

ARIZONA HOMEBUYERS

Really Want
(by generation)

ARIZONA HOMEBUYERS, BOTH FIRST-TIME BUYERS AND RETIREES,
SHARE THE SAME DREAM OF COMFORT, SAFETY AND SIMPLICITY.

THEY'RE SEEKING MOVE-IN-READY HOMES IN
SAFE, CONNECTED COMMUNITIES THAT FIT WITH THEIR LIFESTYLES.



YOUNGER BUYERS
Ages 25–34



OLDER BUYERS
Ages 55+

What
FEATURES
are at the top of
buyers' wish lists?

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- 77% OF YOUNG BUYERS WANT UPDATED KITCHENS AND MODERN APPLIANCES.
 - 68% LOOK FOR OPEN FLOOR PLANS THAT SUPPORT FLEXIBLE, MODERN LIVING.

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- NEARLY ALL (96%) OLDER BUYERS PREFER SINGLE-STORY HOMES FOR EASY ACCESSIBILITY.
 - 86% WANT LOW-MAINTENANCE, MOVE-IN-READY PROPERTIES.

What makes a
COMMUNITY
stand out?

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- 64% SAY SAFETY AND LOW CRIME ARE TOP NEIGHBORHOOD PRIORITIES.
 - 59% LOOK FOR PARKS, RECREATION, AND TRAILS THAT PROMOTE AN ACTIVE LIFESTYLE.

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- 73% WANT QUIET, LOW-TRAFFIC NEIGHBORHOODS WHERE THEY CAN RELAX.
 - 68% SAY PROXIMITY TO HEALTHCARE AND PHARMACIES IS A MUST.

Why are
BUYERS
making
their move?

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- 77% ARE MOTIVATED BY THE DREAM OF FIRST-TIME HOMEOWNERSHIP AND BUILDING EQUITY.
 - 59% SAY AFFORDABILITY AND BUDGETING GUIDE THEIR DECISIONS.

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- 86% SAY THEY'RE DOWNSIZING TO SIMPLIFY LIFE.
 - 59% WANT TO LIVE CLOSER TO FAMILY AND FRIENDS.