



NAR SentiLock Home Showings Report March 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 March compared to one year ago.
- ❖ Nationally, Sentrilock home showings were up 45% year-over-year. Showings rose in every region: West region (99%), South (34%), Northeast (20%) and Midwest (14%).
- ❖ The number of cards, a measure of the number of REALTORS® showing homes, increased 17% on a year-over-year basis.
- ❖ Showings per card, a measure of the intensity of demand and buyer competition, increased 23% year-over year.

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Photo Cover:

www.nar.realtor/research-and-statistics

NAR SentiLock Home Showings Report

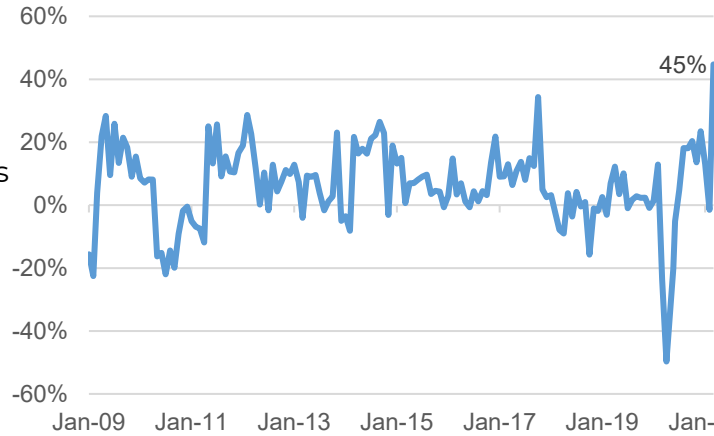
United States

Showings Up 45% Y/Y in March

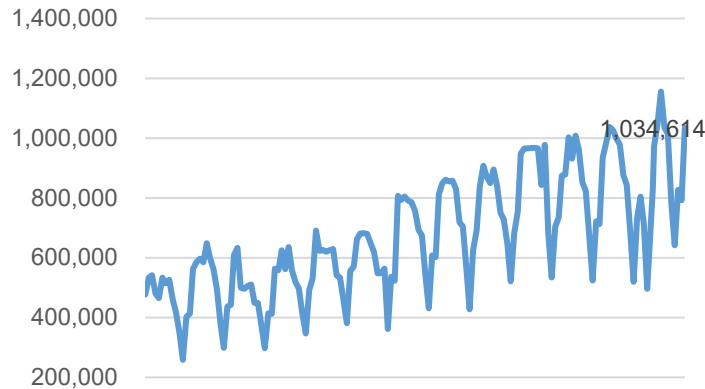
March 2021 U.S. showings were up 45% year-over-year, according to data from SentiLock, a lockbox company. SentiLock showings totaled 1,034,614 for March, up from the 714,768 recorded in March 2020. March's year-over-year results are skewed as the coronavirus pandemic significantly reduced and/or essentially eliminated in-person showings one year ago. Thus, showings data results appear to be more dramatic. Nevertheless, showings in March saw significant growth as competition for already low supply heat up.

All four regions showed a year-over-year increase: West region (99%), South (34%), Northeast (20%) and Midwest (14%).

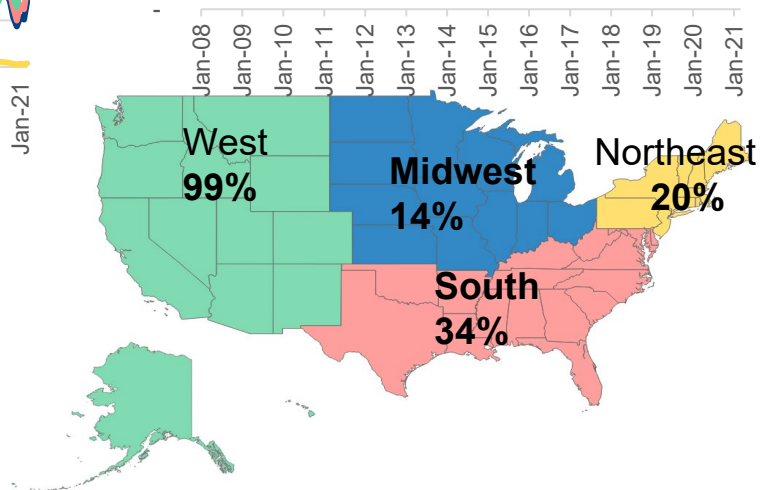
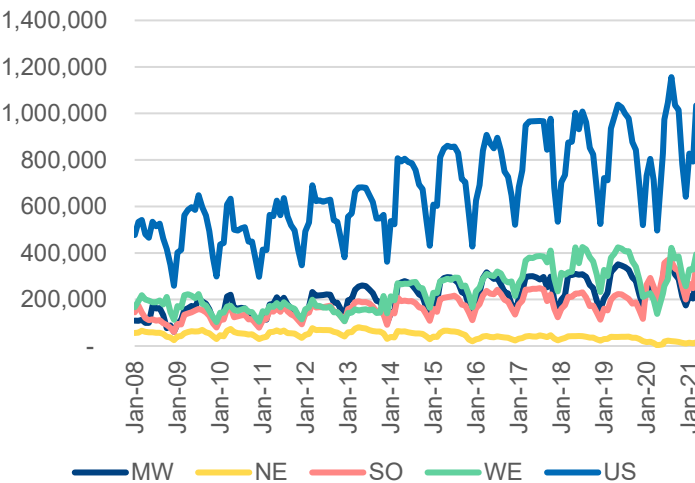
Percent Y/Y Change in U.S. Showings



