

NAR SentiLock Home Showings Report December 2020

National Association of REALTORS®
Research Group



NATIONAL
ASSOCIATION OF
REALTORS®

NAR SentiLock Home Showings Report

Summary

- ❖ Home showings on homes with Sentrilock lockboxes increased in December compared to one year ago.
- ❖ Nationally, Sentrilock home showings were up 24% year-over-year. Showings rose in the South, West and Northeast regions, but declined in the Midwest region.
- ❖ As a measure of the diffusion of the change in showings across about 200 MLS boards, the Sentrilock Showings Diffusion Index increased to 44.2.
- ❖ The number of cards, a measure of the number of REALTORS® showing homes, increased 9% on a year-over-year basis.
- ❖ Showings per card, a measure of the intensity of demand and buyer competition, rose 14% year-over year.

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Photo Cover:

www.nar.realtor/research-and-statistics

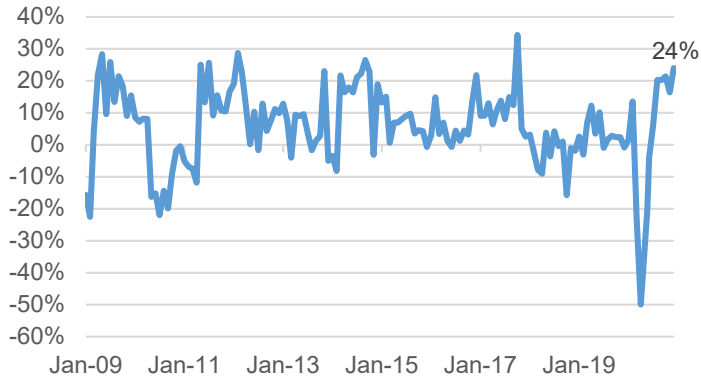
NAR SentiLock Home Showings Report

United States

Showings Up 24% Y/Y in December

December 2020 U.S. showings were up 24% year-over-year, according to data from SentiLock, a lockbox company. SentiLock showings totaled 644,548 for December, up from the 519,857 recorded in December 2019. While showings are up on a year-over-year basis, this marks the 4th consecutive month of decreasing showings. Despite the decrease in showings, December 2020's showings are the highest ever recorded for the month of December and is above the December average of 426,831 showings since December 2008.

Percent Y/Y Change in U.S. Showings

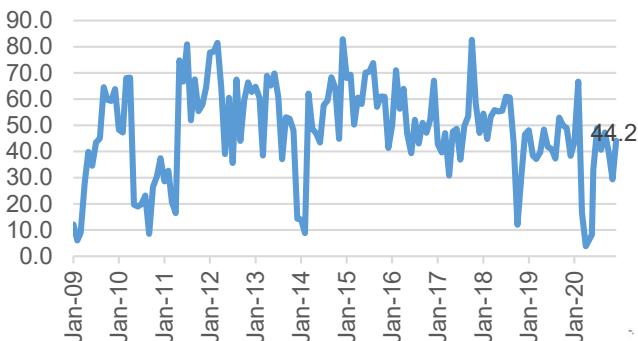


Three of the four regions showed a year-over-year increase: Northeast (113%) and West (51%) and South (4%). Year-over-year showings decreased in the Midwest (-6%).

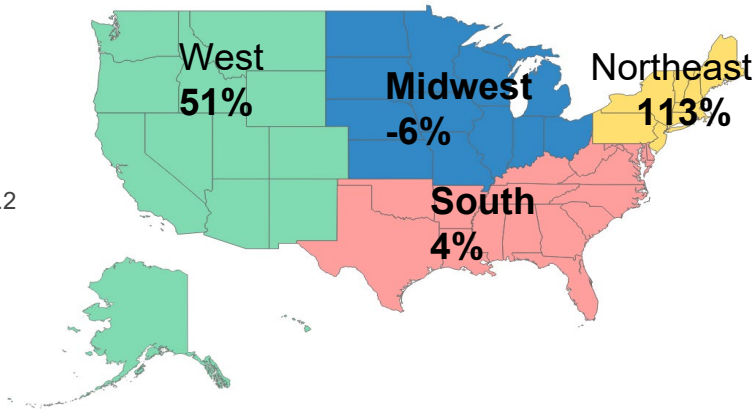
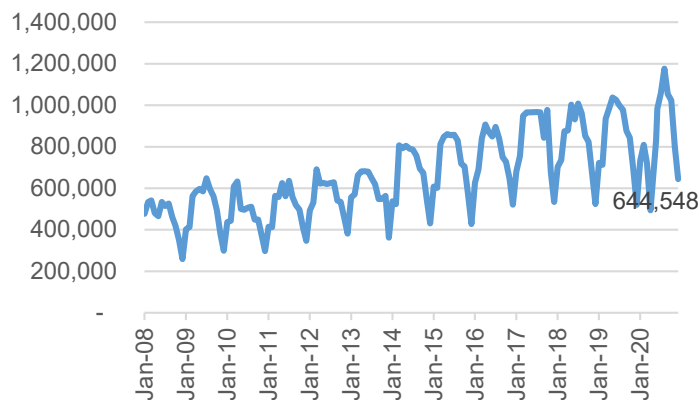
Showings Diffusion Index Increased to 44.2

