



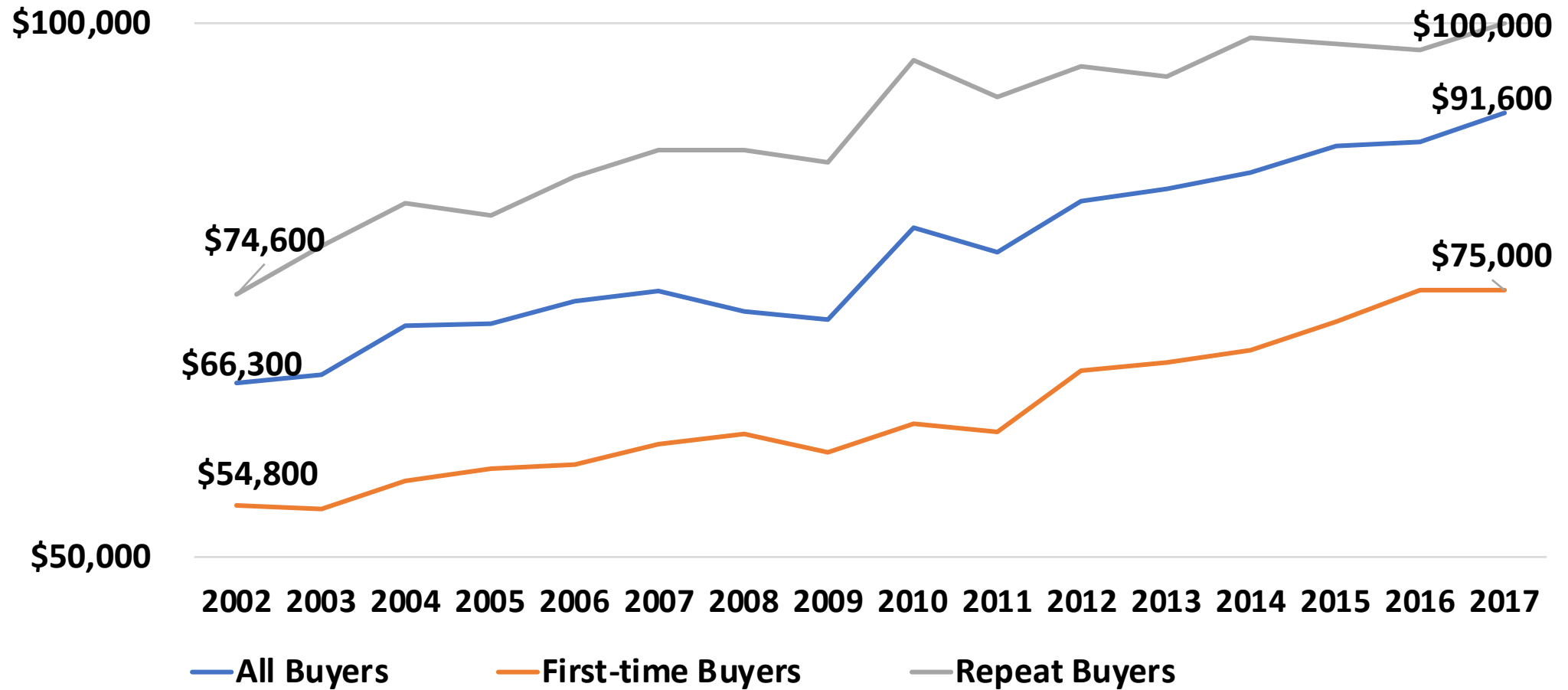
REALTOR®  
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# FUTURE OF REAL ESTATE TRENDS

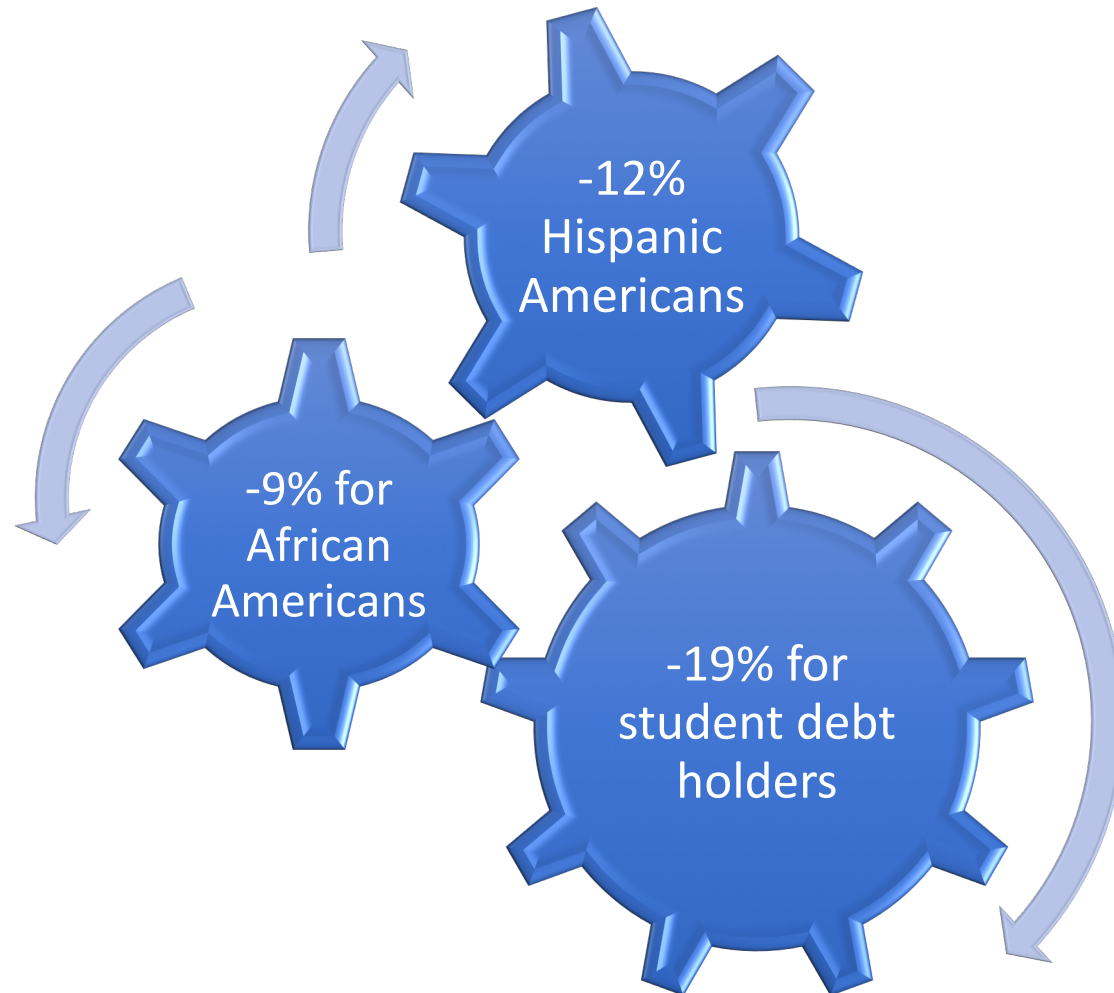
Jessica Lautz, Doctor of Real Estate  
Vice President of Demographics and Behavioral Insights  
@JessicaLautz

