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**A New Generation of Homeowners Could  
Emerge in the Bay Area**

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*Pleasanton, California* (January 29, 2026) – After a year marked by greater housing choice and shifting market dynamics, a new generation of homebuyers may be poised to emerge in the Bay Area.

Recent East Bay housing trends suggest that conditions are becoming more favorable for buyers, and particularly younger adults who may have been waiting for the right moment to explore homeownership.

According to East Bay market data from 2025, buyers had significantly more options throughout the year, approaching pre-pandemic norms with more than 2,300 homes listed for sale on average each month.

“The market we’re looking at now is the kind of environment that can be important for younger buyers who are navigating homeownership for the first time,” said Bill Espinola, 2026 President of the Bay East Association of REALTORS®. “More time on the market means a little more breathing room.”

While affordability remains a consideration across the Bay Area, local real estate professionals report that more time, more inventory, and steadier pricing have encouraged younger buyers to move from observation to participation.

“Affordability is still a challenge, but it’s not entirely the barrier a lot of people believe it to be,” Espinola added. “With more choices and less urgency, buyers can really find opportunities that simply weren’t available a few years ago.”

Local REALTORS® note that there are successful buyers who are first-time homeowners and longtime renters who once assumed ownership was unattainable.

“I often see buyers who are genuinely surprised by what’s possible,” said Adrian Yip, 2025 Chair of the Bay East Young Professionals Network. “Younger generations often underestimate their buying power during our initial conversations and as seasoned professionals, we have the expertise to maximize a client’s budget and provide resources for first-time homebuyers.”

As national generational trends continue to show gradual gains and local conditions support a more balanced buying environment, REALTORS® say the outlook for aspiring homeowners, including younger buyers, is increasingly hopeful.

“If I could share one message of encouragement, it’s to not be afraid to ask,” Yip said. “REALTORS® have access to much more information and resources than anything available online. Just having a conversation allows us to help you map out a strategy, whether it’s a one-year or a five-year plan.”

**About the Bay East Association of REALTORS®**

The Bay East Association of REALTORS® is a professional trade association serving more than 6,000 residential and commercial real estate professionals throughout the San Francisco Bay Area by providing programs and services to enhance their ability to conduct business with integrity and competence. Bay East offers access to the Multiple Listing Service, professional development training, advocacy to protect private property rights, and promotes homeownership and a variety of networking opportunities and events.

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