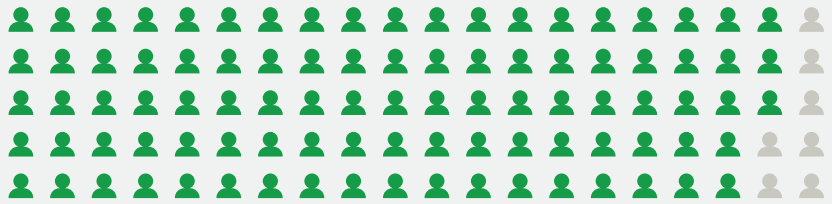


KEY TAKEAWAYS: AMERICAN DREAM HOME SURVEY

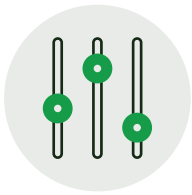


93% of homeowners are willing to compromise to secure their dream home. Here's what mattered most.



Outdoor living spaces and turnkey homes top the list of must-haves

- **26%** of homeowners ranked a spacious backyard or outdoor space as their #1 priority.
- **24%** prefer a move-in-ready home with updated appliances to avoid costly renovations.



Convenience and flexibility are major considerations

- **18%** of homeowners prioritize proximity to good schools, transit, and local amenities.
- **12%** value flexible, multi-use living spaces that can adapt to their changing needs.



Men and women approach homeownership trade-offs differently

- **51%** of women would cut discretionary spending compared to **42%** of men.
- More men (**20%**) are willing to take on a higher mortgage than women (**15%**).

KEY TAKEAWAYS: AMERICAN DREAM HOME SURVEY



Home security and smart tech rank lower but offer long-term benefits

- Only **10%** of homeowners listed home security and smart/sustainable tech as a top priority.
- Despite this, smart upgrades like solar panels can provide significant long-term savings and increase resale value.



Homebuyers are making financial sacrifices to afford their dream home

- **49%** of homeowners would delay major purchases, and **47%** would cut discretionary spending.
- **39%** are willing to downsize, but only **22%** would compromise on location.



Home protection and maintenance are top of mind

- **59%** of homeowners prioritize essential system upgrades to avoid costly future repairs.
- **44%** invest in weatherproofing, while **43%** prioritize regular roof inspections.