

WHY BUY?

First-time buyers look for different things in a property than repeat buyers do. See what Californians list as the single most important reason for buying a home — from the first-time and move-up perspectives.



LONDON
PROPERTIES

Better location

First-time buyers



Repeat buyers



Tired of renting

First-time buyers



Repeat buyers



Larger home

First-time buyers



Repeat buyers



Change in family status

First-time buyers



Repeat buyers

