

Dr. Jessica Lautz

VP, Demographics and Behavioral Insights

NATIONAL ASSOCIATION OF REALTORS®



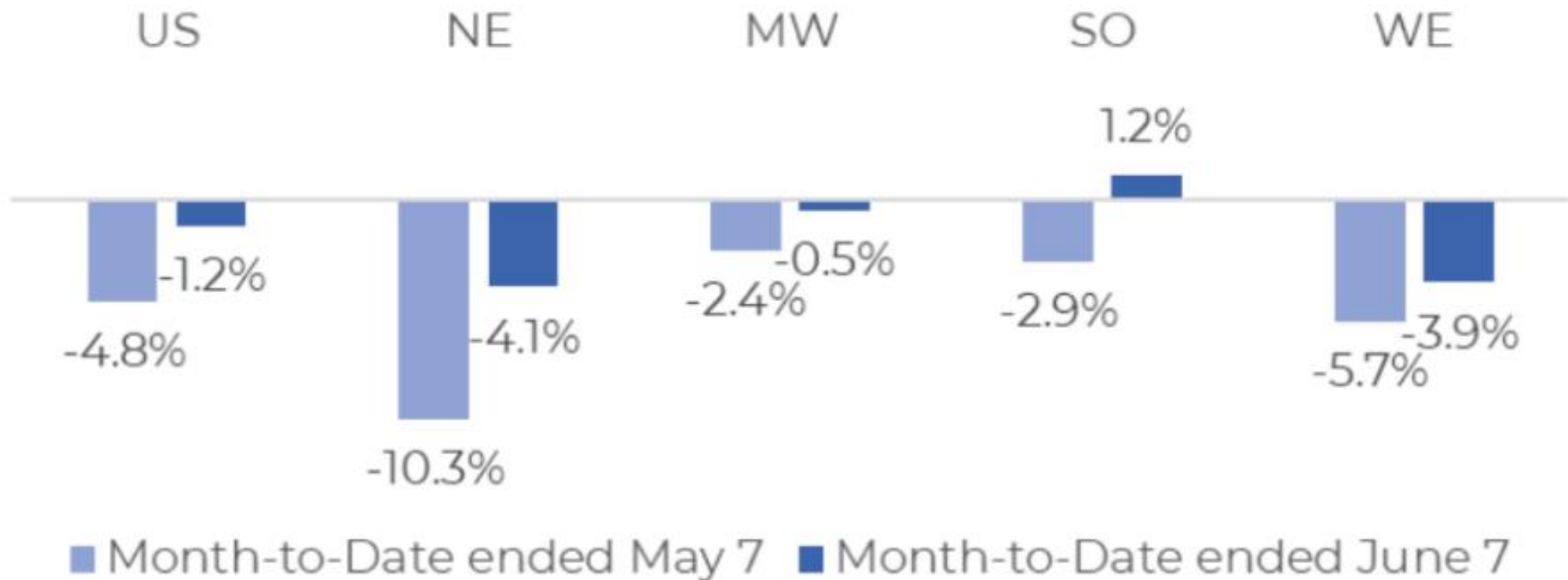


1. Today's Housing Landscape

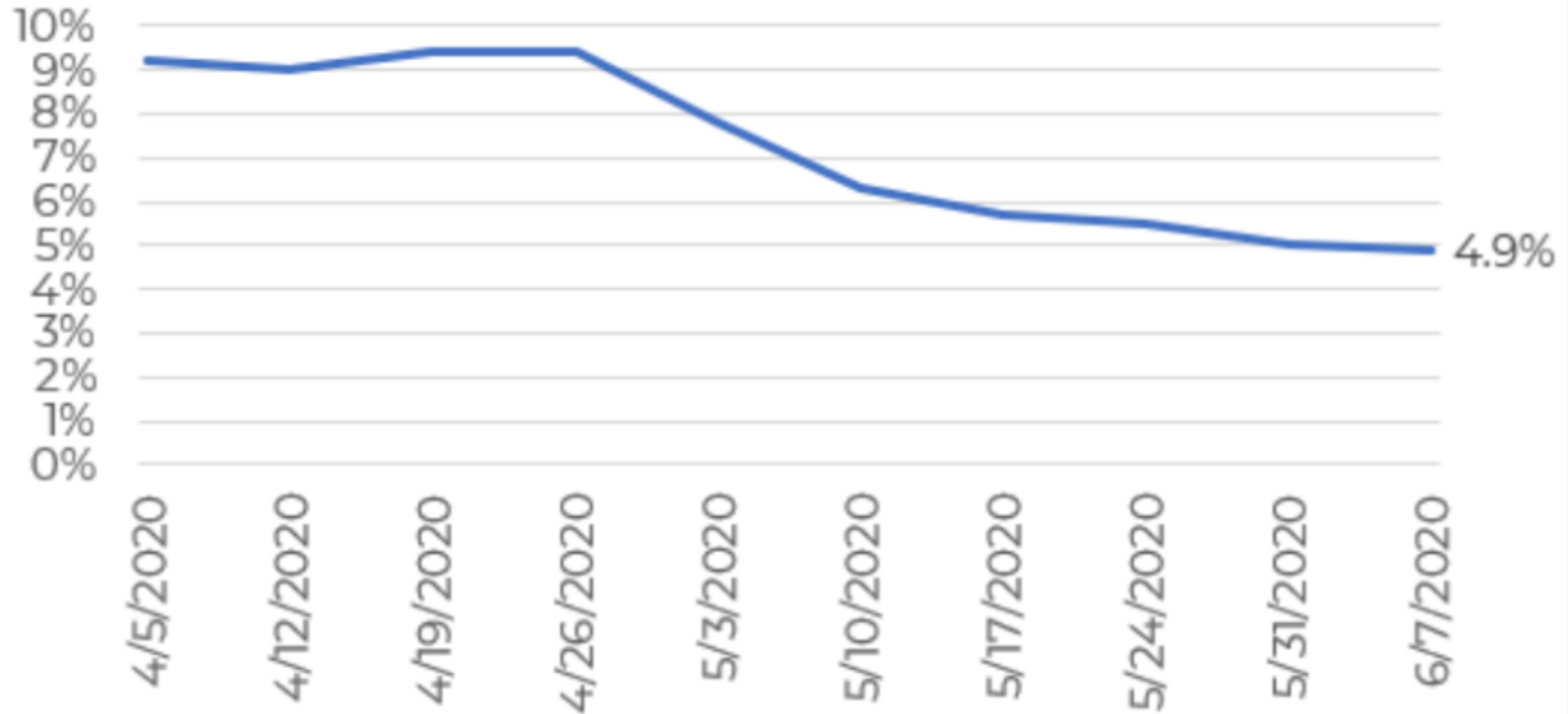
New Pending Contracts at Same Level as One Year Ago; Y/Y Decline in New Listings Continued to Ease Past Four Weeks Ended June 7



New Pending Sales Rose in the South Region While Decline in New Pending Contracts Eased in Other Regions as of June 7



