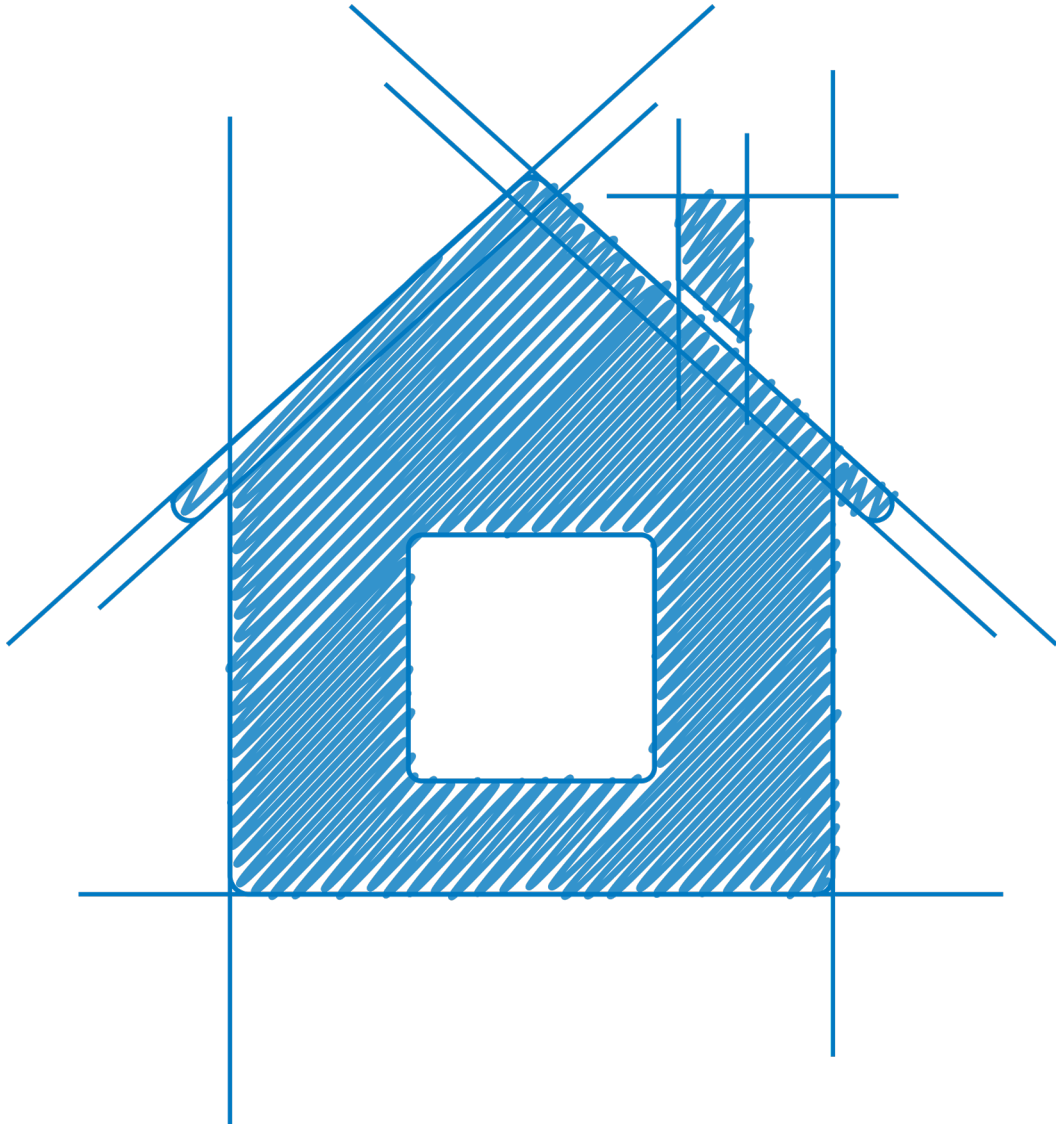


Pins & Properties

Chasing Your Dream Home



CHASE 

 Pinterest

For many millennials, buying a home may seem like the ultimate stretch goal. But, the majority consider homebuying a goal they're determined to reach, and many millennials are becoming first-time homeowners now—not later.



