



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.

Generation WhySpace

Turn on, plug in, and Google™ it could be the mantra of the techno-savvy and connected Generation Y. Typically young, diverse, and with a frenetic schedule, members of Gen Y prioritize accessibility to information and convenience in their home buying process.

Born between 1981 and 1999, Gen Y comprises between 72 million and 78 million people nationwide, and they're a dominant sector of the home buying market. Studies show they're not waiting for traditional milestones like marriage to buy. Poised to make up the bulk of the U.S. population within the next 20 years, these buyers will significantly influence the home search and purchase process in the future.

Story Springboard

- Courting the Gen Y buyer Embracing new technologies is critical for real estate professionals who want to successfully serve this market. Interview Realtors® in your area about how they are reaching out to Gen Y buyers, both with technology and other services.
- If you knew Gen Y like I knew Gen Y... Who better understands what Gen Y wants than one of the Gen Y crowd? What do young Realtors® do to attract their peers and stay connected? Visit www.realtor.org/rmomag.NSF/pages/featurejune07_30U30?OpenDocument for more.

Smoothing Out the Credit Crunch

With reports of tighter credit markets, some buyers may worry that they cannot qualify for a loan. But for buyers able to qualify for conventional financing, there are ample opportunities in the current market, and FHA-insured mortgages are on the rise.

Congress is working to reform Federal Housing Administration programs and increase loan limits in high-cost areas to give buyers more options and safer alternatives to risky, high-interest subprime loans. The Veterans Home Loan Guaranty program, administered by the U.S. Department of Veteran Affairs, also offers excellent options to buyers who are veterans.

Combined with the decrease in interest rates, these programs make borrowing more affordable and money more available.

Story Springboard

- Getting back on track NAR research shows that 2007 will be the fifth highest year on record for existing-home sales, and that 1 out of 16 American households is buying a house this year. How are buyers in your area taking advantage of the financing options offered to them? Talk to local Realtors® about what they're seeing with their own buyers in terms of financing options and concerns about mortgages.

What's in YOUR Market?

Some people may wonder if buying a home is a smart financial decision these days, given some recent national media reports. However, real estate is heavily influenced by local conditions, and many of these indicate that now is a good time for some aspiring homeowners to buy a home, particularly in growing areas.

NAR research shows that two-thirds of metro areas showed price gains last quarter. Many places across the country offer affordable prices and continued job growth. There are strong and improving local markets across the country, including:

- Philadelphia
- Salt Lake City
- Denver
- El Paso, Texas
- Farmington, N.M.
- Salem, Ore.
- Spokane, Wash.

Story Springboard

- What's happening in your local market? NAR research shows that in many places interest rates are low, jobs are increasing, and inventory is high — meaning that buyers have a lot of choice. Talk to your local Realtor® association to learn about specific housing data and conditions in your area.

Please contact Meredith Dunn, 202/383-7515, or via e-mail at mdunn@realtors.org, for additional ideas, sources, data and resources.

