

Letter From D. Steve Boland



We're pleased to share our latest Homebuyer Insights, which explore the attitudes, behaviors and preferences of the modern homebuyer. While a lot has changed recently, the desire to own a home remains strong as most hopeful buyers tell us they are determined to purchase their first home and say saving for that home is a priority.

The home is more important than ever before, and buyers want to make sure their homes have the right look and feel. Many are looking actively at real estate listings, touring homes virtually and researching financial advice online.

However, expensive home prices, high rent costs, student debt and a lack of financial education are some barriers future buyers must overcome. Most admit they need assistance with their down payment and help understanding what they can afford. Yet, less than half plan to get preapproved, missing the opportunity to learn how much of a loan they may qualify for.

We found that most prospective homebuyers wish they had more indoor space, and many also want more outdoor space. Additionally, high-speed internet and strong cell service ranked as very important features to future homebuyers, as did proximity to essential businesses and recreational activities.

While homeownership is a priority for many, everyone has their own timeline. We are here to offer clients resources, support and guidance as they get on the path to creating a legacy and building long-term wealth through homeownership.

D. Steve Boland

President of Retail, Bank of America

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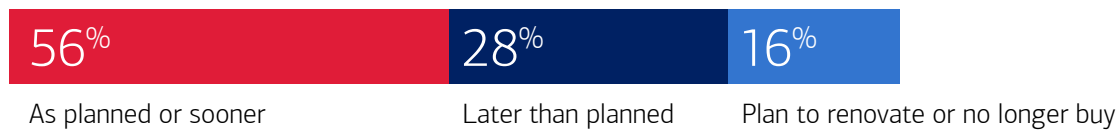
Sparks Research conducted a national online survey between June 26 and July 9, 2020 that reached a national sample of 1,000 adults ages 18+ who currently own a home or plan to in the future. A supplemental survey reached 800 additional respondents (100 per market) in Nashville, Long Island, Sacramento, Denver, Phoenix, San Diego, Seattle and San Antonio. The margin of error for the national quota is +/- 3.1 percent and for oversampled markets is approximately +/- 8.2 percent at the 90 percent confidence level. Select questions allowed respondents to choose more than one answer, resulting in responses that may equate to more than 100 percent.

Prospective homebuyers remain motivated to purchase their first home

The desire to own a home remains strong, and over half intend to accelerate their timeline or buy as planned.



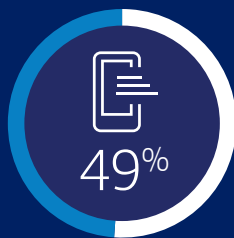
When do you intend to buy a home?



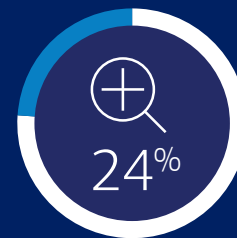
Are you motivated to buy a home?



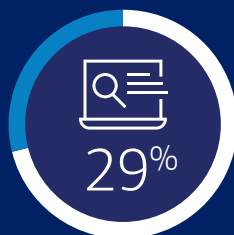
Prospective homebuyers are actively:



Looking at real estate listings



Researching financial advice online



Touring homes virtually



Touring homes in person

Current homeowners are more satisfied with their homes than future homebuyers, which likely explains why they are more likely to spend over half their week at home.

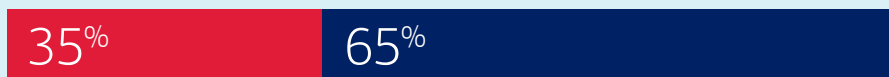
How much time do you plan to spend at home in an average week?

■ More than half ■ Less than half

Current Homeowners

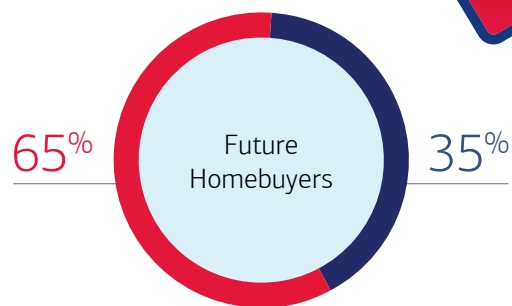
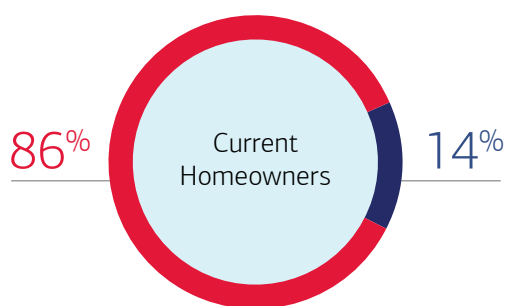


Future Homebuyers



Are you satisfied with the look and feel of your home?

