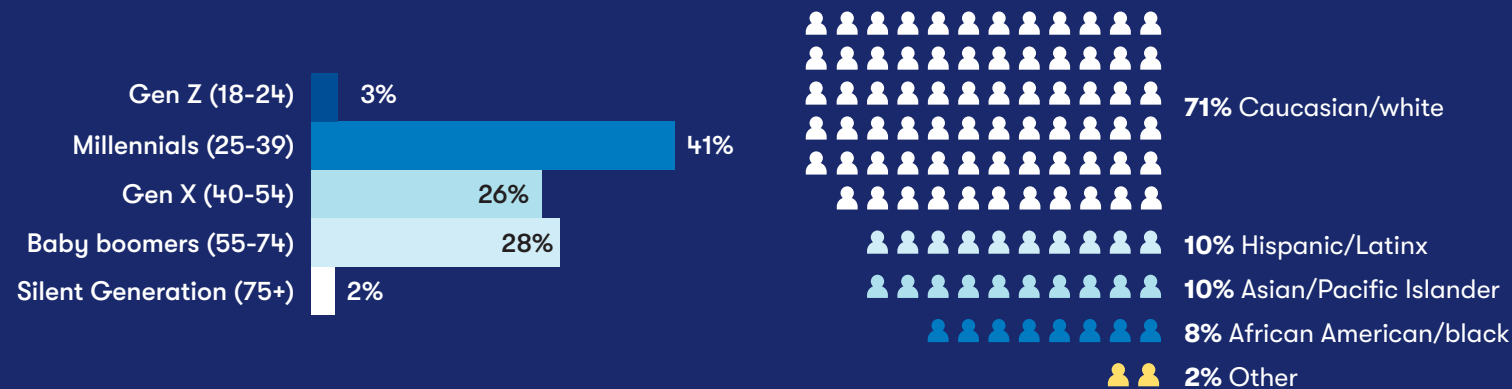




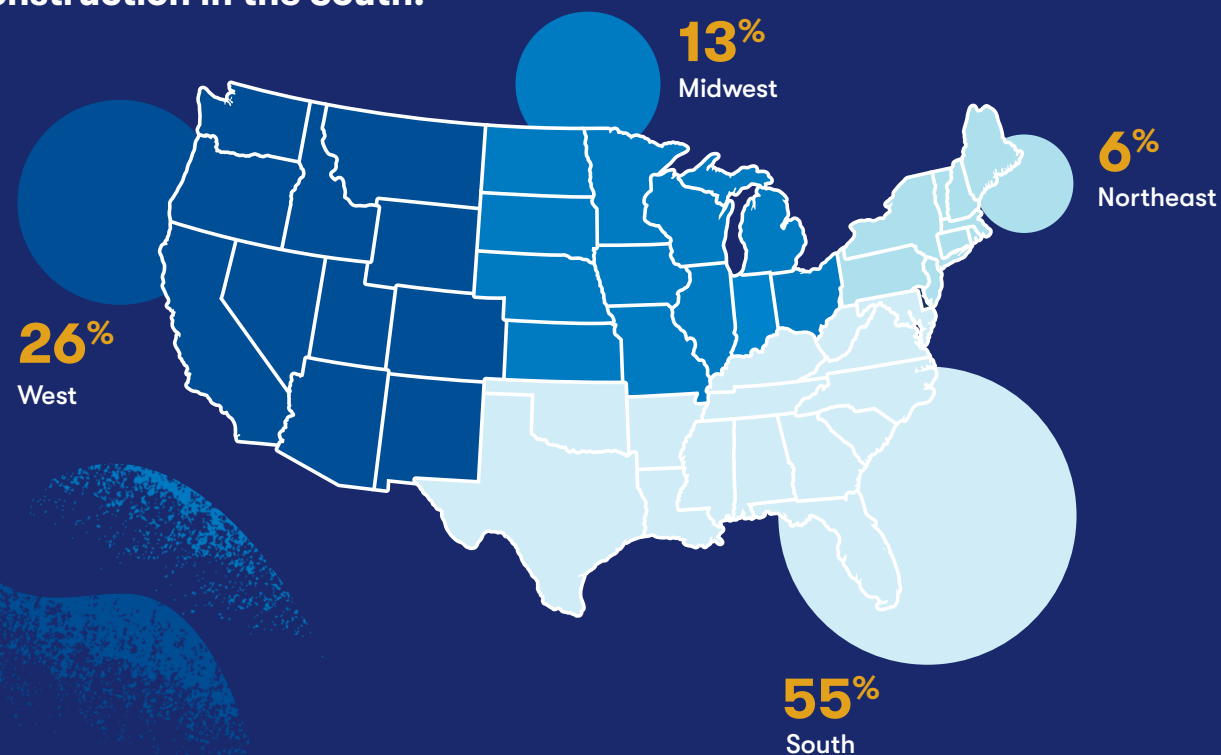
Today's New Construction Home Buyer

Purchased new construction home in the past two years.

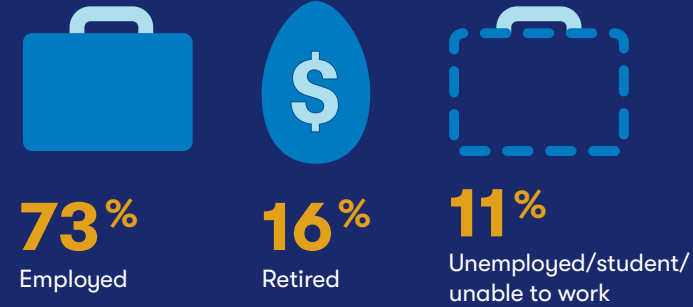
Millennials make up the largest generation, and buyers are more diverse than ever.



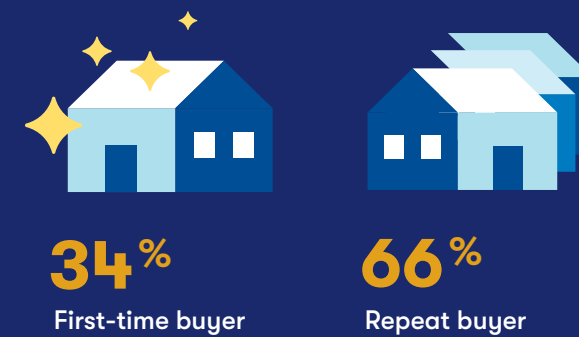
By far, most buyers purchase new construction in the South.