# 1. LACK OF AFFORDABLE HOUSING INVENTORY

# RISE IN HOUSEHOLD INCOME SUCCESSFUL BUYERS



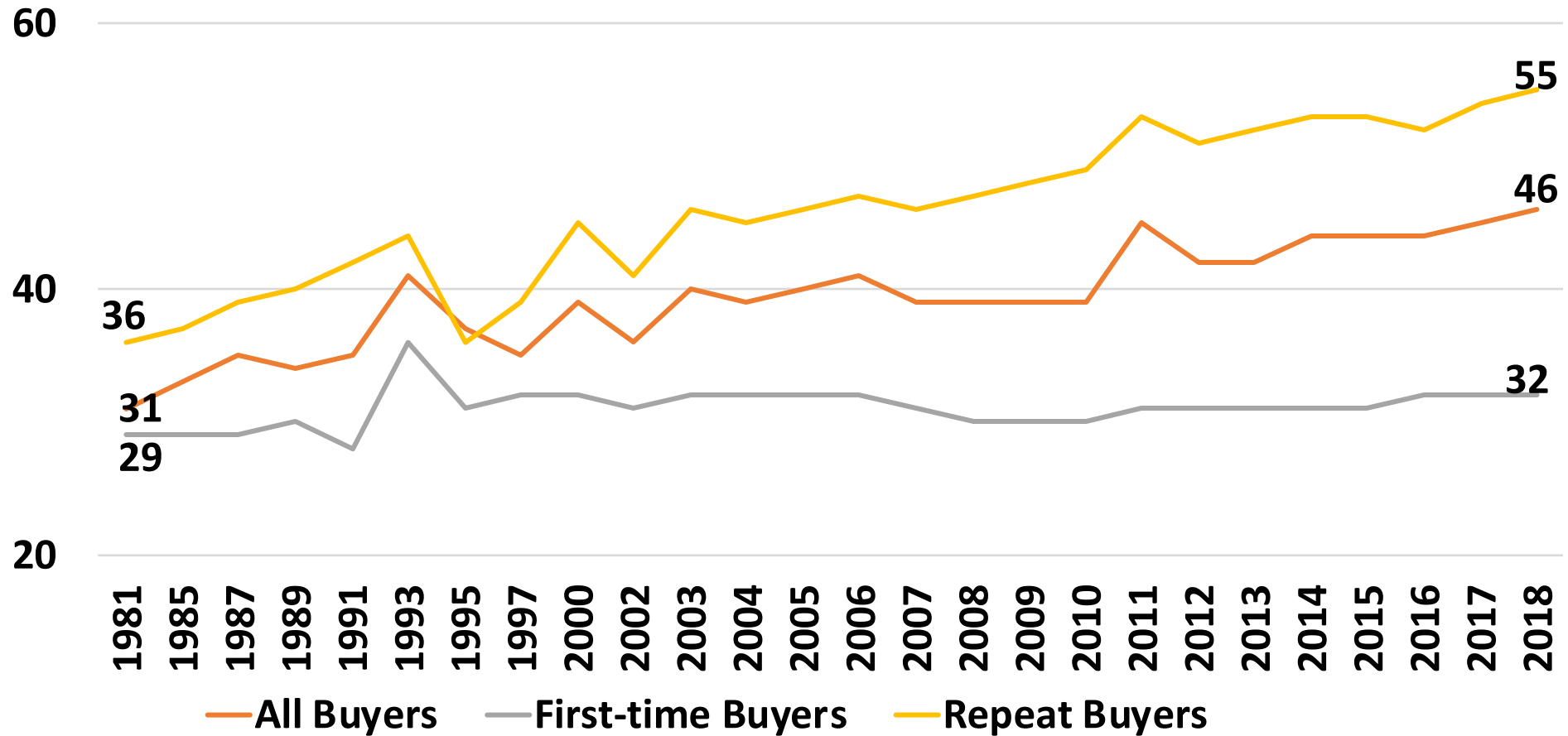
# PRICES ARE IMPACTING BUYERS DIFFERENTLY





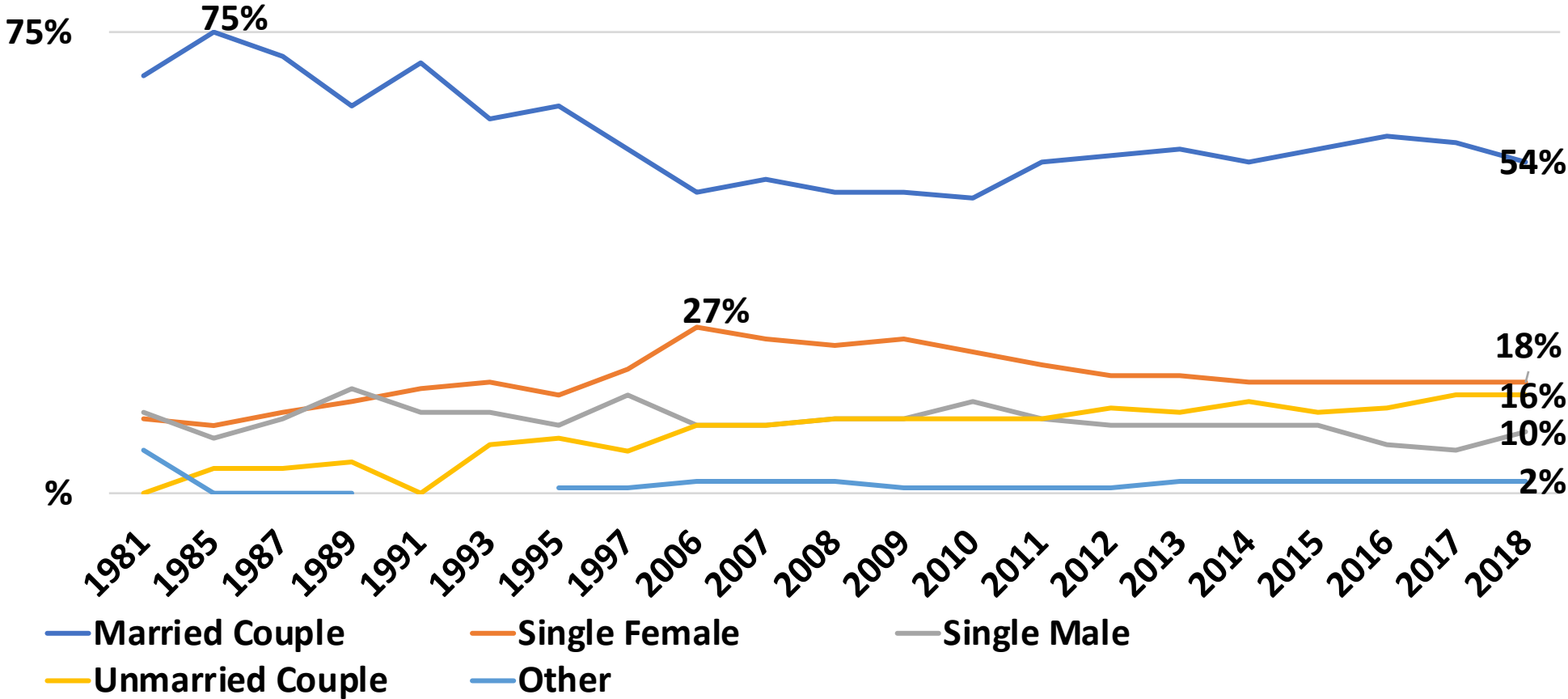
## 2. REPEAT BUYERS ARE OLDER, SINGLES ARE IN

