

# NAR SentiLock Home Showings Report November 2021

National Association of REALTORS®  
Research Group



NATIONAL  
ASSOCIATION OF  
REALTORS®

# NAR SentiLock Home Showings Report

## Summary

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- ❖ Nationally, Sentrilock home showings were down 12% year-over-year. Showings declined in every region: Northeast region (-17%), Midwest (-14%), West (-13%) and South (-9%)
- ❖ The number of cards, a measure of the number of REALTORS® showing homes, increased 7% on a year-over-year basis.
- ❖ Showings per card, a measure of the intensity of demand and buyer competition, decreased 18% year-over year.

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# NAR SentiLock Home Showings Report

## United States

### Showings Down 12% Y/Y in November

November 2021 U.S. showings were down 12% year-over-year with 686,019 showings, according to data from SentiLock, LLC., a lockbox company. Typical seasonal showings trends continued in November where showing activity pace further decreased.

### SentiLock Cards Rose 7% Y/Y

Total U.S. SentiLock cards rose 7% year-over-year to 224,457. 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.

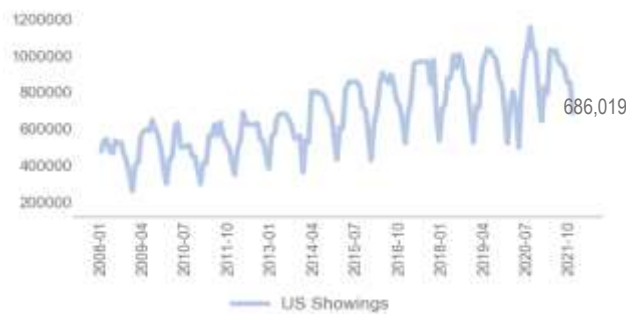
### Showings Per Card Decreased 18% Y/Y

The number of showings per card reflects the strength of buyer interest per listed property. At a national level, showings per card decreased 18% year-over-year in November.

U.S. Y/Y Change in Showings



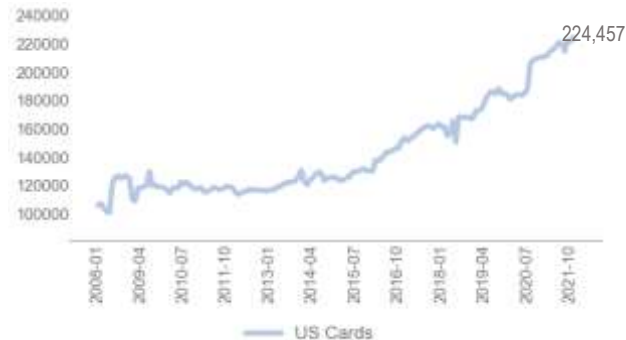
U.S. Showings



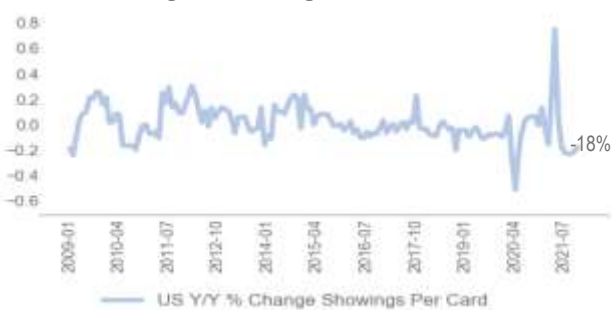
U.S. Y/Y Change in Cards



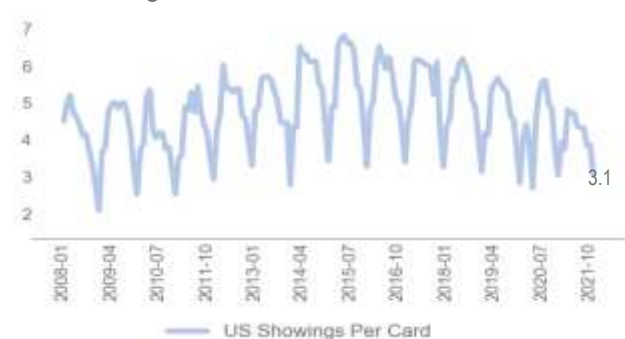
U.S. Cards



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



U.S. Showings Per Card



# NAR SentiLock Home Showings Report

## Regional

### All Regions Saw Y/Y Showings Decrease

All four regions saw a decrease in showings on a year-over-year basis in November: Northeast region (-17%), Midwest (-14%), West (-13%) and South (-9%). Although every region saw showings decline on a year-over-year basis, with respect to the prior month, all regions made progress toward getting out negative territory.

