

NAR SentiLock Home Showings Report June 2021

National Association of REALTORS®
Research Group



NATIONAL
ASSOCIATION OF
REALTORS®

NAR SentiLock Home Showings Report

Summary

- ❖ Nationally, Sentrilock home showings were down 1% year-over-year. Showings declined in every region except the West: Northeast region (-26%), Midwest (-18%), South (-9%) and West (34%).
- ❖ The number of cards, a measure of the number of REALTORS® showing homes, increased 20% on a year-over-year basis.
- ❖ Showings per card, a measure of the intensity of demand and buyer competition, decreased 17% year-over year.

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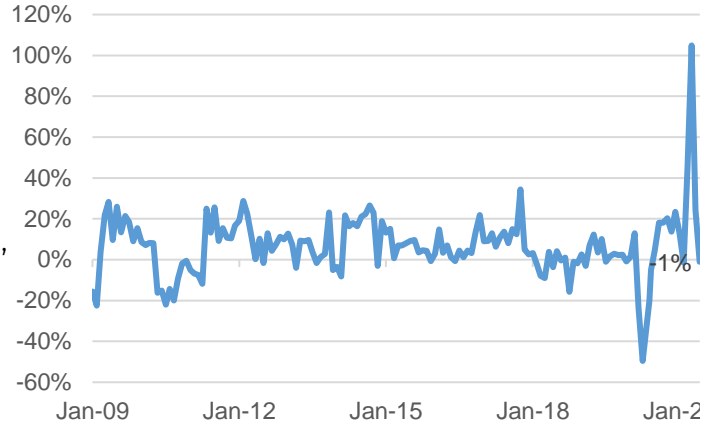
United States

Showings Down 1% Y/Y in June

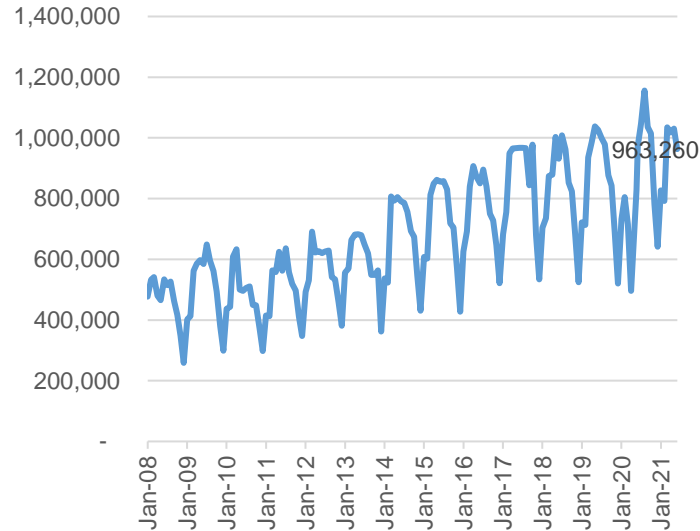
June 2021 U.S. showings were down 1% year-over-year, according to data from SentiLock, LLC., a lockbox company. SentiLock showings totaled 963,260 for June, down from the 973,615 recorded in June 2020 and down from the 1,030,784 recorded in May 2021. June 2021's year-over-year showings saw a slight decline, down 1%, as home prices are at a record high and increasing at the quickest rate ever.

Of the four regions, three showed a year-over-year decrease while the West showed an increase: Northeast region (-26%), Midwest (-18%), South (-9%) and West (34%).

