



2018 Moving with Kids

National Association of REALTORS® Research Group

Introduction

Home buyers and sellers that have children living at home under the age of 18 have unique needs when they purchase or sell a home. In this report, **2018 Moving With Kids**, we look at the different purchasing habits as well as seller preferences during the home buying and selling process. The information in this report comes from NAR's *Profile of Home Buyers and Sellers*.

Purchasing Habits

The most stark difference between home buyers that have kids under 18 years and those that do not is the influence of the neighborhood. Fifty percent of buyers that have children consider a neighborhood based on the quality of the school districts and 45 percent choose a neighborhood by the convenience to schools.

For roughly half of all buyers regardless of children, finding the right property was the most difficult step in the process. For all buyers, 87 percent purchased a home through the help of a real estate agent. Forty-three percent of buyers with children in the home found their agent through a referral from a friend, neighbor, or family member and 13 percent were repeat clients who had worked with their agent in the past.

For buyers without children, they prefer an agent that calls to inform them of real estate activity. For buyers with children, they prefer that an agent sends property info and communicates via text message.

The majority of buyers purchased a detached single-family home. For buyers with children, they purchased larger homes at 2,100 square feet in size with 4 bedrooms and 2 full bathrooms.

For 27 percent of buyers with children, child care expenses delayed the home buying process. Compromises that were made by buyers with child care expenses include the size of the home, followed by price, distance from job, condition, and style of home.

Selling Needs

Twenty-six percent of buyers with children under the age of 18 years sold their home very urgently, compared to 14 percent of buyers with no children at home. For sellers with children under the age of 18 years, 24 percent sold because their previous home was too small, followed by a job relocation (18 percent) and a change in family situation (14 percent).

For sellers with children, 43 percent found their agent by referral compared to 40 percent of sellers without children.

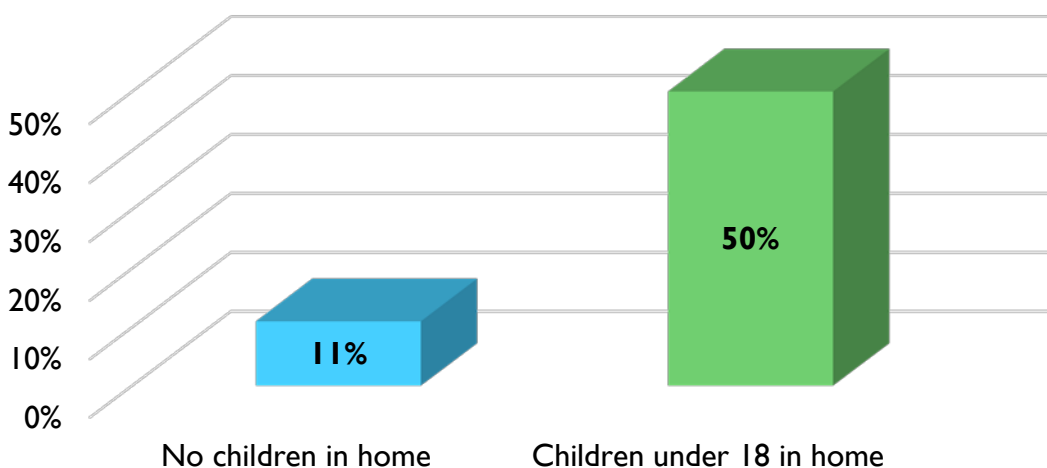
Twenty-two percent of sellers with children want help selling within a specific timeframe and 19 percent for help to fix up their home to sell it for more and for help with marketing the home to potential buyers

For 80 percent of sellers with children and 79 percent of sellers without children, agents provided a broad range of services and managed most aspect of the home sale.

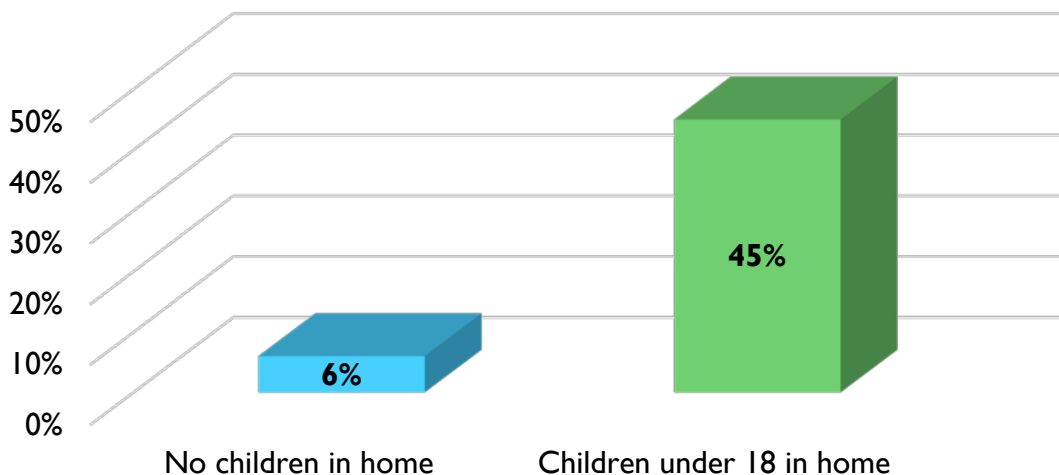
Importance of Neighborhood Factors

- Fifty percent of buyers with children in the home under the age of 18 years said the quality of the school districts is an important factor when purchasing a home and 45 percent said convenience to schools.

