

Messaging The Data

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Lay of the Land

27% of NAR members started since 2020*

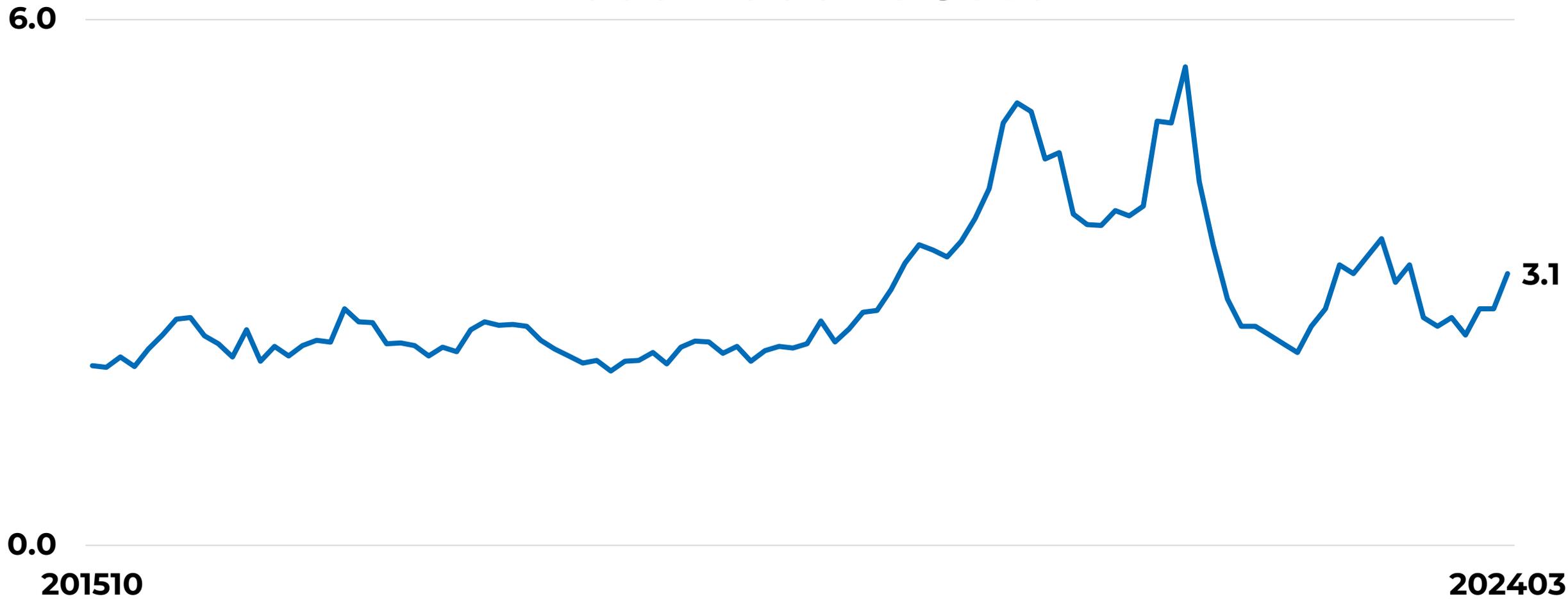
Typical REALTOR® years of experience=11*

81% of real estate firms are 1 office firms**

Typical firm has 3 full time licensees**

Source: *2023 Member Profile, **2023 Profile of Real Estate Firms

Average Number of Offers Received on Most Recent Sale



Source: REALTORS® Confidence Index: www.nar.realtor/research-and-statistics/research-reports/realtors-confidence-index



All Cash Buyers Trend Higher



Source: REALTORS® Confidence Index



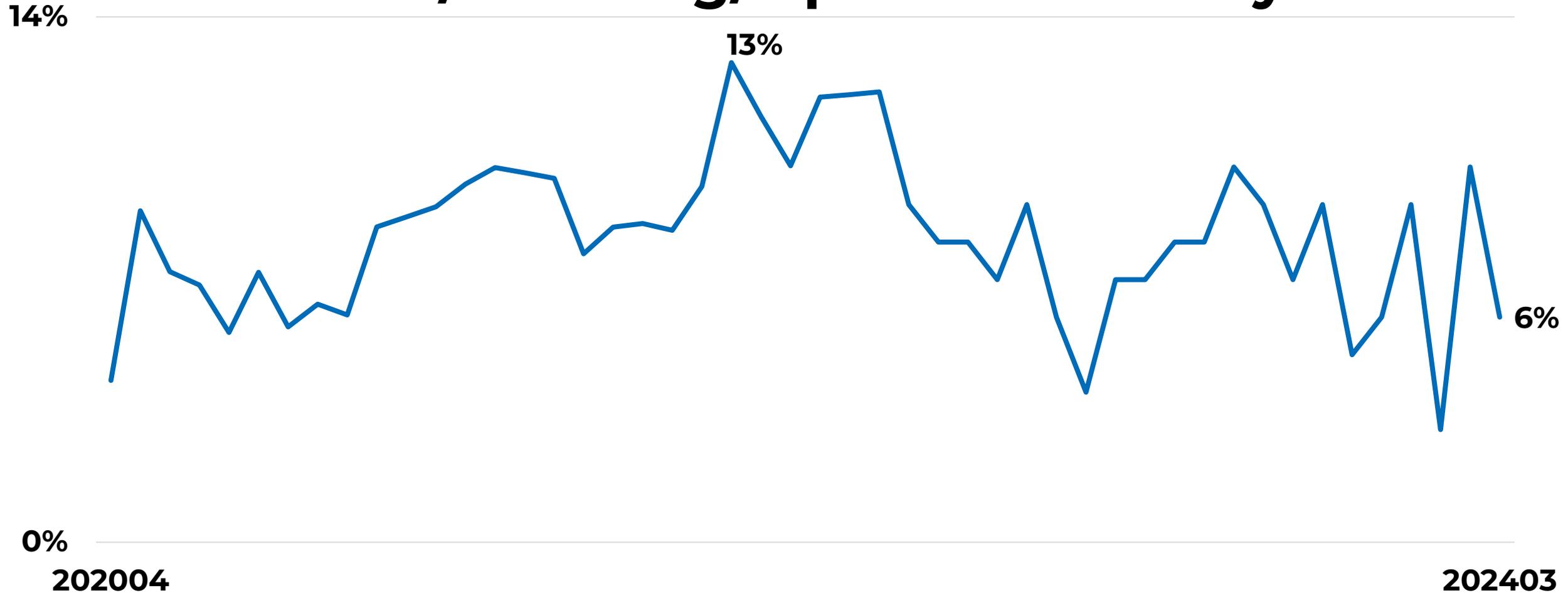
Share Distressed Sales (Foreclosures/Short Sales)