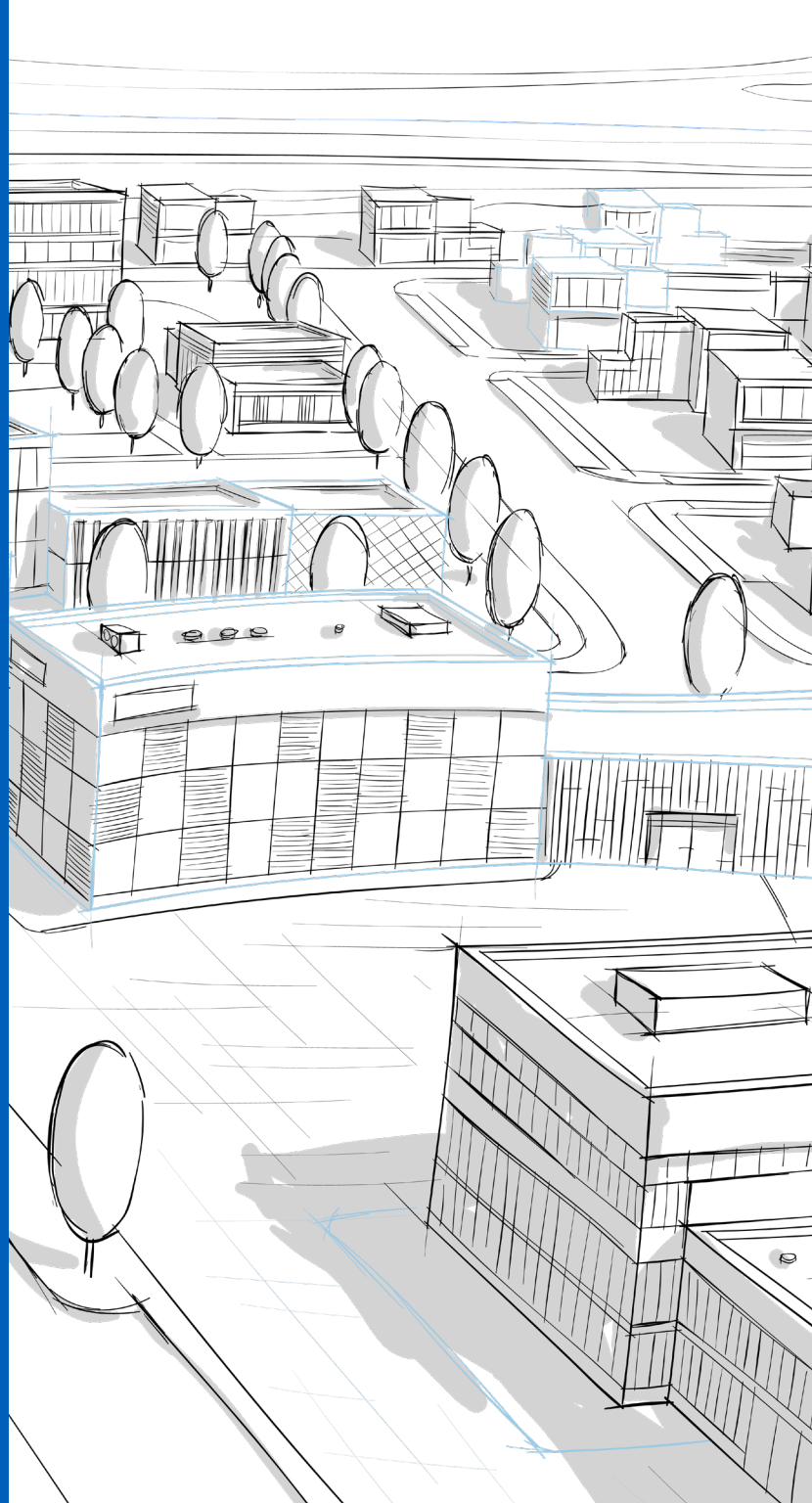
Millennials are already the largest group of homebuyers today.



Nearly two-thirds of millennials consider homebuying a goal they are determined to reach in their lives.




70 percent of millennials believe buying a home is the best long-term investment you can make.



While many first time homebuyers can't afford their dream home right away, they are making a smart, sound investment by purchasing a starter home.