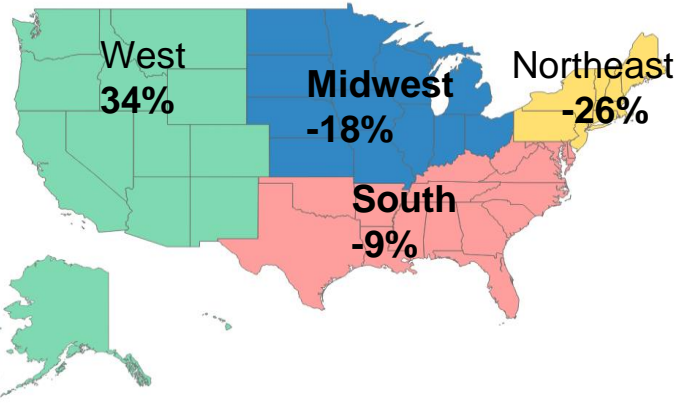
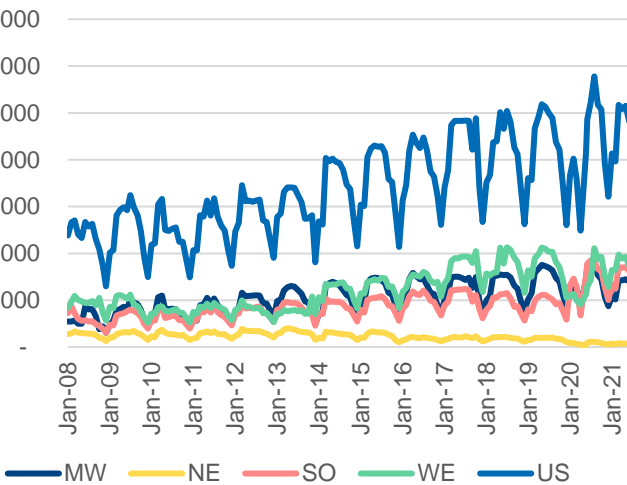
Percent Y/Y Change in U.S. Showings



U.S. Showings



U.S. Showings by Region



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United States

SentiLock Cards Rose 20% Y/Y in June

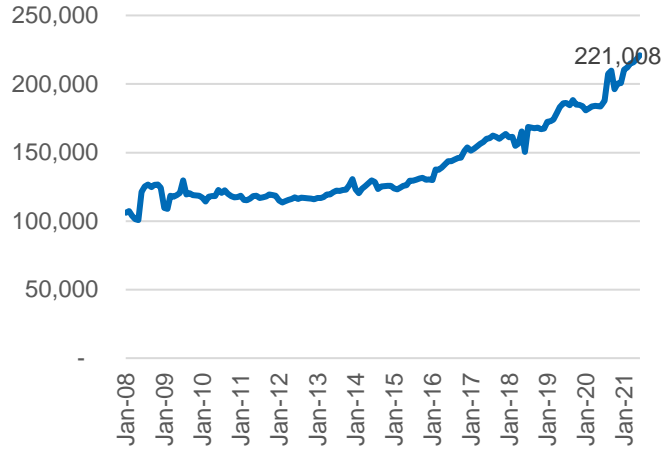
Total U.S. SentiLock cards rose 20% year-over-year to 221,008. SentiLock cards rose year-over-year in all regions in June 2021. The West recorded (42%), Northeast (29%), South (11%) and Midwest (8%). SentiLock cards, comprised of SentiKey® and SentiCard®, allows REALTORS® to access the Sentrilock® lockbox and is an indicator of the number of REALTORS® who conduct the showing.

Showings Per Card Decreased 17% Y/Y in June

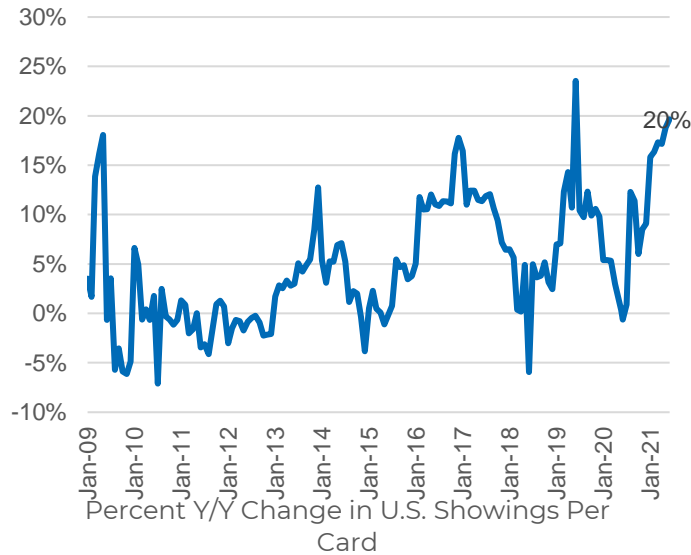
The number of showings per card reflects the strength of buyer interest per listed property. At a national level, showings per card decreased 17% year-over-year in June 2021. Showings per card declined from the prior month from 4.7 to 4.4.