■ Yes ■ No



Do you wish you had more indoor space at home?

■ Yes ■ No

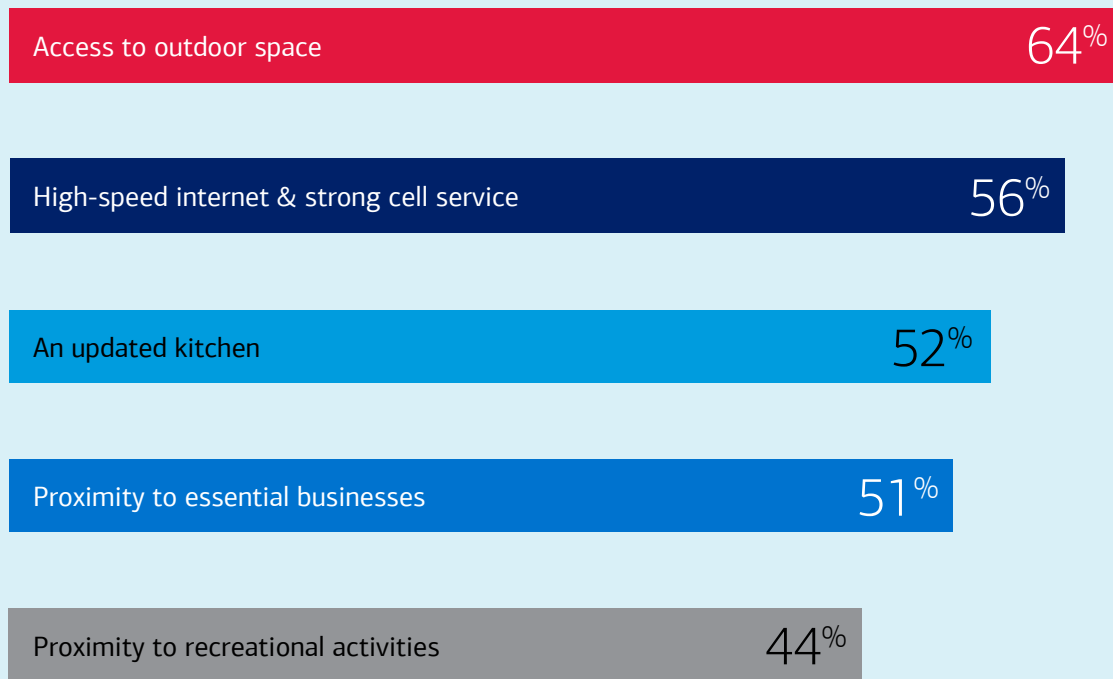


Current Homeowners



Future Homebuyers

What features do you want in your home?



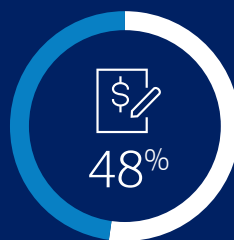
Overcoming barriers through planning and assistance

While most first-time homebuyers face barriers to homeownership, it appears that some are educating themselves to overcome the obstacles.

What barriers do first-time homebuyers face?



Expensive home prices



High rent costs, which impact savings



Student debt



Don't know where they'll be living in the future



Lack of financial education

More than three-fourths of prospective homebuyers say their down payment will come from their savings. However, over two-thirds admit that even so, they'll need assistance to save for a down payment.

Where will your down payment come from?

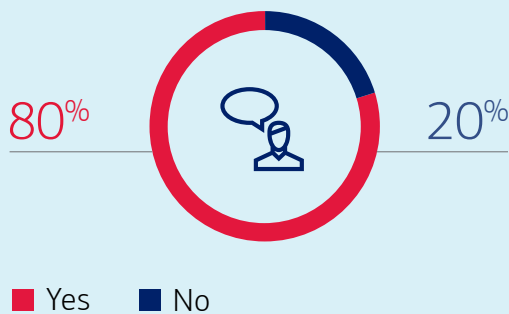


Will you need assistance to save for a down payment?



A majority of prospective homebuyers also admit they will need assistance to understand what they can afford. Over half don't plan to apply for prequalification or preapproval, missing the opportunity to learn how much of a loan they can qualify for.

Will you need assistance to understand what you can afford?



Do you plan to apply for...



Prequalification

