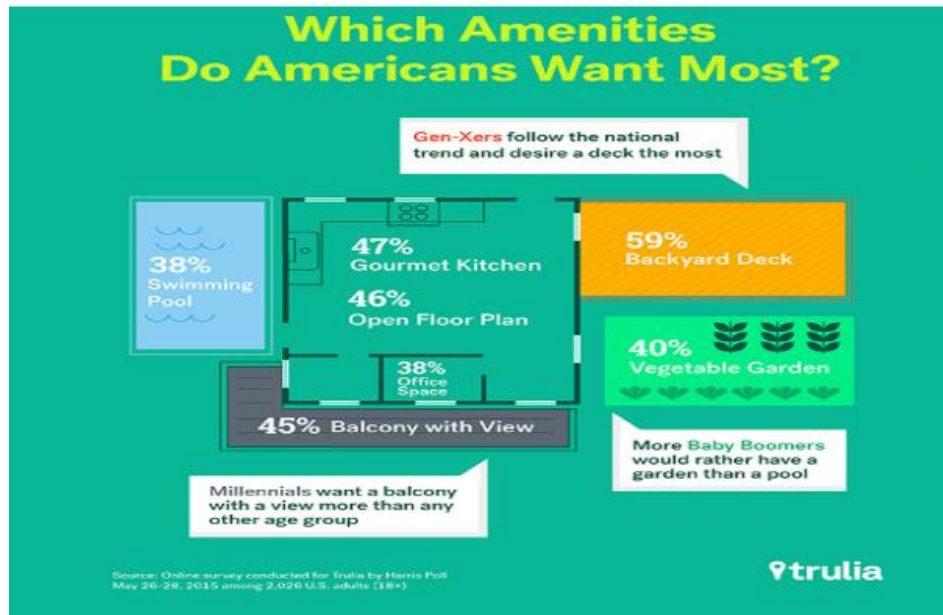




YOUR GOALS, OUR MISSION



## Today's Homebuyers

According to the National Association of REALTORS®, buyers expect to stay in their homes for about 10 years. They're looking for space, flexibility, and comfort to meet long-term needs. Over 75% choose detached homes, while condos and townhomes appeal more to single buyers and those without children.

### **What Buyers Want**

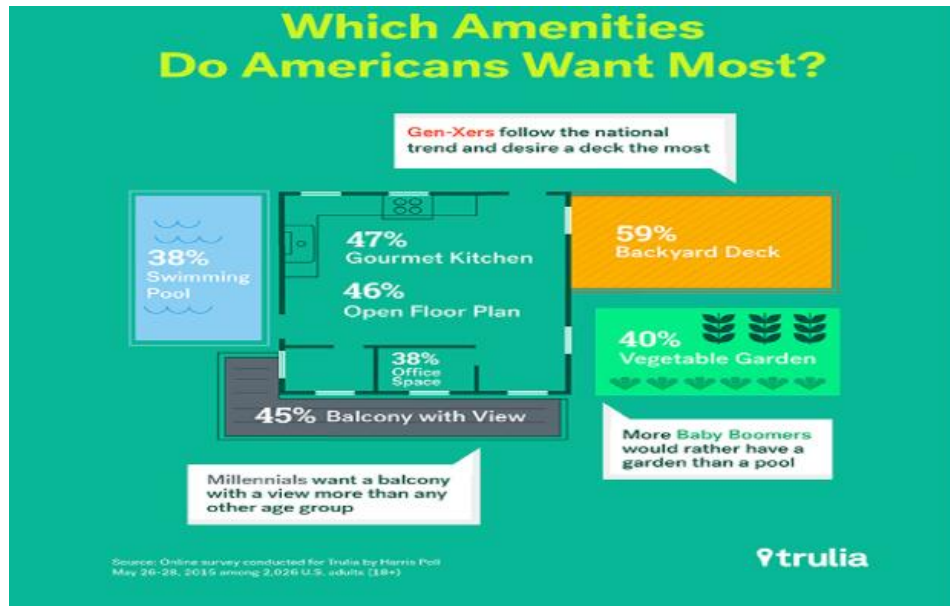
- Median home (2010): built in 1990, 1,780 sq. ft., 3 bedrooms, 2 baths
- Top priorities: size first, condition second
- Strong interest in energy-efficient appliances, windows, and systems
- Careful consideration of commuting costs and proximity to jobs, schools, and amenities

### **Trends in New Homes**

Buyers prefer smaller overall square footage but want open, casual layouts. Builders are shifting space away from formal entries, dining, and living rooms, and instead expanding family rooms and eat-in kitchens.



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### Must Have Features:

- Walk-in closet in the primary bedroom
- Separate tub and shower in the primary bath
- Dedicated laundry room
- Ceiling fans
- First-floor primary suite
- Two-car garage
- Insulated front door
- 9-foot first-level ceilings

Today's buyers value **sustainability and affordability** over showiness. Builders predict future homes will be **smaller, more energy-efficient, and smarter in design**, with improved space planning, storage, and utility compared to many existing homes.