What the next generation of homebuyers is looking for: Community

When it comes to video calls:

Younger homebuyers say, in their ideal neighborhood, they prefer neighbors who:

- Have more time at home or have recently changed their opinion of their neighbors:
  - s22% like my neighbors more
  - s13% like my neighborhood more
  - s19% like my neighborhood less

Younger homebuyers say, in their ideal neighborhood, they prefer neighbors who:

- Have the same interests:
  - 72%
- Have different interests:
  - 28%

Younger homebuyers say, in their ideal neighborhood, they prefer neighbors who:

- Show an attractive personality:
  - 70%

Younger homebuyers say, in their ideal neighborhood, they prefer neighbors who:

- Have the same sense of humor:
  - 64%

Younger homebuyers say, in their ideal neighborhood, they prefer neighbors who:

- Have a message from someone else:
  - 32%

More space and tech upgrades

As prospective homebuyers evaluate where they want to spend their time, space and technology have become greater priorities. Younger prospective buyers want new technologies in their homes:

- Smart/wi-fi enabled security system:
  - 42%
- Smart/wi-fi enabled appliances:
  - 44%
- Home automation:
  - 24%

Younger prospective buyers are looking to buy a home in:

- Urban areas:
  - 68%
- Suburban areas:
  - 24%
- Rural and regional areas:
  - 9%

Homeownership as a path to financial stability

Homeownership remains one of the biggest drivers of wealth creation while having a positive effect on tax obligations, homeowner equity, and overall financial security.

But your financial security matters too:

- Homeowners
  - 57%
- Non-homeowners
  - 51%

Click the link below for a message from
AJ Barkley, SVP, Neighborhood Lending and Retail Sales

See the link at the bottom of this report for a full message from AJ Barkley, SVP, Neighborhood Lending and Retail Sales.