

NAR SentiLock Home Showings Report June 2024

National Association of REALTORS®
Research Group



**NATIONAL
ASSOCIATION OF
REALTORS®**

NAR SentiLock Home Showings Report

Summary

- ❖ Nationally, Sentrilock home showings were up 2% year-over-year. Showings increased in two of the four regions: The Midwest had the only decline (-6%). The Northeast had the biggest increase (34%), followed by the South (8%). The West was flat, showing no change (0%).
- ❖ The number of cards, a measure of the number of REALTORS® showing homes, increased by 3% on a year-over-year basis.
- ❖ Showings per card, a measure of the intensity of demand and buyer competition, decreased (-1%) year-over-year.

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NAR SentiLock Home Showings Report

United States

Showings up 2% Year-over-Year in June

June 2024 U.S. showings were up 2% year-over-year, with 782,035 showings, according to data from SentiLock, LLC., a lockbox company. The pace of showing activity has inclined compared to last month, May 2024.

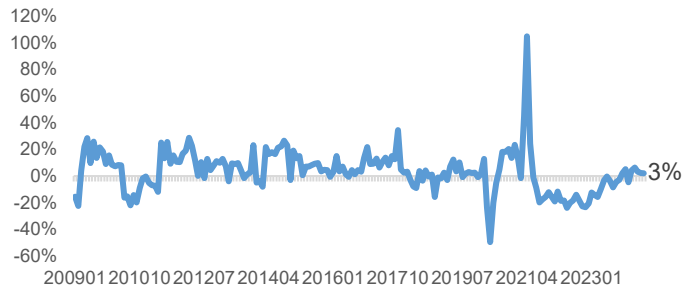
SentiLock Cards Increased 3% Year-over-Year

Total U.S. SentiLock cards rose 3% year-over-year to 234,129. SentiLock cards, comprised of SentiKey® and SentiCard®, allow REALTORS® to access the Sentrilock® lockbox and indicate the number of REALTORS® who conduct the showing.

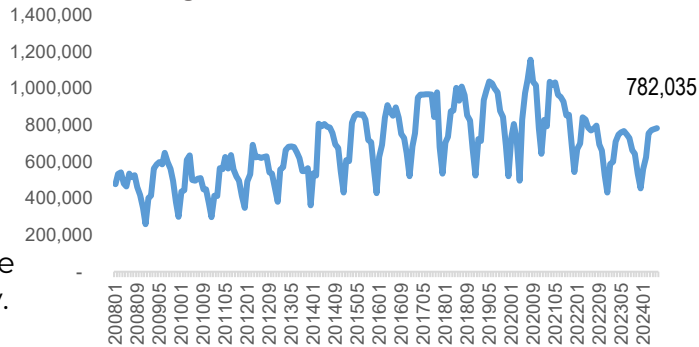
Showings Per Card Decreased to -1% Year-over-Year

The number of showings per card reflects the strength of buyer interest per listed property. At a national level, showings per card decreased to -1% year-over-year in June.