Source: REALTORS® Confidence Index: www.nar.realtor/research-and-statistics/research-reports/realtors-confidence-index



Buyers Purchased a Property Based on Virtual Tour/Showing/Open House Only

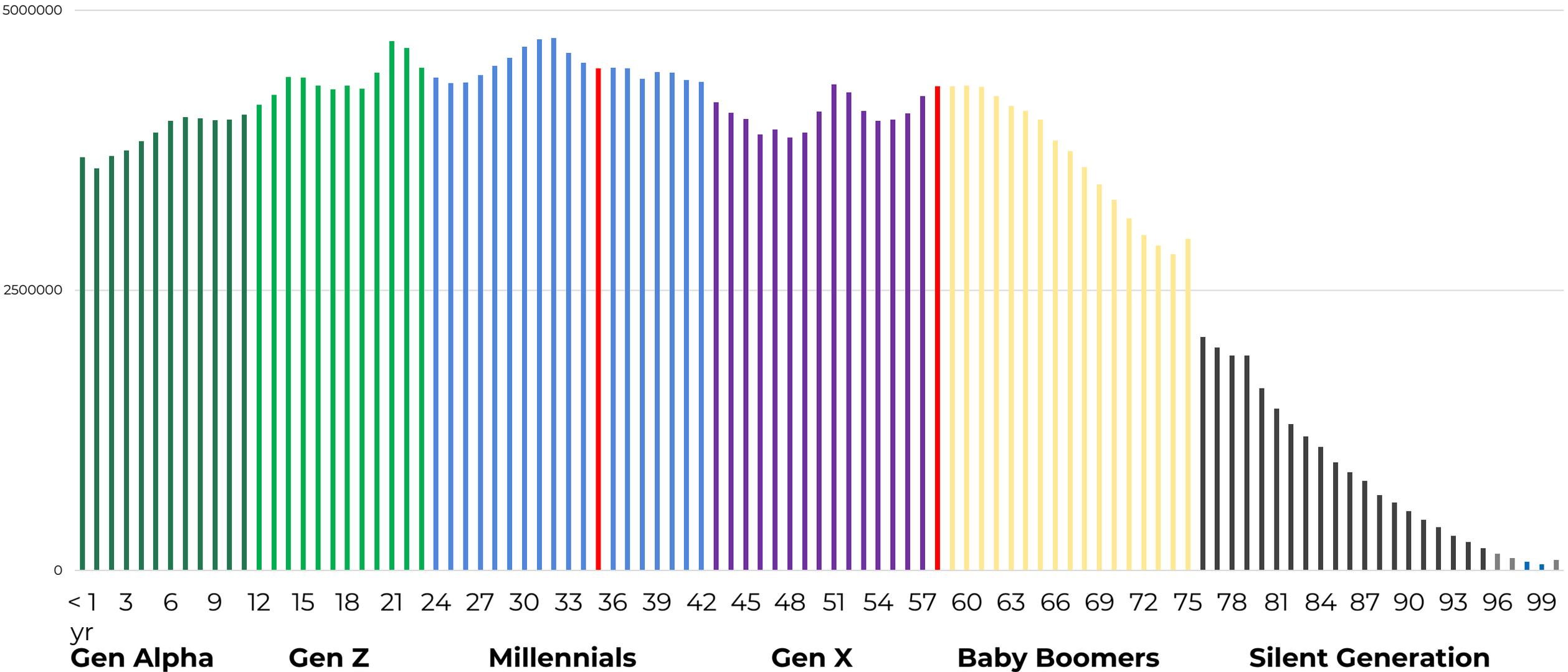


Source: REALTORS® Confidence Index: www.nar.realtor/research-and-statistics/research-reports/realtors-confidence-index

Demographic Changes



U.S. Population by Age (in 2022)

