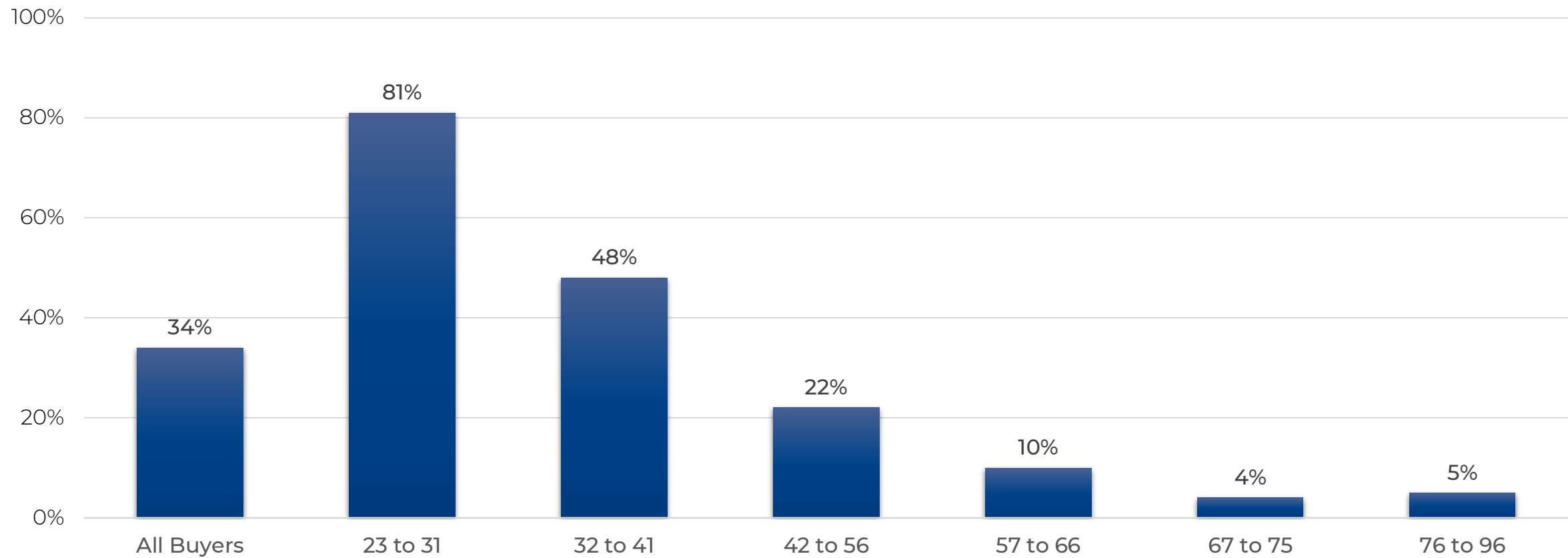
Exhibit 1-12 (Percentage Distribution)



\*Less than 1 percent

# FIRST-TIME HOME BUYERS IN AGE GROUP

Exhibit 1-13 (Percentage Distribution)



# PRIOR LIVING ARRANGEMENT

Exhibit 1-14 (Percentage Distribution)

|  | AGE OF HOME BUYER |          |          |          |          |          |          |
|--|-------------------|----------|----------|----------|----------|----------|----------|
|  | All Buyers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| Owned previous home                                    | 51%               | 15%      | 41%      | 56%      | 70%      | 80%      | 90%      |
| Rented an apartment or house                           | 37                | 61       | 45       | 36       | 23       | 14       | 7        |
| Lived with parents/relatives/friends, paid rent        | 5                 | 10       | 6        | 4        | 3        | 2        | *        |
| Lived with parents/relatives/friends, did not pay rent | 6                 | 14       | 6        | 3        | 3        | 3        | 2        |
| Rented the home ultimately purchased                   | 1                 | *        | 2        | 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.



# PRIMARY REASON FOR PURCHASING A HOME

AGE OF HOME BUYER

Exhibit 1-15

(Percentage Distribution)

|   | All Buyers | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
|---|------------|----------|----------|----------|----------|----------|----------|
| Desire to own a home of own   | 28%        | 54%      | 35%      | 23%      | 13%      | 6%       | 4%       |
| Desire for larger home  | 11         | 8        | 19       | 13       | 7        | 5        | 5        |
| Desire to be closer to family/friends/relatives                           | 10         | 3        | 4        | 7        | 17       | 24       | 30       |
| Change in family situation (e.g. marriage, birth of child, divorce, etc.) | 7          | 6        | 7        | 10       | 7        | 6        | 7        |
| Desire for a home in a better area  | 7          | 4        | 7        | 9        | 8        | 7        | 5        |
| Job-related relocation or move  | 5          | 5        | 7        | 9        | 3        | 1        | *        |
| Desire for smaller home   | 5          | 1        | 3        | 5        | 6        | 10       | 18       |
| Retirement  | 5          | *        | *        | 2        | 13       | 15       | 9        |
| Establish a household   | 3          | 6        | 3        | 2        | 1        | 1        | *        |
| Desire to be closer to job/school/transit                                 | 2          | 1        | 3        | 3        | 2        | 1        | *        |
| Affordability of homes  | 2          | 2        | 2        | 2        | 2        | 2        | 2        |
| Financial security  | 2          | 3        | 2        | 2        | 2        | 1        | 1        |
| Desire for a newly built or custom-built home                             | 2          | *        | 2        | 1        | 3        | 2        | 3        |
| Desire for better home for pet(s)   | 2          | 3        | 1        | 1        | 1        | 1        | *        |
| Purchased home for family member or relative                              | 1          | *        | *        | 1        | 1        | 1        | *        |
| Better weather conditions   | 1          | *        | *        | 1        | 2        | 2        | 2        |
| Greater number of homes on the market for sale/better choice              | *          | *        | *        | *        | *        | *        | *        |
| Other   | 2          | 2        | 2        | 2        | 1        | 2        | 2        |

\*Less than 1 percent

# PRIMARY REASON FOR THE TIMING OF HOME PURCHASE

Exhibit 1-16

(Percentage Distribution)

|  | AGE OF HOME BUYER |          |          |          |          |          |          |
|--|-------------------|----------|----------|----------|----------|----------|----------|
|  | All Buyers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| It was just the right time, was ready to buy a home                  | 45%               | 53%      | 45%      | 42%      | 42%      | 45%      | 40%      |
| It was the best time because of mortgage financing options available | 16                | 20       | 18       | 14       | 12       | 9        | 10       |
| Did not have much choice, had to purchase                            | 15                | 11       | 16       | 21       | 15       | 13       | 19       |
| It was the best time because of availability of homes for sale       | 9                 | 5        | 7        | 9        | 12       | 14       | 12       |
| It was the best time because of affordability of homes               | 5                 | 5        | 5        | 3        | 5        | 4        | 5        |
| The buyer wished they had waited                                     | 1                 | 1        | 1        | 2        | 1        | 2        | 1        |
| Other  | 9                 | 5        | 8        | 10       | 12       | 14       | 13       |

# OTHER HOMES OWNED

Exhibit 1-17

(Percent of Respondents)

|   | AGE OF HOME BUYER |          |          |          |          |          |          |
|---|-------------------|----------|----------|----------|----------|----------|----------|
|   | All Buyers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| Recently purchased home only                | 84%               | 94%      | 88%      | 82%      | 78%      | 75%      | 77%      |
| One or more investment properties           | 8                 | 2        | 7        | 10       | 8        | 8        | 11       |
| Previous homes that buyer is trying to sell | 1                 | *        | 1        | 1        | 2        | 2        | 3        |
| One or more vacation homes                  | 3                 | *        | 1        | 4        | 5        | 7        | 5        |
| Other                                       | 2                 | *        | 1        | 2        | 3        | 3        | 1        |

\*Less than 1 percent

A man and a woman are seen from behind, looking at a modern house. The man has short dark hair and is wearing glasses. The woman has long, wavy reddish-brown hair tied in a bun and is wearing a yellow jacket. The house has a red corrugated metal roof, a brick chimney, and large glass block windows. A small palm tree is visible near the entrance.

# Chapter 2

## Characteristics of Homes Purchased

# Characteristics of Homes Purchased

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- Buyers of new homes again made up a 15 percent share and buyers of previously owned homes made up 85 percent. Twenty percent of the Silent Generation bought new homes, followed by Younger Baby Boomers at 18 percent.
- Most recent buyers who purchased new homes were looking to avoid renovations and problems with plumbing or electricity at 36 percent. Buyers who purchased previously owned homes were most often considering a better value at 38 percent. Buyers aged 57 and older were more likely to purchase a new home for the ability to choose and customize design features.
- The most common type of home purchase continued to be the detached single-family home, which made up 82 percent of all homes purchased. It was most common among all generations, but the Silent Generation purchased apartments/condos at higher shares than other age groups.
- Senior-related housing accounted for 14 percent of buyers over the age of 50; that number was 19 percent for Older Baby Boomers and 28 percent for the Silent Generation.
- There was only a median of 15 miles from the homes that recent buyers previously resided in and the homes that they purchased. The median distance moved was highest among Older Baby Boomers at 35 miles, while the lowest was among Younger Millennials at 10 miles.
- The typical home recently purchased was 1,900 square feet, had three bedrooms and two bathrooms, and was built in 1993. The size of homes for Older Millennials was typically larger at 2,400 square feet, compared to the Silent Generation at a median of 1,800. Older Baby Boomers typically purchased the newest homes, with the typical home being built in 2003.
- Heating and cooling costs and windows/doors/siding were the most important environmental features for recent home buyers, with 30 percent finding these two features very important. Younger Millennials consider commuting costs most important at 32 percent.
- Overall, buyers expected to live in their homes for a median of 12 years, down from 15 years last year. For Younger Millennials and the Silent Generation, the expected length of time was only 10 years compared to 20 years for Younger Baby Boomers.

# Characteristics of Homes Purchased

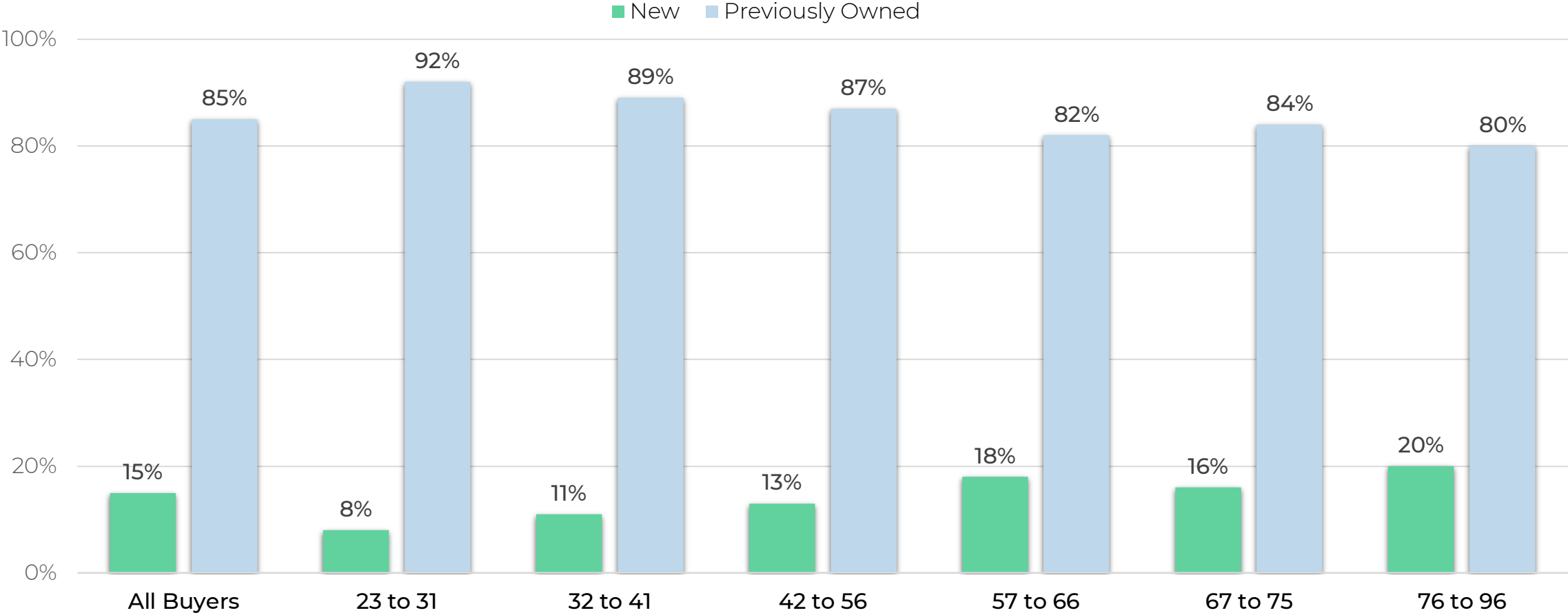
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|              |   |
|--------------|---|
| Exhibit 2-1  | • NEW AND PREVIOUSLY OWNED HOMES PURCHASED                      |
| Exhibit 2-2  | • WHY NEW AND PREVIOUSLY OWNED HOMES PURCHASED                  |
| Exhibit 2-3  | • TYPE OF HOME PURCHASED  |
| 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        |
| Exhibit 2-7  | • FACTORS INFLUENCING NEIGHBORHOOD CHOICE                       |
| Exhibit 2-8  | • PRICE OF HOME PURCHASED                                       |
| Exhibit 2-9  | • PURCHASE PRICE COMPARED WITH ASKING PRICE                     |
| Exhibit 2-10 | • SIZE OF HOME PURCHASED  |
| Exhibit 2-11 | • NUMBER OF BEDROOMS AND BATHROOMS                              |
| Exhibit 2-12 | • YEAR HOME BUILT   |
| Exhibit 2-13 | • ENVIRONMENTALLY FRIENDLY FEATURES CONSIDERED "VERY IMPORTANT" |
| Exhibit 2-14 | • CHARACTERISTICS OF HOME ON WHICH BUYER COMPROMISED            |
| Exhibit 2-15 | • EXPECTED LENGTH OF TENURE IN HOME PURCHASED                   |
| Exhibit 2-16 | • FACTORS THAT COULD CAUSE BUYER TO MOVE                        |



# NEW AND PREVIOUSLY OWNED HOMES PURCHASED

Exhibit 2-1 (Percentage Distribution)



# WHY NEW AND PREVIOUSLY OWNED HOMES PURCHASED

Exhibit 2-2

(Percent of Respondents)

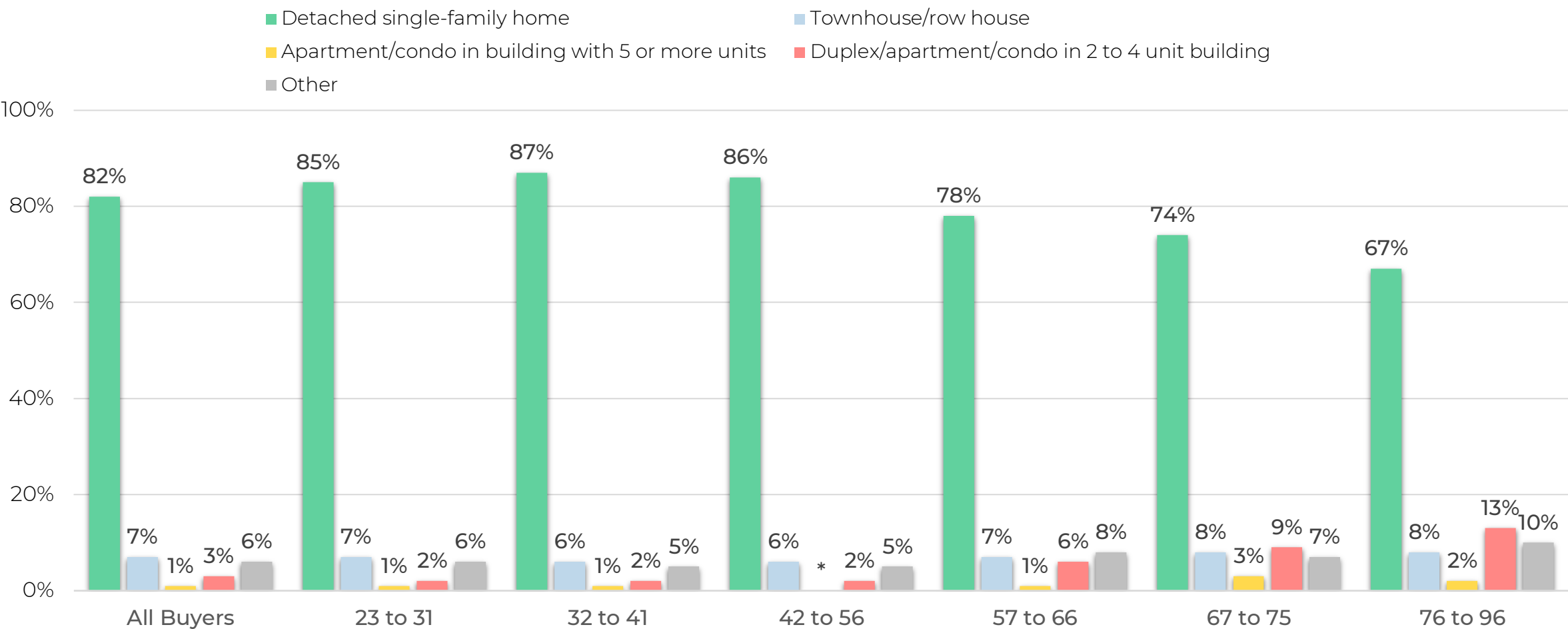
## AGE OF HOME BUYER

|  | All Buyers | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
|--|------------|----------|----------|----------|----------|----------|----------|
| <b>New Home:</b>   |            |          |          |          |          |          |          |
| Avoid renovations or problems with plumbing or electricity | 36%        | 47%      | 45%      | 44%      | 28%      | 23%      | 17%      |
| Ability to choose and customize design features            | 35         | 43       | 43       | 34       | 35       | 30       | 29       |
| Amenities of new home construction communities             | 23         | 19       | 21       | 25       | 25       | 22       | 20       |
| Lack of inventory of previously owned home                 | 18         | 27       | 23       | 20       | 14       | 17       | 14       |
| Green/energy efficiency                                    | 12         | 12       | 17       | 15       | 9        | 5        | *        |
| Smart home features  | 8          | 12       | 12       | 7        | 9        | 2        | 6        |
| Other  | 15         | 12       | 8        | 14       | 18       | 15       | 14       |
| <b>Previously Owned Home:</b>                              |            |          |          |          |          |          |          |
| Better overall value                                       | 38%        | 37%      | 37%      | 35%      | 38%      | 41%      | 34%      |
| Better price   | 35         | 51       | 41       | 28       | 28       | 22       | 25       |
| More charm and character                                   | 24         | 23       | 26       | 27       | 24       | 20       | 21       |
| Lack of inventory of new homes                             | 19         | 20       | 20       | 20       | 13       | 13       | 14       |
| Want to DIY a fixer upper                                  | 6          | 10       | 6        | 7        | 5        | 3        | 4        |
| Other  | 7          | 7        | 8        | 10       | 7        | 6        | 5        |

\*Less than 1 percent

# TYPE OF HOME PURCHASED

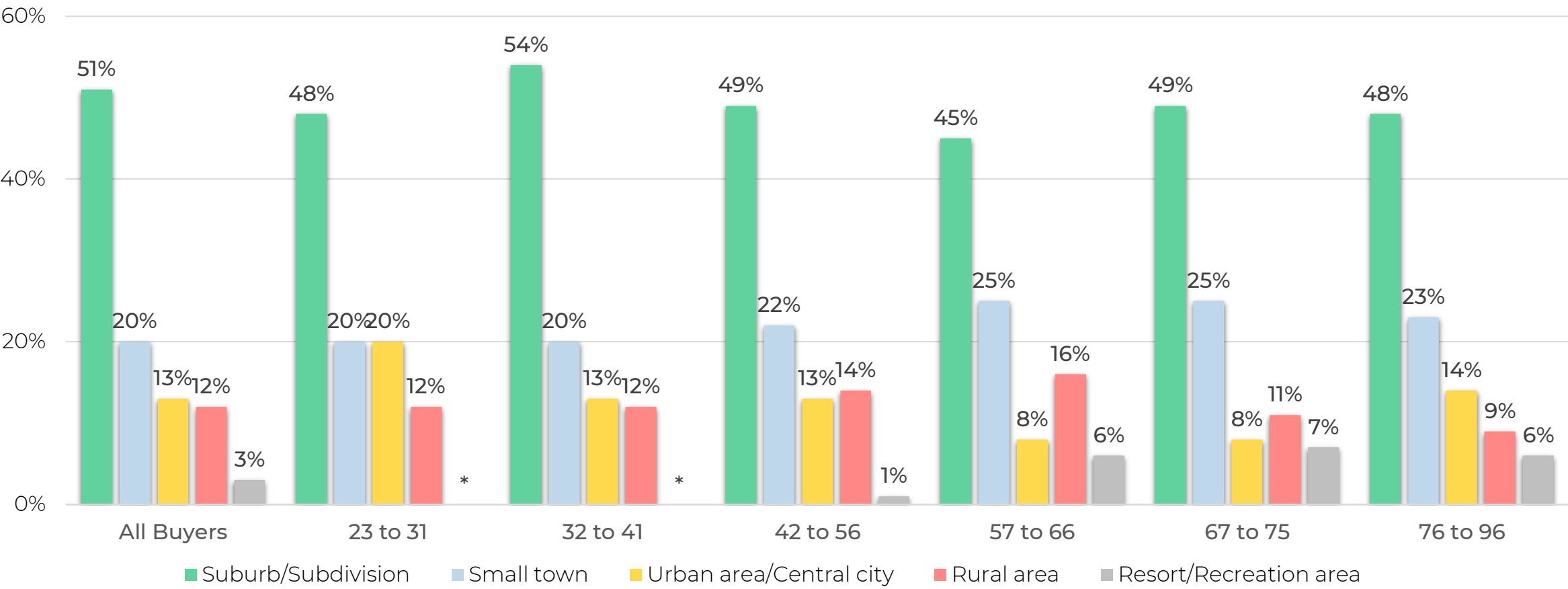
Exhibit 2-3 (Percentage Distribution)



\*Less than 1 percent

# LOCATION OF HOME PURCHASED

Exhibit 2-4 (Percentage Distribution)



\*Less than 1 percent

# SENIOR-RELATED HOUSING BY TYPE OF HOME PURCHASED AND LOCATION

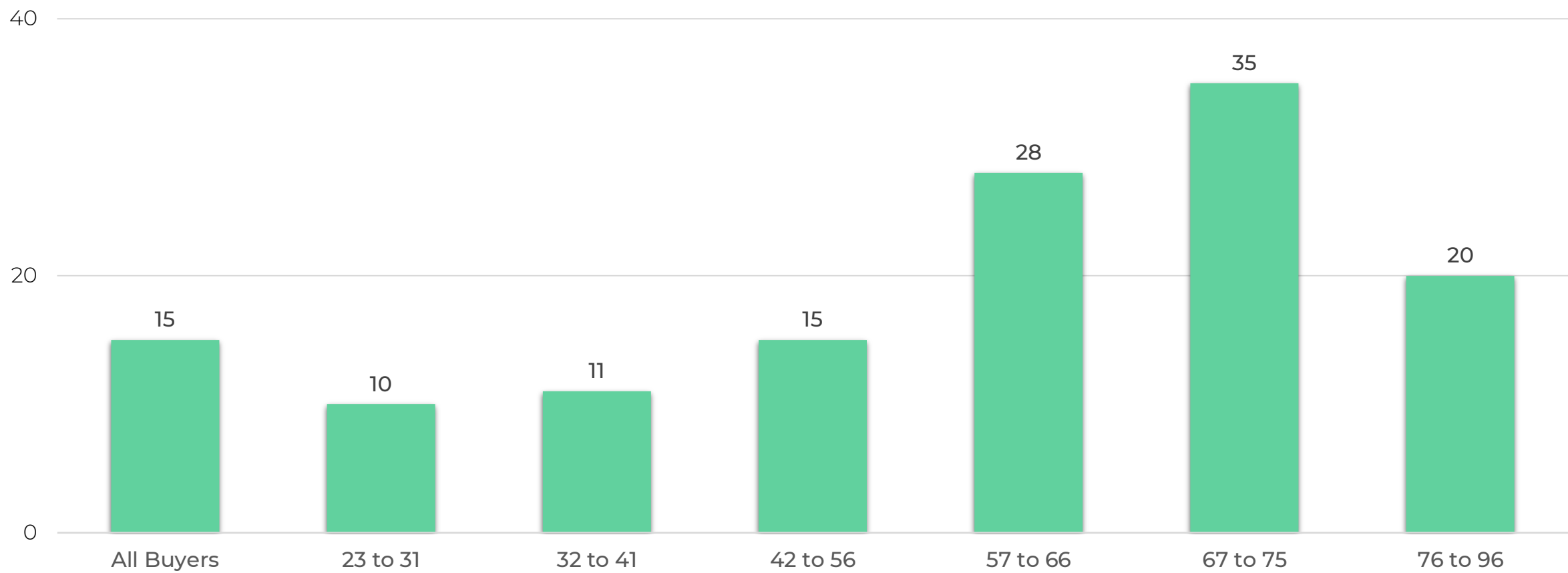
Exhibit 2-5

(Percentage Distribution)

|   | AGE OF HOME BUYER  |          |          |          |
|---|--------------------|----------|----------|----------|
|   | All buyers over 50 | 57 to 66 | 67 to 75 | 76 to 96 |
| Share who purchased a home in senior-related housing        | 14%                | 9%       | 19%      | 28%      |
| <i>Buyers over 50 who purchased senior-related housing:</i> |                    |          |          |          |
| <u>Type of home purchased</u>                               |                    |          |          |          |
| Detached single-family home                                 | 68%                | 66%      | 65%      | 59%      |
| Townhouse/row house   | 7                  | 10       | 9        | 5        |
| Duplex/apartment/condo in 2-to-4-unit building              | 13                 | 16       | 13       | 17       |
| Apartment/condo in building with 5 or more units            | 3                  | 1        | 5        | 5        |
| Other   | 9                  | 7        | 8        | 14       |
| <u>Location</u>   |                    |          |          |          |
| Suburb/ Subdivision   | 50%                | 51%      | 54%      | 47%      |
| Small town  | 16                 | 16       | 17       | 25       |
| Resort/ Recreation area                                     | 17                 | 21       | 15       | 9        |
| Urban/ Central city   | 11                 | 5        | 10       | 14       |
| Rural area  | 7                  | 7        | 5        | 5        |

