

## 2022 Home Buyer & Seller Report

The GMAR subscribes to an annual survey of national and Milwaukee home buyers and sellers conducted by the research department of the National Association of REALTORS®.

The report can be accessed on the gmar.com website at,  
<https://www.GMAR.com/Resources/Research-Statistics/2022-Profile-Home-Buyers-Sellers>

Some highlights from the 2022 report include:

- Milwaukee saw a much stronger presence of younger buyers than the US overall.
- First-time buyers accounted for 35% of the Milwaukee market in 2022, down from 45% in 2021. Nationally, first-time buyers were down to 26% from 34%, respectively.
- The median age of all buyers was 39 years old in Milwaukee compared to 53 years in the US.
- The largest share of home buyers in Milwaukee were in 25 to 34 (29%), and 35 to 44 age groups (24%). Nationally, the largest shares were among the 55 to 64 (21%) and 65 to 74 age groups (21%).
- A testament to the region's frugality, 61% of Milwaukee buyers saved up for their down payment, while only 47% did so nationally.
- 92% of buyers see their home purchase as a good investment, compared to 88% in the US.

Previous years' Profiles of Home Buyers and Sellers are also available on the GMAR.com website.