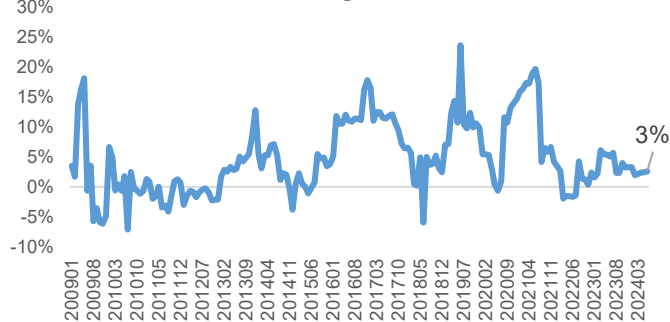
U.S. Year-over-Year Change in Showings



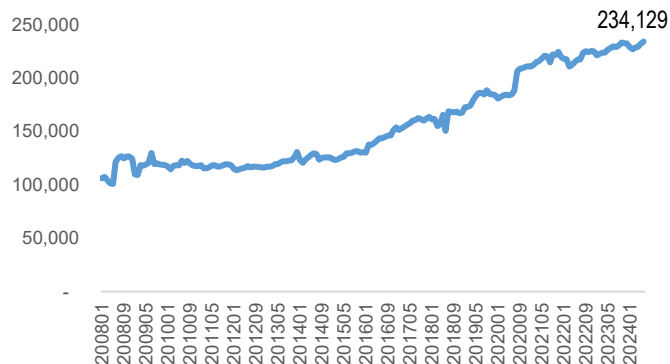
U.S. Showings



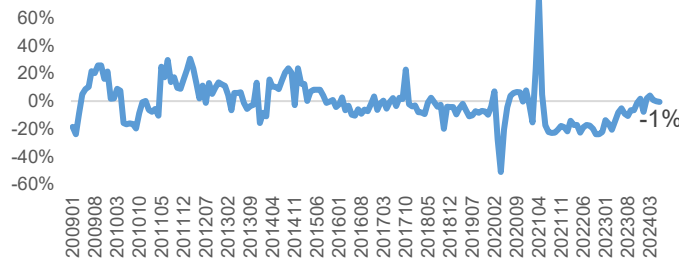
U.S. Year-over-Year Change in Cards



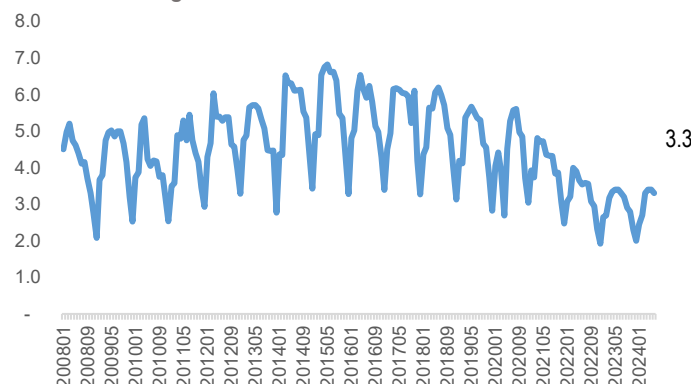
U.S. Cards



U.S. Year-over-Year Change in Showings Per Card



U.S. Showings Per Card



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Regional

One of the Four Regions Saw Year-over-Year Showings Increase

Two of the four regions saw an increase in showings on a year-over-year basis in June: The Northeast had the biggest gain (34%), followed by the South (8%). The West region was flat (0%). Showings were down in the Midwest (-6%).

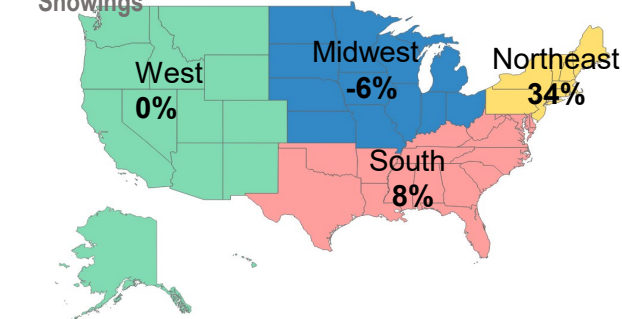
Year-over-Year SentiLock Cards Decreased in Two of the four Regions

Cards were up in the South (10%) and the Northeast (7%) on a year-over-year basis. The West fell (-3%), followed by the Midwest (-1%), which had the smallest decline.

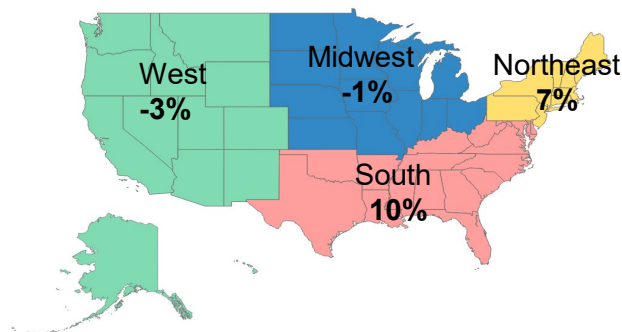
Showings Per Card Increased in Two of the Four Regions on a Year-over-Year Basis

Two of the four regions saw year-over-year increases in showings per card in June. The Northeast had the biggest increase (25%), followed by the West (4%). The South fell (2%), followed by the Midwest region, which declined (5%).

