

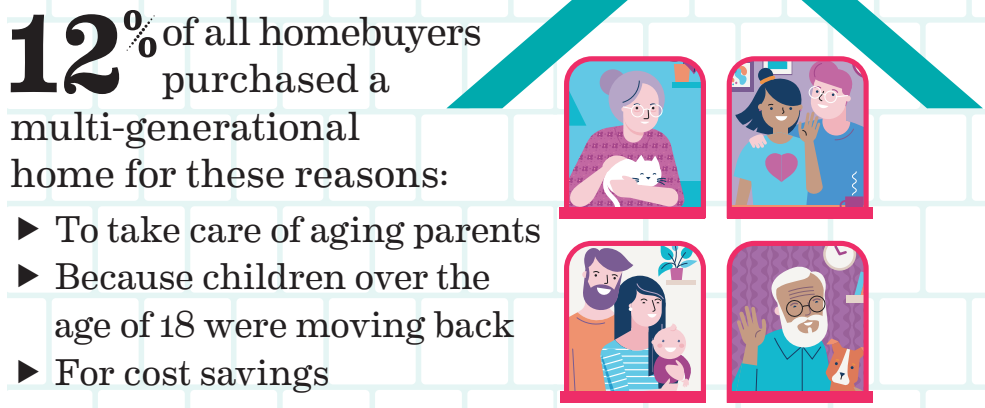
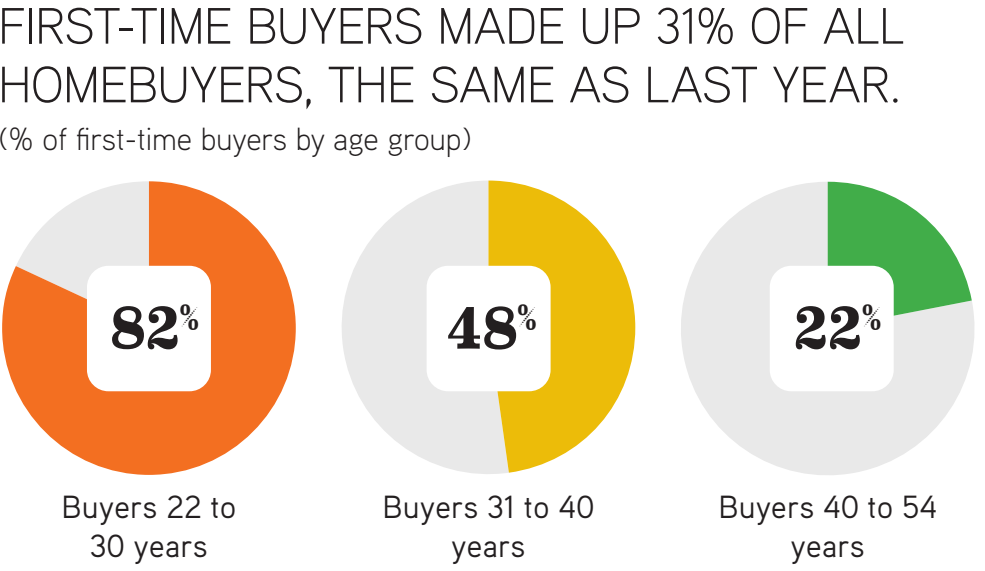
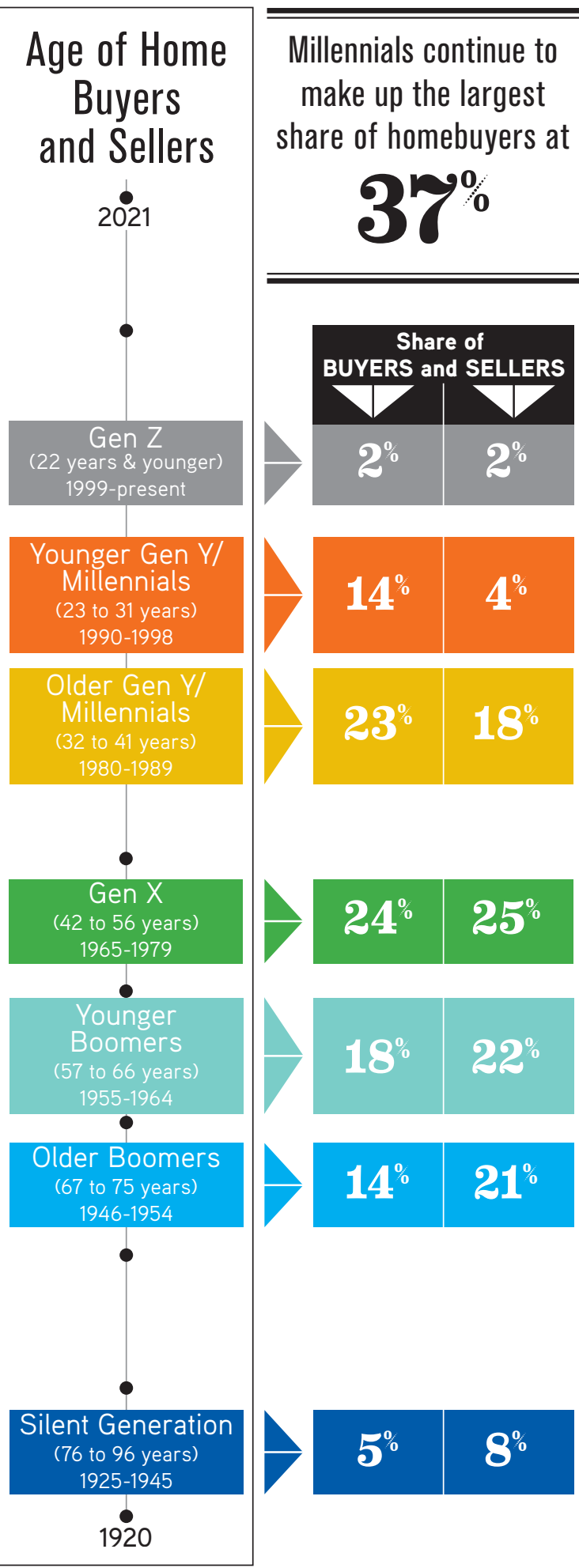