# MEDIAN AGE OF HOME BUYERS



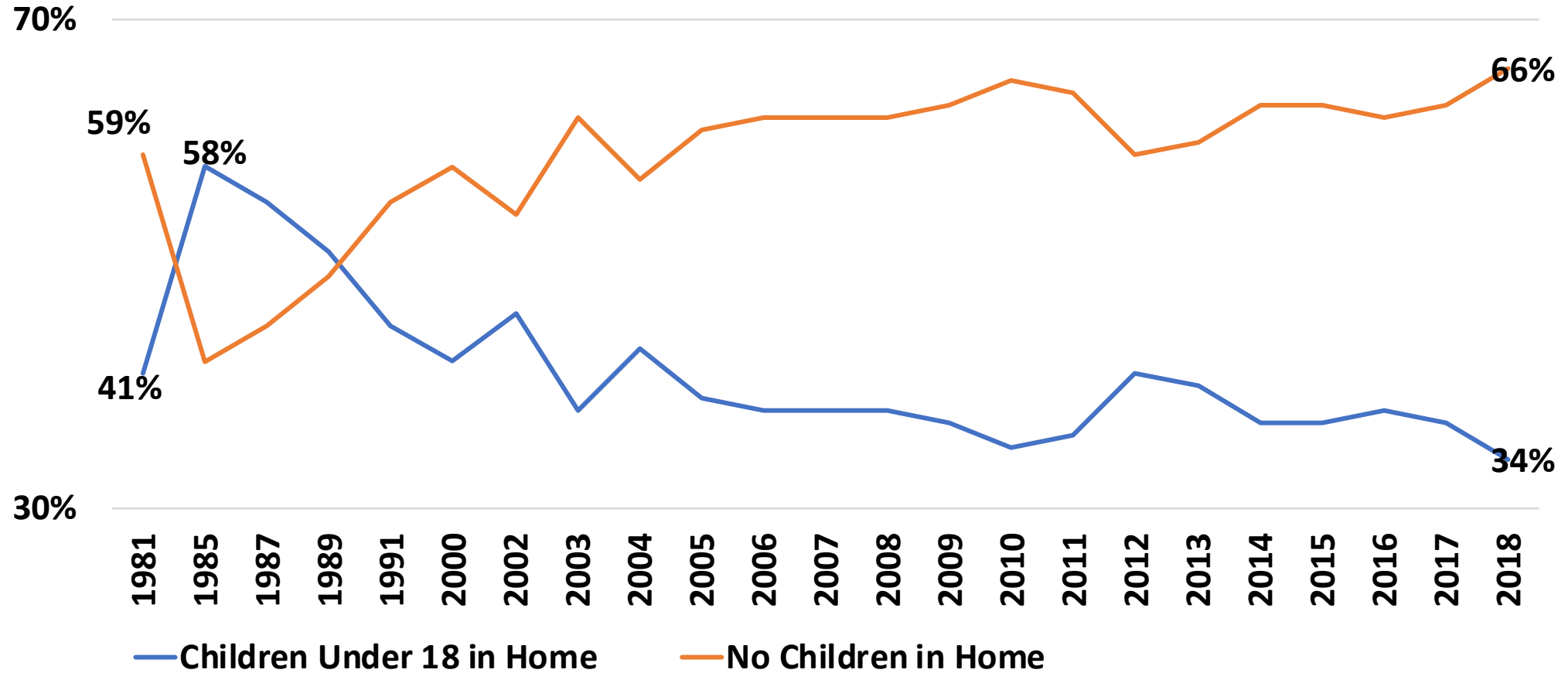
Source: NAR Profile of Home Buyers and Sellers

# FIRST-TIME BUYERS: SKIPPING THE RING



# 3. CARETAKING NOW NEEDS A LINT BRUSH

# BUYERS SKIPPING THE BABY



# BABIES WITH 4 LEGS



99% part of family &  
89% would not give up  
pet due to housing



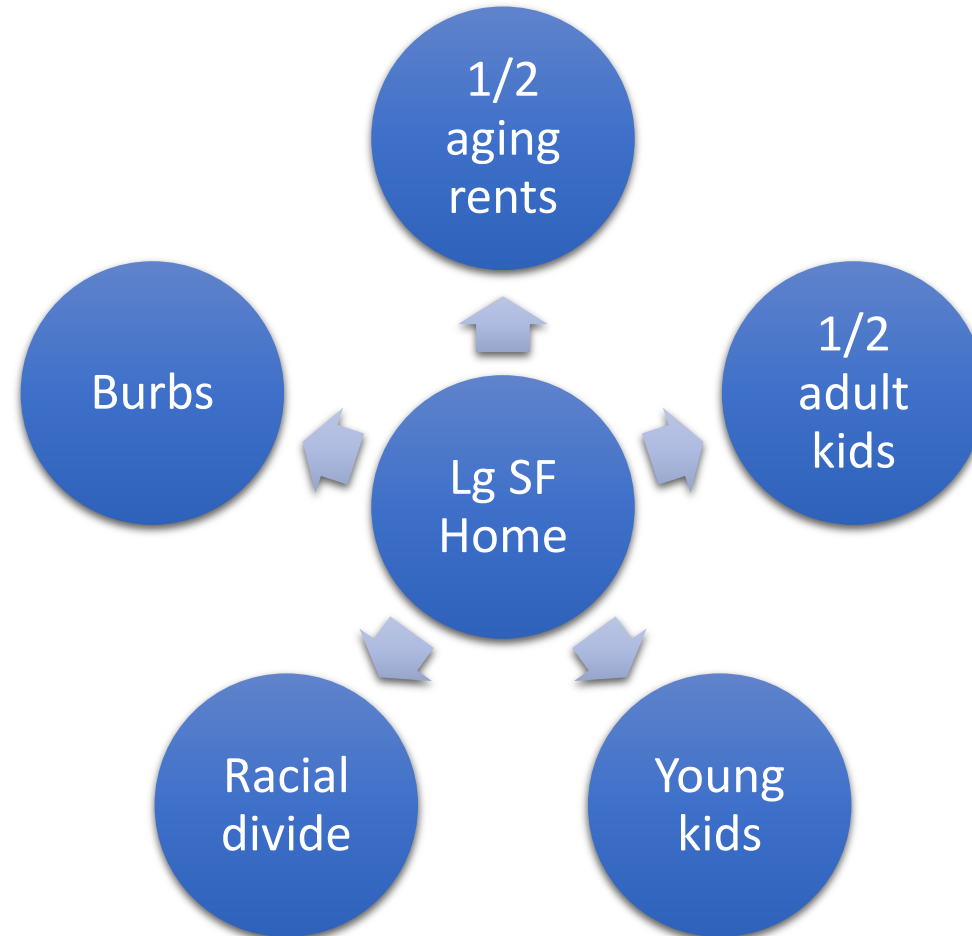
Important: 85% large  
enough home & 95%  
housing community