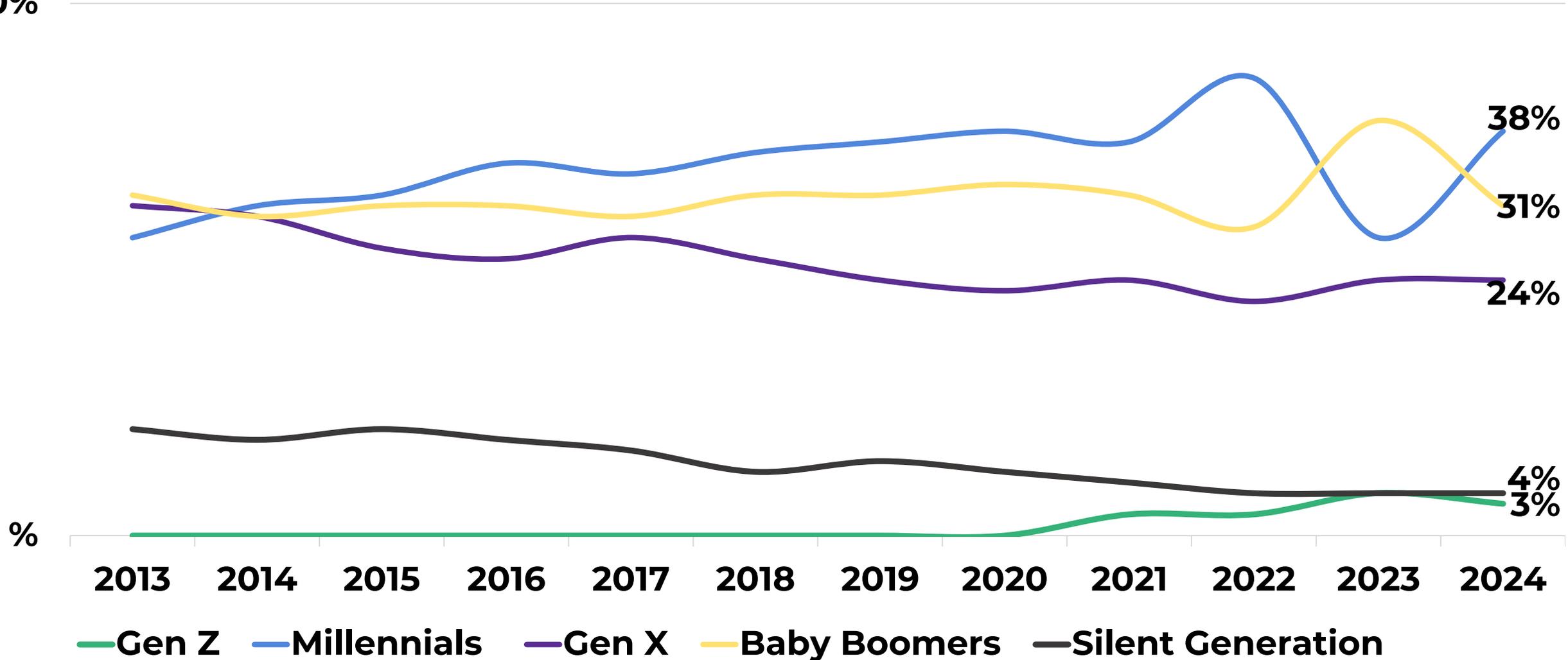


Source: Millennials Still Underperforming Amid Gains in Homeownership Rate

www.nar.realtor/blogs/economists-outlook/millennials-still-underperforming-amid-gains-in-homeownership-rate

