

# 2017

Survey of Homebuyers  
Researching Master-Planned  
Lifestyle Communities



[PRIVATECOMMUNITIES.COM](http://PRIVATECOMMUNITIES.COM)

Where buyers find their perfect community



## INTRODUCTION

With over 20 years in the industry, PrivateCommunities.com is the trusted resource for real estate shoppers interested in amenity-rich, master-planned lifestyle communities. The online interactions with the generated sales leads afford marketers a precise glimpse into the shopping pattern of their prospective buyers.

This report offers selected insights into the minds of people who are considering a new or resale real estate purchase in a master-planned community. The findings and implications of this survey appeal to real estate developers, investors, homeowner associations, brokers/real estate agents and many other professionals engaged in the delivery of lifestyle to these targeted shoppers.

The report represents a small fraction of the data that is collected 24 hours a day by PrivateCommunities.com. The goal is to put some of this unique data and marketing intelligence into context for a better understanding of how the online real estate shopping experience is patterned with privately developed master-planned communities.



WindRiver, Lenoir City, TN

## Purchase History

*"Have you ever purchased a home in a master-planned community?"*

**Yes 30%**

**No 70%**



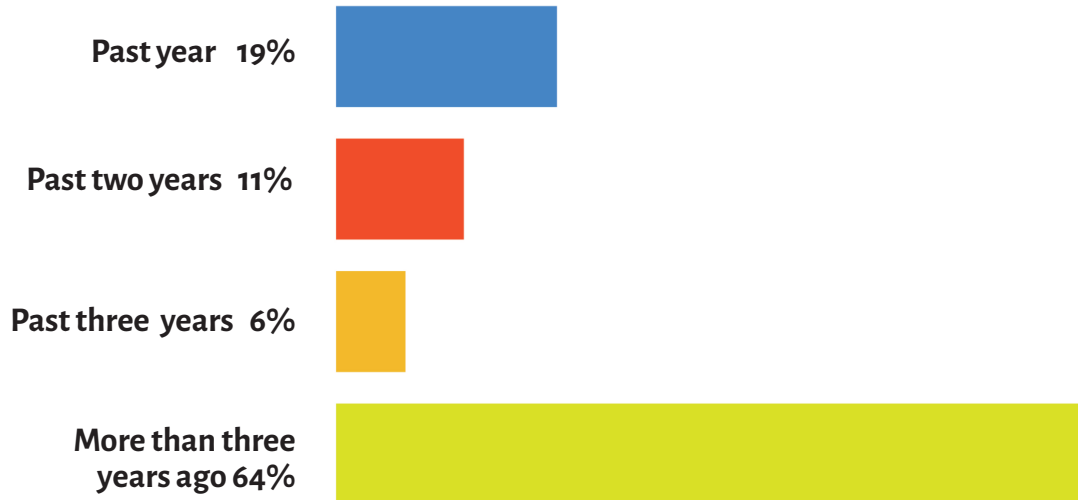
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On one end of this data, we see that 30% have purchased a home in a master-planned community and understand the benefits of living in one.

Meanwhile, 70% have never experienced life in a master-planned community, but have expressed interest in property purchase. This provides an opportunity for community marketers and real estate teams to educate and sell the benefits of living in a master-planned setting.