The diffusion index is an indication of the diffusion of growth in showings across MLS boards. The index increased by 14.8 points to 44.2, with 44% of roughly 200 MLS boards reporting a y/y increase in showings with SentiLock® lockboxes. An index above 50 means more boards reported a y/y increase in showings than the number of boards that reported a decrease.

Historical U.S. SentiLock Diffusion Index



Historical U.S. Showings



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United States

SentiLock Cards Rose 9% Y/Y in December

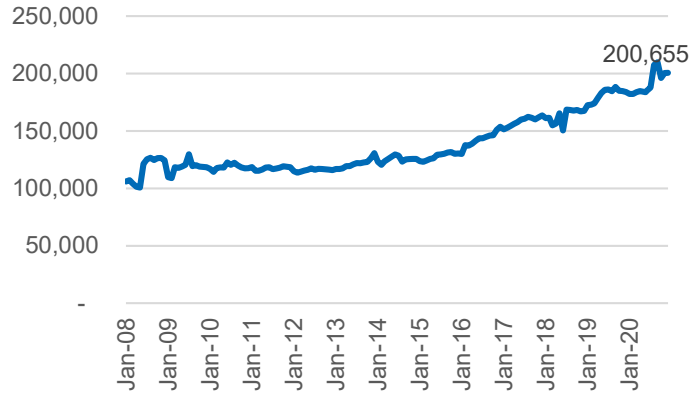
Total U.S. SentiLock cards rose 9% year-over-year to 200,655. SentiLock cards rose year-over-year in the Northeast (67%) and West (30%) regions. The South recorded a (0%) change and the Midwest was the only region to record a decrease, (-16%). SentiLock cards, comprised of SentiKey® and SentiCard®, allows REALTORS® to access the Sentrilock® lockbox and is an indicator of the number of REALTORS® who conduct the showing.

Showings Per Card Rose 14% Y/Y in December

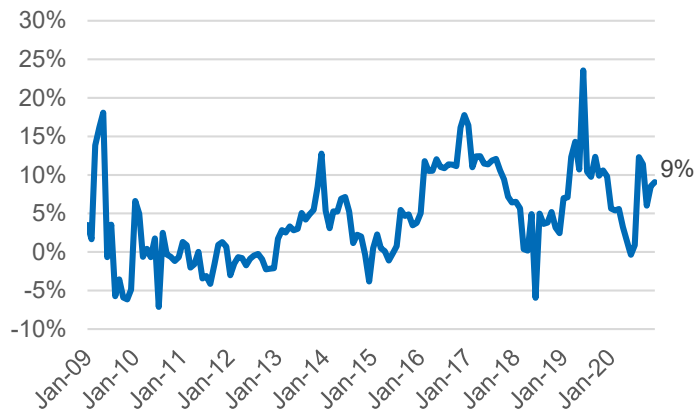
The number of showings per card reflects the strength of buyer interest per listed property. At a national level, showings per card increased 14% year-over-year and represents a 7% increase above the prior month. Showings per card decreased month-over-month to 3.2 from 4.0 in November.

Showings per card increased year-over-year in all regions: Northeast (27%), Midwest (12%), West (16%) and South (4%).

