

New Home Shoppers

Boomers

Born 1946 to 1964

New Home Shoppers

Gen X

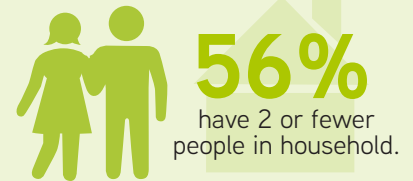
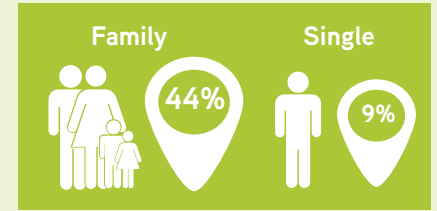
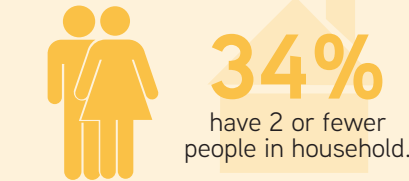
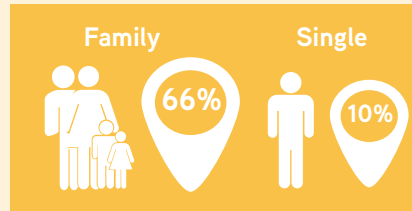
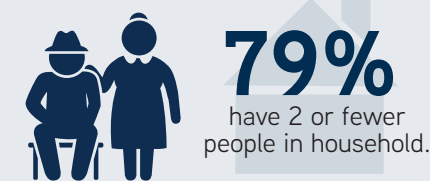
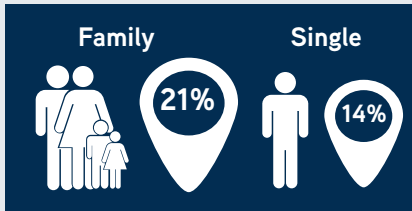
Born 1965 to 1979

New Home Shoppers

Gen Y

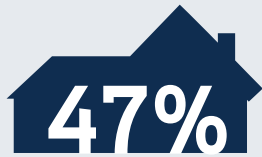
Born 1980 to 2000

LIFE STAGE



Highest percentage of college graduates at **45%**

PAYMENT, PRICE, AND DOWN PAYMENT



of Boomers

have a down payment of **30%** or greater—thanks to their home equity. This generation is looking for the lowest monthly payment but not necessarily the lowest price. Boomer payments are lower than Gen Y because they are moving down and putting down equity. Their larger down payments help! This consumer will rely heavily on equity—particularly for the consumer that needs to travel further out to purchase or “cash out” for financial security.

18% will pay **\$2,500+/month**

69% want a home under **\$2,500/month**

33% are looking for a home priced above **\$400k** (varies by geography)



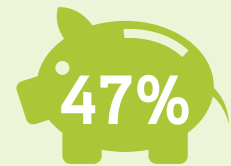
Gen X

are paying the highest monthly payments...**not the Boomers**.
They also have the highest incomes.

28% will pay **\$2,500+/month**

45% want a home under **\$2,500/month**

37% are looking for a home priced above **\$400k** (varies by geography)



of Gen Y

will rely on savings for their down payment. They are the most budget-conscious of all shopping groups.

They are almost **2x** more likely to get their down payment from their family than Gen X.

19% will pay **\$2,500+/month**

52% want a home under **\$2,500/month**

26% are looking for a home priced above **\$400k** (varies by geography)