## Last purchase in a master-planned community

*"How recently did you purchase?"*



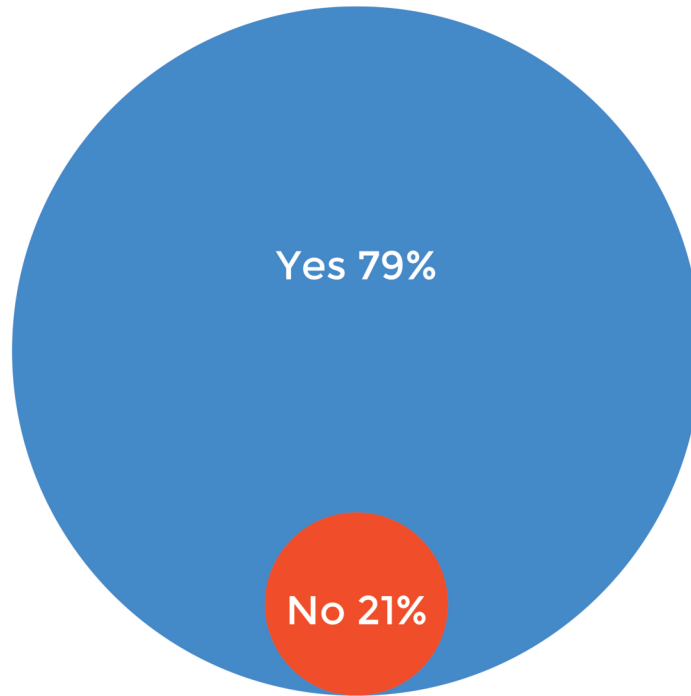
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Among those who purchased in a master-planned community, 64% purchased property more than three years ago. These same buyers have inquired within the past three years about master-planned communities on our site which suggests they are shopping for another master-planned community.



## Shopping with intent to buy

*“Are you planning to buy a home in a master-planned community?”*



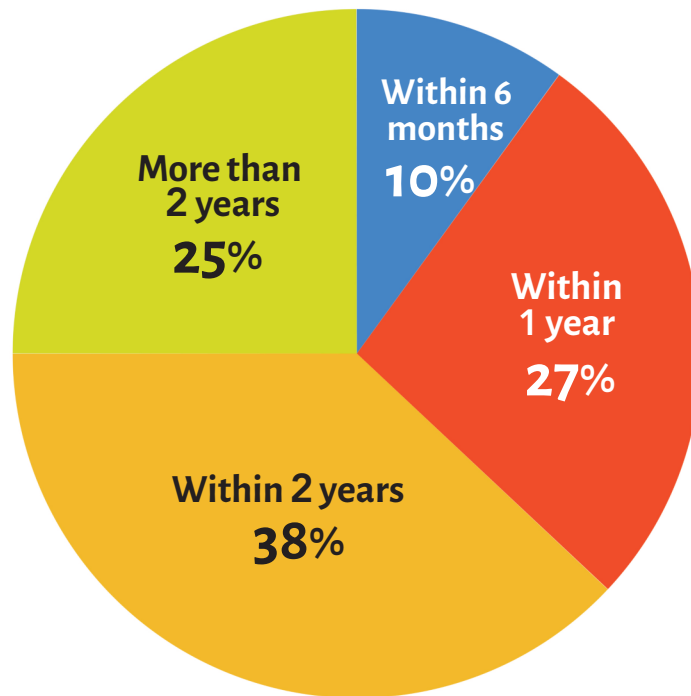
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**79%** plan to buy a home in a master-planned community.

The majority of people using PrivateCommunities.com are prospective buyers researching their options for a future purchase in a master-planned community. The site is used as a research tool for various types of lifestyle communities with the commonality of being master-planned communities.

## Urgency to purchase

*"How soon do you plan on buying?"*



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**75%** plan to buy a home in a master-planned community within one to two years.

When asked how soon they plan on buying a home in a master-planned community, nearly 4 in 10 respondents indicated they will buy within the next 12 months and nearly 8 in 10 will buy within the next 24 months.

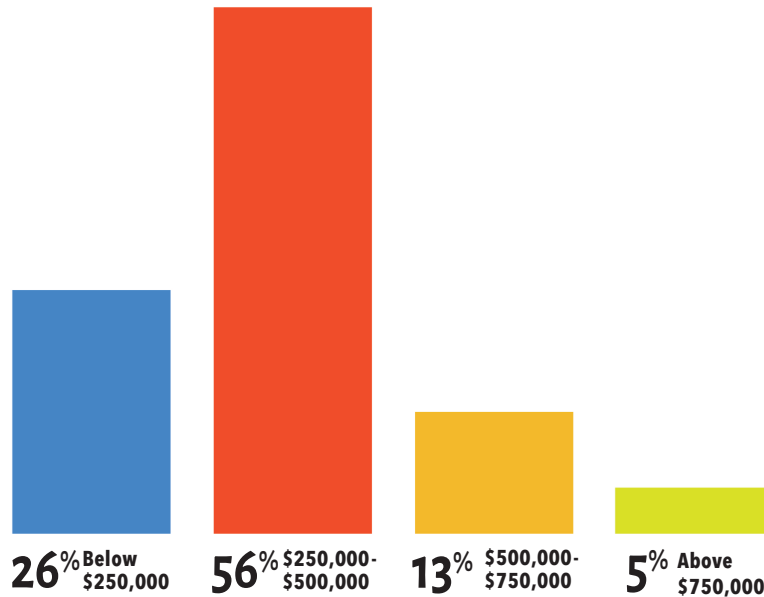
Twenty-five percent indicated a purchase date more than two years out.