# DISTANCE BETWEEN HOME PURCHASED AND PREVIOUS RESIDENCE

Exhibit 2-6 (Median Miles)





# FACTORS INFLUENCING NEIGHBORHOOD CHOICE

## Exhibit 2-7

(Percent of Respondents)

### AGE OF HOME BUYER

|  | All Buyers | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
|--|------------|----------|----------|----------|----------|----------|----------|
| Quality of the neighborhood                    | 63%        | 66%      | 66%      | 62%      | 61%      | 58%      | 54%      |
| Convenient to friends/family                   | 45         | 55       | 43       | 36       | 45       | 51       | 55       |
| Convenient to job                              | 42         | 71       | 58       | 48       | 23       | 10       | 4        |
| Overall affordability of homes                 | 39         | 54       | 41       | 35       | 33       | 28       | 25       |
| Design of neighborhood                         | 29         | 26       | 28       | 28       | 28       | 33       | 26       |
| Convenient to shopping                         | 28         | 24       | 24       | 25       | 29       | 36       | 40       |
| Convenient to parks/recreational facilities    | 25         | 28       | 30       | 24       | 22       | 23       | 17       |
| Convenient to entertainment/leisure activities | 23         | 34       | 24       | 20       | 19       | 19       | 11       |
| Quality of the school district                 | 23         | 30       | 40       | 26       | 7        | 5        | 3        |
| Walkability                                    | 21         | 23       | 21       | 22       | 21       | 21       | 19       |
| Convenient to schools                          | 20         | 24       | 36       | 25       | 3        | 3        | 3        |
| Availability of larger lots or acreage         | 19         | 22       | 23       | 23       | 18       | 12       | 7        |
| Convenient to vet/outdoor space for pet        | 19         | 28       | 20       | 16       | 17       | 13       | 8        |
| Convenient to health facilities                | 15         | 7        | 8        | 9        | 21       | 30       | 38       |
| Access to bike paths                           | 10         | 11       | 10       | 9        | 12       | 10       | 4        |
| Home in a planned community                    | 9          | 3        | 5        | 7        | 10       | 13       | 18       |
| Convenient to airport                          | 8          | 6        | 7        | 8        | 9        | 9        | 6        |
| Convenient to public transportation            | 5          | 7        | 7        | 4        | 2        | 3        | *        |
| Other  | 6          | 3        | 4        | 6        | 11       | 10       | 12       |

\*Less than 1 percent

# PRICE OF HOME PURCHASED

## Exhibit 2-8

(Percentage Distribution)

|                        | AGE OF HOME BUYER |           |           |           |           |           |           |
|------------------------|-------------------|-----------|-----------|-----------|-----------|-----------|-----------|
|                        | All Buyers        | 23 to 31  | 32 to 41  | 42 to 56  | 57 to 66  | 67 to 75  | 76 to 96  |
| Less than \$75,000     | 2%                | 2%        | 2%        | 3%        | 4%        | 2%        | 3%        |
| \$75,000 to \$99,999   | 2                 | 3         | 2         | 2         | 2         | 3         | 2         |
| \$100,000 to \$124,999 | 2                 | 4         | 2         | 2         | 3         | 2         | 2         |
| \$125,000 to \$149,999 | 4                 | 7         | 4         | 5         | 4         | 4         | 7         |
| \$150,000 to \$174,999 | 6                 | 10        | 6         | 4         | 6         | 5         | 7         |
| \$175,000 to \$199,999 | 6                 | 8         | 6         | 5         | 5         | 6         | 6         |
| \$200,000 to \$249,999 | 13                | 16        | 14        | 12        | 12        | 15        | 13        |
| \$250,000 to \$299,999 | 13                | 14        | 11        | 13        | 12        | 15        | 13        |
| \$300,000 to \$349,999 | 10                | 9         | 10        | 10        | 12        | 10        | 15        |
| \$350,000 to \$399,999 | 10                | 8         | 11        | 10        | 9         | 9         | 10        |
| \$400,000 to \$499,999 | 12                | 10        | 12        | 12        | 12        | 12        | 11        |
| \$500,000 or more      | 20                | 10        | 19        | 22        | 18        | 18        | 13        |
| Median price           | \$305,000         | \$250,000 | \$315,000 | \$320,000 | \$301,000 | \$295,000 | \$296,000 |

# PURCHASE PRICE COMPARED WITH ASKING PRICE

Exhibit 2-9

*(Percentage Distribution)*

| Percent of asking price:                             | AGE OF HOME BUYER |          |          |          |          |          |          |
|--|-------------------|----------|----------|----------|----------|----------|----------|
|  | All Buyers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| Less than 90%  | 5%                | 4%       | 5%       | 7%       | 6%       | 5%       | 6%       |
| 90% to 94%   | 9                 | 7        | 8        | 10       | 12       | 10       | 11       |
| 95% to 99%   | 26                | 24       | 22       | 27       | 27       | 30       | 25       |
| 100%   | 31                | 27       | 28       | 31       | 34       | 31       | 34       |
| 101% to 110%   | 25                | 34       | 32       | 22       | 18       | 20       | 20       |
| More than 110%                                       | 4                 | 4        | 4        | 4        | 3        | 4        | 4        |
| Median (purchase price as a percent of asking price) | 100%              | 100%     | 100%     | 100%     | 100%     | 100%     | 100%     |

# SIZE OF HOME PURCHASED

Exhibit 2-10 (Percentage Distribution)

|                      | AGE OF HOME BUYER |          |          |          |          |          |          |
|----------------------|-------------------|----------|----------|----------|----------|----------|----------|
|                      | All Buyers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| 1,000 sq ft or less  | 1%                | 1%       | *        | 1%       | 1%       | 1%       | 1%       |
| 1,001 to 1,500 sq ft | 13                | 21       | 14       | 10       | 15       | 13       | 11       |
| 1,501 to 2,000 sq ft | 27                | 34       | 24       | 22       | 26       | 26       | 36       |
| 2,001 to 2,500 sq ft | 26                | 24       | 24       | 23       | 28       | 27       | 25       |
| 2,501 to 3,000 sq ft | 14                | 11       | 16       | 17       | 11       | 15       | 15       |
| 3,001 to 3,500 sq ft | 9                 | 5        | 11       | 12       | 9        | 10       | 7        |
| 3,501 sq ft or more  | 10                | 5        | 12       | 15       | 11       | 9        | 6        |
| Median (sq ft)       | 1,900             | 2,100    | 2,400    | 2,300    | 2,000    | 2,000    | 1,800    |

\*Less than 1 percent

# NUMBER OF BEDROOMS AND BATHROOMS

Exhibit 2-11 (Percentage Distribution)

|                                 | AGE OF HOME BUYER |          |          |          |          |          |          |
|---------------------------------|-------------------|----------|----------|----------|----------|----------|----------|
|                                 | All Buyers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| One bedroom                     | 1%                | *        | *        | *        | *        | *        | *        |
| Two bedrooms                    | 15                | 6        | 3        | 7        | 18       | 23       | 33       |
| Three bedrooms or more          | 84                | 94       | 97       | 93       | 82       | 77       | 67       |
| Median number of bedrooms       | 3                 | 3        | 3        | 3        | 3        | 3        | 3        |
| One full bathroom               | 16                | 12       | 7        | 8        | 9        | 7        | 8        |
| Two full bathrooms              | 59                | 57       | 53       | 53       | 59       | 64       | 72       |
| Three full bathrooms or more    | 26                | 31       | 40       | 39       | 32       | 28       | 21       |
| Median number of full bathrooms | 2                 | 2        | 2        | 2        | 2        | 2        | 2        |

\*Less than 1 percent

# YEAR HOME BUILT

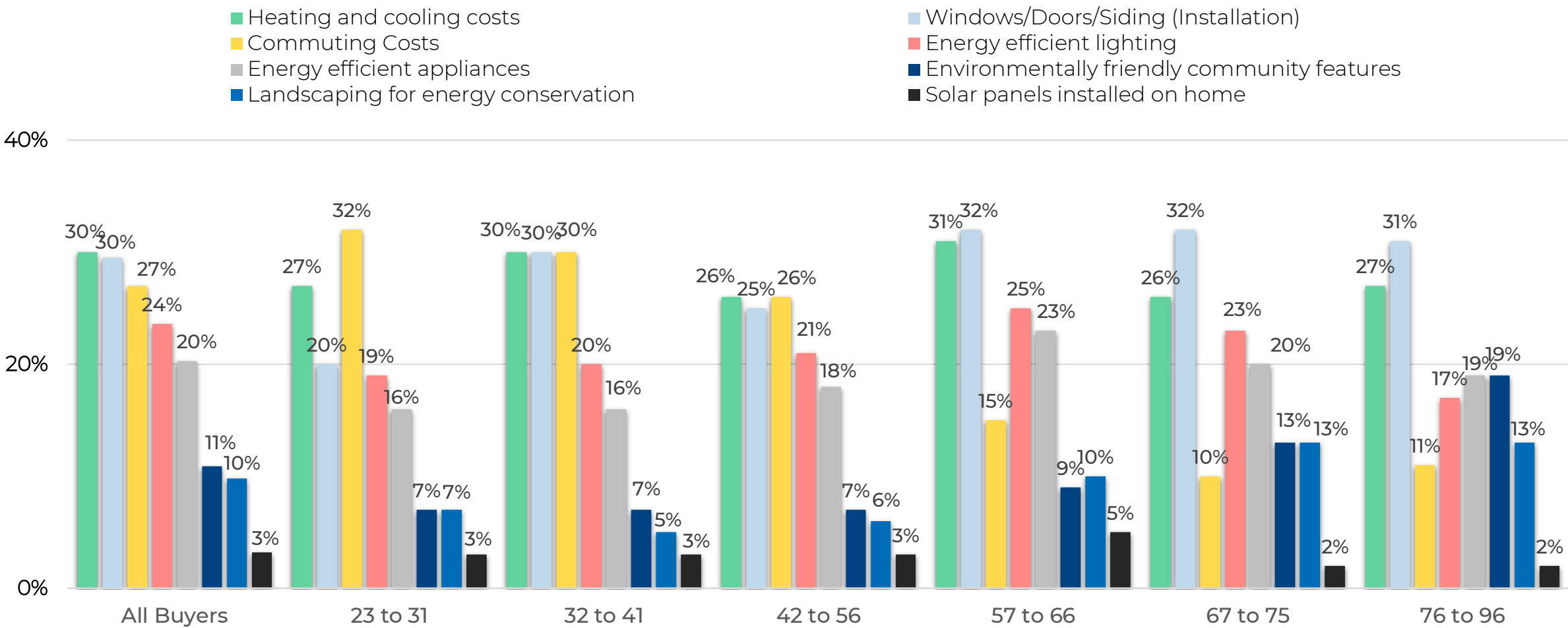
Exhibit 2-12 (Median)

|                   | AGE OF HOME BUYER |          |          |          |          |          |          |
|-------------------|-------------------|----------|----------|----------|----------|----------|----------|
|                   | All Buyers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| 2021              | 4%                | 2%       | 5%       | 5%       | 5%       | 4%       | 7%       |
| 2020              | 10                | 13       | 13       | 12       | 15       | 12       | 12       |
| 2019 through 2014 | 8                 | 12       | 9        | 9        | 9        | 10       | 8        |
| 2013 through 2008 | 6                 | 10       | 6        | 6        | 7        | 8        | 7        |
| 2007 through 2002 | 12                | 10       | 12       | 14       | 14       | 18       | 15       |
| 2001 through 1986 | 20                | 25       | 21       | 20       | 23       | 25       | 26       |
| 1985 through 1960 | 21                | 16       | 22       | 20       | 15       | 13       | 18       |
| 1959 through 1917 | 16                | 10       | 9        | 13       | 9        | 8        | 6        |
| 1916 and older    | 4                 | 3        | 2        | 2        | 2        | 1        | 1        |
| Median            | 1993              | 2000     | 1998     | 1998     | 2002     | 2003     | 2000     |



# ENVIRONMENTALLY FRIENDLY FEATURES CONSIDERED “VERY IMPORTANT”

Exhibit 2-13 (Percent of Respondents)



# CHARACTERISTICS OF HOME ON WHICH BUYER COMPROMISED

Exhibit 2-14 (Percent of Respondents)

|                                 | AGE OF HOME BUYER |          |          |          |          |          |          |
|---------------------------------|-------------------|----------|----------|----------|----------|----------|----------|
|                                 | All Buyers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| Price of home                   | 27%               | 28%      | 31%      | 25%      | 24%      | 19%      | 24%      |
| Condition of home               | 21                | 20       | 18       | 20       | 18       | 17       | 19       |
| Size of home                    | 19                | 17       | 15       | 15       | 15       | 16       | 20       |
| Lot size                        | 17                | 28       | 19       | 17       | 12       | 13       | 16       |
| Style of home                   | 17                | 17       | 15       | 14       | 12       | 10       | 12       |
| Distance from job               | 14                | 29       | 15       | 14       | 6        | 1        | 1        |
| Distance from friends or family | 10                | 15       | 9        | 7        | 11       | 11       | 11       |
| Quality of the neighborhood     | 7                 | 1        | 5        | 5        | 5        | 4        | 11       |
| Quality of the schools          | 4                 | 2        | 5        | 2        | 2        | *        | *        |
| Distance from school            | 2                 | 1        | 2        | 3        | *        | *        | *        |
| None - Made no compromises      | 27                | 17       | 23       | 29       | 37       | 42       | 45       |
| Other compromises not listed    | 9                 | 8        | 7        | 10       | 9        | 9        | 8        |

\*Less than 1 percent

# EXPECTED LENGTH OF TENURE IN HOME PURCHASED

Exhibit 2-15

(Percentage Distribution)

|                  | AGE OF HOME BUYER |          |          |          |          |          |          |
|------------------|-------------------|----------|----------|----------|----------|----------|----------|
|                  | All Buyers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| 1 year or less   | 2%                | 3%       | 2%       | 1%       | 2%       | 2%       | 3%       |
| 2 to 3 years     | 5                 | 4        | 4        | 7        | 3        | 4        | 7        |
| 4 to 5 years     | 16                | 24       | 12       | 11       | 9        | 5        | 4        |
| 6 to 7 years     | 4                 | 3        | 4        | 2        | 2        | 1        | 3        |
| 8 to 10 years    | 23                | 24       | 21       | 20       | 19       | 19       | 41       |
| 11 to 15 years   | 9                 | 5        | 7        | 11       | 10       | 19       | 24       |
| 16 or more years | 41                | 38       | 50       | 47       | 53       | 47       | 13       |
| Don't Know       | 1                 | *        | 1        | 1        | 2        | 3        | 7        |
| Median           | 12                | 10       | 18       | 15       | 20       | 15       | 10       |

\*Less than 1 percent

# FACTORS THAT COULD CAUSE BUYER TO MOVE

Exhibit 2-16 (Percentage Distribution)

|  | AGE OF HOME BUYER |          |          |          |          |          |          |
|--|-------------------|----------|----------|----------|----------|----------|----------|
|  | All Buyers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| Move with life changes (addition to family, marriage, children move out, retirement, etc.) | 27%               | 19%      | 29%      | 32%      | 28%      | 15%      | 19%      |
| Never moving-forever home  | 18                | 21       | 17       | 17       | 26       | 30       | 33       |
| Move with job or career change   | 10                | 17       | 18       | 11       | 1        | *        | *        |
| Want a larger home   | 10                | 17       | 8        | 2        | 1        | 2        | 1        |
| Household member's health  | 8                 | *        | 1        | 3        | 15       | 28       | 25       |
| Downsize/smaller house   | 7                 | 6        | 7        | 15       | 11       | 10       | 6        |
| Want nicer home/added features   | 7                 | 8        | 9        | 5        | 5        | 3        | 3        |
| May desire better area/neighborhood  | 5                 | 5        | 6        | 4        | 3        | 5        | 3        |
| Unfit living conditions due to environmental factors                                       | 2                 | 1        | 1        | 3        | 3        | 2        | 2        |
| Will flip home   | 1                 | 1        | 1        | 1        | 1        | 1        | 1        |
| Other  | 5                 | 6        | 4        | 7        | 8        | 6        | 7        |

\*Less than 1 percent



# Chapter 3

## The Home Search Process

# The Home Search Process

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- Among all generations of home buyers, the first step taken in the home search process was to look online for properties. For Older Baby Boomers, they contacted a real estate agent as a first step more often than other generations.
- Buyers typically searched for eight weeks and looked at a median of eight homes. The length of the home search was the longest for Older Millennials and Older Baby Boomers, at 10 weeks and shortest for the Silent Generation at just six weeks.
- Gen Xers viewed the most homes with a median of eight homes. Younger Millennials and the Silent Generation, typically did not view any homes only online without seeing in person.
- For more than half of home buyers, the most difficult step in the home buying process was finding the right property at 56 percent, which was even higher for Younger Millennials at 64 percent.
- Ninety-five percent of home buyers used the internet to search for homes. As a result of an internet home search, buyers most often walked through the home that they viewed online, followed by viewing the exterior of homes.
- The most useful website feature to buyers was photos for nearly nine in 10 buyers under the age of 57. Detailed information about properties for sale was also very important to all age groups.
- When asked where their internet searches were conducted, home buyers were split; they typically conducted 50 percent of their search on a desktop/laptop and 50 percent on a mobile device(s). Those aged 56 and younger were more likely to use mobile devices, and those 57 and older were more likely to use a desktop/laptop.
- Buyers of all generations were overall very satisfied with their home buying process. Buyer satisfaction generally increased with age.

# The Home Search Process

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|              |   |
|--------------|---|
| 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  | • MOST DIFFICULT STEPS OF HOME BUYING PROCESS       |
| Exhibit 3-6  | • USE OF INTERNET TO SEARCH FOR HOMES               |
| Exhibit 3-7  | • ACTIONS TAKEN AS A RESULT OF INTERNET HOME SEARCH |
| Exhibit 3-8  | • VALUE OF WEBSITE FEATURES                         |
| Exhibit 3-09 | • MOBILE SEARCH                                     |
| Exhibit 3-10 | • SATISFACTION IN BUYING PROCESS                    |

# FIRST STEP TAKEN DURING THE HOME BUYING PROCESS

Exhibit 3-1

(Percentage Distribution)

## AGE OF HOME BUYER

|  | All Buyers | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
|--|------------|----------|----------|----------|----------|----------|----------|
| Looked online for properties for sale  | 41%        | 34%      | 39%      | 45%      | 47%      | 44%      | 38%      |
| Contacted a real estate agent  | 19         | 17       | 18       | 19       | 21       | 24       | 21       |
| Looked online for information about the home buying process  | 10         | 16       | 12       | 8        | 5        | 6        | 5        |
| Contacted a bank or mortgage lender  | 9          | 11       | 11       | 11       | 8        | 4        | 3        |
| Talked with a friend or relative about home buying process   | 7          | 14       | 8        | 5        | 3        | 4        | 7        |
| Drove-by homes/neighborhoods   | 5          | 2        | 3        | 5        | 6        | 6        | 10       |
| Visited open houses  | 2          | 1        | 2        | 2        | 3        | 3        | 3        |
| Contacted builder/visited builder models   | 2          | 1        | 1        | 1        | 3        | 3        | 4        |
| Contacted a home seller directly   | 1          | 1        | 1        | 1        | 1        | 2        | 3        |
| Looked up information about different neighborhoods or areas (schools, local lifestyle/nightlife, parks, public transportation | 1          | 1        | 2        | 1        | 1        | 1        | 1        |
| Attended a home buying seminar   | 1          | 2        | 1        | 1        | *        | *        | *        |
| Looked in newspapers, magazines, or home buying guides   | *          | *        | *        | *        | *        | *        | *        |
| Read books or guides about the home buying process   | *          | 1        | *        | *        | *        | *        | *        |
| Other  | 1          | 1        | 1        | 1        | 1        | 1        | 3        |

\*Less than 1 percent



# INFORMATION SOURCES USED IN HOME SEARCH

Exhibit 3-2

(Percent of Respondents)

|                                | AGE OF HOME BUYER |          |          |          |          |          |          |
|--------------------------------|-------------------|----------|----------|----------|----------|----------|----------|
|                                | All Buyers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| Real estate agent              | 87%               | 90%      | 86%      | 86%      | 87%      | 87%      | 83%      |
| Mobile or tablet search device | 74                | 86       | 83       | 77       | 66       | 56       | 39       |
| Open house                     | 41                | 41       | 45       | 46       | 39       | 39       | 28       |
| Online video site              | 40                | 27       | 32       | 42       | 48       | 54       | 48       |
| Yard sign                      | 35                | 30       | 35       | 37       | 33       | 37       | 33       |
| Home builder                   | 19                | 11       | 15       | 18       | 21       | 20       | 20       |
| Print newspaper advertisement  | 7                 | 4        | 4        | 8        | 10       | 12       | 20       |
| Home book or magazine          | 6                 | 3        | 4        | 6        | 7        | 9        | 6        |
| Billboard                      | 4                 | 3        | 4        | 5        | 3        | 3        | 2        |
| Television                     | 2                 | 1        | 1        | 2        | 3        | 1        | 2        |
| Relocation company             | 2                 | 1        | 2        | 3        | 1        | 1        | *        |

\*Less than 1 percent

# LENGTH OF SEARCH

Exhibit 3-3 (Medians)

|   | AGE OF HOME BUYER |          |          |          |          |          |          |
|---|-------------------|----------|----------|----------|----------|----------|----------|
|   | All Buyers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| Number of Weeks Searched                            | 8                 | 8        | 10       | 8        | 8        | 10       | 6        |
| Number of Weeks Searched Before Contacting an Agent | 2                 | 2        | 2        | 2        | 2        | 2        | 1        |
| Number of homes viewed                              | 8                 | 6        | 7        | 8        | 7        | 6        | 5        |
| Number of homes viewed only online                  | 3                 | *        | 1        | 2        | 4        | 4        | *        |

\*Less than 1 percent

# WHERE BUYER FOUND THE HOME THEY PURCHASED

Exhibit 3-4 (Percentage Distribution)

|  | AGE OF HOME BUYER |          |          |          |          |          |          |
|--|-------------------|----------|----------|----------|----------|----------|----------|
|  | All Buyers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| Internet                               | 51%               | 65%      | 60%      | 59%      | 47%      | 39%      | 28%      |
| Real estate agent                      | 28                | 23       | 23       | 24       | 31       | 36       | 36       |
| Friend, relative or neighbor           | 6                 | 5        | 6        | 6        | 6        | 9        | 19       |
| Home builder or their agent            | 6                 | 2        | 4        | 5        | 7        | 7        | 6        |
| Yard sign/open house sign              | 4                 | 2        | 3        | 3        | 4        | 7        | 9        |
| Directly from sellers/Knew the sellers | 3                 | 3        | 3        | 3        | 4        | 3        | 2        |
| Print newspaper advertisement          | *                 | *        | *        | *        | *        | *        | 1        |
| Home book or magazine                  | *                 | *        | *        | *        | *        | *        | *        |
| Other                                  | *                 | *        | *        | *        | *        | *        | *        |

