

Data You Can Use

Dr. Jessica Lutz, VP Demographics & Behavioral Insights

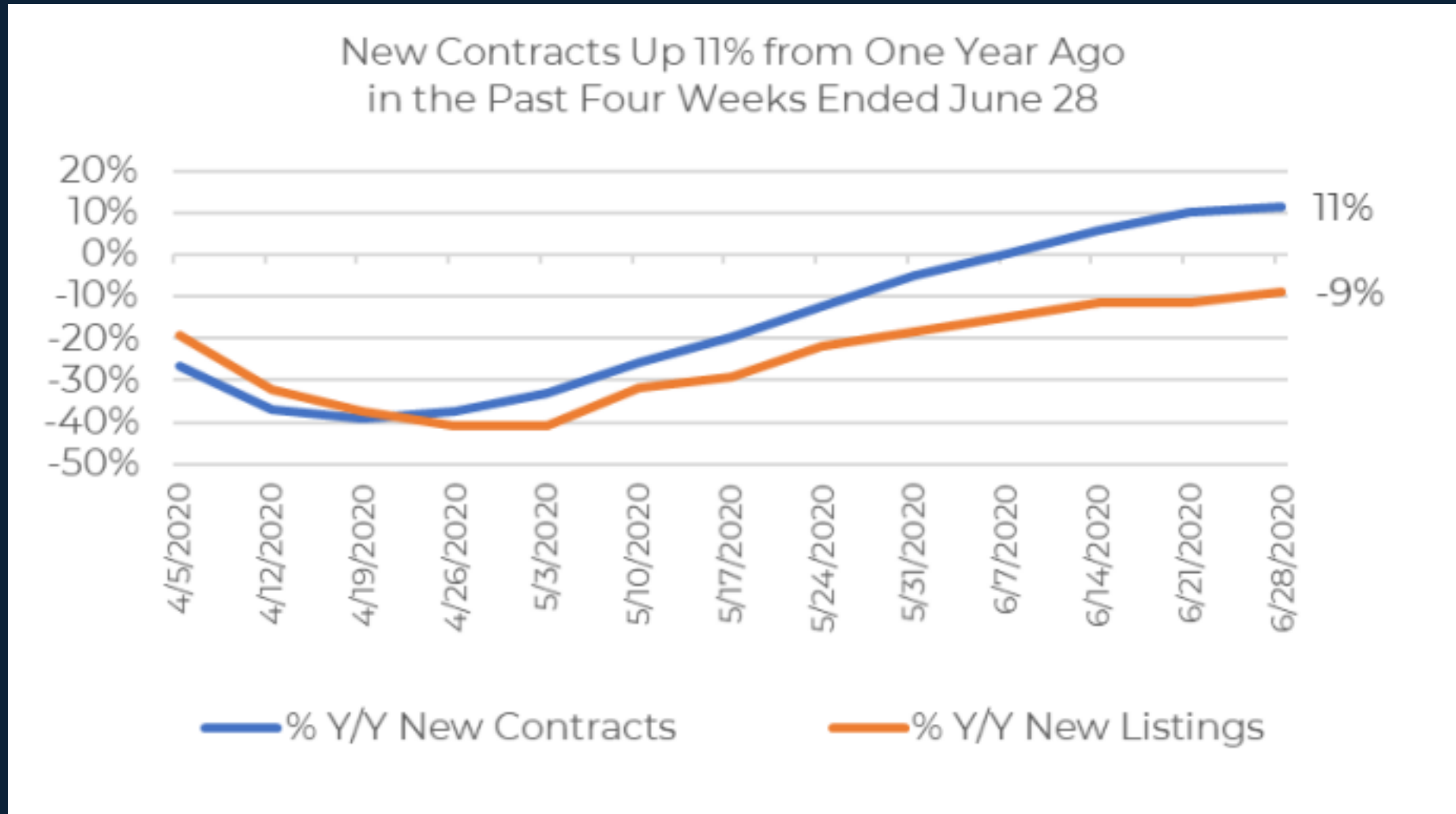
NATIONAL ASSOCIATION OF REALTORS®



A row of four colorful Victorian houses in San Francisco, known as the 'Painted Ladies'. The houses are painted in various colors: pink, blue, and white. They feature ornate architectural details, including gables, bay windows, and decorative trim. The houses are set against a clear blue sky, and a large tree is visible behind the houses on the right. The image is framed by a dark blue triangle on the left and bottom, with a red diagonal line separating the text from the image.