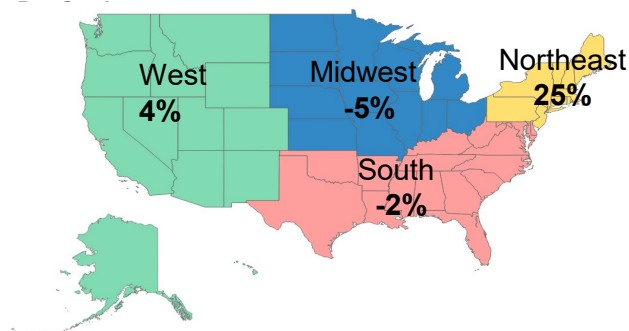
Regional Year-over-Year Change in Showings



Regional Year-over-Year Change in Cards



Regional Year-over-Year Change in Showings Per Card

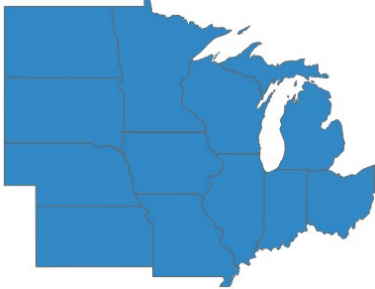
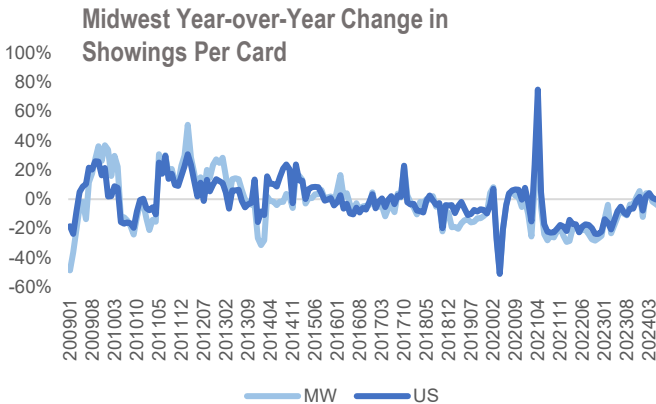
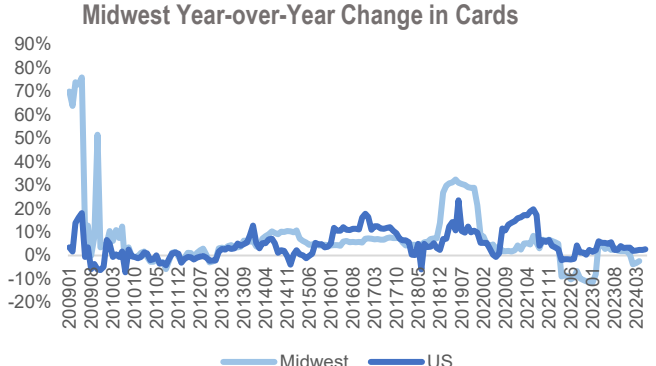
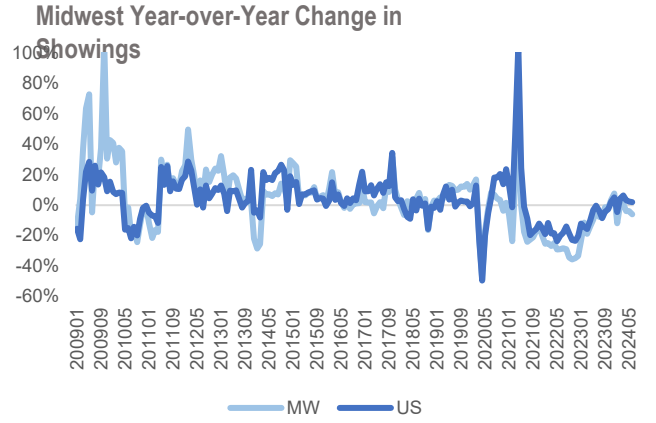
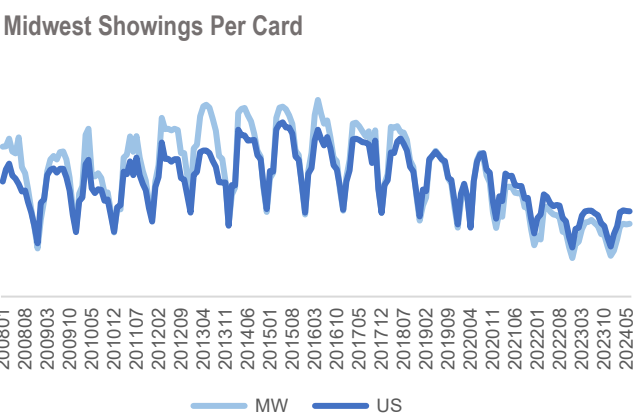
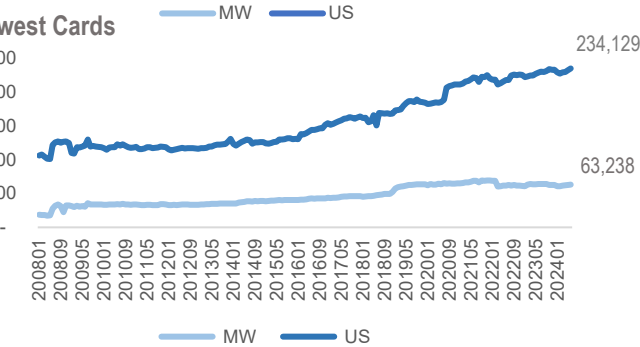
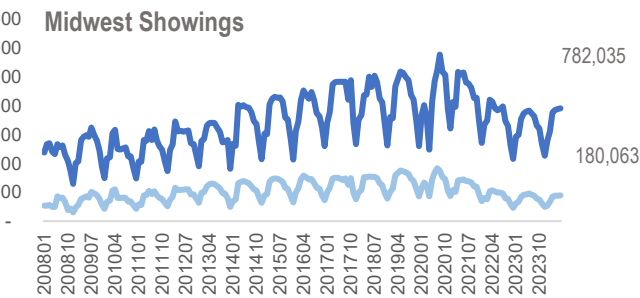