Quality of the School District



Convenience to Schools



Most Difficult Step When Purchasing Home: Finding the Right Property

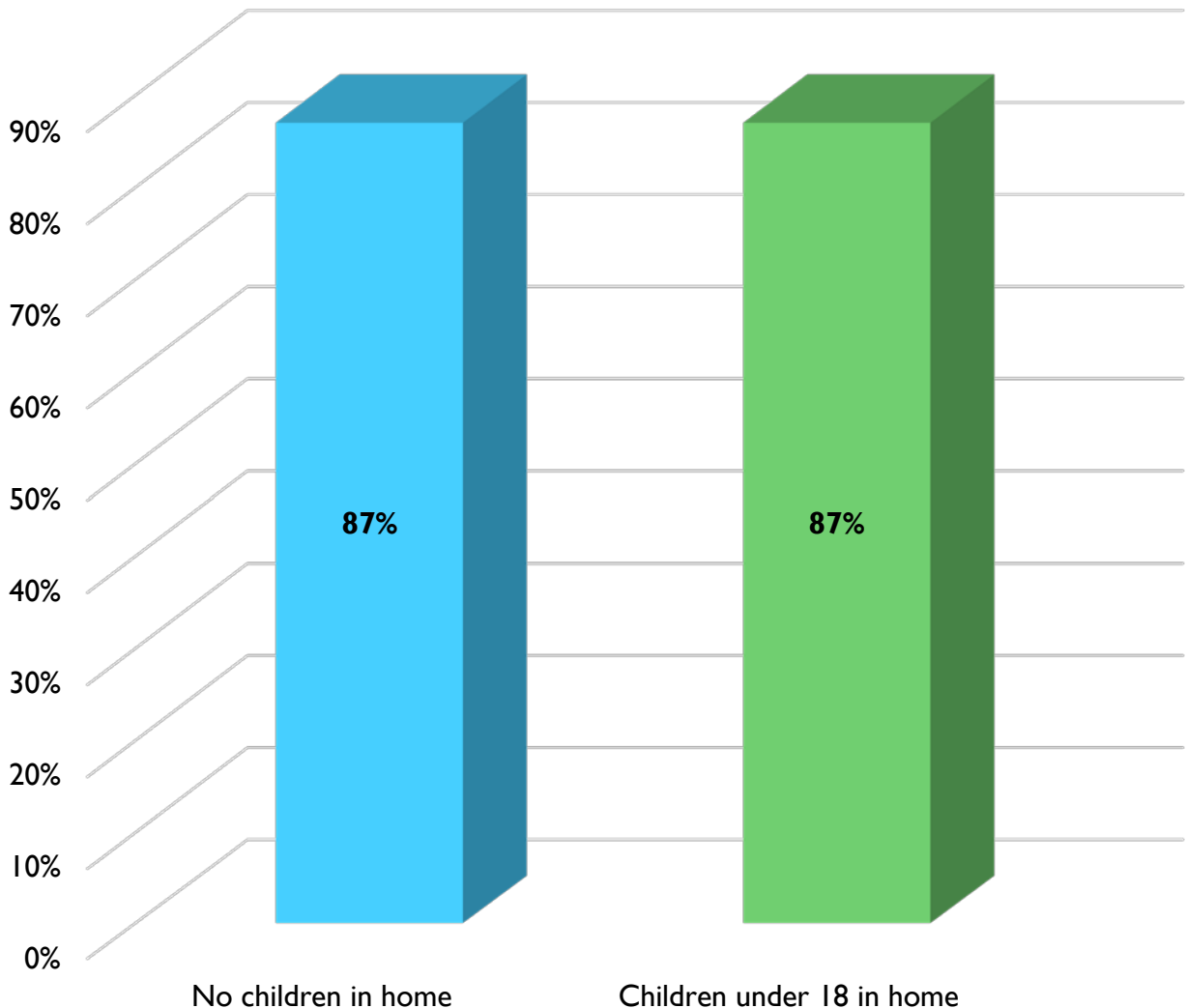
- For over half of all buyers (54 percent) regardless of children in the home, finding the right property is the most difficult step in purchasing a home.



Home Purchase Through Real Estate Agent

- For 87 percent of buyers regardless of children in the home, buyers purchased their home with the help of a real estate agent.

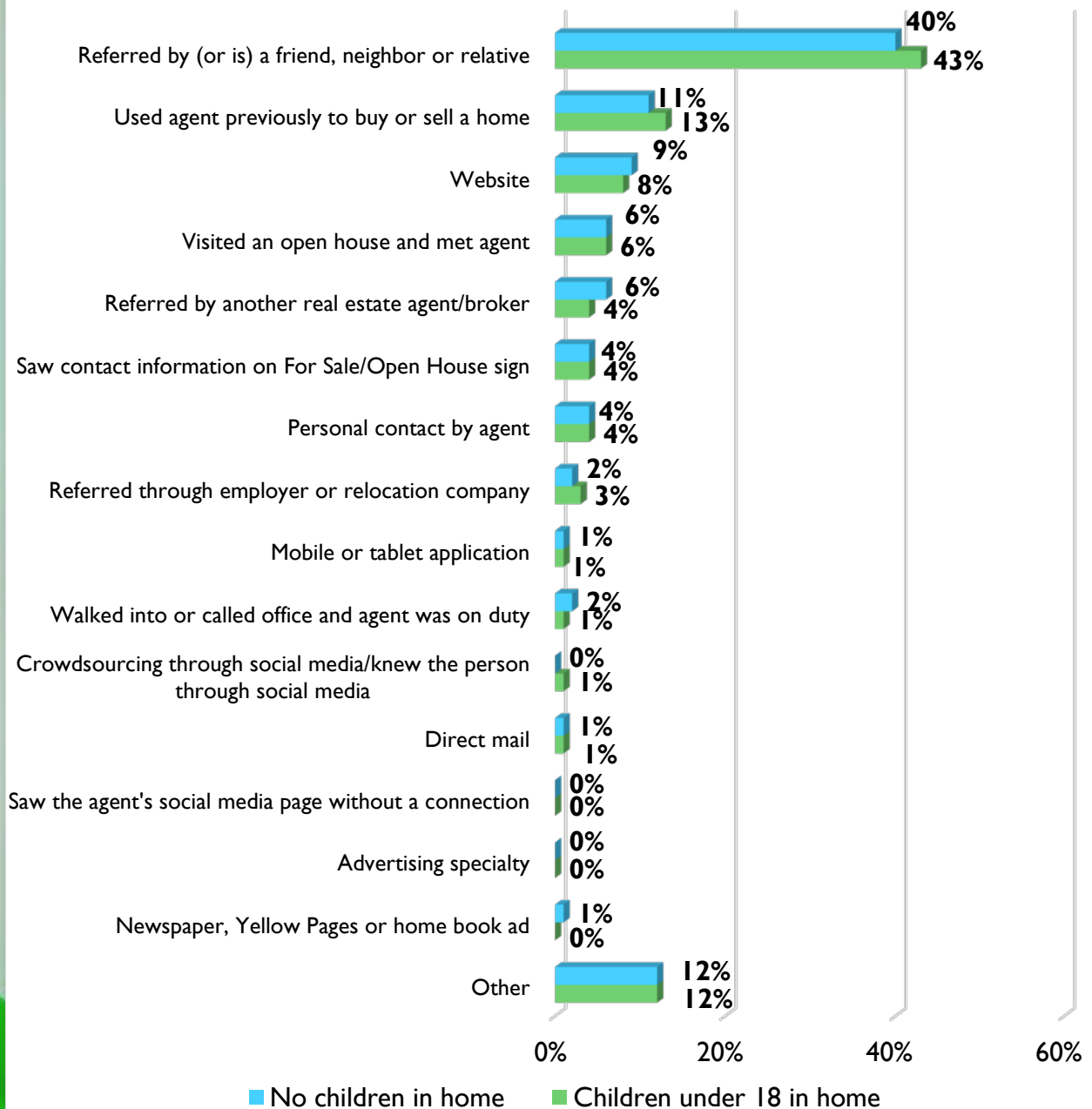
Purchased Home Through Real Estate Agent



How Buyer Found Agent

- For all buyers, they found their agent first by referral, then by previously working with the agent. Among buyers with children in the home, referrals and repeat use was slightly more common at 43 percent, than among buyers without children at home, at 40 percent.

