

BRIAN BUFFINI'S REAL ESTATE REPORT

1ST BIENNIAL 2017

What's the current state of the American housing market? Twice a year, we produce **Brian Buffini's Real Estate Report**, a guide that provides important facts and information about the national real estate market to help you understand what's going on in the market and help you decide whether now is a good time to buy or sell.

It's a good life!




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INDUSTRY FACTS

 US EDITION

Homes are selling **10 days** faster than last year.

There is a **4.5 month** supply of homes at the current sales pace.

 ←... **44%** of homes sold in September were on the market for less than a month.

 ←... **63.5%** of Americans own a home.

 ←... **67%** of Americans said that they would buy if they were going to move today.

 ←... **60%** of Americans say that now is a good time to buy; **55%** say that it's a good time to sell.

 ←... **54%** of Americans say that rents will increase in the next 12 months; **34%** say they'll stay the same.

 ←... **44%** of Americans expect their personal financial situation will get better in the next 12 months; **39%** expect it to stay the same.

 ←... **51%** of Americans say their homes have increased in value over the past year.

 ←... **43%** expect home values in their neighborhood to increase in the coming year.

EXISTING HOME SALES BY REGION:

Northeast:

Existing home sales increased **5.7%** to an annual rate of **740,000**.

Midwest:

Existing home sales increased **3.9%** to an annual rate of **1.32 million**.

South:

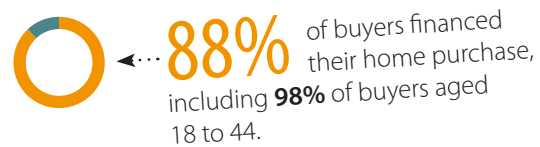
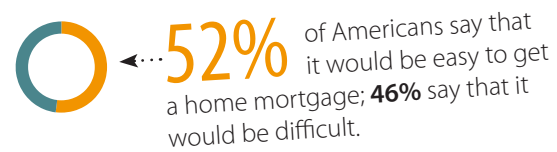
Existing home sales increased **0.9%** to an annual rate of **2.16 million**.

West:

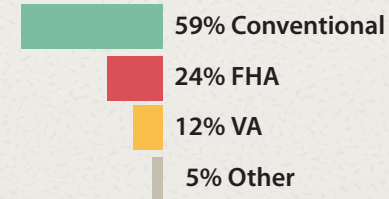
Existing home sales increased **5.0%** to an annual rate of **1.25 million**.

MORTGAGE STATS

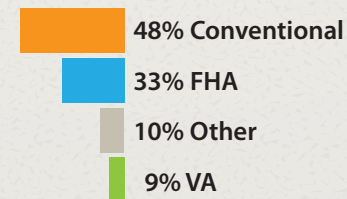
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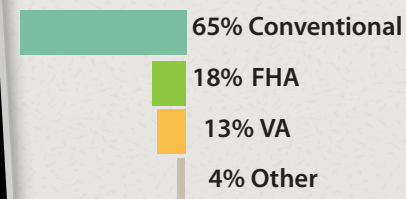
3 TYPES OF LOANS BUYERS CHOSE:



AMONG FIRST-TIME BUYERS:

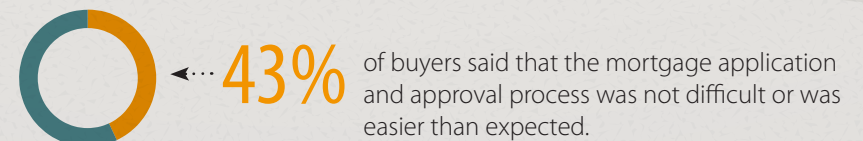


AMONG REPEAT BUYERS:



TOP 3 SOURCES OF DOWN PAYMENTS

1. Savings
2. Sale of a primary residence
3. Gift from family or friend



PRICE INFORMATION

 US EDITION

The existing home price has increased year after year over the last **5 years**.

The median existing home price for all housing types in September 2016 was **\$234,200**, up **5.6%** from September 2015.