20% unmarried couples  
chose neighborhood for  
pet needs



# 1 IN 6 GEN XERS BOUGHT MULTI-GEN HOME

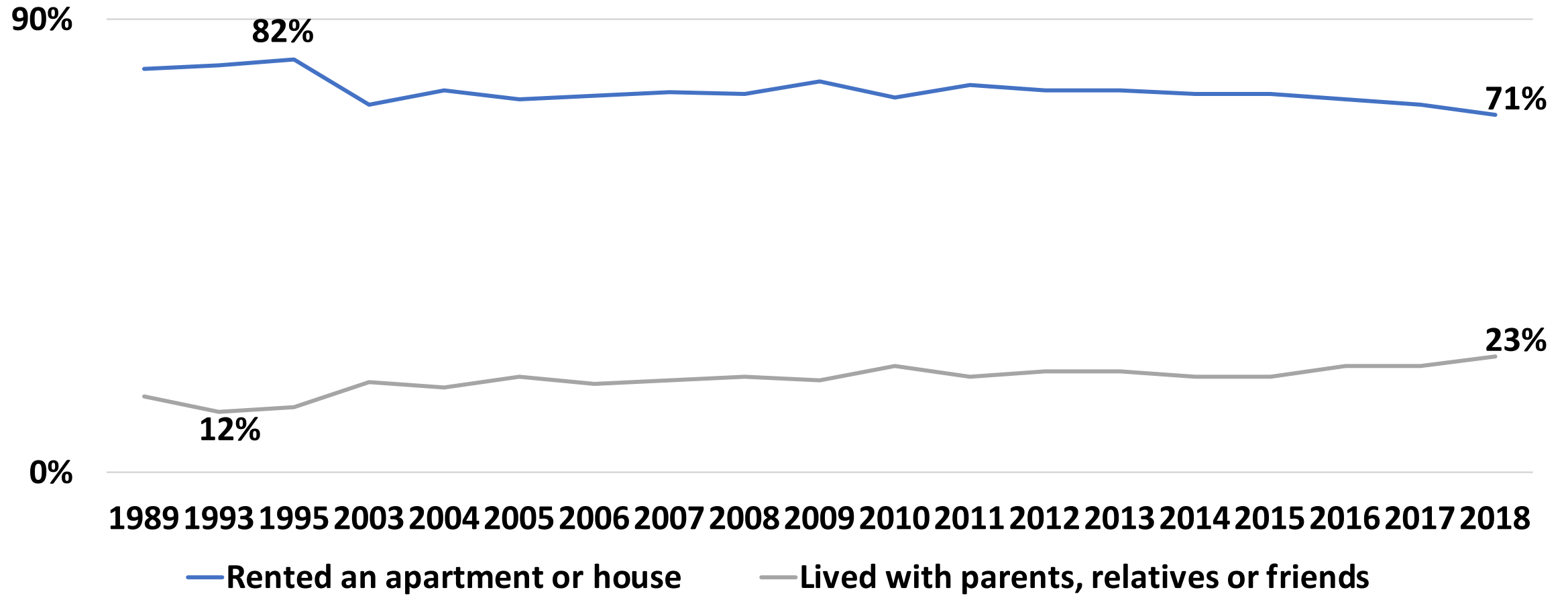


# 4. BANK OF MOM AND DAD



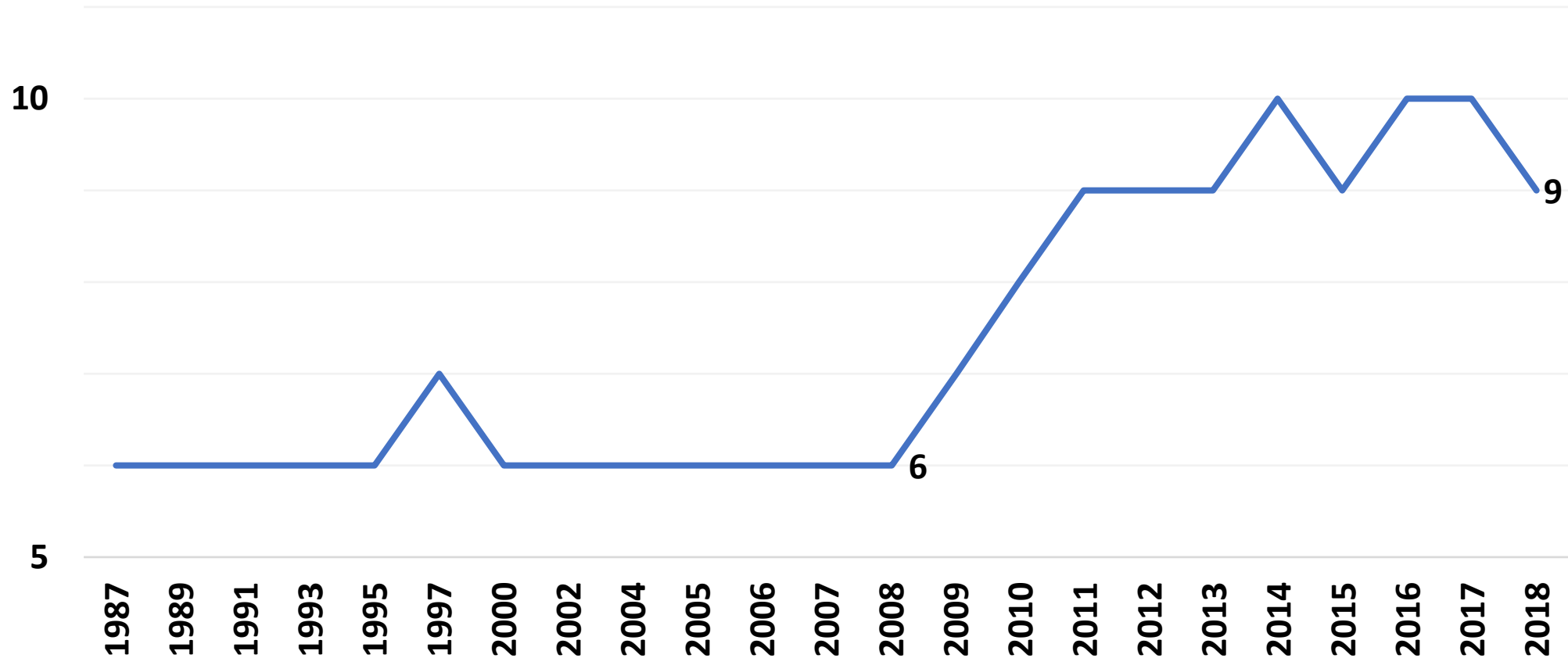
# One-Third of First-Time Buyers Used Downpayment Help From Friends & Family