\*Less than 1 percent

# MOST DIFFICULT STEPS OF HOME BUYING PROCESS

Exhibit 3-5

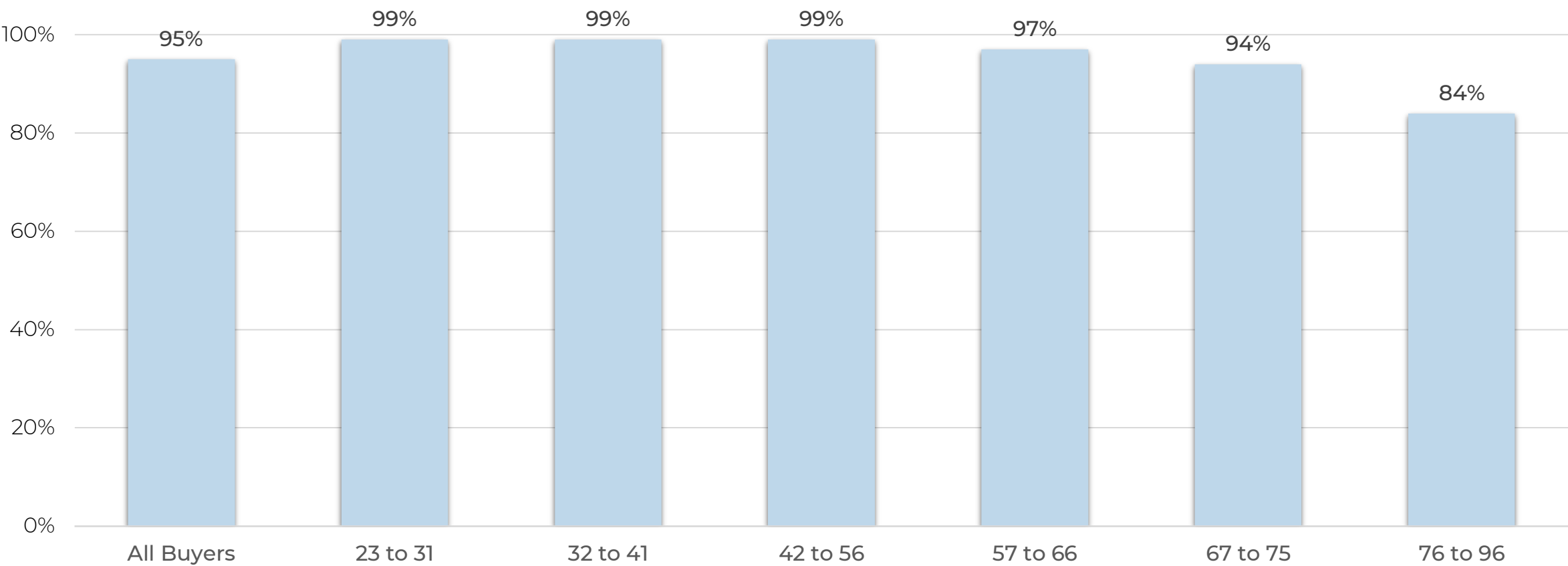
(Percent of Respondents)

|  | AGE OF HOME BUYER |          |          |          |          |          |          |
|--|-------------------|----------|----------|----------|----------|----------|----------|
|  | All Buyers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| Finding the right property                           | 56%               | 64%      | 56%      | 56%      | 54%      | 53%      | 42%      |
| Paperwork  | 18                | 20       | 18       | 17       | 16       | 17       | 17       |
| Understanding the process and steps                  | 15                | 30       | 20       | 10       | 7        | 8        | 7        |
| Saving for the down payment                          | 13                | 27       | 21       | 9        | 3        | 1        | *        |
| Inability to move forward in process due to Covid-19 | 7                 | 8        | 8        | 8        | 6        | 6        | 6        |
| Getting a mortgage                                   | 7                 | 8        | 8        | 7        | 6        | 3        | 5        |
| Appraisal of the property                            | 5                 | 5        | 7        | 6        | 5        | 2        | 3        |
| Other  | 7                 | 7        | 8        | 7        | 8        | 5        | 6        |
| No difficult steps                                   | 18                | 7        | 12       | 19       | 22       | 26       | 33       |

\*Less than 1 percent

# USE OF INTERNET TO SEARCH FOR HOMES

Exhibit 3-6 (Percent of Respondents)



# ACTIONS TAKEN AS A RESULT OF INTERNET HOME SEARCH

## Exhibit 3-7

(Percent of Respondents Among Buyers Who Used the Internet)

|   | AGE OF HOME BUYER |          |          |          |          |          |          |
|---|-------------------|----------|----------|----------|----------|----------|----------|
|   | All Buyers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| Walked through home viewed online   | 55%               | 51%      | 55%      | 57%      | 58%      | 57%      | 49%      |
| Saw exterior of homes/neighborhood, but did not walk through home                 | 38                | 42       | 41       | 39       | 31       | 31       | 21       |
| Found the agent used to search for or buy home                                    | 35                | 38       | 32       | 31       | 36       | 40       | 37       |
| Pre-qualified for a mortgage online   | 30                | 39       | 34       | 26       | 27       | 23       | 20       |
| Requested more information  | 28                | 34       | 31       | 25       | 22       | 21       | 18       |
| Applied for a mortgage online   | 27                | 37       | 30       | 25       | 24       | 19       | 14       |
| Put in a contract/offer on a home   | 26                | 25       | 22       | 22       | 30       | 31       | 36       |
| Looked for more information on how to get a mortgage and general home buyers tips | 15                | 32       | 20       | 12       | 5        | 3        | 5        |
| Found a mortgage lender online  | 15                | 23       | 17       | 14       | 11       | 10       | 9        |
| Contacted builder/developer   | 10                | 5        | 8        | 8        | 11       | 12       | 9        |

# VALUE OF WEBSITE FEATURES

## Exhibit 3-8

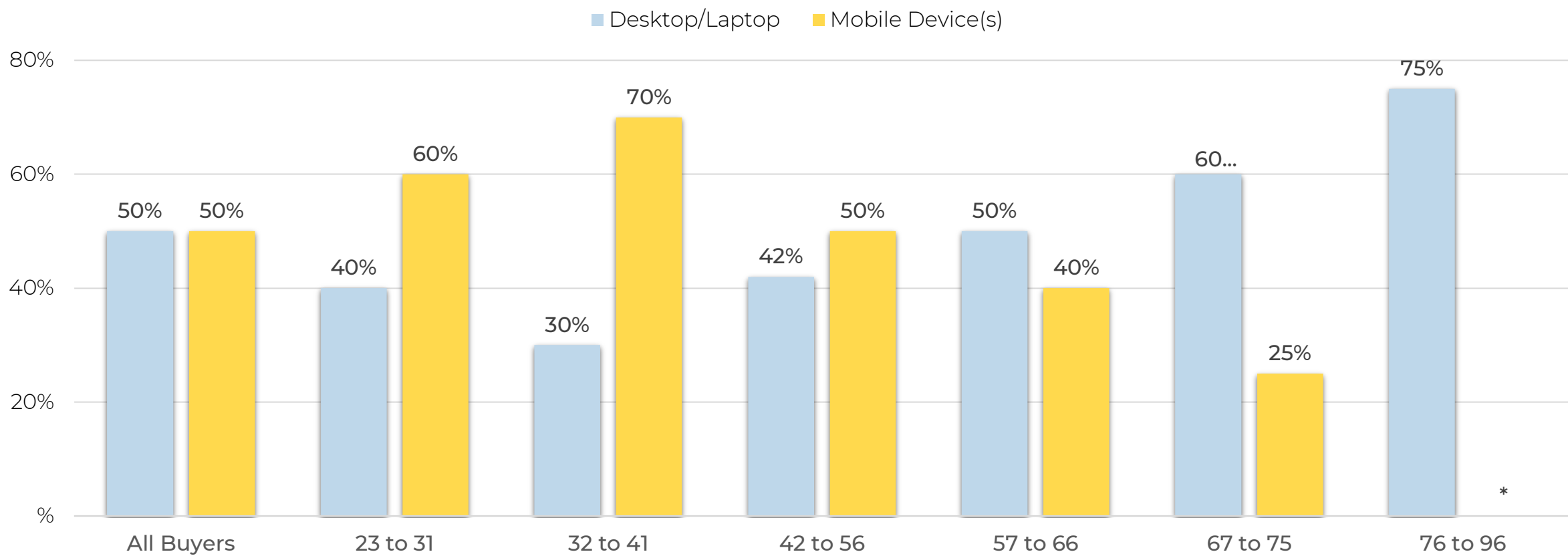
(Percentage Ranking Feature "Very Useful" Among Buyers Who Used the Internet)

### AGE OF HOME BUYER

|   | All Buyers | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
|---|------------|----------|----------|----------|----------|----------|----------|
| Photos  | 84%        | 90%      | 89%      | 88%      | 79%      | 75%      | 53%      |
| Detailed information about properties for sale      | 80         | 82       | 82       | 84       | 78       | 74       | 62       |
| Floor Plans   | 55         | 54       | 58       | 54       | 52       | 50       | 53       |
| Real estate agent contact information               | 43         | 39       | 36       | 40       | 47       | 54       | 53       |
| Virtual tours                                       | 43         | 40       | 45       | 46       | 41       | 41       | 32       |
| Detailed information about recently sold properties | 39         | 38       | 42       | 42       | 36       | 32       | 25       |
| Pending sales/contract status                       | 39         | 43       | 41       | 41       | 35       | 30       | 14       |
| Neighborhood information                            | 37         | 34       | 39       | 39       | 32       | 28       | 29       |
| Interactive maps                                    | 34         | 38       | 39       | 36       | 29       | 20       | 14       |
| Videos  | 28         | 26       | 28       | 29       | 24       | 24       | 25       |
| Information about upcoming open houses              | 20         | 22       | 23       | 23       | 15       | 15       | 12       |
| Virtual open houses                                 | 12         | 10       | 13       | 12       | 11       | 12       | 14       |
| Virtual listing appointment                         | 10         | 10       | 11       | 10       | 8        | 8        | 7        |
| Real estate news or articles                        | 6          | 7        | 5        | 6        | 5        | 5        | 7        |

# PERCENTAGE OF TIME USING DEVICES IN HOME SEARCH

Exhibit 3-9 (Percent of Respondents Among those Who Used the Internet to Search)

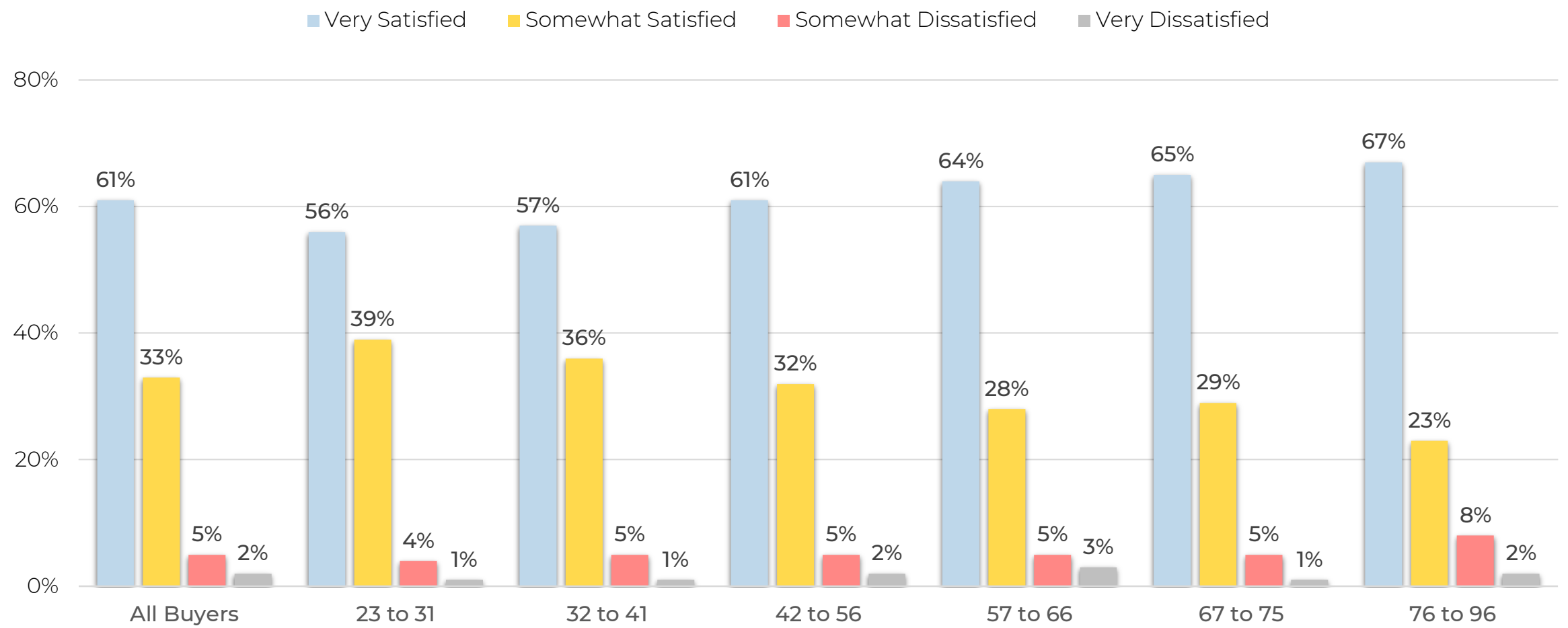


\*Less than 1 percent



# SATISFACTION IN BUYING PROCESS

Exhibit 3-10 (Percentage Distribution)



A woman with brown hair, wearing a dark blazer over a light blue collared shirt, is smiling and handing a set of keys to a person whose hand is visible on the right. She is holding a white folder or stack of papers in her left arm. The background is a bright, out-of-focus interior space.

# Chapter 4

## Home Buying and Real Estate Professionals

# Home Buying and Real Estate Professionals

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- Eighty-seven percent of all buyers purchased their home through an agent, as did 92 percent Younger Millennials and 88 percent of Older Millennials.
- Buyers from all generations primarily wanted their agent's help to find the right home to purchase at 52 percent. Buyers were also looking for help to negotiate the terms of sale and to help with price negotiations. Younger Millennials and the Silent Generation were more likely to want their agent to help with paperwork.
- Help understanding the purchase process was most beneficial to buyers Younger Millennials at 84 percent and for Older Millennials at 71 percent.
- Referrals remain the primary method most buyers found their real estate agent. Referrals by friends, neighbors, or relatives were higher among Younger Millennial buyers (55 percent) and Older Millennial Buyers (48 percent) compared to older generations. Older buyers were more likely to work with an agent they had previously used to buy or sell a home.
- When choosing an agent to work with, working with an agent that was honest and trustworthy was the most important factor for buyers, followed by one with experience. An agent's reputation was slightly more important to older generations as compared to younger generations.
- Seventy-three percent of buyers interviewed only one real estate agent during their home search.
- Nine in 10 buyers would use their agent again or recommend their agent to others, also consistent across all generations.

# Home Buying and Real Estate Professionals

|              |  |
|--------------|--|
| Exhibit 4-1  | • METHOD OF HOME PURCHASE  |
| Exhibit 4-2  | • AGENT REPRESENTATION DISCLOSURE  |
| Exhibit 4-3  | • BUYER REPRESENTATIVE ARRANGEMENT WITH AGENT  |
| Exhibit 4-4  | • HOW REAL ESTATE AGENT WAS COMPENSATED  |
| Exhibit 4-5  | • WHAT BUYERS WANT MOST FROM REAL ESTATE AGENTS  |
| Exhibit 4-6  | • BENEFITS PROVIDED BY REAL ESTATE AGENT DURING HOME PURCHASE PROCESS                  |
| Exhibit 4-7  | • HOW BUYER FOUND REAL ESTATE AGENT  |
| Exhibit 4-8  | • HOW MANY TIMES CONTACTED AGENT BEFORE RECEIVED RESPONSE AND ORIGINAL FORM OF CONTACT |
| Exhibit 4-9  | • NUMBER OF REAL ESTATE AGENTS INTERVIEWED   |
| Exhibit 4-10 | • MOST IMPORTANT FACTORS WHEN CHOOSING AN AGENT  |
| Exhibit 4-11 | • AGENT SKILLS AND QUALITIES CONSIDERED 'VERY IMPORTANT'                               |
| Exhibit 4-12 | • IMPORTANCE OF AGENT COMMUNICATIONS   |
| Exhibit 4-13 | • SATISFACTION WITH REAL ESTATE AGENT SKILLS AND QUALITIES                             |
| Exhibit 4-14 | • WOULD BUYER USE REAL ESTATE AGENT AGAIN OR RECOMMEND TO OTHERS                       |
| Exhibit 4-15 | • HOW MANY TIMES BUYER RECOMMENDED AGENT   |

# METHOD OF HOME PURCHASE

Exhibit 4-1 *(Percentage Distribution)*

|  | AGE OF HOME BUYER |          |          |          |          |          |          |
|--|-------------------|----------|----------|----------|----------|----------|----------|
|  | All Buyers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| Through a real estate agent or broker    | 87%               | 92%      | 88%      | 88%      | 85%      | 85%      | 86%      |
| Directly from builder or builder's agent | 7                 | 1        | 5        | 5        | 8        | 8        | 7        |
| Directly from the previous owner         | 4                 | 6        | 6        | 7        | 5        | 6        | 6        |
| Knew previous owner                      | 2                 | 4        | 4        | 4        | 3        | 3        | 2        |
| Did not know previous owner              | 2                 | 2        | 2        | 3        | 2        | 3        | 4        |

# AGENT REPRESENTATION DISCLOSURE

Exhibit 4-2      *(Percentage Distribution)*

| Disclosure Statement Signed    | AGE OF HOME BUYER |          |          |          |          |          |          |
|--------------------------------|-------------------|----------|----------|----------|----------|----------|----------|
|                                | All Buyers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| Yes, at first meeting          | 24%               | 21%      | 21%      | 24%      | 31%      | 29%      | 32%      |
| Yes, when contract was written | 23                | 21       | 22       | 24       | 23       | 23       | 23       |
| Yes, at some other time        | 12                | 12       | 14       | 15       | 11       | 9        | 5        |
| No                             | 21                | 23       | 23       | 18       | 18       | 18       | 22       |
| Don't know                     | 21                | 23       | 21       | 19       | 17       | 20       | 18       |

# BUYER REPRESENTATIVE ARRANGEMENT WITH AGENT

## Exhibit 4-3

(Percentage Distribution)

|                            | AGE OF HOME BUYER |          |          |          |          |          |          |
|----------------------------|-------------------|----------|----------|----------|----------|----------|----------|
|                            | All Buyers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| Yes, a written arrangement | 40%               | 37%      | 39%      | 46%      | 47%      | 42%      | 28%      |
| Yes, an oral arrangement   | 17                | 15       | 15       | 15       | 17       | 19       | 20       |
| No                         | 27                | 24       | 27       | 26       | 27       | 28       | 39       |
| Don't know                 | 16                | 24       | 19       | 13       | 10       | 12       | 13       |

# HOW REAL ESTATE AGENT WAS COMPENSATED

Exhibit 4-4 (Percentage Distribution)

|                          | AGE OF HOME BUYER |          |          |          |          |          |          |
|--------------------------|-------------------|----------|----------|----------|----------|----------|----------|
|                          | All Buyers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| Paid by seller           | 55%               | 58%      | 56%      | 56%      | 54%      | 51%      | 52%      |
| Paid by buyer and seller | 11                | 9        | 10       | 12       | 14       | 13       | 9        |
| Paid by buyer only       | 22                | 18       | 22       | 21       | 25       | 28       | 30       |
| Percent of sales price   | 77                | 70       | 75       | 80       | 82       | 82       | 72       |
| Flat fee                 | 3                 | 3        | 2        | 3        | 4        | 3        | 6        |
| Per task fee             | *                 | *        | *        | *        | *        | *        | 1        |
| Other                    | 1                 | 1        | 1        | 1        | *        | 1        | 1        |
| Don't know               | 19                | 26       | 21       | 17       | 14       | 14       | 20       |
| Other                    | 1                 | 1        | 1        | 1        | 1        | 1        | 2        |
| Don't know               | 10                | 14       | 11       | 10       | 6        | 7        | 7        |

\*Less than 1 percent



# WHAT BUYERS WANT MOST FROM REAL ESTATE AGENTS

Exhibit 4-5 (Percentage Distribution)

|  | AGE OF HOME BUYER |          |          |          |          |          |          |
|--|-------------------|----------|----------|----------|----------|----------|----------|
|  | All Buyers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| Help find the right home to purchase   | 52%               | 49%      | 48%      | 53%      | 55%      | 58%      | 51%      |
| Help buyer negotiate the terms of sale   | 13                | 16       | 16       | 13       | 13       | 11       | 10       |
| Help with the price negotiations   | 11                | 11       | 12       | 10       | 11       | 9        | 9        |
| Help with paperwork  | 8                 | 10       | 9        | 8        | 5        | 9        | 10       |
| Determine what comparable homes were selling for   | 6                 | 5        | 6        | 6        | 6        | 6        | 8        |
| Help determining how much home buyer can afford  | 4                 | 4        | 4        | 3        | 2        | 1        | 2        |
| Help find and arrange financing  | 3                 | 2        | 2        | 3        | 2        | 2        | 4        |
| Help teach buyer more about neighborhood or area (restaurants, parks, public transportation) | 2                 | 1        | 2        | 1        | 2        | 1        | 1        |
| Help find renters for buyer's property   | *                 | *        | *        | *        | *        | *        | 1        |
| Other  | 2                 | 2        | 2        | 3        | 3        | 2        | 4        |

\*Less than 1 percent

# BENEFITS PROVIDED BY REAL ESTATE AGENT DURING HOME PURCHASE PROCESS

Exhibit 4-6

(Percent of Respondents)

AGE OF HOME BUYER

|   | All Buyers | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
|---|------------|----------|----------|----------|----------|----------|----------|
| Helped buyer understand the process                               | 63%        | 84%      | 71%      | 60%      | 51%      | 46%      | 44%      |
| Pointed out unnoticed features/faults with property               | 58         | 65       | 65       | 57       | 55       | 57       | 44       |
| Provided a better list of service providers (e.g. home inspector) | 49         | 53       | 50       | 45       | 43       | 44       | 24       |
| Negotiated better sales contract terms                            | 47         | 57       | 49       | 50       | 47       | 45       | 33       |
| Improved buyer's knowledge of search areas                        | 46         | 53       | 44       | 40       | 44       | 47       | 35       |
| Negotiated a better price   | 31         | 32       | 32       | 28       | 30       | 31       | 18       |
| Shortened buyer's home search                                     | 28         | 33       | 25       | 25       | 27       | 30       | 33       |
| Provided better list of mortgage lenders                          | 26         | 34       | 30       | 27       | 21       | 15       | 15       |
| Expanded buyer's search area                                      | 22         | 24       | 21       | 21       | 20       | 16       | 18       |
| Narrowed buyer's search area                                      | 15         | 15       | 14       | 14       | 14       | 14       | 10       |
| None of the above   | 5          | 2        | 3        | 6        | 6        | 7        | 9        |
| Other   | 3          | 2        | 3        | 4        | 3        | 3        | 4        |

# HOW BUYER FOUND REAL ESTATE AGENT

Exhibit 4-7

(Percentage Distribution)

## AGE OF HOME BUYER

|   | All Buyers | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
|---|------------|----------|----------|----------|----------|----------|----------|
| Referred by (or is) a friend, neighbor or relative                      | 47%        | 55%      | 48%      | 45%      | 40%      | 45%      | 44%      |
| Used agent previously to buy or sell a home                             | 13         | 6        | 14       | 14       | 18       | 12       | 17       |
| Inquired about specific property viewed online                          | 7          | 9        | 6        | 7        | 9        | 9        | 6        |
| Website (without a specific reference)                                  | 7          | 8        | 7        | 7        | 6        | 5        | 5        |
| Saw contact information on For Sale/Open House sign                     | 5          | 3        | 4        | 6        | 6        | 8        | 7        |
| Referred by another real estate agent/broker                            | 5          | 4        | 5        | 5        | 6        | 4        | 4        |
| Visited an open house and met agent                                     | 4          | 3        | 3        | 5        | 5        | 5        | 5        |
| Personal contact by agent (telephone, e-mail, etc.)                     | 3          | 3        | 3        | 2        | 4        | 4        | 5        |
| Referred through employer or relocation company                         | 2          | 2        | 2        | 3        | 1        | 1        | *        |
| Walked into or called office and agent was on duty                      | 1          | *        | 1        | 1        | 1        | 2        | 2        |
| Mobile or tablet application  | 1          | 1        | 1        | 1        | 1        | 1        | *        |
| Saw the agent's social media page without a connection                  | 1          | 1        | 1        | 1        | 1        | *        | *        |
| Crowdsourcing through social media/knew the person through social media | 1          | 1        | 1        | *        | *        | *        | *        |
| Advertising specialty (calendar, magnet, etc.)                          | *          | *        | *        | *        | *        | *        | *        |
| Direct mail (newsletter, flyer, postcard, etc.)                         | *          | *        | *        | *        | *        | *        | 2        |
| Newspaper, Yellow Pages or home book ad                                 | *          | *        | *        | *        | *        | *        | 1        |
| Other   | 4          | 4        | 4        | 4        | 2        | 3        | 2        |