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Midwest

Midwest Region Showings Down 6% Year-over-Year

Midwest showings were down 6% year-over-year in June. The June 2024 figure represents a 6% change on a year-over-year. The Midwest totaled 180,063 showings. Midwest region SentiLock cards increased from last month to 63,238. Showings per card inclined to 2.8. Year-over-year percent change in showings per card decreased by 5%.



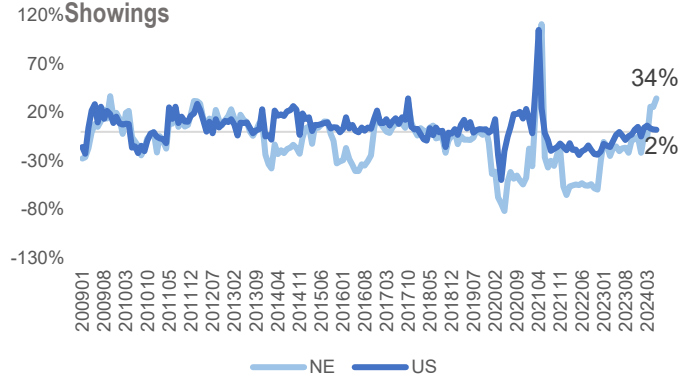
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Northeast

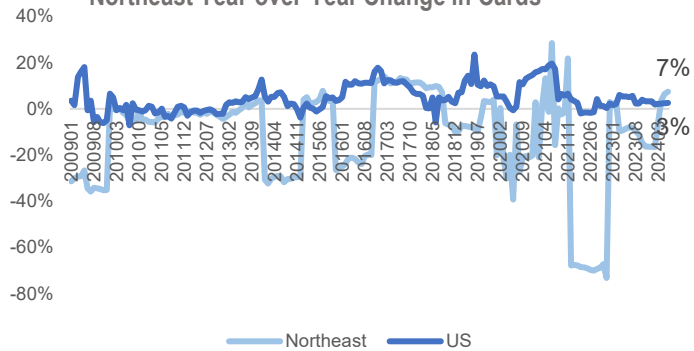
Northeast Region Showings Increased 34 % Year-over-Year

The Northeast region showings increased by 34% year-over-year in June. The northeast totaled 7,176 showings in June. The Northeast region SentiLock cards decreased from last month to 3,207. Showings per card rose to 2.2. Year-over-year percent change in showings per card showed an increase of (25%).

