

THE YEAR AHEAD **12.15.21**



REAL ESTATE FORECAST SUMMIT

NATIONAL ASSOCIATION OF REALTORS®



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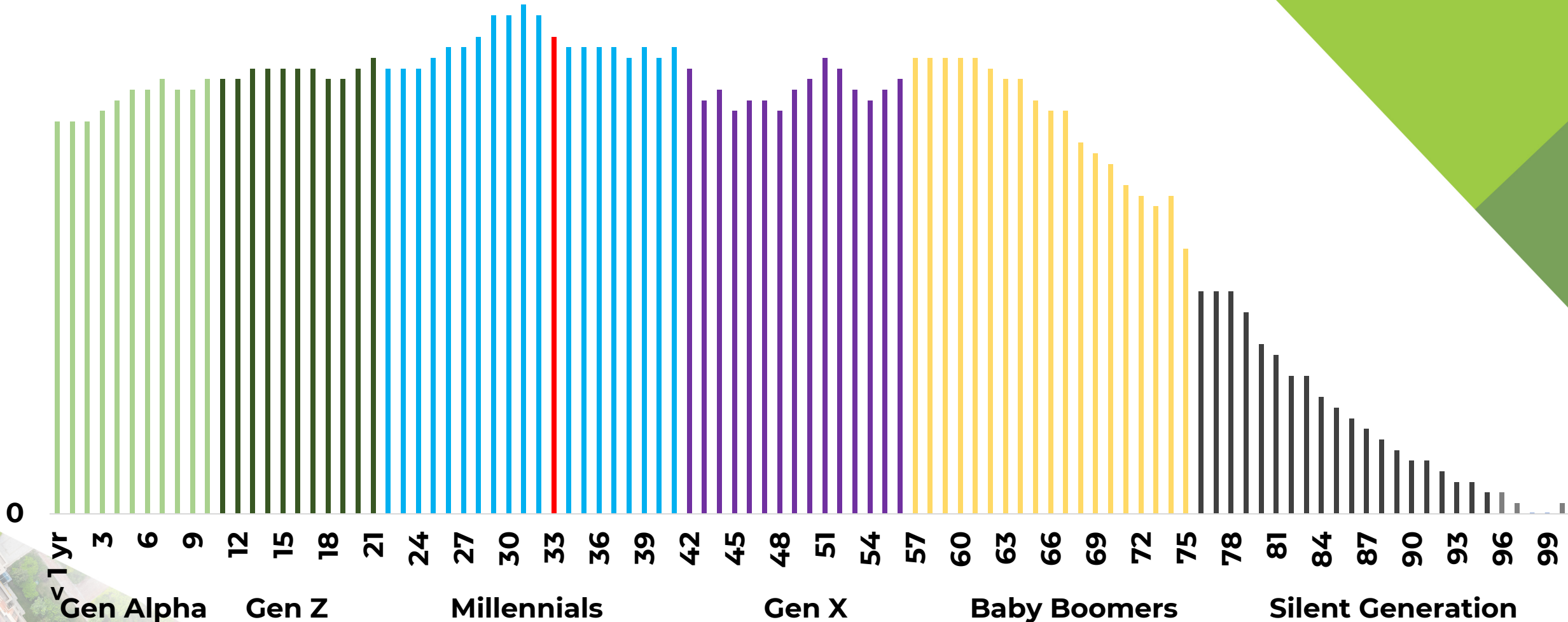
Home Buyers, Sellers, and Demographics

Dr. Jessica Lautz
VP, Demographics & Behavioral Insights



U.S. Population by Age (in millions)