1. Today's Housing Landscape

Weekly Monitor Data



<https://www.nar.realtor/research-and-statistics/research-reports/weekly-housing-market-monitor>

COVID-19

Temp Pause
in Buying
and Selling

Buyers Fast
Forwarding

Seller
Behavioral
Changes

Change in Space & Place

35%

Change in at least 1
home feature

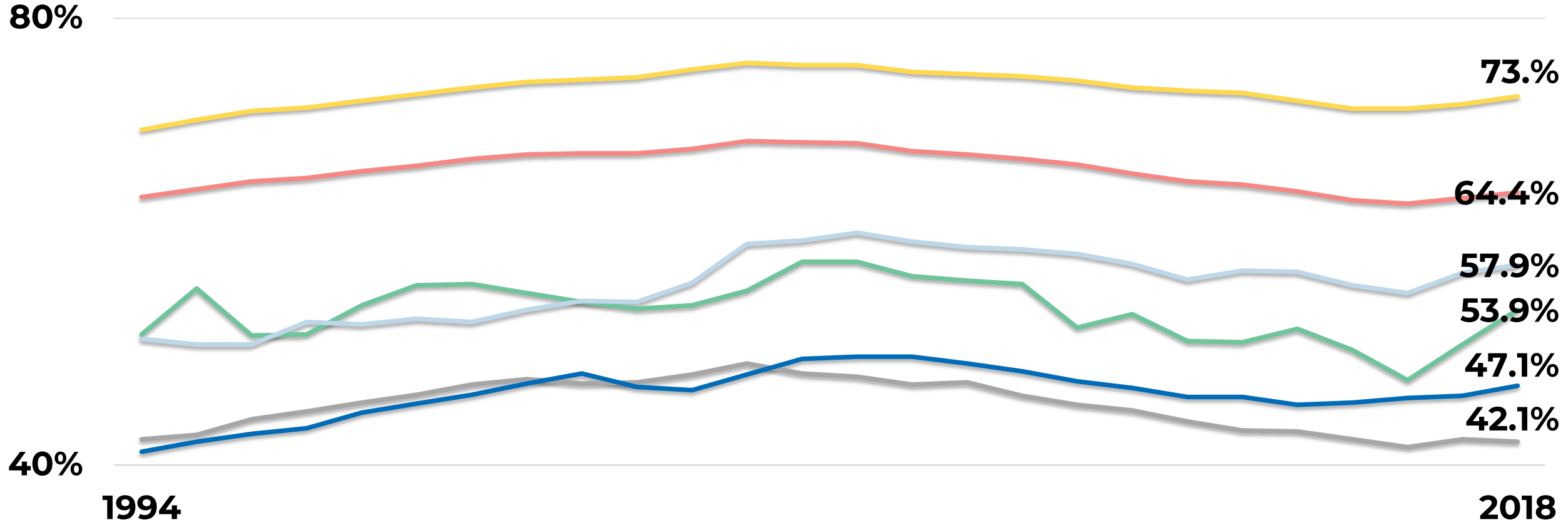
1/4

Changed location

13%

Change home
type

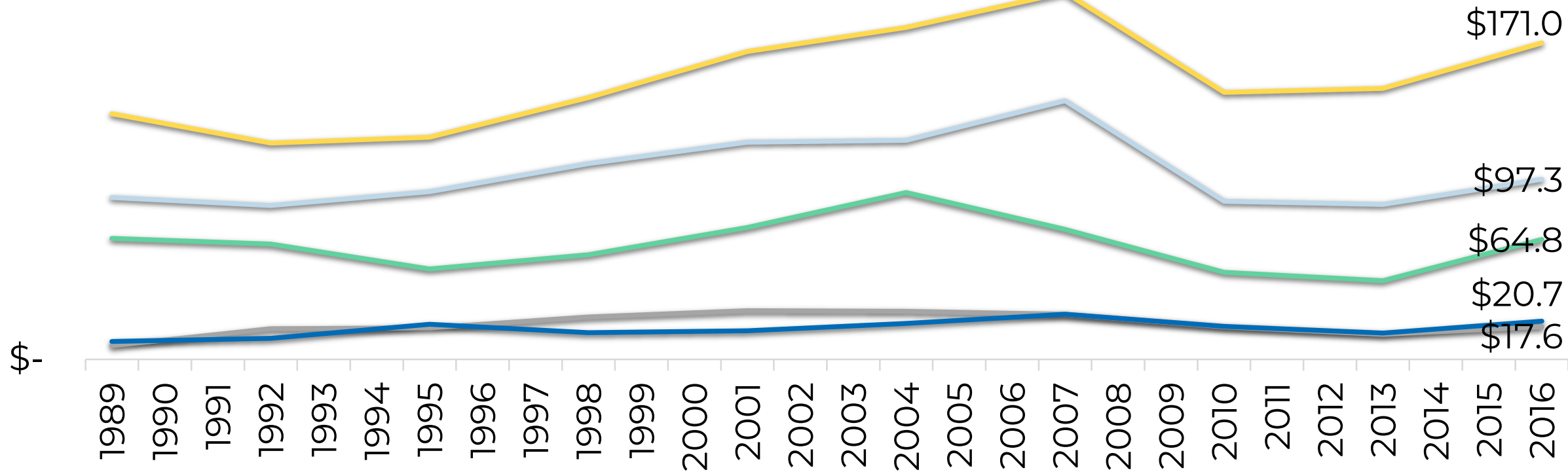
U.S. Homeownership Rates by Race



- U.S.
- Black
- Asian or Native Hawaiian/Pacific Islander
- Non-Hispanic White
- American Indian or Alaskan Native
- Hispanic or Latino