Historical U.S. Showings



Historical U.S. Showings by Region



NAR SentiLock Home Showings Report

United States

SentiLock Cards Rose 17% Y/Y in March

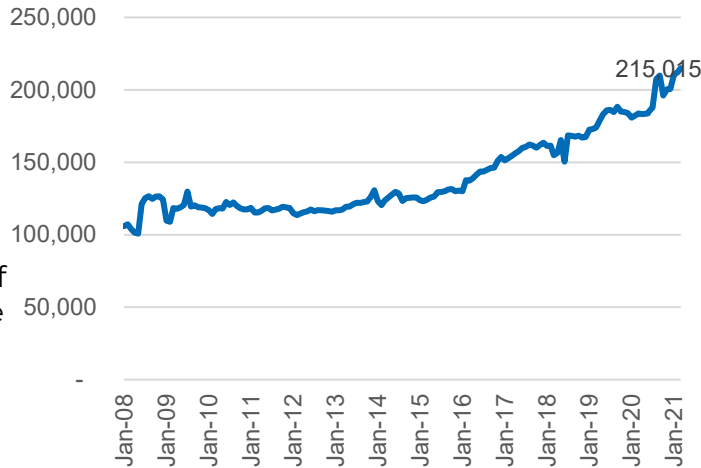
Total U.S. SentiLock cards rose 17% year-over-year to 215,015. SentiLock cards rose year-over-year in all regions in March 2021. The West recorded (40%), South (13%), Midwest (5%) and Northeast (2%). SentiLock cards, comprised of SentiKey® and SentiCard®, allows REALTORS® to access the Sentrilock® lockbox and is an indicator of the number of REALTORS® who conduct the showing.

Showings Per Card Increased 23% Y/Y in February

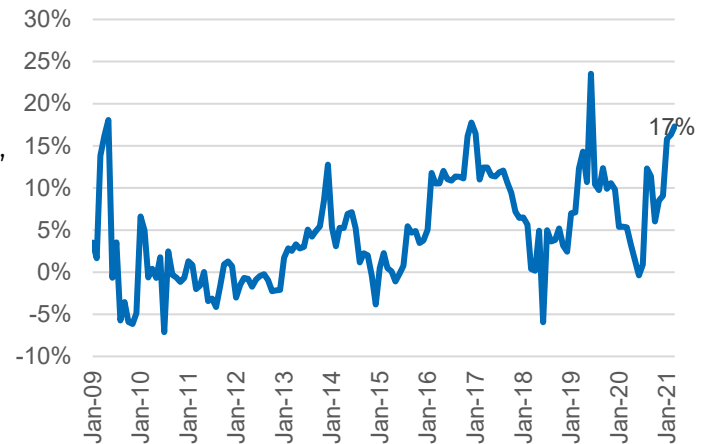
The number of showings per card reflects the strength of buyer interest per listed property. At a national level, showings per card increased 23% year-over-year. Showings per card increased month-over-month to 4.8, up from 3.7 in February.

Showings per card increased year-over-year in all regions as well where increases for March 2021 were: West (42%), South (18%), Northeast (18%), and Midwest (8%).