5



U.S. Census

First-time Buyers Uptick

60%

30%

50%

34%

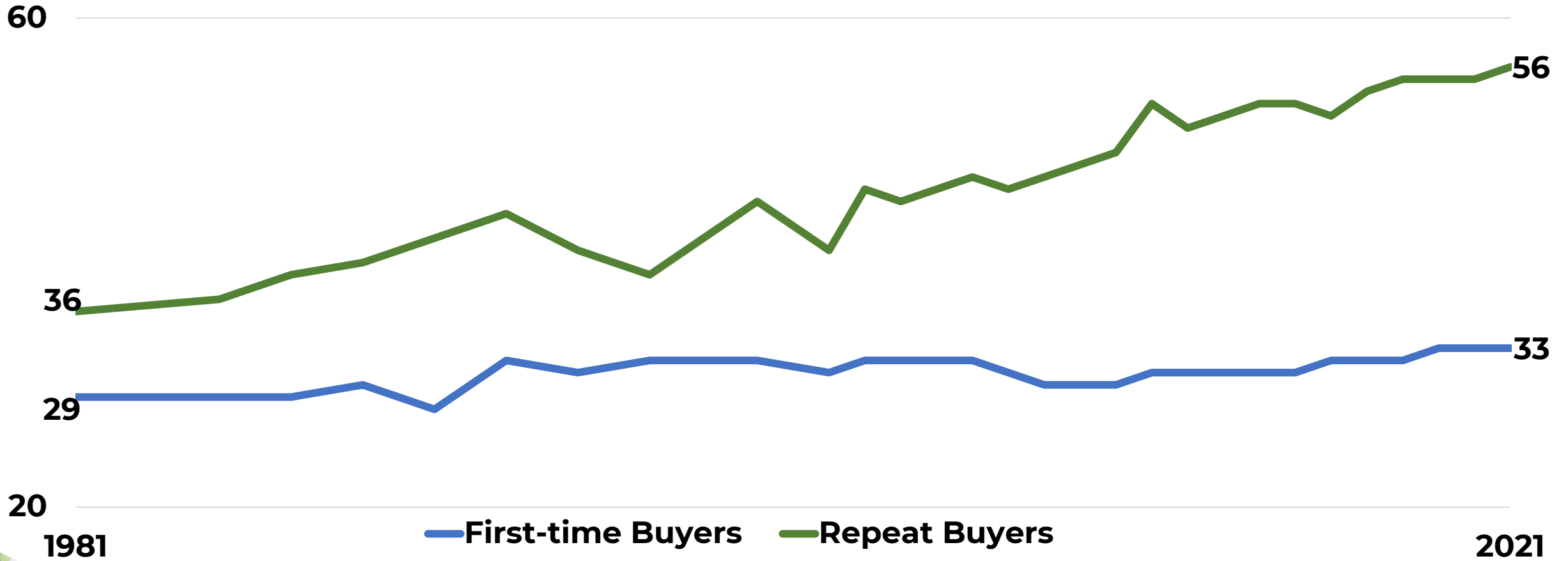
%