41% of Americans say that home prices will increase in the next 12 months.

The average price of a new home was **\$359,900** in November 2016.

MEDIAN EXISTING HOME PRICES BY REGION:

Northeast:

Median home price increased
2.1% to **\$261,600**

South:

Median home price increased
6.6% to **\$204,000**

Midwest:

Median home price increased
5.9% to **\$184,500**

West:

Median home price increased
8.1% to **\$345,400**

The median existing home price for single family homes was **\$235,700** in September 2016, up **5.6%** from September 2015.

TODAY'S BUYER

 US EDITION

44 The age of a typical buyer.

\$88,500 The median household income of a homebuyer.

TOP 5 FACTORS INFLUENCING NEIGHBORHOOD CHOICE:

1. Quality of the neighborhood
2. Proximity to job
3. Overall affordability of homes
4. Proximity to friends/family
5. Quality of the school district

Buyers purchased their homes for an average of **98%** of the asking price.

Buyers expect to live in their homes for **12 years**.

Buyers searched for an average of **10 weeks** and viewed an average of **10 homes**, unchanged from last year.

For more than half of buyers, the most difficult step of the home buying process was finding the right property.



FIRST-TIME HOMEBUYER FACTS

 US EDITION



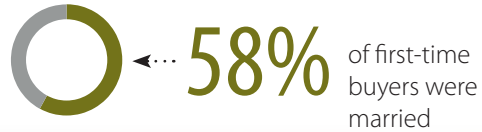
44% of buyers in the Northeast

38% of buyers in the Midwest

31% of buyers in the South

32% of buyers in the West

For **67%** of first-time buyers, the desire to own a home was the primary reason they purchased one.

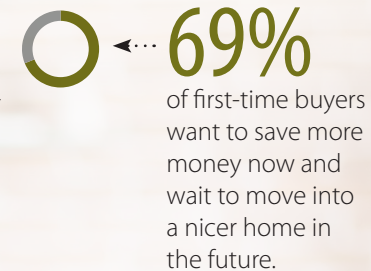
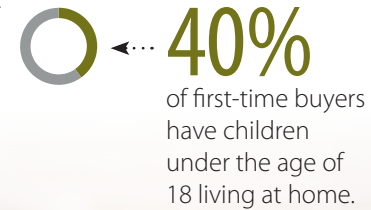


18% were single females

8% were single males

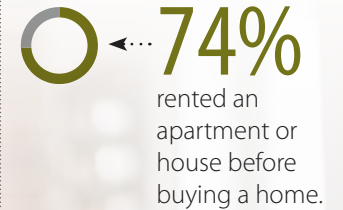
14% were unmarried couples

First-time buyers financed **94%** of their home purchase.



32 The median age of first-time homebuyers.

\$72,000: The median income of first-time homebuyers.



21% lived with parents, relatives or friends.

76% of first-time buyers are inspired to buy for emotional reasons, including wanting to have a place of their own and wanting to put roots down.

66% of millennial first-time buyers expect their parents to help with their home purchase in one of the following ways:

36% help moving in

25% deciding which home to buy

19% money for a down payment

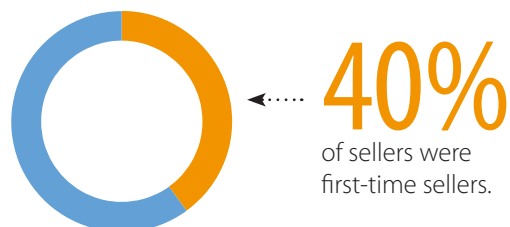
15% help with mortgage payment

TODAY'S SELLER

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54 The median age of a seller.

\$100,700 The median income of a seller.



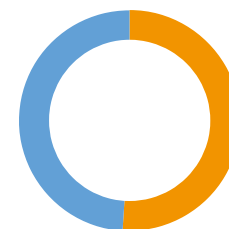
TOP 3 REASONS FOR SELLING:

1. Home is too small
2. Want to move closer to friends or family
3. Job relocation

Sellers lived in their homes an average of **10 years**. This is up from last year's average of **9 years**.