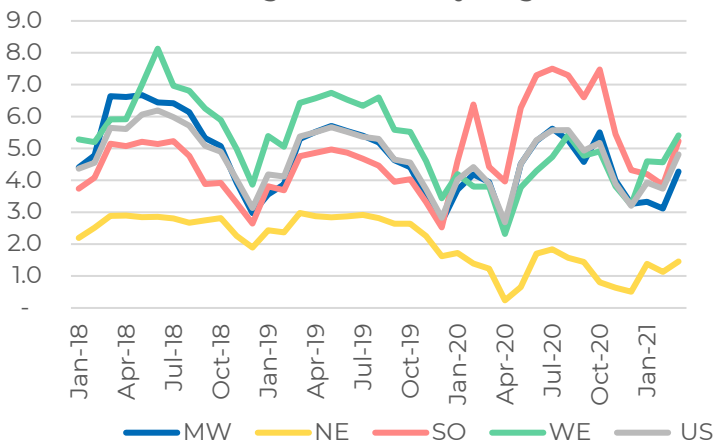
Historical U.S. Cards



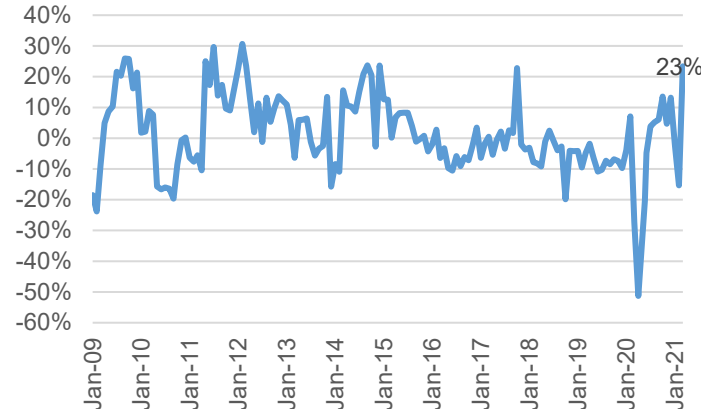
Percent Change Y/Y in U.S. Cards



Showings Per Card by Region



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



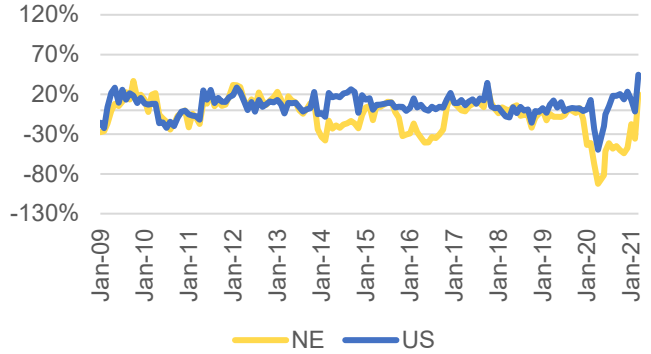
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Northeast Region

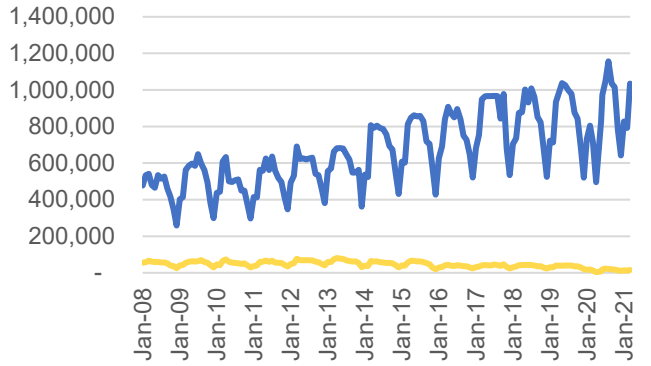
NE Region Showings Increase 20% Y/Y

The Northeast Region year-over-year showings for March 2021 represent a 20% increase. March showings were 10,618 and represent an increase on a m/m basis as well. Sentrilock cards increased from the prior month to 15,426 in March 2021. The Northeast Region came in last on a showings per card basis, 1.5, which is up from the prior month. Year-over-year percent change in showings per card was a 18% increase.