Median Family Net Worth: (Thous.2016\$) 1989-2016

\$250



All households

Black/African-American Nonhispanic

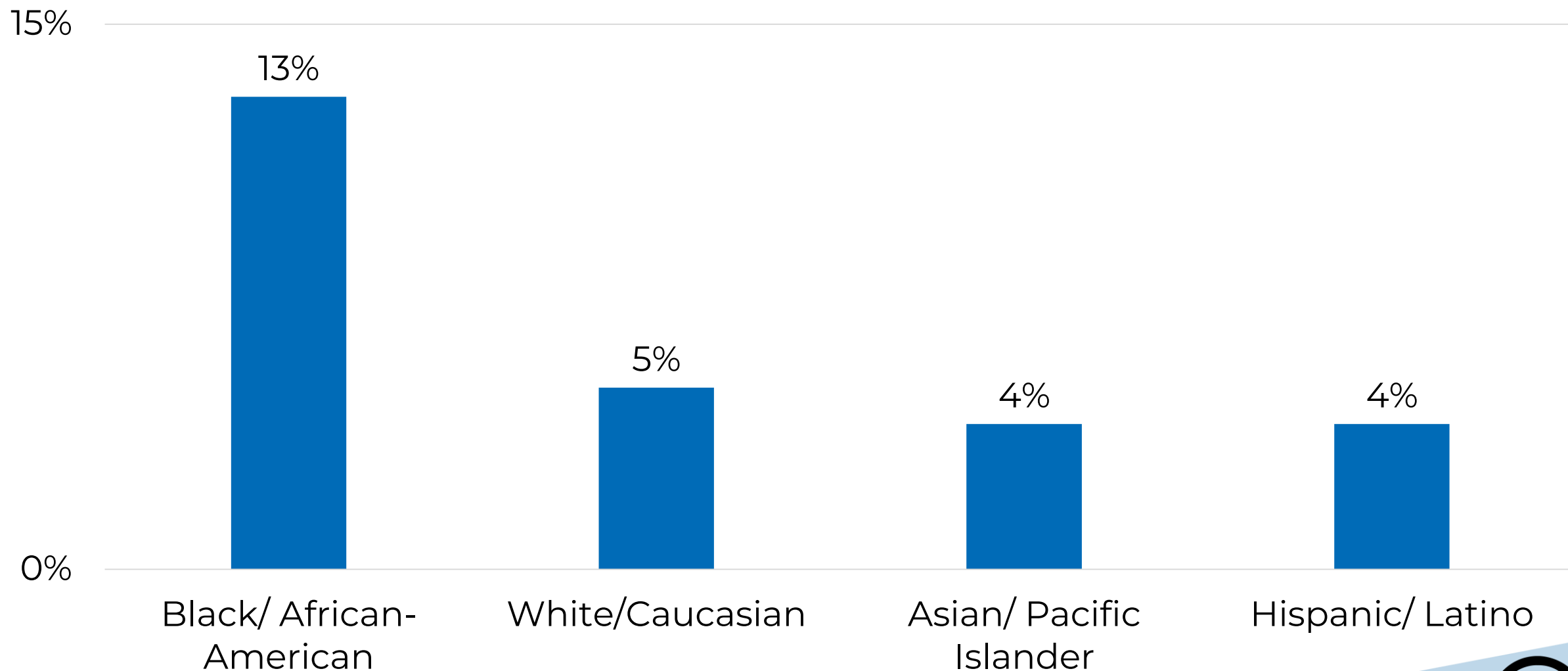
Other/Multiple Race

Federal Reserve Board

