

# 2019 Buyer Behavior & Relocation Trends



Presented by Ben Keal & Daniel Keir

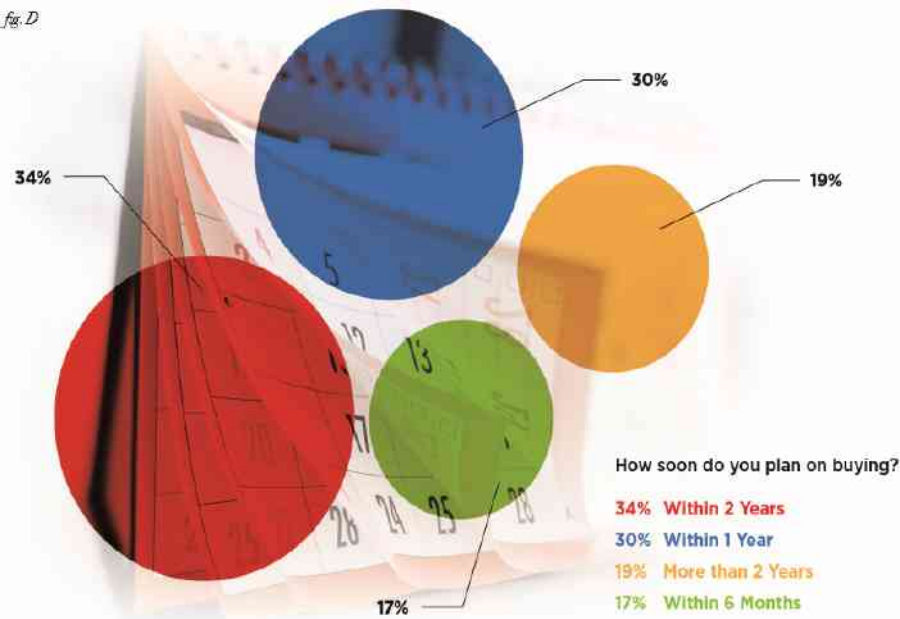




Purchase

## When will they buy?

fig. D



## When are you planning to purchase?



## What type of property?



fig. E

