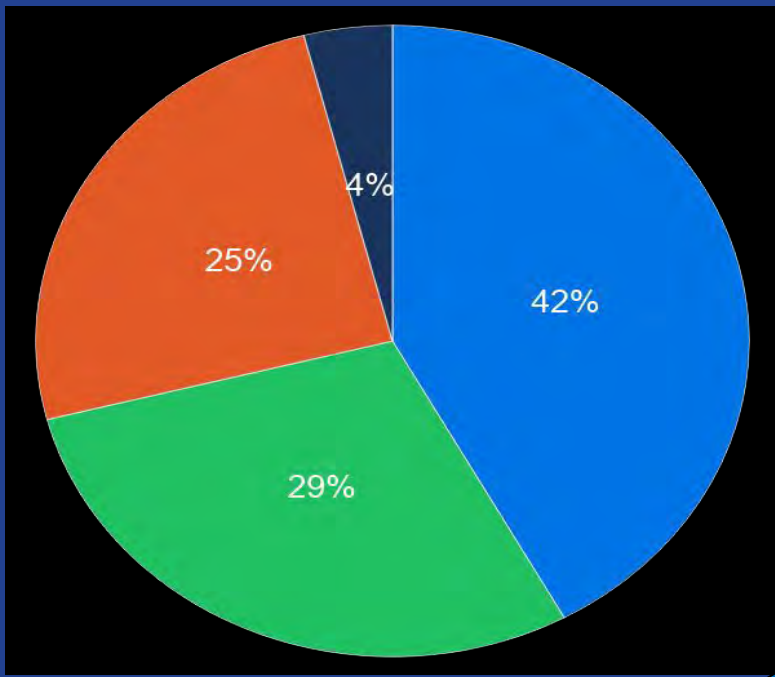


Today's Buyer

They Are Young



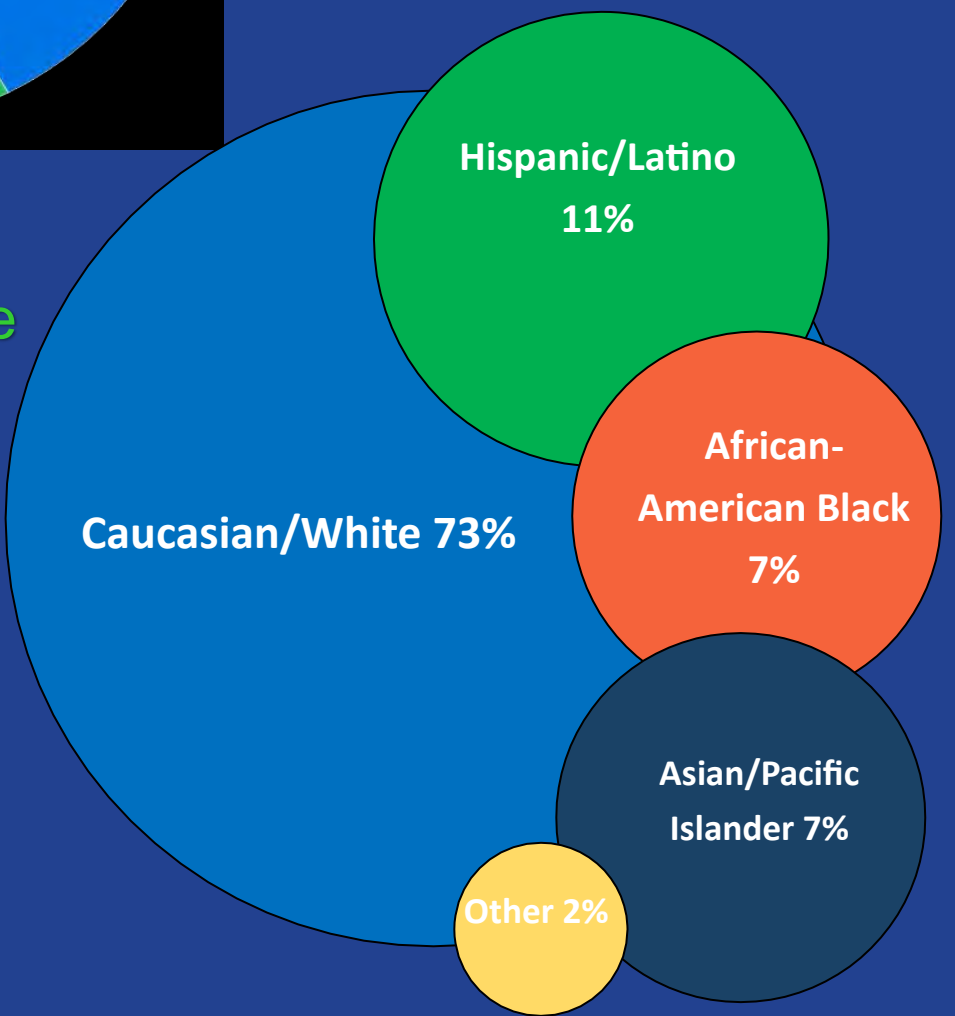
Median Age is 40

- Millennials (18-37)
- Gen X (38-52)
- Baby Boomer (53-72)
- Silent Gen (73+)

But, as a Whole, not Very Ethnically Diverse

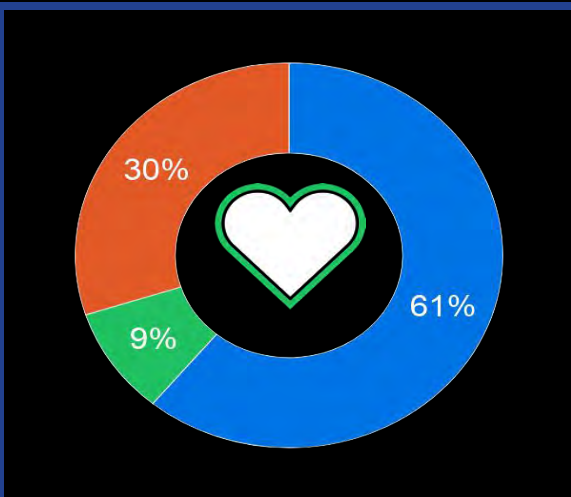
Median Household Income

\$87.5K



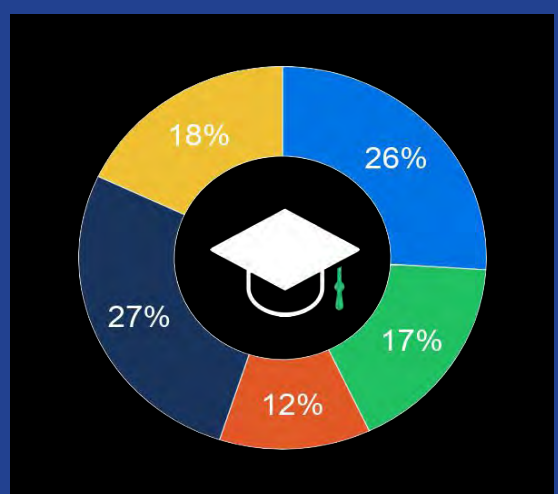
They Tend To Be Partnered And Well-educated

Marital status



- Married
- Unmarried partner
- Single

Education



- High school graduate or less
- Some college, no degree
- 2-year/technical school degree
- 4-year degree
- Graduate degree

Household Composition



70% live with spouse or partner



44% live with kids under 18yrs.



35% have pets

Typical Home Purchased



3 bedrooms
2.5 baths
1,800 square feet
\$200,000 purchase price