

2024 BUYER SNAPSHOT

45 years

Median Age

\$150,000

Median Income

2

in a household
(median)



Top 5 services buyers value the most

41%

Negotiating the price/terms of sale

12%

Finding the property

9%

Providing expertise on real estate/mortgage finance

11%

Project-managing the transaction

6%

Navigating legal/regulatory complexities



37%

First Time Buyer

63%

Repeat Buyer

Relationship Status

Married

61%



Single

29%

Friends/Family

6%

Other

5%

Generation Breakdown

47%

28%

21%

2%

2%

Gen Z Millennial Gen X Boomer Greatest

Ethnicity

Other 15%

African American 3%

Hispanic/Latino 20%

Asian/Pacific Islander 18%

Caucasian 45%



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2024 Annual Housing Market Survey