*NOTE: This data is as of the survey date and not the date when respondents first began their research. The survey was sent to individuals who engaged with PrivateCommunities.com during the span of 36 months between January 1, 2014 and December 31, 2016. Therefore, the 'urgency to purchase' lag time could be up to an additional 36 months for some respondents.*



## Price Point

*“What is the approximate price range for this next home?”*

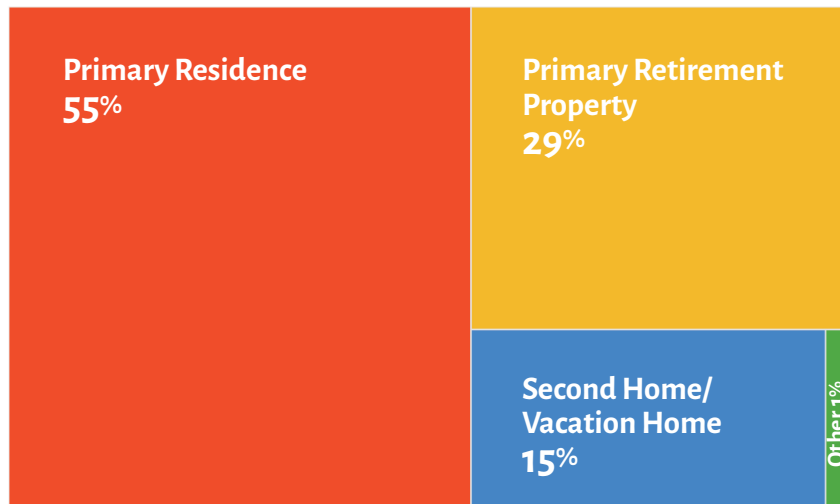


Baby boomers are willing to spend more than reported in 2014, which coincides with an increase in market value of homes and a current 15-year high of consumer confidence. 74% indicated price points from a quarter-million dollars and higher; this is an increase of 9% from 2014. 18% are interested in homes priced at a half-million dollars and up, versus 13% in 2014.

According to data from Claritas PRIZM, PrivateCommunities.com survey respondents are affluent baby boomers with the top three PRIZM segments being “Big Fish, Small Pond,” “Country Squires” and “Upper Crust.”

## Home Usage

*“What are your plans for this next home?”*



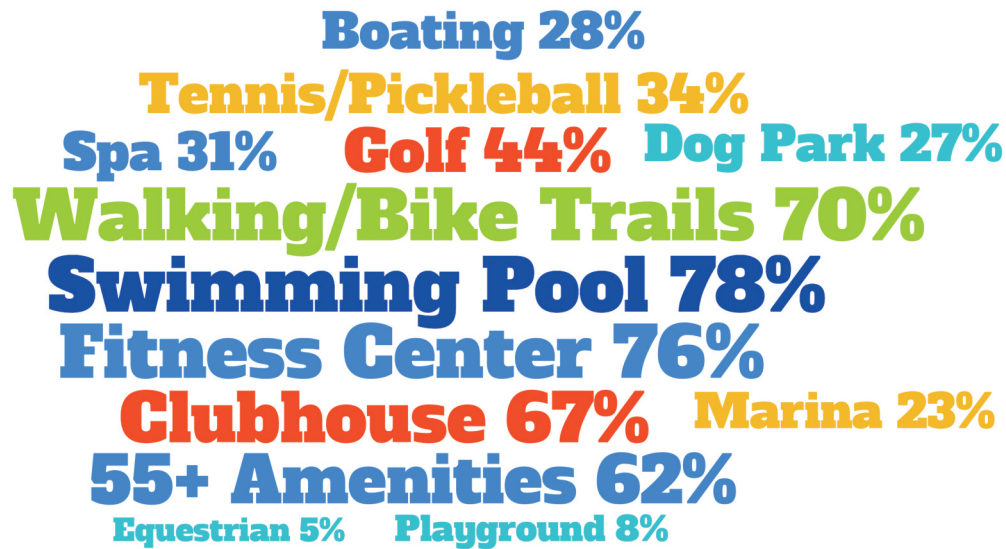
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Respondents were asked how they would use the home that they plan to purchase in a master-planned community. An overwhelming majority (84%) of respondents are looking for a primary residence within a master-planned community, with 29% of this group looking for a primary retirement property.



