Lay of the Land

- 27% of NAR members started since 2020*
- Typical REALTOR® years of experience = 10*
- 81% of real estate firms are 1 office firms**
- Typical firm has 3 full time licensees**

Source: *2024 Member Profile, **2023 Profile of Real Estate Firms
Opportunity:
1. Differentiate with Facts
30-Year Fixed Mortgage Interest Rate

(historical norm in red)

Source: Freddie Mac https://www.freddiemac.com/pmms

Source: National Association of REALTORS®
Average Number of Offers Received on Most Recent Sale

Source: REALTORS® Confidence Index: www.nar.realtor/research-and-statistics/research-reports/realtors-confidence-index
Opportunity:
2. Inventory
Age of Home Purchased

Source: Profile of Home Buyers and Sellers
Source: NAR Analysis on Census The Survey of Construction

Source: Built-for-Rent Housing Starts Continue to Increase [https://www.nar.realtor/blogs/economists-outlook/built-for-rent-housing-starts-continue-to-increase](https://www.nar.realtor/blogs/economists-outlook/built-for-rent-housing-starts-continue-to-increase)
Demographics Have Changed, But Have Homes?

<table>
<thead>
<tr>
<th>Home Buyers</th>
<th>Homes Purchased</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Nearly 1/3 buyers are single</td>
<td>- 79% purchased detached single family</td>
</tr>
<tr>
<td>- All time high childfree homes</td>
<td>- 1,860 square feet median size</td>
</tr>
<tr>
<td>- Home aging in place/ more multi-generational living</td>
<td>- 3 beds/2 baths</td>
</tr>
</tbody>
</table>

Source: Profile of Home Buyers and Sellers
35% of Commercial and 9% of Residential Agents/Brokers Experience In Repurposing

THE ECONOMIC IMPACT
OF A TYPICAL HOME SALE

in the United States

The real estate industry accounted for $4.9 trillion or 17.8% of the gross state product in 2023.

TOTAL ECONOMIC IMPACT

$124,800

- Income generated from real estate industries: $35,040 (28.1% of total impact)
- Expenditures related to home purchase: $5,460 (4.4% of total impact)
- Multiplier of housing related expenditures: $19,440 (15.6% of total impact)
- New home construction: $64,880 (52.0% of total impact)

Opportunity:
3. Sustainability
36% agents/brokers are comfortable answering clients’ questions about home performance

Value in Promoting Energy Efficiency in Listings

- Very valuable: 15%
- Somewhat valuable: 42%
- Neutral: 26%
- Not very valuable: 9%
- Not at all valuable: 5%
- Depends on the listing: 3%

Top Green Home Features

Windows/Doors/Siding (e.g. age, quality)
- Very important: 22%
- Somewhat important: 29%

Proximity to frequently visited places (e.g. grocery store, school, highway, etc)
- Very important: 22%
- Somewhat important: 28%

Comfortable living space
- Very important: 22%
- Somewhat important: 23%

A home's utility bills/operation costs
- Very important: 15%
- Somewhat important: 29%

Commuting costs
- Very important: 11%
- Somewhat important: 21%

A home’s efficient use of lighting (e.g. Energy Star fixtures, LED bulbs)
- Very important: 5%
- Somewhat important: 20%

Smart/connected home
- Very important: 5%
- Somewhat important: 19%

Importance of Transportation and Commuting Features to Clients

- **Commute times/distance**: 31% Very important, 44% Somewhat important
- **Easy access to highways**: 26% Very important, 50% Somewhat important
- **Walkability**: 12% Very important, 37% Somewhat important
- **Bike lanes/paths**: 7% Very important, 28% Somewhat important
- **Public transportation**: 6% Very important, 20% Somewhat important

[REALTORS® and Sustainability: Residential](https://www.nar.realtor/research-and-statistics/research-reports/realtors-and-sustainability)
Opportunity:

4. First-time Buyers
U.S. Population by Age (in 2022)

Source: Millennials Still Underperforming Amid Gains in Homeownership Rate
Millennials Overtake Baby Boomers Again

Income of Home Buyers

<table>
<thead>
<tr>
<th></th>
<th>2021 Household Income</th>
<th>2022 Household Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Buyers</td>
<td>$88,000</td>
<td>$107,000</td>
</tr>
<tr>
<td>First-time Buyers</td>
<td>$71,000</td>
<td>$95,900</td>
</tr>
<tr>
<td>Repeat Buyers</td>
<td>$96,000</td>
<td>$111,700</td>
</tr>
</tbody>
</table>

Source: Profile of Home Buyers and Sellers
Median Net Worth

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homeowner</td>
<td>$295,500</td>
<td>$396,200</td>
</tr>
<tr>
<td>Renter</td>
<td>$0</td>
<td>$7,300</td>
</tr>
</tbody>
</table>