Showings per card decreased year-over-year for all regions: Northeast (-43%), Midwest (-24%), South (-18%) and West (-6%).

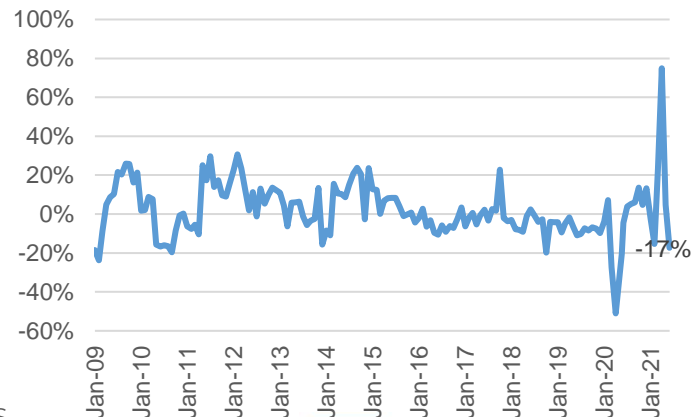
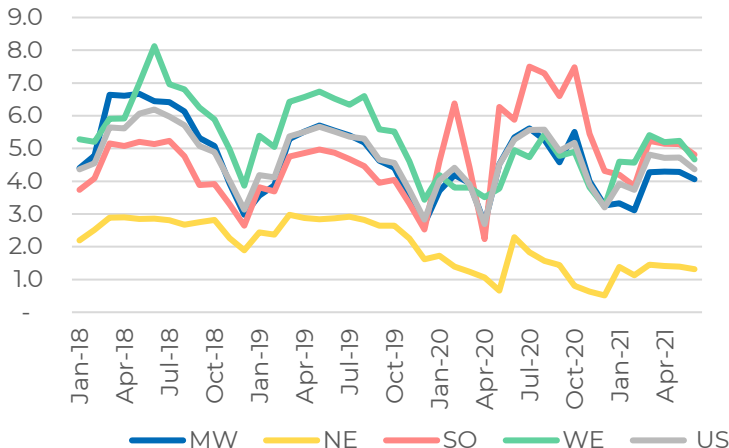
Historical U.S. Cards



Percent Change Y/Y in U.S. Cards



Showings Per Card by Region



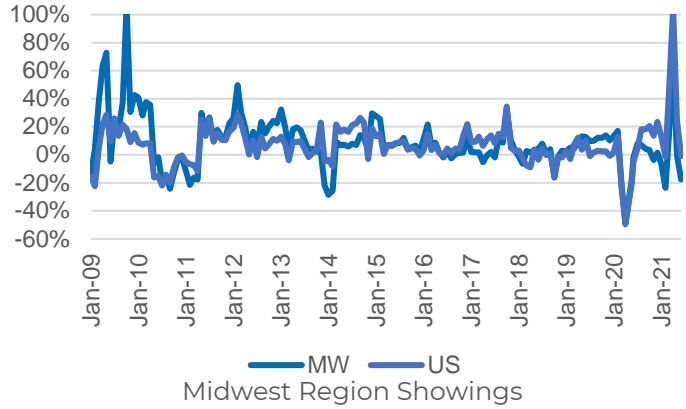
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Midwest Region

