

Recent Home Buyer Scripts

To highlight the value many consumers still see in owning a home, we're looking for stories of home buyers who recently became homeowners and would be willing to share their experiences with reporters – why they decided to buy a home and the benefits they see in doing so. Homeowners should be well-spoken and should have purchased their homes after the tax credit expired.

Single homeowner with kids

This could be a man or a woman who purchased a home to make a better life for their kids; motivated by better schools, becoming part of a community, etc.

Couple with growing family

This couple would ideally have sold a home to purchase another home because they outgrew their space. If they were able to use some of the proceeds from the sale of their old home toward purchase of the new home, all the better.

Single woman, no kids

NAR research shows that one-fifth of recent home buyers were single women. We're looking for real-life stories to present with this research – women who are trying to establish themselves and see homeownership as a way to build their wealth and security. Women at all stages of life would be fine – a young professional, an older divorcee, etc.

Downsizing retirees

These would be people, married or single, who recently purchased a retirement home. Having raised their families, they still see the value of homeownership into retirement and chose to own rather than rent.

Couple without kids

This couple may have been priced out of the overheated housing market in the past few years, and now with increased affordability and low interest rates, they have been able to become homeowners.