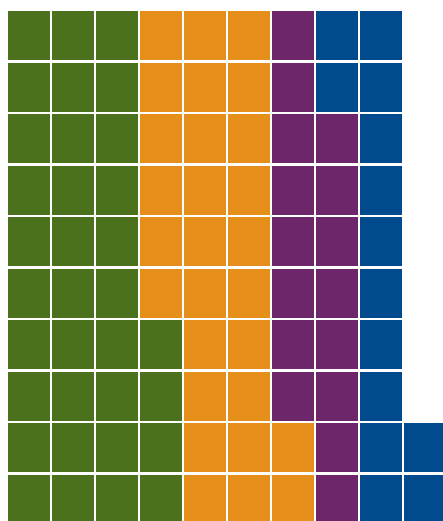


TALKIN' 'BOUT GENERATIONS

The National Association of REALTORS® annual Home Buyers and Sellers Generational Trends Report offers a look at the similarities and differences among the various generations of buyers and sellers.

OVERALL HOMEBUYING TREND



Millennials/Gen Yers

(age 36 and younger)
Represents largest share,
34 percent of homebuyers

Gen Xers

(age 37-51)
Represents **28 percent**
of homebuyers

Younger Baby Boomers

(age 52-61)
Represents **16 percent**
of recent buyers

Older Baby Boomers

(age 62-70)
Represents **14 percent**
of recent buyers

COMMON TRAITS AMONG GENERATIONS



The first step taken was to look online for properties. They searched for 10 weeks and looked at a median of 10 homes. Eighty percent of buyers purchased their home through an agent.

MILLENNIALS/GEN YERS

66%

First-time
buyers



Increasingly
buying in
suburbs

GEN XERS



Highest income
of all generations



Represent the
highest median
price and largest
median home size

YOUNGER BABY BOOMERS



More likely to buy a multi-generational
home for children over 18 living at
home and caretaking for aging parents

Longest projected time in home at
20 years

OLDER BABY BOOMERS



Move the
longest distance
at a median
of 25 miles



Least likely to
make compromises
on their home
purchase