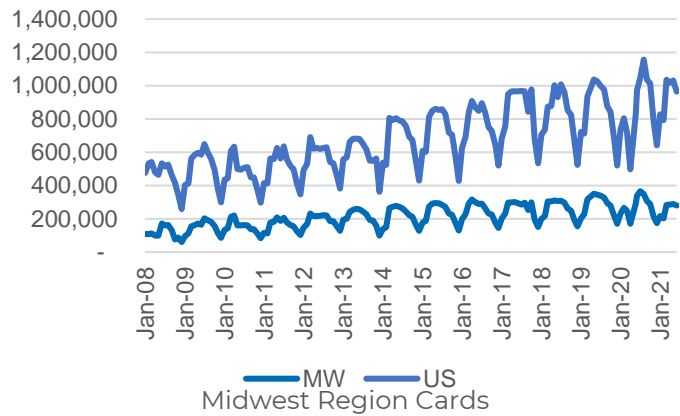
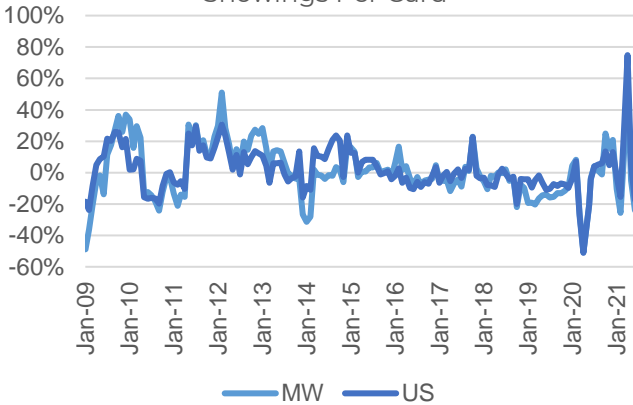
MW Region Showings Decreased 18% Y/Y

The Midwest Region saw a decrease in y/y showings. The June 2021 figure represents a decrease of -18% year-over-year. The Midwest totaled 279,417 showings in June, down from May's 289,087. Midwest Region Sentrilock cards increased to 68,830. Showings per card was 4.3. Year-over-year percent change in showings per card decreased -24%.

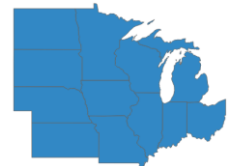
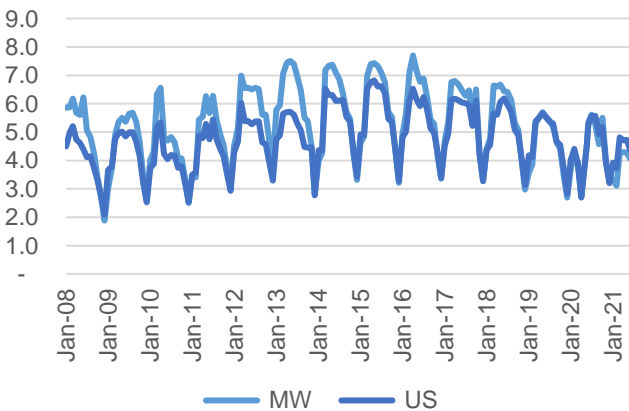
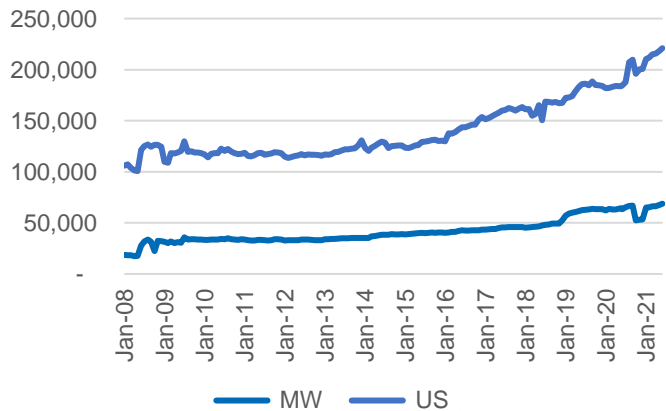
Midwest Region Y/Y Percent Change in Showings



