



NAR SentiLock Home Showings Report January 2021

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 January compared to one year ago.
- ❖ Nationally, Sentrilock home showings were up 13% year-over-year. Showings rose in the West and South regions, but declined in the Midwest and Northeast regions.
- ❖ The number of cards, a measure of the number of REALTORS® showing homes, increased 16% on a year-over-year basis.
- ❖ Showings per card, a measure of the intensity of demand and buyer competition, declined 2% year-over-year.

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Photo Cover:

www.nar.realtor/research-and-statistics

NAR SentiLock Home Showings Report

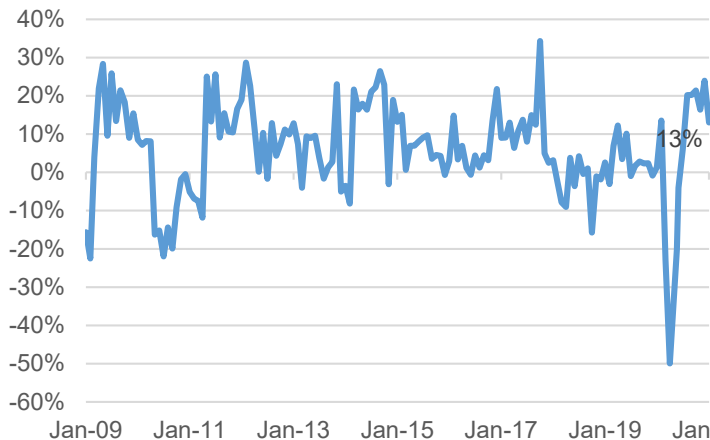
United States

Showings Up 13% Y/Y in January

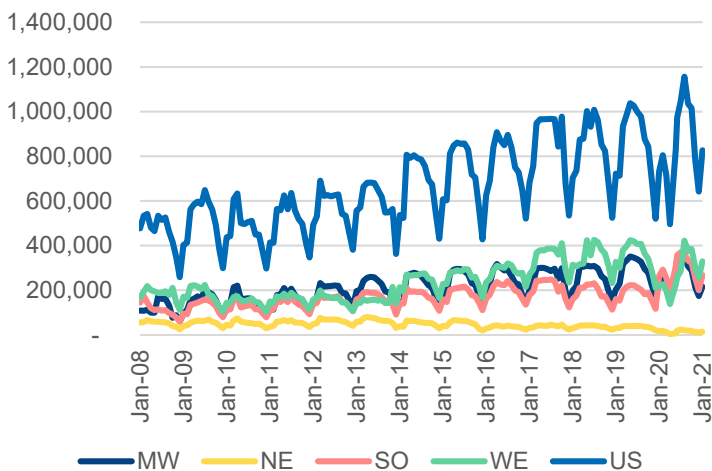
January 2021 U.S. showings were up 13% year-over-year, according to data from SentiLock, a lockbox company. SentiLock showings totaled 827,154 for January, up from the 731,798 recorded in January 2020. January showings indicates continued demand as inventory remains low.

Two of the four regions showed a year-over-year increase: West (50%) and South (1%). Year-over-year showings decreased in the Midwest (-6%) and the Northeast (-18%).

