



The Chen Family

Moved 3 weeks before
their twins arrived.

Photo shared by the agent and used with permission from the homebuyers (parents)

Five life transitions that need **Buy Before You Sell**

DIAPERS

3.6M

births/yr

41% of new parents
need to move

DIAMONDS

2M

marriages/yr

17-24% of couples
merge households

DIVORCE

581K

property splits/yr

15% of real estate
transactions

DOWNSIZING

\$19T

boomer equity

Boomers represent
55% of all sellers

DEATH

3.4M

transitions/yr

Survivors need
certainty to move

**~10% of 2026 existing home sales
are hidden demand**

That's

\$150 BILLION

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