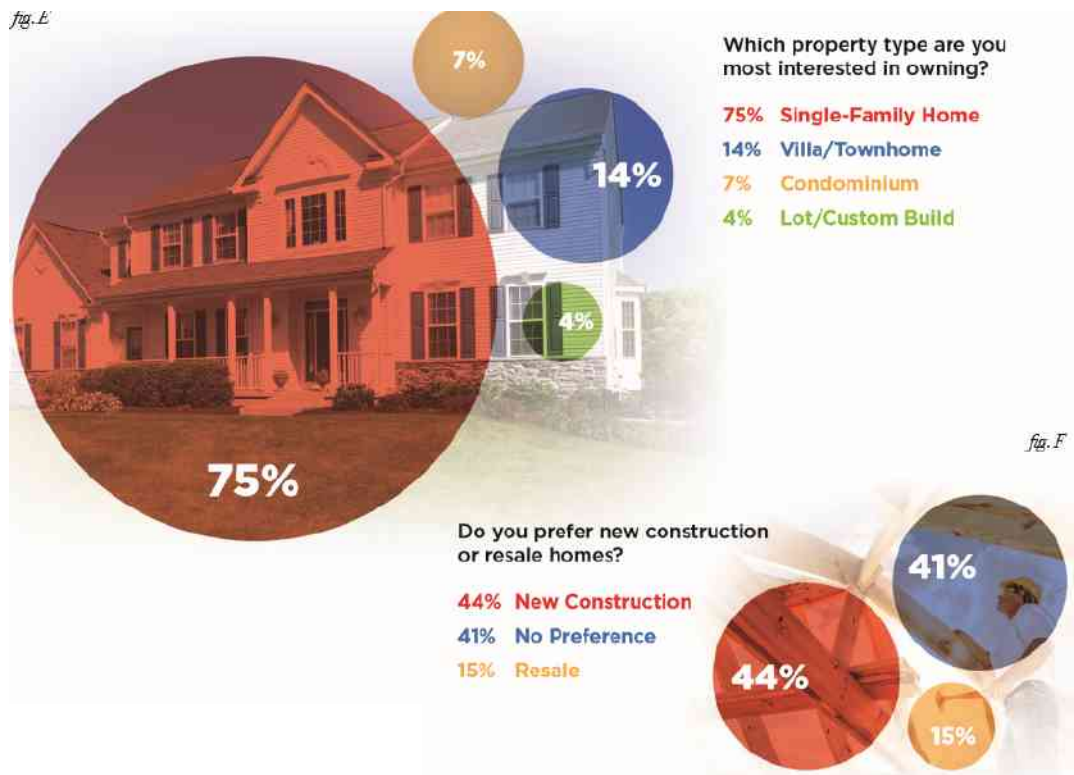
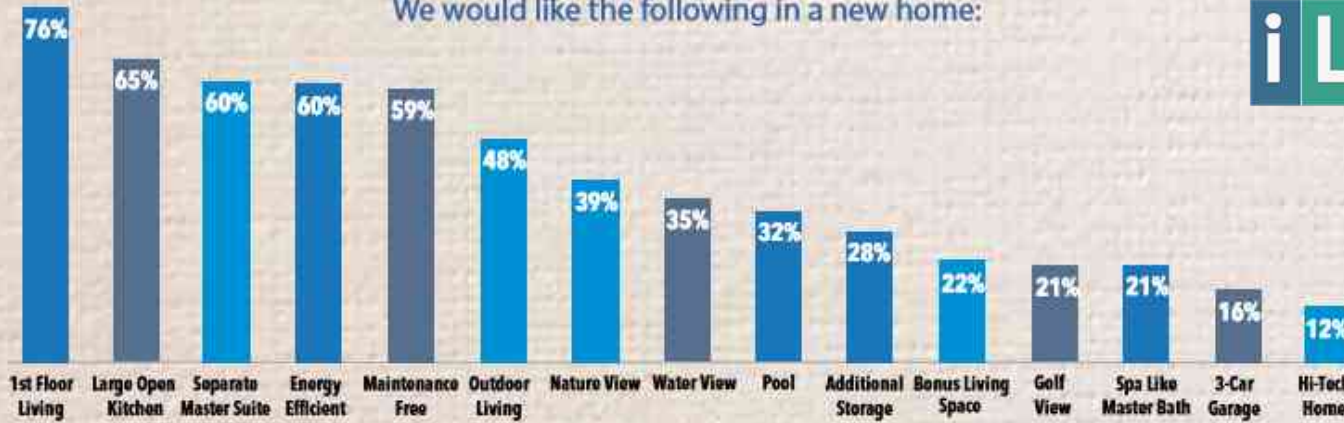


fig. F

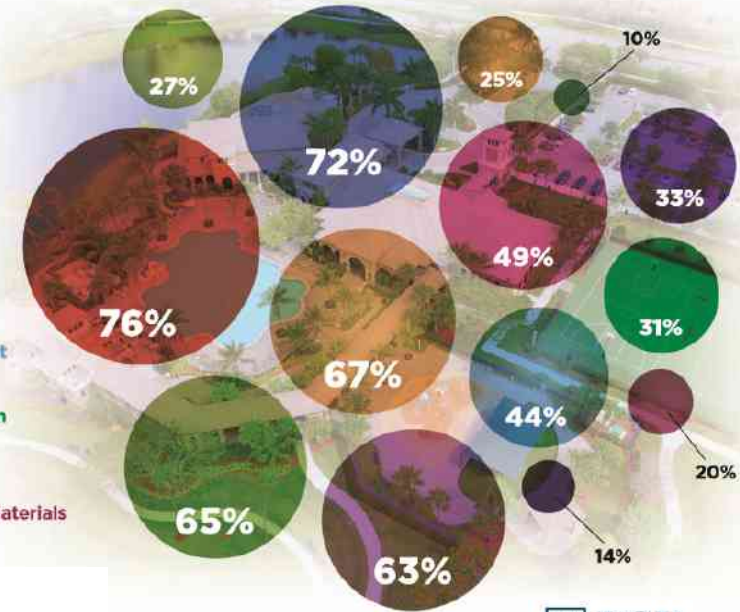
We would like the following in a new home:



Must have home features...