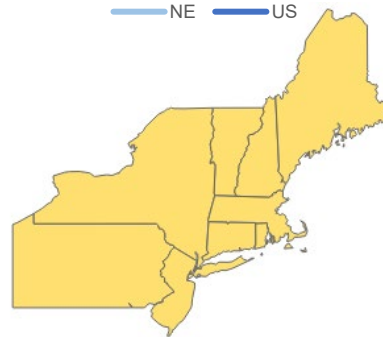
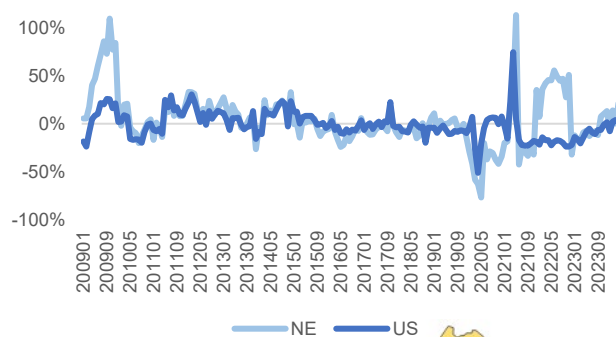
Northeast Year-over-Year Change in Showings



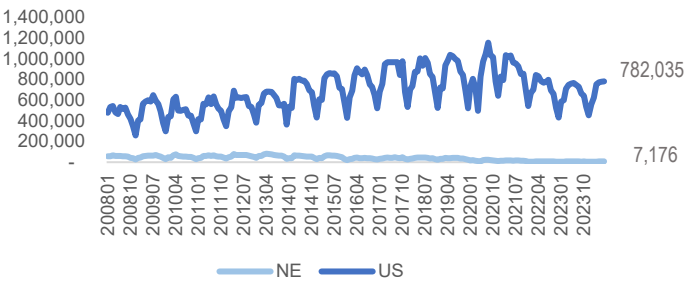
Northeast Year-over-Year Change in Cards



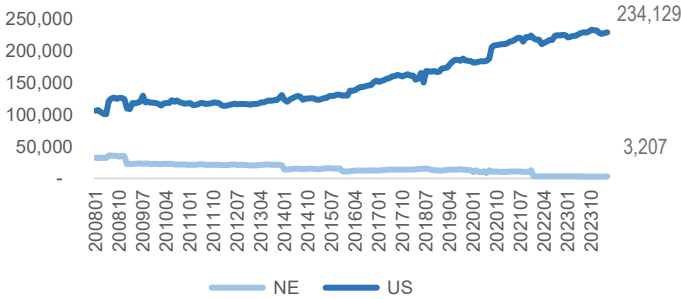
Northeast Year-over-Year Change in Showings Per Card