Midwest Region Y/Y Percent Change in Showings Per Card



Midwest Region Showings Per Card



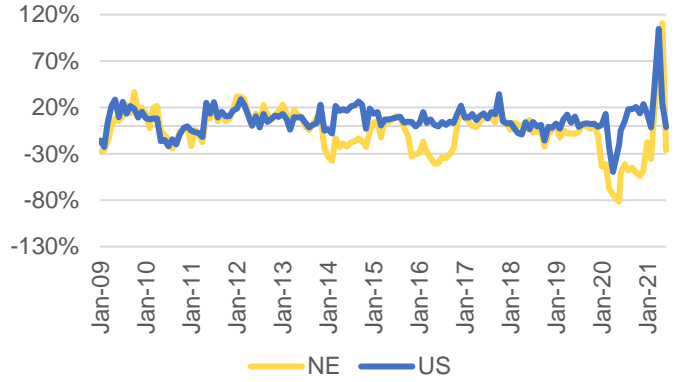
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Northeast Region

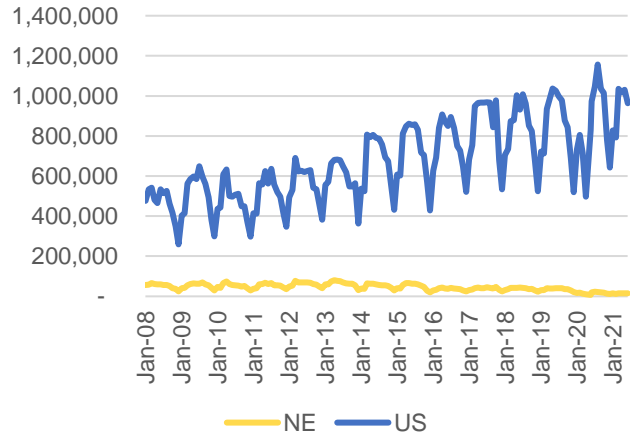
NE Region Showings Decrease 26% Y/Y

The Northeast Region year-over-year showings for June 2021 represent a 26% decrease. June showings were 14,618 and represent a decrease on a m/m basis. Sentrilock cards decreased from the prior month (10,908) to 10,751 in June 2021. The Northeast Region came in last on a showings per card basis, 1.3. Year-over-year percent change in showings per card was a 43% decrease.

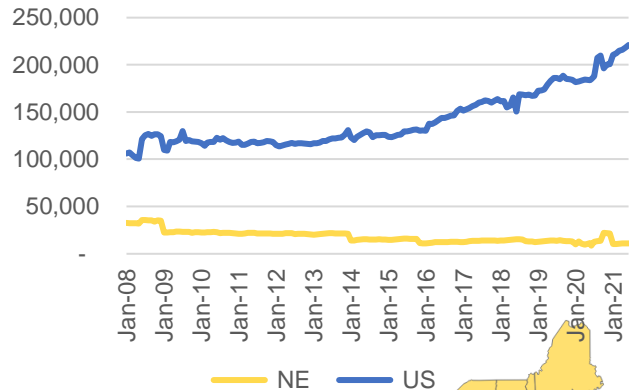
Northeast Region Percent Y/Y Change in Showings