Home Prices Still Rising But at Slower Pace as of June 7



COVID-19

**Temp Pause
in Buying
and Selling**

**Buyers Fast
Forwarding**

**Seller
Behavioral
Changes**

Change in Space & Place

13%

Change in at least 1
home feature

5%

Away from city center
to suburbs/small town

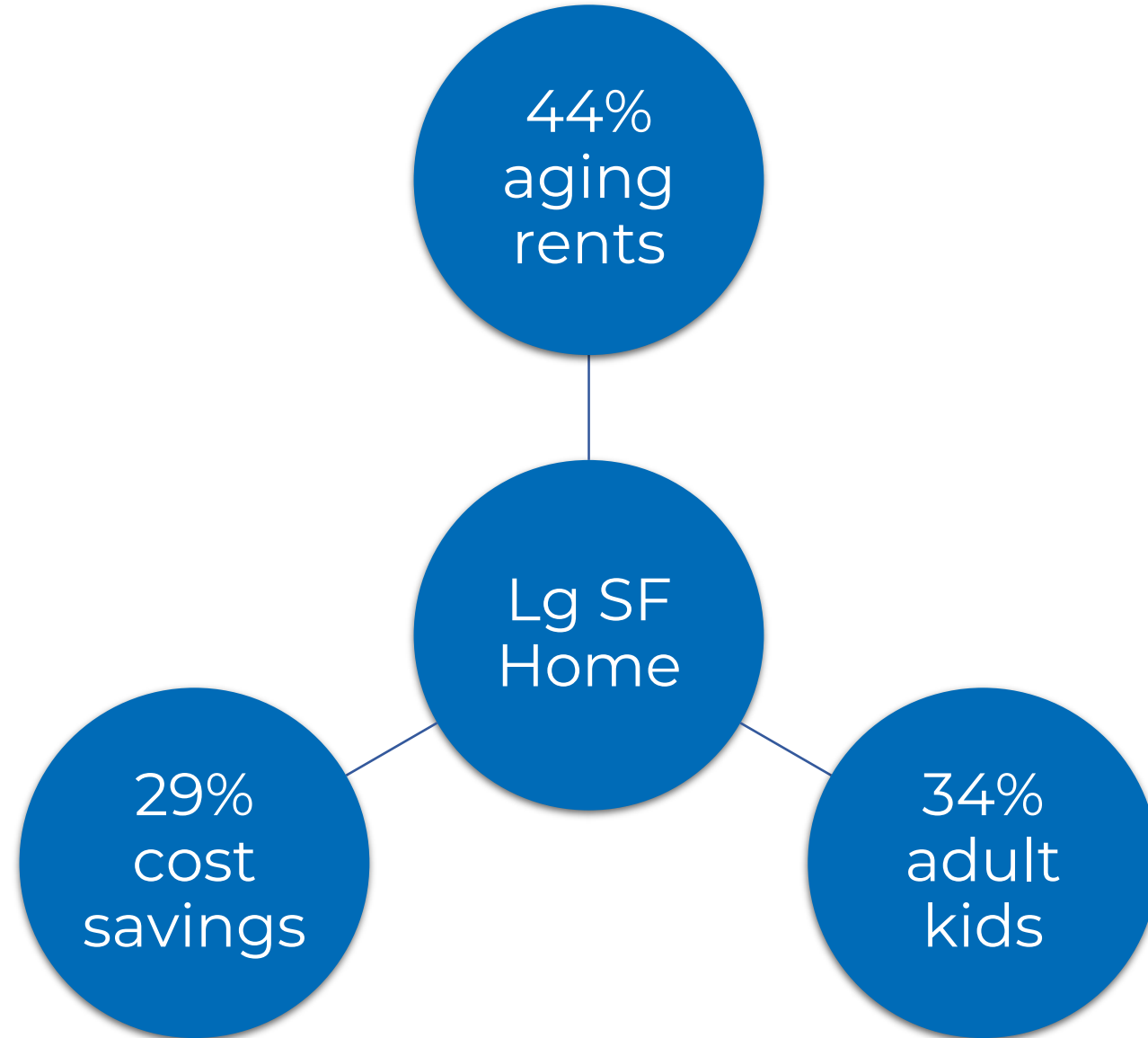
50%

Potential sellers