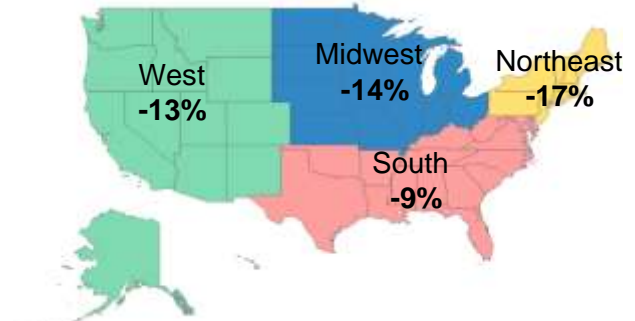
### Y/Y SentiLock Cards Increased in Every Region

Cards on a y/y basis were up in every region. While every region saw an increase in y/y cards, half of regions y/y percent change in cards declined from the prior month (South and West). The Midwest and Northeast y/y percent change increased.

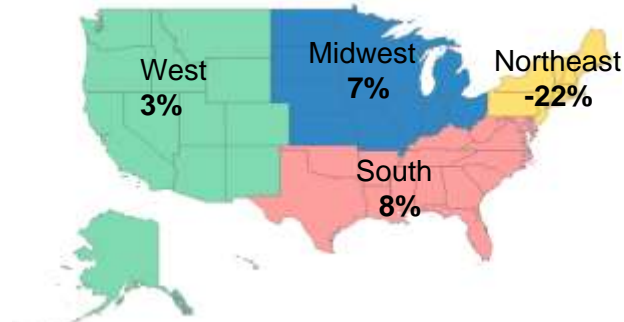
### Showings Per Card Decreased In All Regions On A Y/Y Basis

All regions saw a year-over-year decrease in showings per card in November. While all regions saw a decline on a year-over-year basis, of the four regions, only the Northeast (-32%) saw further negative progression from the prior month (-22%).

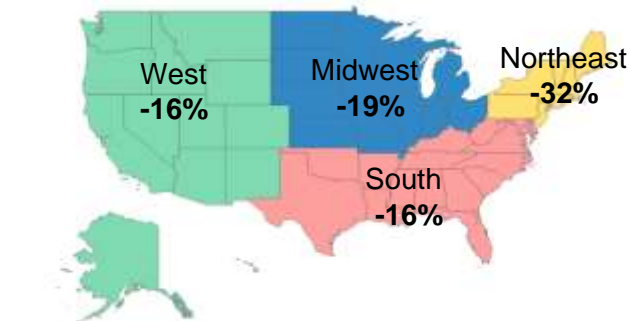
Regional Y/Y Change in Showings



Regional Y/Y Change in Cards



Regional Y/Y Change in Showings Per Card



# NAR SentiLock Home Showings Report

## Midwest Region

### MW Region Showings Decreased 14% Y/Y

Midwest Region showings declined y/y in November. The November 2021 figure represents a decrease of -14% year-over-year. The Midwest totaled 183,005 showings. Midwest Region Sentrilock cards increased to 69,084. Showings per card declined to 2.6. Year-over-year percent change in showings per card decreased -19%.