\*Less than 1 percent

# HOW MANY TIMES CONTACTED AGENT BEFORE RECEIVED RESPONSE AND ORIGINAL FORM OF CONTACT

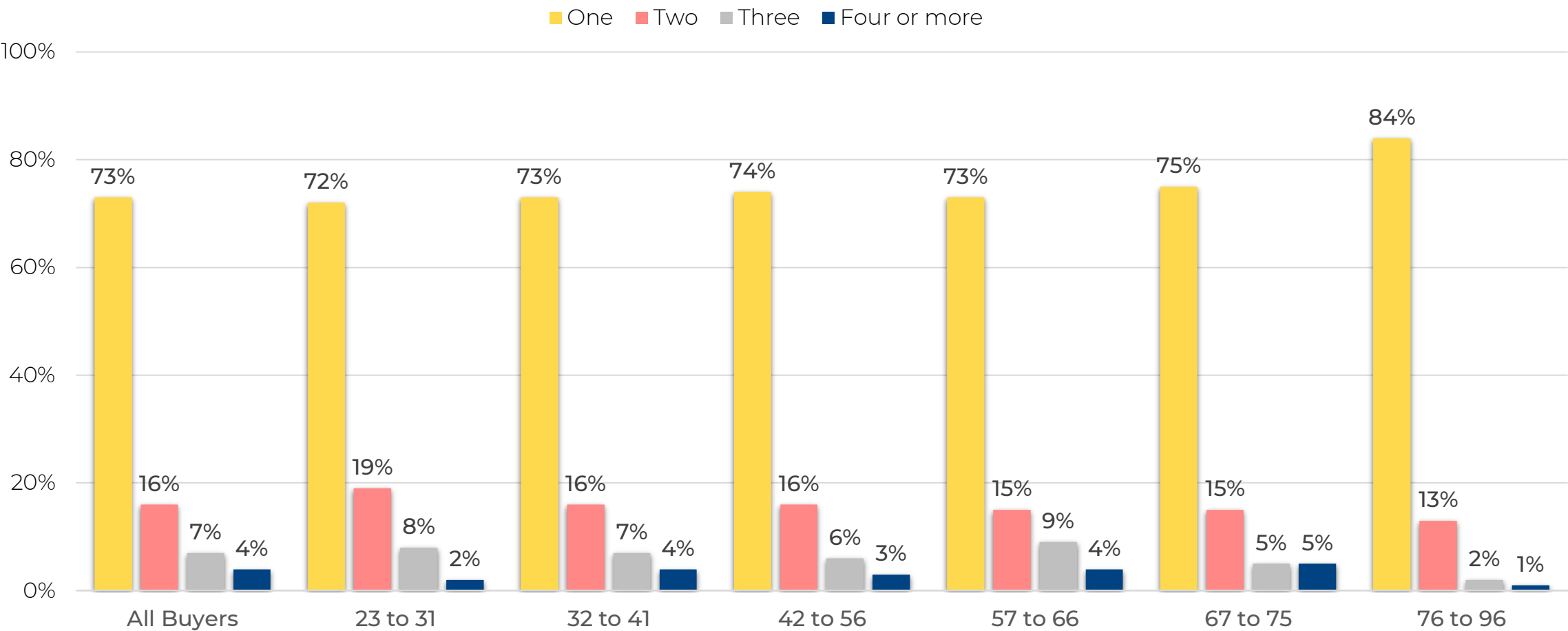
Exhibit 4-8

(Median, Percentage Distribution)

|  | AGE OF HOME BUYER |          |          |          |          |          |          |
|--|-------------------|----------|----------|----------|----------|----------|----------|
|  | All Buyers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| Phone call   | 29%               | 22%      | 26%      | 29%      | 32%      | 39%      | 31%      |
| Talked to them in person                               | 19                | 15       | 16       | 21       | 23       | 23       | 30       |
| Ask a friend to put me in touch                        | 15                | 14       | 13       | 12       | 9        | 8        | 4        |
| E-mail   | 11                | 17       | 14       | 14       | 14       | 17       | 23       |
| Inquiry for more information through 3rd party website | 11                | 15       | 12       | 9        | 11       | 7        | 4        |
| Text message   | 8                 | 10       | 10       | 8        | 5        | 2        | 1        |
| Social Media (FaceBook, Twitter, LinkedIn, etc.)       | 4                 | 3        | 3        | 3        | 3        | 2        | 5        |
| Through agent's website                                | 3                 | 5        | 6        | 4        | 3        | 2        | 3        |
| Number of Times Contacted (median)                     | 1                 | 1        | 1        | 1        | 1        | 1        | 1        |

# NUMBER OF REAL ESTATE AGENTS INTERVIEWED

Exhibit 4-9 (Percentage Distribution)



# MOST IMPORTANT FACTORS WHEN CHOOSING AN AGENT

Exhibit 4-10 (Percentage Distribution)

|   | AGE OF HOME BUYER |          |          |          |          |          |          |
|---|-------------------|----------|----------|----------|----------|----------|----------|
|   | All Buyers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| Agent is honest and trustworthy   | 20%               | 25%      | 24%      | 19%      | 17%      | 16%      | 14%      |
| Agent's experience  | 19                | 18       | 21       | 20       | 20       | 15       | 19       |
| Reputation of agent   | 17                | 17       | 15       | 14       | 19       | 20       | 15       |
| Agent is friend or family member  | 13                | 14       | 12       | 15       | 12       | 13       | 17       |
| Agent's knowledge of the neighborhood   | 8                 | 5        | 5        | 7        | 9        | 12       | 12       |
| Agent has caring personality/good listener  | 6                 | 6        | 6        | 7        | 5        | 6        | 4        |
| Agent is timely with responses  | 6                 | 8        | 6        | 6        | 6        | 4        | 4        |
| Agent seems 100% accessible because of use of technology like tablet or smart phone | 4                 | 3        | 4        | 4        | 5        | 4        | 6        |
| Agent's association with a particular firm  | 1                 | 1        | 1        | 2        | 1        | 2        | 4        |
| Active in local community/volunteerism  | 1                 | 1        | 1        | 1        | 1        | 1        | 2        |
| Professional designations held by agent   | 1                 | *        | 1        | *        | 1        | 1        | *        |
| Other   | 4                 | 2        | 4        | 6        | 4        | 5        | 4        |

\*Less than 1 percent

# AGENT SKILLS AND QUALITIES CONSIDERED 'VERY IMPORTANT'

Exhibit 4-11 *(Percent of Respondents)*

|                                 | AGE OF HOME BUYER |          |          |          |          |          |          |
|---------------------------------|-------------------|----------|----------|----------|----------|----------|----------|
|                                 | All Buyers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| Honesty and integrity           | 97%               | 96%      | 97%      | 98%      | 98%      | 98%      | 95%      |
| Responsiveness                  | 95                | 94       | 95       | 95       | 95       | 92       | 89       |
| Knowledge of purchase process   | 93                | 95       | 95       | 93       | 92       | 93       | 89       |
| Knowledge of real estate market | 92                | 93       | 92       | 94       | 93       | 90       | 90       |
| Communication skills            | 88                | 90       | 90       | 86       | 89       | 84       | 78       |
| Negotiation skills              | 83                | 81       | 83       | 83       | 82       | 79       | 73       |
| People skills                   | 79                | 77       | 80       | 79       | 81       | 78       | 75       |
| Knowledge of local area         | 75                | 68       | 70       | 73       | 79       | 82       | 79       |
| Skills with technology          | 45                | 40       | 41       | 42       | 50       | 49       | 52       |

# IMPORTANCE OF AGENT COMMUNICATIONS

Exhibit 4-12 (Percent of Respondents)

|  | AGE OF HOME BUYER |          |          |          |          |          |          |
|--|-------------------|----------|----------|----------|----------|----------|----------|
|  | All Buyers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| Calls personally to inform of activities   | 74%               | 71%      | 70%      | 76%      | 76%      | 80%      | 79%      |
| Sends me postings as soon as a property is listed/the price changes/under contract | 72                | 75       | 74       | 73       | 72       | 70       | 59       |
| Sends me property info and communicates via text message                           | 71                | 78       | 74       | 70       | 70       | 64       | 48       |
| Can send market reports on recent listings and sales                               | 52                | 52       | 53       | 54       | 51       | 50       | 39       |
| Sends me emails about my specific needs  | 50                | 51       | 54       | 51       | 51       | 48       | 35       |
| Has a website  | 29                | 27       | 30       | 28       | 32       | 35       | 31       |
| Has a mobile site to show properties   | 28                | 26       | 26       | 28       | 29       | 32       | 23       |
| Is active on social media  | 14                | 18       | 15       | 12       | 13       | 13       | 7        |
| Active in local community/volunteerism   | 12                | 11       | 11       | 12       | 14       | 14       | 15       |
| Sends an email newsletter  | 7                 | 6        | 6        | 6        | 8        | 11       | 7        |
| Advertises in newspapers   | 2                 | 1        | 1        | 1        | 3        | 5        | 7        |
| Has a blog   | 1                 | 1        | 1        | 1        | 1        | 2        | 1        |



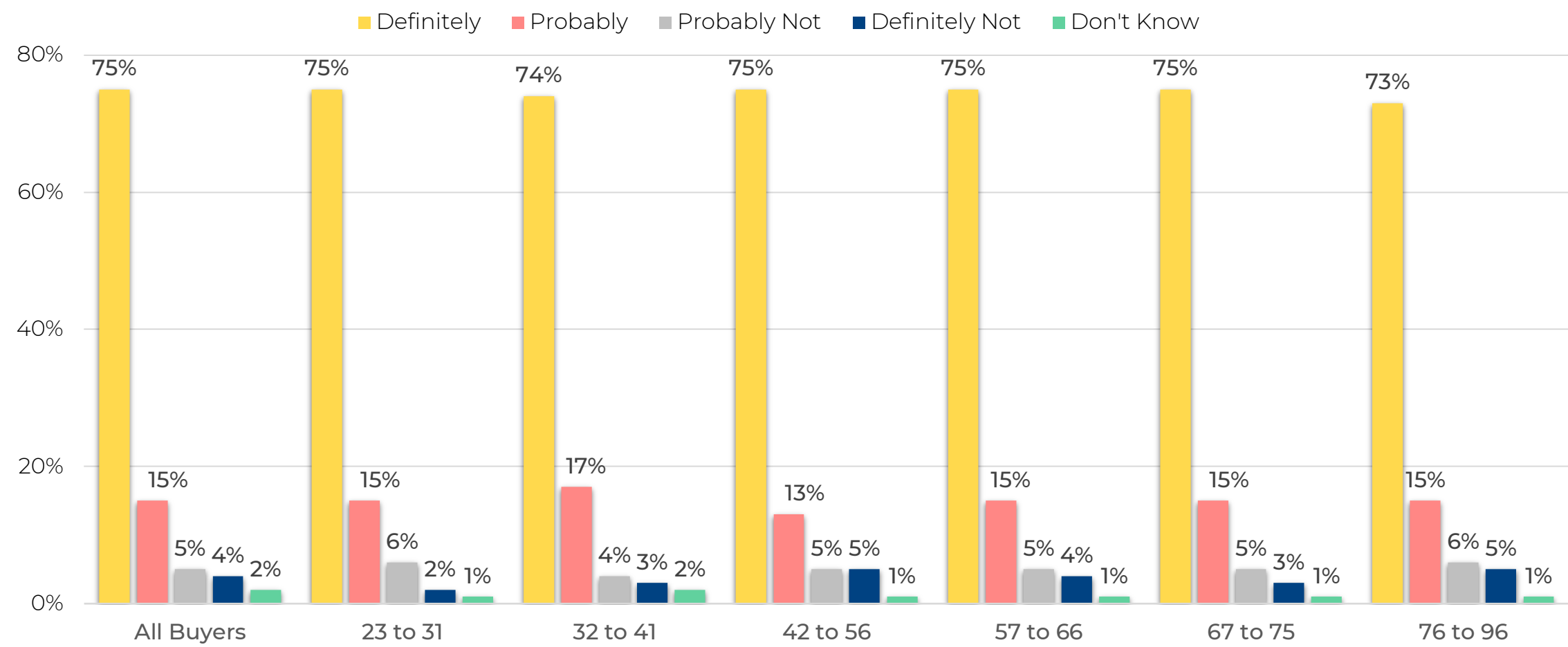
# SATISFACTION WITH REAL ESTATE AGENT SKILLS AND QUALITIES

Exhibit 4-13 *(Percent Ranking 'Very Satisfied')*

|                                 | AGE OF HOME BUYER |          |          |          |          |          |          |
|---------------------------------|-------------------|----------|----------|----------|----------|----------|----------|
|                                 | All Buyers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| Knowledge of purchase process   | 89%               | 91%      | 90%      | 89%      | 90%      | 89%      | 85%      |
| Honesty and integrity           | 88                | 88       | 89       | 88       | 90       | 89       | 88       |
| Responsiveness                  | 88                | 89       | 89       | 87       | 89       | 88       | 85       |
| Knowledge of real estate market | 87                | 89       | 89       | 87       | 87       | 87       | 89       |
| People skills                   | 86                | 87       | 88       | 87       | 86       | 84       | 78       |
| Communication skills            | 84                | 85       | 85       | 84       | 85       | 85       | 79       |
| Knowledge of local area         | 83                | 82       | 83       | 83       | 85       | 83       | 86       |
| Skills with technology          | 82                | 84       | 84       | 82       | 83       | 80       | 73       |
| Negotiation skills              | 77                | 78       | 78       | 78       | 80       | 77       | 74       |

# WOULD BUYER USE REAL ESTATE AGENT AGAIN OR RECOMMEND TO OTHERS

Exhibit 4-14 (Percentage Distribution)



# HOW MANY TIMES BUYER RECOMMENDED AGENT

Exhibit 4-15 (Percentage Distribution)

|   | AGE OF HOME BUYER |          |          |          |          |          |          |
|---|-------------------|----------|----------|----------|----------|----------|----------|
|   | All Buyers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| None                                    | 36%               | 36%      | 32%      | 31%      | 37%      | 43%      | 49%      |
| One time                                | 16                | 16       | 15       | 15       | 14       | 14       | 13       |
| Two times                               | 18                | 19       | 21       | 18       | 16       | 15       | 15       |
| Three times                             | 10                | 12       | 10       | 11       | 10       | 10       | 11       |
| Four or more times                      | 20                | 15       | 22       | 25       | 22       | 17       | 13       |
| Times recommended since buying (median) | 1                 | 1        | 2        | 2        | 1        | 1        | 1        |



# Chapter 5

## Financing the Home Purchase



# Financing the Home Purchase

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- Eighty-seven percent of recent buyers financed their home purchase. Ninety-six percent or more of buyers 41 years and younger financed, whereas only 67 percent of Older Baby Boomers financed their home, and 61 percent of the Silent Generation.
- For 61 percent of buyers, their down payment came from their savings. Thirty-eight percent of buyers' down payments came from the proceeds from the sale of a primary residence. Seventy-two percent of Older Millennials and 86 percent of Younger Millennials used savings for their downpayment, compared to only 41 percent of the Silent Generation. Older buyers were more likely to use equity from a past home. Younger Millennials used a gift or loan from friends and family more than any other generation.
- Thirteen percent of all buyers cited that saving for a down payment was the most difficult step in the home buying process. For buyers Younger Millennials, this share was 27 percent compared to only one percent of Older Baby Boomers.
- Twenty-three percent of all buyers reported having student loan debt with a median amount of \$30,000. Younger Millennials had the highest share of student debt at 45 percent, with a median amount of \$28,000. Younger Baby Boomers, were less likely to have student debt at nine percent, but had the highest balance with a median amount of \$42,000.
- Sixty-nine percent of all buyers used conventional loans to finance their home. Seventy-two percent of Younger Millennials used a conventional loan compared to 77 percent of buyers Older Baby Boomers.
- Eighty-six percent of all buyers reported they viewed a home purchase as a good investment. Eighty-eight percent of Younger Millennials said owning a home was a good financial investment.

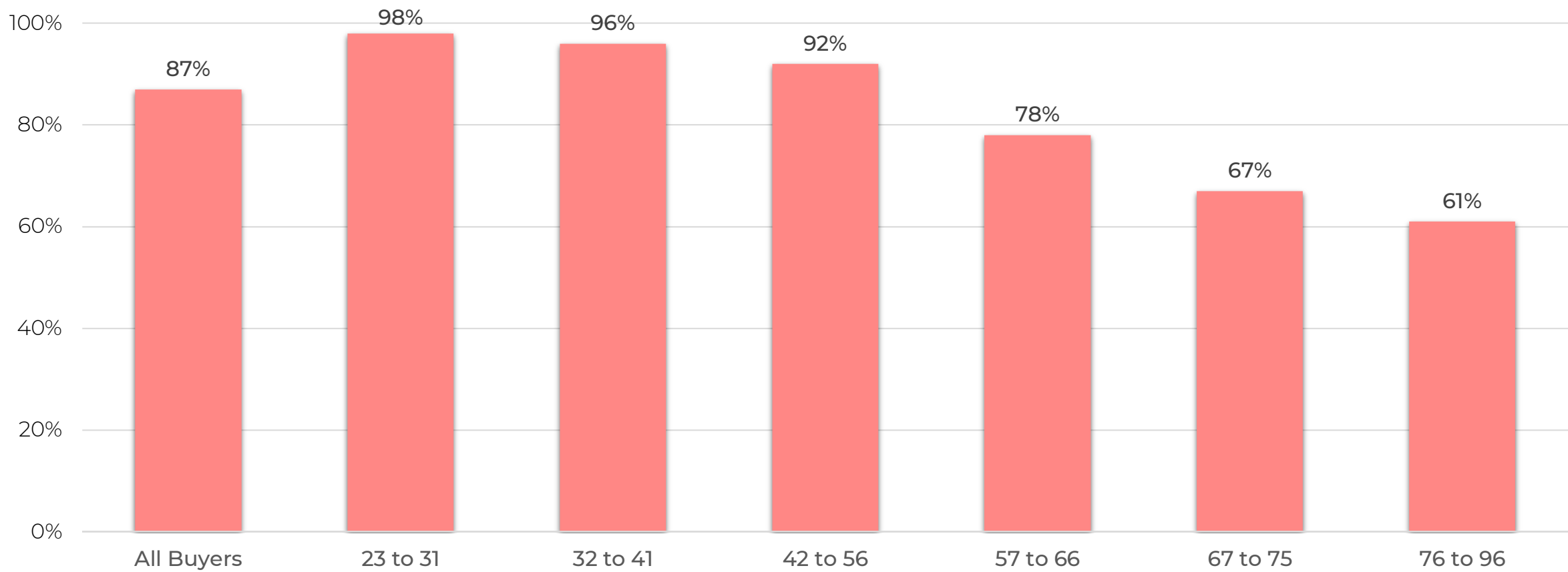
# Financing the Home Purchase

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|              |  |   |
|--------------|--|---|
| Exhibit 5-1  |  | • BUYERS WHO FINANCED THEIR HOME PURCHASE   |
| Exhibit 5-2  |  | • PERCENT OF HOME FINANCED  |
| Exhibit 5-3  |  | • MEDIAN PERCENT OF DOWN PAYMENT  |
| Exhibit 5-4  |  | • SOURCES OF DOWN PAYMENT   |
| Exhibit 5-5  |  | • YEARS DEBT DELAYED HOME BUYERS FROM SAVING FOR A DOWN PAYMENT OR BUYING A HOME        |
| Exhibit 5-6  |  | • EXPENSES THAT DELAYED SAVING FOR A DOWN PAYMENT OR SAVING FOR A HOME PURCHASE, BY AGE |
| Exhibit 5-7  |  | • SACRIFICES MADE TO PURCHASE HOME  |
| Exhibit 5-8  |  | • DIFFICULTY OF MORTGAGE APPLICATION AND APPROVAL PROCESS                               |
| Exhibit 5-9  |  | • BUYER MORTGAGE APPLICATION HAD BEEN REJECTED FROM MORTGAGE LENDER                     |
| Exhibit 5-10 |  | • BUYER PREVIOUSLY SOLD A DISTRESSED PROPERTY (SHORT SALE OR FORECLOSURE)               |
| Exhibit 5-11 |  | • BUYERS WHO HAVE STUDENT LOAN DEBT   |
| Exhibit 5-12 |  | • TYPE OF MORTGAGE  |
| Exhibit 5-13 |  | • TYPE OF LOAN  |
| Exhibit 5-14 |  | • BUYERS' VIEW OF HOMES AS A FINANCIAL INVESTMENT                                       |

# BUYERS WHO FINANCED THEIR HOME PURCHASE

Exhibit 5-1 *(Percentage Distribution)*



# PERCENT OF HOME FINANCED

## Exhibit 5-2

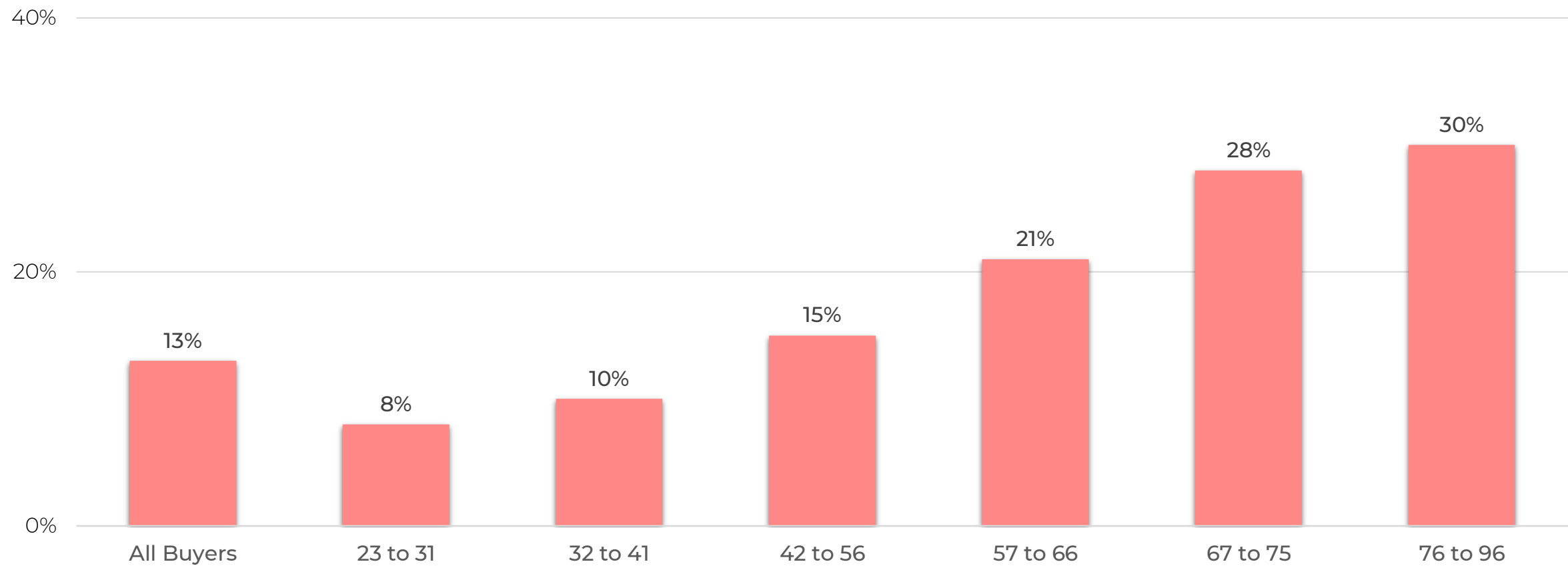
(Percentage Distribution)

|   | AGE OF HOME BUYER |          |          |          |          |          |          |
|---|-------------------|----------|----------|----------|----------|----------|----------|
|   | All Buyers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| Less than 50%   | 11%               | 4%       | 6%       | 9%       | 20%      | 25%      | 22%      |
| 50% to 59%  | 5                 | 1        | 2        | 5        | 8        | 12       | 15       |
| 60% to 69%  | 5                 | 1        | 3        | 6        | 7        | 9        | 13       |
| 71% to 79%  | 13                | 8        | 12       | 17       | 16       | 17       | 15       |
| 80% to 89%  | 24                | 27       | 28       | 25       | 22       | 18       | 18       |
| 90% to 94%  | 15                | 21       | 18       | 15       | 8        | 7        | 6        |
| 95% to 99%  | 17                | 28       | 20       | 15       | 9        | 6        | 2        |
| 100% – Financed the entire purchase price with a mortgage | 10                | 9        | 11       | 9        | 9        | 7        | 10       |
| Median percent financed                                   | 87%               | 92%      | 90%      | 85%      | 79%      | 72%      | 70%      |