Sellers report that their homes were on the market a median of **4 weeks** before they sold.

34% say their homes were listed for one to two weeks before they sold.



51% of sellers offered incentives to attract buyers, including home warranty policies and closing costs.

Sellers sold their homes for an average of **98%** of the listing price.

22% of sellers reduced the initial asking price at least once.

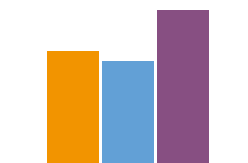


SELLERS UPGRADED

46% purchased a home that was larger in size than the one they previously owned.

44% purchased a more expensive home.

56% purchased a newer home.



MILLENNIALS & REAL ESTATE

 US EDITION



Although millennials rely on a real estate professional to help them purchase a home, they're more likely to find the home using the internet.

PLACES WHERE MILLENNIALS ARE FUELING THE HOUSING MARKET

1. Watauga, TX
2. Pleasant Hill, CA
3. Northglenn, CO
4. Colorado Springs, CO
5. San Antonio, TX
6. Petaluma, CA
7. Melrose, MA
8. Crestwood, MO
9. Milwaukie, OR
10. North Park, CA

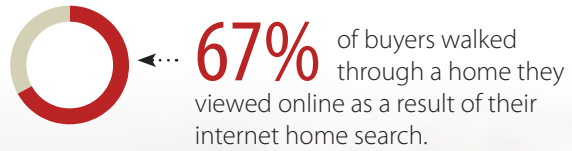
STATES WITH THE HIGHEST PERCENTAGE OF MILLENNIALS LIVING AT HOME

1. New Jersey
2. Connecticut
3. New York
4. Florida
5. California



BUYERS & THE INTERNET

 US EDITION

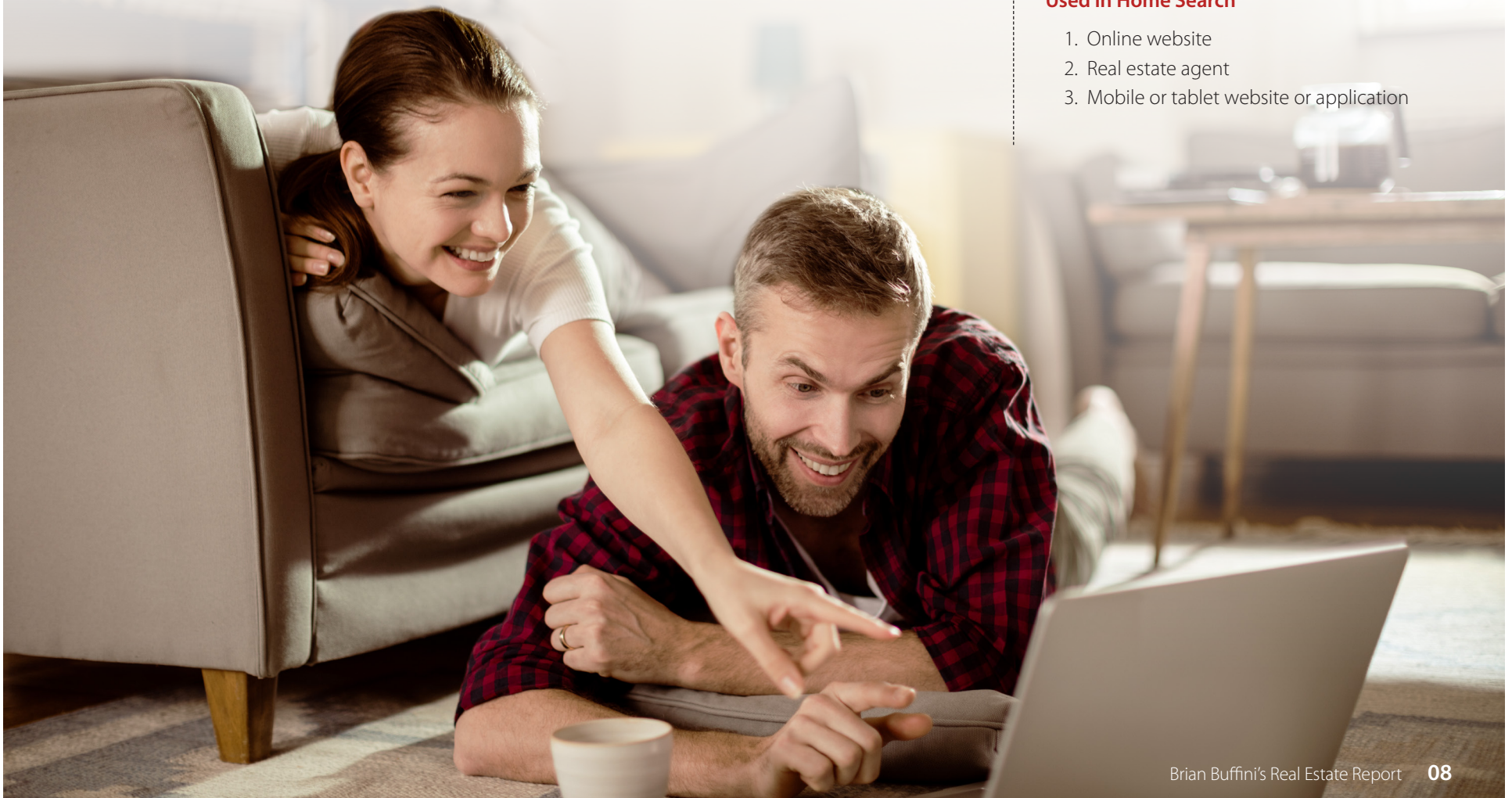


44% of all buyers searched online for properties as the first step in their home buying process.

More first-time buyers are consulting the internet as their first step in the home buying process: **32%** looked for properties first, while **21%** looked for information about the home buying process.

Top 3 Sources of Information Used in Home Search

1. Online website
2. Real estate agent
3. Mobile or tablet website or application