Midwest Y/Y Change in Showings



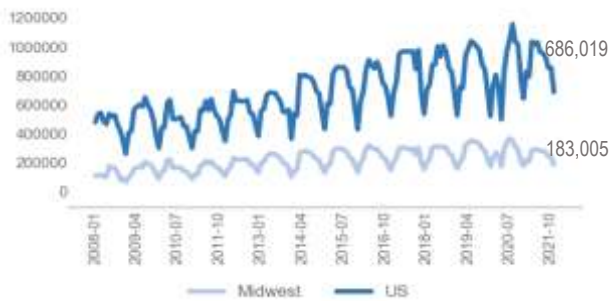
Midwest Y/Y Change in Cards



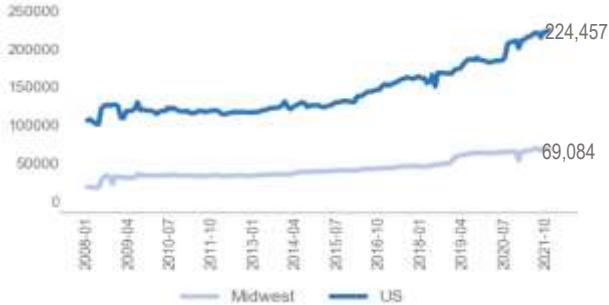
Midwest Y/Y Change in Showings Per Card



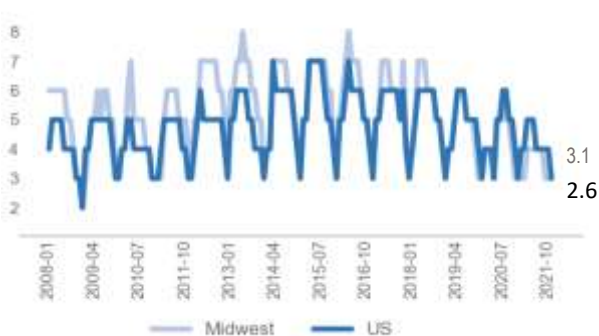
Midwest Showings



Midwest Cards



Midwest Showings Per Card



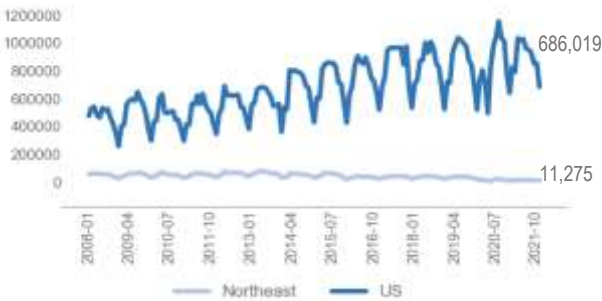
# NAR SentiLock Home Showings Report

## Northeast Region

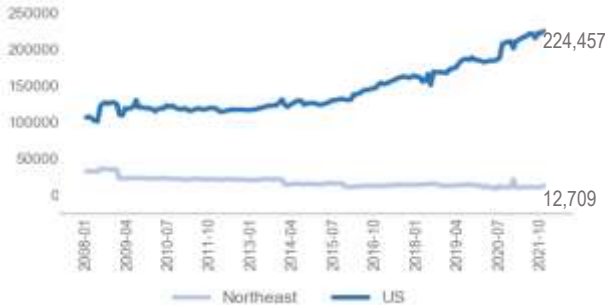
### NE Region Showings Decreased 17% Y/Y

NE Region showings decreased y/y in November. NE region showings decreased by -17% year-over-year. The Northeast totaled 11,275 showings in November. Northeast Region Sentrilock cards increased to 12,709. Showings per card dropped to 0.9. Year-over-year percent change in showings per card decreased -32%.