Which home features are important to you?  
(asked to select all that apply)

- 76% Open Floor Plan
- 72% Low Maintenance
- 67% Single-Level Home
- 65% Upgraded Kitchen
- 63% Energy Efficiency
- 49% Upgraded Baths
- 44% Outdoor Entertainment
- 33% Swimming Pool
- 31% Home Security System
- 27% Home Automation
- 25% Lot Size
- 20% Sustainable Building Materials
- 14% Solar Energy



## Do consumers use “Discovery Tours”?



Do you plan to take advantage of Discovery Travel to visit communities/areas?



I/We plan to venture out and take advantage of discovery travel in the...



When was the last time you toured a community?

- 38% Past 6 Months
- 22% Never
- 20% Past Year
- 10% 2+ Years Ago
- 10% Past 2 Years

## Purchase Questions:

Single family homes and new construction are at the top of the wish list.

Does that align with your communities?

Are you selling other types of inventory?

Do you have readily available inventory?

Since “Discovery Tours” are so important,

Do you use ambassadors or sales only?

Do you include the surrounding area in the tour?

What % of your visitors buy on the 1<sup>st</sup> visit?





Lifestyle

---



Which amenities/activities must your community offer?  
(asked to select all that apply)

- 75% **Swimming Pool**
- 70% **Fitness Center**
- 70% **Walking/Biking Trails**
- 58% **Clubhouse**
- 40% **Golf**
- 34% **Tennis/Pickleball**
- 34% **Club Membership**
- 28% **Green Features**
- 22% **Dog Park**
- 22% **Boating**
- 21% **Spa**
- 17% **Marina**
- 5% **Playground**
- 3% **Equestrian**



Which type of community are you looking for?

(asked to select all that apply)

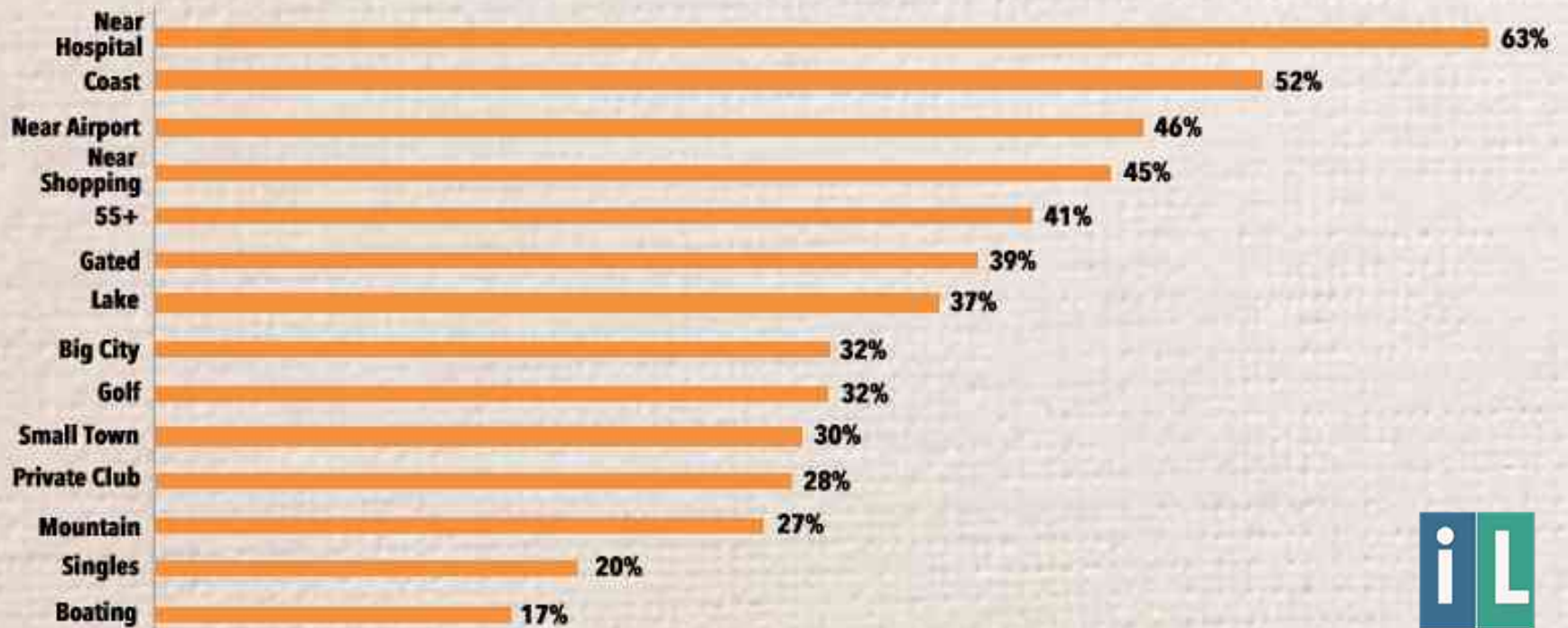
- 66% **Active Adult/55+**
- 59% **Gated**
- 33% **Golf Community**
- 32% **Neo-Traditional**
- 11% **Other**
- 10% **Senior Living**