Opportunity:

5. Diverse Buyers
Homeownership Trends by Race in the Last Decade

Homeownership rate (2012-2022)
by race

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>69.2%</td>
<td>66.3%</td>
<td>64.9%</td>
<td>65.2%</td>
<td>65.3%</td>
<td>65.4%</td>
<td>65.5%</td>
<td>65.6%</td>
<td>65.7%</td>
<td>65.8%</td>
<td>72.3%</td>
</tr>
<tr>
<td>Black</td>
<td>42.5%</td>
<td>42.3%</td>
<td>42.1%</td>
<td>42.0%</td>
<td>41.9%</td>
<td>41.8%</td>
<td>41.7%</td>
<td>41.6%</td>
<td>41.5%</td>
<td>41.4%</td>
<td>44.1%</td>
</tr>
<tr>
<td>Asian</td>
<td>57.2%</td>
<td>57.0%</td>
<td>56.8%</td>
<td>56.6%</td>
<td>56.4%</td>
<td>56.2%</td>
<td>56.0%</td>
<td>55.8%</td>
<td>55.6%</td>
<td>55.4%</td>
<td>63.3%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>63.9%</td>
<td>63.7%</td>
<td>63.5%</td>
<td>63.3%</td>
<td>63.1%</td>
<td>63.0%</td>
<td>62.8%</td>
<td>62.6%</td>
<td>62.5%</td>
<td>62.4%</td>
<td>65.2%</td>
</tr>
</tbody>
</table>

Source: Snapshot of Race and Home Buying in America
Gains in Homeowners in the Last Decade

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Homeownership Gain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic/Latino</td>
<td>3.2 million</td>
</tr>
<tr>
<td>Asian/Pacific Islander</td>
<td>1.5 million</td>
</tr>
<tr>
<td>Black/African American</td>
<td>950,000</td>
</tr>
<tr>
<td>White/Caucasian</td>
<td>65,000</td>
</tr>
</tbody>
</table>

Source: Snapshot of Race and Home Buying in America
Share of Asian Renter Households that Can Afford to Buy the Typical Home

Source: Snapshot of Race and Home Buying in America
Share of Hispanic Renter Households that Can Afford to Buy the Typical Home

Source: Snapshot of Race and Home Buying in America
## Share of Households Reaching The Median Homebuying Age By Race in the Next Five Years

<table>
<thead>
<tr>
<th>State</th>
<th>Black</th>
<th>Asian</th>
<th>Hispanic</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>9.3%</td>
<td>10.2%</td>
<td>11.3%</td>
</tr>
<tr>
<td>Hawaii</td>
<td>18.7</td>
<td>6.7</td>
<td>13.2</td>
</tr>
<tr>
<td>Montana</td>
<td>3.5</td>
<td>22.2</td>
<td>5.2</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>5.2</td>
<td>16.7</td>
<td>21.4</td>
</tr>
<tr>
<td>New Mexico</td>
<td>11.4</td>
<td>20.0</td>
<td>9.9</td>
</tr>
<tr>
<td>South Dakota</td>
<td>38.8</td>
<td>5.7</td>
<td>11.3</td>
</tr>
<tr>
<td>Utah</td>
<td>16.9</td>
<td>10.1</td>
<td>13.3</td>
</tr>
</tbody>
</table>

Source: Snapshot of Race and Home Buying in America
Opportunity:
6. Long Distance Buyers
Median Distance Moved In Miles

Domestic Net Migration, 2022

Top 10 States with Positive Net Migration
- Florida: 249,064
- Texas: 174,261
- North Carolina: 82,160
- Arizona: 77,995
- Georgia: 74,220
- South Carolina: 55,309
- Connecticut: 50,882
- Tennessee: 43,300
- Alabama: 36,369
- Oklahoma: 32,006

Top 10 States with Negative Net Migration
- California: -341,666
- New York: -244,137
- Illinois: -115,719
- New Jersey: -92,083
- Maryland: -65,622
- Massachusetts: -43,567
- Louisiana: -30,567
- Oregon: -29,570
- Utah: -17,649
- Pennsylvania: -15,999

Source: State-to-State Migration Trends in 2022
All Cash Buyers Trend Higher

Source: REALTORS® Confidence Index: www.nar.realtor/research-and-statistics/research-reports/realtors-confidence-index
Opportunity:
7. Tell Your Story
69% of REALTOR® volunteer monthly

Volunteers median 8 hours per month

86% of REALTOR® made donations last year

Buyer Use Agents

Source: Profile of Home Buyers and Sellers
Sellers Use Agents (Full-Service Even More)

Source: Profile of Home Buyers and Sellers
THANK YOU.

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