

5 FACTS ABOUT MILITARY VETERANS REALTORS® NEED TO KNOW



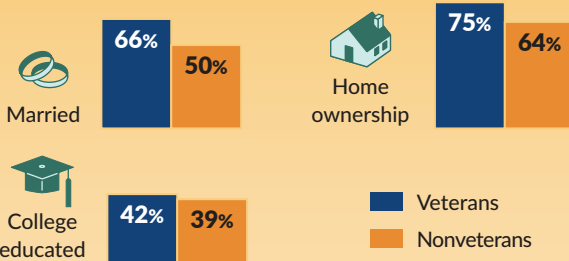
The military community is one of the most highly regarded yet overlooked consumer categories in America.

With the upcoming 250th anniversary of the United States in 2026, REALTORS® have a powerful opportunity to extend to the military community a true understanding of their needs.

Many military veterans seek to partner with REALTORS® as they transition to civilian life and explore homeownership.

Here are five facts about military veterans and their values that can help REALTORS® meet their needs.

1 Veterans are more likely to be married and college-educated than nonveterans. They are also more likely to own homes.



Source: Kantar U.S. MONITOR, 2025

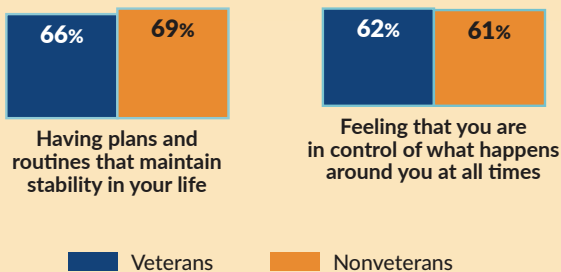
2 There are nearly 1.5 million U.S. military veterans in California, comprising approximately 8% of the U.S. military veteran population.

1,487,167 CALIFORNIA
18,300,000 NATIONAL

Source: U.S. Department of Veterans Affairs, 2024

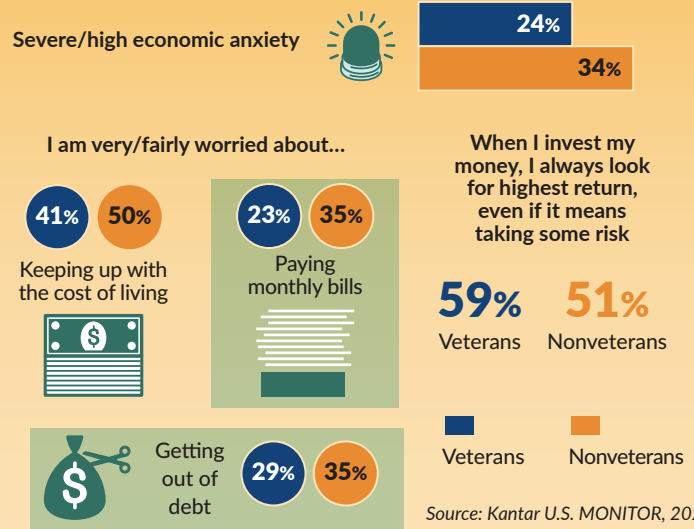
3 They highly value having a sense of control over their lives.

Extremely/very important in my personal life today



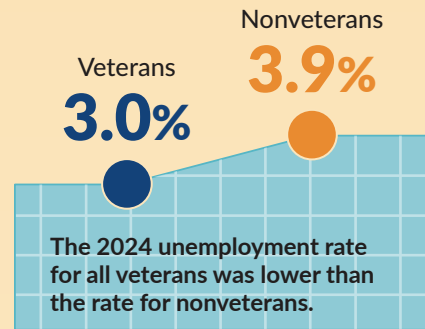
Source: Kantar U.S. MONITOR, 2025

4 They have higher financial confidence, lower levels of financial anxiety and realistic financial expectations.

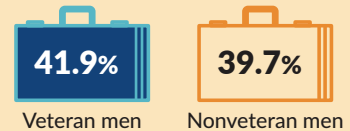


Source: Kantar U.S. MONITOR, 2025

5 They have lower levels of unemployment than nonveterans and are more likely to work in managerial positions.



Employed Gulf War-era II veteran men were more likely to work in management, professional, and related occupations than were nonveteran men.



Employed Gulf War-era II veteran women were more likely to work in management, professional, and related occupations than were nonveteran women.