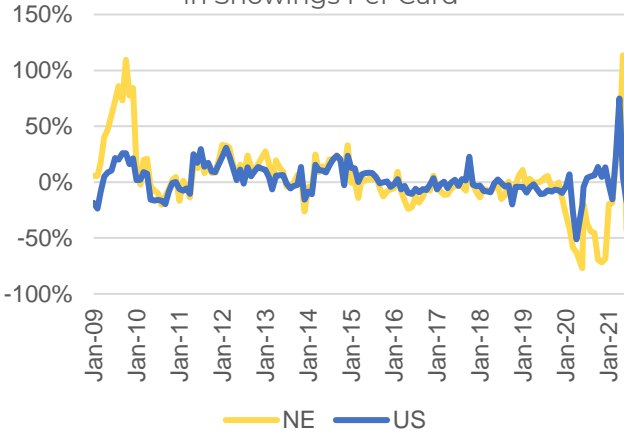
Northeast Region Showings



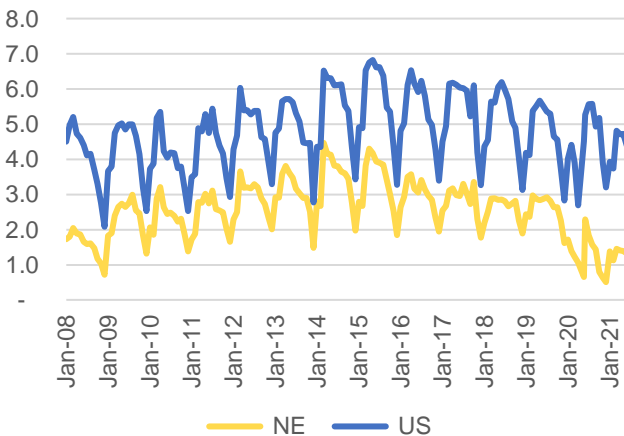
Northeast Region Cards



Northeast Region Y/Y Percent Change in Showings Per Card



Northeast Region Showings Per Card



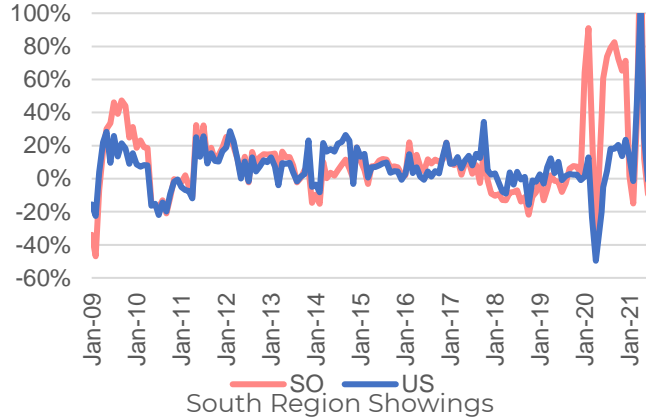
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South Region

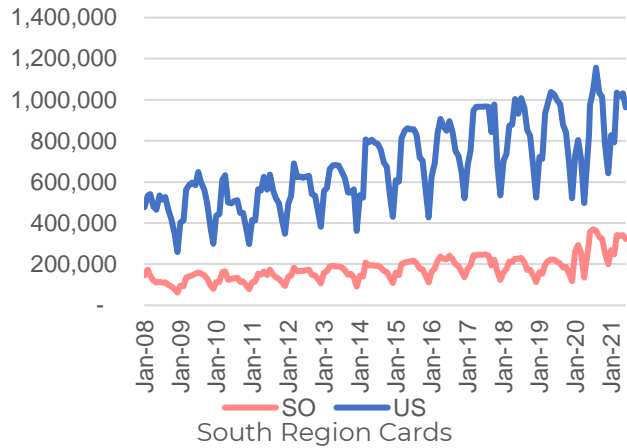
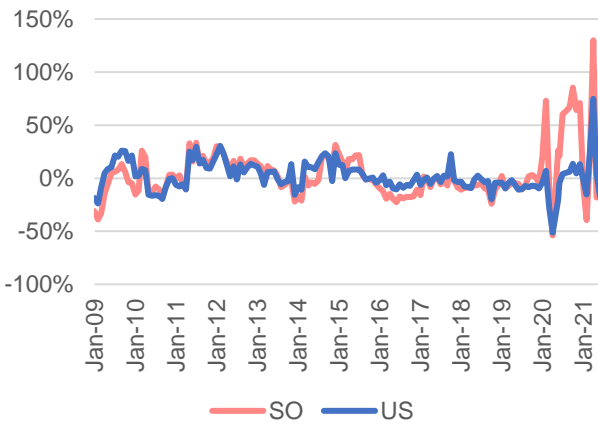
SO Region Showings Decrease 9% Y/Y

