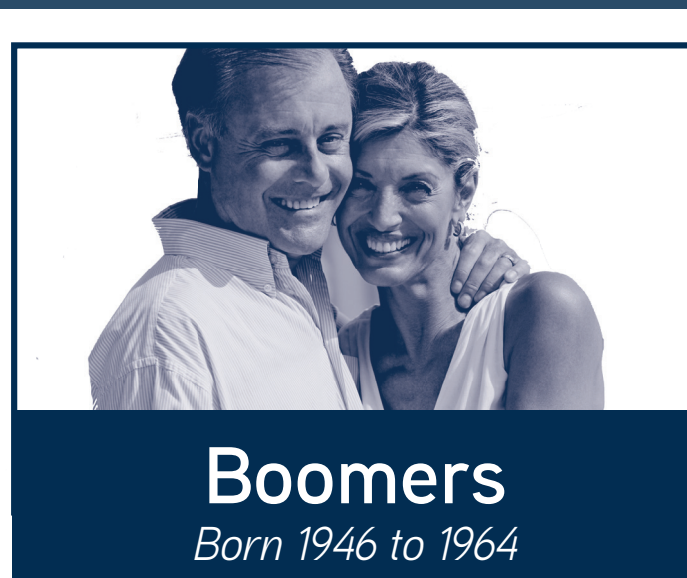
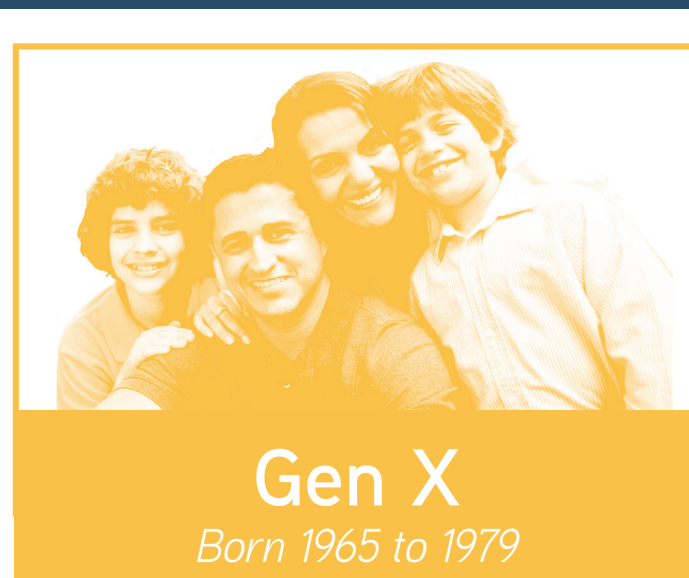


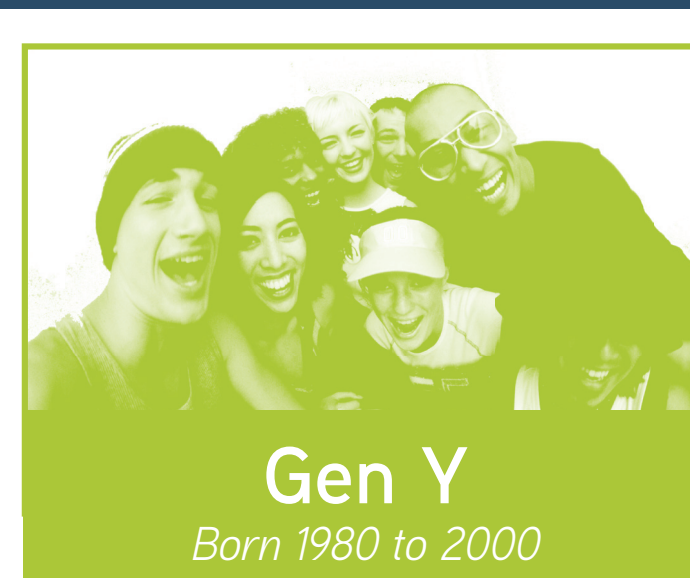
Check out what more than 20,000 new home shoppers shared as the amenities they most wanted in their next community. Below are the **top 25 preferences by generation**. The major differences relate to the presence of children for the younger generations.



**Boomers**  
Born 1946 to 1964



**Gen X**  
Born 1965 to 1979



**Gen Y**  
Born 1980 to 2000

Rank	Boomers	Gen X	Gen Y
1	Grocery Store Close By	Grocery Store Close By	Grocery Store Close By
2	Restaurants Close By	Restaurants Close By	Restaurants Close By
3	Walking Trails	Walking Trails	Fitness Center
4	Fitness Center	Fitness Center	Walking Trails
5	Village Square	Recreational Center	Children's Park
6	Shopping	Village Square	Shopping
7	Wi-Fi Internet Access in Public Areas	Shopping	Recreational Center
8	Community High-Speed Internet	Wi-Fi Internet Access in Public Areas	Wi-Fi Internet Access in Public Areas
9	Recreational Center	Community High-Speed Internet	Village Square
10	Community-Wide events	Shaded Areas	Community-Wide events
11	Shaded Areas	Children's Park	Community High-Speed Internet
12	Organized On-Site Programming	Community-Wide events	Shaded Areas
13	Community Intranet with Events, Clubs, Bulletin Boards, etc	Organized On-Site Programming	Children's Water/Play Area
14	Yoga/Pilates Studio	Running	Dog Park
15	Lake, Pond, Stream, and Water Elements, \$50/Month	Community Intranet with Events, Clubs, Bulletin Boards, etc	Running
16	Hiking Trails with Historical Markers of the Area	Tennis Courts	Organized On-Site Programming
17	Live Music in the Park	Yoga/Pilates Studio	Sport Fields
18	Remote Guard Gate, \$50/Month	Sport Fields	Basketball Courts
19	Dog Park	Children's Water/Play Area	Tennis Courts
20	Cycling	Hiking Trails with Historical Markers of the Area	Yoga/Pilates Studio
21	Open Space, \$50/Month	Lake, Pond, Stream, and Water Elements, \$50/Month	Hiking Trails with Historical Markers of the Area
22	Amphitheater Outdoors	Dog Park	Community Intranet with Events, Clubs, Bulletin Boards, etc
23	Adult-only Pool (18+)	Cycling	Movies in the Park
24	Art Shows in the Park	Basketball Courts	Lake, Pond, Stream, and Water Elements, \$50/Month
25	Library	Live Music in the Park	Live Music in the Park

\* Today's shoppers rated **Service & Retail** as the most important amenities for their next community purchase.

\* All three generations ranked **Fitness Center** and **Walking Trails** as top amenities above retail shopping.

\* **Community-Wide events** rank above pools, parks, and other typical amenities. Events can be much less expensive too!

\* Events and experiences, as a whole, rank above "hard amenities" like a pool.

\* A **Dog Park** is among the top park choices. It scored highest for **Gen Y**, followed by the **Boomers**.

\* **Wi-Fi Internet Access** and a **Community Intranet with Events, Clubs, etc.** are more important to the **Boomers** than they are to **Gen X** and **Gen Y**.

WATER | ADVENTURE | NATURE | ARTS & ENTERTAINMENT | PARKS | REC CENTER | EVENTS | SERVICE & RETAIL | SPECIAL AMENITIES

Look for our future trends in what your consumers want in communities and homes by generation.

*We believe it starts with your consumers.*

**Let us help!** We can help optimize your community and home design for better homes, better places, and better profit.

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