Millennials Overtake Baby Boomers Again

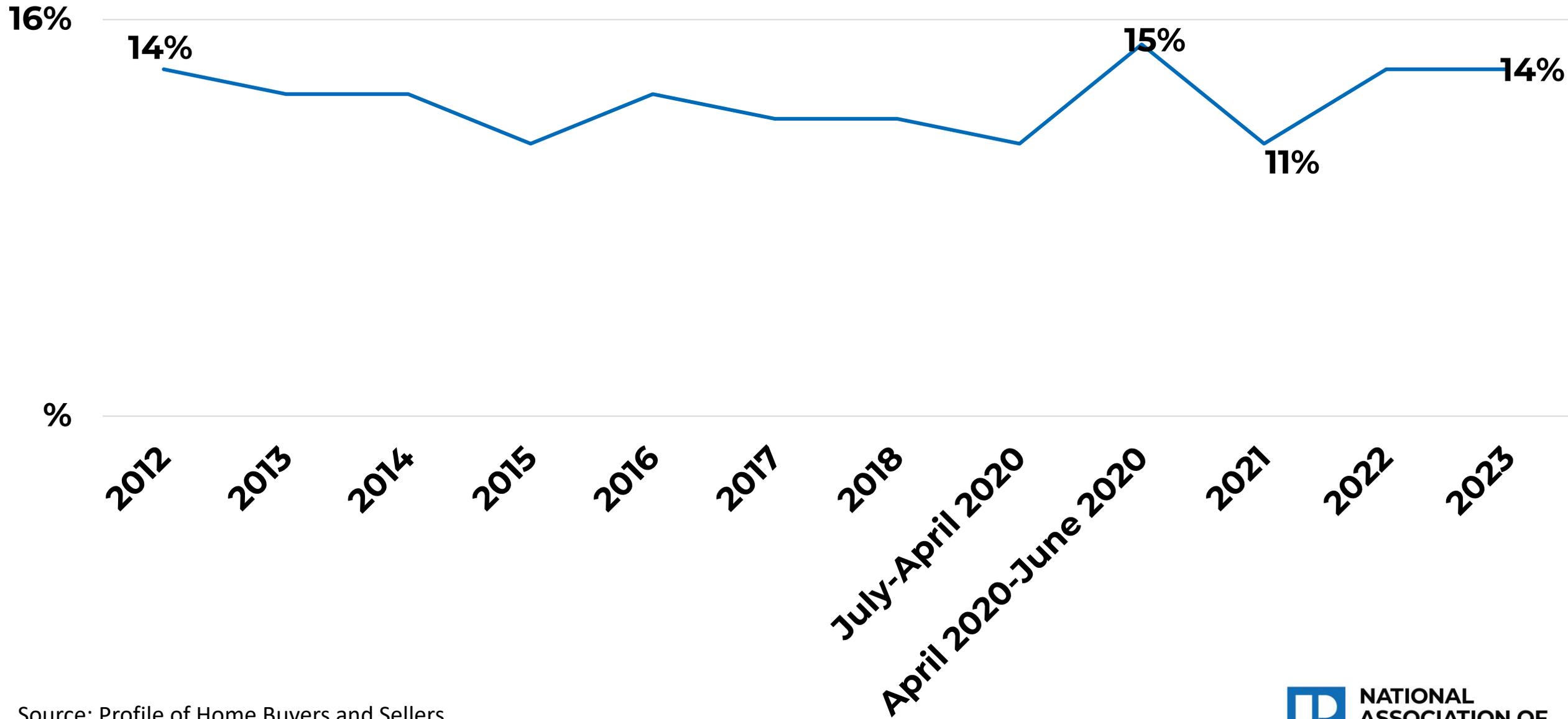
50%



Source: Home Buyers and Sellers Generational Trends www.nar.realtor/research-and-statistics/research-reports/home-buyer-and-seller-generational-trends



Multi-Generational Home Buyers Maintains High



Source: Profile of Home Buyers and Sellers

www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers

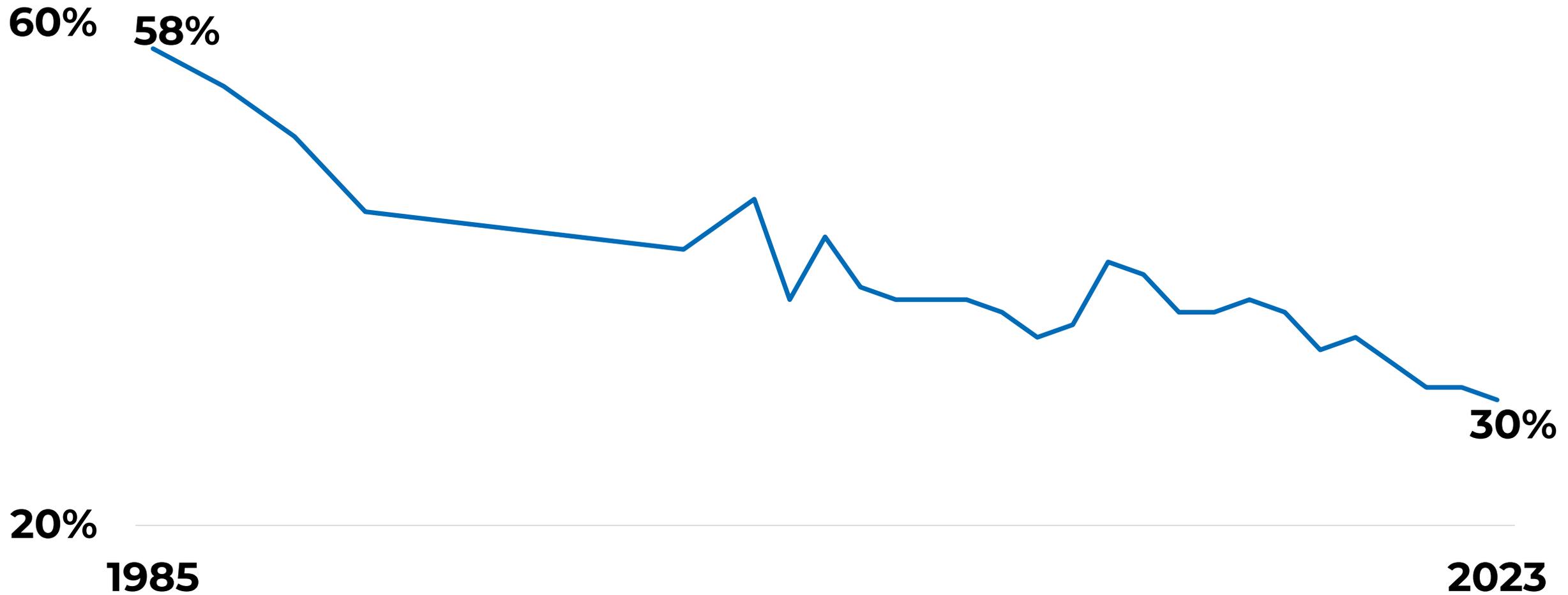
First-time Buyers: Household Composition

	1985	2023
Married Couples	75%	52%
Single Women	11	19
Single Men	9	10
Unmarried Couples	4	16
Other (roommates)	0	3