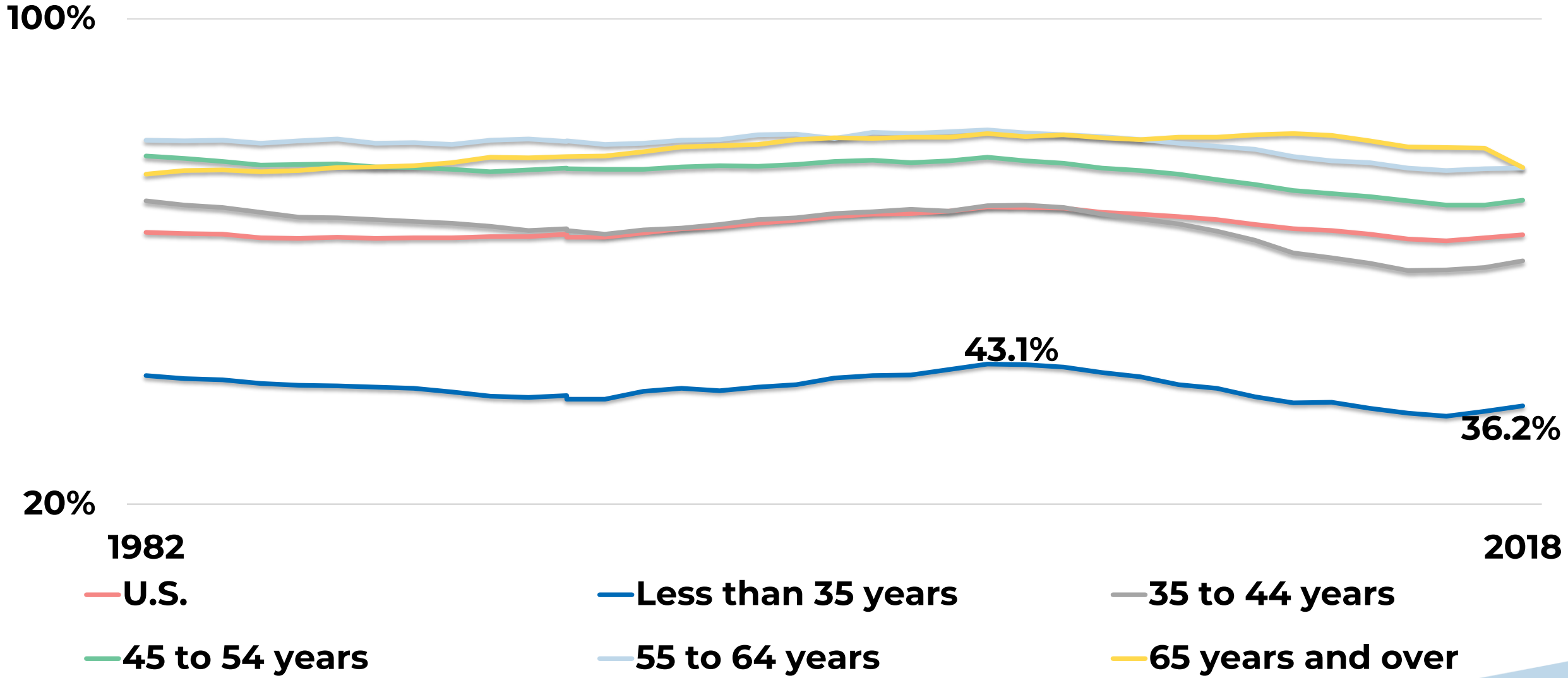
White Non-Hispanics

Hispanic or Latino

Share of Successful Buyers Were Rejected for a Mortgage Application



U.S. Homeownership Rate, by Age



1982

2018

— U.S.

