

FOR IMMEDIATE RELEASE

Contact:

Dennis.J.Rath
ERA Rath Realtors
440.331.7772 x 273
www.Dennis.Rath.com

ERA Real Estate Survey Reveals That Western Boomers And Seniors Would Choose Oprah Over 'The Donald' As Their Celebrity Real Estate Agent *Increasingly Influential Seniors View 'Family' as Key Factor When Considering Move, According to Annual Home Ownership Survey*

Rocky River, Ohio (Grassroots Newswire) April 21, 2009 -- Move over Donald Trump; hello Oprah. No doubt that Oprah may be the most popular talk show host today, but Western America thinks she would make a great real estate agent too; even more so than the real estate mogul himself. According to a recent survey by Dennis J. Rath, Professional Realtor, of ERA Rath Realtors, 27 percent of boomers and seniors in the West would choose Oprah as their celebrity real estate agent; Mr. Trump received 23 percent, followed by Rachel Ray who came in at 14 percent. Celebrity real estate agents are just a part of the insights revealed today in ERA Real Estate's annual home ownership study of adults aged 50-plus nationwide.

Western boomers and seniors participated in telephone surveys with more than 1,000 men and women providing insights into their real estate habits, sharing their views on the housing market, plans to move in the future, as well as their home buying and selling preferences. This is the fourth year ERA Real Estate has surveyed the 50-plus demographic.

Family Ties

The survey revealed that one out of five (21 percent) respondents in the West are thinking about moving in the next five years, with 44 percent saying they would move to be closer to family or work. Of the 21 percent of respondents who are planning a move, 46 percent would consider purchasing a new home if it meant downsizing. On the contrary, a recent report by the Joint Center for Housing Studies of Harvard University indicated that few baby boomers will be looking to downsize. Overall, 74 percent feel that when it comes to their next move, it is important to be near family.

There's No Place Like Home

While 12 percent of Westerners currently live in a condominium, townhouse or apartment, 56 percent would most consider purchasing a single-family dwelling, compared to 70 percent of North Central respondents. Further, 63 percent of Westerners have owned three or more homes compared with 29 percent of North Easterners.

Compared to the North East (zero percent), the survey revealed that 14 percent of West Americans would consider moving into a 55-and-over community, which compliments recent studies suggesting that active-adult communities are on the rise.

Good Fences Make Good Neighbors

When polled about the U.S. Presidential candidate they would most like to live next door to, the results provided some insight into the wide-open U.S. Presidential race. Compared to the Northeast, who ranked Democratic contender U.S. Senator Hillary Clinton highest with 27 percent, Westerners gave Hillary 20 percent. John Edwards and Fred Thompson tied at 10 percent, followed by Barack Obama and Rudy Giuliani (13 percent and 11 percent, respectively). John McCain and Mitt Romney tied at 9 percent.

For those who have only dreamed of living next door to a celebrity, ERA posed the question. As his golfing career will attest, North Central America ranked Tiger Woods the best celebrity neighbor at 26 percent. Television talk show hosts Ellen DeGeneres received 17 percent, followed by Regis Philbin at 12 percent. Actress Teri Hatcher of “Desperate Housewives” came in at 8 percent and it seems that ‘mobsters’ - even pretend mobsters - may never make good neighbors; “Sopranos” star James Gandolfini came in dead last (6 percent).

Dreaming of the Good Life

When it comes to having your dream home, 47 percent of boomers and seniors in the West are still waiting, higher than any other part of the country. When asked what their dream home would feature, the most popular amenities included a designer kitchen (75 percent), outdoor deck entertainment area (73 percent) and pristine landscaping at 70 percent. An indoor sauna or hot tub and home theater followed with 58 percent and 50 percent, respectively. Nearly a quarter of respondents dream of an Olympic-sized swimming pool and 12 percent would want their dream home nestled on a golf course.

“With more than 77 million baby boomers approaching retirement, it is critical that we provide valuable real estate information that is going to help them successfully prepare for retirement, at the same time, capture their thoughts on the current real estate market,” said Dennis J. Rath, Professional Realtor, of ERA Rath Realtors. “As one of America’s leading real estate companies, it is our responsibility to know our consumer, and more importantly, respond to their needs with products and services that will enhance their experience with ERA.”

The survey represents the latest in ongoing series of initiatives by ERA Real Estate to monitor and address the concerns of the growing mature consumer market. These efforts include customized and personalized marketing approaches that meet the needs of mature consumers, as well as a variety of targeted services, resources and financial options. As the first global real estate franchise to deliver the Seniors Real Estate Specialist (SRES®) designation to its affiliates online, the ERA system is also committed to educating its sales professionals about the specific needs and concerns of mature buyers and sellers.

Survey Methodology

This report presents the findings of national telephone studies conducted during March and August 2007 by Opinion Research Corporation among a sample of 1,002 Americans aged 50-and-over. Copies of the surveys are available to the media upon request.

About ERA Rath Realtors in Rocky River

Welcome to the future of buying and selling Real Estate

###