Source: Profile of Home Buyers and Sellers

www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers

Baby Bust Among Buyers



—Children Under Age 18 in Home

Source: Profile of Home Buyers and Sellers

www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers

Fur Babies Decide the Home

19% buyers factor
pet into
neighborhood
choice

18% REALTORS®
had a client moving
solely for pets

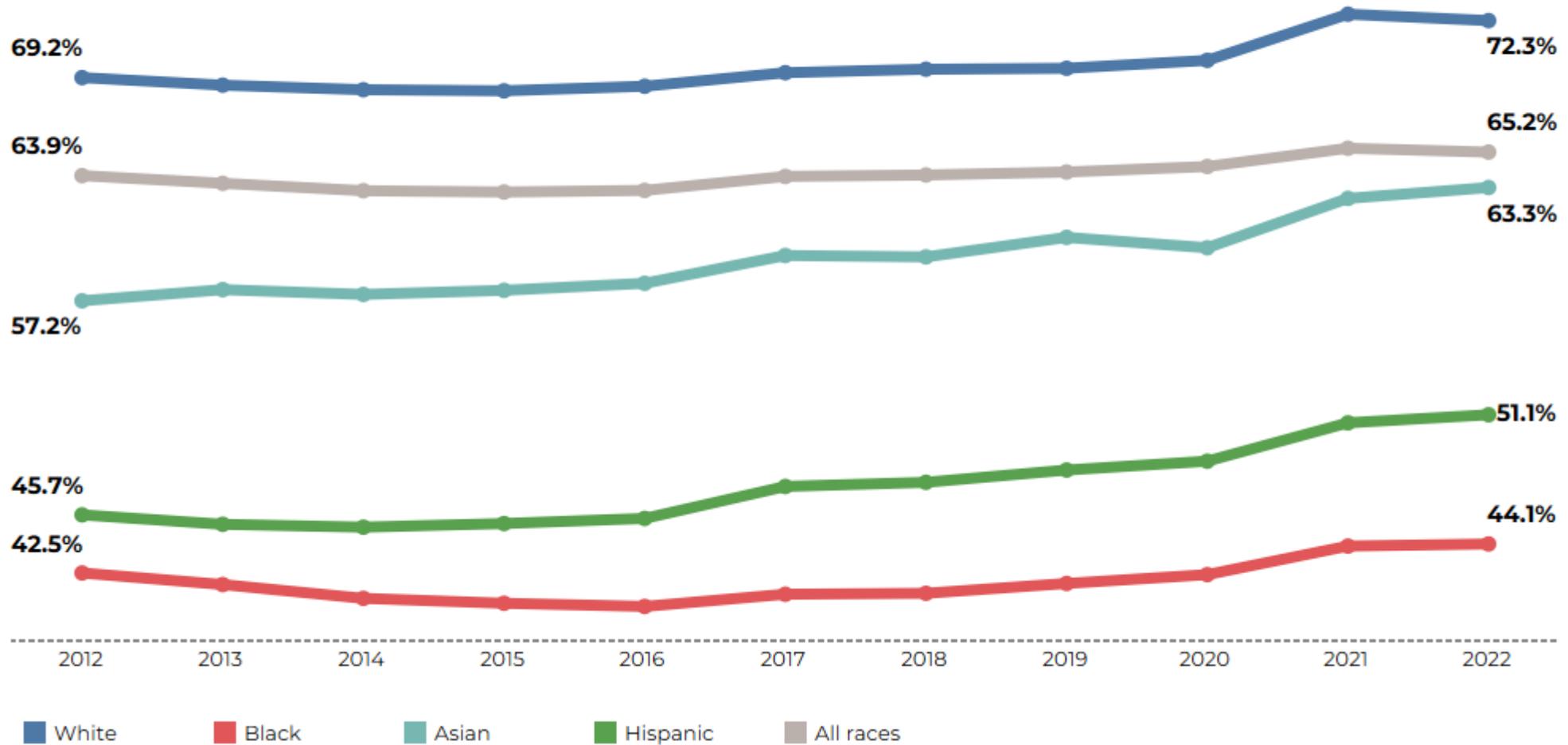
A Stunning Stat: There Are More American Households With Pets Than Children
<https://www.nar.realtor/blogs/economists-outlook/a-stunning-stat-there-are-more-american-households-with-pets-than-children>

Snapshot of Race and Home Buying



Homeownership Trends by Race in the Last Decade

Homeownership rate (2012-2022) by race



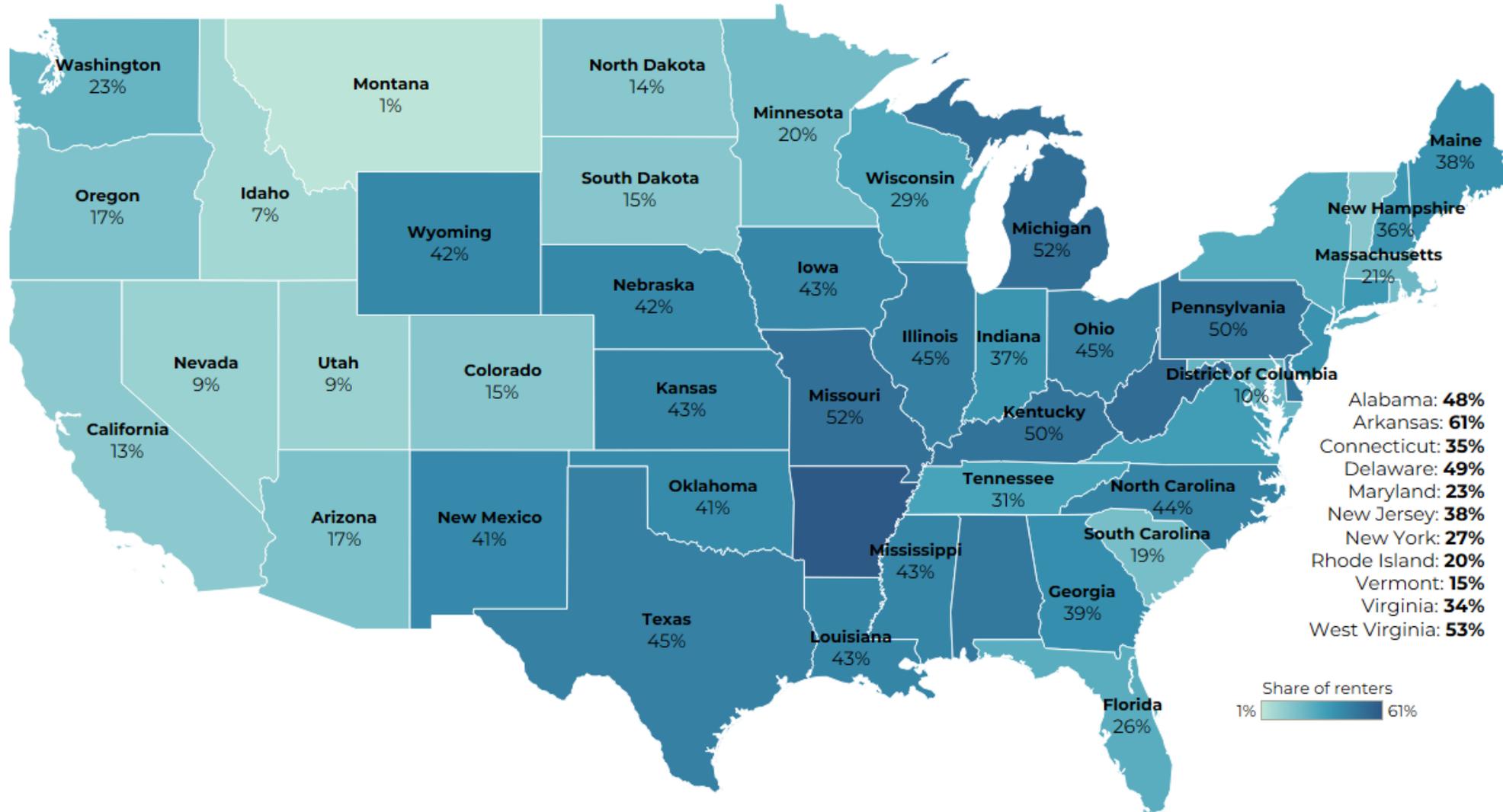
Source: Snapshot of Race and Home Buying in America