# FIRST-TIME BUYER: PRIOR LIVING ARRANGEMENT



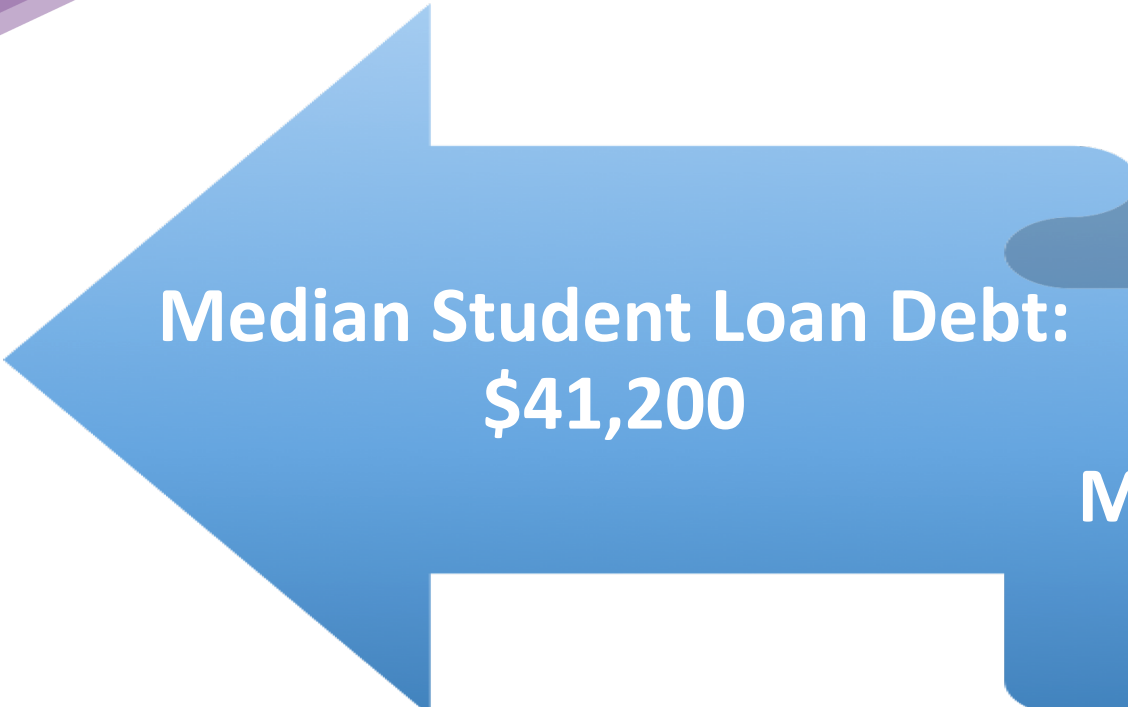
# 5. TENURE IS LONGERRRRRRRRRRRR

# ACTUAL TENURE IN HOME IS ELEVATED: MEDIAN YEARS



# 6. \$TUDENT DEBT IS CRUSHING FINANCES

# HOW CAN RESPONSIBLE MILLENNIALS SAVE?

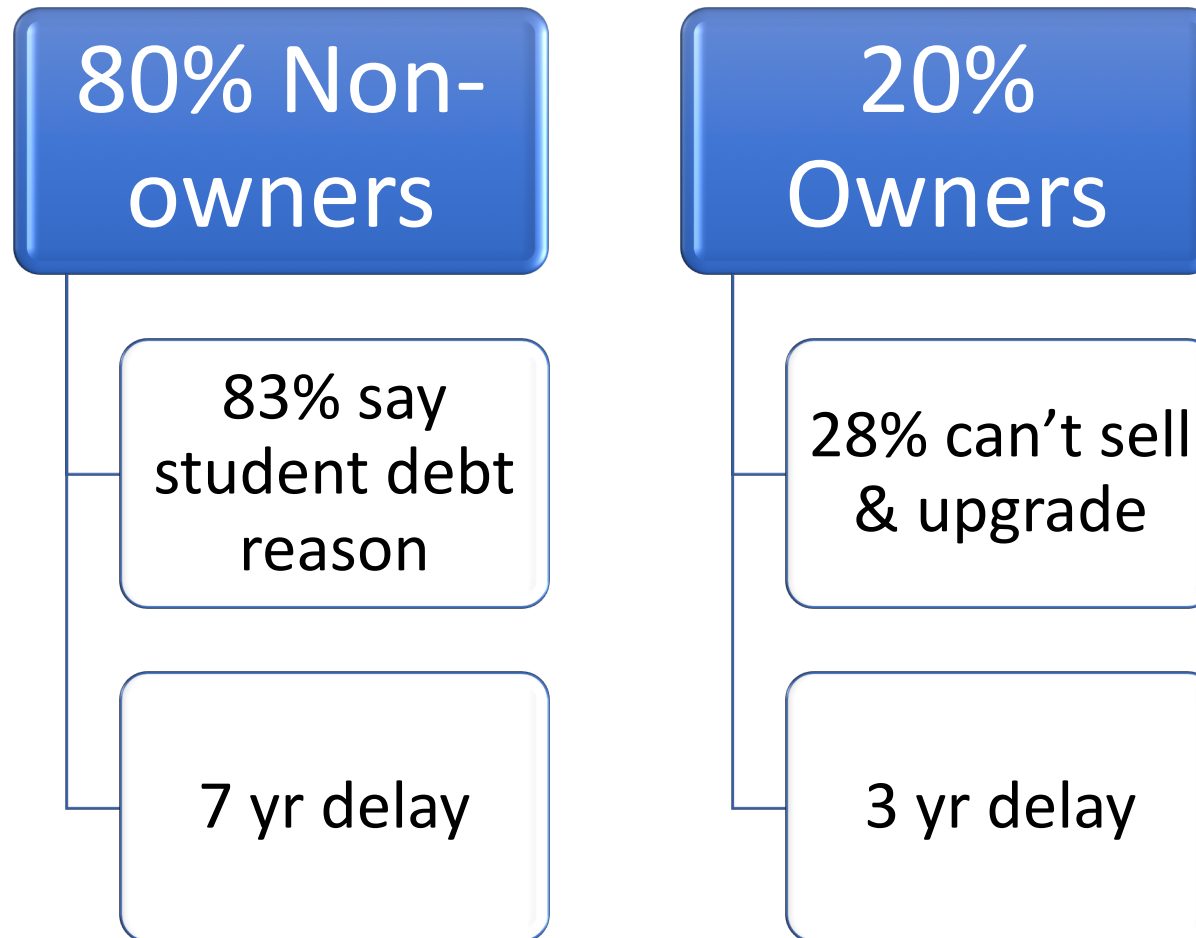


**Median Student Loan Debt:  
\$41,200**



**Median Income: \$38,800**

# STUDENT DEBT DELAYS HOME BUYING AND SELLING



# 7. BAR HAS RISEN ON BUYER EXPECTATIONS



# MEMBERS CITED...

65%: some portion of buyers expect homes to look like TV shows

71%: some portion of buyers are disappointed in how homes look in comparison to TV shows

60%: family members are consulted during process

# STAGING HELPS

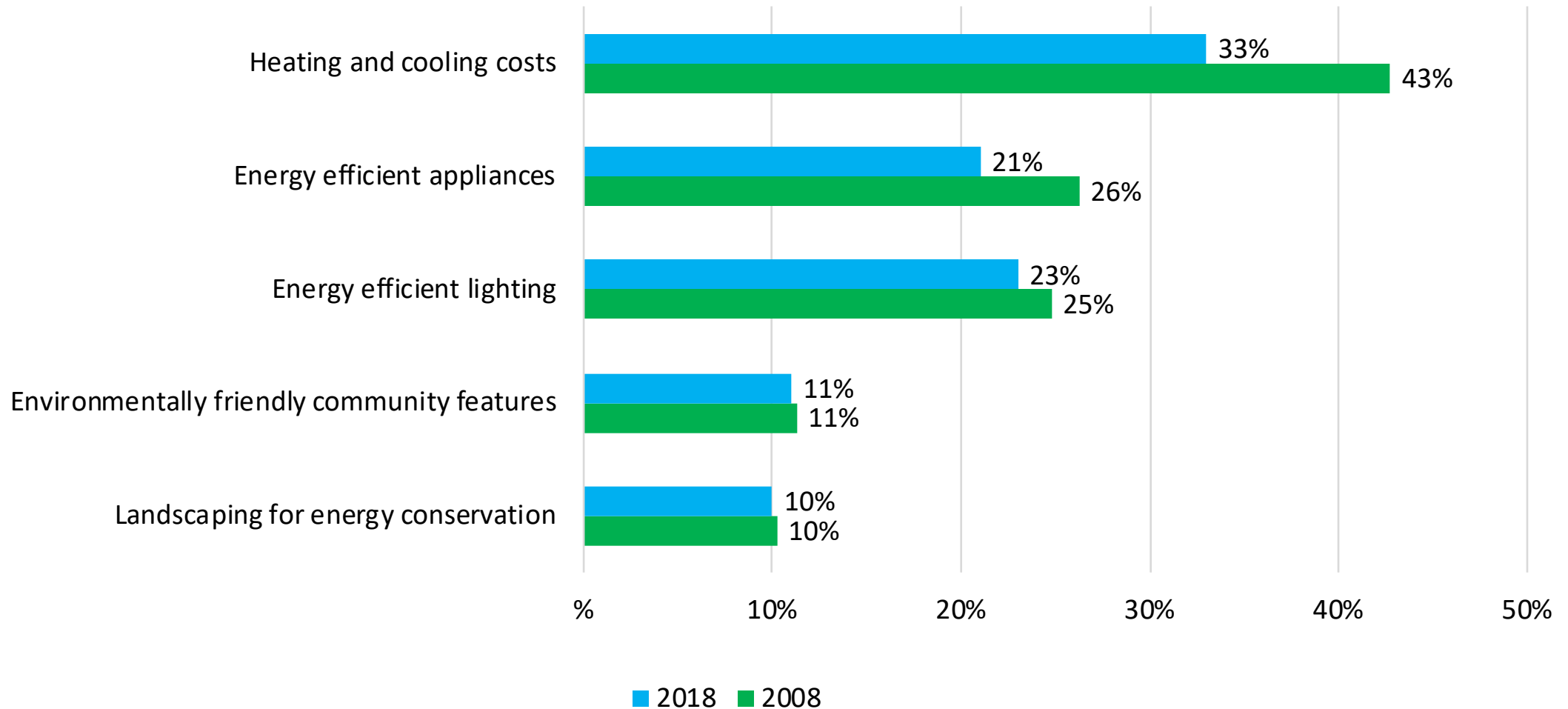
Helps bring buyers into a home viewed online