Insights from Chase and Pinterest reveal that first-time homeowners are investing in fixer uppers, or starter homes, in order to make more substantial upgrades in the near and long-term. Buyers are turning to Pinterest for inspiration surrounding projects big and small, with budget-conscious DIY projects—rooted in practicality—increasing significantly.

HERE'S WHAT MILLENNIALS HAD TO SAY:

87% 

are planning some kind of renovation.

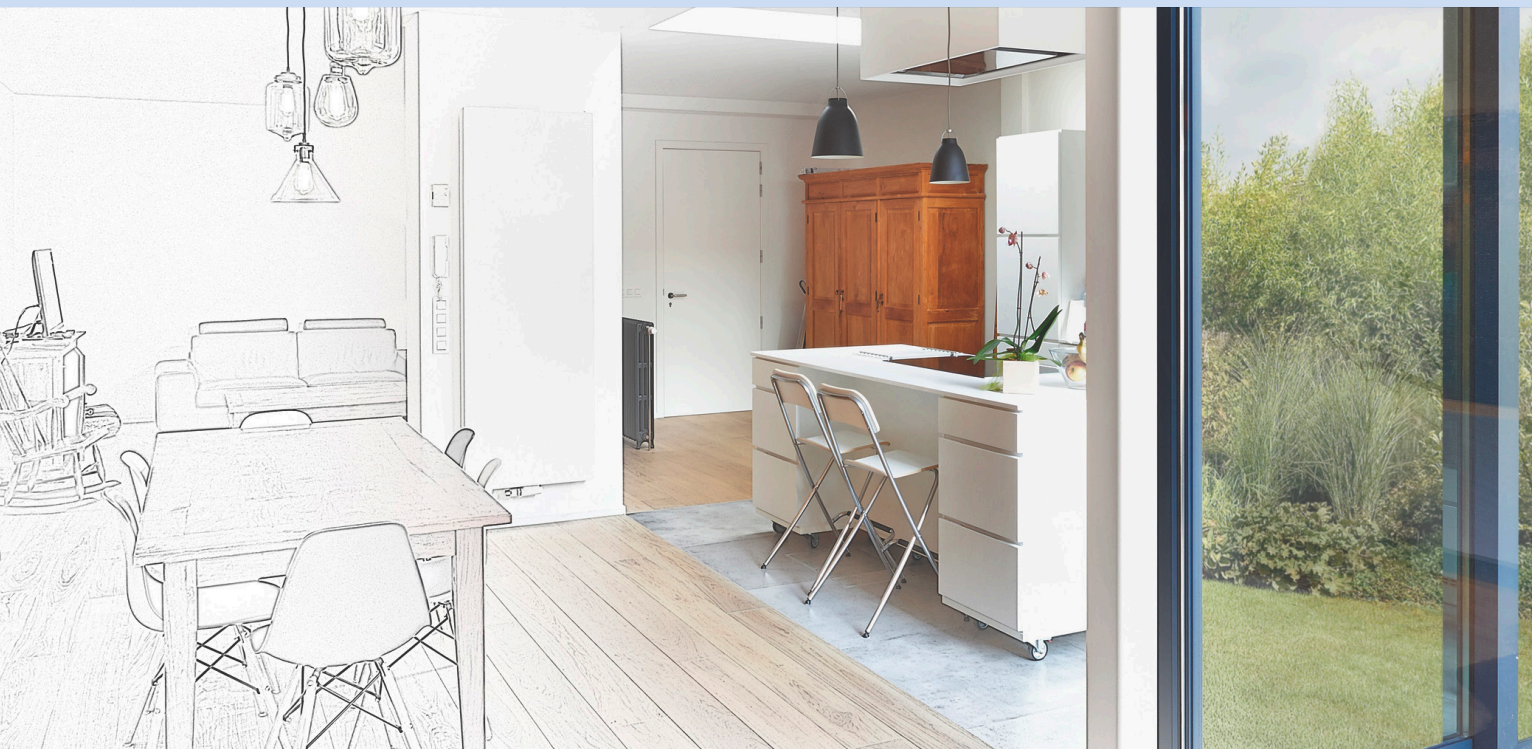
75% 

plan to finance home renovation projects, many by tapping the equity in their home.