DIY projects now

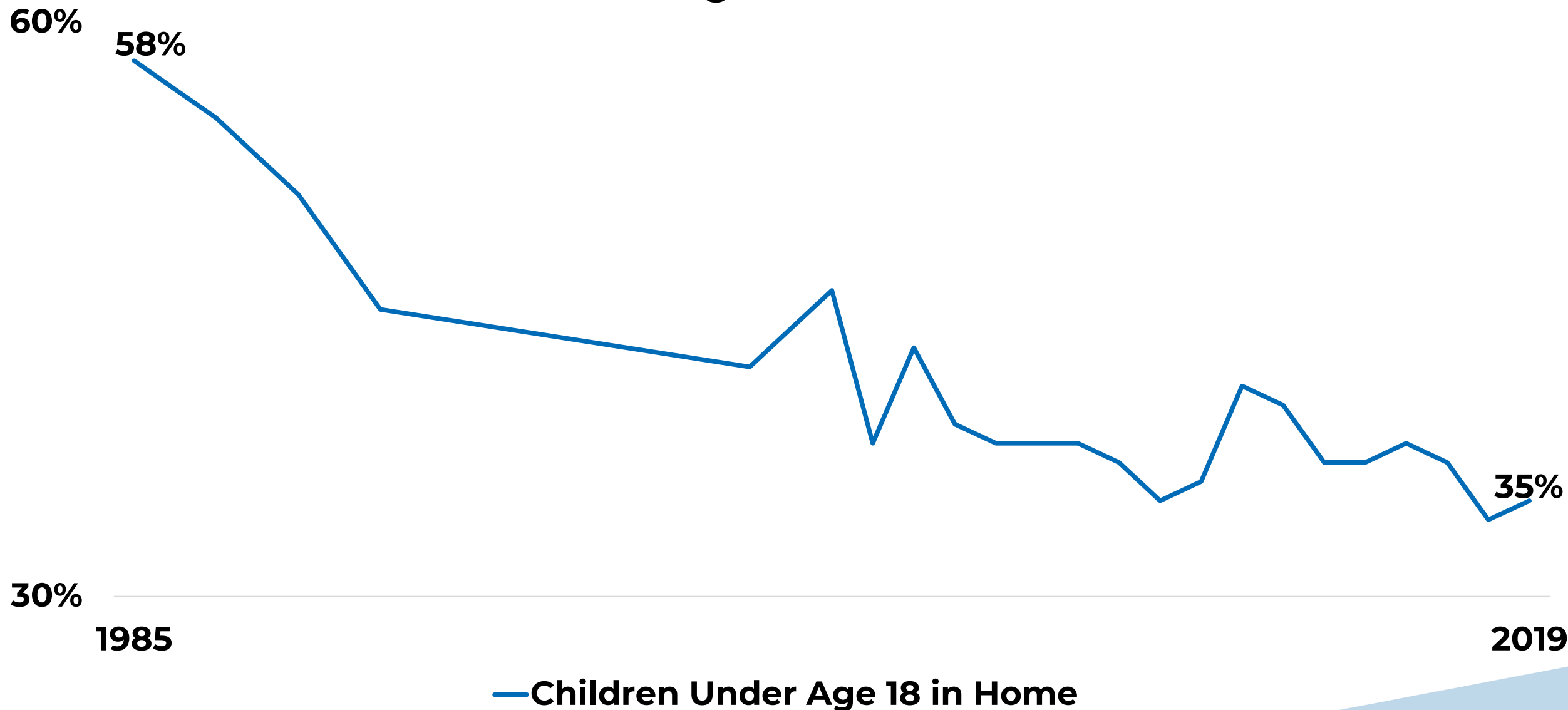


2. Who Will Live in Home

1 in 6 Gen Xers and Younger Boomers=Multi-Gen Home



Watch for the Baby Boom



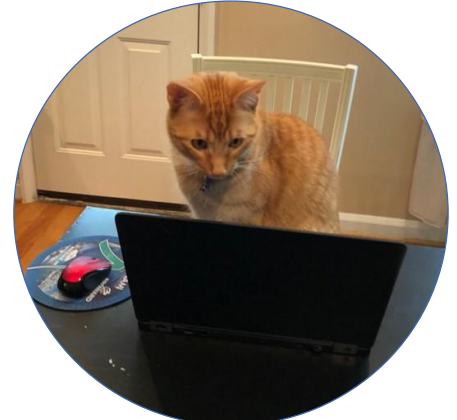
Impact of Clearing of Shelters



For Who:
unmarried
couples & single
females



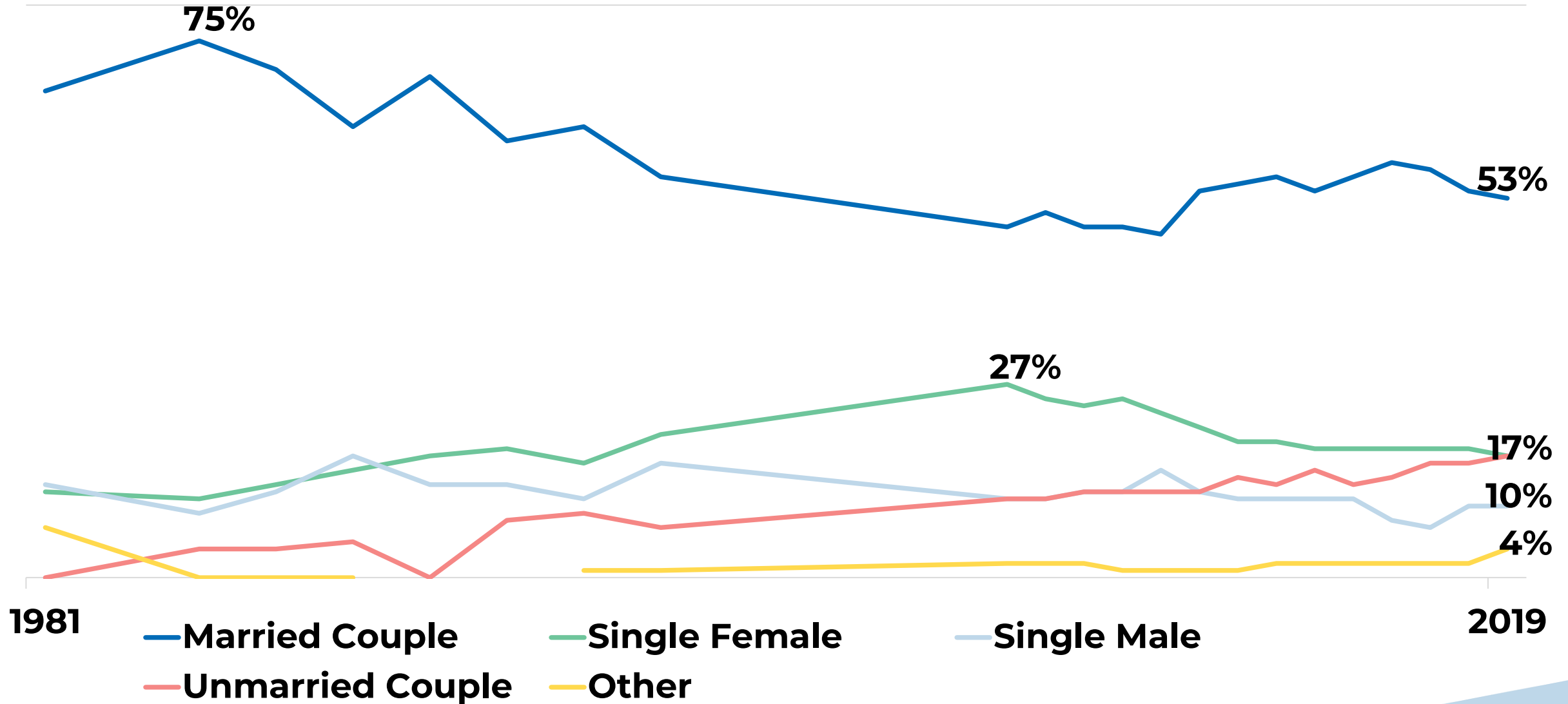
Where
