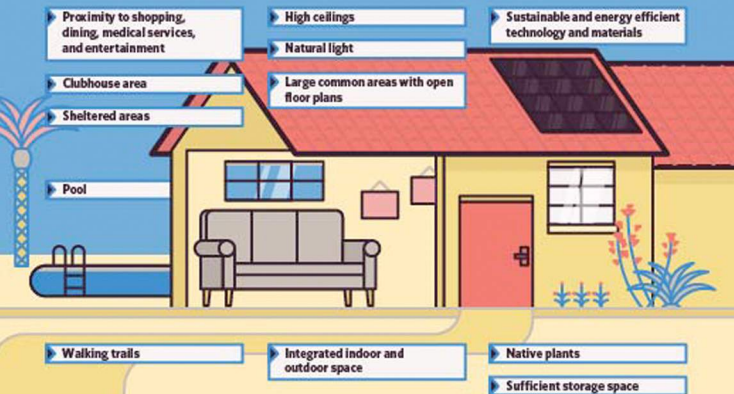


BOOMERS on the HUNT

At 77 million strong, baby boomers are expected to continue to have a major impact on the housing market for years to come, and builders are closely paying attention to what they want in their homes.

What buyers aged 55+ are searching for in a home and community:



81%

find more space in a less populated community more appealing than having less space in a more populated community



18.1%

want a house with fewer than 2,000 sq ft



48.6%

want a house between 2,000 and 2,999 sq ft



20.8%

want a house between 3,000 and 3,999 sq ft