What size community do you prefer?

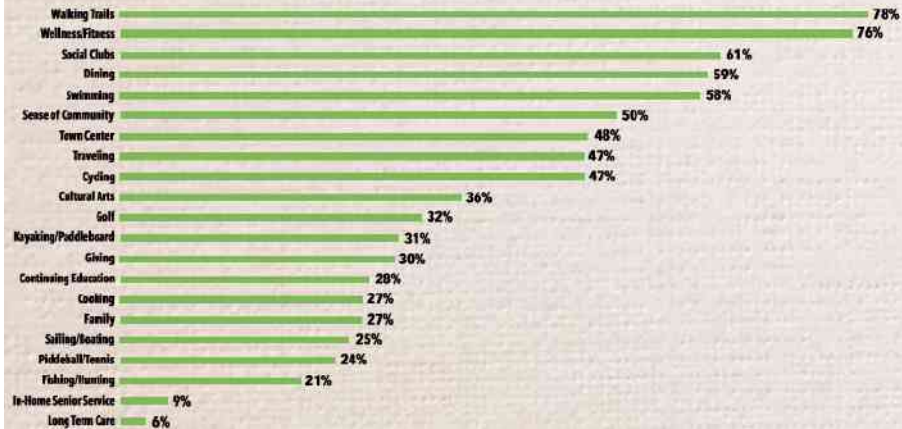
- 62% **Does Not Matter**
- 16% **200+ Homes**
- 8% **100-150 Homes**
- 7% **150-200 Homes**
- 7% **< 200 Homes**



### My Ideal community would be:



Which of the following activities are important to you?



What activities do you enjoy?

(asked to select all that apply)

- 76% Travel
- 68% Outdoor Recreation
- 59% Food & Wine
- 58% Spending Time With Family
- 58% Social Life
- 52% Sports
- 48% Pets
- 38% Theatre
- 35% Hobbies & Crafts
- 33% Education/Learning
- 32% Volunteering
- 32% Church/Religious Organizations
- 24% Nightlife
- 8% Other



## **Lifestyle Questions:**

**What are the major lifestyle motivators your community is seeing?**

**Do you offer amenities that are in demand?**

**How do you market “planned” amenities?**



Relocation



## Why are you relocating?

(asked to select all that apply)