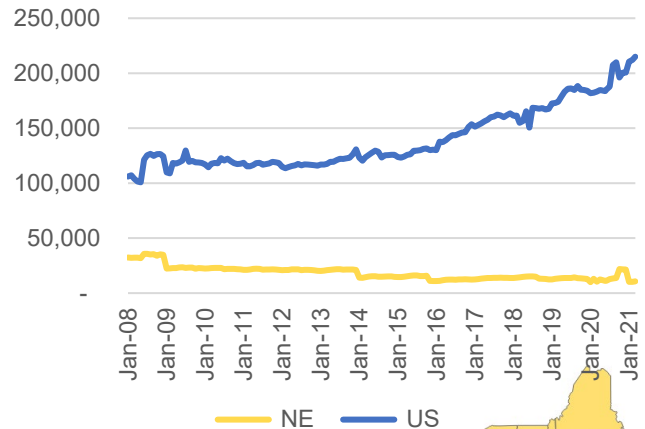
Northeast Region Percent Y/Y Change in Showings



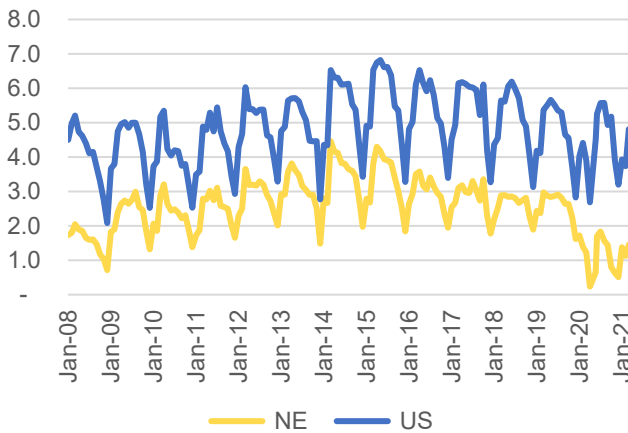
Northeast Region Showings



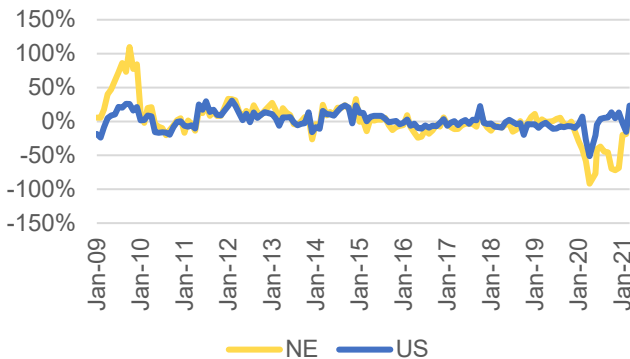
Northeast Region Cards



Northeast Region Showings Per Card



Northeast Region Y/Y Percent Change in Showings Per Card



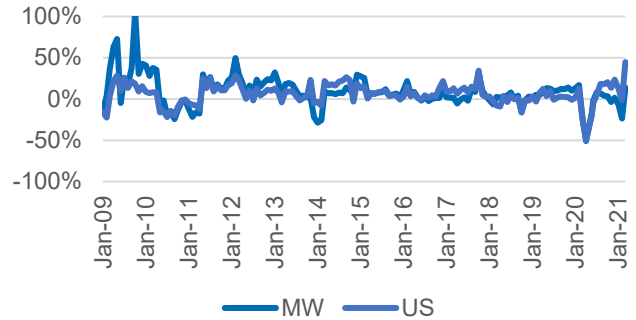
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Midwest Region

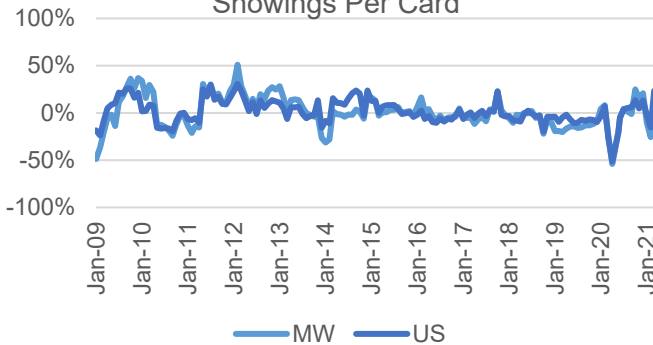
MW Region Showings Increase 14% Y/Y

The Midwest Region saw an increase in y/y showings. The March 2021 figure represents an increase of 14% year-over-year. The Midwest totaled 283,390 showings in March, up from February's 203,958. Midwest Region SentiLock cards increased to 66,258. Showings per card was 4.3. Year-over-year percent change in showings per card increased 8%.

