

2022 Homebuyers and Sellers

Who they are, what they want and how they achieve homeownership

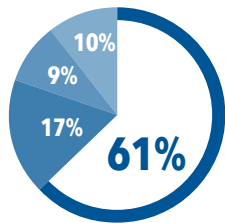
BUYERS

Location, location, location



Top factors influencing neighborhood choice

- ✓ Quality of neighborhood
- ✓ Convenience to family and friends
- ✓ Affordability
- ✓ Convenience to jobs

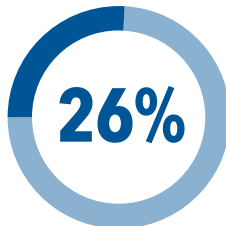


61% - married couples
17% - single females
9% - single males
10% - unmarried couples

Move-in Ready:

41% of new buyers want homes that are move-in ready

First-time buyers made up **26%** of all homebuyers



Typical first-time buyer was **36 years old**;
typical repeat buyer was **59 years old**.



86% of recent buyers used a real estate agent or broker

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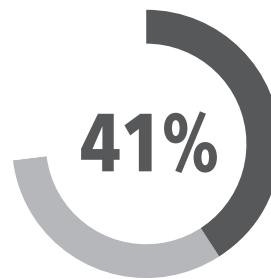
Source: National Association of REALTORS® 2022 Profile of Home Buyers and Sellers

SELLERS

Typical seller = **60 years old**
with median household income of **\$93,200**

Reasons for selling

- ✓ Desire to move closer to friends and family
- ✓ Moving due to retirement
- ✓ Neighborhood had become less desirable



41% traded up to a larger home;
32% to a home of similar size

10 years

how long sellers typically live in a home before selling

FSBO sales = 10% of recent home sales

FSBOs typically sell for less than the selling price of other homes



\$225K

By FSBO

\$345K

By AGENT



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