

The Millennial Effect

The Younger Generation Is Changing the Face of Real Estate

By Beth Rinehart

It has become a reality: The fun-loving, selfie-taking, phone-hooked generation known as Millennials can afford homes. While some people may still think of them as young kids, they're all grown up — and they are becoming homeowners. Millennials — those born post 1980 through the early 2000s — are moving out of their childhood homes and forming their own households. Millennials now make up 42 percent of all homebuyers and 56 percent of the nation's first-time homebuyers. They are a dominant force in the housing market, and according to a recent Pew Research Center report, have surpassed the Baby Boomers as the largest living generation. >>





PHOTO COURTESY OF DRESSED DESIGN

Millennials like turn-key homes, but they also get design ideas from magazines, TV shows and more. This relatively small room turned into a home theater by simply mounting a flat-screen television, purchasing a long lounge and bringing in interesting accessories. Finding great decor doesn't have to cost an arm and a leg, but it may take some hunting (and, sometimes, special connections). Beth Ann Shepherd, owner of Dressed Designs, found the large "P" and "C" in the back lot of Warner Bros.



PHOTO COURTESY OF BERKSHIRE HATHAWAY HOME SERVICES UTAH PROPERTIES

Mountain modern doesn't mean sparse and boring; blending textures and colors of pillows, yet keeping the table relatively empty, balances this room, making it look "turn-key."

>> Many Millennials experienced, firsthand, the greatest economic downturn since the Great Depression. During the downturn, many of them graduated from college, entered the job market and discovered that finding a job proved to be exceedingly difficult. Although the housing bubble contributed to the decline of the stock market in the late 2000s, studies have shown that currently Millennials are the most enthusiastic generation in relation to real estate; they are turning away from stocks because they believe real estate is a more profitable investment.

"Millennials are showing especially strong increases in job confidence and income gains, a necessary precursor for increased housing demand from first-time homebuyers," says Doug Duncan, senior vice president and chief economist at Fannie Mae, in a CNBC report by Diana Olick.

This strong sense of financial gain and confidence in the real estate market bodes well for the continuing trend of Millennials settling down and purchasing homes. >>



PHOTO COURTESY OF DRESSED DESIGN

First-time buyers can save some money by purchasing homes with unfinished basements, and then adding a little interest to walls with art, wainscoting or paint, as well as bringing in cozy seats and bar stools to produce a great gathering area. While Millennials may not be able to go "all out" like the media images they see, rooms interior designers showcase can spark homeowners' own take on their decor.

K&R BEDDING › DRAPERY › DESIGNER FABRIC

25% OFF ALL IN-STOCK FABRIC FOR CUSTOM ORDERS

—INTERIORS—

736 SOUTH 300 WEST SALT LAKE CITY, UT 84104 • 801-364-2128 • WWW.KRBEDS.COM