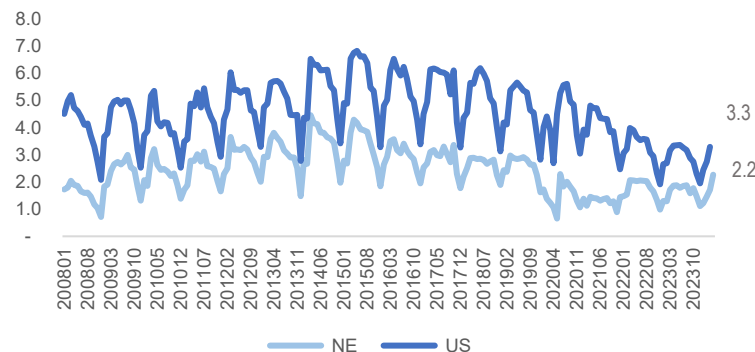
Northeast Showings



Northeast Cards



Northeast Showings Per Card



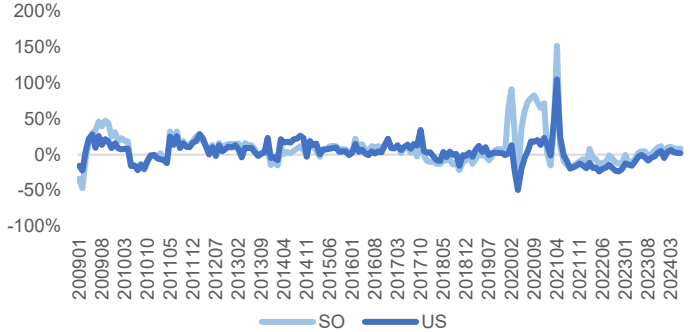
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South

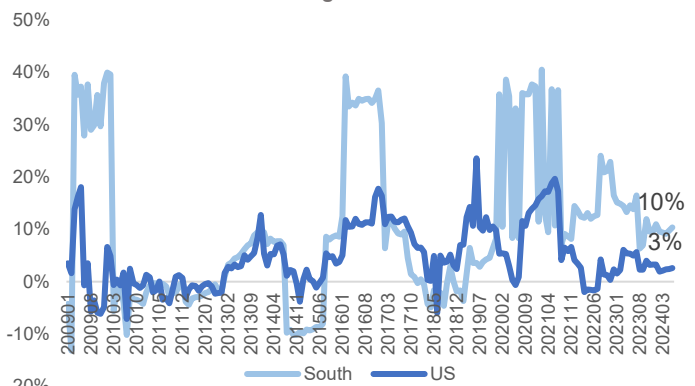
SO Region Showings Inclined 8% Year-over-Year

Showings in the South increased by 8% in June 2024 from the same period a year ago. The South totaled 323,652 showings in June. The South region SentiLock cards increased to 94,999. Showings per card totaled 3.4, above the national level. Year-over-year percent changes in showings per card were down by 2%.

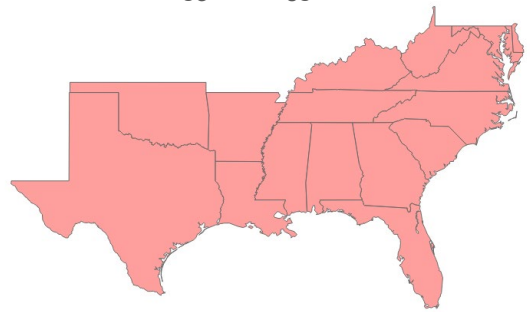
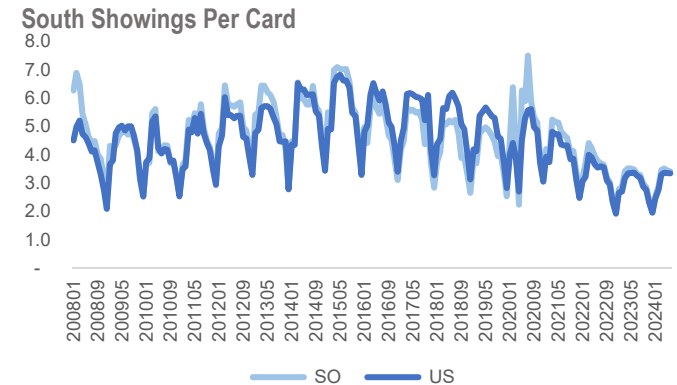
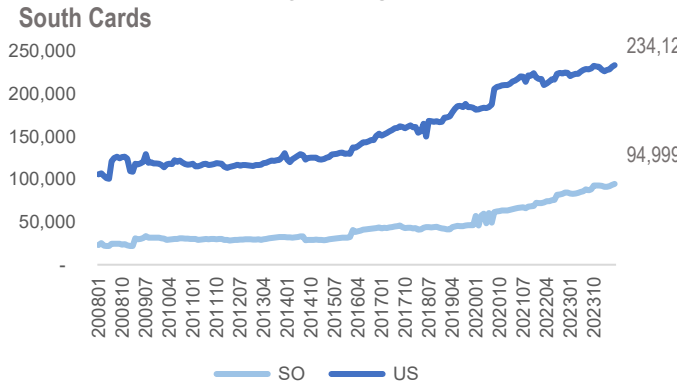
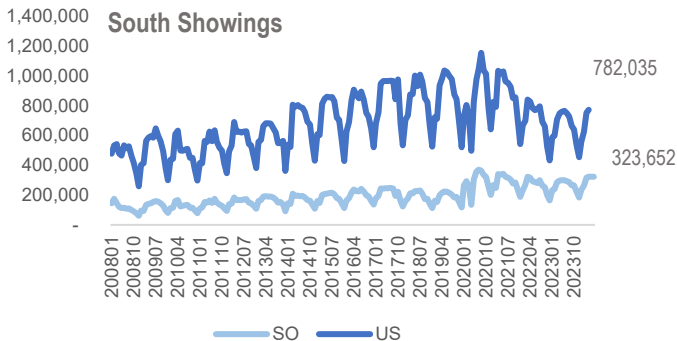
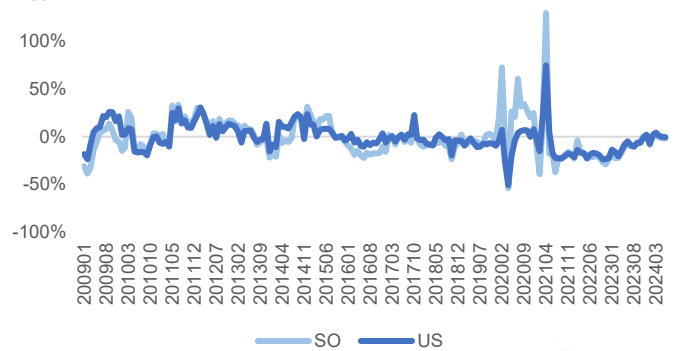
South Year-over-Year Change in Showings



