

Inside the Mind of a Millennial



FEELING THE PINCH

New homes are expensive.

Historical spread vs. resale **\$20,000**

Current spread vs. resale **\$67,000**

Resales tend to be more affordable but not ideal.

49% of Millennials cannot find what they are looking for in a home, according to our *Consumer Insights* survey.

Younger generations are more financially independent since the recession, with more expenses.

More couples are paying for weddings themselves (**40% of all couples** fully fund their wedding), saving for down payments on their own, and paying down student loans.

Millennials prioritize about **\$200 to \$300** in monthly expenses, which include smartphones, Netflix, and organic shopping.

Mom and dad will house me for free, cook dinner, help with laundry, pay my cell phone bill, and help with auto insurance—where's my incentive to move?!

15% of 25–34 year olds live at home with their parents.



FEAR FACTORS

What if I lose my job?

Two issues: I won't have money for my mortgage, and what if my new job is far from the house I purchased?



We saw our parents go through the worst economic times since the Great Depression and we are terrified.

They lost their job, went through foreclosure or default, and became very careful with their money.



TIMES ARE CHANGING

People are seriously dating and marrying later.

Men and women are marrying over **six years later** compared to 50 years prior. What if my wife/husband does not want to live here?



I want the city life now—but maybe something quieter later.

Millennials are renting in cities, where they can enjoy walking to cultural events, nightlife, and grocery stores. When they have kids, the (inner) suburbs tend to be more desirable.



I want a neighborhood with conveniences, where I can walk or bike to work.

According to our *Consumer Insights* survey, **73%** of Millennials want a village square that is centrally located with shops, dining, gathering spaces, etc.



Student loans are preventing me from purchasing a home.

5.9 million households under age 40 pay over \$250 in student loans per month compared to just **2.2 million** back in 2005.



PLACES TO GO, PEOPLE TO SEE

I want to travel.

Boston Consulting Group found that Millennials want to travel abroad more than other generations by a **23%** margin.

What if I want to live in a different city or try out a new scene? Owing a home will tie me down.



APPLES TO APPLES

Why buy a home when you can rent something for a similar cost with amenities (pool, gym, electric car charging ports), a sense of community, a good location, and no maintenance work or repairs?

