



# News You Can Use

## Sargent's Title Company

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Q4 2016

### First-Time Millennial Buyers Poised to Revolutionize the Real Estate Market in 2017

You want a real estate revolution? We've got you covered: Next year, more than half of all homes will be bought by first-time home buyers, according to an exclusive survey of buyers by realtor.com®. It's a seismic shift from 2016. And here's the kicker: Most of those newbies will be millennials.

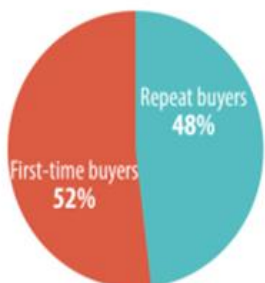
Get ready for a new-look housing market. Each year, realtor.com® does an annual survey of home shoppers to get to the heart of home-buying trends. And what we found this year is a true sea change in the buying population that will affect which homes and neighborhoods are the most desirable in 2017.

In sharp contrast with 2016, when only 33% of people planning to buy a home were first-time buyers, 52% of buyers with their eye on a home purchase next year will be first-timers. And 61% of those are under age 35.

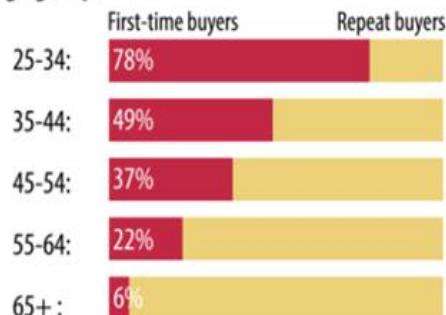
"This represents a shift in housing," says Jonathan Smoke, chief economist for realtor.com®. Smoke's team analyzed responses from active shoppers on our site who plan to buy a home in the spring or summer of 2017. "With so many first-time buyers in the market, competition will be even fiercer next year for affordable starter homes in the suburbs. Those looking to buy may want to consider a winter home purchase in order to avoid bidding wars and higher prices spurred by a potential increase in millennial buyers."

### The Home Buyers of 2017

All buyers:



Age groups



### What motivates—and scares—millennial buyers

Although a shortage of homes for sale will continue to dog the market, first-time buyers are more worried about financial issues, according to the survey. Topping the list: coming up with a down payment (37%) and finding a home within their budget (30%). With all the emphasis on financial issues, millennial buyers want to make sure that their money is well spent: Making a sound financial investment is a top goal.



This new generation of first-time home buyers is focused on safety, privacy, and more space, indoors and out. That's because millennials' top reasons for buying a home are that they're getting married or moving in with a partner, growing tired of their current living space, or planning a lil' addition to the family. Or perhaps all three!

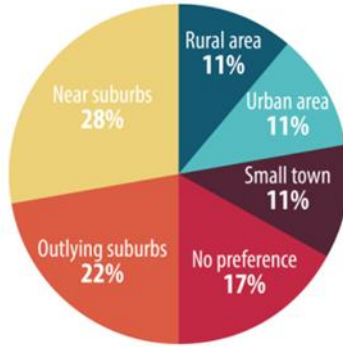
So it's no wonder that millennial buyers prefer single-family homes (39%) or townhomes (34%). Just 15% are interested in multifamily homes, and 10% in condos.

### Suburbs appeal to millennials and boomers alike

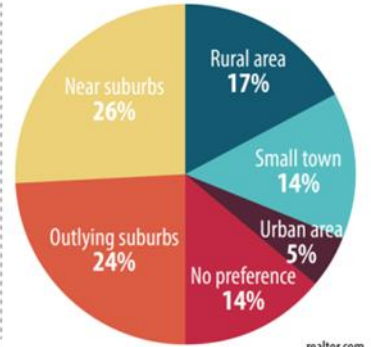
So, let's see, where can you buy a big house with a yard in a safe neighborhood? You probably guessed it: the suburbs! First-time home buyers identify the suburbs as their No. 1 preferred location (43%). In fact, so do 50% of all respondents.

## Where Buyers Want to Live

Millennials (25-34):



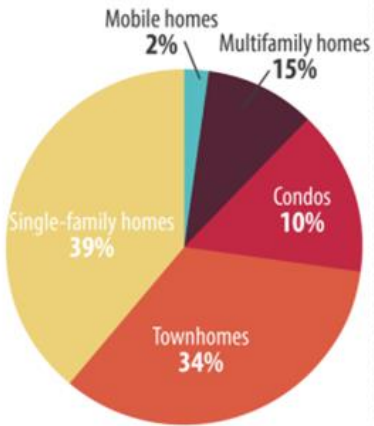
Baby boomers (55-64):



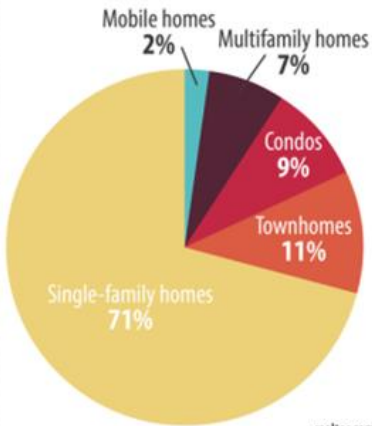
realtor.com

## The Homes That Will Be in Demand

Millennials (25-34):



Baby boomers (55-64):



realtor.com

"The majority of home-owning Americans live in the suburbs, so the popularity of the suburbs isn't a new phenomenon," comments Smoke. "But the increasing preference by millennials represents a shift from the more urban locations where many of them have been renting."

But that doesn't mean our cities are going to empty out: Those urban areas are the second most popular option among millennials.

Meanwhile, baby boomers are also keen on the suburbs—either because they already live there and want to remain close to friends and family, or because they're moving to another suburb where their adult children (and probably grandchildren) live.

Source - Cicely Wedgeworth, Realtor.Com

## Real Estate Agent Safety

Real Estate Agents are vulnerable to harassment, being robbed at gunpoint, kidnapping and even murder. Being a Realtor can be risky – in fact, nearly 40 percent of Realtors say they've been in a work-related situation that made them fear for their safety. and reaffirm the importance of taking a proactive approach to agent safety. "Like most jobs that require interacting with the public, selling real estate involves some level of risk," said NAR President Tom Salomone. Listed below are 10 Top Real Estate Safety Tips:

### TOP 10 REAL ESTATE AGENT SAFETY TIPS

1. Careful with personal info
2. Verify customer information
3. Enlist a coworker
4. Announce your showings
5. Scout locations early
6. Keep phone in hand
7. Keep customer in sight
8. Pay attention to exits
9. Take a self-defense class
10. Trust your gut



Source: House Hunt NetworK and James F. McClister, NAR

## Sargent's Title Company Celebrates a Milestone!

This year Sargent's Title Company celebrates 50 years in business! We would also like to celebrate and thank our clients and business partners for your continued trust and loyalty. We are grateful to each and every one of you who have helped make this progress possible.

To commemorate this monumental achievement, Sargent's Title Company held a grand affair for our best clients and business partners at the Genesys Conference and Banquet Center, November 1. The theme of the evening was "Cheers to 50 Years." Thanks to those of you that came out to celebrate with us.

As your neighbors and friends, the team at Sargent's Title Company is committed to ensuring the very best in customer satisfaction. We value the personal relationships we have built with you over the years and renew our commitment to providing exceptional customer service.



The Sargent's Title Company Team



Joanne Ackerman and Michael Sargent  
Joanne Ackerman was recognized for 50 years with Sargent's  
Title Company!