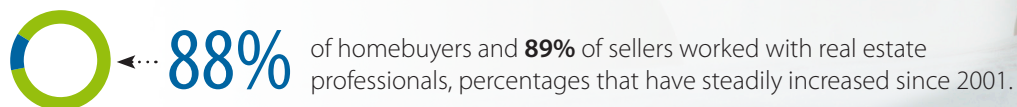
TODAY'S REAL ESTATE PROFESSIONAL

US EDITION

The average agent has **10 years** of experience.

PREFERRED METHOD OF COMMUNICATION WITH:

Current Clients	Past Clients	Potential Clients
94% Email	70% Email	56% Email
91% Telephone	58% Telephone	50% Telephone
90% Text messaging	49% Text messaging	37% Postal mail



WHAT DO BUYERS WANT MOST FROM THEIR AGENTS?

1. Help finding the right home to purchase
2. Help negotiating the terms of sale
3. Help with the price negotiations
4. Help determining the sales prices of comparable homes
5. Help with paperwork

WHAT DO SELLERS WANT MOST FROM THEIR AGENTS?

1. Effective marketing of their home to potential buyers
2. Sell the home within a specific time frame
3. Price the home competitively
4. Find a buyer for the home
5. Help seller to fix up their home to obtain a higher price

Homebuyers and home sellers are working with real estate professionals at higher rates than seen in the past.

WHY I WORK BY REFERRAL

 US EDITION

Studies show **82%** of real estate sales are the result of agents' contact with previous clients, referrals, friends and family.

88% of buyers would use their agent again or refer them to others.



Relationships are more important than transactions.

Since my primary source of new business is referrals from people who know and trust me, I can dedicate myself fully to the activities that benefit you most and always deliver truly exceptional service.

You control my business.

I know that I must earn your referrals, so I aim to exceed your expectations.

Service that continues after the sale.

I devote myself to serving the needs of my clients before, during and after each sale.