Important: rural
& urban areas



What: decide to
buy &
neighborhood
choice



First-time Buyers: End of Solo Buying?



First-time Buyers Will Be Impacted By Tight Credit



Source: NAR Profile of Home Buyers and Sellers



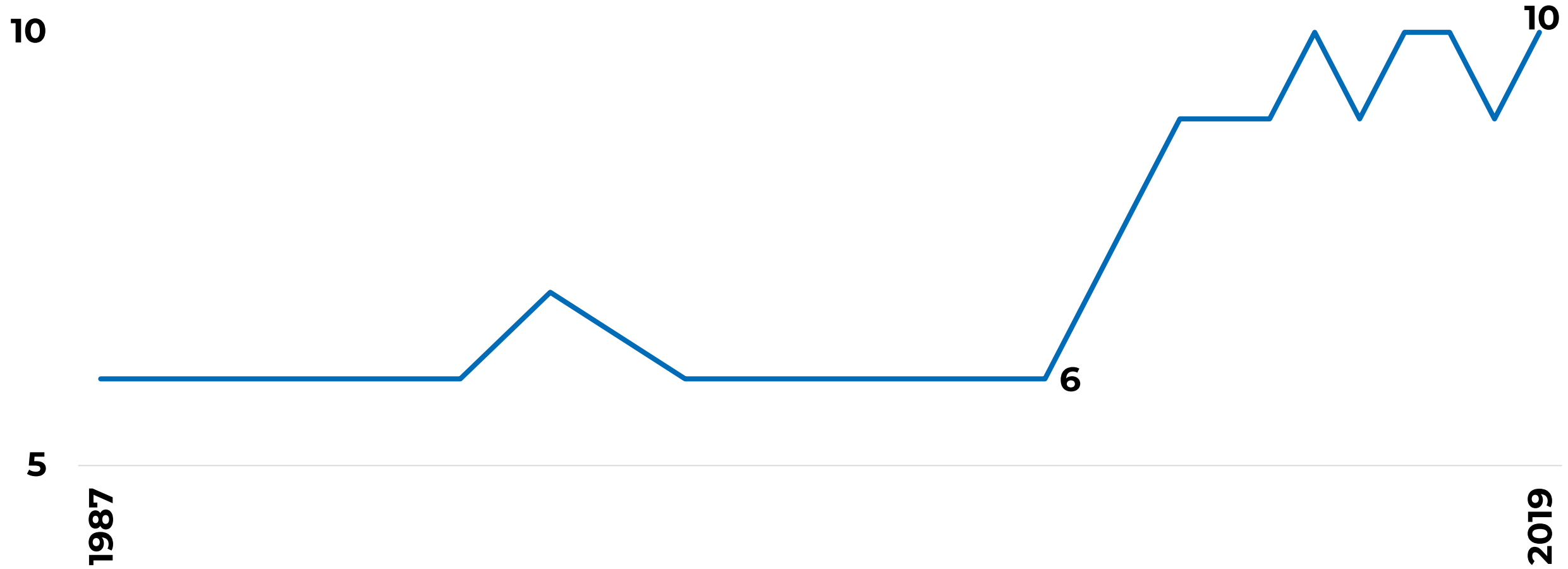
One-Third of First-Time Buyers Used Downpayment Help From Friends & Family