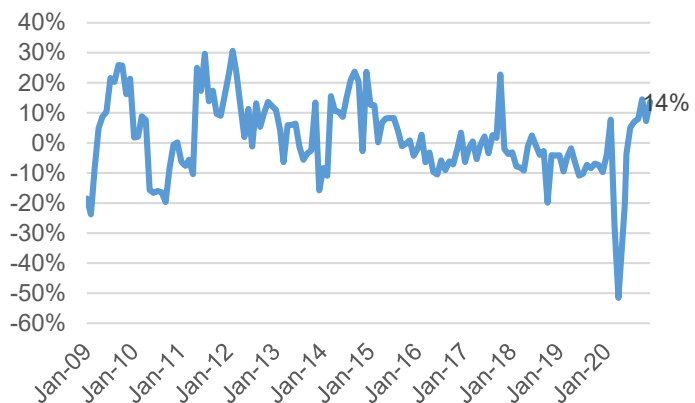
Historical U.S. Cards



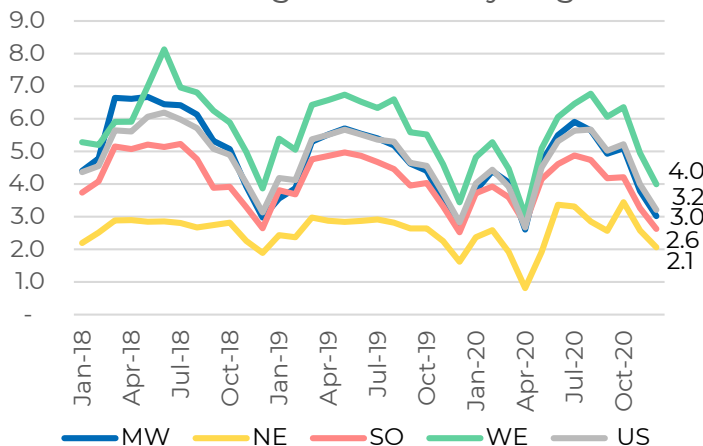
Percent Change Y/Y in U.S. Cards



Percent Y/Y Change in U.S. Showings Per Card



U.S. Showings Per Card by Region



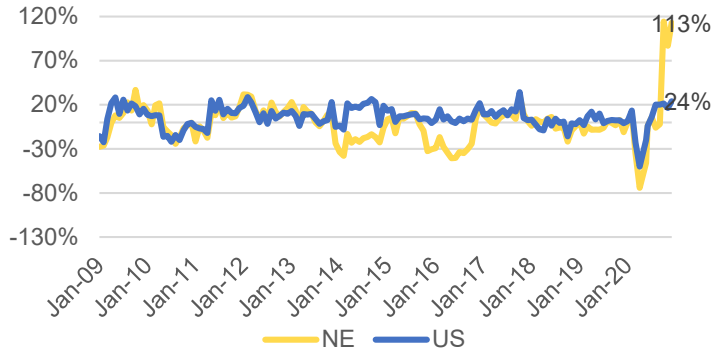
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Northeast Region

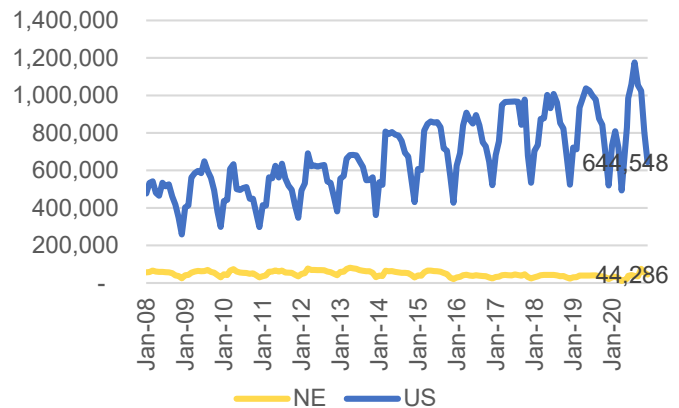
NE Region Showings Increase 113% Y/Y

The Northeast Region continues to see elevated increases in year-over-year showings. Year-over-year showings for December represent an 113% increase. On a month-over-month basis, this represents a difference of 26% from November, (87%). Sentrilock cards decreased from 21,577 in November to 21,478. The Northeast Region came in last on a showings per card basis 2.1, down from 2.6 the prior month. Year-over-year percent change in showings per card was a 27% increase.

