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# What are the biggest trends in real estate for 2018?



**A**s we springboard into 2018 we will see a continued changing real estate environment as another generation enters the potential sphere of clientele.

Generation Z (defined as born between 1995 and 2001) is entering the market. Gen Y still will drive the majority of the market, but understanding the generational traits will help us keep on top of the trends.

By 2023, 75.5 million people will be over 65. With our aging population growing we are looking at yet another need in real

estate. The biggest question is though, "Are we?"

These demographics are looking for sense of community, walkability, an urban feel and much more.

In 2018 we will see the most activity within our "towns." What exactly is that? City/town center populations will grow, and generations will start living together.

If we look at 2017, the closer-to-town neighborhoods outperformed the more "spacious" to town neighborhoods. This trend will continue in 2018 and has the

ability to continue for years to come.

The buyers in our market today continue to look for value.

What is value? That is always a great question. Is it price point in a home? Is it the upgrades in the home? Overall it is both.

The younger generations will require the home "completed" for them. "Move-in" condition is what it is being called.

The savvy buyer is also looking for the mechanicals to be upgraded. How old is the furnace and is it energy efficient? What about central air conditioning,

roof, gas-versus-oil and more?

This next year will bring a market of energy, demand and potentially lack of supply in certain sectors. Our condo and entry level markets will continue to grow in popularity, along with the "move up" market, that is a mid-range market of \$500k to \$750k.

Our higher end market will start to move faster than 2017, but will require accurate market list prices along with updating.

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