1981

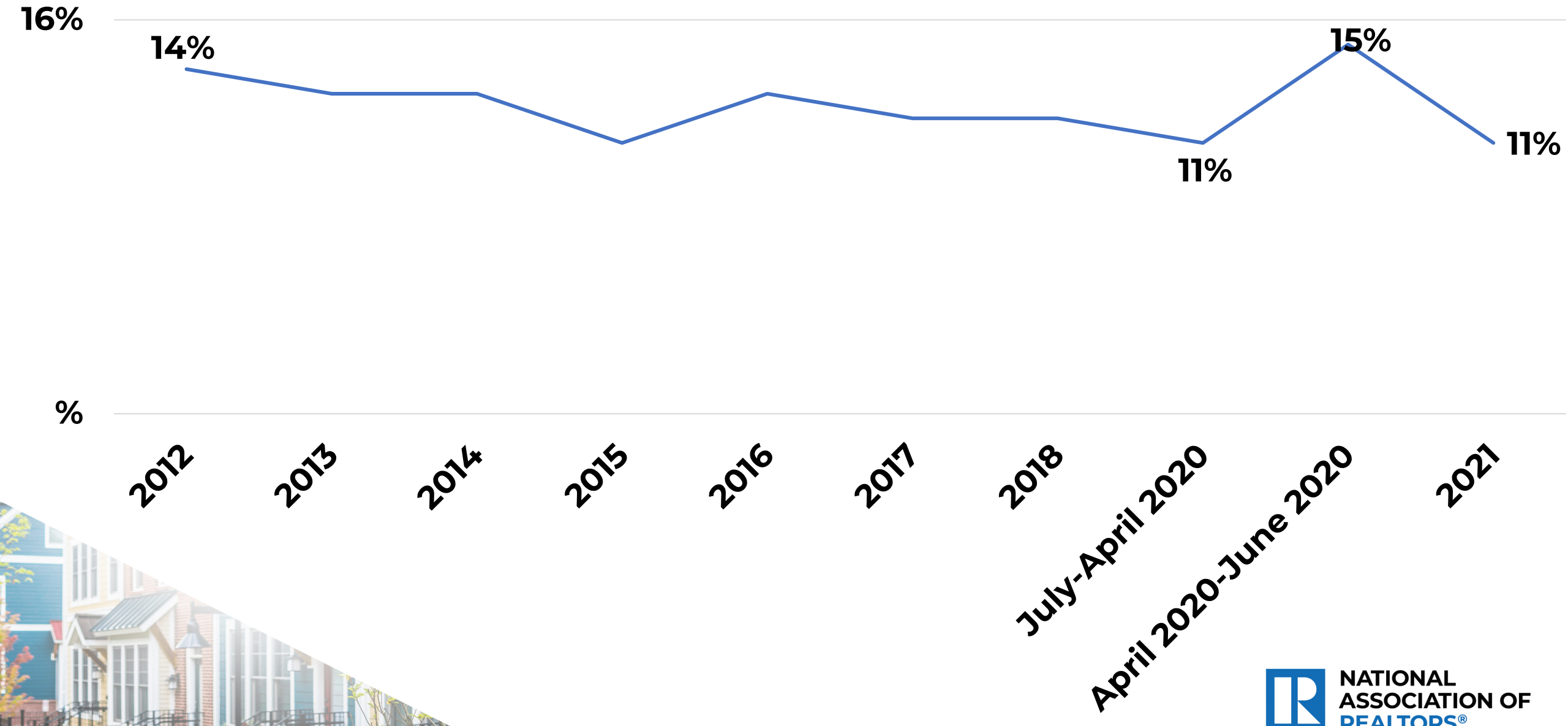
2021



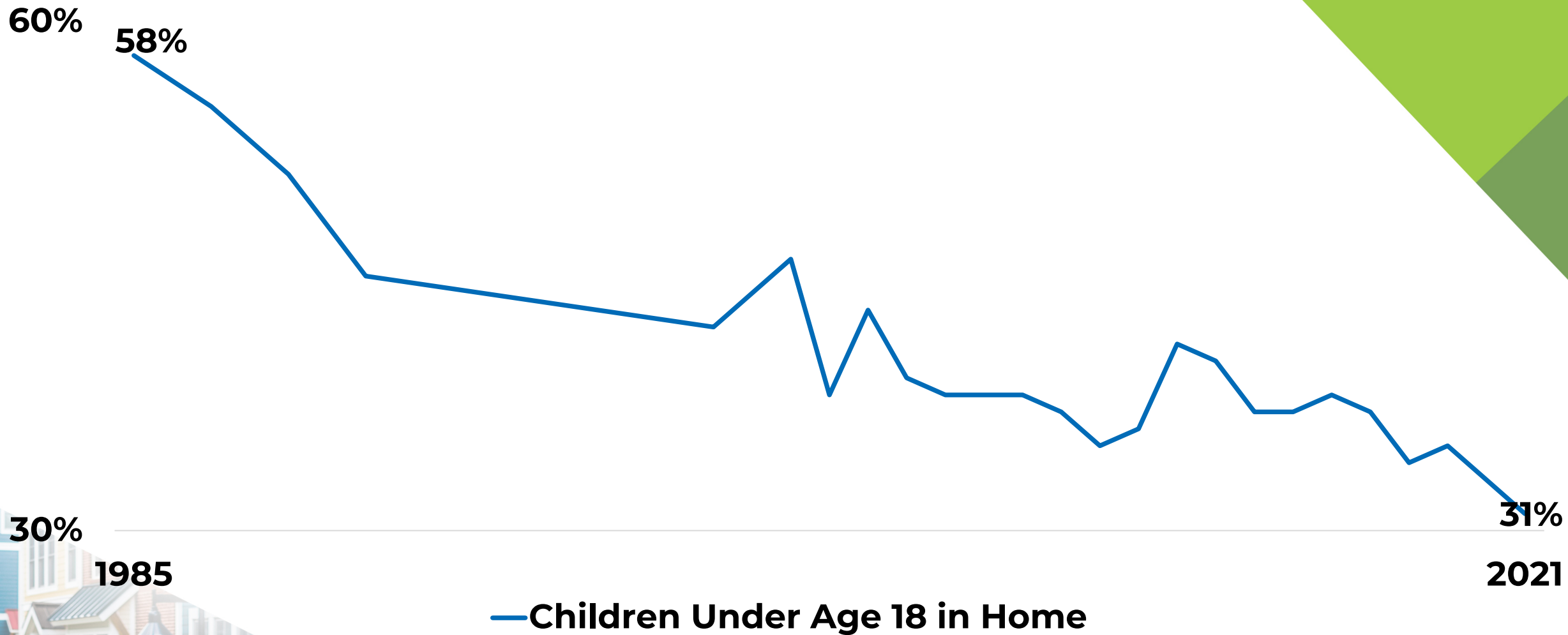