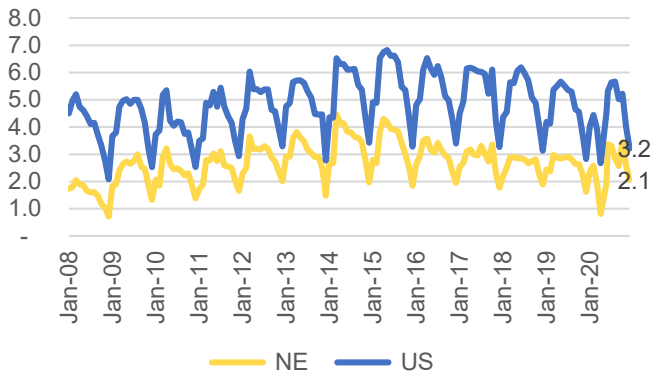
Northeast Region Percent Y/Y Change in Showings



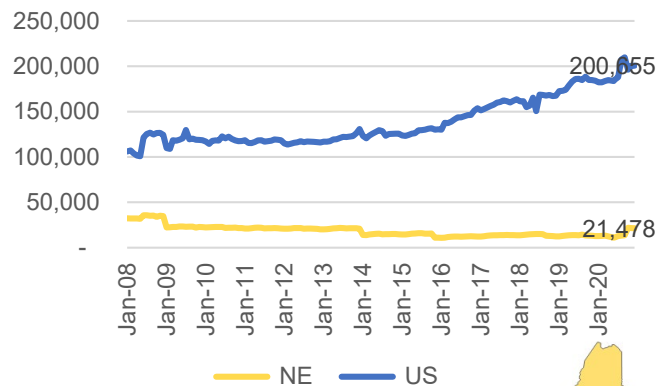
Northeast Region Showings



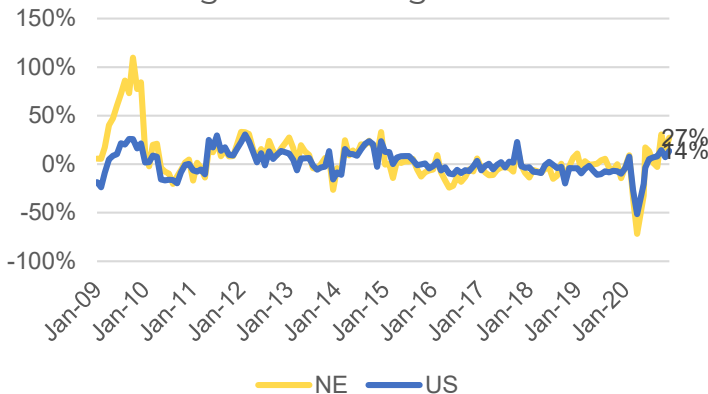
Northeast Region Showings Per Card



Northeast Region Cards



Northeast Region Y/Y Percent Change in Showings Per Card



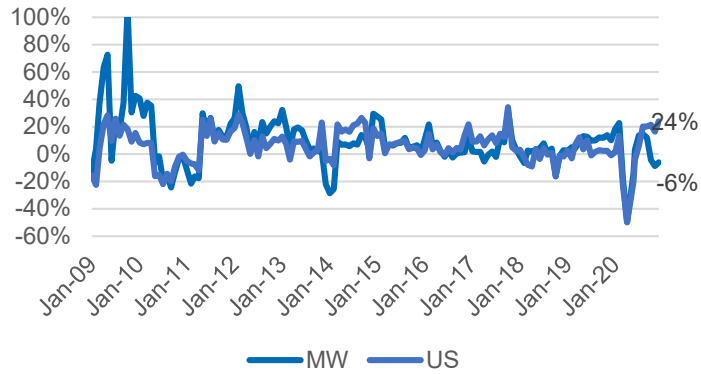
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Midwest Region

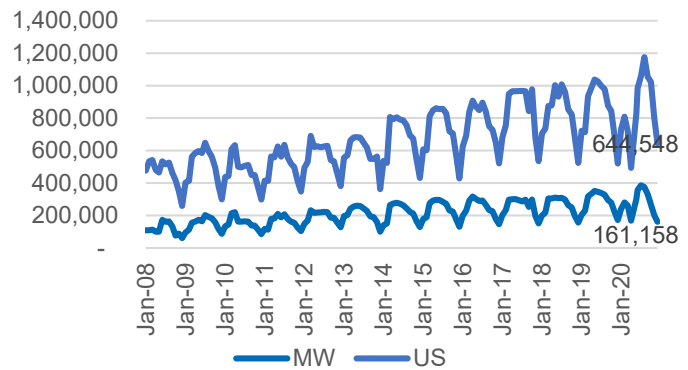
MW Region Showings Decrease 6% Y/Y

Midwest Region, the only region to see a decrease in y/y showings, decreased 6% year-over-year in December. Y/Y showings, although still negative for December, gained from November's (-9%). Showings continued to decrease and totaled 161,158 in December. Showings totaled 201,655 in November. Despite the decrease in showings, Midwest Region SentiLock cards increased to 53,423. Showings per card was 3.0 and is marginally less than U.S. showings per card of 3.2 and ranks second amongst all regions. Year-over-year percent change in showings per card was 12% on the month.