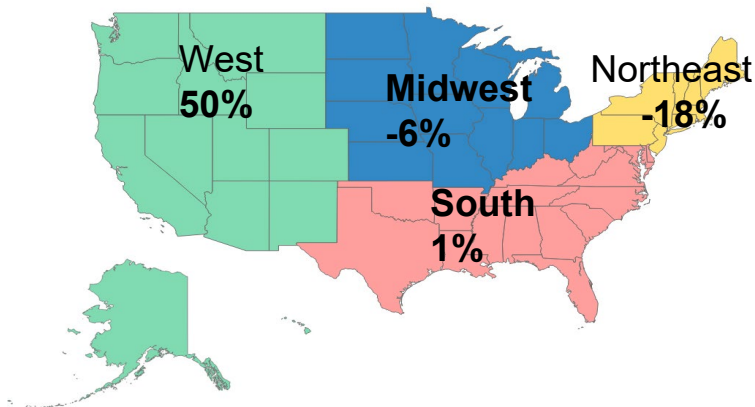
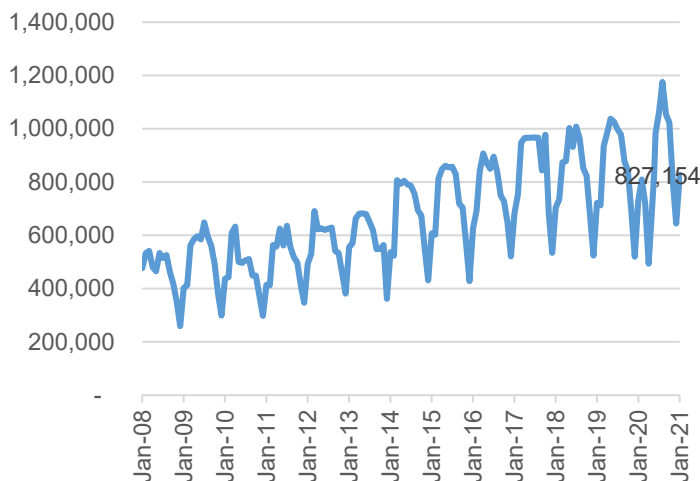
Percent Y/Y Change in U.S. Showings



Historical U.S. Showings by Region



Historical U.S. Showings



NAR SentiLock Home Showings Report

United States

SentiLock Cards Rose 16% Y/Y in January

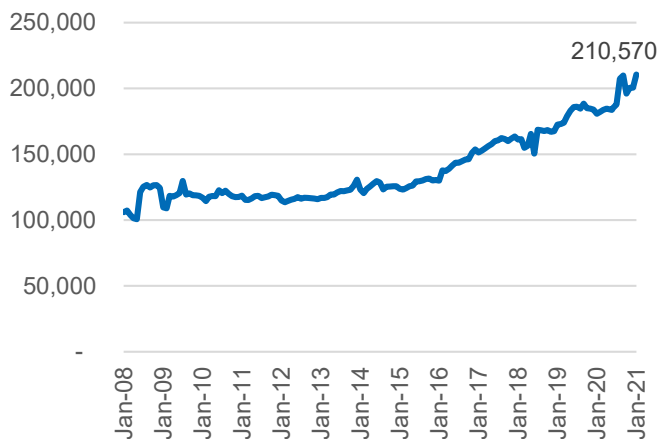
Total U.S. SentiLock cards rose 16% year-over-year to 210,570. SentiLock cards rose year-over-year in all regions in January 2021 with the West recording (37%), South (11%), Northeast (3%) and Midwest (4%). SentiLock cards, comprised of SentiKey® and SentiCard®, allows REALTORS® to access the Sentrilock® lockbox and is an indicator of the number of REALTORS® who conduct the showing.

Showings Per Card Declined 2% Y/Y in January

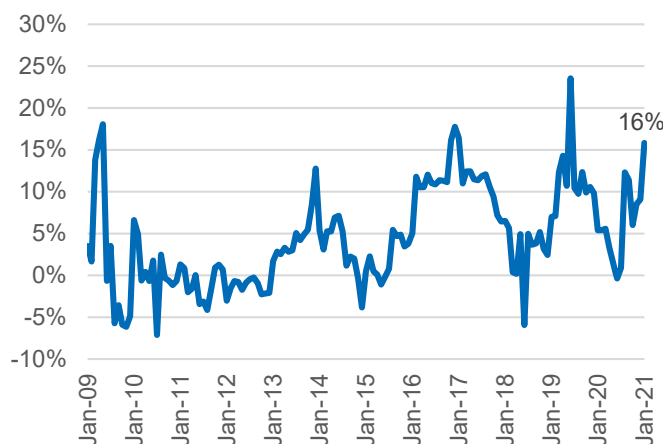
The number of showings per card reflects the strength of buyer interest per listed property. At a national level, showings per card decreased 2% year-over-year. Showings per card increased month-over-month to 3.9 from 3.2 in December.