Median Age of Home Buyers



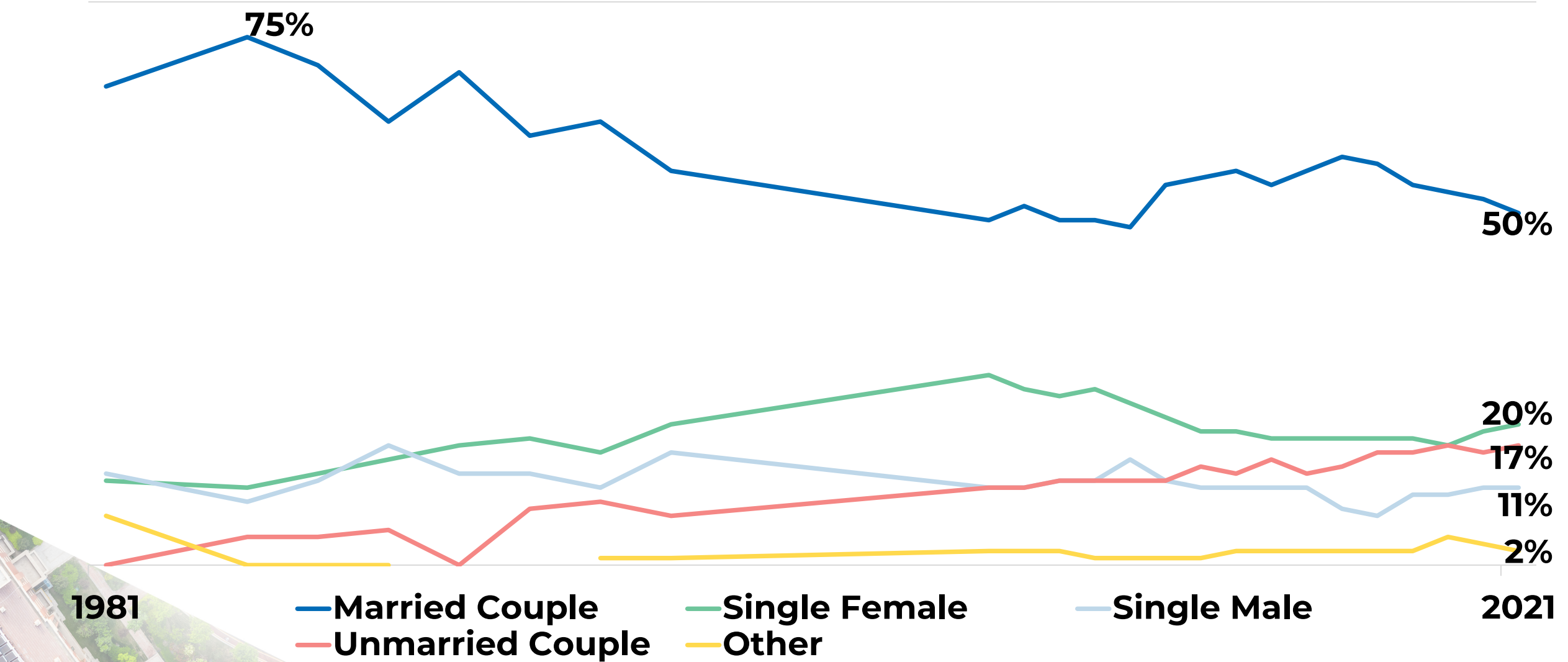
Multi-Generational Home Buyers Revert to Norm