The Southern Region recorded 323,310 showings in June which is a decrease from May. June showings represents a 9% decrease on a year-over-year basis. Sentrilock cards increased to 67,198 in June. Sentrilock showings per card decreased from the prior month to 4.8. The percent change year-over-year in Sentrilock cards was 11% and the percent change in year-over-year Sentrilock showings per card was -18%.

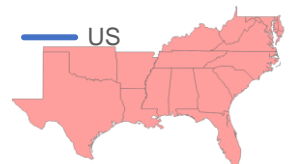
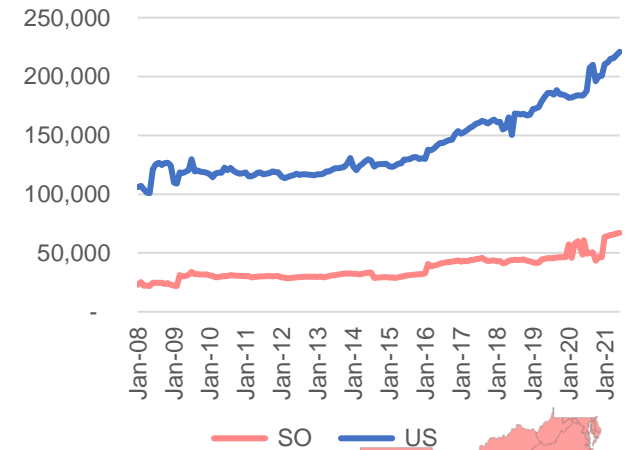
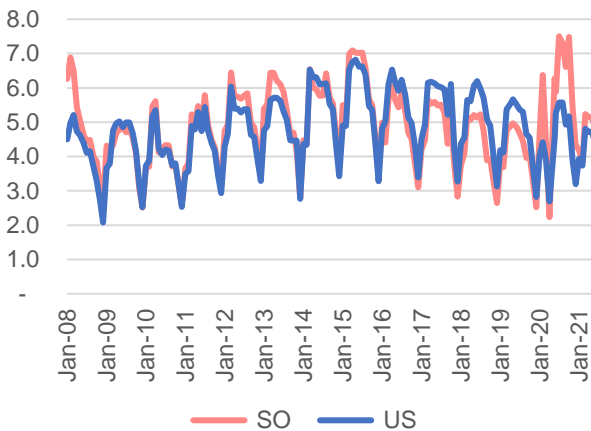
South Region Y/Y Percent Change in Showings



South Region Y/Y Percent Change in Showings Per Card



South Region Showings Per Card



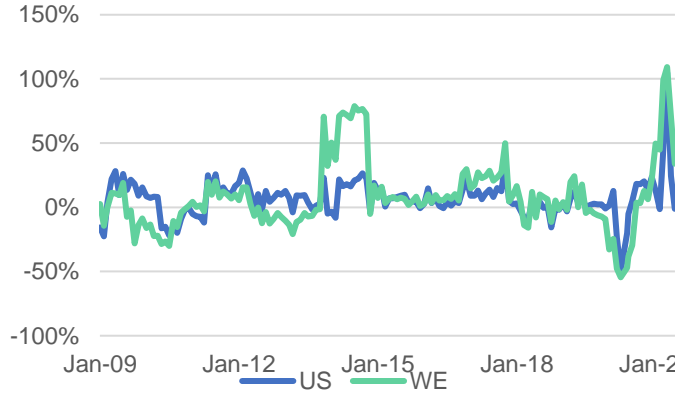
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West Region