Showings per card decreased year-over-year in all regions except the West, (10%). Declines in January 2021 regional y/y showings per card were: Northeast (-20%), Midwest (-10%), and South (-9%).

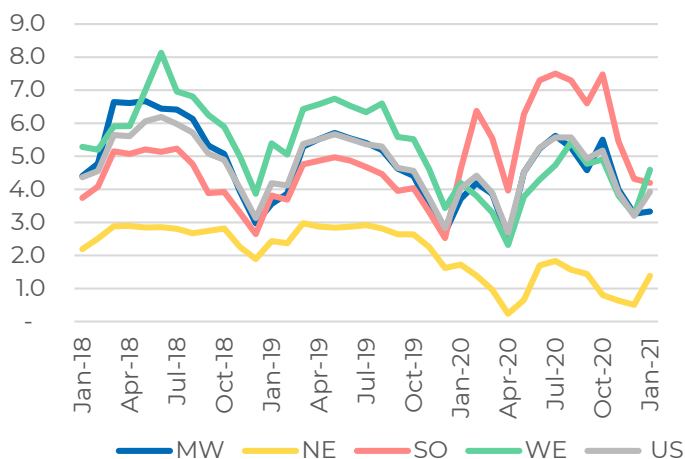
Historical U.S. Cards



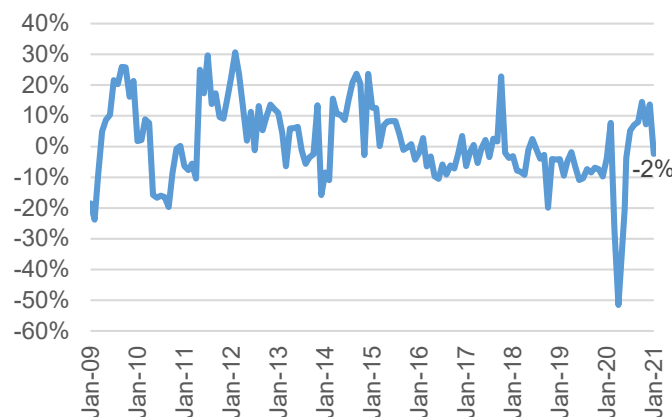
Percent Change Y/Y in U.S. Cards



U.S. Showings Per Card by Region



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



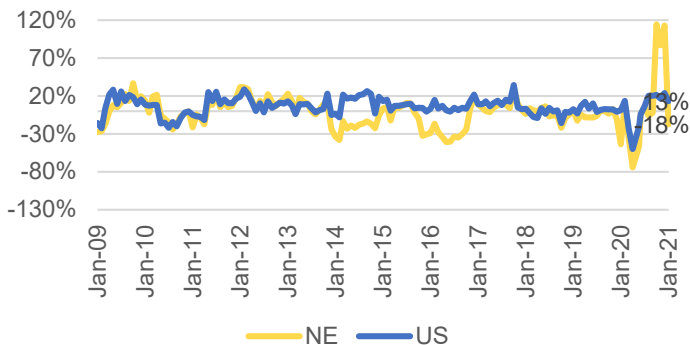
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Northeast Region

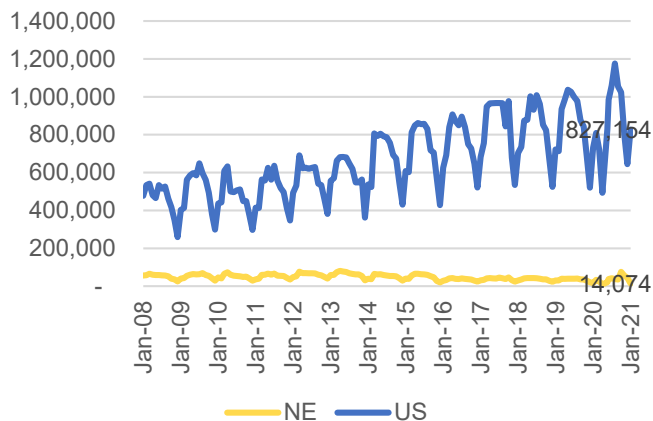
NE Region Showings Decrease 18% Y/Y

The Northeast Region year-over-year showings for January 2021 represent an 18% decrease. January showings were 14,074. Sentrilock cards decreased from the prior month to 10,187 in January 2021. The Northeast Region came in last on a showings per card basis, 1.4, which is down from the prior month. Year-over-year percent change in showings per card was a 20% decrease.