2021 HOME BUYERS & SELLERS

Generational Trends Report

Source: NAR

Characteristics of Home Buyers



RACE/ETHNICITY OF HOMEBUYERS

(% of respondents)

		AGE OF HOMEBUYER					
	All Buyers	22 to 30	31 to 40	41 to 55	56 to 65	66 to 74	75 to 95
White/ Caucasian	83%	84%	80%	77%	87%	90%	94%
Hispanic/ Latino	7%	9%	9%	10%	4%	3%	1%
Asian/ Pacific Islander	5%	6%	7%	6%	2%	2%	3%
Black/ African- American	5%	3%	6%	8%	6%	4%	2%
Other	3%	3%	3%	3%	2%	2%	3%

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%.

Characteristics of Homes Purchased

WHY NEW AND PREVIOUSLY OWNED HOMES WERE PURCHASED

(% of respondents)

Top 3 Reasons	AGE OF HOMEBUYER						
	All Buyers	22 to 30	31 to 40	41 to 55	56 to 65	66 to 74	75 to 95
New Home							
Avoid renovations or problems with plumbing or electricity	44%	61%	52%	45%	37%	36%	24%
Ability to choose and customize design features	30%	25%	31%	31%	31%	32%	29%
Amenities of new home construction communities	24%	30%	17%	23%	32%	29%	14%
Previously Owned Home							
Better overall value	35%	35%	37%	33%	34%	39%	41%
Better price	31%	50%	37%	30%	22%	20%	15%
More charm and character	20%	20%	22%	23%	18%	18%	13%

32% of all buyers found heating and cooling costs more important than environmental features.

The Home Search Process

WHERE BUYERS FOUND THE HOME THEY PURCHASED

(% of respondents)

Top 6 Resources	All Buyers	AGE OF HOMEBUYER					
		22 to 30	31 to 40	41 to 55	56 to 65	66 to 74	75 to 95
Internet	51%	61%	60%	54%	46%	40%	30%
Real estate agent	28%	24%	23%	26%	32%	34%	38%
Yard sign/open house sign	7%	5%	5%	6%	8%	8%	11%
Friend, relative or neighbor	6%	5%	5%	5%	6%	6%	10%
Home builder or their agent	5%	2%	4%	6%	5%	8%	5%
Directly from sellers/knew the sellers	3%	2%	2%	2%	3%	2%	3%

VALUE OF WEBSITE FEATURES (% who ranked a feature "Very Useful" among buyers who used the internet)

	All Buyers		All Buyers
Photos	89%	Pending sales/contract status	53%
Detailed information about properties for sale	86%	Interactive maps	52%
Floor plans	67%	Videos	47%
Real estate agent contact information	63%	Information about upcoming open houses	46%
Virtual tours	58%	Virtual open houses	38%
Detailed information about recently sold properties	54%	Virtual listing appointment	35%
Neighborhood information	53%	Real estate news or articles	34%

For more information, access the 2021 NAR Home Buyers and Sellers Generational Trends Report at **NAR.realtor**.