

**Buying or Selling a Home?**  
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AARP members can take the Steady Sharp brain health assessment for free (offer good through Dec. 31).


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POWERED BY **AARP** REALOGY

### Gain Confidence Before You Buy or Sell



**New research reveals what adults 50+ are looking for in a home**

By Realogy (Paid Content)

If home is where the heart is, then it's only natural that buying or selling a home can be emotional, exciting, and sometimes tricky to navigate. Especially during these uncertain times, knowing the facts will inform your next move.

A recent survey of adults over 50, for example, found that even during the pandemic, the majority of potential sellers (87%) are either somewhat or very comfortable putting their home on the market now. 59% of potential buyers said that virtual tours could help with the decision. The takeaway? The market is still open.

Are You Buying or Selling a Home?







Buying
Selling

#### Time To Buy

A new home means new memories, new opportunities, and a new chapter in life. How to find the perfect home now during COVID-19? What aspect of a home is most important to you now? A recent survey of adults over 50, for example, found that even during the pandemic, the majority of potential sellers (87%) are either somewhat or very comfortable putting their home on the market now. 59% of potential buyers said that virtual tours could help with the decision. The takeaway? The market is still open.

#### What's Hot Now

Given the experience of COVID-19, here's what adults like you now desire in a new home:

 <b>69%</b> Laundry Room	 <b>67%</b> Outdoor Living Space	 <b>56%</b> Patio Deck
 <b>36%</b> Home Office	 <b>16%</b> In-Law Suite	 <b>14%</b> Home Gym

Location, location, location. 74% of potential buyers view Location as a key factor. Followed by Price (67%), and Value/Experience (66%). These variables can be complex to judge. A specially trained real estate agent can help, from selecting homes based on your unique preferences to creating your budget to negotiating the offer. Plus, we shared sales tips right now—complete the pandemic—a surprisingly good time to buy.

#### Get the Facts: How a Real Estate Agent Can Help You

When buying a home, what can a professional real estate agent help you with?


Determine your budget

Guide the pre-qualification process

Select homes that fit your unique needs

All of the above


Now you know what's hot in home buying and selling trends and you know how a real estate agent can help. When you are ready to buy or sell your home, working with a trusted broker network can make the process go smoothly and helps to ensure that you get an accurate market analysis for your home.



**AARP's Real Estate Benefits from Realogy** is a champion in your corner. The Realogy Advantage Broker Network covers 97% of MSJ markets across the country and 91% would recommend their agent to family and friends. Now, AARP members can earn a \$300-\$5,500 benefit after closing on a home.

When you enroll, you'll be assigned a personal Advocate who will be with you every step of the way. The Advocate will connect you with top leading real estate agents so you can choose who will represent your home when selling. Those agents are from Realogy's trusted residential brands, including Better Homes and Gardens® Real Estate, Century 21®, Coldwell Banker®, Compendium, and ERA®. And, if you're buying and selling a home, you will be assigned an agent to help you buy a new home and one to help you sell your home to benefit from your agent's local expertise.

[Click here to learn more about your benefits.](#)



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- Savvy Tips to Navigate the Real Estate Market
- 5 Guiding Principles to Help Ensure Success

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