# MEDIAN PERCENT DOWN PAYMENT

Exhibit 5-3 *(Percentage Distribution)*



# SOURCES OF DOWN PAYMENT

Exhibit 5-4

(Percent of Respondents Among those who Made a Downpayment)

## AGE OF HOME BUYER

|  | All Buyers | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
|--|------------|----------|----------|----------|----------|----------|----------|
| Savings  | 61%        | 86%      | 72%      | 53%      | 50%      | 40%      | 41%      |
| Proceeds from sale of primary residence                        | 38         | 14       | 32       | 46       | 50       | 57       | 54       |
| Gift from relative or friend                                   | 12         | 25       | 17       | 9        | 4        | 1        | 3        |
| Sale of stocks or bonds  | 9          | 12       | 10       | 6        | 8        | 7        | 8        |
| 401k/pension fund including a loan                             | 7          | 4        | 9        | 10       | 7        | 3        |          |
| Inheritance  | 4          | 4        | 3        | 3        | 6        | 4        | 1        |
| Tax Refund   | 4          | 6        | 6        | 3        | 1        | 1        | 1        |
| Proceeds from sale of real estate other than primary residence | 3          | 1        | 2        | 2        | 6        | 6        | 5        |
| Individual Retirement Account (IRA)                            | 3          | 2        | 2        | 4        | 4        | 3        | 3        |
| Equity from primary residence buyer continues to own           | 2          | 1        | 2        | 3        | 3        | 3        | 4        |
| Loan from relative or friend                                   | 2          | 4        | 4        | 2        | 1        | 1        | 1        |
| Loan or financial assistance from source other than employer   | 2          | 2        | 2        | 1        | 1        | 1        | *        |
| Loan from financial institution other than a mortgage          | 1          | *        | *        | 1        | *        | 1        | 2        |
| Loan or financial assistance through employer                  | *          | *        | *        | *        | *        | *        | *        |
| Other  | 3          | 2        | 3        | 4        | 2        | 2        | 3        |

\*Less than 1 percent

# YEARS DEBT DELAYED HOME BUYERS FROM SAVING FOR A DOWN PAYMENT OR BUYING A HOME

Exhibit 5-5 (Percentage Distribution)

|                      | AGE OF HOME BUYER |          |          |          |          |          |          |
|----------------------|-------------------|----------|----------|----------|----------|----------|----------|
|                      | All Buyers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| One year             | 16%               | 21%      | 13%      | 13%      | 16%      | 21%      | 50%      |
| Two years            | 17                | 24       | 16       | 14       | 15       | 15       | *        |
| Three years          | 14                | 20       | 15       | 7        | 11       | 10       | *        |
| Four years           | 7                 | 9        | 7        | 5        | 7        | 8        | *        |
| Five years           | 19                | 14       | 22       | 23       | 10       | 10       | *        |
| More than five years | 27                | 12       | 28       | 38       | 41       | 36       | 50       |
| Median               | 4                 | 3        | 4        | 5        | 5        | 4        | 4        |

\*Less than 1 percent

# EXPENSES THAT DELAYED SAVING FOR A DOWN PAYMENT OR SAVING FOR A HOME PURCHASE, BY AGE

## Exhibit 5-6

(Percent of Respondents Who Reported Saving for a Down Payment was Difficult)

|   | AGE OF HOME BUYER |          |          |          |          |          |          |
|---|-------------------|----------|----------|----------|----------|----------|----------|
|   | All Buyers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| Share Saving for Down payment was Most Difficult Task in Buying Process:      | 13%               | 27%      | 21%      | 9%       | 3%       | 1%       | *        |
| Debt that Delayed Saving:   |                   |          |          |          |          |          |          |
| Student Loans   | 43%               | 49%      | 44%      | 22%      | 9%       | 3%       | 3%       |
| High rent/current mortgage payment  | 43                | 32       | 27       | 28       | 13       | 9        | 2        |
| Credit card debt  | 33                | 23       | 30       | 31       | 13       | 11       | 8        |
| Car loan  | 32                | 29       | 26       | 18       | 9        | 5        | 2        |
| Childcare expenses  | 13                | 7        | 19       | 11       | 1        | *        | 2        |
| Health care costs   | 13                | 9        | 10       | 9        | 9        | 5        | 7        |
| Other   | 13                | 17       | 18       | 30       | 65       | 75       | 90       |
| Median Years Debt Delayed Home Purchase Among Those Who Had Difficulty Saving | 3                 | 3        | 4        | 5        | 5        | 3        | 4        |

\*Less than 1 percent

# SACRIFICES MADE TO PURCHASE HOME

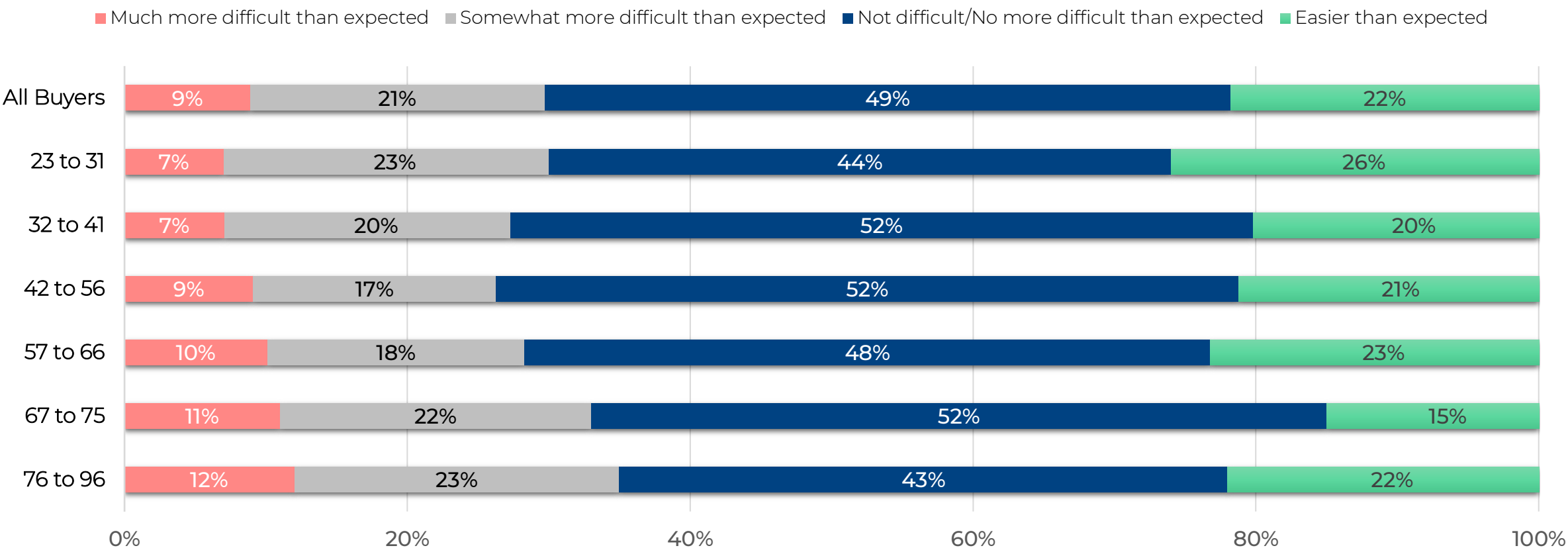
Exhibit 5-7

(Percent of Respondents)

|   | AGE OF HOME BUYER |          |          |          |          |          |          |
|---|-------------------|----------|----------|----------|----------|----------|----------|
|   | All Buyers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| Cut spending on luxury items or non-essential items | 23%               | 34%      | 29%      | 22%      | 13%      | 7%       | 5%       |
| Cut spending on entertainment                       | 16                | 25       | 21       | 15       | 9        | 5        | 3        |
| Cut spending on clothes                             | 13                | 20       | 17       | 12       | 7        | 4        | 3        |
| Cancelled vacation plans                            | 7                 | 6        | 9        | 7        | 5        | 2        | 1        |
| Paid minimum payments on bills                      | 6                 | 9        | 7        | 6        | 2        | 1        | 1        |
| Earned extra income through a second job            | 5                 | 10       | 7        | 5        | 2        | 1        | 1        |
| Sold a vehicle or decided not to purchase a vehicle | 5                 | 5        | 5        | 5        | 3        | 2        | 3        |
| Moved in with friends/family without paying rent    | 4                 | 7        | 6        | 3        | 2        | 2        | 2        |
| Other   | 4                 | 4        | 4        | 4        | 4        | 3        | 5        |
| Did not need to make any sacrifices                 | 65                | 52       | 57       | 66       | 77       | 86       | 88       |

# DIFFICULTY OF MORTGAGE APPLICATION AND APPROVAL PROCESS

Exhibit 5-8 (Percentage Distribution Among those who Financed their Home Purchase)



# REASONS MORTGAGE LENDER REJECTED BUYER APPLICATION

Exhibit 5-9 (Percentage Distribution)

|   | AGE OF HOME BUYER |          |          |          |          |          |          |
|---|-------------------|----------|----------|----------|----------|----------|----------|
|   | All Buyers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| Have had application denied                   | 4%                | 5%       | 5%       | 5%       | 5%       | 3%       | 7%       |
| Median number of times application was denied | 1                 | 1        | 1        | 1        | 1        | 1        | 1        |
| Debt-to-income ratio                          | 32%               | 46%      | 41%      | 22%      | 30%      | 6%       | 42%      |
| Low credit score                              | 23                | 22       | 24       | 33       | 13       | 22       | 8        |
| Income was unable to be verified              | 11                | 15       | 19       | 7        | 10       | 6        | 8        |
| Insufficient down payment                     | 8                 | 17       | 6        | 2        | 5        | 6        | *        |
| Not enough money in reserves                  | 8                 | 11       | 11       | 7        | 10       | 6        | 8        |
| Too soon after refinancing another property   | 1                 | *        | *        | *        | *        | *        | *        |
| Don't know                                    | 8                 | 2        | 8        | 4        | 10       | 33       | 8        |
| Other   | 36                | 37       | 29       | 45       | 40       | 39       | 25       |

\*Less than 1 percent

# BUYER PREVIOUSLY SOLD A DISTRESSED PROPERTY (SHORT SALE OR FORECLOSURE)

Exhibit 5-10      *(Percentage Distribution)*

|  | AGE OF HOME BUYER |          |          |          |          |          |          |
|--|-------------------|----------|----------|----------|----------|----------|----------|
|  | All Buyers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| Sold distressed property               | 6%                | 1%       | 4%       | 9%       | 8%       | 4%       | 4%       |
| Year sold distressed property (median) | 2011              | 2020     | 2013     | 2010     | 2011     | 2011     | 2011     |



# BUYERS WHO HAVE STUDENT LOAN DEBT

Exhibit 5-11

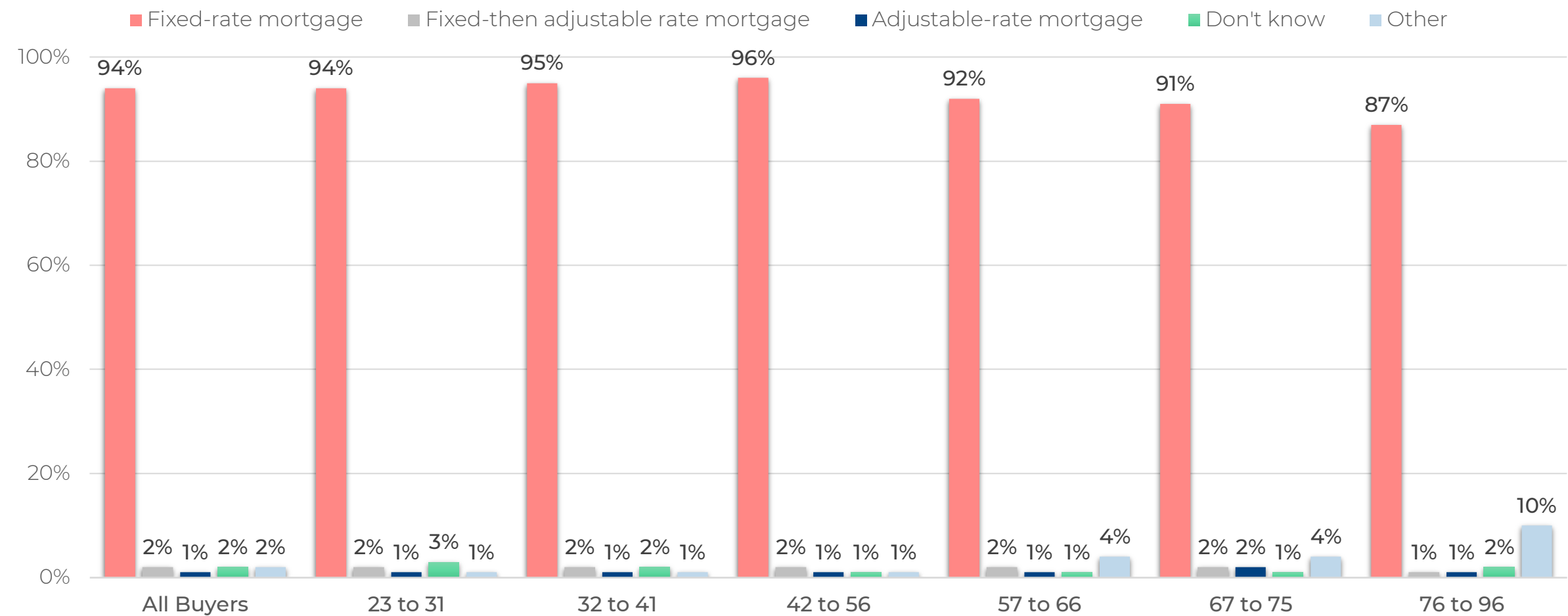
(Percentage Distribution)

|                                    | AGE OF HOME BUYER |          |          |          |          |          |          |
|------------------------------------|-------------------|----------|----------|----------|----------|----------|----------|
|                                    | All Buyers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 75 to 95 |
| Have student loan debt             | 23%               | 45%      | 38%      | 23%      | 9%       | 3%       | 2%       |
| Under \$10,000                     | 17%               | 16%      | 15%      | 18%      | 15%      | 26%      | 25%      |
| \$10,000 to \$24,999               | 25                | 28       | 24       | 26       | 23       | 26       | 25       |
| \$25,000 to \$49,999               | 22                | 24       | 20       | 20       | 23       | 16       | 50       |
| \$50,000 to \$74,999               | 16                | 17       | 16       | 15       | 12       | 5        | *        |
| \$75,000 or more                   | 20                | 15       | 25       | 21       | 27       | 26       | *        |
| Median amount of student loan debt | \$30,000          | \$28,000 | \$35,000 | \$30,000 | \$42,000 | \$22,000 | \$19,000 |

\*Less than 1 percent

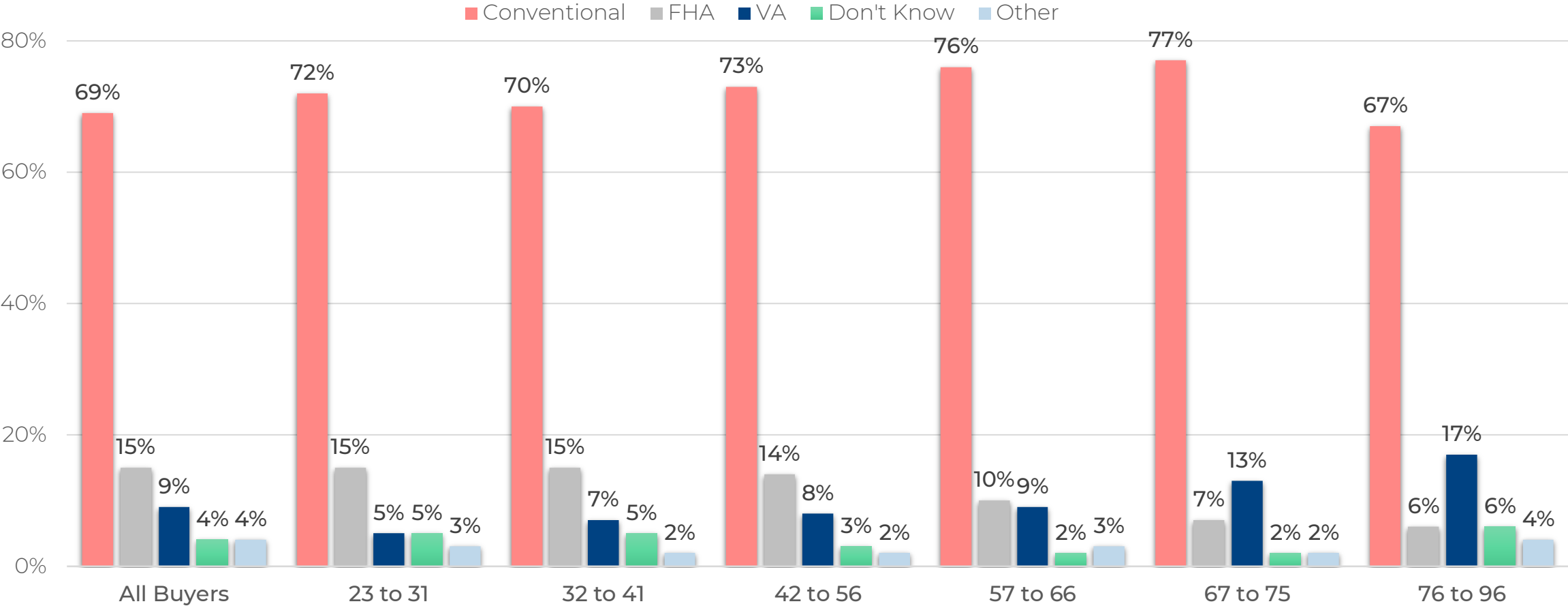
# TYPE OF MORTGAGE

Exhibit 5-12 (Percentage Distribution Among those who Financed their Home Purchase)



# TYPE OF LOAN

Exhibit 5-13 (Percentage Distribution Among those who Financed their Home Purchase)



# BUYERS' VIEW OF HOMES AS A FINANCIAL INVESTMENT

Exhibit 5-14 *(Percentage Distribution)*

|                                 | AGE OF HOME BUYER |          |          |          |          |          |          |
|---------------------------------|-------------------|----------|----------|----------|----------|----------|----------|
|                                 | All Buyers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| Good financial investment       | 86%               | 88%      | 87%      | 84%      | 86%      | 82%      | 80%      |
| Better than stocks              | 43                | 40       | 40       | 41       | 42       | 43       | 46       |
| About as good as stocks         | 30                | 33       | 32       | 30       | 30       | 27       | 25       |
| Not as good as stocks           | 13                | 15       | 15       | 13       | 14       | 12       | 9        |
| Not a good financial investment | 3                 | 1        | 3        | 4        | 4        | 4        | 5        |
| Don't know                      | 11                | 10       | 10       | 13       | 10       | 14       | 14       |

A photograph of a young couple with brown hair, smiling and sitting at a light-colored wooden table. They are looking at a document on the table. A real estate agent with short blonde hair, seen from the back, is shaking hands with the man. On the table, there is a glass jar filled with cookies and a small potted plant.

# Chapter 6

## Home Sellers and Their Selling Experience

# Home Sellers and Their Selling Experience

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- Gen Xers made up one of the largest shares of home sellers at 24 percent, had a median age of 49 years, and the highest median income at \$139,300. Younger Baby Boomers made up the second largest share of sellers at 23 percent with a median age of 62 years.
- Sixty-nine percent of sellers were married couples. Married couples were highest among Older Millennials at 79 percent.
- Sixty-nine percent of all sellers moved within the same state. For Younger Millennials, 81 percent purchased in the same state compared to 63 percent of Older Baby Boomer sellers.
- For all sellers, the most commonly cited reason for selling their home was the desire to move closer to friends and family (18 percent), followed by the home was too small (17 percent), and a change in family situation (12 percent). Older generations were more likely to move closer to family/friends, and younger generations were more likely to desire a larger home.
- Sellers typically lived in their home for eight years before selling, down from 10 last year. Younger Millennials stayed in their home for four years compared to 18 years for Silent Generation sellers.
- Nine in 10 home sellers worked with a real estate agent to sell their home, which was consistent across all age groups.
- For recently sold homes, the final sales price was a median 100 percent of the final listing price.
- One-quarter of home sellers reduced the asking price of their home at least once. Thirty-eight percent of Silent Generation sellers reduced their asking price at least once, compared to 19 percent of Younger Millennials.
- Twenty-six percent of all sellers offered incentives to attract buyers. This varied across age groups where it was less likely for Silent Generation sellers to offer incentives and more likely for Younger Millennial sellers.
- This year, home sellers cited that they sold their homes for a median of \$85,000 more than they purchased it. Younger Millennial sellers gained the least at \$44,500 in equity compared to Silent Generation sellers who gained \$151,500 in equity as they likely had lived in their homes for a longer period.
- Seventy percent of sellers were 'very satisfied' with the selling process, up from last year.

