



# Home Buyer and Seller Generational Trends

National Association of  
REALTORS®

# Gen Y

*Born 1980-1995*

*Ages 33 and younger*



- Largest share of home buyers at **31%** and smallest share of home sellers at **12%**
- **76%** are first-time buyers
- Buying primarily for **desire to own** a home
- **19%** live in **urban** areas—largest share amongst the generations
- Biggest neighborhood influencers: quality of **neighborhood** and convenience to **job**
- Commuting costs are very important to **37%** of Gen Y buyers
- Plan to live in home **10 years**
- **74%** say biggest benefit from an agent is **helping them understand** the process
- **20%** had a difficult time saving for a downpayment → among them **56%** said **student loan debt** delayed saving
- **17%** had to **stall home sale** because their home was worth less than their mortgage
- Most likely to think their home is a good financial investment: **87%**

# Gen X

*Born 1965-1979*

*Ages 34-48*



- Second largest share of home buyers at **30%** and largest share of home sellers at **29%**
- Highest income earners at **\$98,200** and largest share of **married couples at 72%**; most have **children under 18 in the home at 67%**
- Buying for **desire to own** a home, **larger home**, and **job-related** relocation
- Biggest neighborhood influencers: quality of **neighborhood**, convenience to **job** and **quality and convenience of school**
- Plan to live in home **15 years**
- **15%** had a difficult time saving for a downpayment → among them **46%** said **credit card debt** and **35%** said **student loan debt** delayed saving
- **19%** had to **stall home sale** because their home was worth less than their mortgage

# Younger Boomers

*Born 1955-1964*

*Ages 49 to 58*

- **16%** of recent home buyers
- **33%** of younger boomers are **single** females or males
- **22%** purchased a **multi-generational** home. Most common reasons: **children over 18** moving back into home (38%), cost savings (18%), and health/caretaking of aging parents (15%)
- **26%** own more than one home—including investment properties and vacation homes
- Plan to live in home **20 years**



- **21%** of recent home sellers
- Most common reason to sell home: **job** relocation, home is **too large**, and neighborhood less desirable
- **10%** had to **stall home sale** because their home was worth less than their mortgage
- Most likely than other generations to bring up agent commission rate or fee for negotiation

# Older Boomers

*Born 1946-1954*

*Ages 59 to 67*

- **14%** of recent home buyers
- **21%** purchase a new home to **avoid renovations** or problems with plumbing and electricity and for amenities of new construction
- Biggest neighborhood influencers: convenient to **friends and family**, **affordability**, convenient to **shopping**
- **27%** own more than one home—including investment properties and vacation homes
- Plan to live in home **20 years**



- **22%** of recent home sellers
- Most common reason to sell home: want to move **closer to friends and family**, home is **too large**, and **retirement**
- Moving **36 miles** from previous home
- Most likely to move to **another region**—at **22%**
- Typically **downsizing** square footage and price of home



# Silent Generation

*Born 1925-1945*

*Ages 68 to 88*



- **9%** of recent home buyers and **16%** of recent home sellers
- Most likely to be repeat buyer — **98%**
- **18%** purchased a **multi-generational** home. Most common reasons: **health/caretaking** of aging parents (27%), children over 18 moving back into home (23%), and cost savings (21%)
- Biggest neighborhood influencers: convenient to **friends and family**, convenient to **shopping, affordability, design** of neighborhood, and convenient to **health facilities**
- Smallest share who finance their home purchase — **55%**
- Moving **38 miles** from previous home
- Most common reason to sell home: want to move **closer to friends and family**, home is **too large**, and **retirement**
- Typically **downsizing** square footage and price of home