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.
March 2021 U.S. showings were up 45% year-over-year, according to data from SentriLock, a lockbox company. Sentrilock 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%).
United States

SentriLock Cards Rose 17% Y/Y in March

Total U.S. SentriLock cards rose 17% year-over-year to 215,015. SentriLock cards rose year-over-year in all regions in March 2021. The West recorded (40%), South (13%), Midwest (5%) and Northeast (2%). SentriLock cards, comprised of SentriKey® and SentriCard®, allows REALTORS® to access the Sentriloock® 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%).
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 increases 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.
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 SentriLock cards increased to 66,258. Showings per card was 4.3. Year-over-year percent change in showings per card increased 8%.
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%.
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.
SentriLock is the official lockbox solution for NAR. As the leading electronic lockbox manufacturer and provider of property access management solutions, SentriLock 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 SentriLock Bluetooth® REALTOR® Lockbox is the most secure, durable, and versatile within the industry. SentriLock’s reliable, multiple key access method, including via mobile app or keycard, helps to efficiently gain property access.

Every month SentriLock, LLC. provides NAR with data on the number of properties shown by a REALTOR®. SentriLock 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 SentriLock Lockboxes a REALTOR® inserts their SentriCard® into or uses their SentriKey® to gain access to properties.

Showings Per Card Definition: the average showings per card

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

SentriKey®: lockbox system app that contains authorization data that allows REALTORS® to access lockbox key compartments. Most lockbox accesses are via the SentriKey® 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 buyer on a property. The increase in showings and cards can also reflect increasing market coverage of Sentrilock.

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