



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.

Single and Looking – For a Home Studies show that women are more financially and socially independent than ever before, and that more than half of all adult women live without a partner. And for more and more of these single women, it's house before spouse.

According to NAR's *2007 Profile of Home Buyers and Sellers*, released in November at the annual REALTORS® Conference & Expo, one-fourth of all recent first-time home buyers were single women. Single women also represented 20 percent of all home buyers, up 2 percent from 10 years ago.

In contrast, the percentage of single men buying homes is decreasing. Nine percent of all recent home buyers were single men, compared to 11 percent 10 years ago.

With more choices for investing and saving, many women are choosing homeownership as a way of building wealth over the long term.

Story Springboard

- Who are the women buyers in your neighborhood? Talk to your local Realtor® association about buyer demographics in your area – how do they compare to the national picture? How are Realtors® in your area serving single women buyers? What differences do they see between the genders when it comes to buying a home?

Going Green Saves Green

According to NAR research, 65 percent of new home buyers see their home's energy efficiency as an important consideration. However, the initial cost of "going green" is still a significant factor in many people's decisions to purchase energy-efficient home features.

Today's green-savvy home buyers and sellers have many options. Sellers whose homes meet the EPA energy efficiency standard have a valuable marketing point – EPA studies show that these homes deliver \$200-\$400 in savings on utility bills per year.

Buyers can use green mortgages that will help them make environmentally friendly improvements to their home. One example is an FHA-insured Energy Efficiency Mortgage (EEM) offered by HUD – for more information, visit <http://www.hud.gov/offices/hsg/sfh/eem/energy-r.cfm>.

Story Springboard

- Is going green growing on home buyers and sellers? Interview Realtors® in your area about how they are marketing green features in homes. What's the demand for green? How are homeowners making their homes more energy efficient? For more information on green homes, visit: <http://www.realtor.org/libweb.nsf/pages/fg313>

A Steady Pulse for Housing

Americans remain convinced that buying a home is a good long-term investment. Nearly nine out of 10 consumers believe that buying a home is a good financial decision, according to the *2007 National Housing Pulse Survey*, released earlier this month.

The survey, which measures how affordable housing issues affect consumers, also shows that 59 percent of respondents think that now is a good time to buy. That number is even higher at 64 percent in areas where home prices have recently declined. For more information, visit: http://www.realtor.org/government_affairs/housing_opportunity/index.html

Story Springboard

- It's a nice place, but I can't afford to live there
NAR research shows that affordable housing continues to be a greater concern than jobs, crime, terrorism or the environment. What are Realtors® in your area doing to promote affordable housing? What other initiatives exist to ensure that area residents have access to affordable housing? To learn about some successful local programs, visit http://www.realtor.org/government_affairs/housing_opportunity/programs/ambassadors_for_cities/ambassador_designees.html

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