Helps buyers visual the home

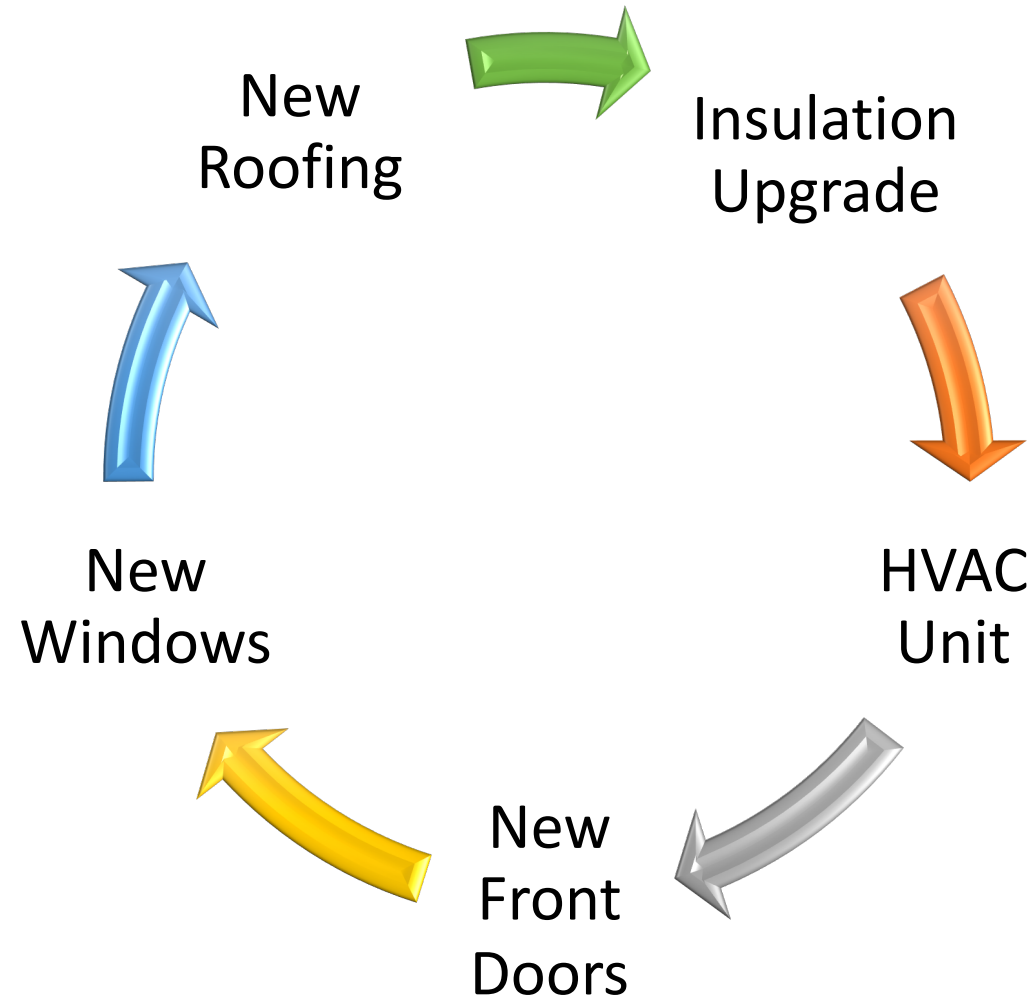
Sells faster and has a better offer on the home