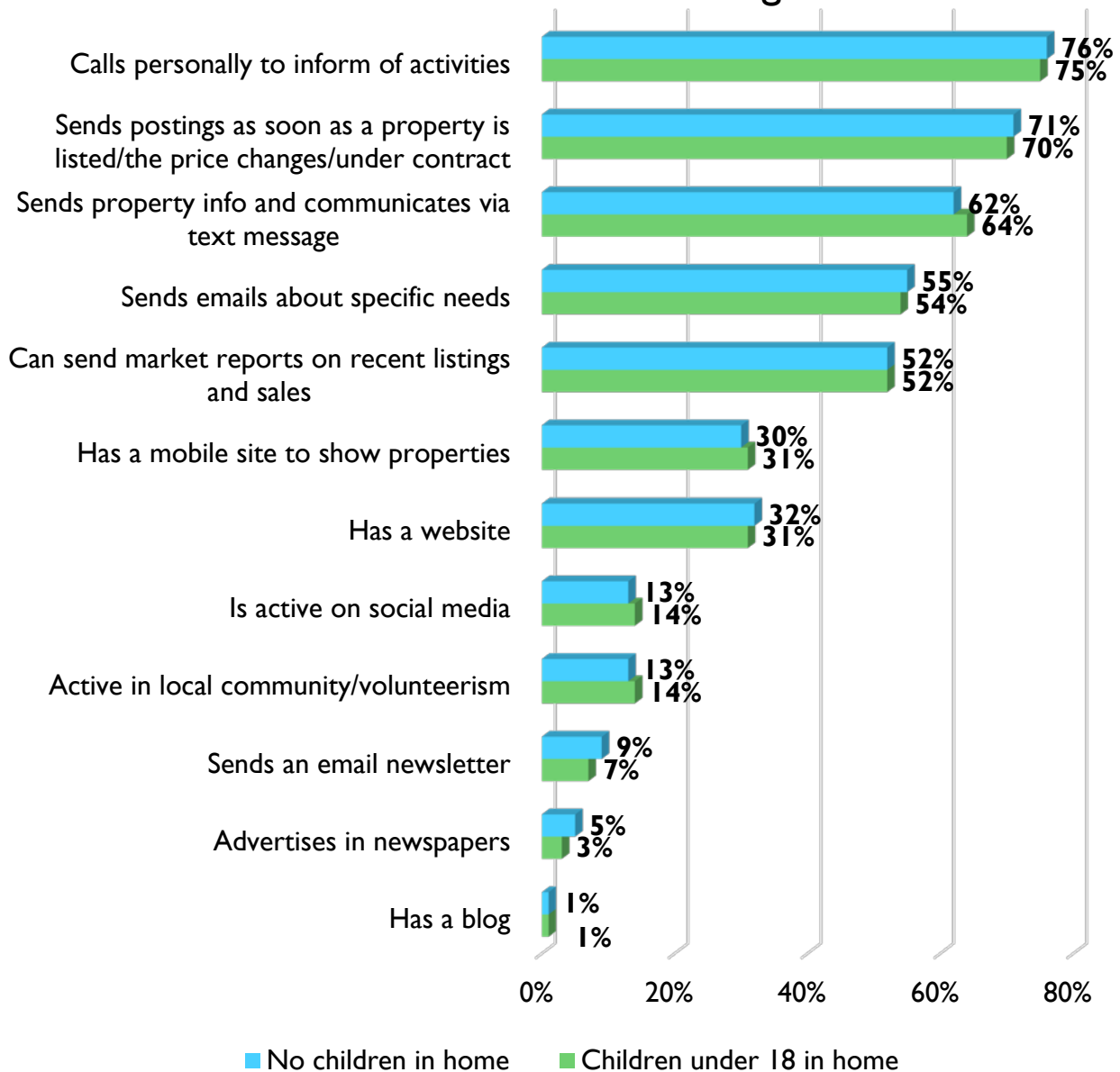
How Buyer Found Agent



Communication With Real Estate Agent

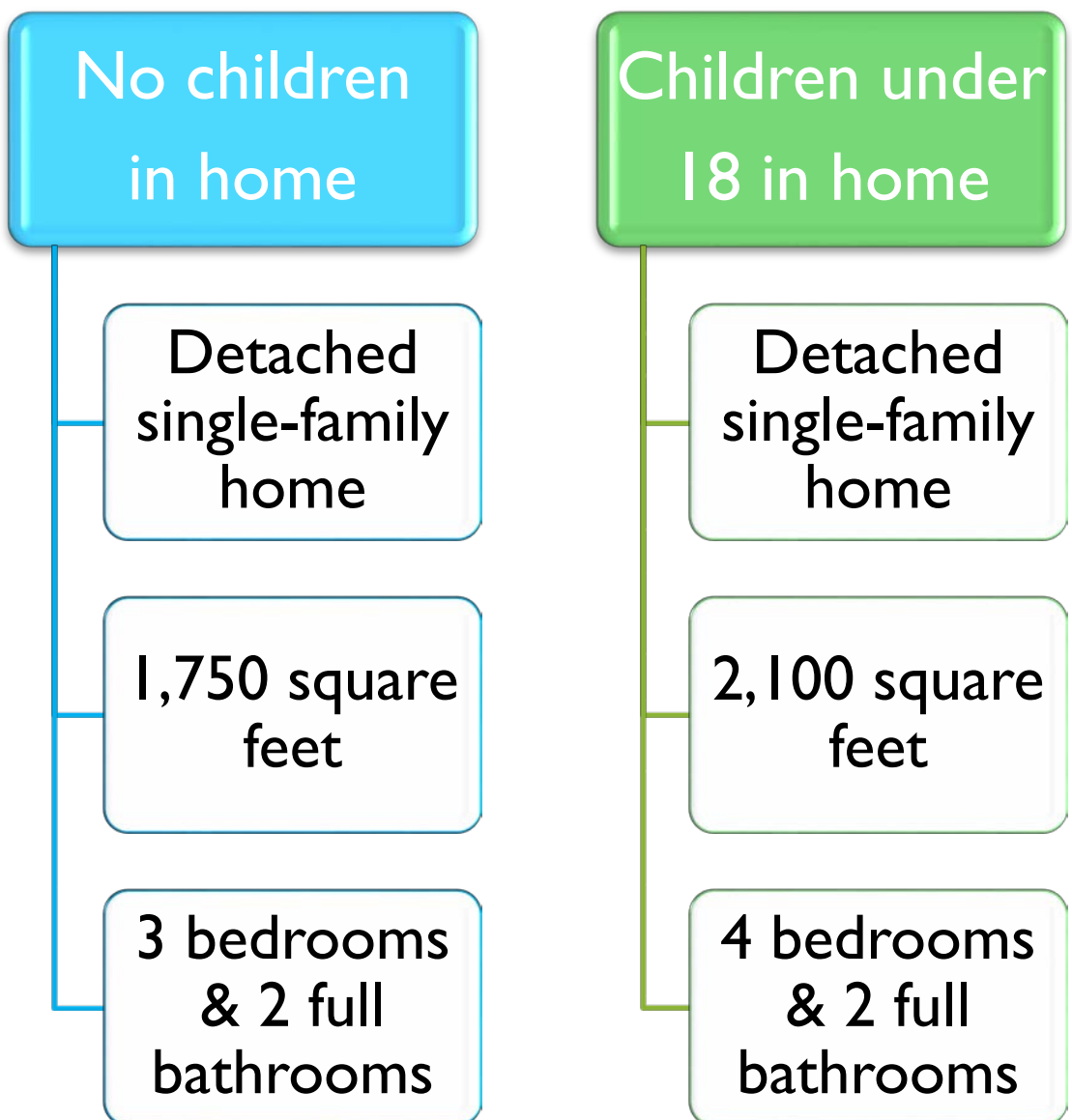
- For buyers without children, they prefer an agent that calls to inform them of real estate activity. For buyers with children, they prefer that an agent sends property info and communicates via text message.

Communication with Agent



Type of Home Purchased

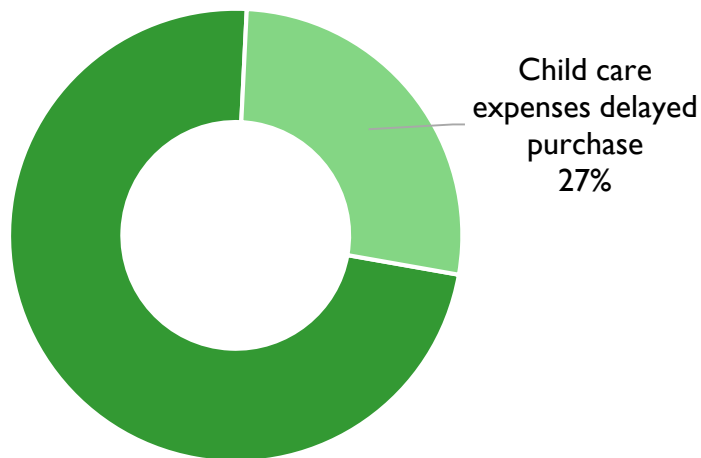
- For buyers with children under the age of 18 years in the home, they purchased larger homes at 2,100 square feet in size with 4 bedrooms and 2 full bathrooms.
