

SCHOOLS RULE



When it comes to purchasing a home, school districts and proximity of house to school are ruling the home search for parents.

75%

More than 75% of parents say their child's education is an important part of the search for a new home

53%

Of those, 53% will buy a new home in a specific neighborhood to get their child into a better school

TIMING IS EVERYTHING



25%

More than 25% of parents plan to move to a new home during school breaks

QUALITY MATTERS



of parents say quality or ranking of schools is extremely important when purchasing a new home



say the school's extracurricular reputation is very important

LOCATION, LOCATION, LOCATION



of parents believe close distance to the school is extremely important



say the ability for their children to walk to school is very important