



Millennials Are Shaping the Future of Homebuilding—Are You Ready?

The American dream of homeownership is still going strong—especially among Millennials. Over 80% say they want to own a home, and in the past five years, more than half of all mortgage applications have come from this generation.

Yet their priorities differ from past buyers. At a new median age of 38, Millennials are entering the market later—and making more calculated, value-driven decisions.

Here's what builders and product manufacturers need to know:

- Smart sells: 86% of Millennials are willing to pay more for homes with integrated smart features—like energy-efficient appliances, connected lighting, and smart security—because they reduce total cost of ownership.
- Resiliency matters: 66% report challenges getting insurance due to extreme weather and risk exposure. Durable, weather-ready materials and systems are now part of the value equation.
- Future-proofing is a must: 61% worry about long-term property value in high-risk areas, and 58% have seriously considered relocating based on environmental risk factors.

The takeaway: Today's Millennial buyers aren't just looking for curb appeal—they're looking for confidence. Builders and manufacturers that deliver energy-efficient, low-maintenance, resilient homes will win their trust and their business.

Want more insight?

Download the full COGNITION Smart Data Report to explore what's driving Millennial purchasing behavior—and how you can align your offerings to meet demand.