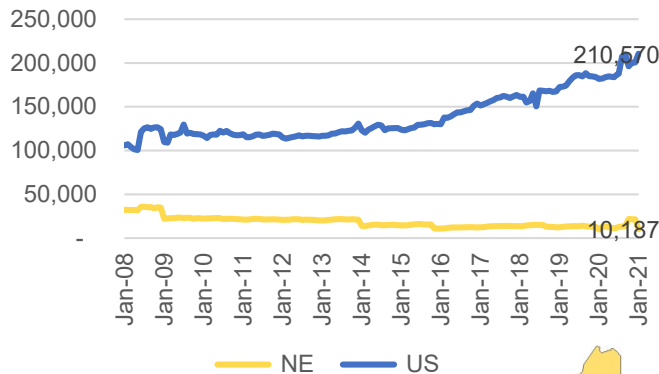
Northeast Region Percent Y/Y Change in Showings



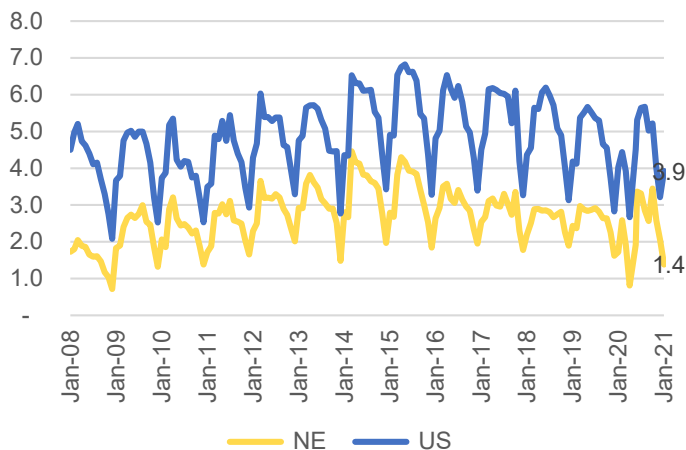
Northeast Region Showings



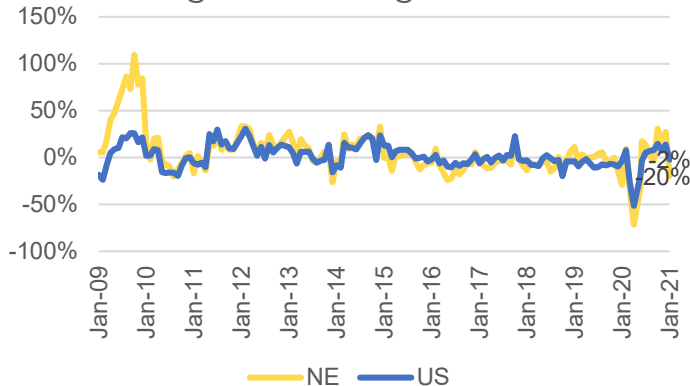
Northeast Region Cards



Northeast Region Showings Per Card



Northeast Region Y/Y Percent Change in Showings Per Card



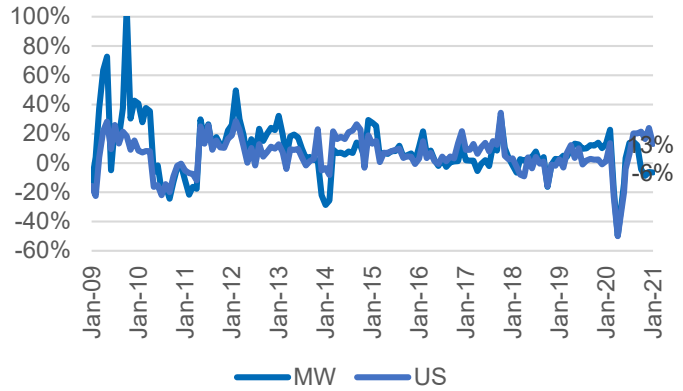
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Midwest Region