<https://www.nar.realtor/research-and-statistics/research-reports/a-snapshot-of-race-and-home-buying-in-america>

Gains in Homeowners in the Last Decade

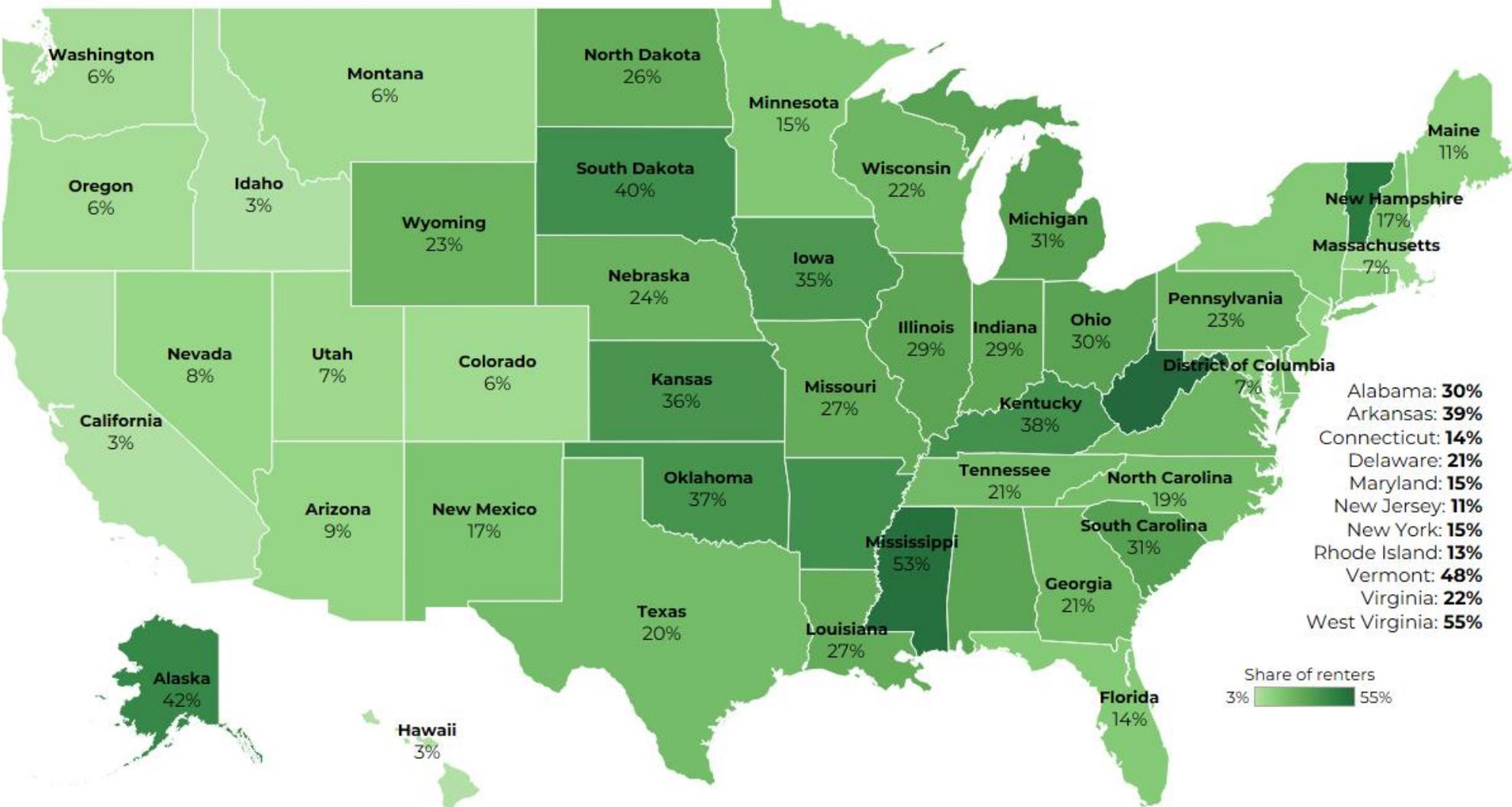
	Homeownership Gain
Hispanic/Latino	3.2 million
Asian/Pacific Islander	1.5 million
Black/African American	950,000
White/Caucasian	65,000

