

BERKSHIRE HATHAWAY HOMESERVICES HOMEOWNER SENTIMENT SURVEY FINDS HOMEBUYERS OPTIMISTIC DESPITE PRICE AND INVENTORY CONCERNS

Survey also reveals prospective homebuyers are gaining market familiarity, and are willing to go the extra mile to secure their dream home

HOMEBUYERS REMAIN OPTIMISTIC AMID INVENTORY SHORTAGE

72% of prospective homeowners acknowledge an increase in competition, but still feel confident about buying

92%

still think **owning a home is important** despite competitive landscape



71%

believe **now is a good time to buy** a home despite tight inventory and price increases



63%

say they **will not compromise on their ideal preferences**, and are willing to wait to purchase their dream home



PROSPECTIVE HOMEBUYERS LOOK TO GAIN COMPETITIVE EDGE WITH CREATIVE CLOSING TACTICS

Millennial homebuyers are **becoming more creative to help their offer stand out** and secure their dream home

46% will cover a seller's closing costs

36% will send a personal letter to sellers

58% are willing to put down more of an earnest deposit

31% will consider offering a bid over the asking price

FAMILIARITY OF THE MARKET AMONG CONSUMERS RISES

Consumer interest in the market grows while favorability rises

72%

of prospective homeowners express a **positive feeling toward the real estate market**

51%

of current homeowners cited **lower interest rates** as the top reason for their favorability to the market

44%

of current homeowners pointed to **increased appreciation of real estate** as a factor driving favorability

61%

of prospective and 63% of current homeowners say they **better understand current rates**

ADDITIONAL INFORMATION:

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