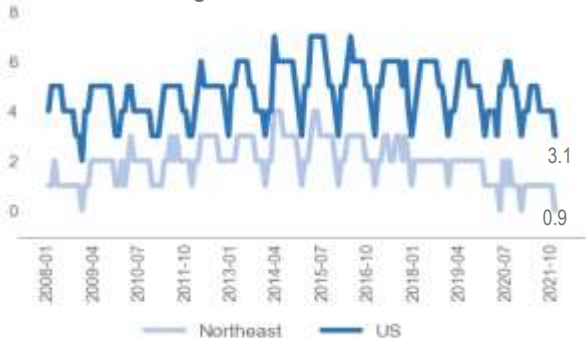
#### Northeast Showings



#### Northeast Cards



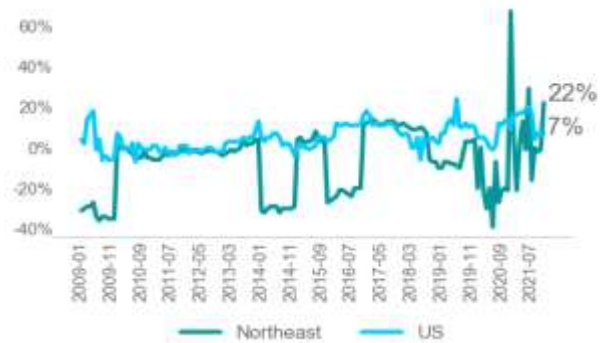
#### Northeast Showings Per Card



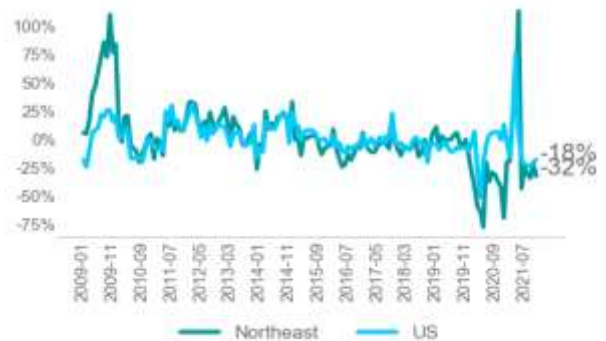
#### Northeast Y/Y Change in Showings



#### Northeast Y/Y Change in Cards



#### Northeast Y/Y Change in Showings Per Card



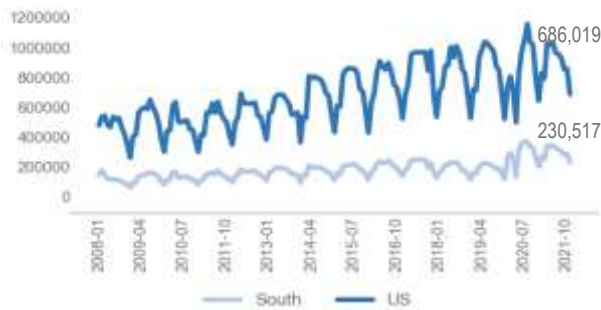
# NAR SentiLock Home Showings Report

## South Region

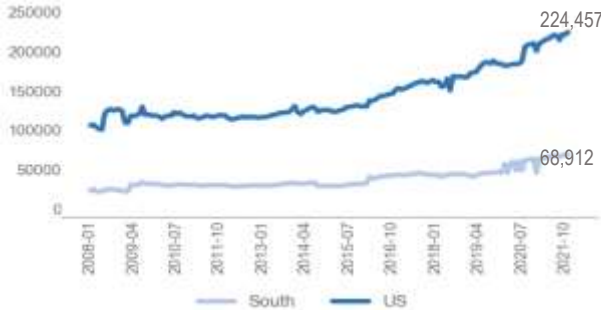
### SO Region Showings Decreased 19 Y/Y

Showings in the Southern Region decreased in November 2021 by -9% from the same period a year ago. The South totaled 230,517 showings in November. South Region SentiLock cards increased to 68,912. Showings per card decreased to 3.3, but remains higher than the national level. Year-over-percent change in showings per card declined by -16%.

