

# Smart

# SAMSUNG

## Home Sweet Home

Today's buyers and renters have grown up with connectivity in their hands. And now they're expecting those same smart capabilities in their homes.

### A new opportunity



How much Americans will spend on smart home devices by 2023<sup>1</sup>



would pay more for a smart home<sup>2</sup>



would pay more for a smart apartment<sup>3</sup>

### A new market

Millennials make up **the largest segment** of homebuyers and renters



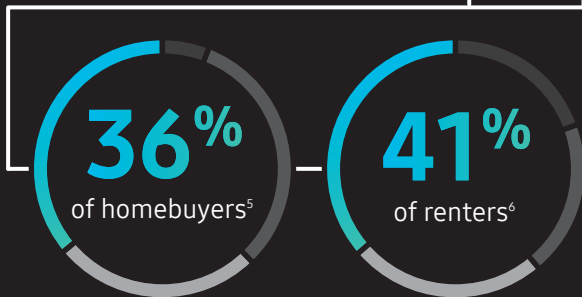
**18-38** years old

**83+ million** Americans<sup>4</sup>



**74%**

of millennials plan to buy a home in the next five years<sup>7</sup>



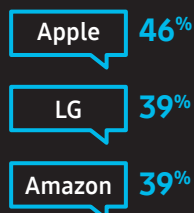
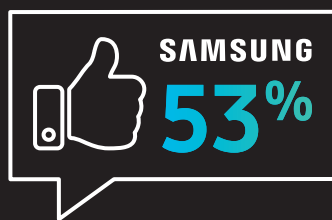
- Millennials (<38)
- GenX (38-52)
- Boomers (53-71)
- Silent Gen (72-92)



**44%**

of millennial renters plan to move in the next year<sup>8</sup>

### A new partnership



**With SmartThings,** Samsung appliances connect with:



Are you ready to build for a new generation of expectations?

[samsung.com/builder](https://www.samsung.com/builder)

**More people trust Samsung** for quality smart home devices<sup>9</sup>

1. Business Insider, "The IoT Forecast Book," 2018 2. John Burns Real Estate Consulting, "Smart Home Technology in Homes," 2018 3. Entrata, "What Apartment Renters Actually Value," 2018 4. US Census Bureau 5. National Association of REALTORS, "Home Buyer and Seller Generational Trends," 2018 6. Pew Research Center, "5 Facts About Millennial Households," 2017 7. Bank of America, "Homebuyer Insights Report", 2018 8. Rent.com, "The Millennial Generation Is on the Move," 2016 9. Intel, "Smart Homes US," June 2018