

Profile of a Gen Z Homebuyer



“ While it may be surprising to some given their young age, we are excited to see young adults ages 18 to 23 proactively taking steps to achieve homeownership by the age of 30. While it is a lofty goal, this group is determined to get on the right track for owning a home – they have started saving and are willing to make sacrifices to make their goal a reality. ”

– **D. Steve Boland**,
Head of Consumer Lending at Bank of America

Making Moves: Gen Z are actively planning to own homes before 30 but recognize there are barriers.

59% of prospective homebuyers between the ages of 18 and 23 want to buy within the next 5 years, and 52% have already started saving for their home.

98% know there are barriers to buying, including:

Saving for a down payment and closing costs



Covering the monthly costs of owning



Lacking knowledge about where to start



Making Sacrifices: Prospective Gen Z homebuyers are willing to do whatever it takes to own a home.

Most prospective Gen Z homebuyers think they will receive some financial help to buy, including from parents (53%), but it won't just be a gift, as 53% think they will need to pay parents back.

94% of Gen Z are willing to make significant sacrifices to buy their dream home, such as:

48%

Getting a second job

34%

Attending a university that will leave them with less student loan debt

32%

Moving in with parents or in-laws



Worth It: Current homeowners say that owning the home is worth the challenge, and they are more satisfied with their life.

93% of homeowners agree that owning a home is worth the challenge.

■ Current homeowners ■ Prospective buyers

Are you satisfied with life overall?



Are you satisfied with where you currently live?



Are you satisfied your financial well-being?



Flipping the Script:

Surprisingly, Gen Z are making smart financial choices to achieve homeownership.

If they had \$5,000, Gen Z would rather...



80% Save it for a down payment **vs.** 20% Plan their dream wedding



76% Save it for a down payment **vs.** 24% Go on a shopping spree



71% Save it for a down payment **vs.** 29% Take a vacation