

HISPANIC WOMEN:

Real Estate's Newest Power Player

As the housing market continues to rebound, it's more important than ever to consider the buying potential of different demographics contributing to its recovery. One such group is Hispanic women, also called Latinas, who are taking charge when it comes to household financial decisions. Better Homes and Gardens® Real Estate, along with the National Association of Hispanic Real Estate Professionals, conducted a survey of approximately 1,000 Hispanic women to uncover what Latinas are looking for in their real estate search.

PURCHASE POWER IS GROWING



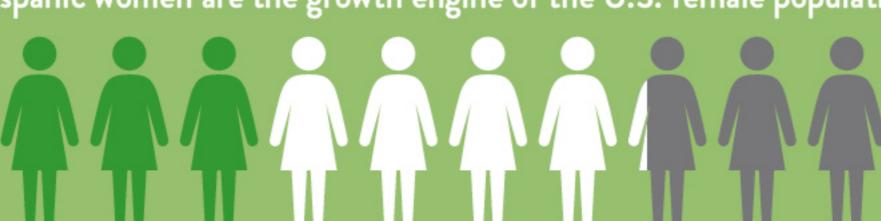
\$1.2 trillion

The impressive, collective buying power of Hispanics

86%

of Latina women are at the helm of purchasing decisions in households

Hispanic women are the growth engine of the U.S. female population



They are expected to represent 30% of the total female population by 2060, while the non-Hispanic white female population is expected to drop to 43%

HOME BUYING STILL THE AMERICAN DREAM

Nearly all respondents

think buying a home is the best financial investment they can make



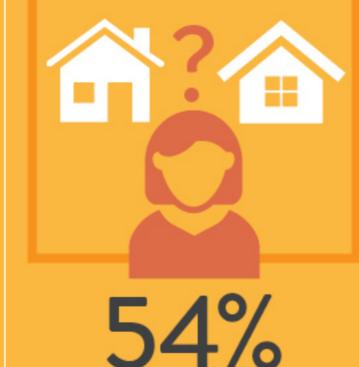


61% of Latinas say they

will play a larger role than their partner in their next home purchase

59% envision being more involved than their partners when it comes to researching homes to visit

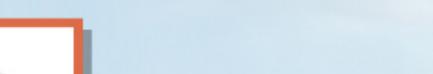




say they will be more involved than their partners in deciding which home to eventually purchase

43% say they will be more involved than their partner in researching the finances, such as mortgage options





What Else Matters







NUCLEAR 62% would buy a home with room for more people

than currently live with them



50% IN-GROUND POOL





50% GOURMET CHEF'S KITCHEN



47% SPA-LIKE BATHROOM 29% IN-HOME THEATER SYSTEM

SOURCES:

Better Homes and Gardens Real Estate/National Association of Hispanic Real Estate Professionals Survey

Nielsen http://www.nielsen.com/us/en/insights/news/2013/latinas-are-a-drivingforce-behind-hispanic-purchasing-power-in-.html Icons made by Freepik from www.flaticon.com

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