



THE AMERICAN DREAM LIVES HERE: 250 YEARS OF HOMEOWNERSHIP

Homeownership has long been a symbol of opportunity, stability, and a brighter future. Here's how it has evolved throughout American history.

1775-1850s:

LAND BECOMES MORE ACCESSIBLE

After independence, land ownership required significant capital. As the nation expanded westward, the government made land purchases more accessible.

Source: University of Houston



Minimum purchase size:

- 1796: 640 acres
- 1830s-1850s: 40 acres



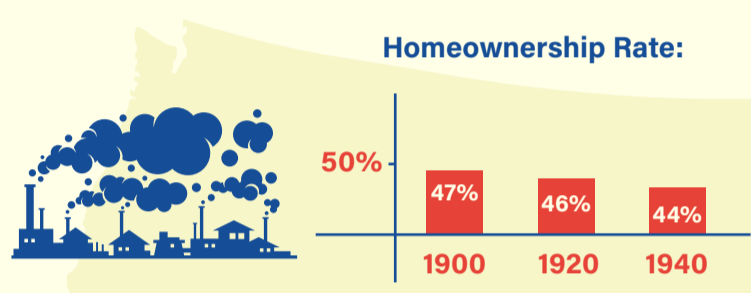
Average land price:

- 1776: \$2.00/acre
- 1854: \$0.125/acre

1860s-1930s:

URBANIZATION AND RENTING

The Industrial Revolution drove Americans to cities for jobs. As rural Americans left their multigenerational family homes behind to work in factories, renting in urban areas became more common.



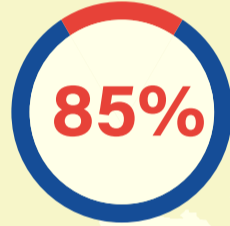
Source: U.S. Census

1940s-1960s:

THE RISE OF THE SUBURBS

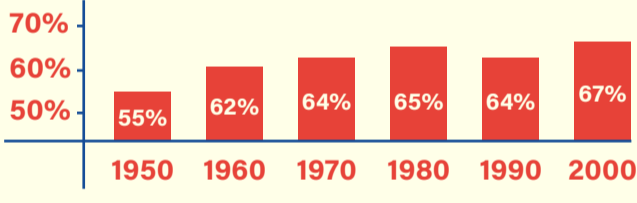
After World War II, expanded mortgage access and suburban development helped make homeownership a defining part of the American Dream.

Source: University of Houston



In the decade following 1948, 85% of new U.S. homes were built in suburbs.

Homeownership Rate:



Source: U.S. Census

1970s-1990s

BUILDING WEALTH THROUGH HOMEOWNERSHIP

Homeownership increasingly became a tool for building equity, retirement security, and intergenerational wealth.

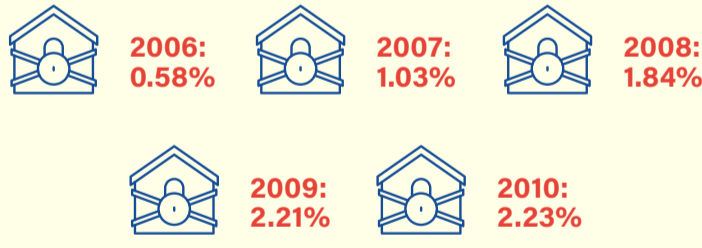
2000s-2010s:

THE FORECLOSURE CRISIS

The 2008 housing crisis highlighted the risks associated with unstable credit, predatory lending, and inflated home prices.

Source: RealtyTrac

U.S. Home Foreclosure Rates



Younger generations increasingly define the American Dream more broadly:

- Financial security
- Flexibility
- Community
- Meaningful work
- Safety
- Quality of life

2020s:

HOMEOWNERSHIP TODAY

Homeownership remains closely tied to stability, belonging, and success, but affordability challenges have made homeownership feel less attainable for many Americans.

Despite these challenges, Americans increasingly view their home as the foundation of personal safety and well-being.

Source: Kantar MONITOR, 2026

Homeownership Still Matters

Achieving homeownership - and the security and well-being that come with it - may be easier than you think. Talk to a REALTOR® about your homeownership goals.