**48%** Seeking Warm Weather

**36%** Tax/Financial Reasons

**28%** Downsizing

**26%** Change Of Scenery

**14%** To Be Near Family

**10%** Other

## Where are you planning to relocate?

**75%** New State

**14%** Undecided

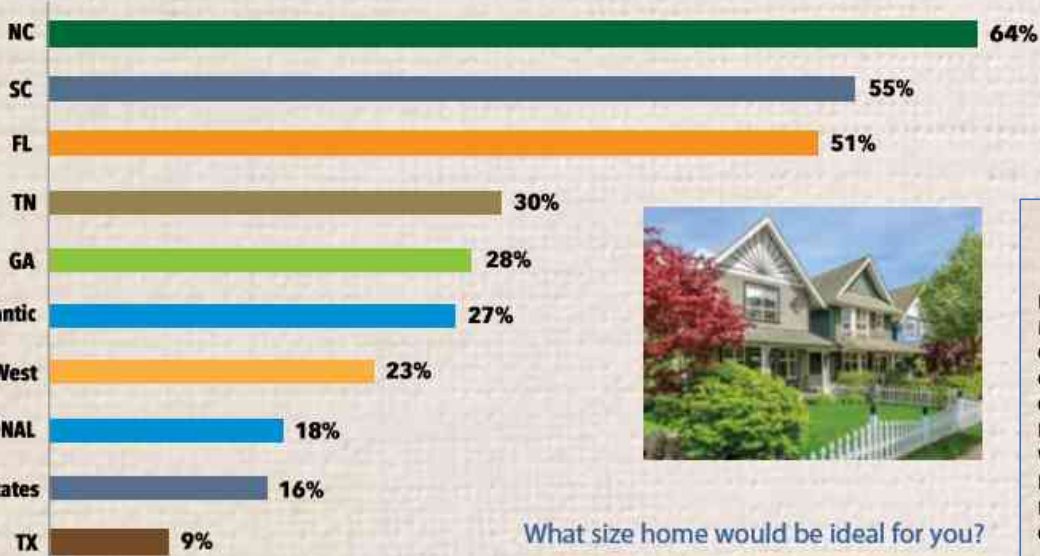
**10%** Current State

**1%** New Country





### What areas would you consider?



What size home would be ideal for you?

# NCOA DATA...



### Top Counties Moved to since January 2018.

- |                 |                 |
|-----------------|-----------------|
| Brunswick, NC   | Palm Beach, FL  |
| Maricopa, AZ    | Horry, SC       |
| Charleston, SC  | Marion, FL      |
| Greenville, SC  | New Hanover, NC |
| Orange, FL      | Sarasota, FL    |
| Lee, FL         | Fairfax, VA     |
| Wake, NC        | Sussex, DE      |
| Knox/Loudon, TN | Collier, FL     |
| Beaufort, SC    | Buncombe, NC    |
| Chatham, GA     | Sumter, FL      |

### Top Counties Exited from since January 2018.

- |                         |                 |
|-------------------------|-----------------|
| Suffolk, NY             | Bergen, NJ      |
| Fairfax, VA             | Somerset, NJ    |
| Fairfield, CT           | Montgomery, PA  |
| Cobb, GA                | Fulton, GA      |
| Montgomery, MD          | Lake, FL        |
| Orange, FL              | Morris, NJ      |
| Middlesex, MA           | DeKalb, IL      |
| Nassau, NY              | Los Angeles, CA |
| Cook, IL                | Palm Beach, FL  |
| Westchester, NY         | Essex, NJ       |
| Prince George's Cty, VA | Oakland, MI     |