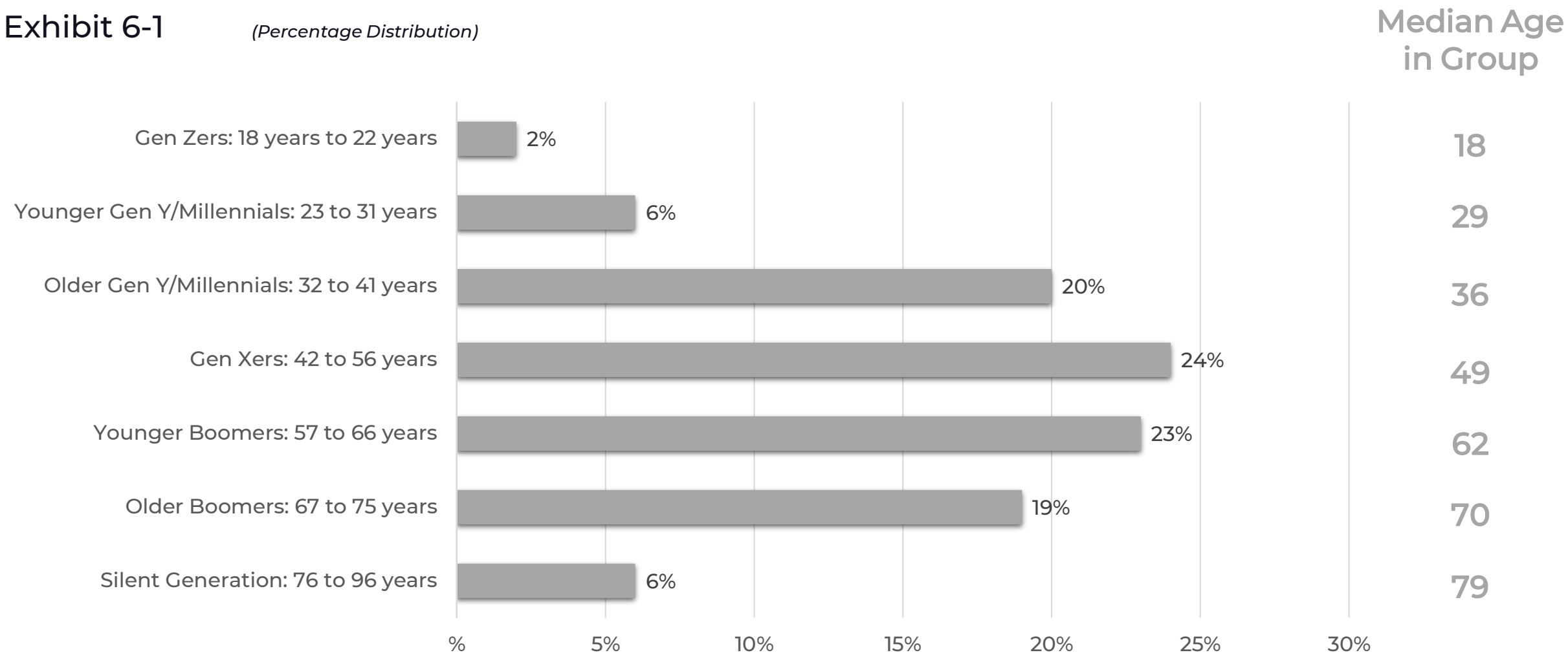


# Home Sellers and Their Selling Experience

|              |   |
|--------------|---|
| Exhibit 6-1  | • AGE OF HOME SELLERS   |
| Exhibit 6-2  | • HOUSEHOLD INCOME OF HOME SELLERS  |
| Exhibit 6-3  | • ADULT COMPOSITION OF HOME SELLER HOUSEHOLDS   |
| Exhibit 6-4  | • NUMBER OF CHILDREN UNDER THE AGE OF 18 RESIDING IN HOME SELLER HOUSEHOLD                      |
| Exhibit 6-5  | • EDUCATION OF HOME SELLERS   |
| Exhibit 6-6  | • RACE/ETHNICITY OF HOME SELLERS  |
| Exhibit 6-7  | • PRIMARY LANGUAGE SPOKEN IN HOME SELLER HOUSEHOLD  |
| Exhibit 6-8  | • FIRST-TIME OR REPEAT SELLER   |
| Exhibit 6-9  | • PROXIMITY OF HOME SOLD TO HOME PURCHASED  |
| Exhibit 6-10 | • LOCATION OF HOME SOLD   |
| Exhibit 6-11 | • TYPE OF HOME SOLD   |
| Exhibit 6-12 | • SIZE OF HOME PURCHASED COMPARED TO HOME RECENTLY SOLD   |
| Exhibit 6-13 | • NUMBER OF BEDROOMS AND BATHROOMS  |
| Exhibit 6-14 | • PRICE OF HOME PURCHASED COMPARED TO HOME RECENTLY SOLD  |
| Exhibit 6-15 | • PRIMARY REASON FOR SELLING PREVIOUS HOME  |
| Exhibit 6-16 | • SELLER WANTED TO SELL EARLIER BUT WAITED OR STALLED BECAUSE HOME WAS WORTH LESS THAN MORTGAGE |
| Exhibit 6-17 | • TENURE IN PREVIOUS HOME   |
| Exhibit 6-18 | • DISTANCE BETWEEN HOME PURCHASED AND HOME RECENTLY SOLD  |
| Exhibit 6-19 | • METHOD USED TO SELL HOME  |
| Exhibit 6-20 | • SALES PRICE COMPARED WITH LISTING PRICE   |
| Exhibit 6-21 | • NUMBER OF WEEKS RECENTLY SOLD HOME WAS ON THE MARKET  |
| Exhibit 6-22 | • NUMBER OF TIMES ASKING PRICE WAS REDUCED  |
| Exhibit 6-23 | • INCENTIVES OFFERED TO ATTRACT BUYERS, BY NUMBER OF WEEKS HOME WAS ON THE MARKET               |
| Exhibit 6-24 | • SATISFACTION WITH THE SELLING PROCESS   |
| Exhibit 6-25 | • EQUITY EARNED IN HOME RECENTLY SOLD   |
| Exhibit 6-26 | • URGENCY OF SALE   |

# AGE OF HOME SELLERS

Exhibit 6-1 (Percentage Distribution)



*Note: Sellers 22 years and younger only made up only two percent of the share of all sellers. They were not included in chapters 6 or 7 on home sellers due to the low number of responses for analysis.*



# HOUSEHOLD INCOME OF HOME SELLERS

Exhibit 6-2

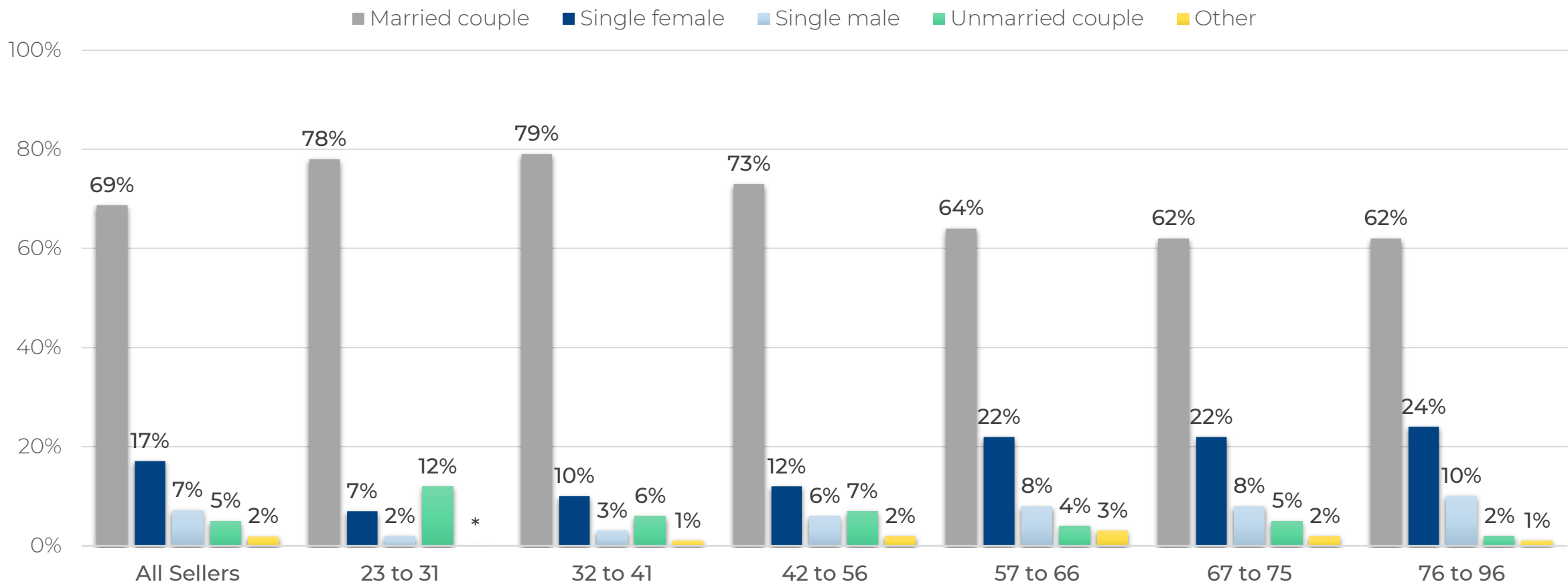
(Percentage Distribution)

|                        | AGE OF HOME SELLER |           |           |           |           |          |          |
|------------------------|--------------------|-----------|-----------|-----------|-----------|----------|----------|
|                        | All Sellers        | 23 to 31  | 32 to 41  | 42 to 56  | 57 to 66  | 67 to 75 | 76 to 96 |
| Less than \$25,000     | 2%                 | 1%        | *         | 1%        | 3%        | 3%       | 3%       |
| \$25,000 to \$34,999   | 3                  | 1         | 1         | 1         | 3         | 6        | 8        |
| \$35,000 to \$44,999   | 4                  | 1         | 1         | 2         | 4         | 7        | 11       |
| \$45,000 to \$54,999   | 5                  | 5         | 3         | 4         | 5         | 9        | 9        |
| \$55,000 to \$64,999   | 6                  | 10        | 4         | 3         | 6         | 9        | 9        |
| \$65,000 to \$74,999   | 7                  | 7         | 5         | 4         | 8         | 7        | 11       |
| \$75,000 to \$84,999   | 8                  | 5         | 7         | 5         | 7         | 10       | 13       |
| \$85,000 to \$99,999   | 10                 | 20        | 11        | 7         | 10        | 12       | 8        |
| \$100,000 to \$124,999 | 14                 | 19        | 21        | 15        | 12        | 11       | 13       |
| \$125,000 to \$149,999 | 11                 | 13        | 13        | 14        | 10        | 8        | 4        |
| \$150,000 to \$174,999 | 10                 | 9         | 8         | 13        | 10        | 6        | 5        |
| \$175,000 to \$199,999 | 6                  | 4         | 8         | 8         | 6         | 2        | 1        |
| \$200,000 or more      | 16                 | 6         | 16        | 23        | 16        | 10       | 7        |
| Median income (2020)   | \$112,300          | \$100,000 | \$121,400 | \$139,300 | \$108,300 | \$84,000 | \$74,100 |

\*Less than 1 percent

# ADULT COMPOSITION OF HOME SELLER HOUSEHOLDS

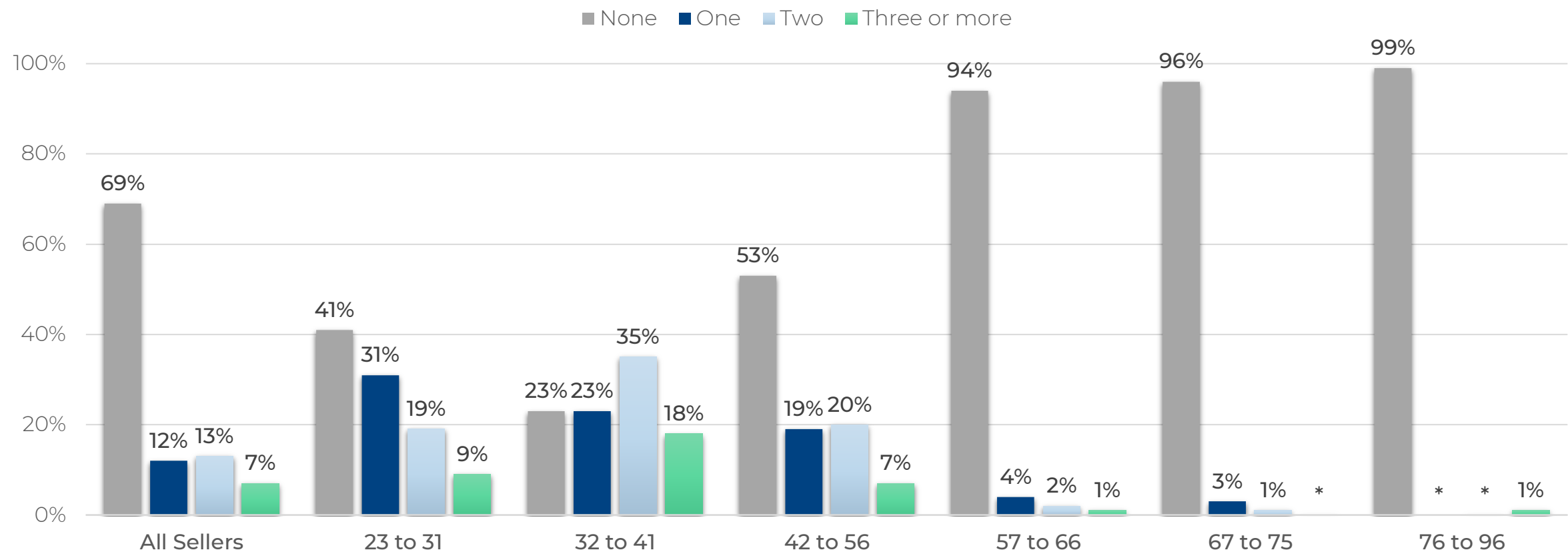
Exhibit 6-3 (Percentage Distribution)



\*Less than 1 percent

# NUMBER OF CHILDREN UNDER THE AGE OF 18 RESIDING IN HOME SELLER HOUSEHOLD

Exhibit 6-4 (Percentage Distribution of Home Seller Households)



\*Less than 1 percent

# EDUCATION OF HOME SELLERS

## Exhibit 6-5

(Percent of Respondents)

|                                | AGE OF HOME SELLER |          |          |          |          |          |          |
|--------------------------------|--------------------|----------|----------|----------|----------|----------|----------|
|                                | All Sellers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| Less than high school          | *                  | 1%       | *        | 1%       | *        | *        | *        |
| High school diploma            | 16                 | 13       | 9        | 16       | 18       | 19       | 28       |
| Associate's degree             | 14                 | 7        | 11       | 13       | 17       | 16       | 15       |
| Bachelor's degree              | 29                 | 47       | 33       | 31       | 26       | 22       | 23       |
| Some graduate work             | 6                  | 4        | 4        | 4        | 7        | 10       | 12       |
| Master's degree/MBA/law degree | 28                 | 24       | 37       | 28       | 27       | 26       | 18       |
| Doctoral degree                | 6                  | 5        | 7        | 8        | 5        | 7        | 5        |

\*Less than 1 percent

# RACE/ETHNICITY OF HOME SELLERS

## Exhibit 6-6

(Percent of Respondents)

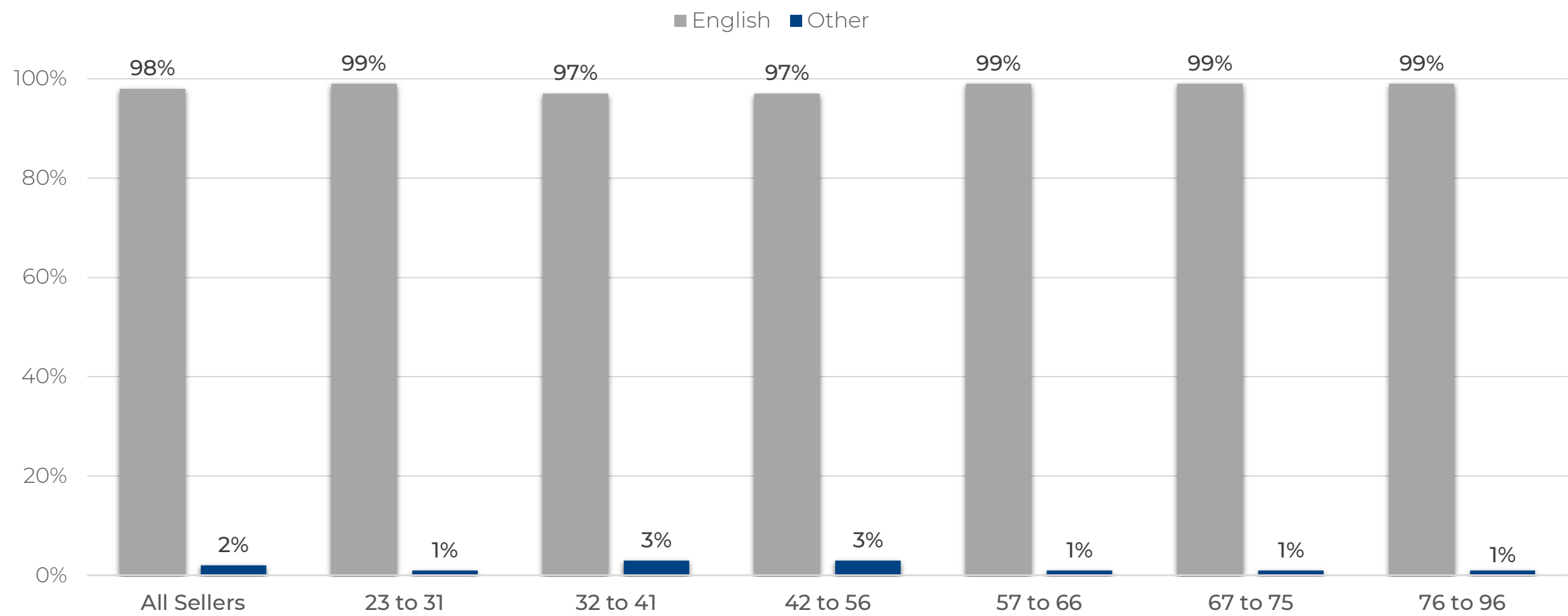
|                        | AGE OF HOME SELLER |          |          |          |          |          |          |
|------------------------|--------------------|----------|----------|----------|----------|----------|----------|
|                        | All Sellers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| White/Caucasian        | 89%                | 93%      | 88%      | 87%      | 92%      | 94%      | 96%      |
| Hispanic/Latino        | 5                  | 6        | 5        | 5        | 3        | 3        | 2        |
| Black/African-American | 4                  | 2        | 3        | 4        | 3        | 2        | 1        |
| Asian/Pacific Islander | 3                  | 2        | 4        | 3        | 1        | 1        | *        |
| Other                  | 2                  | 2        | 2        | 2        | 2        | 1        | 2        |

\*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.

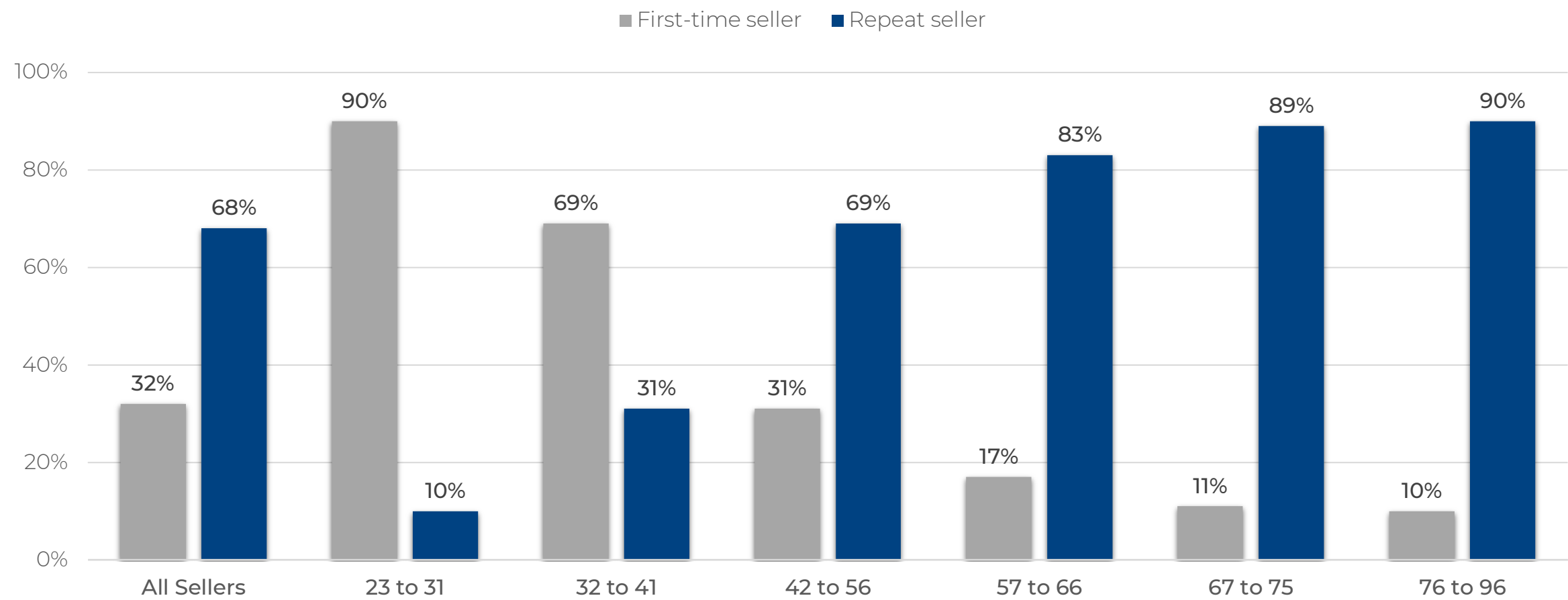
# PRIMARY LANGUAGE SPOKEN IN HOME SELLER HOUSEHOLD

Exhibit 6-7 (Percentage Distribution)



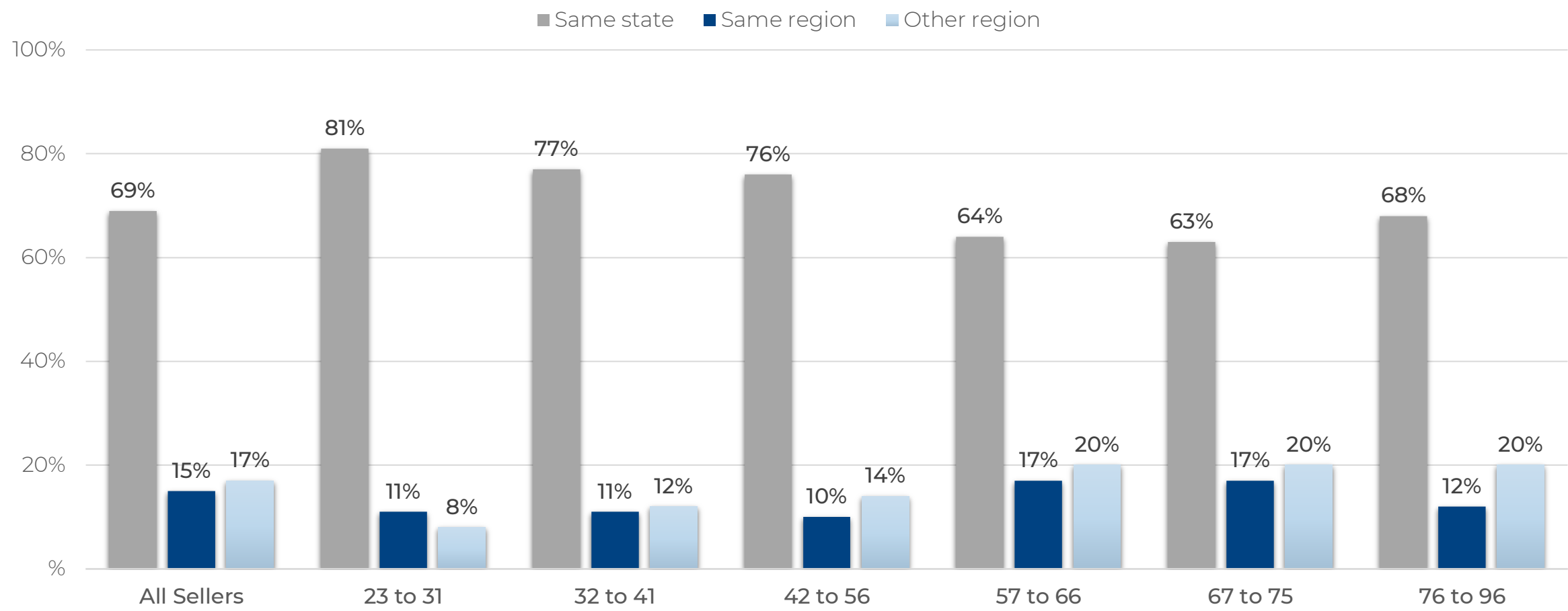
# FIRST-TIME OR REPEAT SELLER

Exhibit 6-8 (Percentage Distribution)



# PROXIMITY OF HOME SOLD TO HOME PURCHASED

Exhibit 6-9 (Percentage Distribution)





# LOCATION OF HOME SOLD

## Exhibit 6-10

(Percentage Distribution)

|                         | AGE OF HOME SELLER |          |          |          |          |          |          |
|-------------------------|--------------------|----------|----------|----------|----------|----------|----------|
|                         | All Sellers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| Suburb/Subdivision      | 50%                | 48%      | 52%      | 52%      | 50%      | 46%      | 36%      |
| Small town              | 18                 | 17       | 18       | 19       | 18       | 19       | 24       |
| Urban area/Central city | 16                 | 24       | 20       | 17       | 15       | 11       | 11       |
| Rural area              | 13                 | 10       | 10       | 11       | 15       | 16       | 23       |
| Resort/Recreation area  | 3                  | 1        | *        | 1        | 3        | 7        | 5        |

\*Less than 1 percent

# TYPE OF HOME SOLD

Exhibit 6-11 *(Percentage Distribution)*

|  | AGE OF HOME SELLER |          |          |          |          |          |          |
|--|--------------------|----------|----------|----------|----------|----------|----------|
|  | All Sellers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| Detached single-family home                        | 78%                | 80%      | 77%      | 80%      | 80%      | 80%      | 80%      |
| Townhouse/row house                                | 8                  | 6        | 10       | 7        | 5        | 6        | 4        |
| Apartment/condo in a building with 5 or more units | 5                  | 6        | 8        | 4        | 4        | 4        | 2        |
| Duplex/apartment/condo in 2 to 4 unit building     | 4                  | 3        | 3        | 4        | 5        | 3        | 5        |
| Other  | 5                  | 6        | 2        | 5        | 6        | 7        | 8        |

# SIZE OF HOME PURCHASED COMPARED TO HOME RECENTLY SOLD

Exhibit 6-12      *(Median Square Feet)*

|             | Size of home sold | Size of home purchased | Difference in Square Feet |
|-------------|-------------------|------------------------|---------------------------|
| All Sellers | 1,900             | 2,100                  | 200                       |
| 23 to 31    | 1,500             | 2,100                  | 600                       |
| 32 to 41    | 1,700             | 2,400                  | 700                       |
| 42 to 56    | 1,900             | 2,300                  | 400                       |
| 57 to 66    | 2,000             | 2,000                  | 0                         |
| 67 to 75    | 2,100             | 2,000                  | -100                      |
| 76 to 96    | 2,000             | 1,800                  | -200                      |