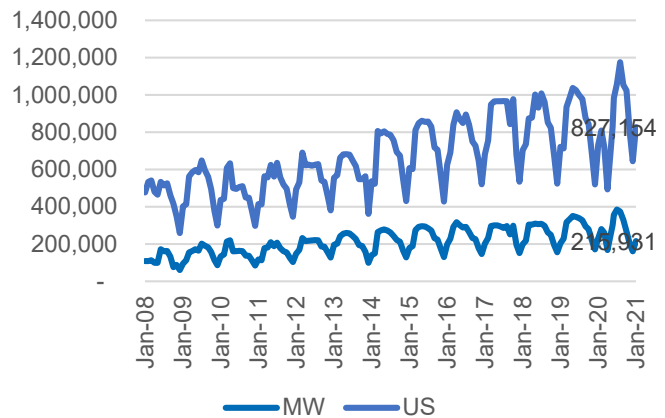
MW Region Showings Decrease -6% Y/Y

Midwest Region, one of two regions to see a decrease in y/y showings, decreased 6% year-over-year in January 2021. The y/y percentage remains unchanged from the prior month as the Midwest totaled 215,931 showings in January. Midwest Region SentiLock cards increased to 64,899. Showings per card was 3.3. Year-over-year percent change in showings per card decreased 10%.

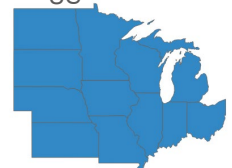
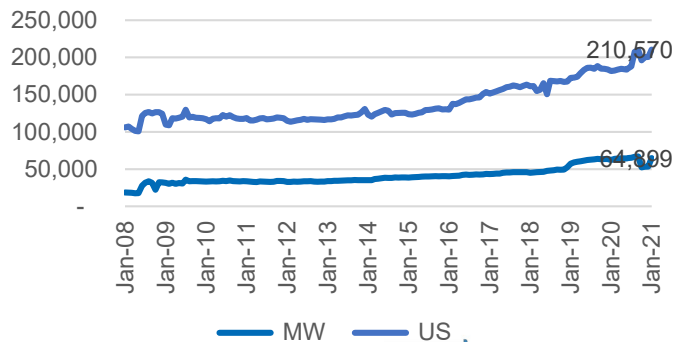
Midwest Region Y/Y Percent Change in Showings