— Less than 35 years

— 35 to 44 years

— 45 to 54 years

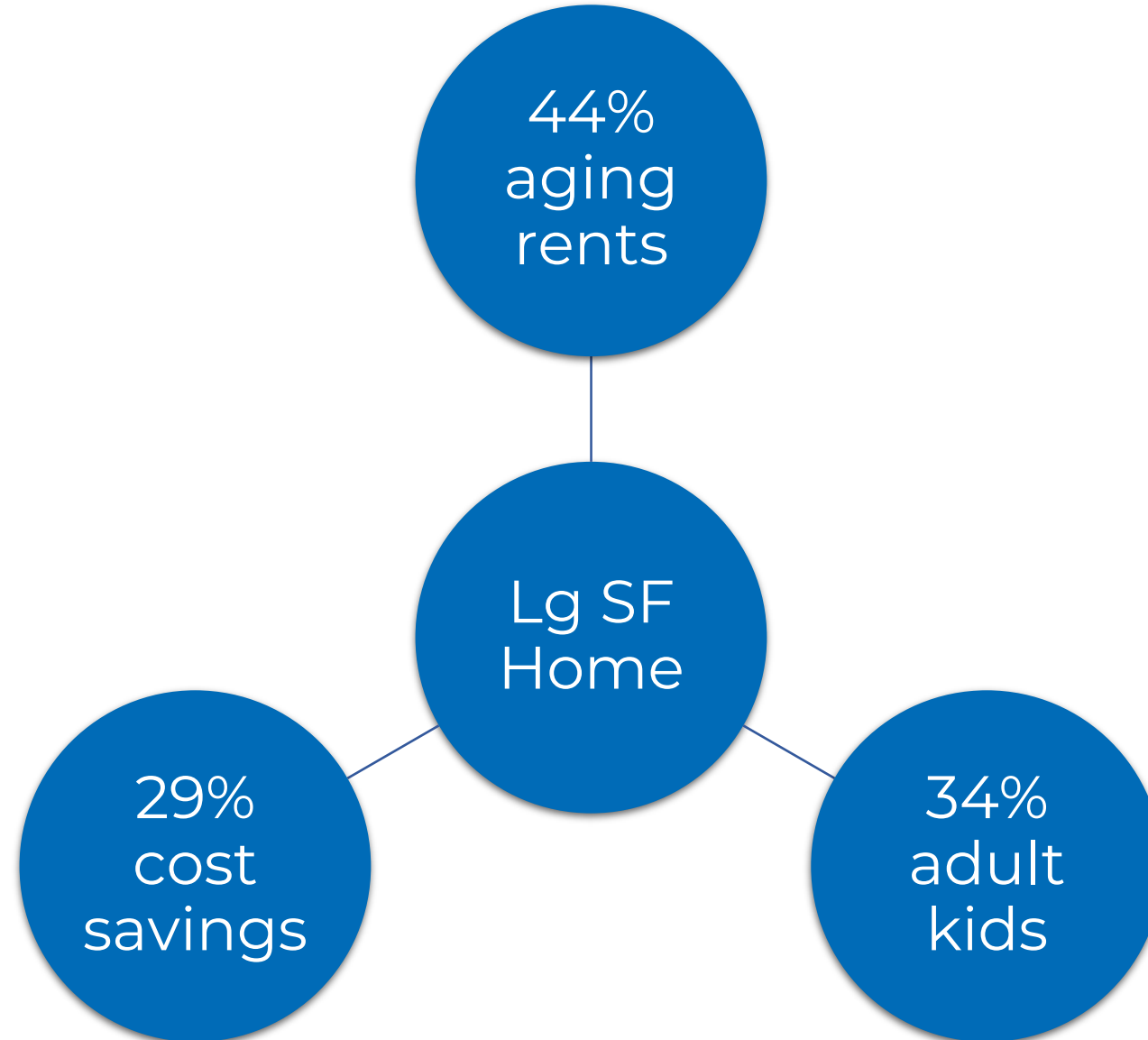
— 55 to 64 years

— 65 years and over