Downpayment Expectations

3. Opportunities



Actual Tenure in Home is Elevated: Median Years



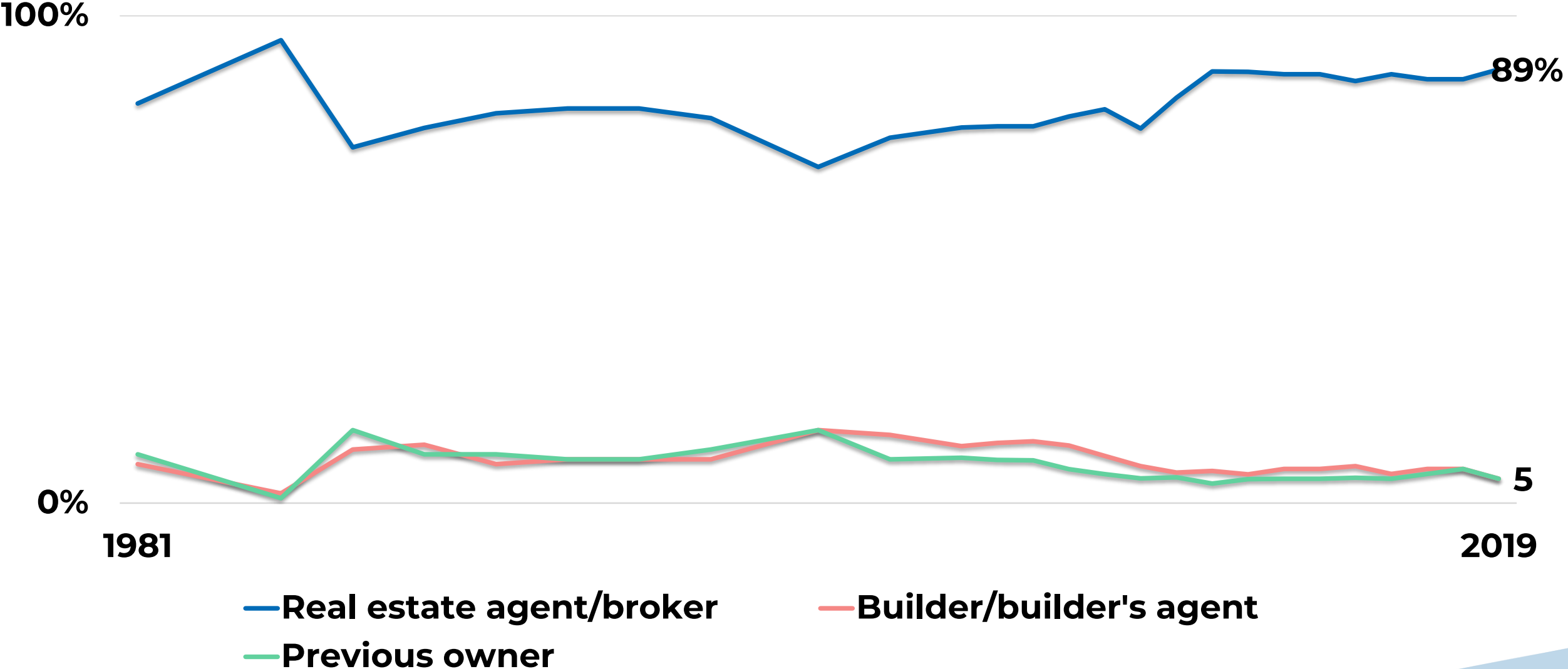


Alleviate \$tudent Debt?