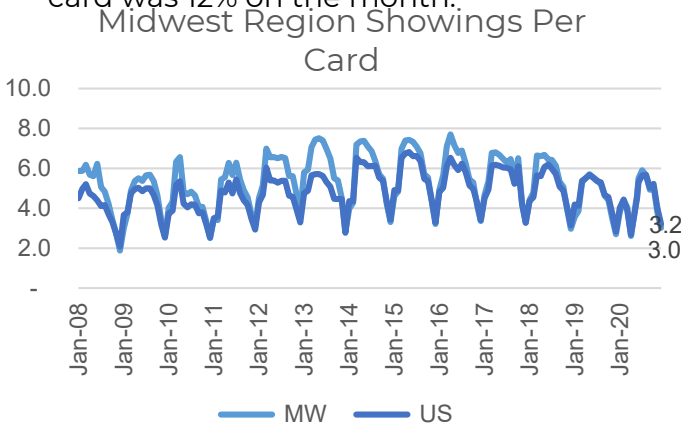
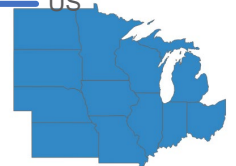
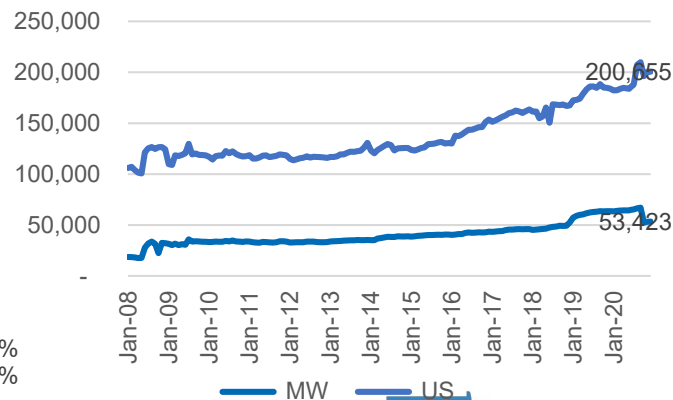
Midwest Region Y/Y Percent Change in Showings



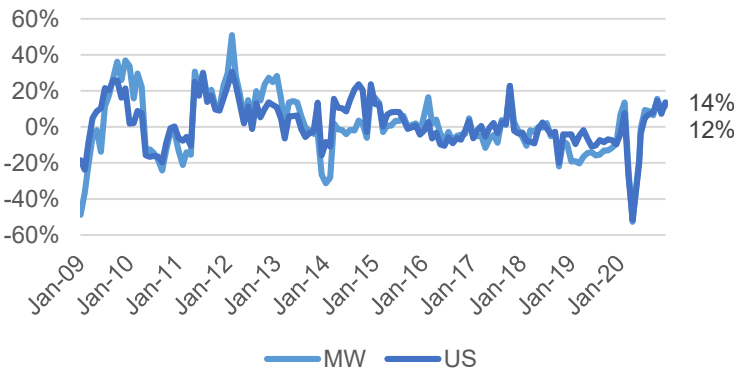
Midwest Region Showings



Midwest Region Cards



Midwest Region Y/Y Percent Change in Showings Per Card



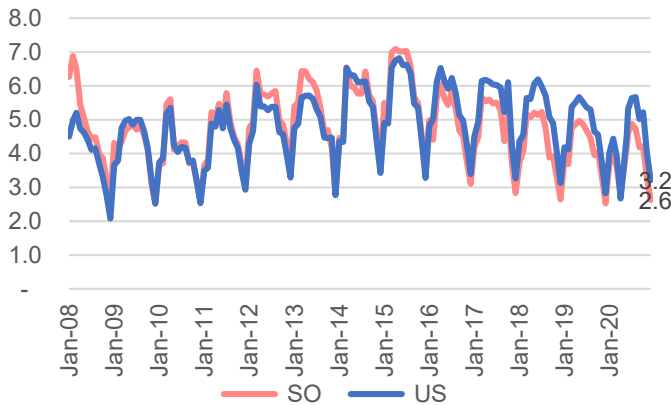
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South Region