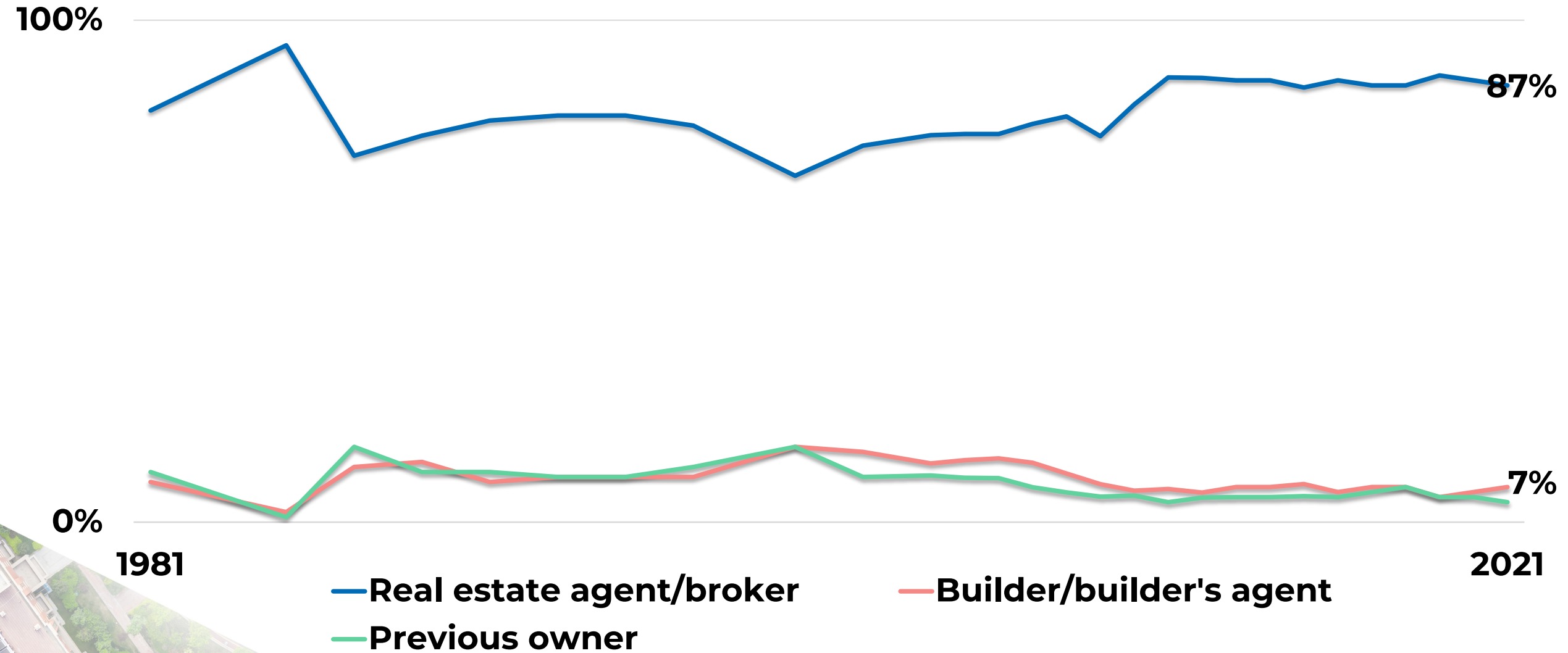
Baby Bust Among Buyers



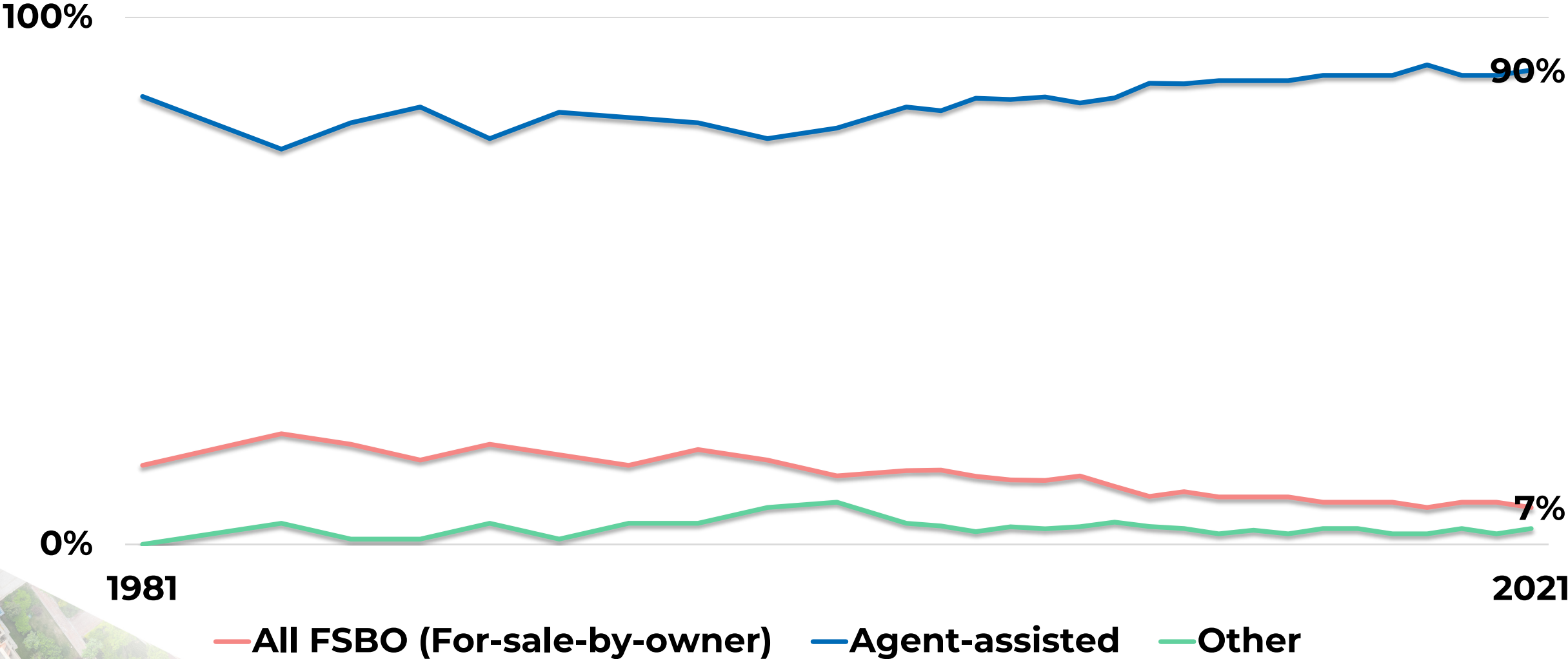
First-time Buyers: Household Composition



Buyer Use of Agents



Sellers Want A Full Service Agent



THANK YOU



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