2. Who Will Live in Home

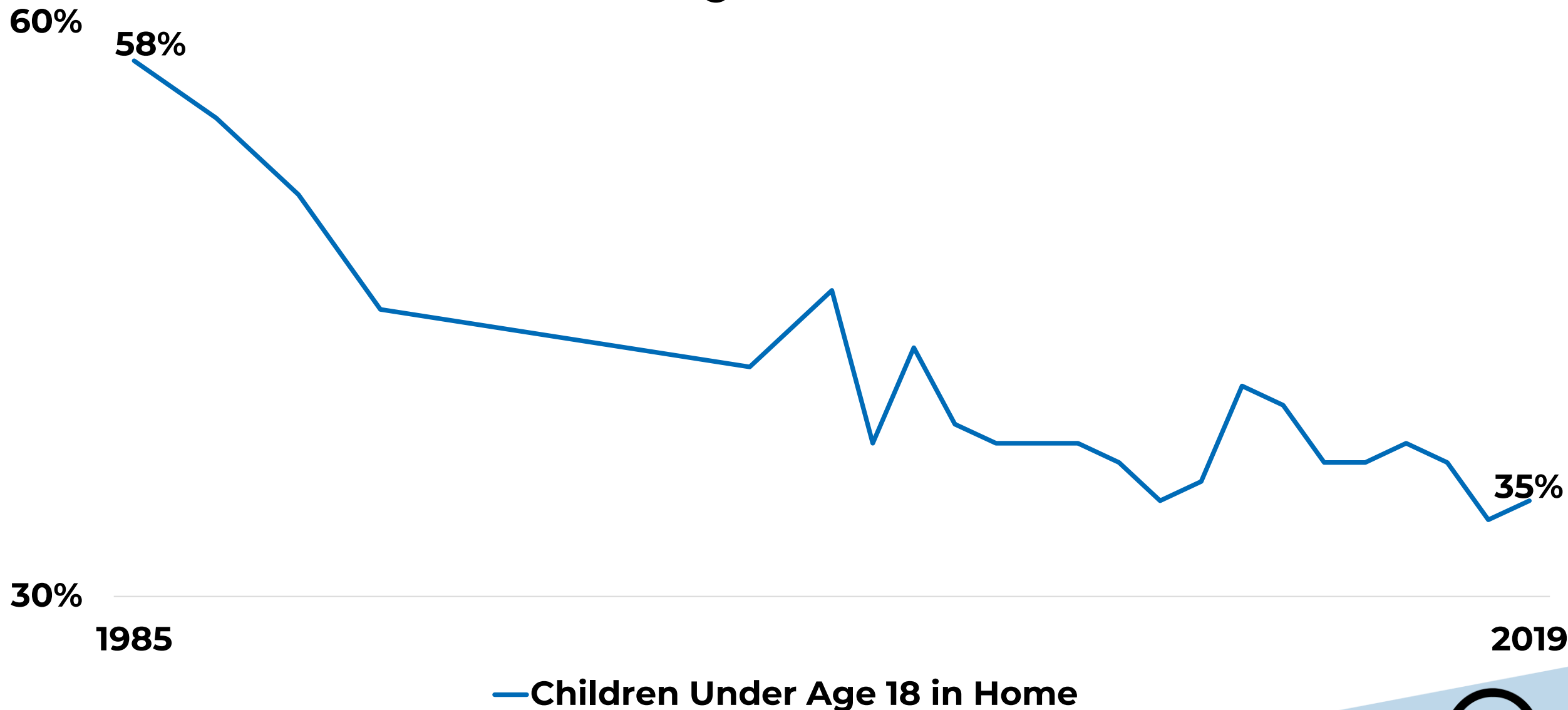
1 in 6 Gen Xers and Younger Boomers=Multi-Gen Home