# 8. SUSTAINABILITY IS A COOL CONCEPT

# 2008 VS 2018 BUYERS RANKING OF VERY IMPORTANT

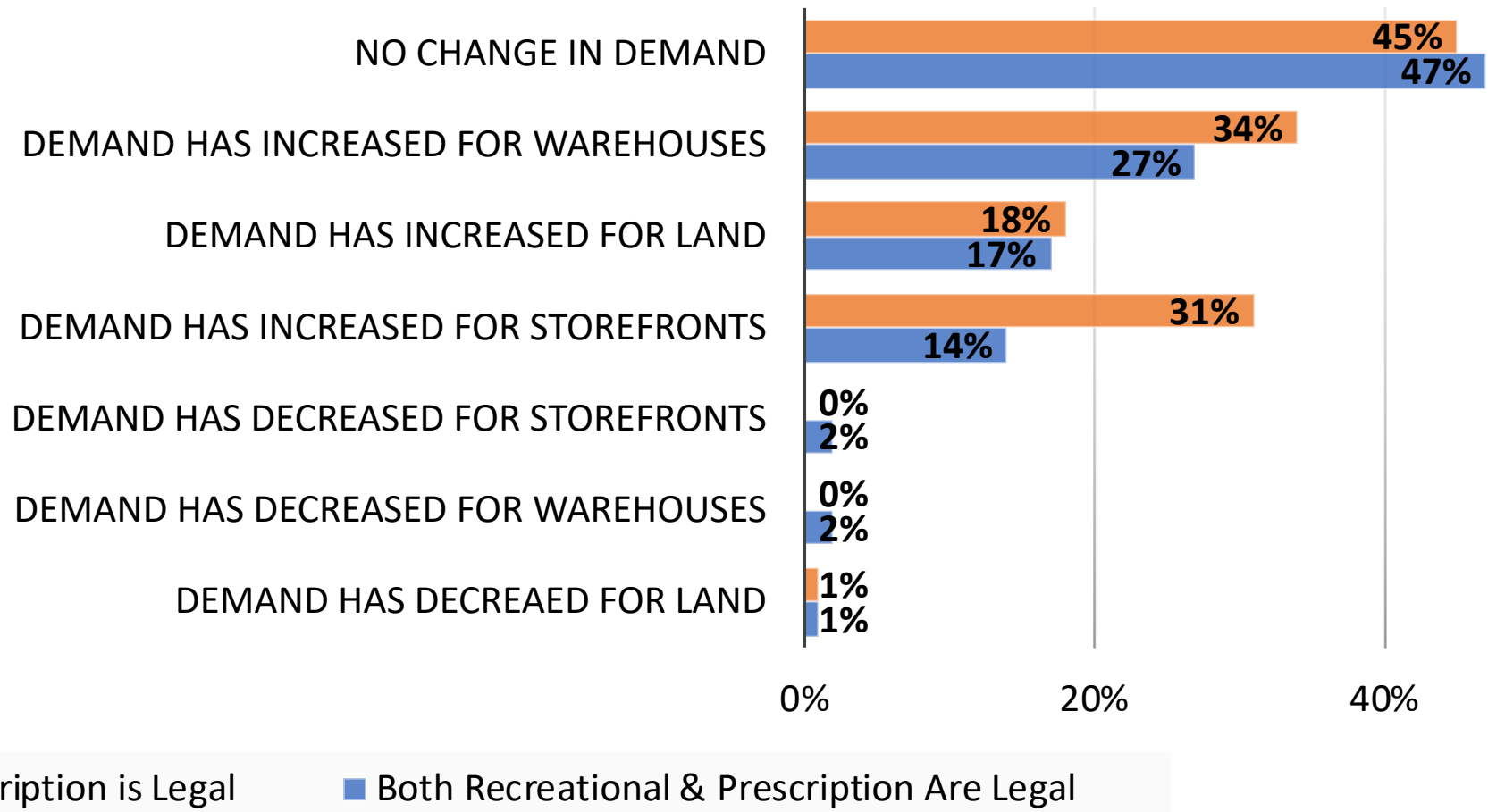


# COMMON PROJECTS TO REMODEL FOR ENERGY EFFICIENCY



# 9. MARIJUANA IS A BUDDING ISSUE

# COMMERCIAL INVENTORY CHANGES



# RESIDENTIAL LEASING

1/3 of have seen  
lease addendums

Less than 10%  
have seen  
moisture issues

18% have  
difficulty with  
smell

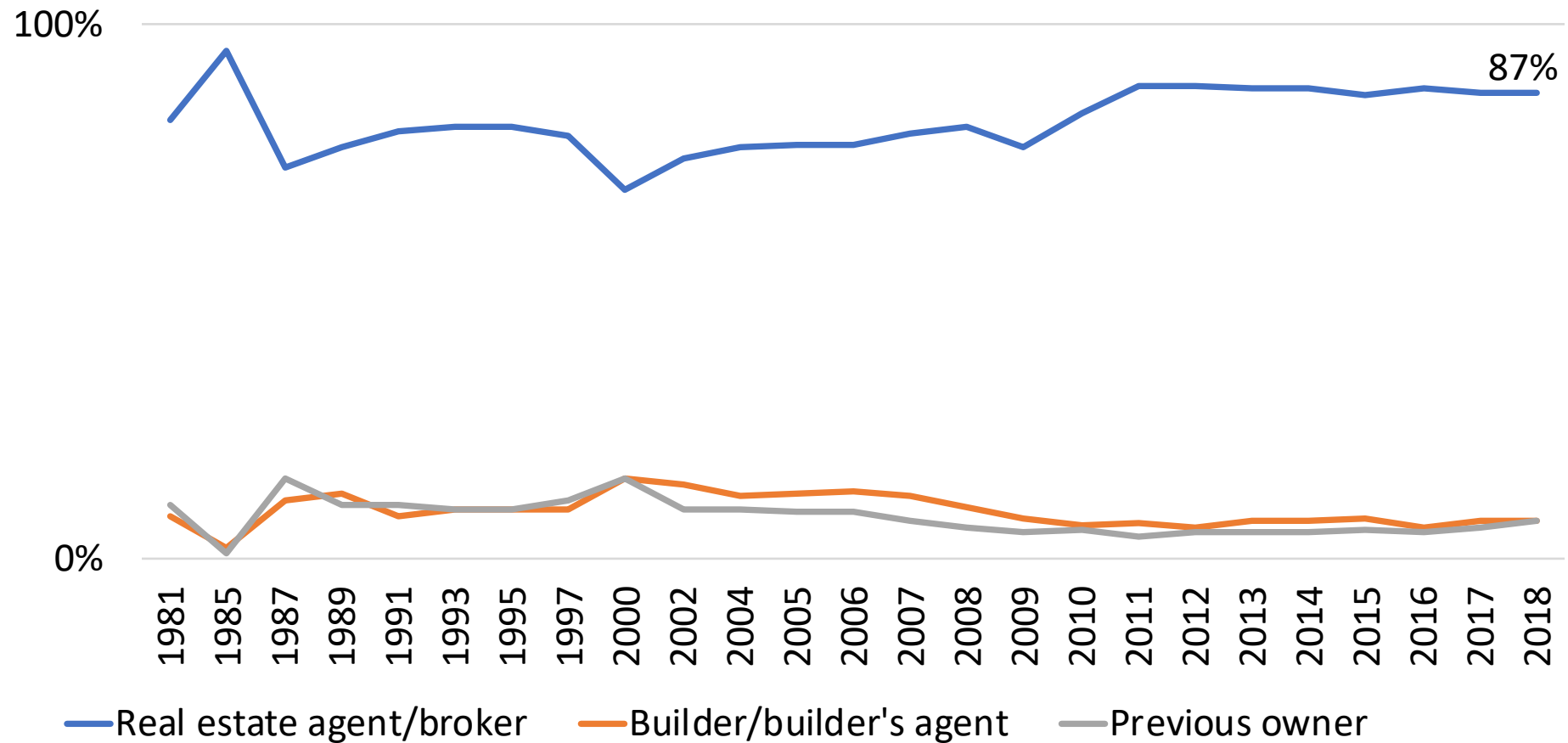
If growing—two-  
fifths tenant pays  