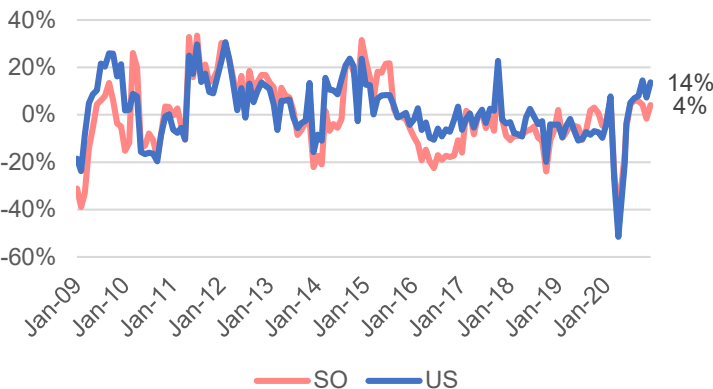
SO Region Showings Increase 4% Y/Y

The Southern Region recorded 121,783 showings in December which is down from the prior month. Although down from November, showings represents a 4% increase on a year-over-year basis and a 5% increase with respect to November. Sentrilock cards decreased from November's 46,590 to 46,331 in December. Sentrilock showings per card was 2.6. The percent change year-over-year in Sentrilock cards was 0% and the percent change in year-over-year Sentrilock showings per card was 4% for which rebounded from -2% the prior month.

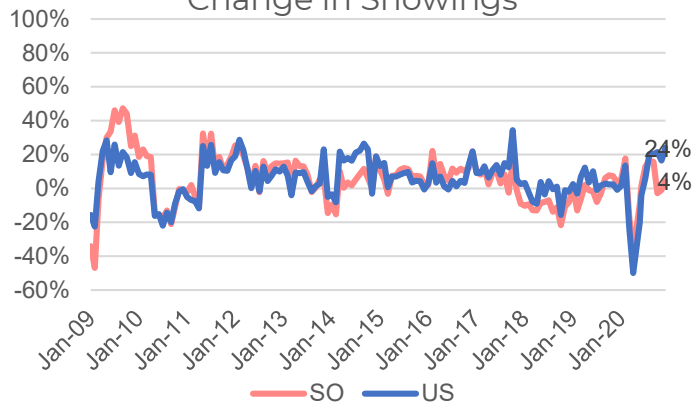
South Region Showings Per Card



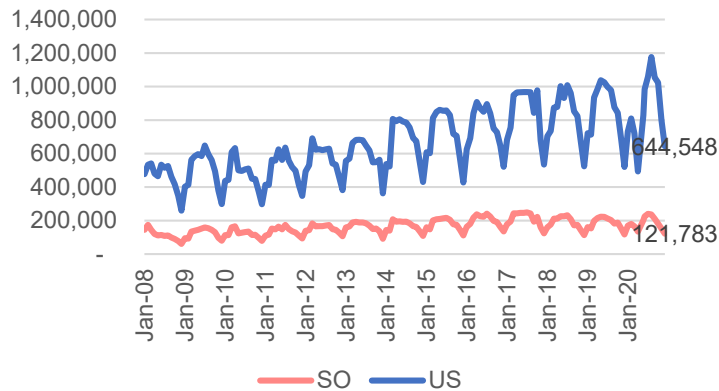
South Region Y/Y Percent Change in Showings Per Card



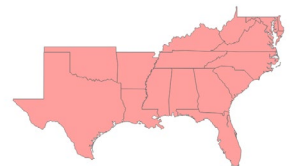
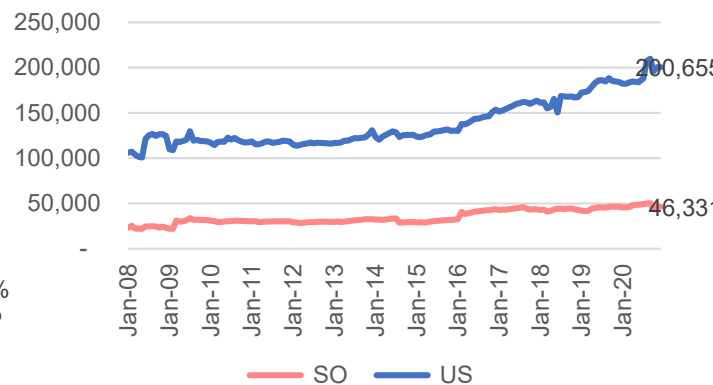
South Region Y/Y Percent Change in Showings



