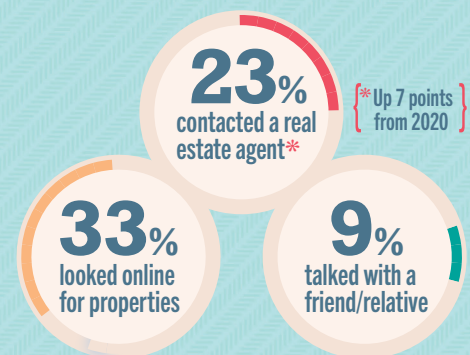


TEXAS HOMEBUYERS

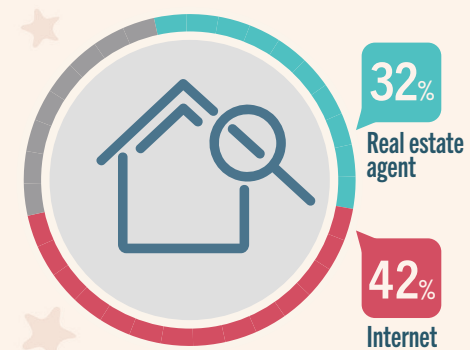
Who They Are and What They Want

The better you understand homebuyers, the more effectively you can market to them and serve their needs. These stats come from the 2021 *Profile of Texas Homebuyers and Sellers*, a Texas oversample of NAR's nationwide homebuyer and seller survey. Responses are from buyers who purchased a primary residence between July 2020 and June 2021. Next month: statistics about sellers.

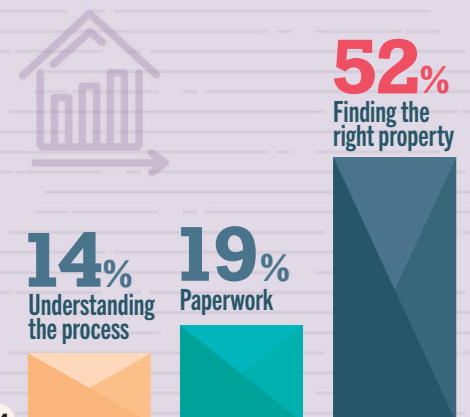
First step taken when buying a home



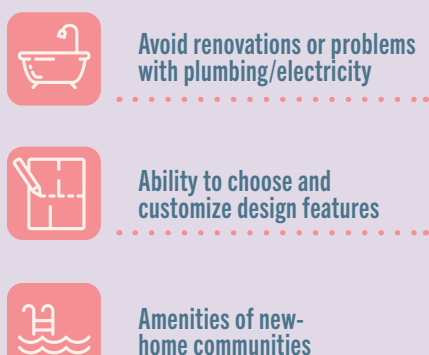
Where buyer found the home purchased



Most difficult steps



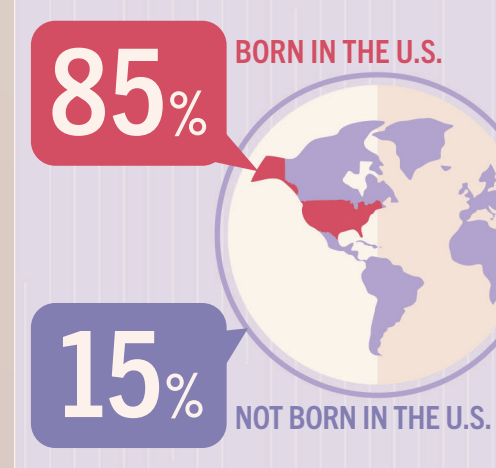
Top reasons to buy a newly built home



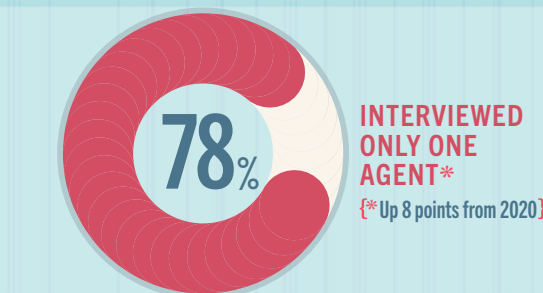
Top reasons to buy previously owned home



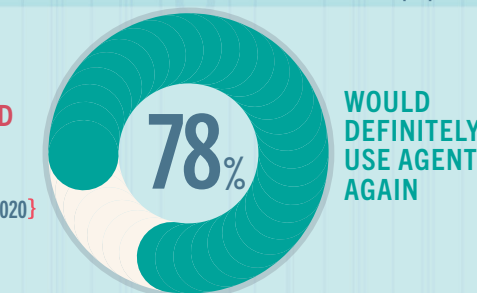
Top reasons for choosing neighborhood



How buyer found agent



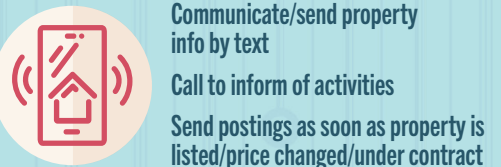
Top information source used in home search



Most important factors when choosing agent



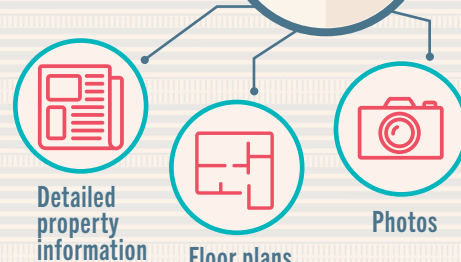
Most important agent communications



What buyers want most from real estate agents



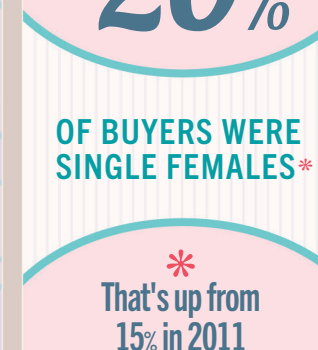
Most valuable website features



First-time Homebuyers



20% OF BUYERS WERE SINGLE FEMALES*



21% ARE VETERANS OR ACTIVE-DUTY SERVICE MEMBERS



THE DIFFERENCE OVER A DECADE

TEXAS HOMEBUYERS	2021	2011
AGE: ALL BUYERS (MEDIAN)	47	46
HOUSEHOLD INCOME (MEDIAN)	\$107,500	\$92,300
PURCHASE PRICE (MEDIAN)	\$285,000	\$178,475
HOME SIZE (MEDIAN)	1,900 sq. ft.	1,800 sq. ft.