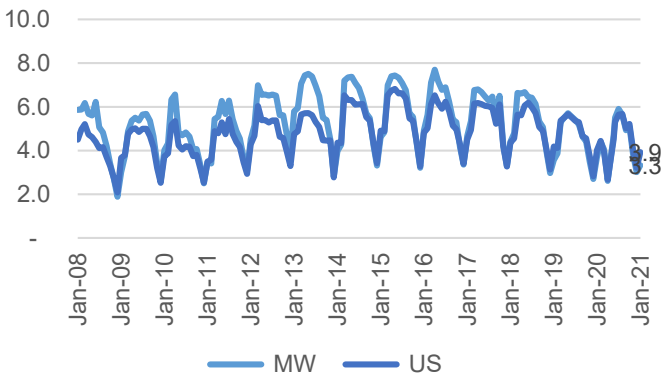
Midwest Region Showings



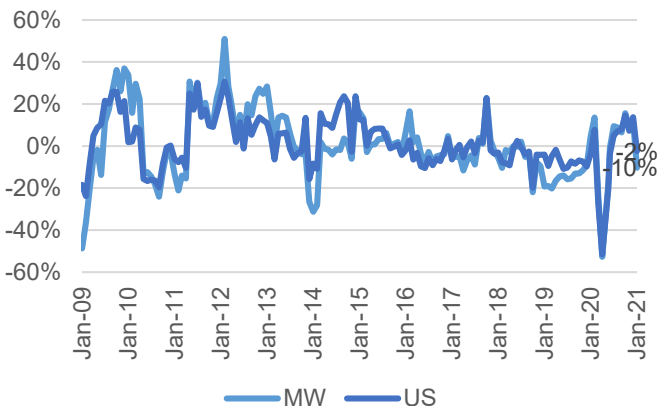
Midwest Region Cards



Midwest Region Showings Per Card



Midwest Region Y/Y Percent Change in Showings Per Card



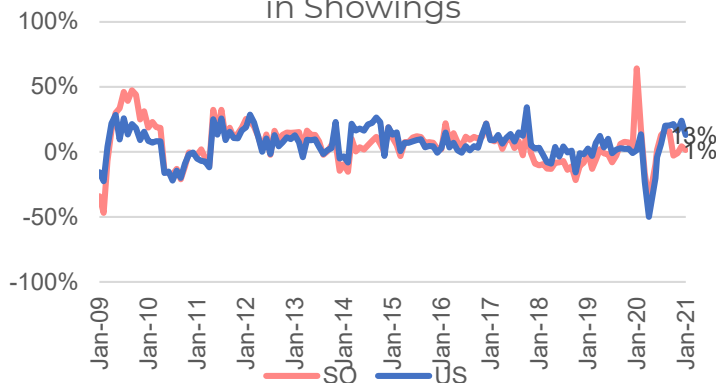
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South Region

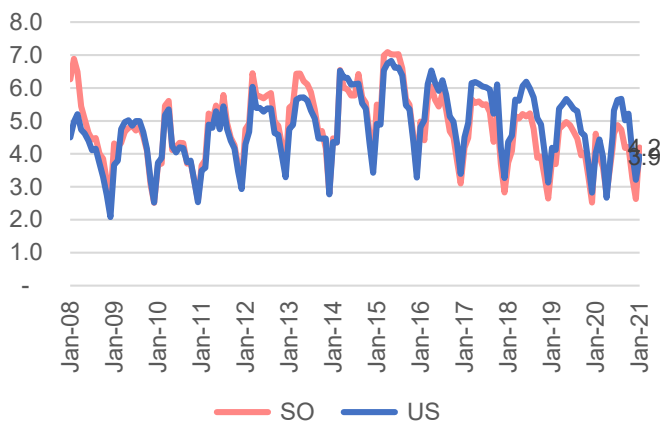
SO Region Showings Increase 1% Y/Y

The Southern Region recorded 267,645 showings in January which is up from December. Showings represents a 1% increase on a year-over-year basis. Sentrilock cards increased to 63,779 in January. Sentrilock showings per card was 4.2. The percent change year-over-year in Sentrilock cards was 11% and the percent change in year-over-year Sentrilock showings per card was -9%.

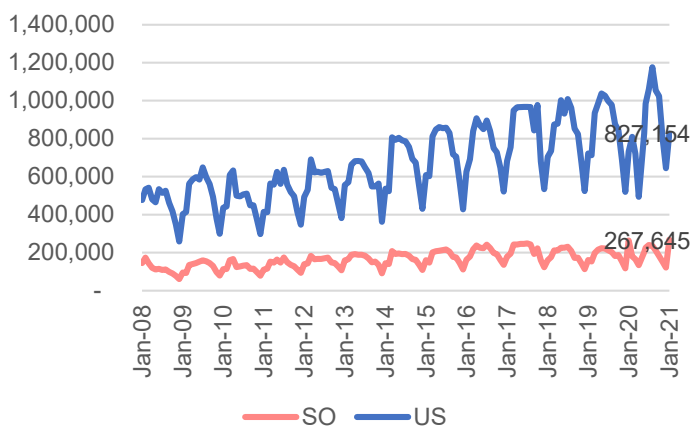
South Region Y/Y Percent Change in Showings



