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| |  | | --- | | Download the Combating Consumer Uncertainty Toolkit - research-driven messaging to elevate your marketing now |  |  | | --- | | A close up of a logo  AI-generated content may be incorrect. |  |  |  |  | | --- | --- | --- | |  | Welcome to the Center for California Real Estate's (CCRE) monthly marketing toolkit of slides, social posts and additional resources exploring consumer issues in residential real estate. ​​​​Download ​​​​these tools to enhance your marketing plans and spark conversations in your spheres of influence.  **This month, we’re taking a look at how to combat consumer uncertainty**. This month’s toolkit addresses rising consumer anxiety about the economy and equips REALTORS® with strategies to respond. It highlights how homeownership can provide stability, long-term financial security, and even greater satisfaction — making it a powerful hedge against uncertainty. |  |  |  |  | | --- | --- | | |  | | --- | | [A diagram of houses with text  AI-generated content may be incorrect.](https://protect.checkpoint.com/v2/r01/___http:/subscribe.car.org/jdb/757dHtsxzrjwZshjwy-Ijhp-KNSFQ-uuyCdc*~*yDpEd7bb/6*~*cb9/dmdM_IQNHRr7zG-hH2zI6E3zMlzvDGnLQiwfLq--f2LUGF___.YzJ1OmNhbGlmb3JuaWFhc3NvY2lhdGlvbm9mcmVhbHRvcnMyOmM6bzo0ZDBjZGQ0MzQxMzNkMTgwNjhiY2FiNGZmZTMzNTY0Mjo3OjYwZTA6MzJkNzQ5MzgzNmNhMDhlNzk2OWFjMWJmY2IxYmQ4MjljZmExMmJjMWExNjVkMTRjNjI0MWFiYjVmNGM0NDE3NjpoOlQ6VA) | |  |  |  |  | | --- | --- | --- | |  | **SLIDE DECK**: Only 34% of Americans feel financially secure. The data in these slides show how homebuying can contribute to new worth and financial resilience.  Download and insert these slides into a listing presentation for clients concerned about the economic climate. View the deck as a slide show in your next office meeting to brainstorm marketing to clients worried about the economy. [[Download](https://protect.checkpoint.com/v2/r01/___http:/subscribe.car.org/jdb/757dHtsxzrjwZshjwy-Ijhp-KNSFQ-uuyCdc*~*yDq8d7bb/6*~*cb9/dmdM_IQNHRr7zG-hH2zI6E3zMlzvDGnLQiwfLq--f2LUGF___.YzJ1OmNhbGlmb3JuaWFhc3NvY2lhdGlvbm9mcmVhbHRvcnMyOmM6bzo0ZDBjZGQ0MzQxMzNkMTgwNjhiY2FiNGZmZTMzNTY0Mjo3Ojk0ZjI6MDkwNWM5ZGE1MDNkZDQ4OTIyNGIzZjlhOTEzZTcxZjNhNzkzNTUyZTdhNzQzOTU1OGFhZjk1Mzk1NTk5Y2I1MDpoOlQ6VA)](https://protect.checkpoint.com/v2/r01/___http:/subscribe.car.org/jdb/757dHtsxzrjwZshjwy-Ijhp-KNSFQ-uuyCdc*~*yDq8d7bb/6*~*cb9/dmdM_IQNHRr7zG-hH2zI6E3zMlzvDGnLQiwfLq--f2LUGF___.YzJ1OmNhbGlmb3JuaWFhc3NvY2lhdGlvbm9mcmVhbHRvcnMyOmM6bzo0ZDBjZGQ0MzQxMzNkMTgwNjhiY2FiNGZmZTMzNTY0Mjo3Ojk0ZjI6MDkwNWM5ZGE1MDNkZDQ4OTIyNGIzZjlhOTEzZTcxZjNhNzkzNTUyZTdhNzQzOTU1OGFhZjk1Mzk1NTk5Y2I1MDpoOlQ6VA) |  |      |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | [A house over a graph  AI-generated content may be incorrect.](https://protect.checkpoint.com/v2/r01/___http:/subscribe.car.org/jdb/757dtsxzrjwzshjwyfnsyD-xthnfqrjinfdc*~*yDq*~*d7bb/6*~*cb9/dmdM_IQNHRr7zG-hH2zI6E3zMlzvDGnLQiwfLq--f2LUGF___.YzJ1OmNhbGlmb3JuaWFhc3NvY2lhdGlvbm9mcmVhbHRvcnMyOmM6bzo0ZDBjZGQ0MzQxMzNkMTgwNjhiY2FiNGZmZTMzNTY0Mjo3OjE5MWM6MDZhY2M4ZjMxN2I1ZTcwZjM2ZTc3ZWM5MDAwMTU5ODBmOGRmMTA0MjBiNjViMGRiMmY1YjZhODRiN2E1ODBhOTpoOlQ6VA) |  | **SOCIAL MEDIA POSTS:**Download and share these social posts to combat buyers' and sellers' economic anxiety.   [Download](https://protect.checkpoint.com/v2/r01/___http:/subscribe.car.org/jdb/757dtsxzrjwzshjwyfnsyD-xthnfqrjinfdc*~*yDqcd7bb/6*~*cb9/dmdM_IQNHRr7zG-hH2zI6E3zMlzvDGnLQiwfLq--f2LUGF___.YzJ1OmNhbGlmb3JuaWFhc3NvY2lhdGlvbm9mcmVhbHRvcnMyOmM6bzo0ZDBjZGQ0MzQxMzNkMTgwNjhiY2FiNGZmZTMzNTY0Mjo3OjliOWY6YjYwMzlkYjMzOTIzM2FjMzdiYzI2NTVjODcwMjEzNmM0NTk2NjBkOWFiNTRjYjNjMDM4ODYyNjI4YjM5OWNlZDpoOlQ6VA) |  | |  | | | | | |  | **INFOGRAPHIC:**  Share **7 Benefits of Buying a Home in an Uncertain Economy,** featuring space for your contact info.  [Download](https://protect.checkpoint.com/v2/r01/___http:/subscribe.car.org/jdb/757dHtsxzrjwZshjwy-Nsktl-KNSFQ-uikdc*~*yDqid7bb/6*~*cb9/dmdM_IQNHRr7zG-hH2zI6E3zMlzvDGnLQiwfLq--f2LUGF___.YzJ1OmNhbGlmb3JuaWFhc3NvY2lhdGlvbm9mcmVhbHRvcnMyOmM6bzo0ZDBjZGQ0MzQxMzNkMTgwNjhiY2FiNGZmZTMzNTY0Mjo3Ojg1OTM6YTRlMTU3M2FlY2UyNWU5ZmUxYWZlODk3MTBjOGVmMGE1MDE0ZjNhNmRlMjE5YTUxMDBhNzc4ZjBjZGU3MjBiZTpoOlQ6VA) |  | [A close-up of a infographic  AI-generated content may be incorrect.](https://protect.checkpoint.com/v2/r01/___http:/subscribe.car.org/jdb/757dHtsxzrjwZshjwy-Nsktl-KNSFQ-uikdc*~*yDqmd7bb/6*~*cb9/dmdM_IQNHRr7zG-hH2zI6E3zMlzvDGnLQiwfLq--f2LUGF___.YzJ1OmNhbGlmb3JuaWFhc3NvY2lhdGlvbm9mcmVhbHRvcnMyOmM6bzo0ZDBjZGQ0MzQxMzNkMTgwNjhiY2FiNGZmZTMzNTY0Mjo3OmU1OGY6YmIzZGRhNWNjMDdjMDViNjkwZGQ5MzY2NjNhMzIwZmUzMDIzMzQ3N2YzOTU3OWYwYzc4OWZhNmYwYTE1MTg5MzpoOlQ6VA) |  | |  | | | | |  |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | **TOP 5 TAKEAWAYS:** Consider these key points to help turn consumer anxiety into opportunity. | | |  | |  | Number 1 |  | Clients are feeling unprecedented anxiety about the economy, and REALTORS® must be prepared to address that fear directly. |  | |  | Number 2 |  | Homeownership can serve as a hedge against economic uncertainty by providing a means to grow net worth through appreciation, equity, and stable housing costs. The average net worth of homeowners is over 40 times the net worth of renters. |  | |  |  |  | Homeownership can provide income and security through multigenerational living and income-producing rentals. An ADU can increase a property’s value upward of 25%. |  | |  | Number 4 |  | In an uncertain economy, buyers may focus on the long-term cost savings a property will provide, and sellers may want to emphasize the practical benefits of their property. |  | |  |  |  | Homeownership can provide benefits to both financial and emotional well-being. 90% of homeowners say they’re happier overall since they bought a home. |  |      |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | |  | Missed an issue? Visit the Consumer Trends and Insights [archive](https://protect.checkpoint.com/v2/r01/___http:/subscribe.car.org/jdb/757dhtsxzrjw-ywjsix-nsxnlmyxdc*~*yDpud7bb/6*~*cb9/dmdM_IQNHRr7zG-hH2zI6E3zMlzvDGnLQiwfLq--f2LUGF___.YzJ1OmNhbGlmb3JuaWFhc3NvY2lhdGlvbm9mcmVhbHRvcnMyOmM6bzo0ZDBjZGQ0MzQxMzNkMTgwNjhiY2FiNGZmZTMzNTY0Mjo3OjQ4Mzg6MDcyZGFlYjNhMzg2MWFlMTg3NmQ5MGIzM2M4OGE0Y2EyYTdlNzc5YzQyOGRkOTI4ZWQ1NGFhMjgwMTllOTFlMjpoOlQ6VA) on the CCRE website.  **Disclaimer**: Use of the materials contained in *CCRE Consumer Trends and Insights* must include proper attribution to Kantar, LLC. 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