South Region Showings



South Region Cards



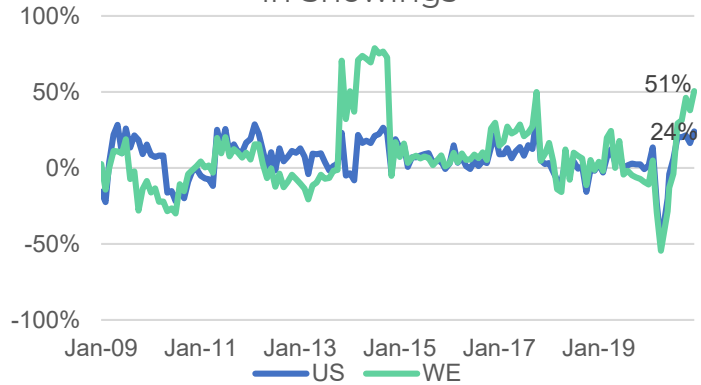
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West Region

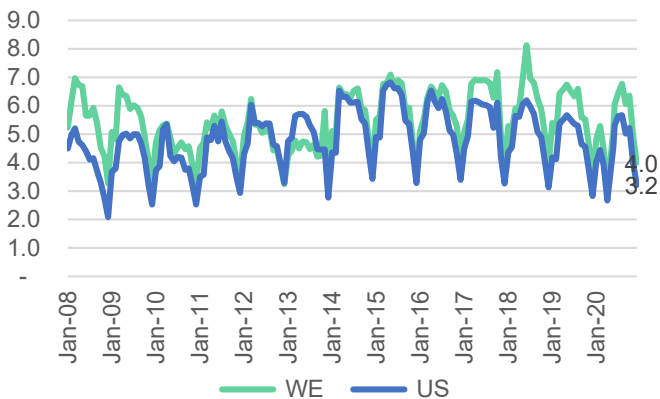
WE Region Showings Increase 51% Y/Y

The West Region recorded the second highest year-over-year increase in showings in December, (51%). The West Region's 51% outpaces the national level for December. Showings decreased from the 391,618 in November towards 317,321 in December. The Western Region had 79,423 Sentrilock cards over the month and a year-over-year percent change of 30%. Sentrilock showings per card was 4.0 for December, a 1.0 decrease from the prior month. On a year-over-year basis, Sentrilock showings per card recorded a 16% increase over the month which is double the amount November recorded.

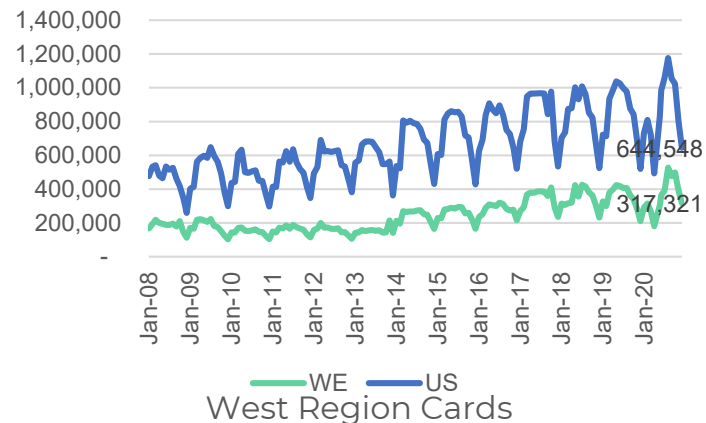
West Region Y/Y Percent Change in Showings