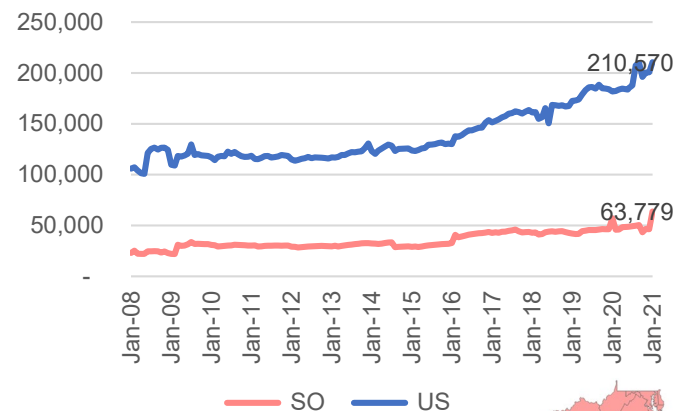
South Region Showings Per Card



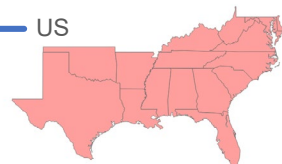
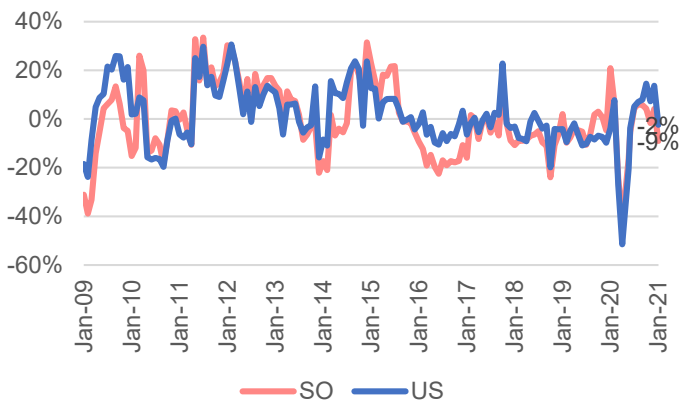
South Region Showings



