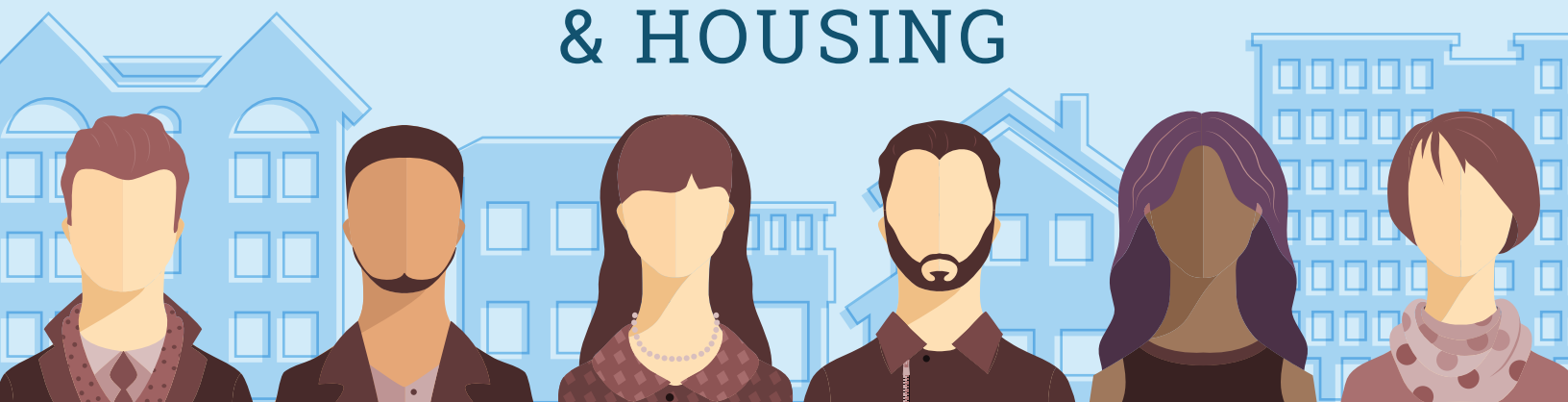


MILLENNIALS & HOUSING



MILLENNIALS at a GLANCE



Born
Between
1981-2000

Comprise 27%
Of The Total
Population

87 Million
In The
United States

Outnumber
Baby Boomers By
8 Million People

Average
Age Is 24
Years Old

Source: realtor.com® analysis of census data

HOME-BUYING HABITS

Millennials...



* were the **largest age group of home buyers** in 2014 at **32%**

* comprised **68%** of **first-time buyers**



* **59%** of buyers move into a home **from a rental**

* are most likely to purchase in an **urban area**



SOLD

What do millennials say **stands in the way** of finding the right home?

Source: realtor.com® Survey of Buyers

CHALLENGES

65% of millennials aged 21-34 looked at real estate web sites and **online apps** in June 2015

where do millennials LOOK FOR HOMES?

94%

of all millennial home searchers use **real estate websites** to search for homes

90%

of millennials use a **real estate agent** or broker

Sources: NAR 2105 Home Buyer and Seller Generational Report, realtor.com® analysis of comScore June 2105 Media Metrix Data

how do millennials approach financing?

FINANCING IS KEY

- 97% finance their first purchase
- 7% median down payment for millennials

DOWN PAYMENT SOURCES

- 83% use personal savings
- 25% use a gift from a relative or friend

FINANCING CHALLENGES

- 22% said saving for the down payment was the most difficult part
- 54% said student loan debt negatively affected their ability to save

Source: NAR 2105 Home Buyer and Seller Generational Report

millennials & mortgages

Have a slightly higher rejection rate on mortgage applications

5% vs **4%**

MILLENNIAL ALL BUYERS

Have the highest share of FHA mortgages

28% vs **22%**

MILLENNIAL ALL BUYERS

Have a higher number of buyers who view a home as a good investment

84% vs **79%**

MILLENNIAL ALL BUYERS

See home buying as a better investment than stocks

42% vs **40%**

MILLENNIAL ALL BUYERS

Source: NAR 2105 Home Buyer and Seller Generational Report



October 26, 2015
at 6 pm EST



Reserve your seat at:
realtor.com/townhall

