

## Homes for Sale in Charlottesville—What Triggers Buyers?

What are the most common changes in circumstances that send buyers out looking for homes for sale? What are the events that trigger typical prospects to comb through the Charlottesville listings, contact Charlottesville REALTORS<sup>®</sup>, set out on house tours—and ultimately make the offer that results in the move to a new home?

The answer to that question may be different for everyone, but some in-depth research has come up with interesting similarities among groups of active homebuyers. It matches a conclusion that also conforms with common sense: namely, that the motivating events (or “triggers”) sometimes vary by age group. In other words, when we humans reach similar milestones in life, we often make the same housing decisions—even though the reasons for a couple of them may be mysterious.

I came across the details buried in a report put out this past spring by economist Lawrence Guo in *Realtor* magazine. The top line of the piece—the part that got the most attention—dealt with the homeownership *goals* of active home shoppers. “Privacy” was the leading goal; “physical comfort” was second; “stability,” third. Of the *styles* of homes for sale, “ranch homes” were the most sought-after; the kitchen was considered the most important room, etc. None of these findings were at all mysterious or unexpected.

But when it came to revealing the impetus for a move in the first place—the life event or changed condition that set people checking out the current crop of homes for sale—a few could definitely be tied to the age group of the prospects. Since more than 20 triggering events were identified—each broken down into five different age groups—the resulting graphic was so complicated that most readers’ eyes probably glazed over before many conclusions could be drawn. Most of the findings were unremarkable—as when youngsters weren’t as likely as oldsters to cite “considering retirement” as a triggering event, or when some events were equally named by all age groups. But some were less predictable:

- **Relocating to a new city:** most common among 35-44 year-olds; least among those 55-64.
- **Favorable home prices:** most cited by 25-34 year-olds; least (fewer than half of that group) among 35-44 year-olds.
- **Favorable interest rates:** most pointed to by 45-54 year-olds; least among the 35-44 year-olds ... and equally cited (about 1 in 10) by all the other age groups.
- **Desire to live closer to family/friends:** as expected, ‘way more prominently named by the 65+ group.

It doesn’t take a rocket scientist to ferret out why home prices are most important to the youngest group, but the greater importance of interest rates to the 45-54 group but *not* the 35-44s? That one will take some thought. Not a surprise is the across-the-board Number One triggering factor among every age group: “**tired of current home**”!

If you fit in with that extremely common group, right now there are extraordinary values to be had among today’s homes for sale in Charlottesville. Give me a call to lay out an itinerary for visits to the ones that match up with your own specific wish list requirements!



**kw** | charlottesville

**SETH BATTON**

REALTOR, ABR®, e-PRO®

Born and raised in the Shenandoah Valley of Central Virginia, I love everything outdoors. Most of my free time is spent hiking, rock climbing, playing water sports, or cooking out on the back deck with friends. As a child, my parents built me with the core values of a southern gentleman. Trust starts with honesty and honesty builds integrity. I'm a technology guru! One of my favorite hobbies is restoring old homes in depressed neighborhoods to meet the needs of our generation today. My mission is to build a career worth having, a business worth owning, and a life worth living.

I'm an Accredited Buyer's Representative (ABR) with the National Association of Realtors. Which means I have extensive training to help walk you through the home buying process from start to finish. From lenders and home inspectors to mortgage agents and closing companies, together we will find the best home for your family's needs!

As an e-PRO®, I can show your home to over 500 million visitors today. And you don't even need to vacuum! Curb appeal isn't just about looking good from the street. It's about looking good from the digital highway!

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