- Buyers without children in the home purchased smaller homes at 1,750 square feet in size with 3 bedrooms and 2 full bathrooms.



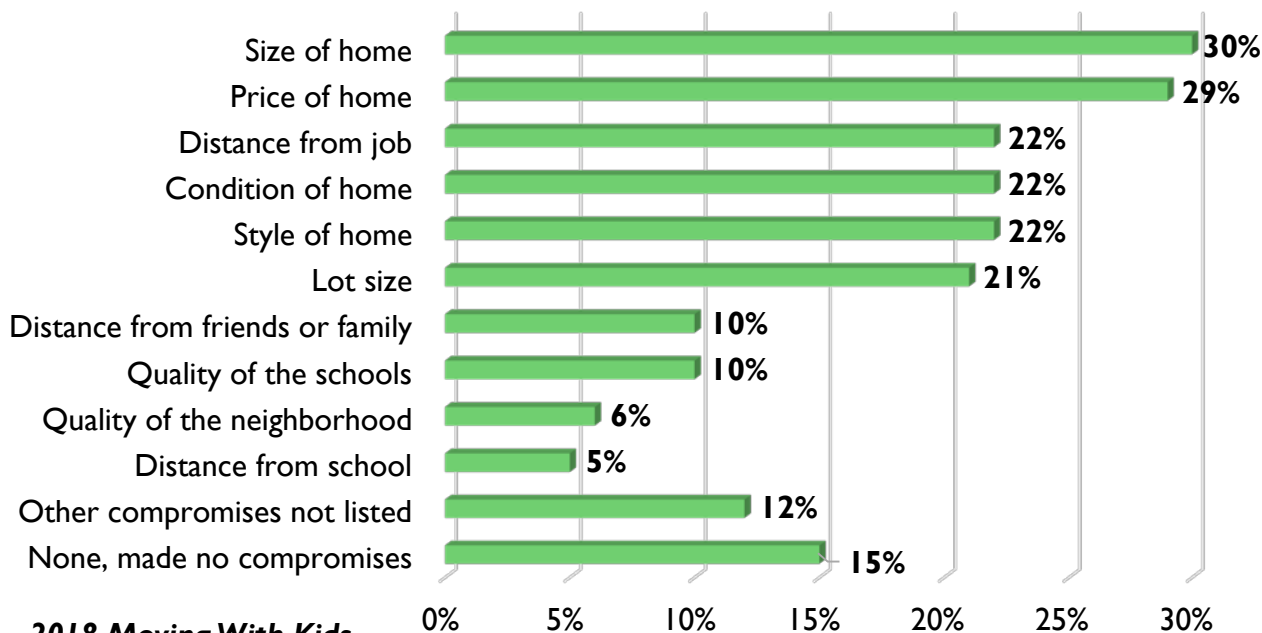
Child Care Expenses Delayed Home Buying Process

- For 27 percent of buyers with children, child care expenses delayed the home buying process.
- Compromises that were made by buyers with child care expenses include the size of the home, followed by price, distance from job, condition, and style of home.