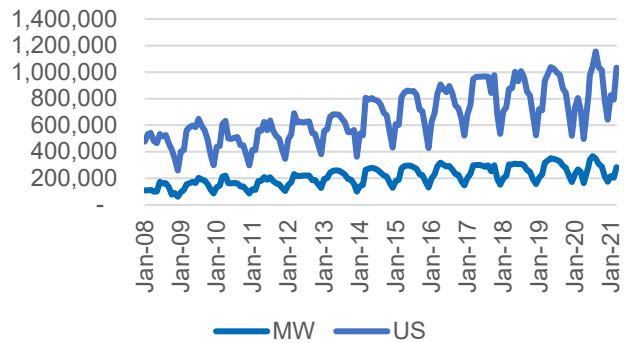
Midwest Region Y/Y Percent Change in Showings



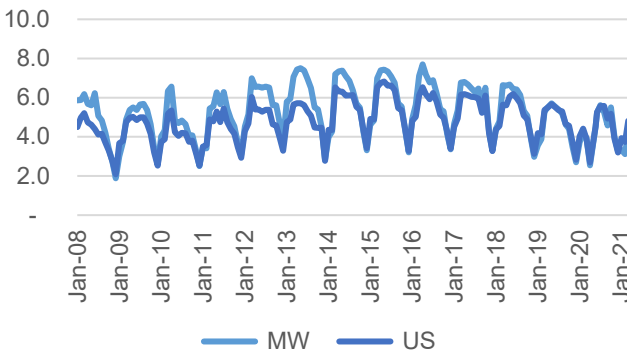
Midwest Region Y/Y Percent Change in Showings Per Card



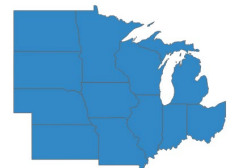
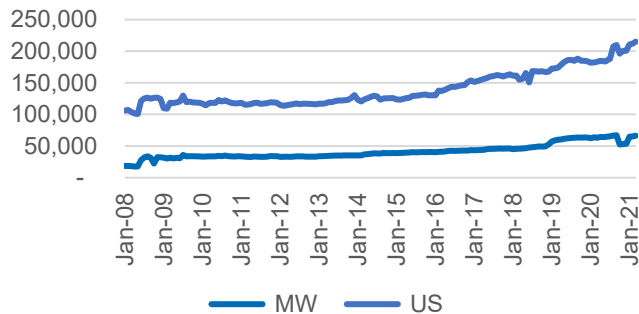
Midwest Region Showings



Midwest Region Showings Per Card



Midwest Region Cards



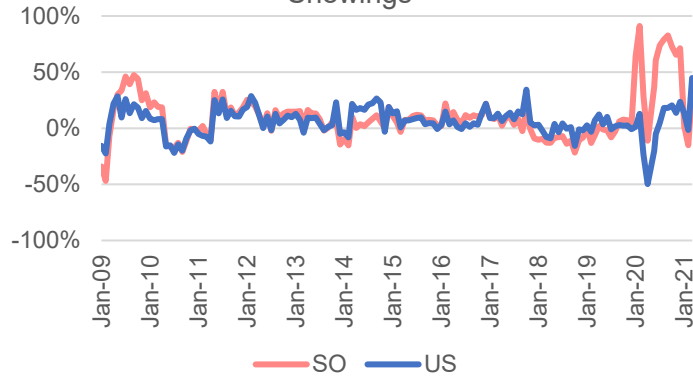
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South Region

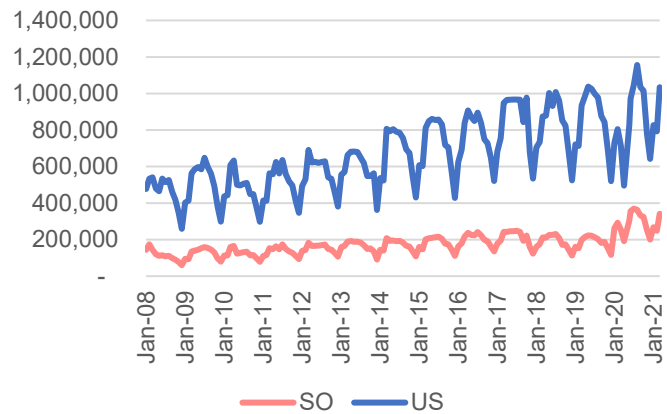
SO Region Showings Increase 34% Y/Y

The Southern Region recorded 341,174 showings in March which is an increase from February. March showings represents a 34% increase on a year-over-year basis. Sentrilock cards increased to 65,185 in March. Sentrilock showings per card was 5.2. The percent change year-over-year in Sentrilock cards was 13% and the percent change in year-over-year Sentrilock showings per card was 18%.