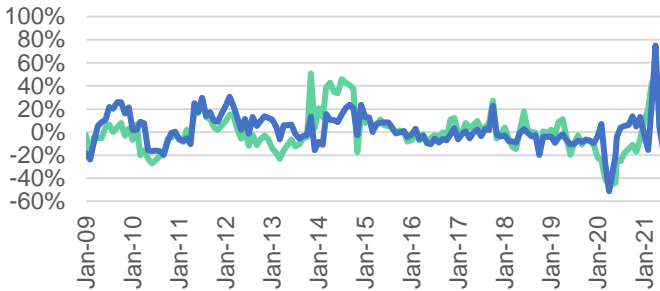
WE Region Showings Increase 34% Y/Y

The West Region recorded a year-over-year increase in showings in June, (34%). Showings decreased from 384,564 in May to 346,365 in June. The West Region had 74,229 Sentrilock cards in June and a year-over-year percent change of 42%. Sentrilock showings per card was 4.7 for June. On a year-over-year basis, Sentrilock showings per card recorded a 6% decrease in June.

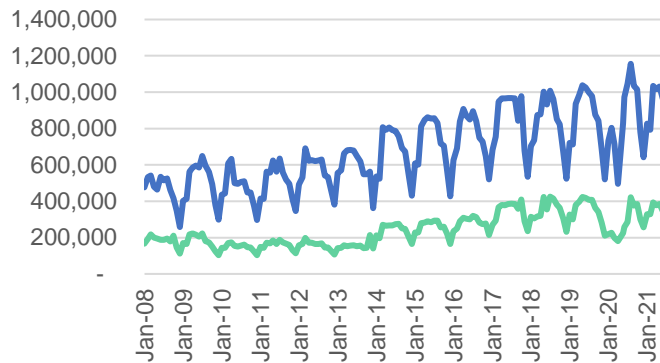
West Region Y/Y Percent Change in Showings



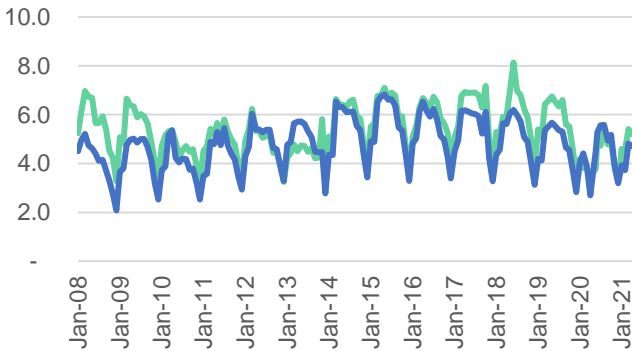
West Region Y/Y Percent Change in Showings Per Card



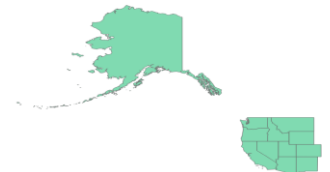
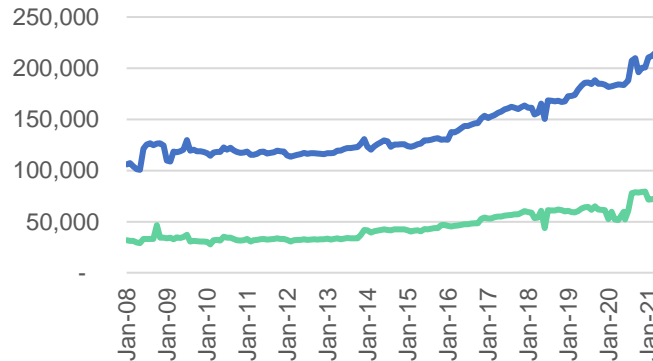
West Region Showings



West Region Showings Per Card



West Region Cards



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 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.

NATIONAL ASSOCIATION OF REALTORS®

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