Children Under 18 in Home



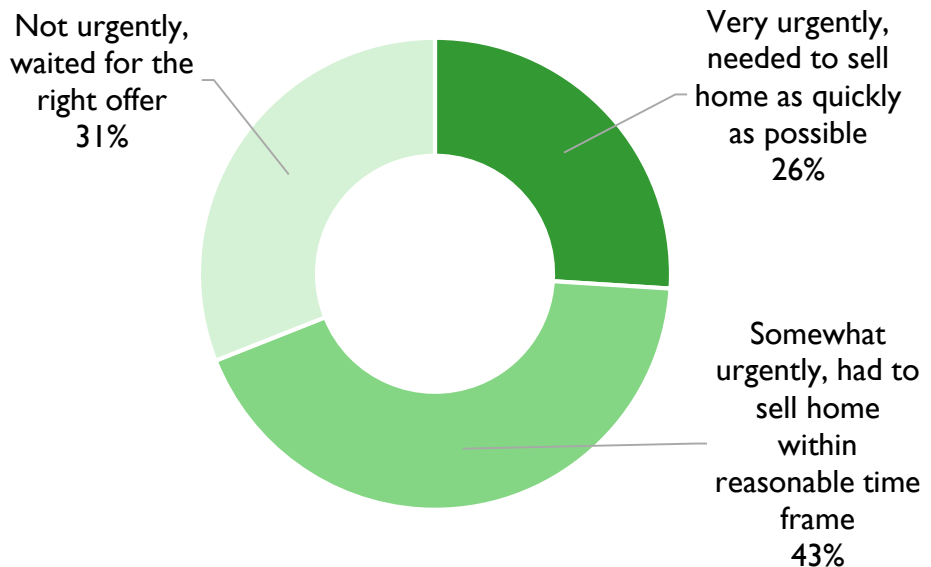
Compromises Made by Buyers With Child Care Expenses



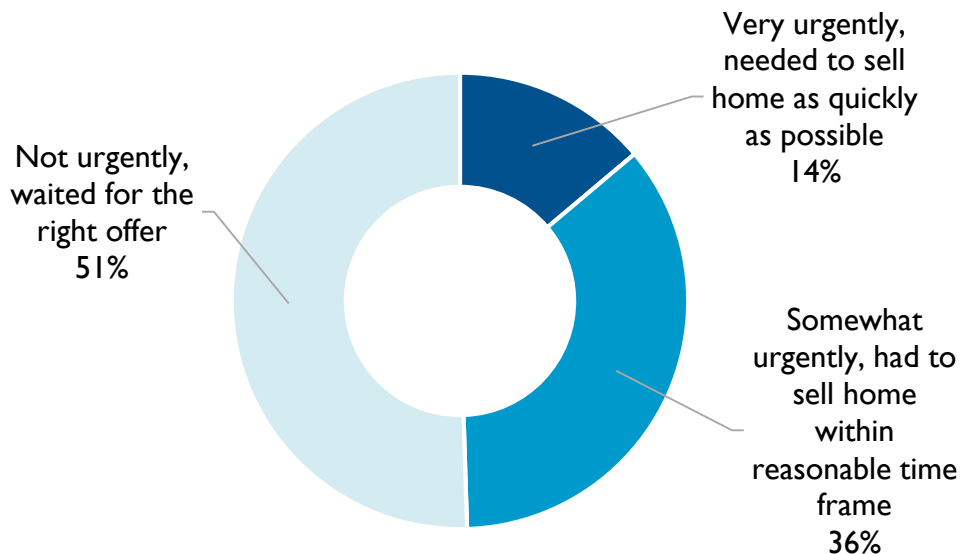
Seller Urgency When Selling Home

- Twenty-six percent of sellers with children in the home under the age of 18 years sold their home very urgently, compared to only 14 percent of sellers with no children at home.