## Amenities

*"Which amenities/activities do you want your community to have?"*

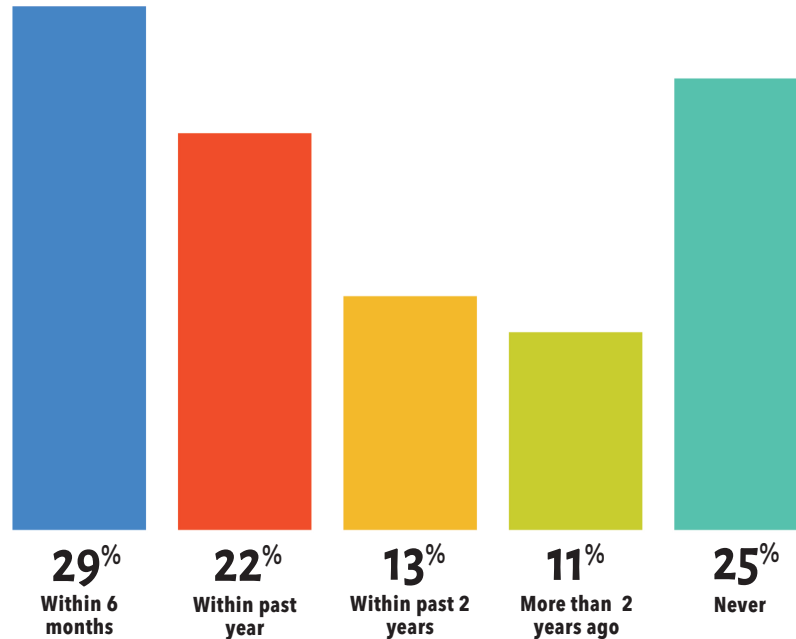


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Respondents were asked to select all amenities that they would like their community to have. The data shows that buyers highly desire fitness-related amenities, with fitness centers, walking and biking trails, and swimming pools being the top three requested amenities.

## Shopping online or in person

*"The last time you visited a master-planned community was..."*



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**75%** visited a master-planned community.

An overwhelming 75% of respondents are shopping both online and in person. While we don't know the reason for community visits – sales tour, golf, friends - we do know that all 75% have visited a master-planned community and are familiar with the lifestyle.

Twenty-five percent of respondents are shopping online, exclusively. This group is in the early research and decision making stage.



## METHODOLOGY

**Target audience:** Shoppers who used the “Send Me Information” form at PrivateCommunities.com between January 1, 2014 and December 31, 2016, and provided an email address.

**Sample size:** 40,536 unique email addresses

**Inboxes reached:** 40,130

**Response rate:** 5%

From February 24 through March 3, 2017, an invitation to participate in the survey was sent to a sample size of 40,536 unique email addresses and reached 40,130 inboxes. Respondents were NOT offered any incentive to participate in the survey.

Respondents for this survey volunteered to participate, so the sample is based on self-selection rather than a probability sample. No estimates of sampling error can be calculated, nor would they be needed.

The survey closed on March 17, 2017 with a response rate of 5%.

View our [media kit](#) to learn more about the benefits of listing a master-planned lifestyle community on PrivateCommunities.com.



Woodside, Aiken, SC