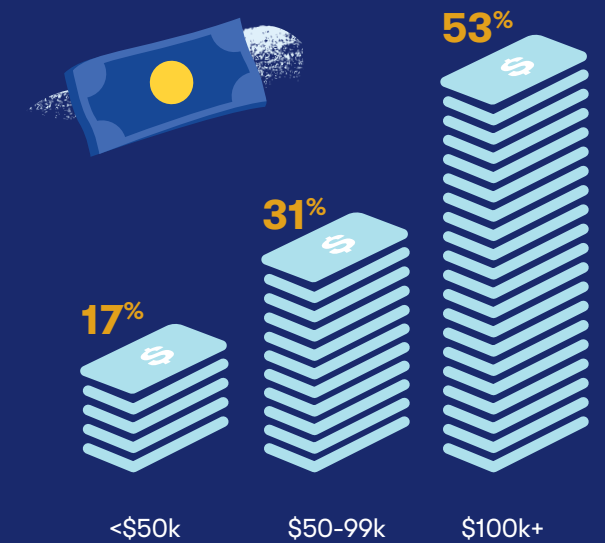
The typical new construction buyer is still punching a clock ...



Most are repeat buyers looking to buy or build their dream home.



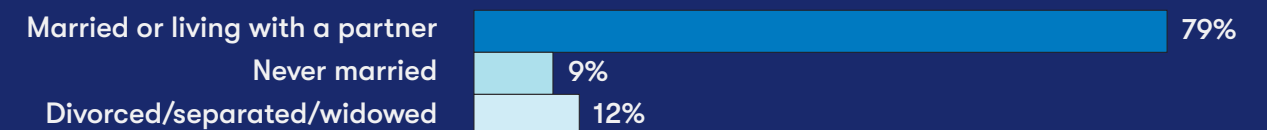
... and bringing in six figures.



Nearly half are parents.



The majority of them are partnered.



New construction buyers tend to shop for and sell a home at the same time.