Share of Asian Renter Households that Can Afford to Buy the Typical Home



Source: Snapshot of Race and Home Buying in America
<https://www.nar.realtor/research-and-statistics/research-reports/a-snapshot-of-race-and-home-buying-in-america>

Share of Hispanic Renter Households that Can Afford to Buy the Typical Home



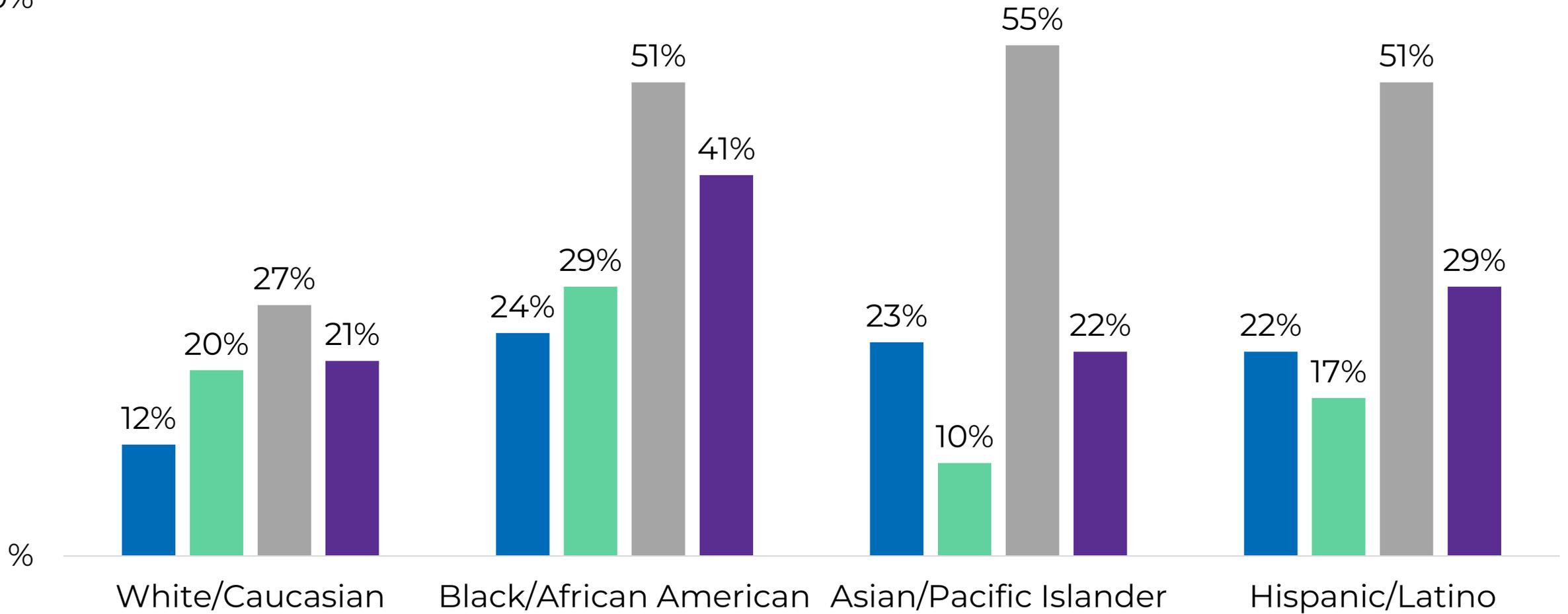
Source: Snapshot of Race and Home Buying in America
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Share of Households Reaching The Median Homebuying Age By Race in the Next Five Years

	Black	Asian	Hispanic
California	9.3%	10.2%	11.3%
Hawaii	18.7	6.7	13.2
Montana	3.5	22.2	5.2
New Hampshire	5.2	16.7	21.4
New Mexico	11.4	20.0	9.9
South Dakota	38.8	5.7	11.3
Utah	16.9	10.1	13.3

Home Buyer Demographics By Race

60%



■ Multi-generational Buyer ■ Single Female Buyer ■ First-time buyer ■ Share with student debt

Source: Snapshot of Race and Home Buying in America

<https://www.nar.realtor/research-and-statistics/research-reports/a-snapshot-of-race-and-home-buying-in-america>



Loan Type Used by Race/Ethnicity of Home Buyer

	White/ Caucasian	Black/ African-American	Asian/ Pacific-Islander	Hispanic/ Latino
Conventional	70%	39%	78%	57%
FHA	13	33	8	24
VA	10	23	7	12
Don't Know	4	2	5	4
Other	3	3	1	3

