



In order to successfully market and sell your home, we first need an understanding of today's buyer; who they are, what they are looking for and how they shop for real estate. Understanding them will influence how and where we market your home.

Current trends and demographics of today's homebuyers:



Today's buyers want property information quickly and easily, and expect fast response times to their home inquiries.

Generation X & Y, ages 25-44, are the largest segment of buyers.

65% of all buyers are married couples and about a third have children. 65% of all homebuyers have no children. The family dynamic impacts the desired lifestyle.

At least 79% of buyers purchased detached single-family homes. 81% of all buyers consider environmentally-friendly features very important.

The First Step: Almost all buyers go online and/or contact an agent as the first step in the home buying process.

Over 82% of homes purchased are three bedrooms or more.

Online & Community: Today, Real Estate Agents, 33% and the Internet, 43% are the source for where buyers found the home they purchased.



Today's consumers approach home buying differently. They are well researched, **tech-savvy** and keep both immediate and extended family top-of-mind when purchasing a home. It is common for multiple generations to live under one roof and many prefer move-in ready homes. In addition, many buyers have already adjusted their lifestyles to simpler means and are energy conscious.



When selling your home, our marketing will be targeted to maximize the key features buyers are looking for through the most expansive and effective media channels possible. We also focus on **responding quickly and thoroughly** to their inquiries in order to capitalize on their interest. Understanding the preferences of today's buyer and how they want to be serviced is one of the effective ways we sell your home.

Primary Factors for Younger Generation Buyers

Primary Factors for Older Generation Buyers

