

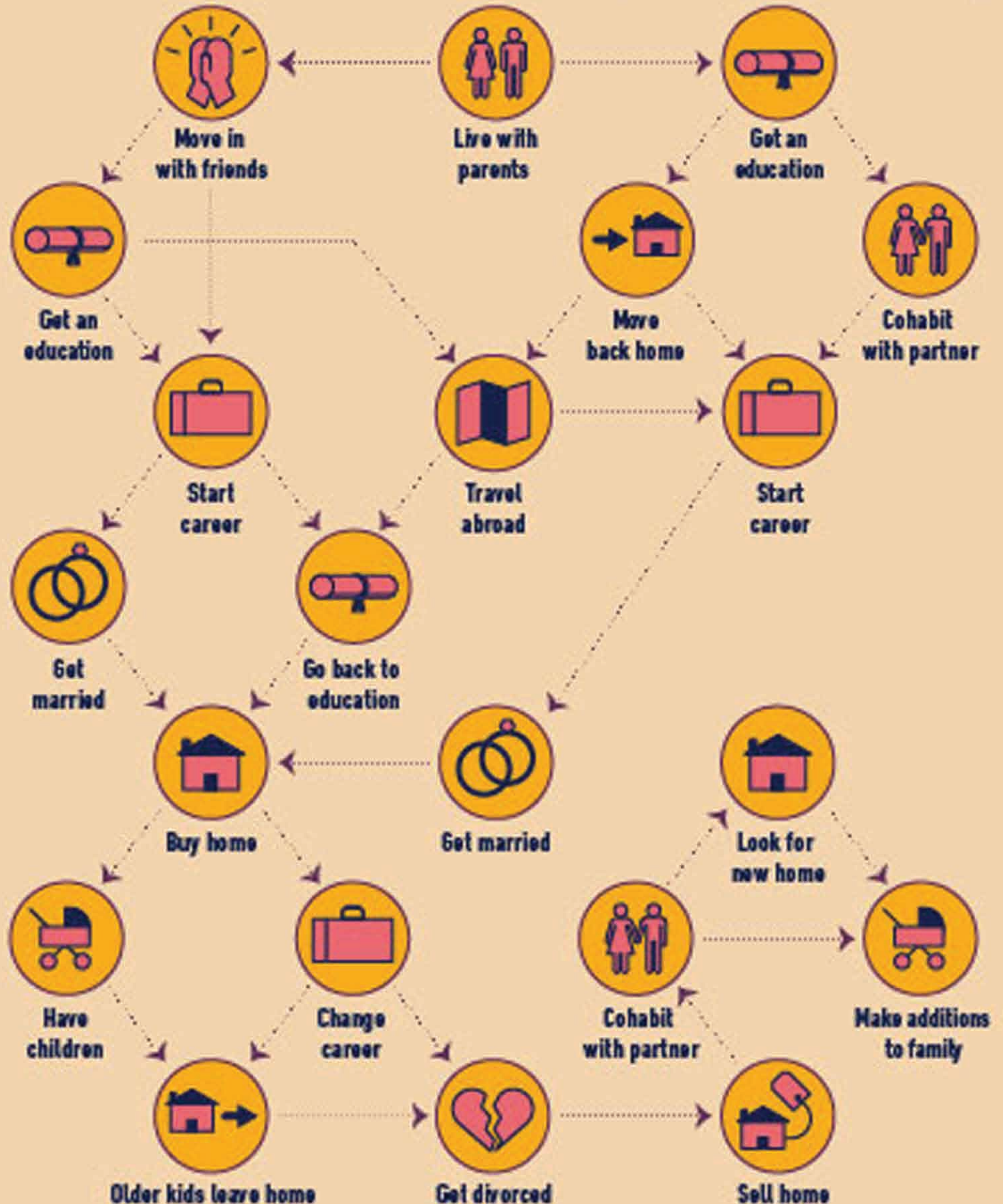
THE OLD RULES DON'T APPLY

Previous generations followed a clear, linear path through life. Today, everything is less defined, including homeownership. Check out how varying generational paths are reflected in today's homeownership rates.

Traditional Linear Lifestage



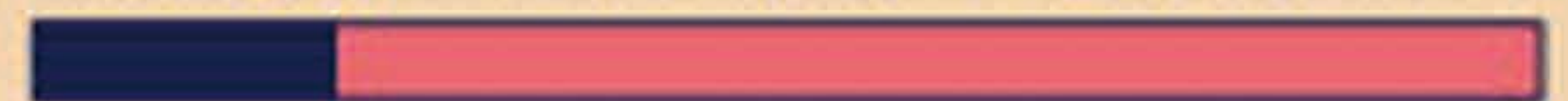
Contemporary Nonlinear Lifestage



The homeownership rate is nearly 4x higher among the Baby Boomer generation:



75% of Baby Boomers own



20% of Millennials own

Sources:

The Futero Company

2014 Baby Boomer Survey, CALIFORNIA ASSOCIATION OF REALTORS®

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