

New Construction Urbanization Trends

Cities remain popular with new construction buyers as attitudes toward home size and costs shift.

Suburban new construction still dominates, but purchases in urban areas see significant gains

31%

of new construction buyers say they purchased their home in an urban area

↑ 8 points*

50%

say they bought a home in the suburbs

↓ 7 points*

Buyers are showing a slight gravitation to smaller, more affordable homes

9%

say they bought a home that was smaller than 1,000 square feet

↑ 6 points*

19%

report paying less than \$100,000 for their home

↑ 10 points*

Urban buyers prioritize neighborhood and community characteristics

59%

of urbanites place high importance on being close to family and friends, compared to 40% of suburbanites

71%

of urban buyers place high importance on a sense of community or belonging, compared to 56% of suburban dwellers

How you can help:

1 Post floor plans

Suburban and urban buyers are more likely to view listings when they like the floor plans.

2 Establish good ratings

Builders with the highest online ratings are more likely to attract urban buyers.

3 Focus on shared amenities

Urbanites value community facilities like clubhouses, fitness centers and playgrounds.