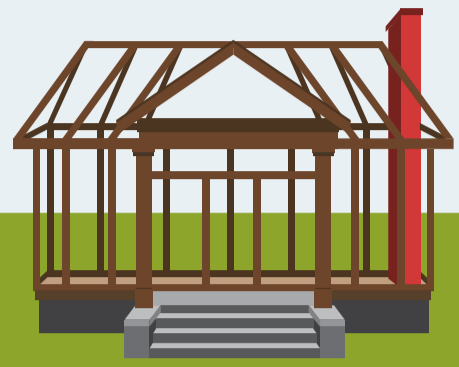


# 4 REASONS

## TO BUILD

# ENTRY-LEVEL HOMES



### 1 DEMAND IS HIGH

#### WHO WANTS THEM?

43%

of home buyers in 2018

Millennials

35%

First-time buyers

30%

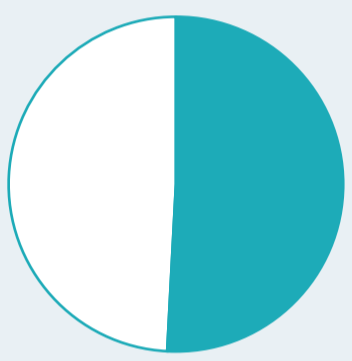
Baby Boomers downsizing

AVERAGE BUDGET

FOR SALE

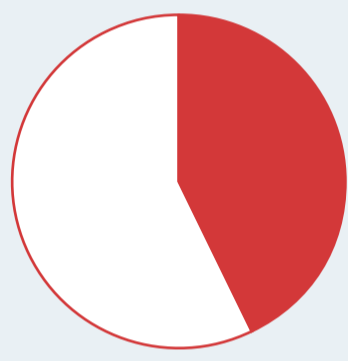
\$150,000  
to \$250,000

### 2 SUPPLY IS LOW



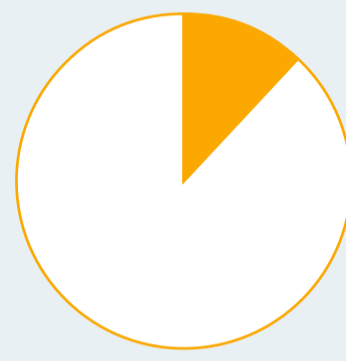
51%

of homes fall in the top 1/3 price range



43%

fewer starter homes than in past years



12%

fewer homes available than last year



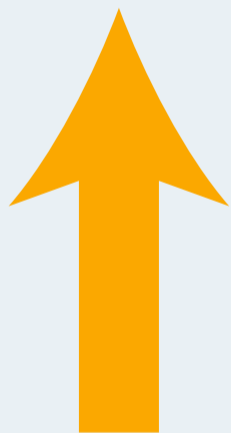
1 IN 3

or less are in the bottom price tier

### 3 PROFIT MARGINS ARE RISING

4.1%

home price increase predicted for 2018



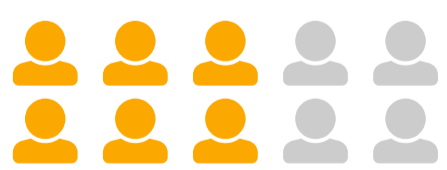
48%

of millennials are heading to the suburbs, where land is more affordable

Entry-level home prices are rising faster than any other category



### 4 WARRANTED STARTER HOMES ATTRACT BUYERS

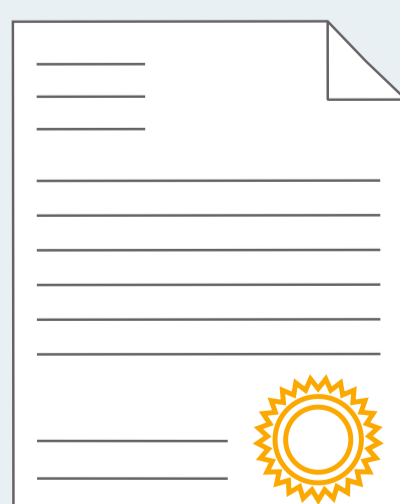
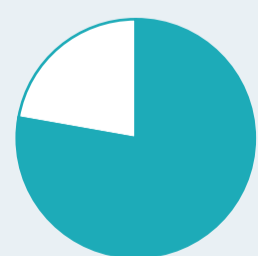


6 IN 10

homeowners strongly value structural warranties

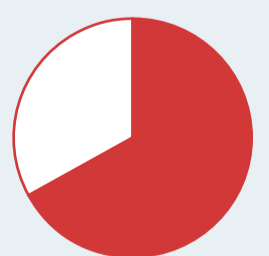
78%

find significant value in a third-party structural warranty



67%

say a home warranty is worth more than \$500 to them



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