# NUMBER OF BEDROOMS AND BATHROOMS

Exhibit 6-13 *(Percentage Distribution)*

|                                 | AGE OF HOME SELLER |          |          |          |          |          |          |
|---------------------------------|--------------------|----------|----------|----------|----------|----------|----------|
|                                 | All Sellers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| One bedroom                     | 1%                 | 1%       | 2%       | 1%       | 1%       | 1%       | 1%       |
| Two bedrooms                    | 15                 | 18       | 18       | 13       | 13       | 13       | 15       |
| Three bedrooms or more          | 84                 | 81       | 80       | 85       | 86       | 86       | 84       |
| Median number of bedrooms       | 3                  | 3        | 3        | 3        | 3        | 3        | 3        |
| One full bathroom               | 17                 | 32       | 31       | 21       | 16       | 13       | 10       |
| Two full bathrooms              | 57                 | 59       | 53       | 53       | 55       | 57       | 62       |
| Three full bathrooms or more    | 26                 | 9        | 16       | 26       | 29       | 29       | 28       |
| Median number of full bathrooms | 2                  | 2        | 2        | 2        | 2        | 2        | 2        |

# PRICE OF HOME PURCHASED COMPARED TO HOME RECENTLY SOLD

Exhibit 6-14 (Median)

|                    | Price of home sold | Price of home purchased | Difference in Price |
|--------------------|--------------------|-------------------------|---------------------|
| <b>All Sellers</b> | \$315,000          | \$349,000               | \$34,000            |
| <b>23 to 31</b>    | \$221,000          | \$316,000               | \$95,000            |
| <b>32 to 41</b>    | \$272,000          | \$370,000               | \$98,000            |
| <b>42 to 56</b>    | \$315,000          | \$365,000               | \$50,000            |
| <b>57 to 66</b>    | \$350,000          | \$348,000               | -\$2,000            |
| <b>67 to 75</b>    | \$350,000          | \$324,000               | -\$26,000           |
| <b>76 to 96</b>    | \$359,000          | \$300,000               | -\$59,000           |

# PRIMARY REASON FOR SELLING PREVIOUS HOME

Exhibit 6-15

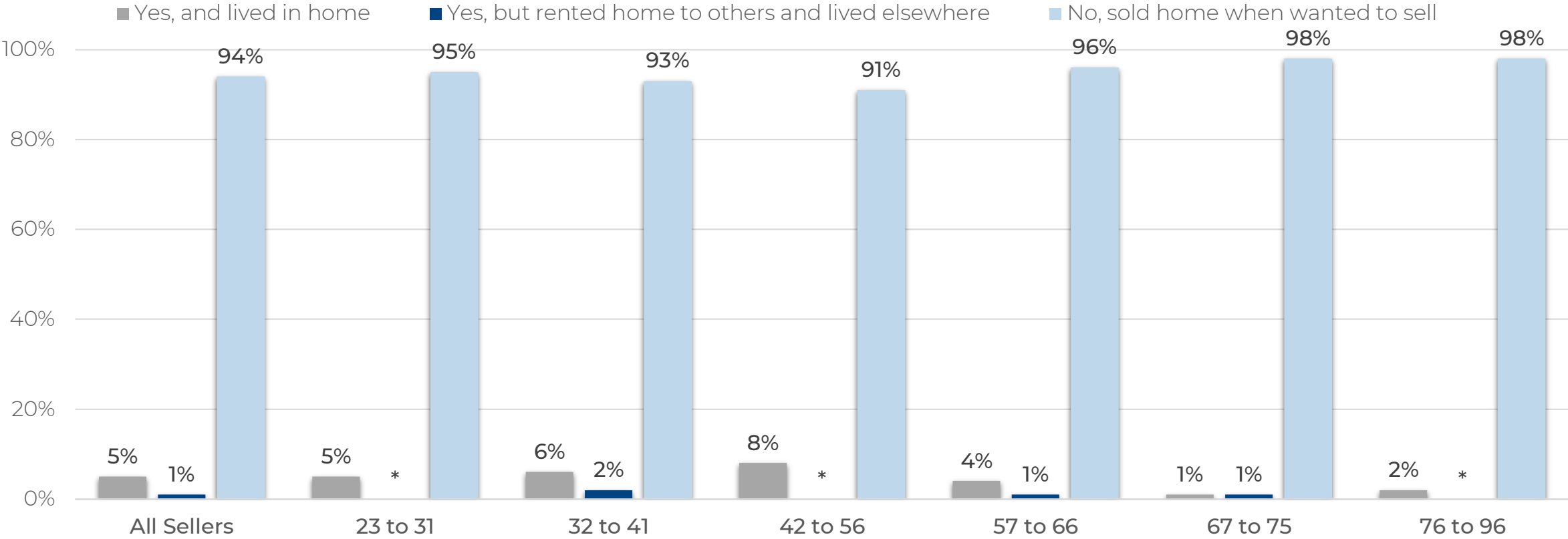
(Percentage Distribution)

|  | AGE OF HOME SELLER |          |          |          |          |          |          |
|--|--------------------|----------|----------|----------|----------|----------|----------|
|  | All Sellers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| Want to move closer to friends or family                               | 18%                | 10%      | 6%       | 11%      | 19%      | 28%      | 30%      |
| Home is too small  | 17                 | 39       | 37       | 19       | 7        | 4        | 1        |
| Neighborhood has become less desirable                                 | 11                 | 10       | 13       | 13       | 10       | 10       | 4        |
| Change in family situation (e.g., marriage, birth of a child, divorce) | 9                  | 13       | 10       | 12       | 7        | 7        | 15       |
| Home is too large  | 9                  | 1        | 1        | 6        | 15       | 15       | 19       |
| Job relocation   | 7                  | 10       | 12       | 12       | 5        | 1        | 1        |
| Moving due to retirement   | 7                  | *        | 1        | 2        | 13       | 11       | 4        |
| Want to move closer to current job                                     | 3                  | 4        | 5        | 4        | 2        | *        | *        |
| Upkeep of home is too difficult due to health or financial limitations | 3                  | 1        | 1        | 1        | 3        | 6        | 11       |
| Schools became less desirable  | 2                  | 2        | 4        | 3        | *        | *        | *        |
| Can not afford the mortgage and other expenses of owning home          | 1                  | 1        | 1        | 2        | 1        | 1        | 1        |
| Unfit living conditions due to environmental factors                   | *                  | 1        | 1        | 1        | *        | 1        | *        |
| Other  | 13                 | 9        | 9        | 15       | 17       | 15       | 13       |

\*Less than 1 percent

# SELLER WANTED TO SELL EARLIER BUT WAITED OR STALLED BECAUSE HOME WAS WORTH LESS THAN MORTGAGE

Exhibit 6-16 (Percentage Distribution)



\*Less than 1 percent

# TENURE IN PREVIOUS HOME

Exhibit 6-17 (Percentage Distribution)

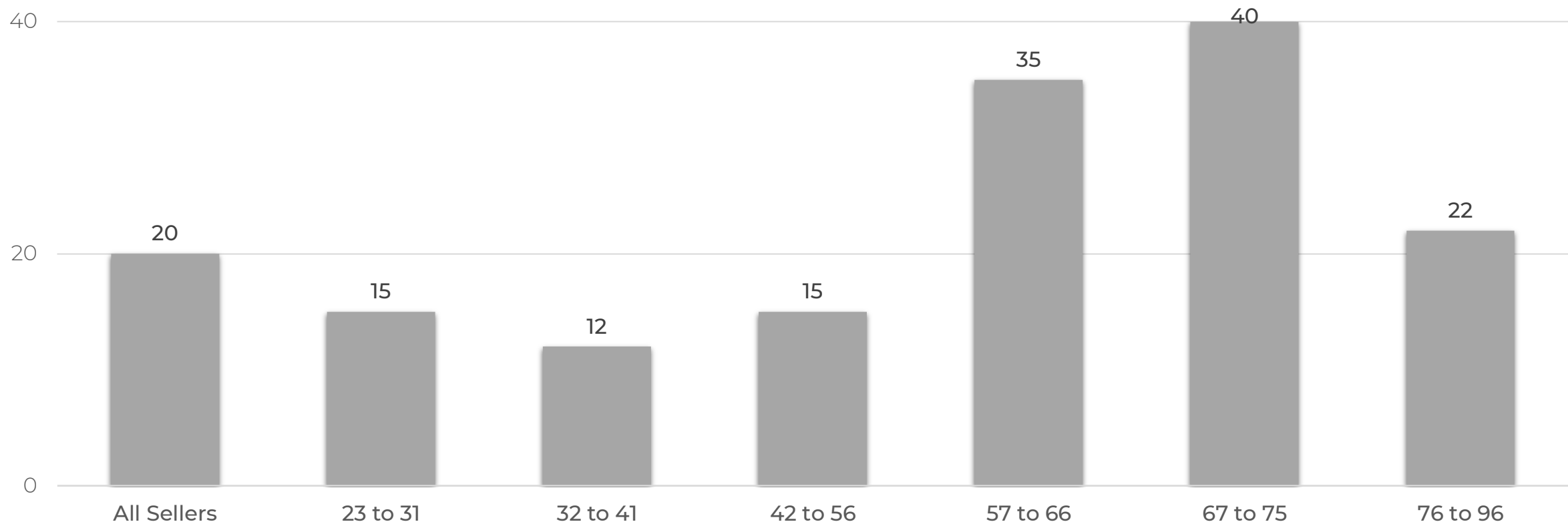
|                  | AGE OF HOME SELLER |          |          |          |          |          |          |
|------------------|--------------------|----------|----------|----------|----------|----------|----------|
|                  | All Sellers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| 1 year or less   | 8%                 | 8%       | 3%       | 4%       | 3%       | 5%       | 3%       |
| 2 to 3 years     | 16                 | 27       | 13       | 9        | 10       | 6        | 5        |
| 4 to 5 years     | 14                 | 42       | 24       | 14       | 12       | 9        | 8        |
| 6 to 7 years     | 10                 | 16       | 21       | 10       | 9        | 8        | 8        |
| 8 to 10 years    | 9                  | 4        | 18       | 13       | 10       | 8        | 6        |
| 11 to 15 years   | 15                 | 1        | 16       | 20       | 11       | 10       | 11       |
| 16 to 20 years   | 11                 | *        | 4        | 18       | 14       | 14       | 15       |
| 21 years or more | 18                 | 1        | *        | 12       | 32       | 41       | 43       |
| Median           | 8                  | 4        | 6        | 11       | 13       | 17       | 18       |

\*Less than 1 percent



# DISTANCE BETWEEN HOME PURCHASED AND HOME RECENTLY SOLD

Exhibit 6-18 (Median Miles)



# METHOD USED TO SELL HOME

Exhibit 6-19 (Percentage Distribution)

|  | AGE OF HOME SELLER |          |          |          |          |          |          |
|--|--------------------|----------|----------|----------|----------|----------|----------|
|  | All Sellers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| Sold home using an agent or broker                                 | 90%                | 93       | 90       | 89       | 91       | 90       | 84       |
| Seller used agent/broker only                                      | 89                 | 91       | 90       | 88       | 90       | 88       | 82       |
| Seller first tried to sell it themselves, but then used an agent   | 1                  | 2        | *        | 1        | 1        | 2        | 1        |
| Received quote from iBuyer, but sold with real estate agent/broker | *                  | *        | *        | *        | *        | *        | 1        |
| For-sale-by-owner (FSBO)   | 7                  | 5        | 7        | 9        | 7        | 6        | 13       |
| Seller sold home without using a real estate agent or broker       | 7                  | 5        | 7        | 9        | 7        | 5        | 12       |
| First listed with an agent, but then sold home themselves          | *                  | *        | *        | *        | *        | 1        | 1        |
| Sold home to a homebuying company                                  | 1                  | 1        | 1        | *        | 1        | 2        | *        |
| Sold it through an iBuyer program                                  | *                  | *        | *        | *        | *        | *        | *        |
| Other  | 2                  | 1        | 1        | 2        | 2        | 2        | 3        |

\*Less than 1 percent

# SALES PRICE COMPARED WITH LISTING PRICE

## Exhibit 6-20

*(Percentage Distribution of Sales Price as a Percent of List Price)*

|  | AGE OF HOME SELLER |          |          |          |          |          |          |
|--|--------------------|----------|----------|----------|----------|----------|----------|
|  | All Sellers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| Less than 90%                                      | 4%                 | 4%       | 2%       | 3%       | 4%       | 5%       | 9%       |
| 90% to 94%   | 8                  | 7        | 7        | 8        | 7        | 9        | 8        |
| 95% to 99%   | 26                 | 16       | 24       | 22       | 26       | 29       | 23       |
| 100%   | 28                 | 27       | 25       | 28       | 28       | 29       | 34       |
| 101% to 110%                                       | 28                 | 41       | 35       | 32       | 27       | 23       | 19       |
| More than 110%                                     | 7                  | 5        | 7        | 7        | 8        | 5        | 7        |
| Median (sales price as a percent of listing price) | 100%               | 100%     | 100%     | 100%     | 100%     | 100%     | 100%     |

# NUMBER OF WEEKS RECENTLY SOLD HOME WAS ON THE MARKET

Exhibit 6-21 (Percentage Distribution)

|                  | AGE OF HOME SELLER |          |          |          |          |          |          |
|------------------|--------------------|----------|----------|----------|----------|----------|----------|
|                  | All Sellers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| Less than 1 week | 17%                | 15%      | 18%      | 18%      | 18%      | 14%      | 31%      |
| 1 to 2 weeks     | 45                 | 47       | 48       | 50       | 45       | 44       | 33       |
| 3 to 4 weeks     | 13                 | 17       | 12       | 12       | 11       | 12       | 10       |
| 5 to 6 weeks     | 5                  | 9        | 7        | 5        | 5        | 5        | 3        |
| 7 to 8 weeks     | 4                  | 6        | 4        | 4        | 4        | 3        | 2        |
| 9 to 10 weeks    | 2                  | 1        | 2        | 1        | 3        | 2        | *        |
| 11 to 12 weeks   | 4                  | 2        | 4        | 3        | 3        | 4        | 3        |
| 13 to 16 weeks   | 3                  | 1        | 2        | 2        | 3        | 3        | 3        |
| 17 to 24 weeks   | 3                  | 1        | 1        | 3        | 3        | 3        | 4        |
| 25 to 37 weeks   | 2                  | 1        | 2        | 1        | 2        | 2        | 3        |
| 38 to 53 weeks   | 1                  | 1        | 1        | *        | 2        | 3        | 4        |
| 53 or more weeks | 2                  | *        | *        | 1        | 1        | 4        | 5        |
| Median weeks     | 1                  | 1        | 1        | 1        | 1        | 2        | 1        |

\*Less than 1 percent

# NUMBER OF TIMES ASKING PRICE WAS REDUCED

Exhibit 6-22 (Percentage Distribution)

|                                       | AGE OF HOME SELLER |          |          |          |          |          |          |
|---------------------------------------|--------------------|----------|----------|----------|----------|----------|----------|
|                                       | All Sellers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| None, did not reduce the asking price | 74%                | 80%      | 81%      | 80%      | 73%      | 69%      | 72%      |
| One                                   | 16                 | 12       | 14       | 13       | 16       | 20       | 17       |
| Two                                   | 5                  | 6        | 4        | 4        | 7        | 6        | 5        |
| Three                                 | 3                  | 1        | 2        | 2        | 3        | 2        | 3        |
| Four or more                          | 1                  | 1        | *        | *        | 1        | 1        | 4        |

\*Less than 1 percent

# INCENTIVES OFFERED TO ATTRACT BUYERS, BY NUMBER OF WEEKS HOME WAS ON THE MARKET

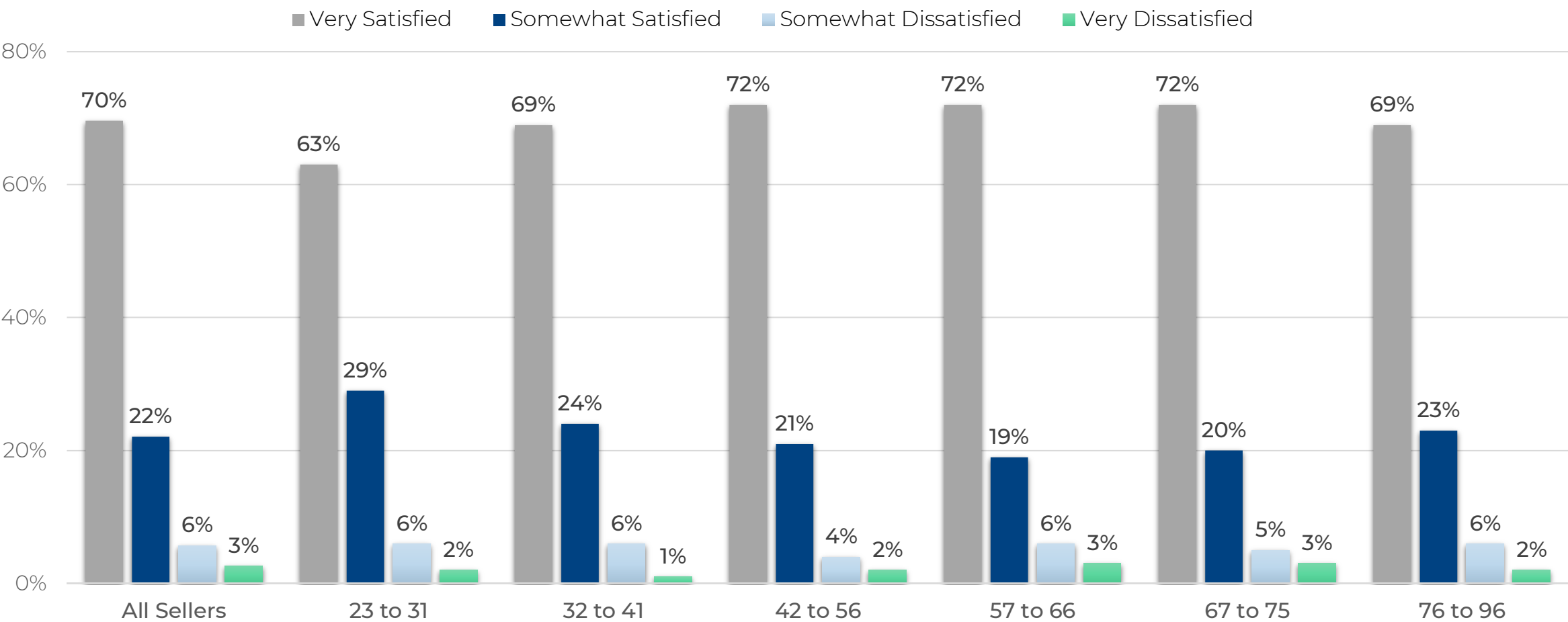
Exhibit 6-23 *(Percent of Respondents)*

|   | AGE OF HOME SELLER |          |          |          |          |          |          |
|---|--------------------|----------|----------|----------|----------|----------|----------|
|   | All Sellers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| None  | 74%                | 70%      | 78%      | 77%      | 73%      | 76%      | 79%      |
| Home warranty policies                                | 13                 | 16       | 10       | 13       | 15       | 13       | 8        |
| Assistance with closing costs                         | 9                  | 12       | 9        | 8        | 9        | 8        | 6        |
| Credit toward remodeling or repairs                   | 7                  | 10       | 6        | 6        | 6        | 6        | 5        |
| Other incentives, such as a car, flat screen TV, etc. | 2                  | 2        | 1        | 2        | 2        | 2        | 1        |
| Assistance with condo association fees                | *                  | *        | 1        | *        | *        | *        | *        |
| Other   | 3                  | 2        | 1        | 3        | 4        | 3        | 5        |

*\*Less than 1 percent*

# SATISFACTION WITH THE SELLING PROCESS

Exhibit 6-24 (Percentage Distribution)



# EQUITY EARNED IN HOME RECENTLY SOLD

Exhibit 6-25      *(Median)*

|              | AGE OF HOME SELLER |          |          |          |          |           |           |
|--------------|--------------------|----------|----------|----------|----------|-----------|-----------|
|              | All Sellers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75  | 76 to 96  |
| Dollar Value | \$85,000           | \$44,500 | \$57,300 | \$78,900 | \$95,500 | \$125,000 | \$151,500 |
| Percent      | 41%                | 25%      | 30%      | 39%      | 49%      | 63%       | 82%       |



# URGENCY OF SALE

Exhibit 6-26 *(Percentage Distribution)*

|  | AGE OF HOME SELLER |          |          |          |          |          |          |
|--|--------------------|----------|----------|----------|----------|----------|----------|
|  | All Sellers        | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| Very urgently, needed to sell home as quickly as possible              | 11%                | 24%      | 18%      | 14%      | 8%       | 6%       | 4%       |
| Somewhat urgently, had to sell home but within a reasonable time frame | 40                 | 57       | 50       | 41       | 37       | 35       | 29       |
| Not urgently, waited for right offer for home                          | 48                 | 19       | 33       | 46       | 56       | 59       | 67       |



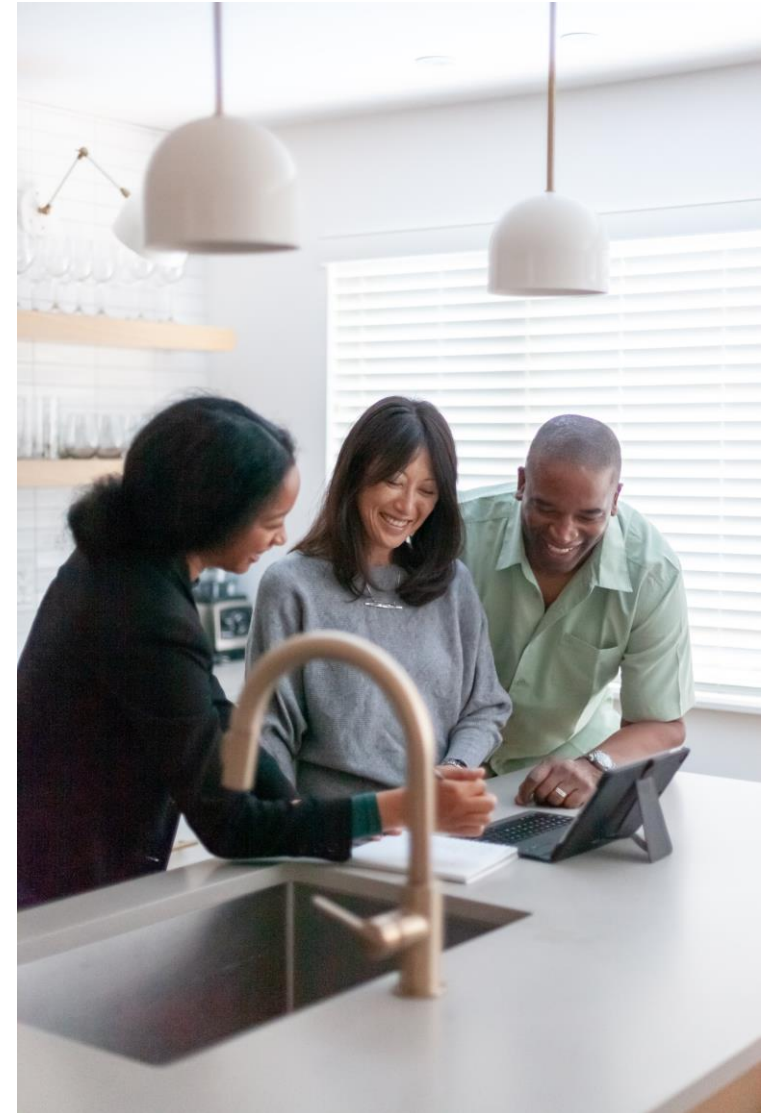
# Chapter 7

## Home Selling and Real Estate Professionals



# Home Selling and Real Estate Professionals

- Sixty-seven percent of recent home sellers used a referral or the same real estate agent they had worked with in the past. That number jumped to 81 percent for Younger Millennial sellers.
- Fifty-three percent of sellers used the same agent to buy and sell their homes. As age increased, using the same agent declined as distance moved increased. Forty-eight percent of the Silent Generation used the same agent versus 72 percent among Younger Millennial sellers.
- Eighty-nine percent of sellers listed their homes on the Multiple Listing Service (MLS), which was the number one source for sellers to list their home, followed by a yard sign.
- The typical seller has recommended their agent once since selling their home. Thirty-eight percent of sellers recommended their agent three or more times since selling their home. That number jumped to 42 percent among Gen Xers.
- Eighty-nine percent said that they would definitely (74 percent) or probably (15 percent) recommend their agent for future services. Gen Xers, Older Baby Boomers, and the Silent Generation were the most likely to definitely recommend their agent (77 percent).



# Home Selling and Real Estate Professionals

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Exhibit 7-1



• METHOD USED TO FIND REAL ESTATE AGENT

Exhibit 7-2



• NUMBER OF AGENTS CONTACTED BEFORE SELECTING ONE TO ASSIST WITH SALE OF HOME

Exhibit 7-3



• DID SELLER USE THE SAME REAL ESTATE AGENT FOR THEIR HOME PURCHASE?