Source: Profile of Home Buyers and Sellers

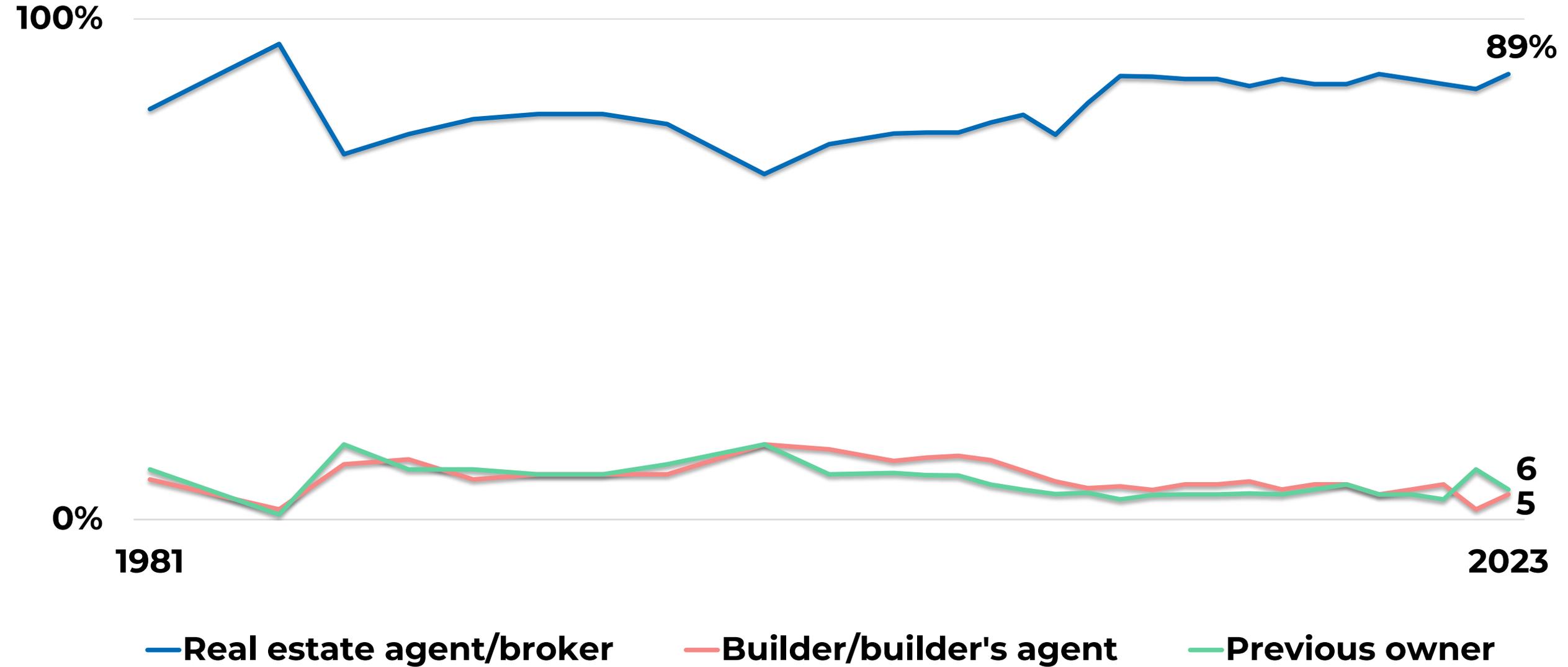
www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers



Agent Role



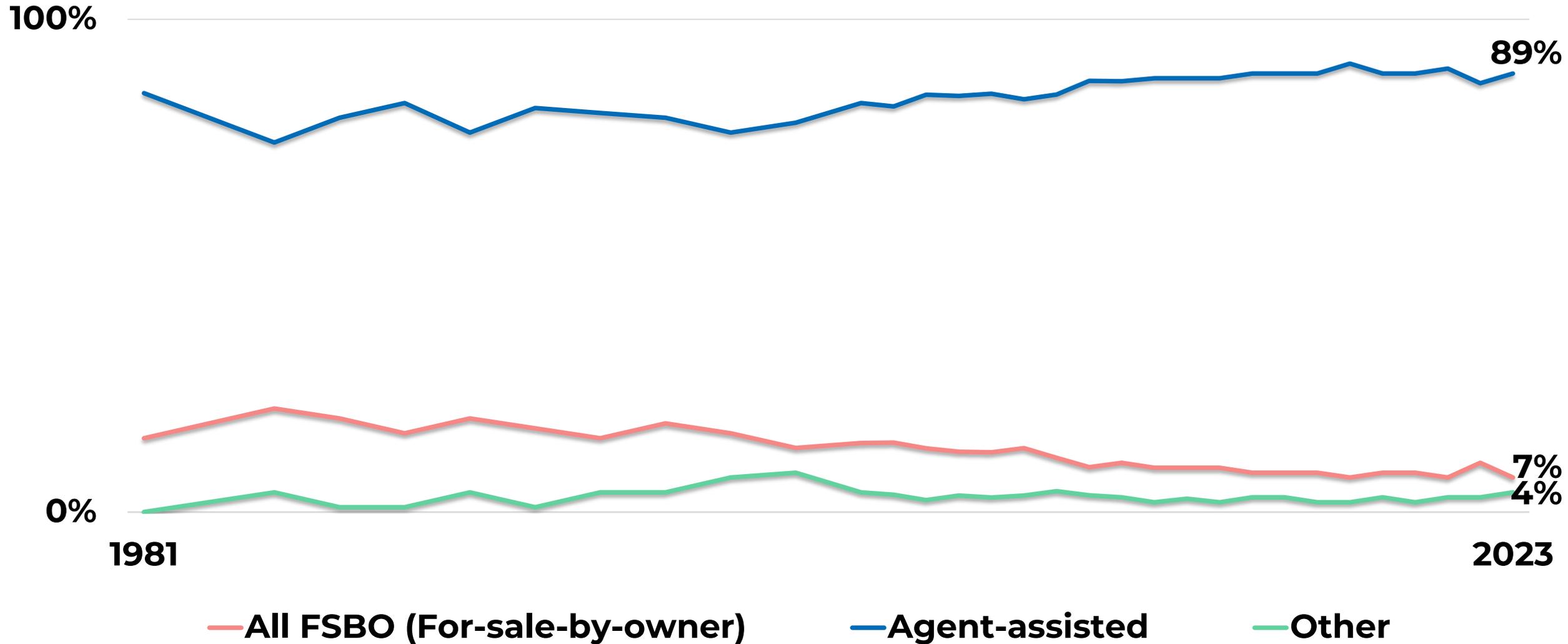
Buyer Use Agents



Source: Profile of Home Buyers and Sellers

www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers

Sellers Use Agents (Full-Service Even More)



Source: Profile of Home Buyers and Sellers

www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers

THANK YOU.



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