Summary

- Home showings on homes with SentriLock lockboxes increased in May compared to one year ago.

- Nationally, SentriLock home showings were up 24% year-over-year. Showings rose in every region except the Midwest: Northeast region (111%), West (71%), South (12%) and Midwest (-1%).

- The number of cards, a measure of the number of REALTORS® showing homes, increased 19% on a year-over-year basis.

- Showings per card, a measure of the intensity of demand and buyer competition, increased 5% year-over-year.
Showings Up 24% Y/Y in May

May 2021 U.S. showings were up 24% year-over-year, according to data from SentriLock, a lockbox company. Sentrilock showings totaled 1,030,784 for May, up from the 828,611 recorded in May 2020 and up from the 1,017,284 recorded the prior month. May 2021’s year-over-year showings saw continued growth, up 24%, as home prices are at all-time highs and rapidly increasing. Despite the lack of inventory and increasing prices, homebuyers are not deterred as high demand for homes continues.

All four regions showed a year-over-year increase except the Midwest: Northeast region (111%), West (71%), South (12%) and Midwest (-1%).
United States

SentriLock Cards Rose 19% Y/Y in May

Total U.S. SentriLock cards rose 19% year-over-year to 218,290. SentriLock cards rose year-over-year in all regions in May 2021 with the exception of the Northeast. The South recorded (37%), West (23%), Midwest (5%) and Northeast (-1%). SentriLock cards, comprised of SentriKey® and SentriCard®, allows REALTORS® to access the Sentrilock® lockbox and is an indicator of the number of REALTORS® who conduct the showing.

Showings Per Card Increased 5% Y/Y in May

The number of showings per card reflects the strength of buyer interest per listed property. At a national level, showings per card increased 5% year-over-year in May 2021. Showings per card remained unchanged month-over-month at 4.7.

Showings per card increased year-over-year for half of the regions: Northeast (115%), West (39%), Midwest (-5%) and South (-18%).
Midwest Region

MW Region Showings decreased -1% Y/Y

The Midwest Region saw a decrease in y/y showings. The May 2021 figure represents an decrease of -1% year-over-year. The Midwest totaled 289,087 showings in May, up from April's 285,471. Midwest Region Sentrilock cards increased to 67,423. Showings per card was 4.3. Year-over-year percent change in showings per card decreased -5%.
Northeast Region

NE Region Showings Increase 111% Y/Y

The Northeast Region year-over-year showings for May 2021 represent a 111% increase. May showings were 15,218 and represent an increase on a m/m basis. Sentrilock cards increased from the prior month (10,773) to 10,908 in May 2021. The Northeast Region came in last on a showings per card basis, 1.4, which remains unchanged from the prior month. Year-over-year percent change in showings per card was a 113% increase.
The Southern Region recorded 341,915 showings in May which is an increase from April (338,246). May showings represents a 12% increase on a year-over-year basis. SentriLock cards increased to 66,524 in May. SentriLock showings per card remained unchanged from the prior month (5.1). The percent change year-over-year in SentriLock cards was 37% and the percent change in year-over-year SentriLock showings per card was -18%. 

South Region Showings Increase 12% Y/Y
WE Region Showings Increase 71% Y/Y

The West Region recorded a year-over-year increase in showings in May, (71%). Showings increased from the 378,370 recorded in April to 384,564 in May. The West Region had 73,435 Sentrilock cards in May and a year-over-year percent change of 23%. Sentrilock showings per card was 5.2 for May. On a year-over-year basis, Sentrilock showings per card recorded a 39% increase in May.
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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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.

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**NATIONAL ASSOCIATION OF REALTORS®**

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