South Year-over-Year Change in Cards



South Year-over-Year Change in Showings Per Card



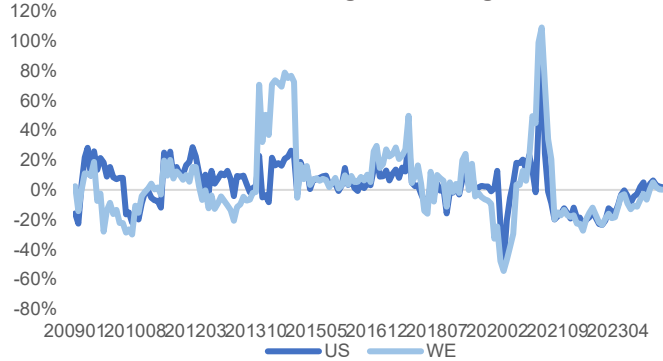
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West

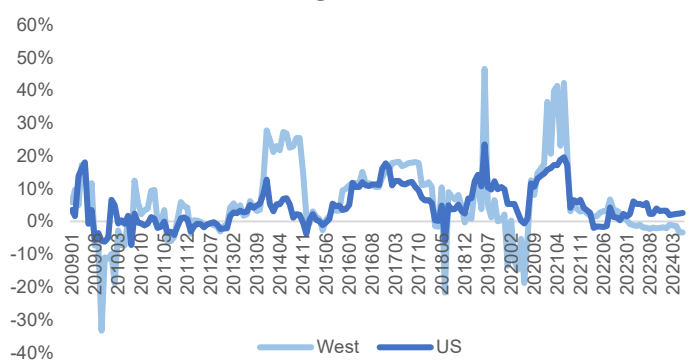
West Region Showings Flat 0% Year-over-Year

Showings showed no movement (0%) year-over-year in June. The West totaled 271,144 showings in June. West Region SentiLock cards decreased to 72,685. Showings per card totaled (3.7) and were the highest amongst regions. Year-over-Year percent change in showings per card was up 4%.

