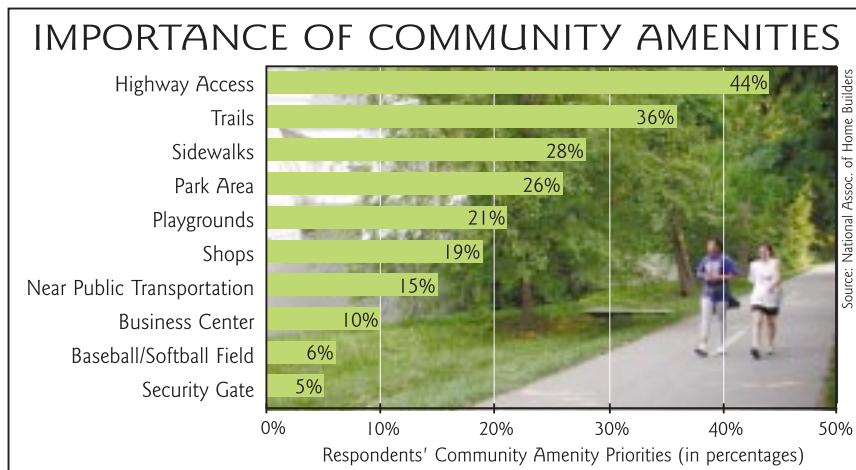


Home Buyers Sold on Trails

Trails help sell houses, according to a survey by the National Association of Realtors (NAR) and the National Association of Home Builders (NAHB).

The survey report, Consumers' Survey on Smart Choices for Home Buyers, released in April, shows that 36 percent of 2,000 recent home buyers designated walking, jogging or biking trails as either an "important" or "very important" community amenity. Trail availability outranked 16 other options including security, ball fields, golf courses, parks and access to shopping or business centers. Only highway access, at 44 percent, was specified as a top amenity by more of the home buyers surveyed.

Gopal Ahluwalia, NAHB director of research, is not surprised by the survey results. "People want walking and jogging trails," he says. "When we do surveys, trails rank up pretty high - in the top five - all the time ... [The number two ranking of trails in this survey] was consistent across all regions and demographics of the population." For more information on the survey, see www.realtor.org, or www.nahb.org.



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For a look at the complete survey conducted by the NAHB, please go to <http://www.nahb.com/news/smartsurvey2002.htm>

