



HOME DELIVERY

Residential Real Estate Trends, Issues and News for Consumers

The National Association of REALTORS® distributes *Home Delivery* every month to real estate, personal finance and consumer journalists as a resource for background or story ideas.

One Year Later, Katrina Still Transforming the Landscape

According to the Insurance Information Institute, eight of the nine most expensive natural disasters in U.S. history have occurred within the past four years.

Natural disasters destroy communities not only with their forces of nature but also with the altered landscape, literally and figuratively, that results in their wake.

Story Springboard

- Rebuilding communities

Efforts to rebuild New Orleans and other areas affected by last year's hurricanes will continue for many years to come.

Through NAR's Operation Home Delivery, Realtor® associations in all 50 states and four territories are working to raise \$75,000 each to build "Homes in a Box," in conjunction with Habitat for Humanity. Interview the Realtor® association in your state to learn more about their related activities and progress.

- Insurance assurance

Without the protection of a comprehensive federal natural disaster policy, many people in high-risk areas cannot obtain or retain homeowners insurance that is necessary for a mortgage. That slows redevelopment, depresses the local housing market, and prevents residents from buying and owning homes. Interview homeowners, buyers and Realtors® in your community about whether the availability or cost of obtaining insurance is affecting consumers' abilities to own or purchase a home.

New Ways to Reach Out and Touch Consumers

E-mail may be losing some of its luster, particularly among young people. According to research from the Pew Internet and American Life Project, today's teens and members of Generation Y (ages 19–29) are more likely than their older counterparts to use instant and text messaging and create blogs. Many of them see e-mail as just a good way to reach older people.

Some Realtors® are adapting their communication styles to better serve the next generation of homebuyers. One in five Realtor® sales agents uses instant messaging either daily or several times a week, according to the *2005 NAR Member Profile*. The percentage of Realtors® using PDAs and smartphones with Internet is nearly three times higher (21 percent vs. 8 percent) in 2006 than in 2005, as reported in the Center for REALTOR® Technology's *2006 REALTOR® Technology Survey*.

Story Springboard

- Come to my blog

More and more Realtors® are using tools like podcasting and blogging to attract potential buyers and sellers and to connect with existing and past clients. Talk to Realtors® in your area who are using these technologies to learn why they've invested in these new communications and marketing tools and assess consumer response to their efforts.

Hogar Dulce Casero

According to the most recent information available from the U.S. Census Bureau, the U.S. Latino population nearly doubled between 1990 and 2004 – from 22.4 million to more than 40 million. Their growing influence in the housing market can be seen in data from the *2005 NAR Profile of Home Buyers and Sellers*.

One in 10 homebuyers in the West is Latino, compared with one in 50 in the Midwest. Nationwide, Latino homebuyers are younger (median age 37) as a group than all homebuyers combined (median age 40). Latino homebuyers are also more likely to purchase a townhome or row house and buy in an urban area than are other homebuyers.

Story Springboard

- Homebuying help wanted

According to 2005 NAR research, twice as many Latino homebuyers, as compared to all homebuyers, wanted their real estate professional to help them determine how much house they could afford and arrange financing. Interview Latino homeowners in your community about why they decided to become homeowners, how they searched for a home, and what services they looked for in and received from their real estate professional.

Please contact Stephanie Singer, 202/383-1050, or via e-mail at ssinger@realtors.org, for additional ideas, sources, data and resources.



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