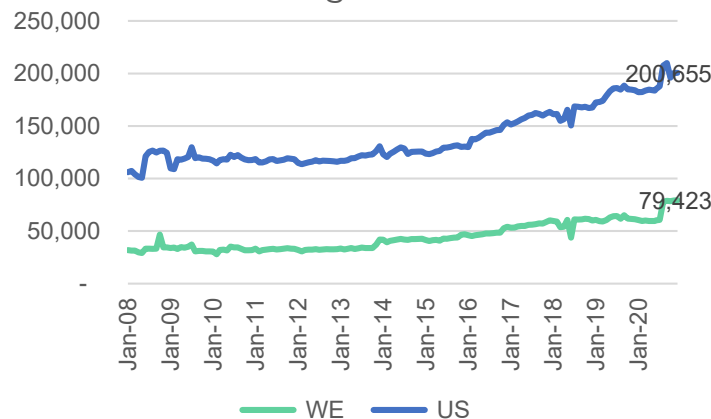
West Region Showings Per Card



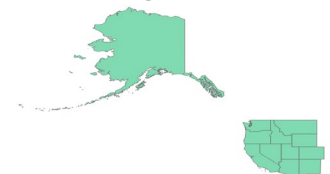
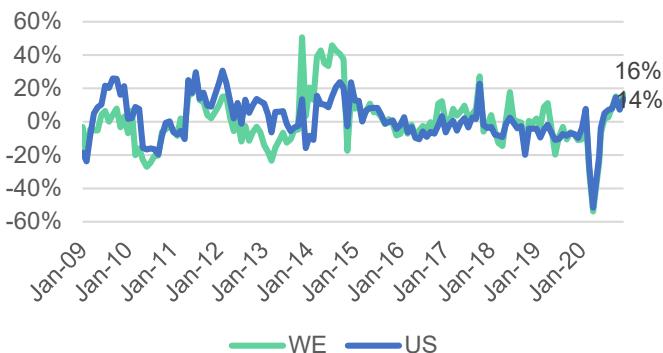
West Region Showings



West Region Cards



West Region Y/Y Percent Change in Showings Per Card



About SentiLock Home Showings

SentiLock is the official lockbox solution for NAR. As the leading electronic lockbox manufacturer and provider of property access management solutions, SentiLock operates in support of REALTORS® and the industry, offering an easy to use, reliable and secure system. Fundamental core values guide every action and decision to provide the best service and experience for your benefit.

The SentiLock Bluetooth® REALTOR® Lockbox is the most secure, durable, and versatile within the industry. SentiLock's reliable, multiple key access method, including via mobile app or keycard, helps to efficiently gain property access.

Every month SentiLock, LLC. provides NAR with data on the number of properties shown by a REALTOR®. SentiLock Lockboxes are used in roughly a third of home showings across the nation. Foot traffic has a strong correlation with future contracts and home sales, so it can be viewed as a peek ahead at sales trends two to three months into the future.

Showings Definition: a scheduled appointment with a REALTOR® where a potential buyer of a property toured a home.

Card Definition: the number of accesses to SentiLock Lockboxes a REALTOR® inserts their SentiCard® into or uses their SentiKey® to gain access to properties.

Showings Per Card Definition: the average showings per card

SentiCard®: contains authorization data that allows you to access lockbox key compartments,

SentiKey®: lockbox system app that contains authorization data that allows REALTORS® to access lockbox key compartments. Most lockbox accesses are via the SentiKey® smart phone app.

The foot traffic index is a diffusion index where a value greater than 50 reflects more MLS boards that had a year-over-year increase in showings compared to the number of boards that reported lower year-over-year showings. The number of showings reflects the number of properties, viewed, the number of potential buyers viewing the property, and the number of views by a potential buyer on a property. The increase in showings and cards can also reflect increasing market coverage of SentiLock.

NAR SentiLock Home Showings Project Team

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The National Association of REALTORS®, “The Voice for Real Estate,” is America’s largest trade association, representing over 1.4 million members, including NAR’s institutes, societies and councils, involved in all aspects of the real estate industry. NAR membership includes brokers, salespeople, property managers, appraisers, counselors and others engaged in both residential and commercial real estate.

The term REALTOR® is a registered collective membership mark that identifies a real estate professional who is a member of the National Association of REALTORS® and subscribes to its strict Code of Ethics.

Working for America’s property owners, the National Association provides a facility for professional development, research and exchange of information among its members and to the public and government for the purpose of preserving the free enterprise system and the right to own real property.

NATIONAL ASSOCIATION OF REALTORS® RESEARCH GROUP

The Mission of the National Association of REALTORS® Research Group is to collect and disseminate timely, accurate and comprehensive real estate data and to conduct economic analysis in order to inform and engage members, consumers, and policymakers and the media in a professional and accessible manner.

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