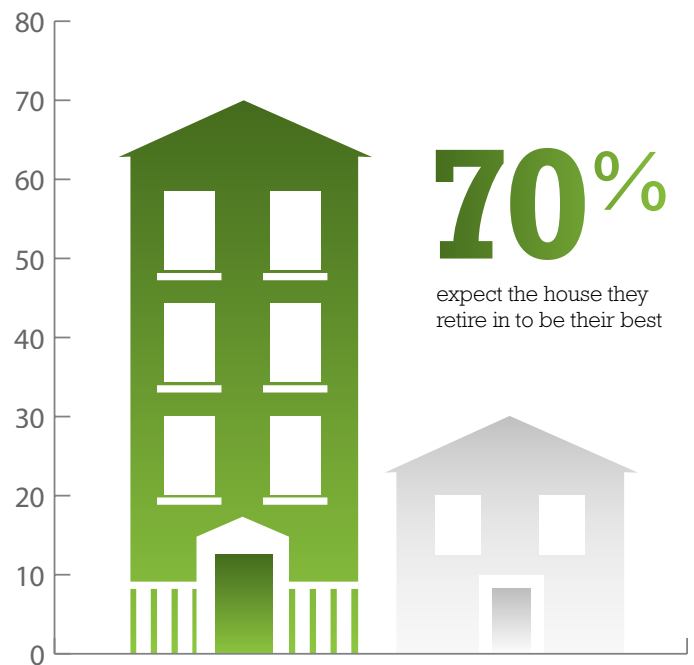


## MOST BABY BOOMERS EXPECT THE HOUSE THEY RETIRE IN TO BE THEIR BEST

At 77 million strong, Baby Boomers make up one of the largest demographics in the U.S. They are known for being a hardworking, trailblazing generation, and as they have done with every other major life event, they are marching head-on into retirement with big plans and no desire to change pace.

A new national survey by Better Homes and Gardens® Real Estate revealed this influential generation's feelings of optimism for the years ahead, which for the majority involve making a move. Findings indicate that 57 percent of Boomers plan to move out of their current home and 70 percent believe the house they retire in will be the best place they've ever lived.



## OPTIMISM IN THE MARKET

The economy continues to recover, and among Boomers who feel more confident about achieving their ideal retirement lifestyle compared to five years ago, the top factor is having a retirement lifestyle plan (49%).

Approximately 1 out of 4 Boomers are also likely to buy a second home to use during their retirement years, such as a vacation or beach house. For a generation that was hit hard during the recession, this commitment to lifestyle planning and desire for their "dream home" is a great show of optimism. On the selling side, 31 percent of Boomers are more likely to want to sell their home now than they were five years ago, showing a renewed confidence in the real estate market.

**1 out of 4**

are likely to buy a second 'lifestyle home' during retirement



# PUTTING DOWN ROOTS

Many Boomers have planted roots in their communities and want to remain in a familiar place. In fact, of those surveyed who are not already retired, 72 percent plan to retire in the state where they currently live.



## RETIREMENT REDEFINED



**28%**

who are not yet retired, never plan to

Historically, retirement was almost automatic at the milestone age of 65. Many Boomers, however, have a different plan in mind, as 28 percent of those surveyed who are not yet retired, plan never to retire. In fact, 46 percent of Boomers who plan to retire still anticipate working part-time.

## CUSTOM TREATMENT, LOW MAINTENANCE

Among those who plan to move out of their current home, 69 percent are willing to make updates or renovations to their next home to fit their needs. However, when all Boomers were asked to pick the most important factor in choosing their next home, having low-maintenance home features topped the list (42%).



**69%**

are willing to make updates or renovations to their next home

## SMALL TOWN LIVIN'

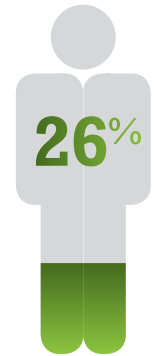
When asked which type of community Baby Boomers would most likely move to, 39 percent opted for a rural community, such as a farm or small town. Next in line was the traditional retirement community such as a 55+ exclusive neighborhood (27%), followed by an urban community such as a metropolitan city (26%).



RURAL COMMUNITY



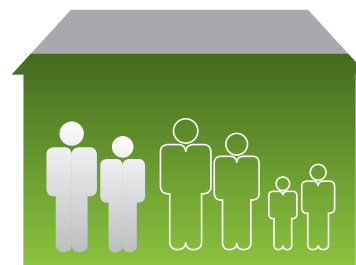
RETIREMENT COMMUNITY



URBAN COMMUNITY

## EMPTY NESTERS

Often referred to as the "Sandwich Generation," this generation has cared for children and grandchildren as well as aging parents, but most - 83 percent - do not expect family to move into their home in the future, indicating any "house guests" to be temporary.



**83%**

do not expect or plan for family to move into their home



## METHODOLOGICAL NOTES

The Better Homes and Gardens Real Estate Baby Boomers Survey was conducted by Wakefield Research ([www.wakefieldresearch.com](http://www.wakefieldresearch.com)) among 1,000 U.S. adults ages 49-67, between February 6 and February 18, 2014, using an email invitation and an online survey. Quotas have been set to ensure reliable and accurate representation of the U.S. adult population 49-67.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

## ABOUT BETTER HOMES AND GARDENS REAL ESTATE LLC

Better Homes and Gardens Real Estate LLC is a dynamic real estate brand that offers a full range of services to brokers, sales associates and home buyers and sellers. Using innovative technology, sophisticated business systems and the broad appeal of a lifestyle brand, Better Homes and Gardens Real Estate LLC embodies the future of the real estate industry while remaining grounded in the tradition of home. Better Homes and Gardens Real Estate LLC is a subsidiary of Realty Holdings Corp. (NYSE: RLG), a global leader in real estate franchising and provider of real estate brokerage, relocation and settlement services. The growing Better Homes and Gardens Real Estate network includes more than 8,300 sales associates and approximately 260 offices serving homebuyers and sellers across the U.S and Canada. U.S. states served include: Alabama, Arizona, California, Florida, Georgia, Idaho, Indiana, Kentucky, Kansas, Pennsylvania, Maine, Massachusetts, Minnesota, Missouri, New Hampshire, Nevada, New Jersey, New York, North Carolina, Ohio, Oregon, South Carolina, Texas, Vermont, Virginia and Washington.

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