### Top States Moved



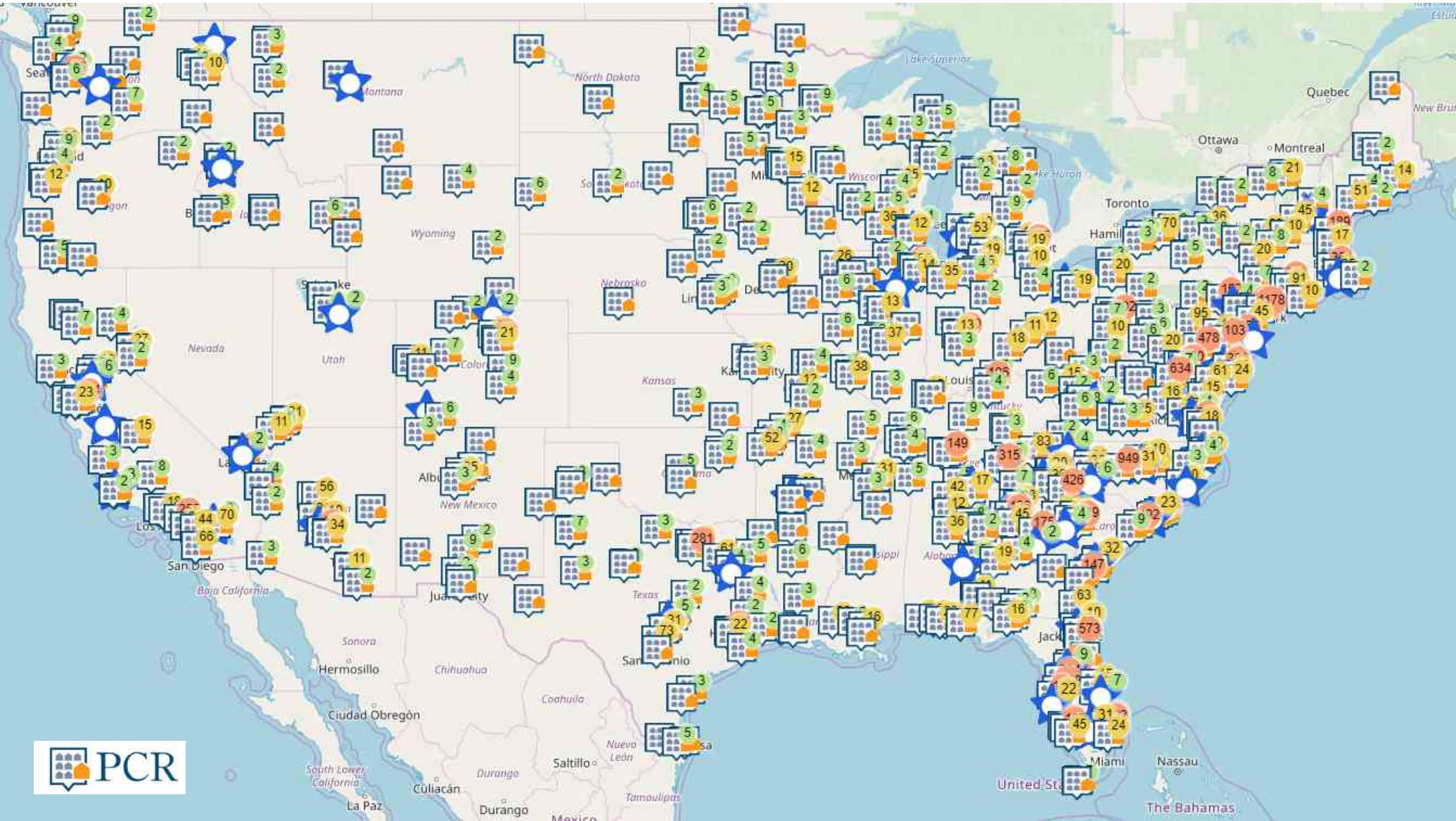
Source: U.S. Postal Service National Change of Address Office. (NCOA)











 PCR





12/09/17  
5:28PM



3 Movers &  
Shakers

WindRiver  
TN

Community

Terry [REDACTED]  
[REDACTED]  
11628 Waterstone Loop Drive  
Windermere, FL 34786  
USA  
423-9[REDACTED]-0

Looking to buy or build a home  
with square footage of about  
6500 to 7100. Looking for a  
great lot to build on or a great  
home.

google: q

List Status: On List  
Form Location:



497 Southern Way  
Lenoir City, TN 37722

SOLD: \$338,200  
Sold on 02/02/18

Public View Owner View



497 Southern Way  
Lenoir City, TN 37722

0.91 acres

SOLD: \$338,200  
Sold on 02/02/18

EST. MORTGAGE

\$1,237/mo



## **Relocation Questions:**

**What % of buyers relocate from another state?**

**How many of your prospective buyers change their mind on relocation?**

**Do you run your database through the NCOA database?**