



Housing Inventory

:60 Audio Spot

There's a difference between a real estate agent and a REALTOR®. REALTORS® are members of the National Association of REALTORS®, who are bound by a strict Code of Ethics.

Members of the National Association of REALTORS® know it's gotten tougher to find a home.

Over the past 20 years, homebuilding hasn't kept up with demand. The limited supply of homes has made buying a more challenging experience.

In fact, a National Association of REALTORS® study shows a deficit of 5.5 Million housing units.

That's why the Association is actively pushing for solutions.

REALTORS® advocate at every level of government to ensure that homeownership is accessible, affordable, and available to everyone who seeks a place of their own.

And with local market expertise, access to proprietary data, and deep knowledge of the inventory, a REALTOR® can help you find the home that's right for you.

Even in a tight market.

Work with an agent who is a REALTOR®.

**This script has been approved by NAR legal counsel.*

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Global

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In some countries, consumers don't have the benefits and protections that property buyers and sellers in the United States enjoy.

For instance, home buyers abroad often don't have representation.

They also may not have access to a fully amortizing, 30-year fixed-rate mortgage as many consumers do in the U.S.

Without this mortgage option, borrowers face unpredictable increases in their monthly costs.

The American real estate model has something else many countries envy: the multiple listing service.

These local broker marketplaces provide a central place for all listed properties in a given market.

And that convenience and transparency levels the playing field for all buyers and sellers.

For these reasons and more, the U.S. real estate model is the gold standard, especially when you work with an agent who is a REALTOR®.

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Fair Housing

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There's a difference between a real estate agent and a REALTOR®. REALTORS® are members of the National Association of REALTORS®, who are bound by a strict Code of Ethics.

And they know that homeownership is an important part of the American Dream.

But for many Americans, this dream is out of reach.

At 44 percent, the homeownership rate for Black Americans is lower than it was in 2010.

And it's 30 percentage points lower than it is for white Americans.

Homeownership is a key way to generate wealth, because it can be passed down to future generations. But historic discrimination has prevented many families from doing so.

Today, many buyers also face burdens when it comes to saving for a down payment and qualifying for a mortgage.

That's why the National Association of REALTORS® is advocating for alternative credit scoring, down payment assistance, and affordable housing, so every qualified American can own a home.

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Commercial

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There's a difference between a real estate agent and a REALTOR®. REALTORS® are members of the National Association of REALTORS®, who are bound by a strict Code of Ethics.

And REALTORS® know commercial real estate is where life happens.

There's the perfect investment property for your family's nest egg.

There's the ideal corner location where you can start your next business venture.

The hospital where your kids were born.

And your favorite market.

Members of the National Association of REALTORS® help create these vibrant spaces.

They're also working to revitalize empty buildings, re-imagine old properties like malls and motels, and even create new neighborhoods.

REALTORS® are skilled experts committed to expanding their knowledge of community planning.

REALTORS® are also advocates who support policies, like tax credits and zoning changes, which make affordable housing more available and accessible.

Because members of the National Association of REALTORS® are committed to strong communities.

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Sustainability

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There's a difference between a real estate agent and a REALTOR®. REALTORS® are members of the National Association of REALTORS®, who are bound by a strict Code of Ethics.

They understand just how many decisions you make when you buy, sell, or own a home.

Those decisions are even more complex in the face of extreme weather and soaring energy prices.

That's why the National Association of REALTORS® is committed to safeguarding our environment—and your investment.

Through policies that support strong infrastructure;

Through sustainable business practices;

And through its members' dedication to consumers.

REALTORS® bring their expertise to help consumers make smart real estate decisions about things like a home's energy-efficiency features or the local risks for extreme weather.

The National Association of REALTORS® and its members are working to ensure resilient and vibrant communities for all Americans – now and into the future.

Work with an agent who is a REALTOR®.

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