Children Under 18 in Home



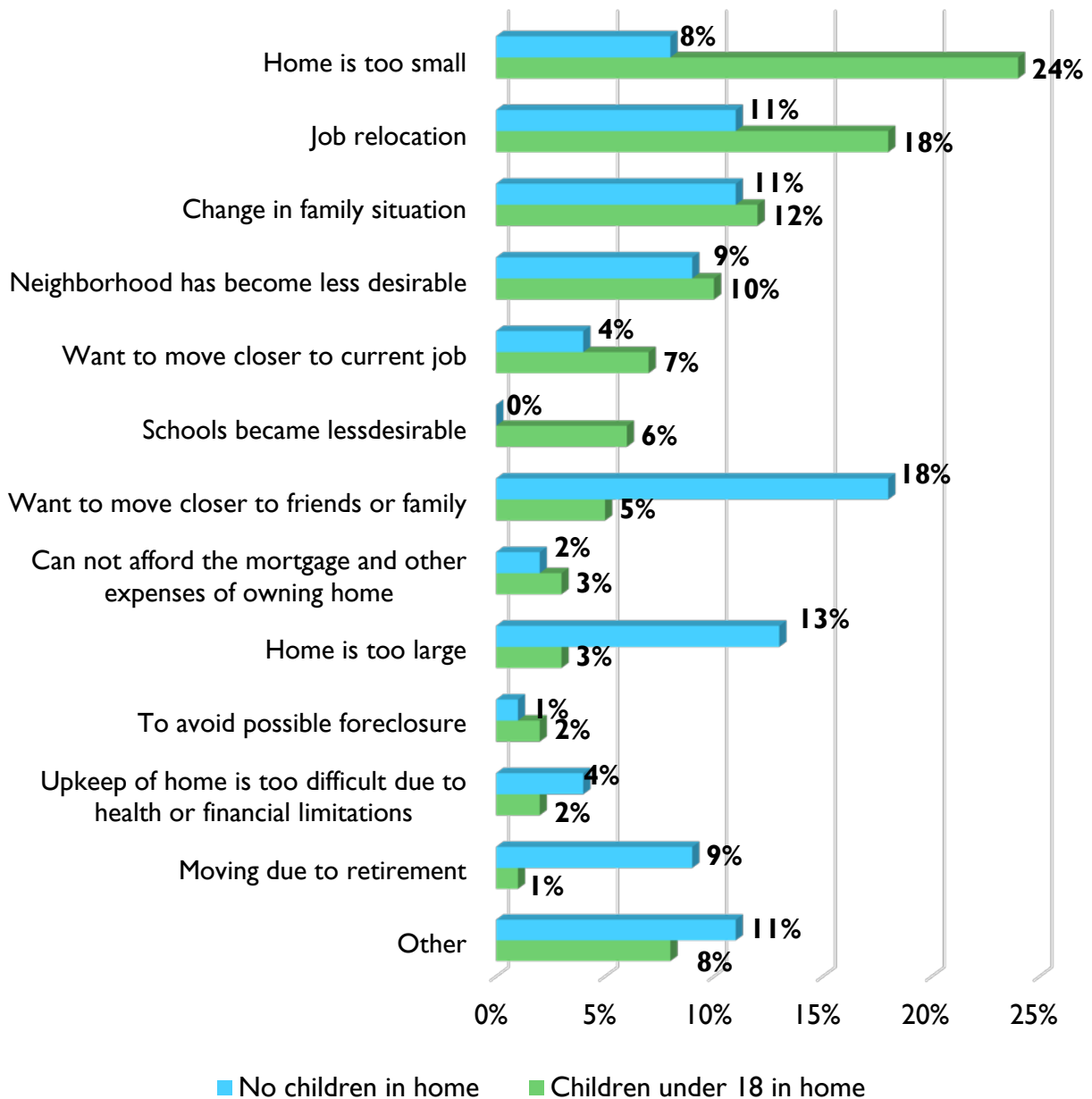
No Children in Home



Main Reason for Selling Home

- For sellers with children under the age of 18 years, 24 percent sold because their previous home was too small, followed by a job relocation (18 percent) and a change in family situation (12 percent).

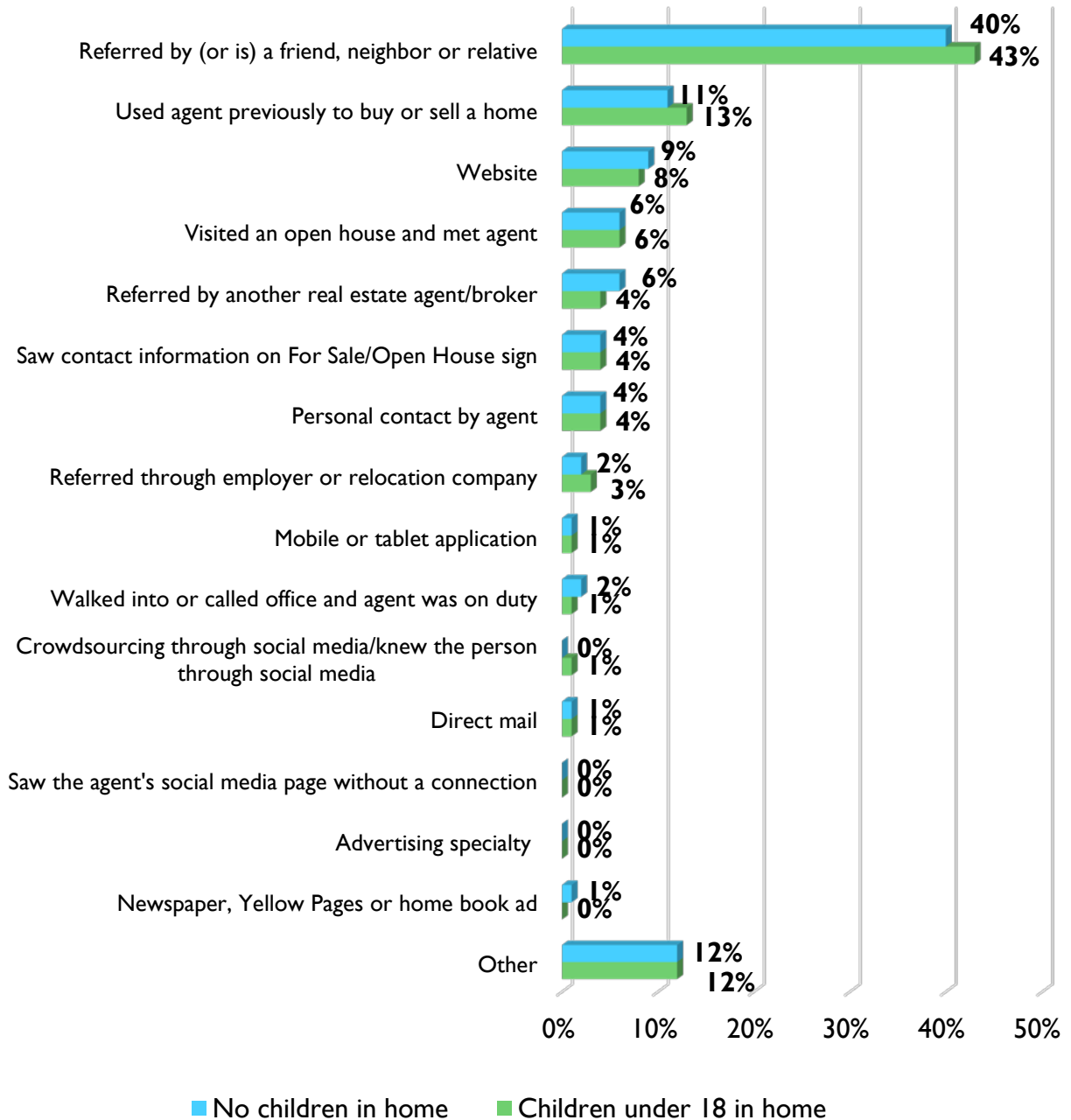
Reason for Selling Home



Method Seller Used to Find Agent

- For sellers with children under the age of 18 years in the home, 43 percent found their agent by referral compared to 40 percent of sellers without children.