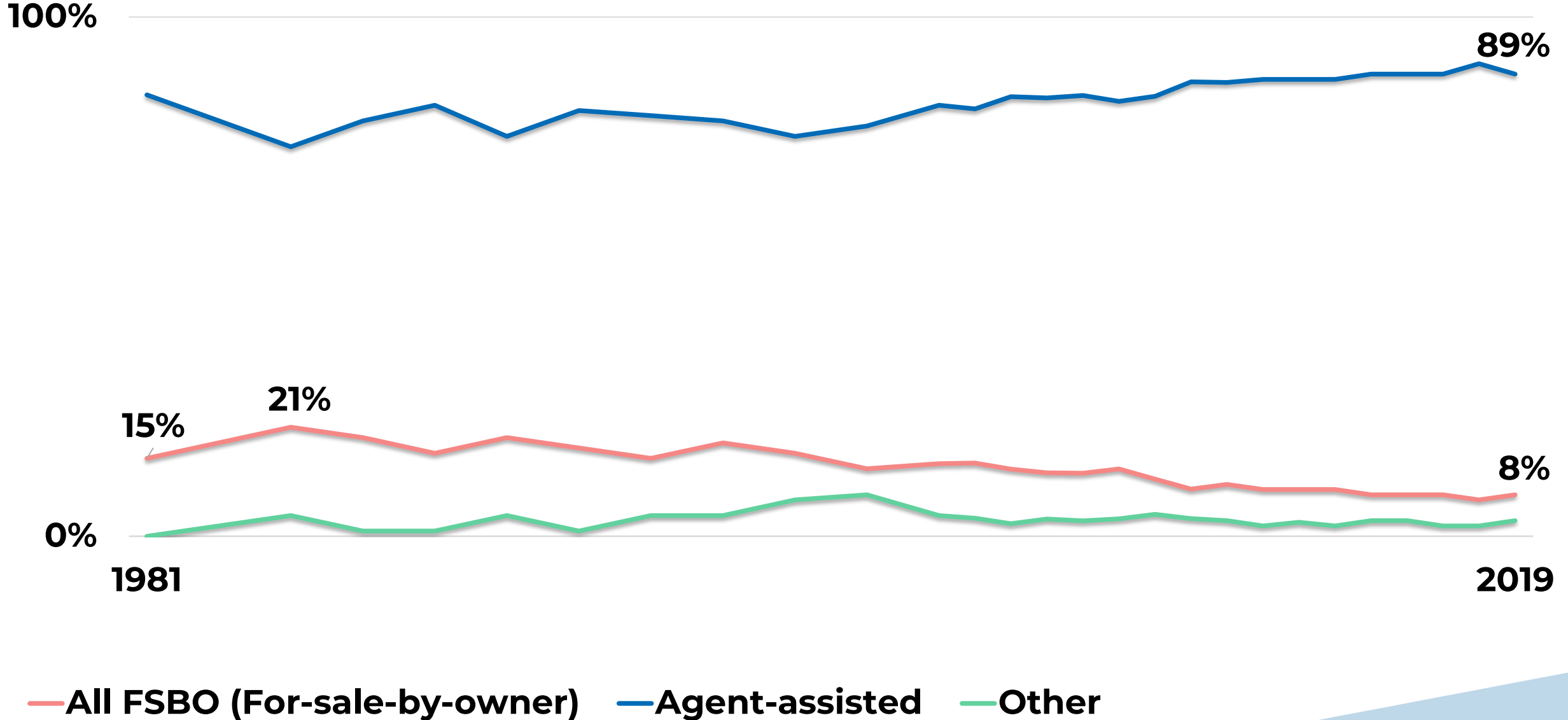


4. Agent Use is TRUSTED

Buyer Use of Agents



Agent-Assisted Sales All-Time High



61% donate/volunteer with COVID-19



Volunteering

- Wellness checks/calls
- Virtual companionship
- Masks/protective gear



Donating

- Food bank
- Food delivery for frontline workers
- Food delivery for elderly/housebound

Level UP: Right Tools Right Now

Use the free classes and resources!

<https://www.nar.realtor/right-tools-right-now>

<https://www.nar.realtor/leadership-live>

<https://www.nar.realtor/political-advocacy/coronavirus-advocacy-faqs-re-transactions-independent-contractors-nar-grants>

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<https://www.nar.realtor/coronavirus-a-guide-for-realtors>

<https://narfocus.com/billdatabase/clientfiles/172/26/3594.pdf>

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