

# 3 Real Estate Trends for 2016



**What will be the top real estate trends of 2016?** We delved into Brian Buffini's Real Estate Report and found the three factors that will influence the real estate market this year.



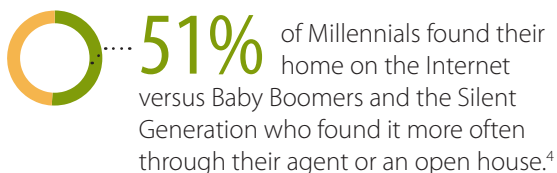
## 1. IT'S CHEAPER TO BUY THAN RENT.

Nationally, it's **35%** cheaper to buy a home instead of rent.<sup>1</sup>

It's **23%** cheaper for millennial households to buy instead of rent.<sup>2</sup>



## 2. THE INTERNET CONTINUES TO BE AN IMPORTANT SOURCE OF REAL ESTATE INFORMATION.



### Top 3 Sources of Information Used in Home Searches<sup>6</sup>

1. Online website
2. Real estate agent
3. Mobile or tablet website or application

## 3. HOWEVER, NOTHING BEATS THE EXPERTISE AND EXPERIENCE OF AN AGENT.

### What do buyers want most from their agents?<sup>6</sup>

1. Help find the right home to purchase
2. Help negotiate the terms of sale
3. Help with the price negotiations
4. Determine what comparable homes were selling for
5. Help with paperwork



### What do sellers want most from their agents?<sup>6</sup>

1. Help market home to potential buyers
2. Help sell the home within specific timeframe
3. Help find a buyer for home
4. Help price home competitively
5. Help seller find ways to fix up home to sell it for more



More people are relying **REALTORS®** to sell their homes.

**8%:** The number of For-Sale-By-Owner (FSBOs) sales in 2014.<sup>6</sup>

This is the lowest percentage since NAR began collecting data for their annual report.<sup>6</sup>

Sources: 1. Trulia, May 13, 2015  
2. CNN Money, October 21, 2015  
3. Fannie Mae, Home Purchase Sentiment Index™, May 2016 Data Release  
4. NAR, Real Estate in the Digital Age, September 15, 2015  
5. Ennerica, April 5, 2014  
6. NAR 2015 Profile of Home Buyers and Sellers