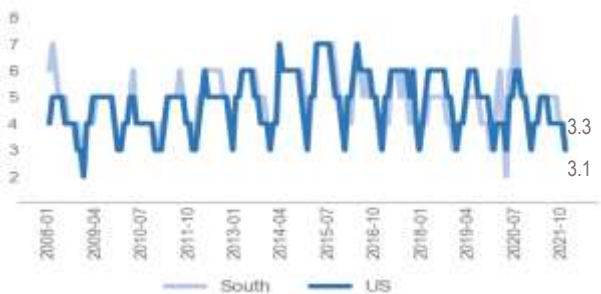
#### South Showings



#### South Cards



#### South Showings Per Card



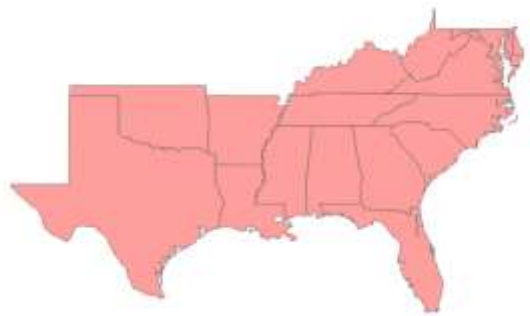
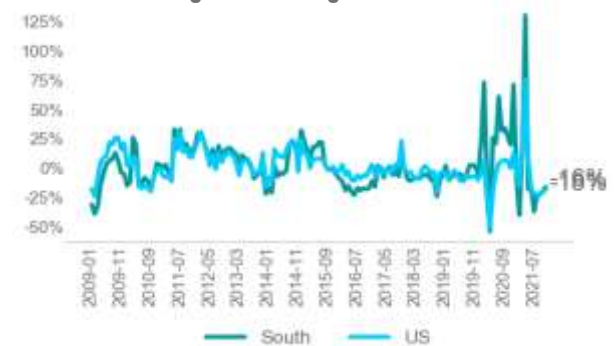
#### South Y/Y Change in Showings



#### South Y/Y Change in Cards



#### South Y/Y Change in Showings Per Card



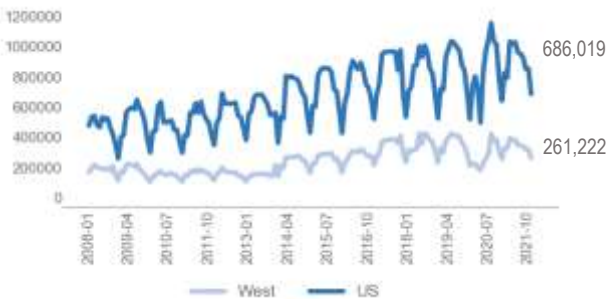
# NAR SentiLock Home Showings Report

## West Region

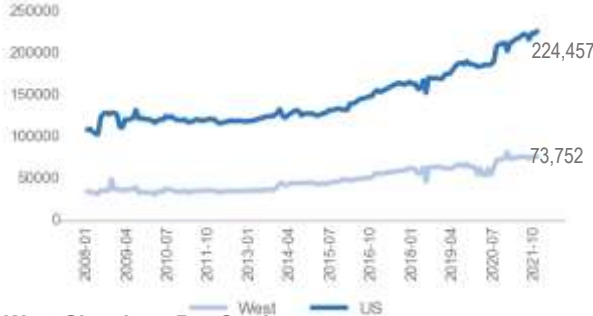
### WE Region Showings Decreased 13% Y/Y

West Region showings decreased y/y in November. Showings decreased by 13% year-over-year. The West totaled 261,222 showings in November. West Region Sentrilock cards increased to 73,752. Showings per card declined from 4.3 in the prior month to 3.5 and remains the highest amongst regions. Y/Y percent change in showings per card was -16%.

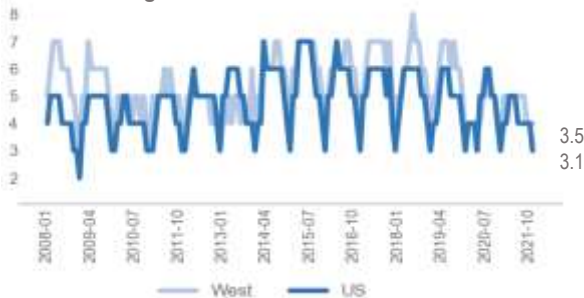
#### West Showings



#### West Cards



#### West Showings Per Card



#### West Y/Y Change in Showings



#### West Y/Y Change in Cards



#### West Y/Y 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 1.5 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.

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