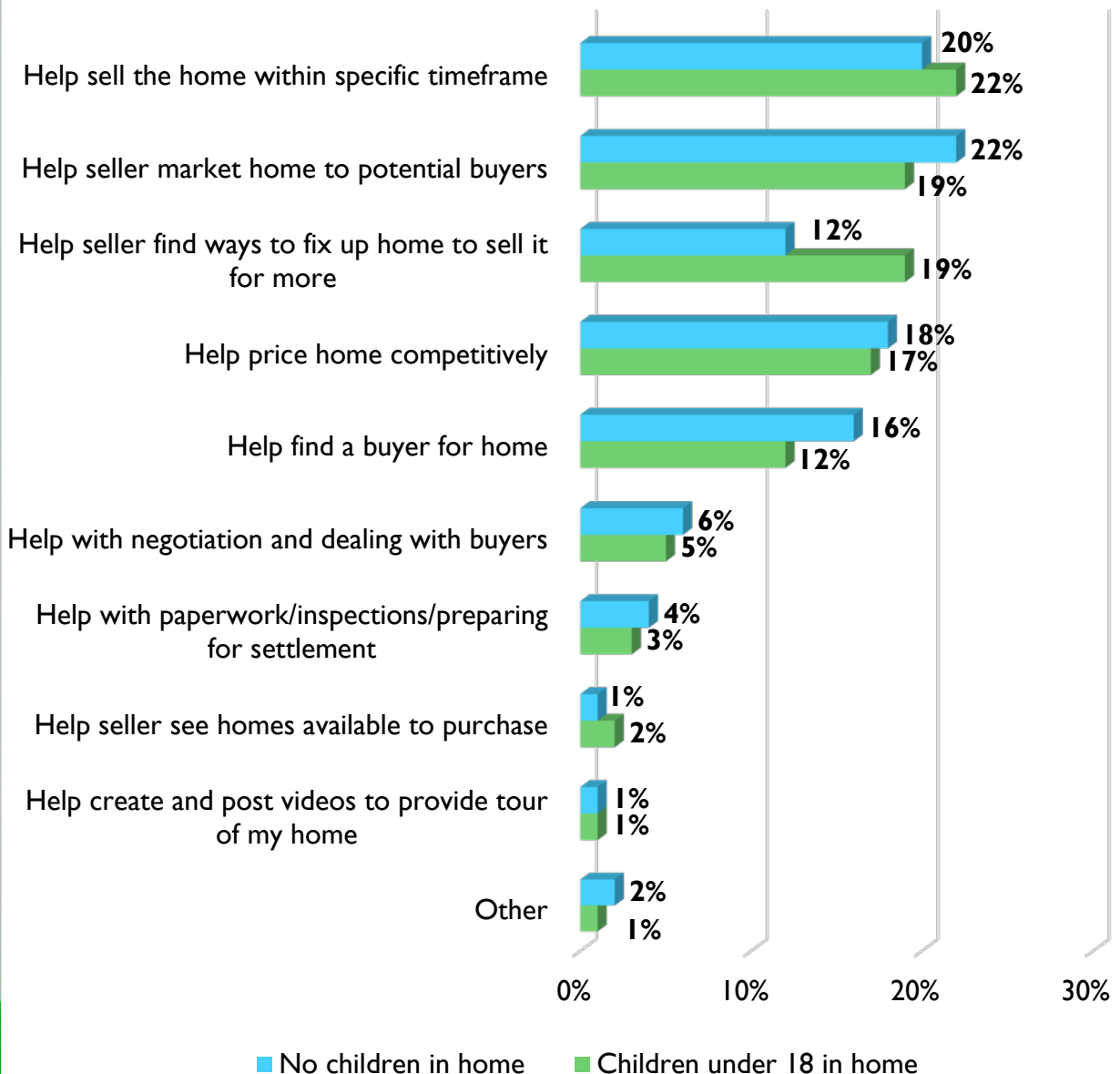
How Seller Found Agent



What Sellers Want Most From Agent

- For sellers with children in the home under the age of 18, 22 percent want help selling within a specific timeframe and 19 percent want help to fix up the home to sell for more money, more so than sellers without children.