Exhibit 7-4



• HOME LISTED ON MULTIPLE LISTING SERVICE

Exhibit 7-5



• LEVEL OF SERVICE PROVIDED BY THE REAL ESTATE AGENT

Exhibit 7-6



• WHAT SELLERS MOST WANT FROM REAL ESTATE AGENTS, BY LEVEL OF SERVICE PROVIDED BY THE AGENT

Exhibit 7-7



• MOST IMPORTANT FACTOR IN CHOOSING A REAL ESTATE AGENT TO SELL HOME, BY LEVEL OF SERVICE PROVIDED BY THE AGENT

Exhibit 7-8



• METHODS REAL ESTATE AGENT USED TO MARKET HOME

Exhibit 7-9



• NEGOTIATING THE COMMISSION RATE OR FEE WITH THE REAL ESTATE AGENT

Exhibit 7-10



• WOULD SELLER USE REAL ESTATE AGENT AGAIN OR RECOMMEND TO OTHERS

Exhibit 7-11



• HOW MANY TIMES SELLER RECOMMENDED TYPICAL AGENT

Exhibit 7-12



• AGENT COMPENSATION

# METHOD USED TO FIND REAL ESTATE AGENT

Exhibit 7-1

(Percentage Distribution)

AGE OF HOME BUYER

|   | All Sellers | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
|---|-------------|----------|----------|----------|----------|----------|----------|
| Referred by (or is) a friend, neighbor or relative                      | 41%         | 48%      | 40%      | 42%      | 37%      | 37%      | 36%      |
| Used agent previously to buy or sell a home                             | 26          | 33       | 31       | 29       | 31       | 25       | 33       |
| Personal contact by agent (telephone, email, etc.)                      | 4           | 1        | 3        | 2        | 5        | 4        | 5        |
| Referred by another real estate or broker                               | 5           | 8        | 5        | 3        | 3        | 3        | 3        |
| Internet website (without a specific reference)                         | 3           | 3        | 4        | 4        | 3        | 4        | *        |
| Visited an open house and met agent                                     | 4           | 2        | 1        | 3        | 2        | 2        | *        |
| Saw contact information on For Sale/Open House sign                     | 1           | *        | 2        | 2        | 2        | 5        | *        |
| Referred through employer or relocation company                         | 2           | 2        | 1        | 2        | 1        | 1        | *        |
| Direct mail (newsletter, flyer, postcard, etc.)                         | 1           | *        | *        | 1        | 2        | 2        | 2        |
| Walked into or called office and agent was on duty                      | 1           | *        | *        | 1        | 1        | 1        | 1        |
| Advertising specialty (calendar, magnet, etc.)                          | 1           | *        | *        | 1        | 1        | *        | 1        |
| Crowdsourcing through social media/knew the person through social media | 1           | 1        | 3        | *        | *        | *        | *        |
| Saw the person's social media page without a connection                 | 1           | *        | 2        | 1        | *        | *        | *        |
| Newspaper, Yellow pages or home book ad                                 | *           | *        | 1        | *        | 1        | *        | *        |
| Other   | 11          | 4        | 8        | 11       | 11       | 16       | 19       |

\*Less than 1 percent

# NUMBER OF AGENTS CONTACTED BEFORE SELECTING ONE TO ASSIST WITH SALE OF HOME

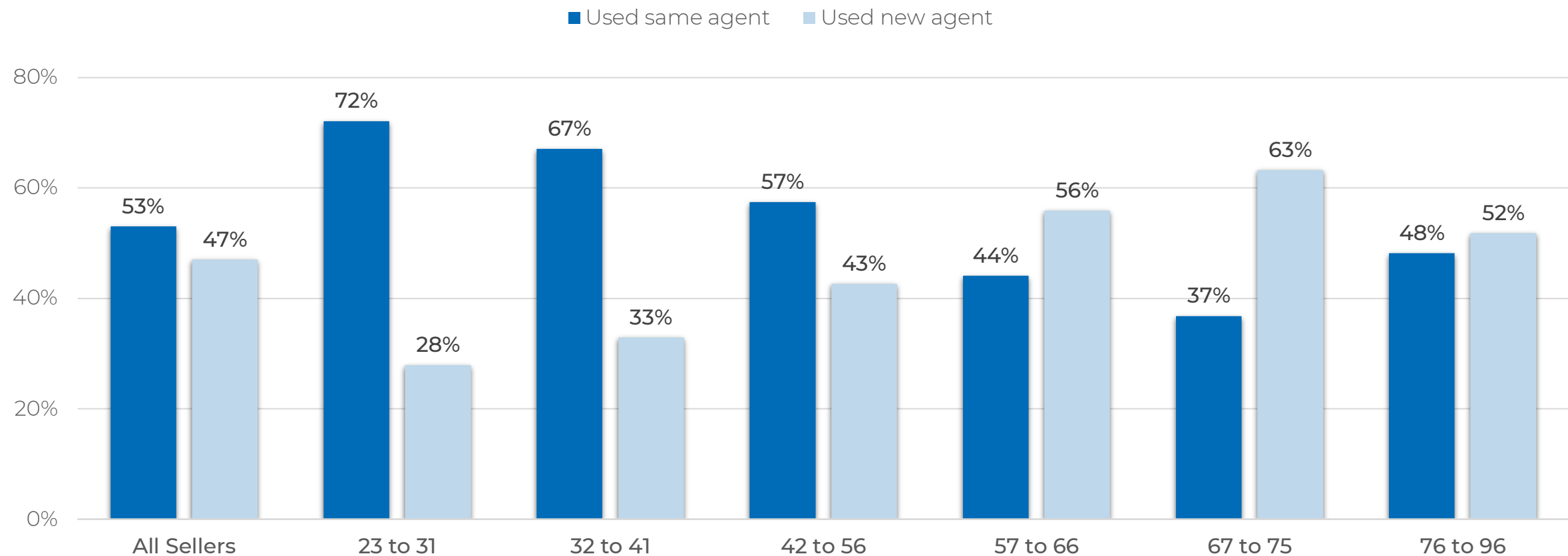
Exhibit 7-2 *(Percentage Distribution)*

| AGE OF HOME BUYER |             |          |          |          |          |          |          |
|-------------------|-------------|----------|----------|----------|----------|----------|----------|
|                   | All Sellers | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| One               | 82%         | 92%      | 86%      | 84%      | 79%      | 76%      | 81%      |
| Two               | 10          | 6        | 7        | 11       | 11       | 12       | 13       |
| Three             | 5           | 3        | 4        | 4        | 6        | 7        | 3        |
| Four              | 1           | *        | 1        | *        | 2        | 3        | 3        |
| Five or more      | 2           | *        | 2        | *        | 3        | 2        | 1        |

*\*Less than 1 percent*

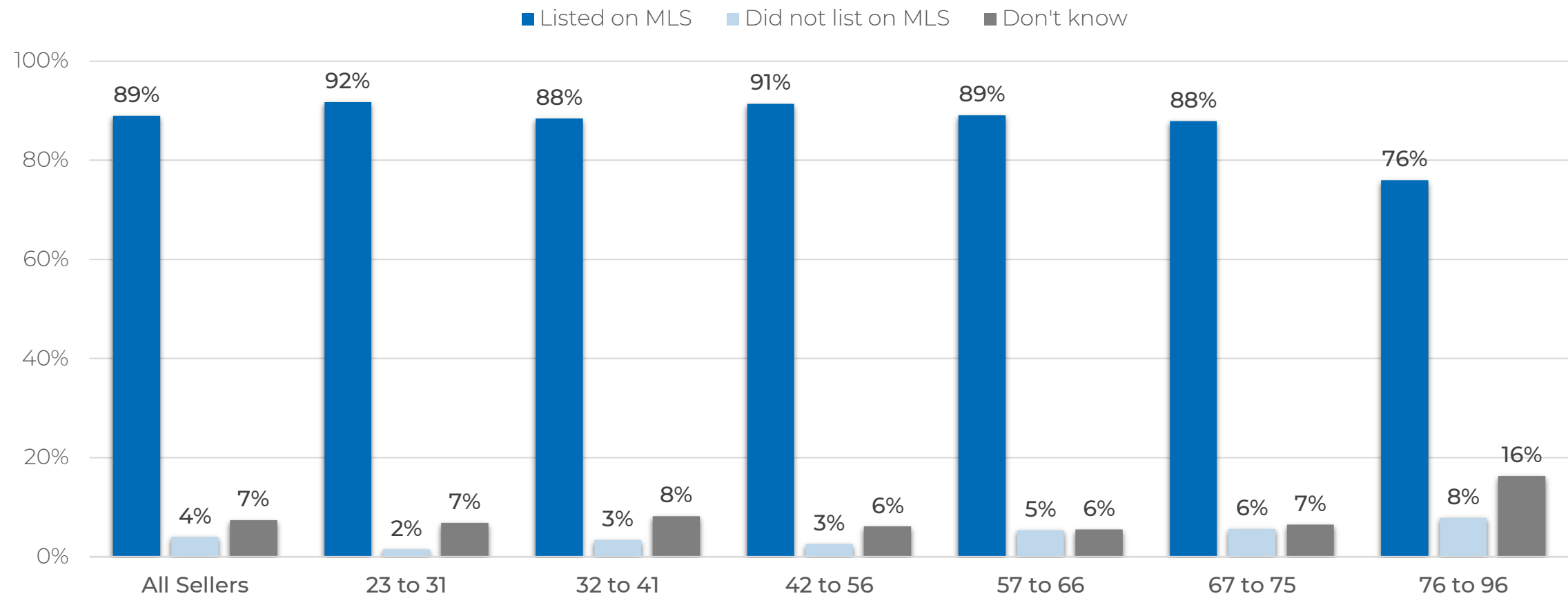
# DID SELLER USE THE SAME REAL ESTATE AGENT FOR THEIR HOME PURCHASE?

Exhibit 7-3 *(Percentage Distribution Among Sellers Who Used an Agent to Purchase a Home)*



# HOME LISTED ON MULTIPLE LISTING SERVICE

Exhibit 7-4 (Percentage Distribution)





# LEVEL OF SERVICE PROVIDED BY THE REAL ESTATE AGENT

Exhibit 7-5 (Percentage Distribution)

|   | AGE OF HOME BUYER |          |          |          |          |          |          |
|---|-------------------|----------|----------|----------|----------|----------|----------|
|   | All Sellers       | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| A broad range of services and management of most aspects of the home              | 86%               | 89%      | 89%      | 87%      | 84%      | 87%      | 85%      |
| A limited set of services as requested by the seller                              | 8                 | 6        | 7        | 9        | 8        | 7        | 6        |
| The agent listed the home on the MLS and performed few if any additional services | 6                 | 5        | 5        | 4        | 8        | 6        | 9        |

# WHAT SELLERS MOST WANT FROM REAL ESTATE AGENTS, BY LEVEL OF SERVICE PROVIDED BY THE AGENT

Exhibit 7-6 (Percentage Distribution)

|  | AGE OF HOME BUYER |          |          |          |          |          |          |
|--|-------------------|----------|----------|----------|----------|----------|----------|
|  | All Sellers       | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| Help price home competitively                            | 21%               | 29%      | 18%      | 23%      | 21%      | 23%      | 18%      |
| Help seller market home to potential buyers              | 20                | 14       | 16       | 17       | 23       | 26       | 22       |
| Help sell the home within specific timeframe             | 16                | 20       | 16       | 19       | 16       | 14       | 18       |
| Help seller find ways to fix up home to sell it for more | 16                | 21       | 27       | 19       | 11       | 8        | 7        |
| Help find a buyer for home                               | 12                | 5        | 10       | 8        | 16       | 14       | 16       |
| Help with negotiation and dealing with buyers            | 6                 | 8        | 6        | 7        | 6        | 5        | 4        |
| Help with paperwork/inspections/preparing for settlement | 5                 | 5        | 5        | 3        | 6        | 5        | 9        |
| Help seller see homes available to purchase              | 1                 | *        | 1        | 2        | 1        | 2        | 2        |
| Help create and post videos to provide tour of my home   | 1                 | *        | *        | *        | 1        | 1        | 3        |
| Other  | 1                 | *        | 1        | 2        | *        | 3        | 2        |

\*Less than 1 percent

# MOST IMPORTANT FACTOR IN CHOOSING A REAL ESTATE AGENT TO SELL HOME, BY LEVEL OF SERVICE PROVIDED BY THE AGENT

Exhibit 7-7

(Percentage Distribution)

## AGE OF HOME BUYER

|  | All Sellers | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
|--|-------------|----------|----------|----------|----------|----------|----------|
| Reputation of agent  | 32%         | 29%      | 34%      | 32%      | 32%      | 34%      | 24%      |
| Agent is honest and trustworthy  | 19          | 28       | 21       | 23       | 18       | 12       | 18       |
| Agent is friend or family member   | 17          | 21       | 18       | 19       | 15       | 17       | 21       |
| Agent's knowledge of the neighborhood  | 11          | 5        | 9        | 8        | 15       | 16       | 8        |
| Agent has caring personality/good listener   | 5           | 3        | 4        | 4        | 5        | 5        | 5        |
| Agent's commission   | 4           | 7        | 4        | 3        | 3        | 3        | 5        |
| Agent's association with a particular firm   | 4           | 3        | 3        | 3        | 3        | 6        | 8        |
| Agent seems 100% accessible because of use of technology like tablet or smartphone | 3           | 3        | 2        | 2        | 2        | 3        | 5        |
| Professional designations held by agent  | 1           | *        | 1        | 1        | 2        | 1        | *        |
| Other  | 5           | 2        | 5        | 5        | 6        | 5        | 6        |

\*Less than 1 percent

# METHODS REAL ESTATE AGENT USED TO MARKET HOME

## Exhibit 7-8

(Percent of Respondents Among Sellers Who Used an Agent)

### AGE OF HOME BUYER

|   | All Sellers | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
|---|-------------|----------|----------|----------|----------|----------|----------|
| Multiple Listing (MLS) website                            | 86%         | 90%      | 89%      | 87%      | 86%      | 87%      | 77%      |
| Yard sign   | 59          | 59       | 60       | 60       | 56       | 64       | 59       |
| Realtor.com   | 49          | 53       | 54       | 54       | 47       | 45       | 38       |
| Real estate agent website                                 | 48          | 51       | 44       | 50       | 52       | 47       | 34       |
| Third party aggregators                                   | 45          | 74       | 58       | 50       | 40       | 34       | 19       |
| Open house  | 43          | 34       | 41       | 45       | 41       | 44       | 53       |
| Real estate company website                               | 42          | 45       | 36       | 43       | 46       | 46       | 32       |
| Social networking websites (e.g. Facebook, Twitter, etc.) | 22          | 44       | 32       | 29       | 15       | 11       | 6        |
| Virtual tours   | 21          | 9        | 16       | 20       | 20       | 27       | 35       |
| Video   | 13          | 8        | 7        | 12       | 15       | 17       | 12       |
| Direct mail (flyers, postcards, etc.)                     | 7           | 3        | 5        | 7        | 8        | 9        | 5        |
| Other Web sites with real estate listings                 | 7           | 9        | 6        | 6        | 9        | 5        | 5        |
| Virtual open houses                                       | 6           | 3        | 4        | 7        | 5        | 7        | 8        |
| Online Classified Ads                                     | 5           | 2        | 4        | 4        | 4        | 6        | 14       |
| Print newspaper advertisement                             | 4           | 1        | 3        | 3        | 5        | 6        | 9        |
| Real estate magazine                                      | 3           | 2        | 2        | 3        | 5        | 4        | 5        |
| Real estate magazine website                              | 3           | 2        | 2        | 3        | 4        | 5        | 5        |
| Video hosting websites                                    | 3           | 2        | 3        | 5        | 2        | 2        | 8        |
| Television  | 1           | *        | 1        | 1        | *        | 2        | 2        |
| Other   | 4           | 1        | 3        | 2        | 5        | 6        | 8        |

\*Less than 1 percent

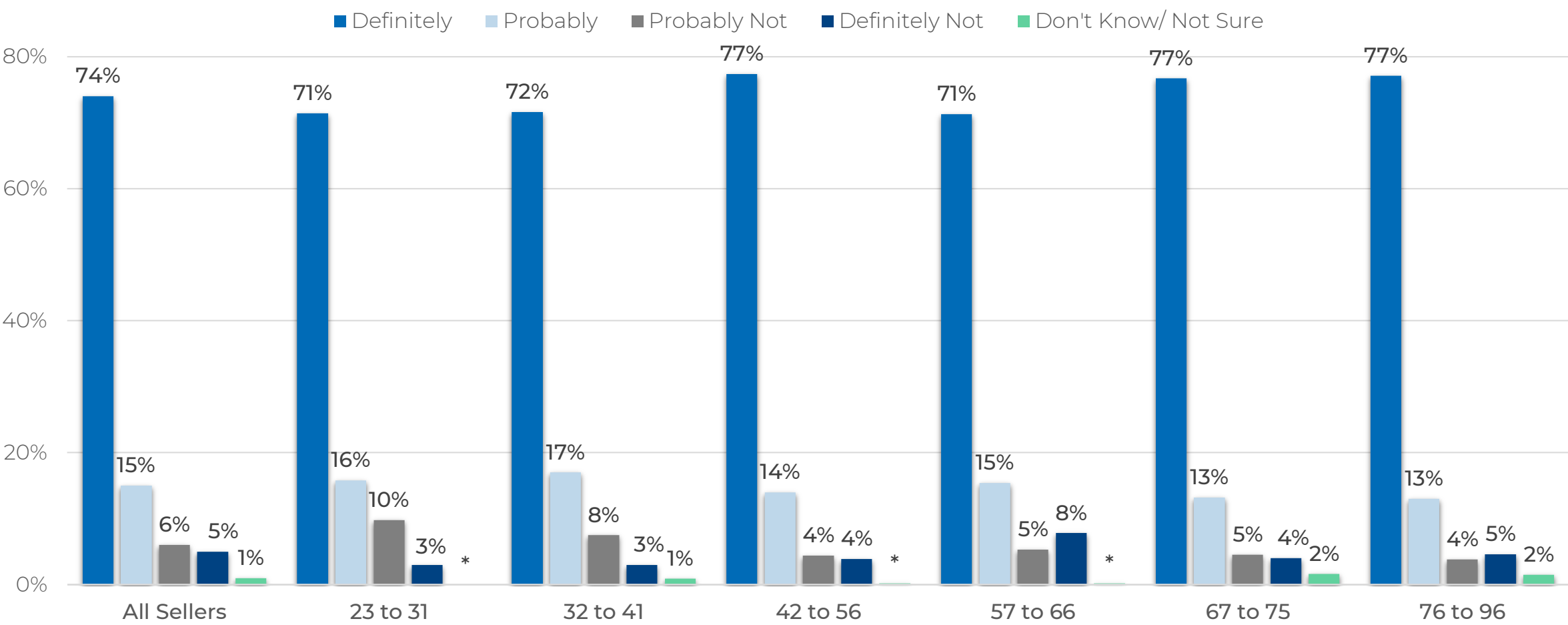
# NEGOTIATING THE COMMISSION RATE OR FEE WITH THE REAL ESTATE AGENT

Exhibit 7-9 *(Percentage Distribution)*

|  | AGE OF HOME BUYER |          |          |          |          |          |          |
|--|-------------------|----------|----------|----------|----------|----------|----------|
|  | All Sellers       | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| Real estate agent initiated discussion of compensation   | 47%               | 42%      | 47%      | 46%      | 49%      | 46%      | 47%      |
| Client brought up the topic and the real estate agent was able and willing to negotiate their commission or fee    | 20                | 19       | 14       | 17       | 26       | 25       | 19       |
| Client brought up the topic and the real estate agent was unwilling or unable to negotiate their commission or fee | 5                 | 4        | 3        | 3        | 5        | 7        | 2        |
| Client did know commissions and fees could be negotiated but did not bring up the topic                            | 13                | 12       | 15       | 17       | 9        | 12       | 18       |
| Client did not know commissions and fees could be negotiated   | 15                | 23       | 23       | 17       | 11       | 10       | 14       |

# WOULD SELLER USE REAL ESTATE AGENT AGAIN OR RECOMMEND TO OTHERS

Exhibit 7-10 (Percentage Distribution)



\*Less than 1 percent

# HOW MANY TIMES SELLER RECOMMENDED TYPICAL AGENT

Exhibit 7-11 *(Percentage Distribution)*

|   | AGE OF HOME BUYER |          |          |          |          |          |          |
|---|-------------------|----------|----------|----------|----------|----------|----------|
|   | All Sellers       | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
| None                                    | 31%               | 30%      | 30%      | 25%      | 34%      | 33%      | 35%      |
| One time                                | 15                | 13       | 16       | 15       | 15       | 14       | 12       |
| Two times                               | 16                | 18       | 15       | 19       | 16       | 15       | 16       |
| Three times                             | 11                | 11       | 11       | 12       | 10       | 12       | 18       |
| Four or more times                      | 27                | 28       | 28       | 30       | 25       | 27       | 19       |
| Times recommended since buying (median) | 2                 | 2        | 2        | 2        | 2        | 2        | 2        |

# AGENT COMPENSATION

## Exhibit 7-12 *(Percentage Distribution)*

### AGE OF HOME BUYER

|                                 | All Buyers | 23 to 31 | 32 to 41 | 42 to 56 | 57 to 66 | 67 to 75 | 76 to 96 |
|---------------------------------|------------|----------|----------|----------|----------|----------|----------|
| <b>Paid by seller</b>           | 76%        | 64%      | 75%      | 71%      | 81%      | 81%      | 84%      |
| Percent of sales price          | 92         | 93       | 92       | 91       | 93       | 92       | 89       |
| Flat fee                        | 4          | 2        | 3        | 4        | 4        | 4        | 5        |
| Per task fee                    | *          | *        | *        | *        | *        | *        | *        |
| Other                           | 1          | 2        | 1        | 1        | *        | 2        | 2        |
| Don't know                      | 4          | 4        | 5        | 5        | 3        | 2        | 5        |
| <b>Paid by buyer and seller</b> | 12         | 11       | 10       | 14       | 11       | 12       | 8        |
| <b>Paid by buyer only</b>       | 7          | 18       | 7        | 8        | 6        | 4        | 7        |
| Other                           | 1          | 1        | 3        | 1        | *        | 1        | 1        |
| Don't know                      | 4          | 6        | 5        | 7        | 3        | 2        | 2        |

*\*Less than 1 percent*



In July 2021, NAR mailed out a 129-question survey using a random sample weighted to be representative of sales on a geographic basis to 129,800 recent home buyers. The recent home buyers had to have purchased a primary residence home between July of 2020 and June of 2021. A total of 5,795 responses were received from primary residence buyers. After accounting for undeliverable questionnaires, the survey had an adjusted response rate of 4.5 percent.

Respondents had the option to fill out the survey via hard copy or online. The online survey was available in English and Spanish.

Consumer names and addresses were obtained from Experian, a firm that maintains an extensive database of recent home buyers derived from county records. Information about sellers comes from those buyers who also sold a home.

All information in this Profile is characteristic of the 12-month period ending July 2021, with the exception of income data, which are reported for 2020. In some sections comparisons are also given for results obtained in previous surveys. Not all results are directly comparable due to changes in questionnaire design and sample size.



# Methodology

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Some results are presented for the four U.S. Census regions: Northeast, Midwest, South, and West. The median is the primary statistical measure used throughout this report. Due to rounding and omissions for space, percentage distributions may not add to 100 percent.

Data gathered in the report is based on primary residence home buyers. The definitions of the generations used to distinguish home buyers and sellers were based on a study published in the REALTOR® University's Center for Real Estate Studies journal article titled, *Generational Trends in Homeownership: An Era of Renters?* by Glenn E. Crellin. Additional splitting of older baby boomer age groups and younger baby boomer age groups was modeled on research from the Pew Research Center, *Generations* 2010.

|                            | Year Born: | Age in 2021: |
|----------------------------|------------|--------------|
| Gen Zers:                  | 1999-2011  | 18 to 22     |
| Younger Gen Y/Millennials: | 1990-1998  | 23 to 31     |
| Older Gen Y/Millennials:   | 1980-1989  | 32 to 41     |
| Gen Xers:                  | 1965-1979  | 42 to 56     |
| Younger Boomers:           | 1955-1964  | 57 to 66     |
| Older Boomers:             | 1946-1954  | 67 to 75     |
| Silent Generation:         | 1925-1945  | 76 to 96     |



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Working for America's property owners, the National Association provides a facility for professional development, research and exchange of information among its members and to the public and government for the purpose of preserving the free enterprise system and the right to own real property.

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