

# CONSUMER TRENDS AND INSIGHTS

YOUR TOOLKIT TO CREATE IMPACTFUL MARKETING

**AUGUST  
2025**  
GEN Z & HOMEOWNERSHIP

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Welcome to the Center for California Real Estate's (CCRE) monthly marketing toolkit of slides, social posts and additional resources exploring consumer issues in residential real estate. Download these to enhance your marketing plans and spark conversations in your spheres of influence.

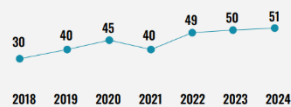
**This month, we're taking a look at the Gen Z homeowner.** Over half of Gen Z are aged 18 and older, marking a shift into adulthood and independence among this generation. Although more Gen Zs currently rent than own, they are increasingly entering the housing market.

## GEN Z HAS THEIR EYE ON HOMEOWNERSHIP, AND THEY ARE INCREASINGLY ENTERING THE MARKET

SHARE OF AMERICANS AGES 18-29 WHO:



I PLAN TO PURCHASE MY FIRST OR NEXT HOME  
WITHIN THE NEXT FIVE YEARS



**SLIDE DECK:** Half of Gen Z plans to buy a home in the next five years. The data in these slides offers insights into their homebuying preferences and behaviors.

Download and insert them in a listing presentation for a property that might appeal to the Gen Z demographic. View the deck as a slide show in your next office meeting to brainstorm Gen Z client marketing.

[DOWNLOAD](#)



**SOCIAL MEDIA POSTS:** Download and share these social posts to spark engagement and attract motivated Gen Z buyers.

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**INFOGRAPHIC:** Share **Get To Know the Gen Z Homeowner**, our visual representation of what drives this generation of buyers.

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**TOP 5 TAKEAWAYS:** Consider these points to market more effectively to Gen Z clients and showcase the listings that appeal to them.

- 1 Gen Z has their eye on homeownership, and they are increasingly entering the market.
- 2 Gen Z's homeownership aspirations are driven by both lifestyle changes, such as starting a family, and a desire for financial security.

- 3 While single-family homes are still the aspiration, the location of homes may be different.
- 4 Gen Z desires walkability and nearby activities.
- 5 89% of Gen Z believe owning a home is a good investment, even if it means making tradeoffs.

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