

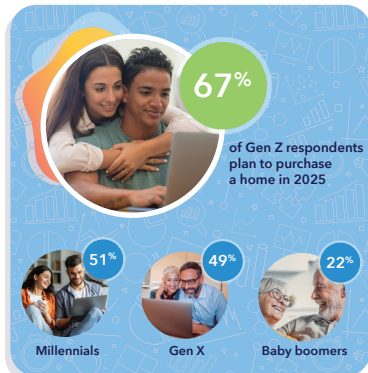
2025 ServiceLink

State of Homebuying Report

A snippet of the most compelling generational data

Gen Z standing strong

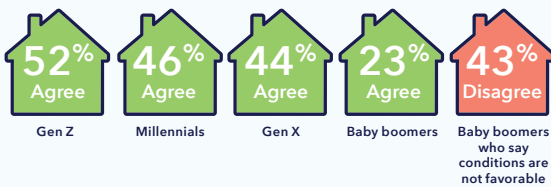
Similar to last year, Gen Z is poised to make a mark on the housing market in 2025 both with its purchase intent and optimism. Sixty-seven percent of Gen Z respondents say they plan to purchase a home this year. Their intention to buy is greater than that of millennials (51%), Gen X (49%) and baby boomers (22%).



The youngest generation of homebuyers has the most positive outlook on the 2025 housing market

52% of Gen Z respondents say conditions are favorable for buying a home in 2025. On the other end of the spectrum, 43% of baby boomers say conditions are not favorable for buying.

Conditions are favorable for buying:

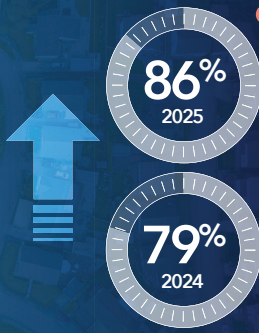


Most likely to refinance in 2025

Gen Z respondents are taking a hard look at optimizing their mortgages this year – demonstrating the most interest of all the generations when it comes to refinancing.

Interest in refinancing increases YoY among Gen Z

Those who say they are 'likely' or 'somewhat likely' to refinance if conditions are favorable:



Tolerance for higher interest rates is waning

With mortgage rates being a considerable factor in whether to purchase or refinance, survey results show that even the youngest generations are less tolerant of rising rates than they were in recent years.

Gen Z

- Average current rate: 5.1%
- Highest rate they would consider in 2025: 5.8%
- Highest rate they would consider in 2024: 6.3%

Millennials

- Average current rate: 4.9%
- Highest rate they would consider in 2025: 5.5%
- Highest rate they would consider in 2024: 6.2%



Interest in alternative homebuying opportunities

Gen Z's continued focus on money-saving opportunities also means they are most open to alternative purchasing as a way to speed up the homebuying process, with cost savings being the driving factor.

Gen Z's motivation to consider purchasing at auction:

