

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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Table of Contents

OVERVIEW

- What you need to know
- Definition

EXECUTIVE SUMMARY

- Overview
- Themes
- Tap into the entrepreneurial spirit
- Agent relationships can go beyond the purchase
- Show consumers it can be easy to save
- What it means

THE MARKET – WHAT YOU NEED TO KNOW

- Home ownership rate remains relatively consistent
- Mortgage debt nears \$10 trillion, while total debt crosses \$13 trillion
- Majority of US consumers own their home
- Just more than half of home buyers are first-timers

STATE OF THE HOUSING MARKET

- Home ownership rate remains relatively consistent
Figure 1: Total US homeownership rate, 2000–18
- New home sales rebounding from 2008 crash
Figure 2: Total US single-family new home* sales, 2007–18
- Housing starts on the rise
Figure 3: Total new privately owned housing units started, monthly, January 2007–March 2019
- Existing-home sales down year over year
Figure 4: Seasonally-adjusted total existing-home sales, March 2018–March 2019
- Median new home prices remain over \$300K, existing tops \$250K
Figure 5: Median sales prices of new houses sold in the United States, January 2007–March 2019
Figure 6: Median sales prices of existing homes sold in the United States, March 2018–March 2019

MARKET FACTORS

- Mortgage debt nears \$10 trillion...
Figure 7: Mortgage debt*, 2007–18
- ...while total debt crosses \$13 trillion
Figure 8: Mortgage share of total debt, 2007–18

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- **Stable job market helps create optimistic housing market**

Figure 9: Unemployment and underemployment, January 2009–February 2019

- **DPI is up year over year**

Figure 10: Disposable Personal Income change from previous period, January 2009–January 2019

- **Median household income**

Figure 11: Real median US household income, 2000–17

Figure 12: Median household income, by type of household, 2017

- **Total household size on the rise, but not with children**

Figure 13: Households, by presence of own children, 2008–18

HOME BUYER CONSUMER BREAKDOWN

- **Market shows equal amount of new and experienced home buyers**

Figure 14: Consumers who bought a home in the last 12 months, Fall 2010–Fall 2018

Figure 15: Consumers who plan to buy a home in the next 12 months, Fall 2010–Fall 2018

- **Just more than half of home buyers are first-timers**

Figure 16: First-time versus experienced home buyers, March 2019

- **Nearly two thirds of US consumers own their home**

Figure 17: Primary residence – owned, March 2019

- **Consumers 25+ are most likely to own their home**

Figure 18: Primary residence – owned, March 2019

- **Home purchase involvement still divided on gender lines**

Figure 19: Primary decision-maker versus joint, March 2019

MARKET HIGHLIGHT: IMPACT OF MOVING

- **Rental market remains mainly in condos/apartments**

Figure 20: Primary residence – rented, March 2019

- **Movers significantly more likely to make home-related purchases**

Figure 21: Furniture or appliances purchased in the last 12 months, by home buyer status, November 2018

KEY PLAYERS – WHAT YOU NEED TO KNOW

- **Becoming the Amazon of Home Sales**
- **The end of the starter home?**
- **Niche home sales**

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WHAT'S HAPPENING

- **Traditional versus online home buying**
- **Traditional**
Figure 22: RE/MAX TV commercial – “Tools”
- **Online**
Figure 23: Redfin TV commercial – “Things You Don’t Do anymore”
- **Zillow to offer in-site mortgages**
- **Mortgage applications rise year over year, but buyers worry about interest rates**

WHAT'S STRUGGLING

- **The end of the starter home?**
- **Inequality in home lending**
- **Home Loan Quality Transparency Act**
- **Non-White consumers declined home loans at higher rates than White consumers**

WHAT'S NEXT

- **Companies to target niche home buyers**
- **Buying and selling – all online**
- **Opendoor**
Figure 24: Opendoor Facebook post, “How Opendoor’s costs compare to a traditional home sale”, April 2019
- **Perch**

TREND IN LENDING: QUICK-TO-CLOSE MORTGAGES

- **Loans are becoming more efficient**
Figure 25: BB&T Home Mortgage direct mail, September 2018
Figure 26: SoFi Home Mortgage direct mail, January 2017

THE CONSUMER – WHAT YOU NEED TO KNOW

- **Savings, renovation top list for most important priorities**
- **Home buyers likely to consider either previously owned or new**
- **Most consumers visit 10 or fewer homes**
- **Less than half of consumers use a real estate agent to find or purchase a home**
- **Home ownership still considered a key part of adulthood**
- **Consumers are struggling to save for a down payment**

LIFESTYLE PRIORITIES

- **Savings, renovation top list for most important priorities**
Figure 27: Lifestyle priorities, ranked, March 2019

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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- **Younger consumers prioritize finances, employment**

Figure 28: Lifestyle priorities, any rank, by age, March 2019

- **Consumers are struggling to save for a down payment**

Figure 29: Opinion on saving for down payment, by generation, March 2019

HOME BUYING PREFERENCES

- **Home buyers likely to consider either previously owned or new**

Figure 30: Preference for new or previously owned homes, March 2019

- **Male homeowners are most interested in new construction**

Figure 31: Owner preference for new or previously owned homes, by age and gender, March 2019

- **Non-owners are equally likely to look for new or previously owned homes**

Figure 32: Non-owner preference for new or previously owned homes, by generation and geography, March 2019

NUMBER OF HOMES VISITED

- **Most consumers visit 10 or fewer homes**

Figure 33: Number of homes visited, March 2019

- **Higher income households likely to want more selection**

Figure 34: Number of homes visited, by household income, March 2019

- **Online home search may increase number of houses visited**

Figure 35: Number of homes visited, by online home search preference, March 2019

HOME BUYING BEHAVIORS

- **Less than half of consumers use a real estate agent to find or purchase home**

Figure 36: Use of real estate agent or online home search, March 2019

- **Millennials rely on agents and internet in home search**

Figure 37: Use of real estate agent, by generation, March 2019

- **First-time home buyers less likely to use agents**

Figure 38: Use of real estate agent, by home buyer experience, March 2019

- **Familial relationships are a strong force in home purchasing**

Figure 39: Reasons for moving, by parental status, March 2019

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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ATTITUDES TOWARD HOME BUYING

- **Home ownership still considered a key part of adulthood**
Figure 40: Importance of owning a home, March 2019
- **Real estate websites are making the process easier...**
Figure 41: Interest in online home buying resources, March 2019
Figure 42: Belief that real estate websites make the home search easier, by household income, March 2019
- **...but consumers are looking for online home buying resources**
Figure 43: Interest in online home buying resources, by home buying experience, March 2019
- **Realtor.com's "Unreal Reality" helps bring consumers back to earth**
Figure 44: Unreal process – realtor.com, April 2019

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources
- Consumer survey data
- Direct marketing creative
- Abbreviations and terms
- Abbreviations
- Terms

What's included

Executive Summary

Full Report PDF

Infographic Overview

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