



BETTER HOMES AND GARDENS REAL ESTATE: INVESTOR STUDY 2016

Family motivations and optimism around long-term financial stability drive interest to incorporate real estate into investment strategies

Current Real Estate Investors: Real Estate is the Key to Financial Success

A recent Better Homes and Gardens® Real Estate survey finds that confidence and intrigue about real estate as an investment strategy is high, with those who have yet to tap into real estate showing an overwhelming interest in making a future investment of this kind.

- 89% of U.S. investors are interested in incorporating real estate into their investment strategies.
- 82% believe real estate is the best way to diversify an investment portfolio.
- 94% percent of those who have invested in real estate are *interested* in making a future investment of this kind.
- 84% of these investors who have invested in real estate previously indicated that they *will* make another real estate investment, with 2 in 5 planning to do so in less than a year.

Family: Motivation for Real Estate Investment

- 80% of investors believe a real estate portfolio is one of the best legacies they could leave for their family.
- 79% of investor respondents feel it is important to invest in a property that they could use for themselves or a family member at some point.
- 83% of parents who invest would consider buying a property for their child or grandchild to: co-manage and profit from together (40%), manage and profit from it themselves (39%), have their child or grandchild live in the home during college (35%), fund college tuition in the future (35%).

Potential Real Estate Investors

- 80% of investors who have never previously invested in real estate expressed an interest in making this financial commitment.
- Millennial investors proved to be the most interested (96%) in making a real estate investment, compared to their boomer counterparts (83%).



WHO HAVE INVESTED IN REAL ESTATE BELIEVE THEIR DECISION HAS HELPED THEM ACHIEVE SOME FORM OF **FINANCIAL SUCCESS**

OF U.S. INVESTORS

Investing Considerations

- 89% of recent real estate investors feel it is important for a real estate investment property to be geographically close.
- For non-investors, 89% who cited concerns about jumping in on an investment property, the top reason was that it requires too much time (41%), demands too much starting capital (35%) and is “risky” (28%).
- 30% being more likely to invest if they had access to a real estate professional for advice, or resources to explain how to get started.