



# 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.

### Buying into the American Dream

Across the globe people are venturing to the United States to take advantage of real estate investment opportunities. In a survey of Realtors® last year, more than eight of 10 respondents said foreign transactions accounted for up to 25 percent of their sales. In addition, a large portion of their international clientele came from Mexico, the United Kingdom and Canada.

Florida is the destination of choice for many international buyers – 26 percent of foreign buyers represented in the survey purchased in the Sunshine State. Sixteen percent bought real estate in California, and 10 percent purchased in Texas.

With today's market conditions, international buyers are recognizing it's a great time to buy.

#### Story Springboard

- Home! Casa! Maison! U.S. real estate is still considered a prime investment opportunity and a "safe haven" for foreign buyers to put their money. Talk to Realtors® in your area about international buyers in your community – what attracts them to the area, what motivates them to purchase, and what trends these Realtors® have seen over time in international interest in U.S. real estate.

### Home is Where the Perks Are

Homeowners enjoy a number of perks, and not all of them have to do with tax breaks and long-term investment potential. There are also significant social benefits attached to homeownership.

Homeowners tend to be more active in the community because they have a greater financial stake in their neighborhoods. That helps nurture relationships with local home and business owners. Homeowners also contribute to the stability of communities. According to U.S. Census statistics, from 2005 to 2006 only 7.1 percent of all homeowners moved, compared to 30.2 percent of renters.

For many homeowners, protecting their interests in the community also goes hand in hand with protecting their property. An NAR survey revealed that homeowners are less likely to become victims of crime than renters – a further indication of community activism and involvement.

#### Story Springboard

- Where Everybody Knows Your Name  
Talk to area homeowners to find out how long they've lived in their neighborhoods and their level of involvement in the community. Why did they choose to buy in that area? How long do they plan to stay? Interview neighborhood renters about why they chose to rent rather than buy. How active are they in the community? What are their long-term plans?

### The Green House Effect

Not so long ago helping the environment meant recycling plastic and newspapers, but today it has evolved into "green" thinking and extends to homes and office buildings.

According to a recent NAR survey, nine out of 10 Realtors® said their clients are interested in energy efficient features of green homes and the potential cost savings of such features. An overwhelming 90 percent agreed there will be even more interest in green building practices a year from now.

The U.S. Green Building Council believes this is an industry trend, rather than a passing fad; not only does it save on energy costs, but also it's better for residents' health and increases worker productivity.

#### Story Springboard

Going, Going, Green!  
Talk to a Realtor® about the green trend. Which green features are most important to their clients? Find out if homeowners in your area are converting to a more environmentally friendly way of life and why. How has going green benefitted those who've made the transition?

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