South Region Cards



South Region Y/Y Percent Change in Showings Per Card

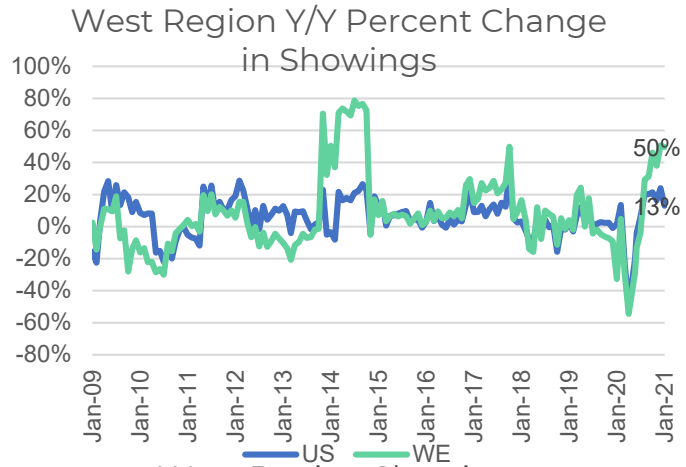


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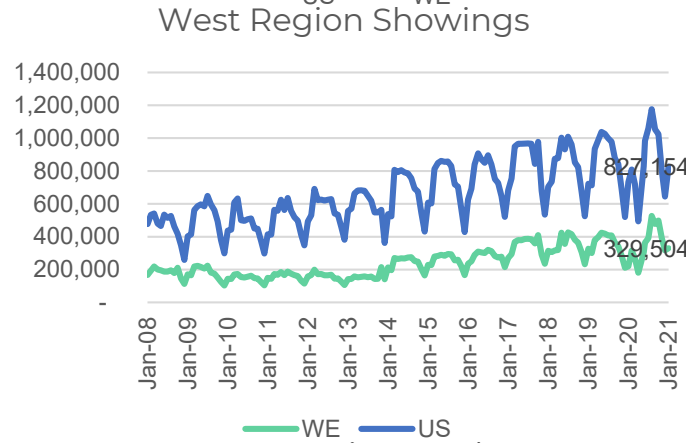
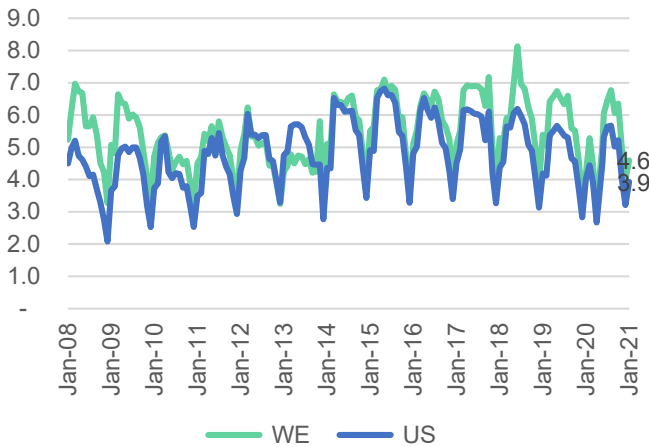
West Region

WE Region Showings Increase 50% Y/Y

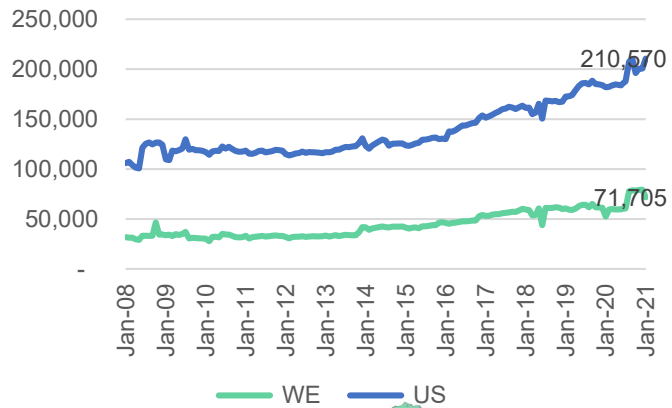
The West Region recorded a year-over-year increase in showings in January, (50%). Showings increased to 329,504 in January. The Western Region had 71,705 Sentrilock cards in January and a year-over-year percent change of 37%. Sentrilock showings per card was 4.6 for January. On a year-over-year basis, Sentrilock showings per card recorded a 10% increase over January.



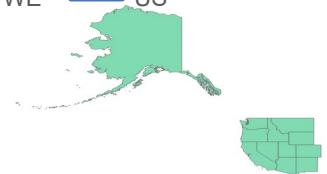
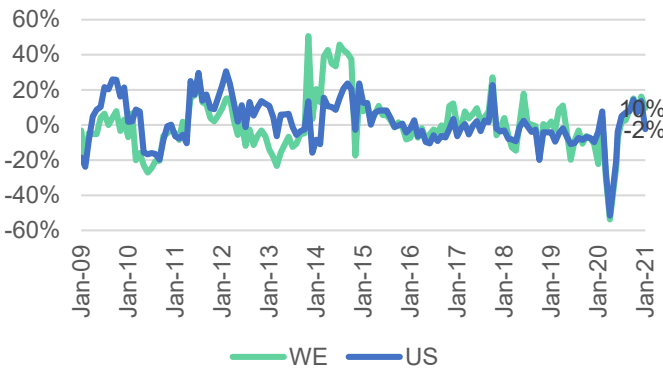
West Region Showings Per Card



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 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 I buyer on a property. The increase in showings and cards can also reflect increasing market coverage of Sentrilock.

NAR Sentrilock Home Showings Project Team

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NAR SentiLock Home Showings Report

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.

NATIONAL ASSOCIATION OF REALTORS®

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