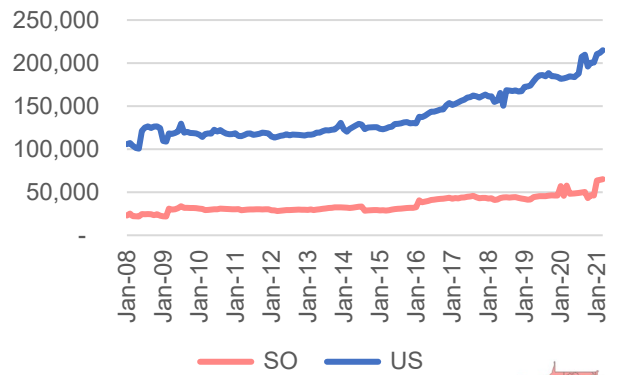
South Region Y/Y Percent Change in Showings



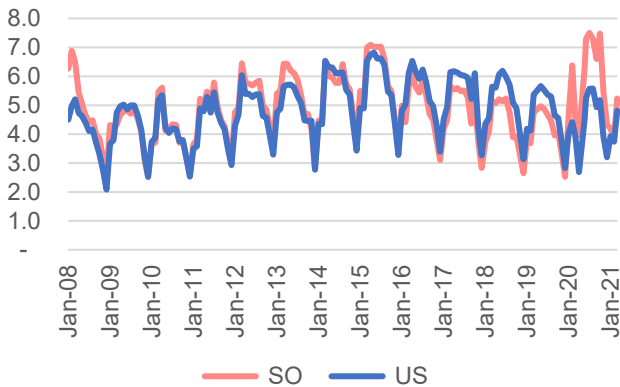
South Region Showings



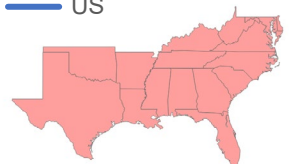
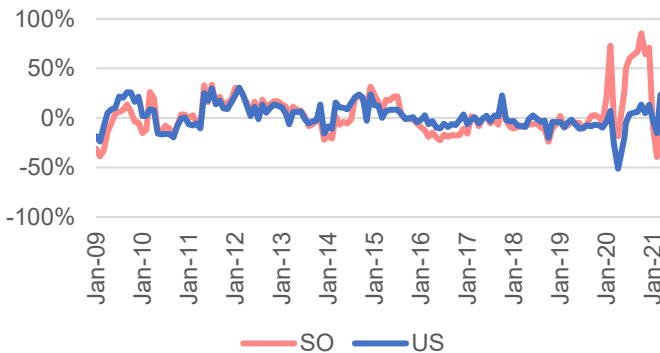
South Region Cards



South Region Showings Per Card



South Region Y/Y Percent Change in Showings Per Card



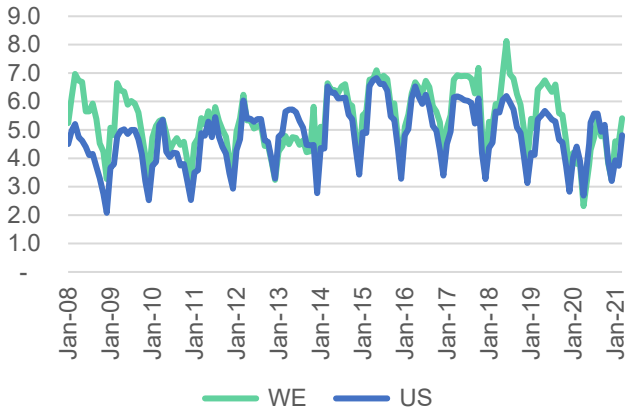
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West Region