68% 

estimate they will spend at least \$20,000 on a renovation.

Source: Chase housing sentiment survey 2018



CREATIVE INSPIRATION **MEETS PRACTICALITY**

Homeowners are searching Pinterest for creative inspiration, but important logistics—like affordability and preparing for a growing family—are also top-of-mind.

Homeowners looking to remodel are also:



Over **1.4x** as likely to look for nursery design ideas



1.5x as likely to search for financial planning tips

RENOVATING **ON A BUDGET**

Money matters. Pinnerers are searching for smaller, more affordable renovation ideas. Searches for budget-conscious design ideas have increased significantly in the past year:



Barn to the 'Burbs
Farmhouse decor on a budget **↑700%**



Curb Appeal
Landscaping front yard on a budget **↑200%**



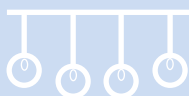
Let's Get Crafty
Craft room ideas on a budget **↑150%**



Walk-in Wonders
Dream Closets **↑7,000%**

DIY **DOMINATES**

DIY has long been a priority for homeowners, especially with affordability in mind. Whether you're a DIY aficionado, or beginner, Pinnerers are continuing to prioritize DIY projects in the home:



Entry-Level DIY
Like decor and personalization



Mid-Level DIY
Like setting up a home gym



Ambitious DIY
Like tile floors and bathroom counter tops

12 Months of Pinning

January



2.0x

**Outdoor
spaces**

February



2.2x

**Workshop
ideas**

March



3.7x

**Spring
mantle decor**

April



2.3x

**Front yard
landscaping**

May



3x

**Deck
decorations**

June



2.8x

**Exterior
design**

July



4x

Pool designs

August



2x

**Dorm room
decor**

September



1.4x

Man caves

October



1.6x

**DIY faux
fireplace**

November



10x

**Christmas
decorations**

December



3x

**KitchenAid
Mixer**

OUTDOOR TRANSFORMATIONS

The 2018 equivalent of “curb appeal” is whether or not something is photo-worthy. Homeowners see their outdoor spaces as a prime makeover target—given budget scalability—and are coming to Pinterest to discover new, fresh outdoor makeover ideas.

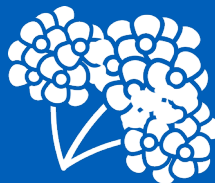
Millennial homeowners ranked “new landscaping” as their top choice for renovation space, over kitchens and bathrooms. Nearly 1/3rd ranked backyard as the top choice in what to look for when buying a new home.

Millennials have a love affair with plants—the proof is in the Pins. Since 2017, the desire to up the ante on outdoor curb appeal has skyrocketed. Searches for outdoor space and plant ideas have increased significantly in the past year:

**Hanging
plants**
↑ 350%



**Hydrangea
landscaping**
↑ 200%



**Planting
succulents**
↑ 50%

HOSTESS WITH THE MOSTEST

Millennials and first-time homeowners finally have their own space to entertain family and friends. Hosting a game night, planning a themed dinner party and entertaining outdoors topped the list of hosting trends this past year as millennials and new homeowners choose to stay in with friends and family.

Top Hosting Tips & Trends: Game Night | Theme Dinners | Outdoor Hosting

Pinterest searches for “gold bar carts” increased by **300%** since 2017.

People looking to remodel are also searching for outdoor entertaining/party ideas—they are nearly **1.7x** as likely to search for backyard party ideas.



HOME HACKS

Small or large, homeowners are always looking for tips to improve their space. Want to better maximize the space in your closet? There's a hack for that. Trying to figure out the best way to organize the pots and pans in your kitchen? There's definitely a hack for that.

Pinterest is the go-to digital destination for home and organization hacks. Top-Pinned home hacks include:



Under-sink bathroom organization

↑300%



DIY closet organization

↑300%



Nursery closet organization

↑200%

It's Not All Succulents And Sofas...



Searches for pop-up camper hacks ↑100%



Homebuyers over-index in the search for NERF Gun storage ↑1.5x



She-shed interior searches increased ↑100%



[homeequity.chase.com/
renovationboard](https://homeequity.chase.com/renovationboard)



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