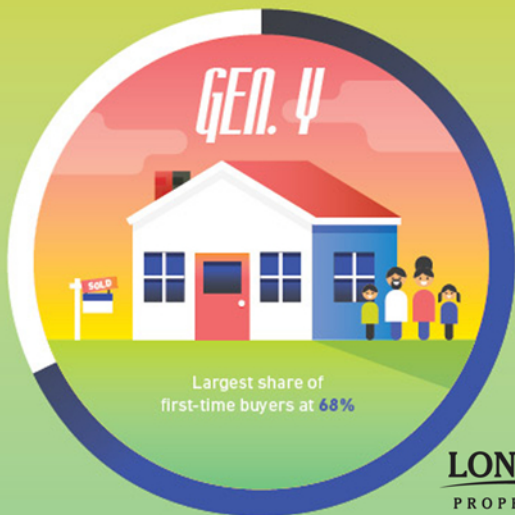


HOME BUYER CHARACTERISTICS

MOST VS. LEAST LIKELY TO BUY FOR THE FIRST TIME:



SILENT GENERATION: Only 3% of this demographic are first-time buyers

WHAT ABOUT OTHER DEMOGRAPHICS?

Older Boomers:

Younger Boomers:

Generation X:



OF RECENT BUYERS

Source: 2015 NATIONAL
ASSOCIATION OF REALTORS®
Home Buyer and Seller
Generational Trends



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