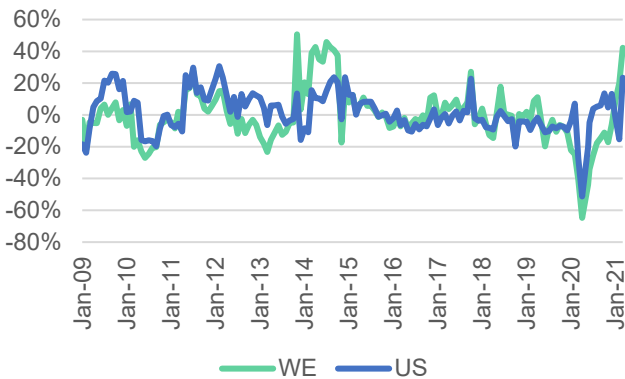
WE Region Showings Increase 99% Y/Y

The West Region recorded a year-over-year increase in showings in March, (99%). Showings increased to 394,624 in March. The West Region had 72,953 Sentrilock cards in March and a year-over-year percent change of 40%. Sentrilock showings per card was 5.4 for March. On a year-over-year basis, Sentrilock showings per card recorded a 42% increase over February.

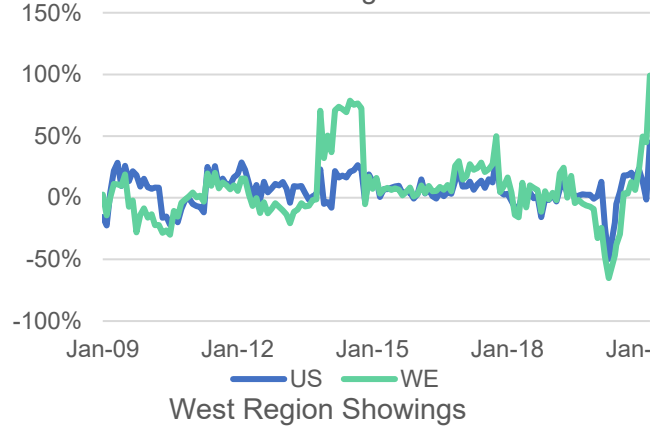
West Region Showings Per Card



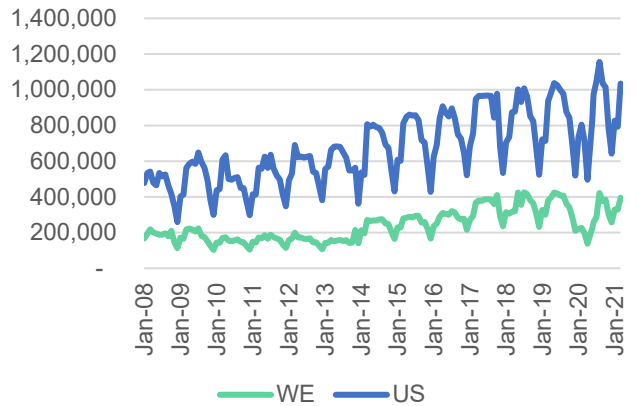
West Region Y/Y Percent Change in Showings Per Card



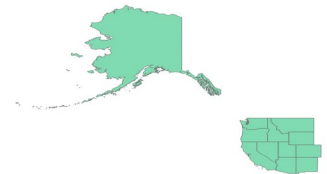
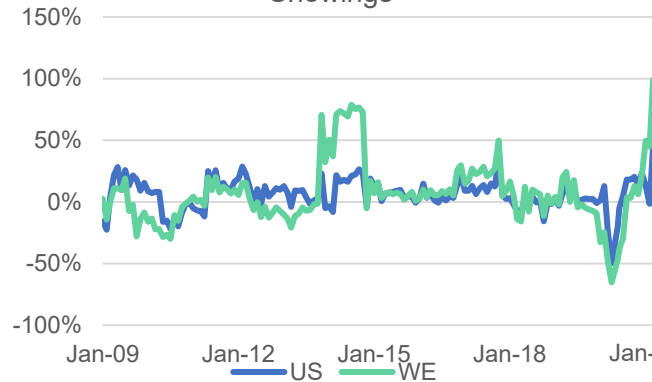
West Region Y/Y Percent Change in Showings



West Region Showings



West Region Y/Y Percent Change in Showings



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

Lawrence Yun, PhD, Chief Economist and Senior Vice President of Research
 Gay Cororaton, Senior Economist, Director of Housing and Commercial Research
 Brandon Hardin, Research Economist
 Meredith Dunn, Research Manager

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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.

NATIONAL ASSOCIATION OF REALTORS®

Research Group
500 New Jersey Avenue, NW
Washington, DC 20001
202-383-1000
data@nar.realtor

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