

NEW MOVER



12%

agree they enjoy moving.

9 out of 10

agree moving is a hassle.

Top reasons for moving:



22%

space



18%

family



18%

neighborhood

36
MILLION



17% of Americans
moved last year

The average buyer searches for

10 weeks



4 weeks

Median time recently sold houses
were on the market

Median distance from buyers' old homes
to their new homes



14 miles



0mi

14mi

37%

91%

sellers that offered **incentives** to attract buyers
sellers that listed their homes on the **Multiple Listings Service (MLS)**



\$9000

Typical amount a moving household spends on
goods, services, and financial / insurance products.

Owners have more money

to buy a home and more discretionary income
for spending on move-related purchases.



Since moving into new home:



28%

painted



23%

landscaped

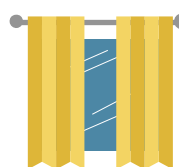


12%

changed flooring

Top post-move purchases

home décor



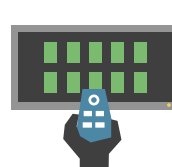
BUY NOW

appliances



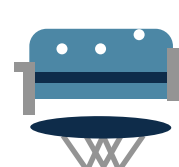
BUY NOW

electronics



BUY NOW

furniture



BUY NOW

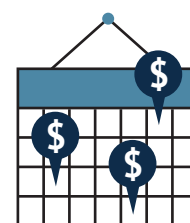
New movers spend more

on goods and services within the first 3
months of living in their new residence
than most people do in 3-5 years.



30%

of home buyers said the
desire to own their own
home was the primary
reason for buying.



84%

of recent home
buyers find heating
and cooling an
important
environmental
feature.



Hey big spender

For most home buyers, the purchase of a primary residence is
one of the largest financial transactions they will make.