

Has Money, Will Buy?

In today's market, consumers from all income levels carry a heightened expectation for what brands, products, and services should deliver. This mindset also applies to home buying. If affluent buyers do not feel they are offered something that truly moves them, they will often pass and save their money until something does.

TODAY'S AFFLUENT CONSUMERS:



Able to spend?
YES



Willing to spend?
NOT SO MUCH



42% - Able, willing

36% - Able, not willing

12% - Not able, not willing

10% - Not able, willing

Able, not willing among
middle/lower income level:

38%