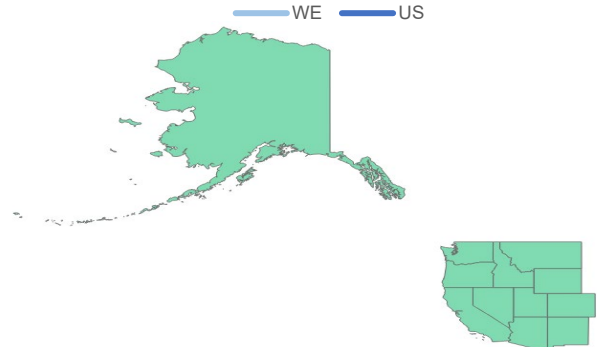
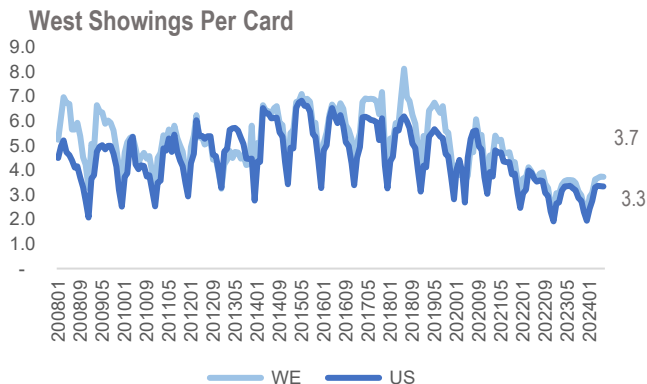
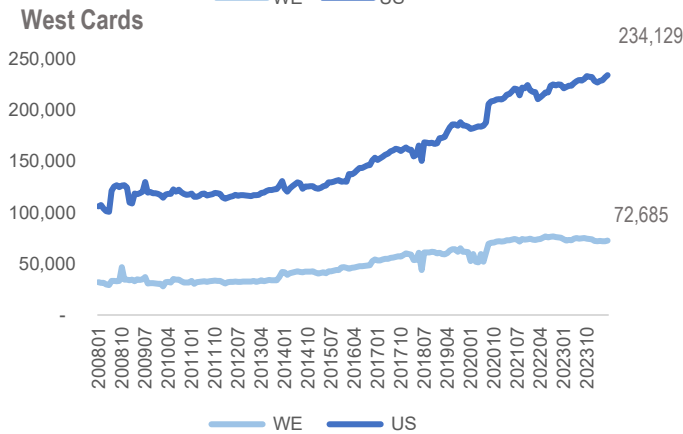
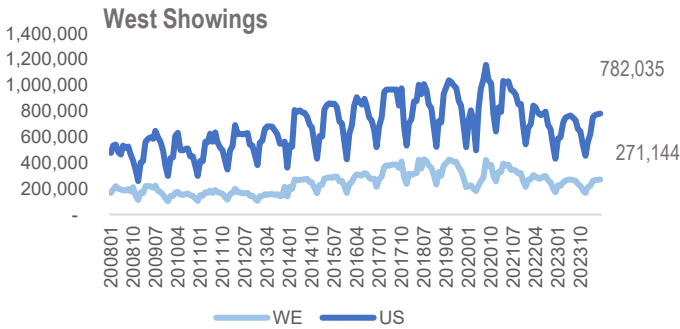
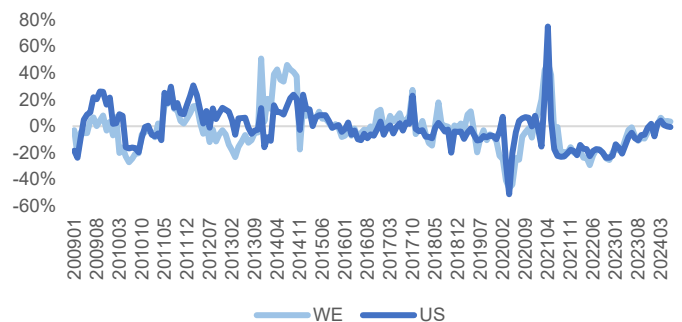
West Year-over-Year Change in Showings



West Year-over-Year Change in Cards



West Year-over-Year 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 buyer on a property. The increase in showings and cards can also reflect increasing market coverage of SentiLock.

NAR SentiLock Home Showings Project Team

Lawrence Yun, PhD, Chief Economist and Senior Vice President of Research

Michael Hyman, Research Data Specialist

Meredith Dunn, Research Manager

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.

NATIONAL ASSOCIATION OF REALTORS®

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

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