

TEXAS HOMEBUYERS



Somewhat satisfied

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 contacted a real estate agent* 33% looked online talked with a

friend/relative

Real estate

42%

for properties

Where buyer found

the home purchased

Top reasons to buy a newly built home



Avoid renovations or problems with plumbing/electricity



Ability to choose and customize design features



Amenities of newhome communities

Top reasons to buy previously owned home



Better overall value



Better price



More charm/character

* Down 12 points from 2020 BOUGHT HOMES IN SMALL TOWNS.* That's up from 10% in 2011.

SATISFIED WITH THE

BUYING PROCESS

Very satisfied

Top reasons for choosing neighborhood







Convenient to friends/family



How buyer found agent



{* Up 6 points from 2020}

Used agent

7%

6% Saw contact info on sign

What buyers want most from real estate agents



Finding the right home* Help with negotiating {*Up 9 points from 2020} price and terms



INTERVIEWED ONLY ONE AGENT* * Up 8 points from 2020

WOULD **DEFINITELY USE AGENT AGAIN**

PROBABLY WOULD **USE AGENT** AGAIN

Top information source used in home search



Most important factors when choosing agent

EXPERIENCE HONESTY REPUTATION

Most important agent communications



Communicate/send property info by text

Call to inform of activities

Send postings as soon as property is listed/price changed/under contract



First-time **Homebuyers**



MEDIAN AGE: 30

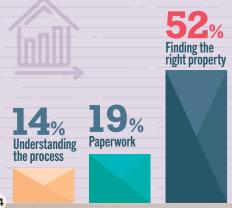
OF BUYERS WERE SINGLE FEMALES*

That's up from 15% in 2011

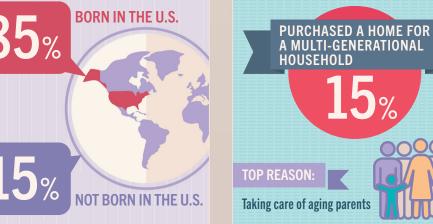
ARE VETERANS OR ACTIVE-**DUTY SERVICE MEMBERS**

* * * * * *

Most difficult steps







THE DIFFERENCE OVER A DECADE