utilities

Two-thirds do not  
know if growing  
box is needed

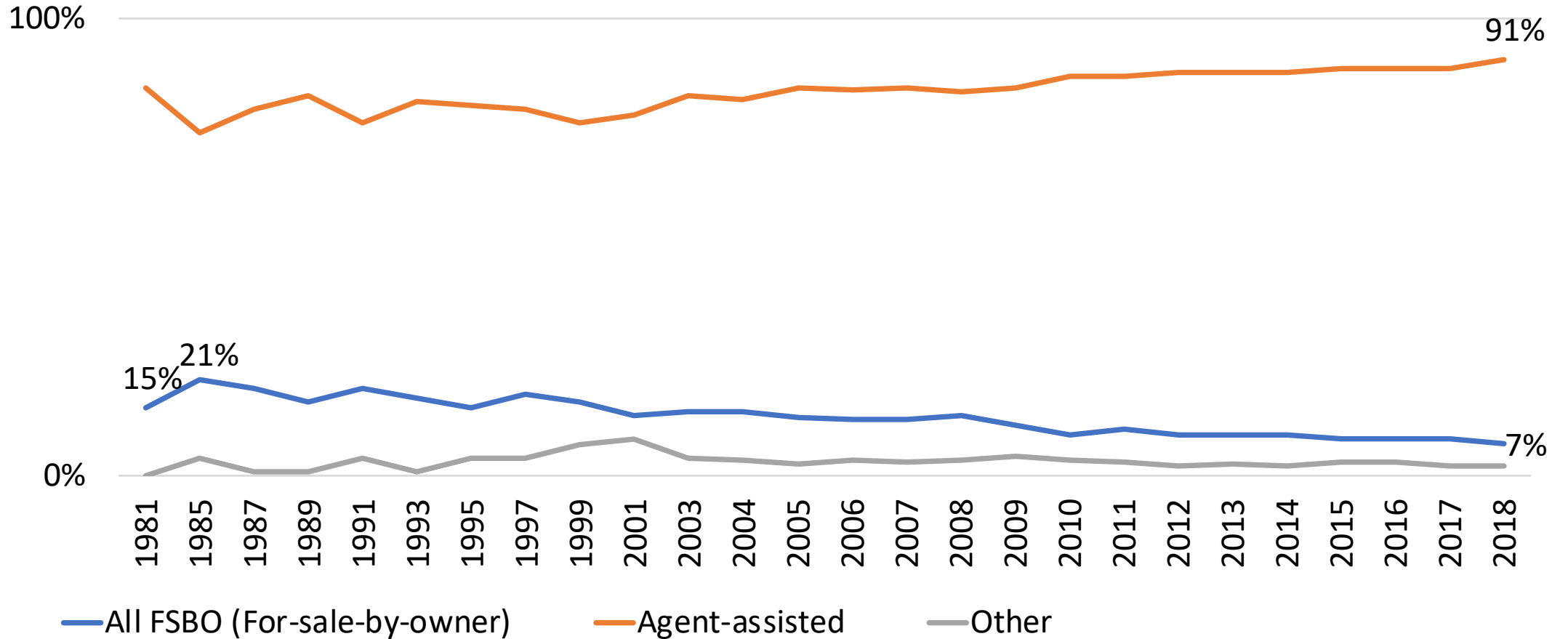


# 10. AGENT USE IS HIGH

# BUYER USE OF AGENTS



# AGENT ASSISTED SALES AT ALL TIME HIGH



# 11. HOMEOWNERSHIP IS A GOAL

# APPLE PIE, BASEBALL, HOMEOWNERSHIP



9 in 10 non-owners part of their American Dream



8 in 10 want to own in the future

# FREE RESOURCES – FIND REPORTS AND FOLLOW US



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