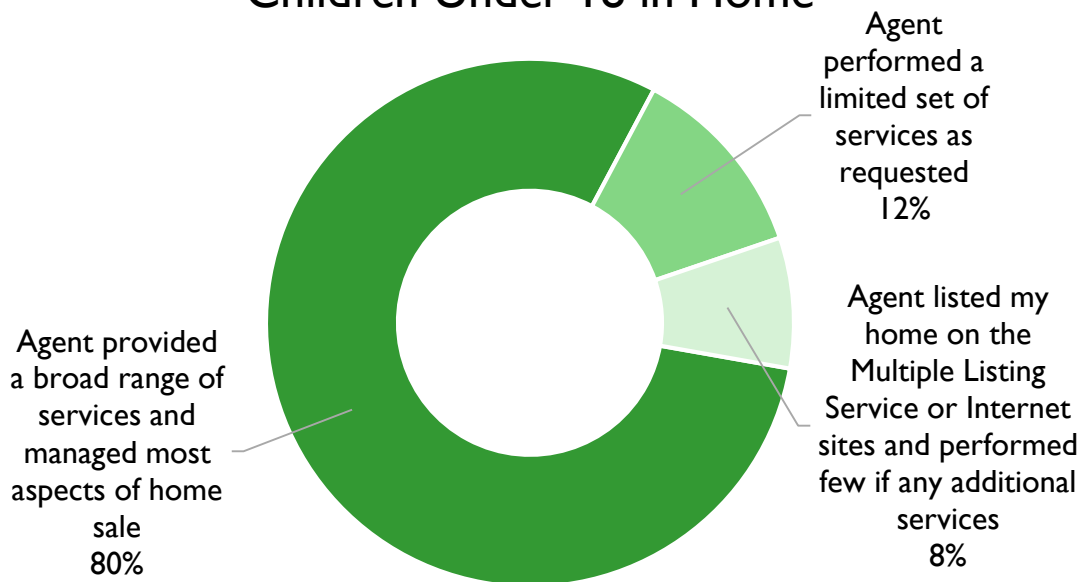
What Sellers Want from Agent



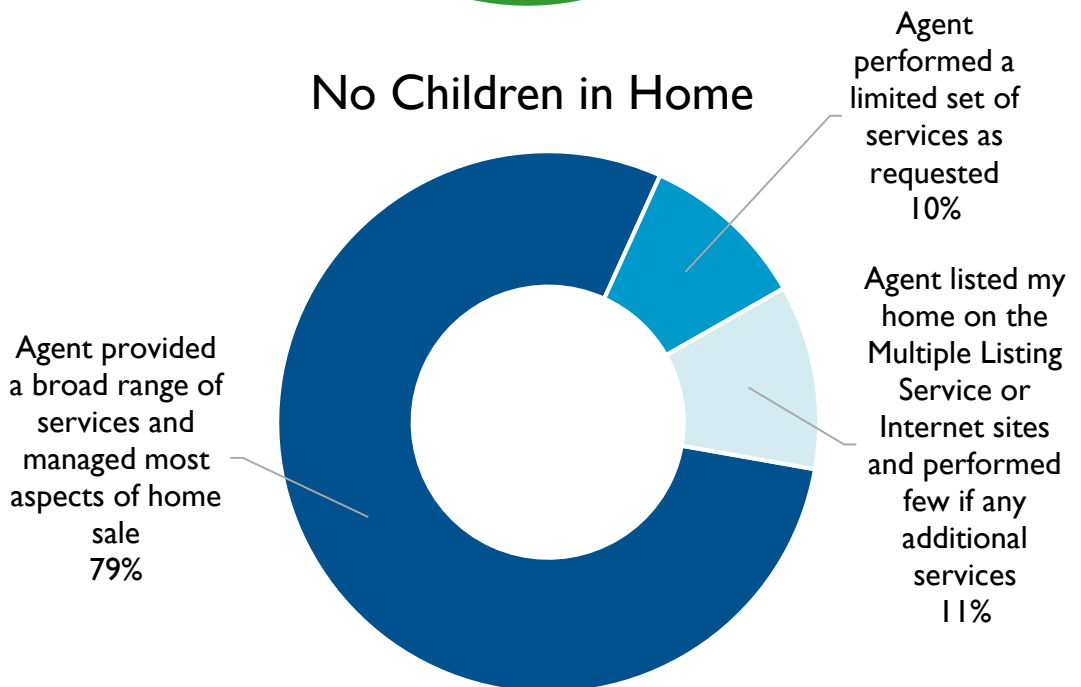
Level of Service Provided By Sellers Real Estate Agents

- Among sellers with children in the home, 81 percent of agents provided a broad range of services and managed most aspect of the home sale.

Children Under 18 in Home



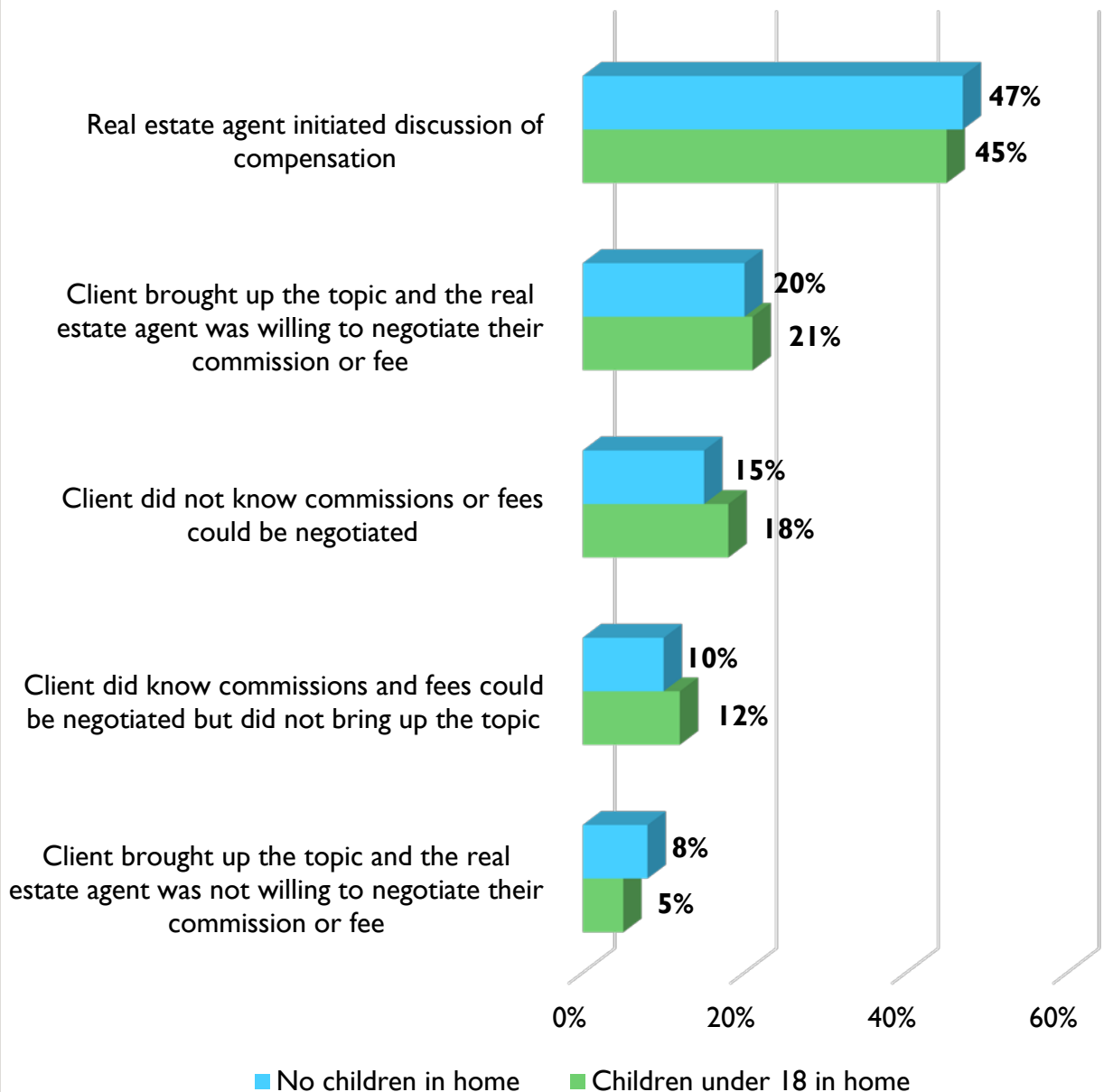
No Children in Home



Negotiating Commission Rate or Fee With Agent

- For all sellers, negotiating the commission rate was initiated by the real estate agent most often, followed by the seller bringing up the topic and the agent was willing to negotiate their commission or fee.

Negotiating Commission Rate



Methodology

Data from this report was taken from the National Association of REALTORS® (NAR) *2017 Profile of Home Buyers and Sellers*. In July 2017, NAR mailed out a 131-question survey using a random sample weighted to be representative of sales on a geographic basis to 145,800 recent home buyers. The recent home buyers had to have purchased a primary residence home between July of 2016 and June of 2017. A total of 7,866 responses were received from primary residence buyers. After accounting for undeliverable questionnaires, the survey had an adjusted response rate of 5.6 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 June 2017, with the exception of income data, which are reported for 2016. 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. 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.

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