

Home Buying Process - US - May 2019

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This report looks at the following areas:

With the advent of online home searches, consumers are almost overwhelmed with the sheer number of homes they could choose. Brands and real estate firms hoping to maintain in-person relationships with their customers must add value beyond just the home search.

- the state of the housing market
- home buying preferences
- total number of homes visited
- attitudes toward home buying



"Nearly two thirds of US consumers own single-family homes, and just more than half of home buyers are going through the buying process for the first time. Most consumers visited between 1-5 homes in person, but could be "visiting" hundreds more online."

– Jennifer White Boehm,
Associate Director - Financial Services & Automotive

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