Highest share recorded **SELLING**
and moving to be close to
friends & family

Watch for the Baby Boom



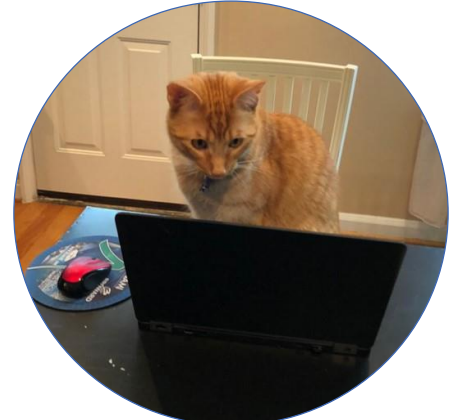
Impact of Clearing of Shelters



For Who:
unmarried
couples & single
females



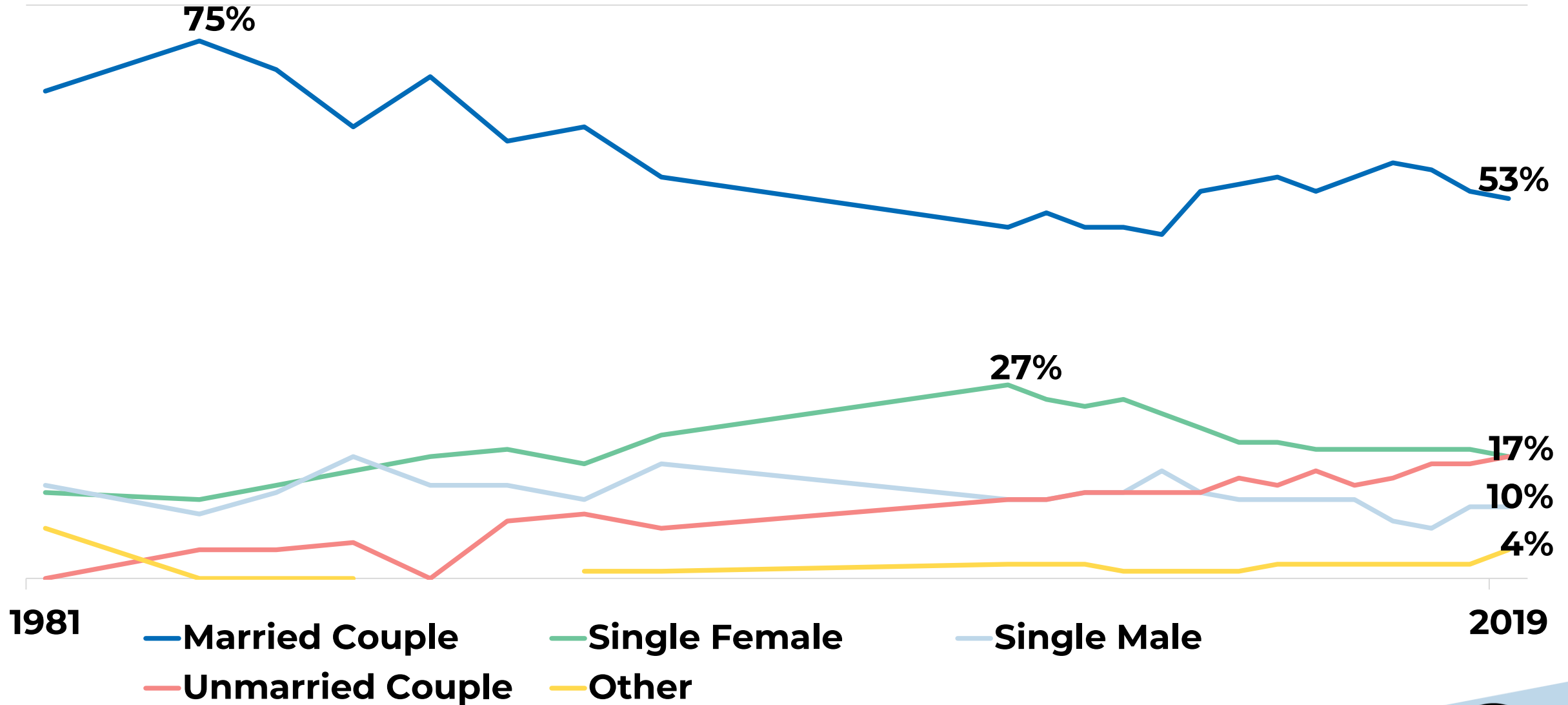
Where
Important: rural
& urban areas



What: decide to
buy &
neighborhood
choice



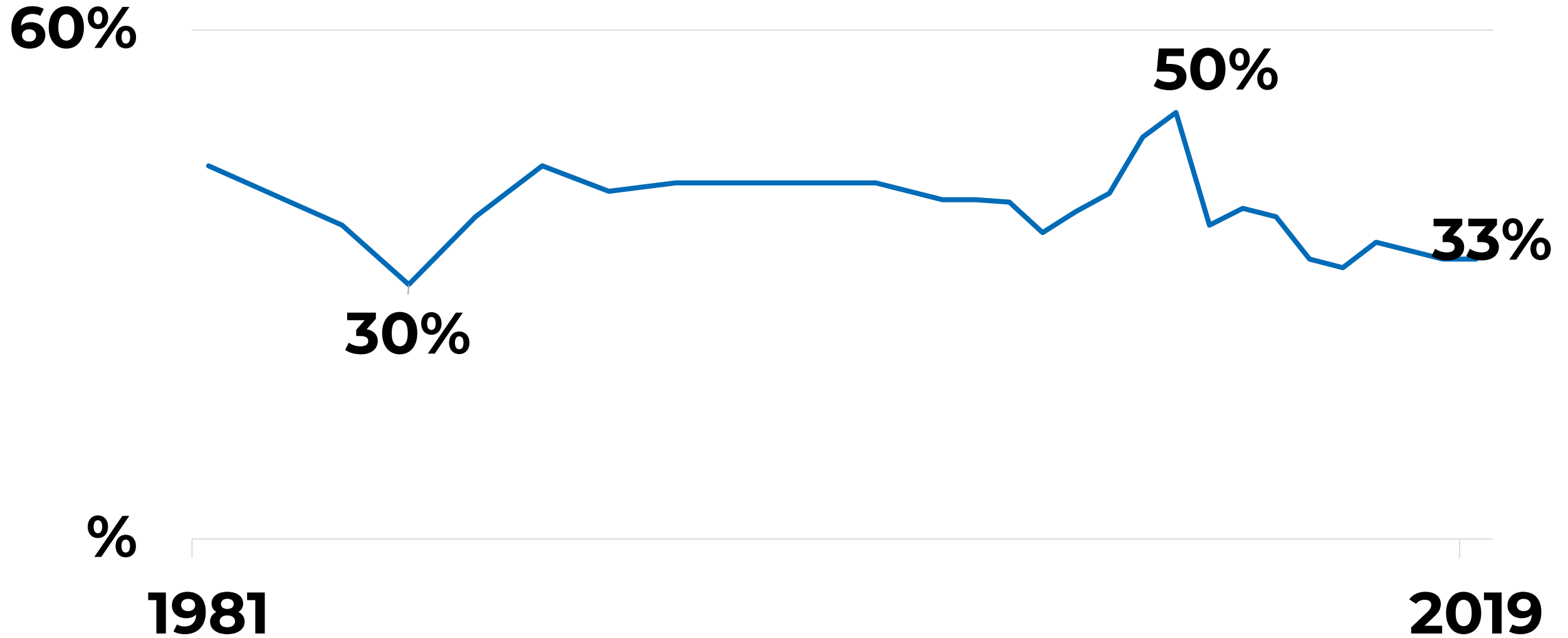
First-time Buyers: End of Solo Buying?



1981

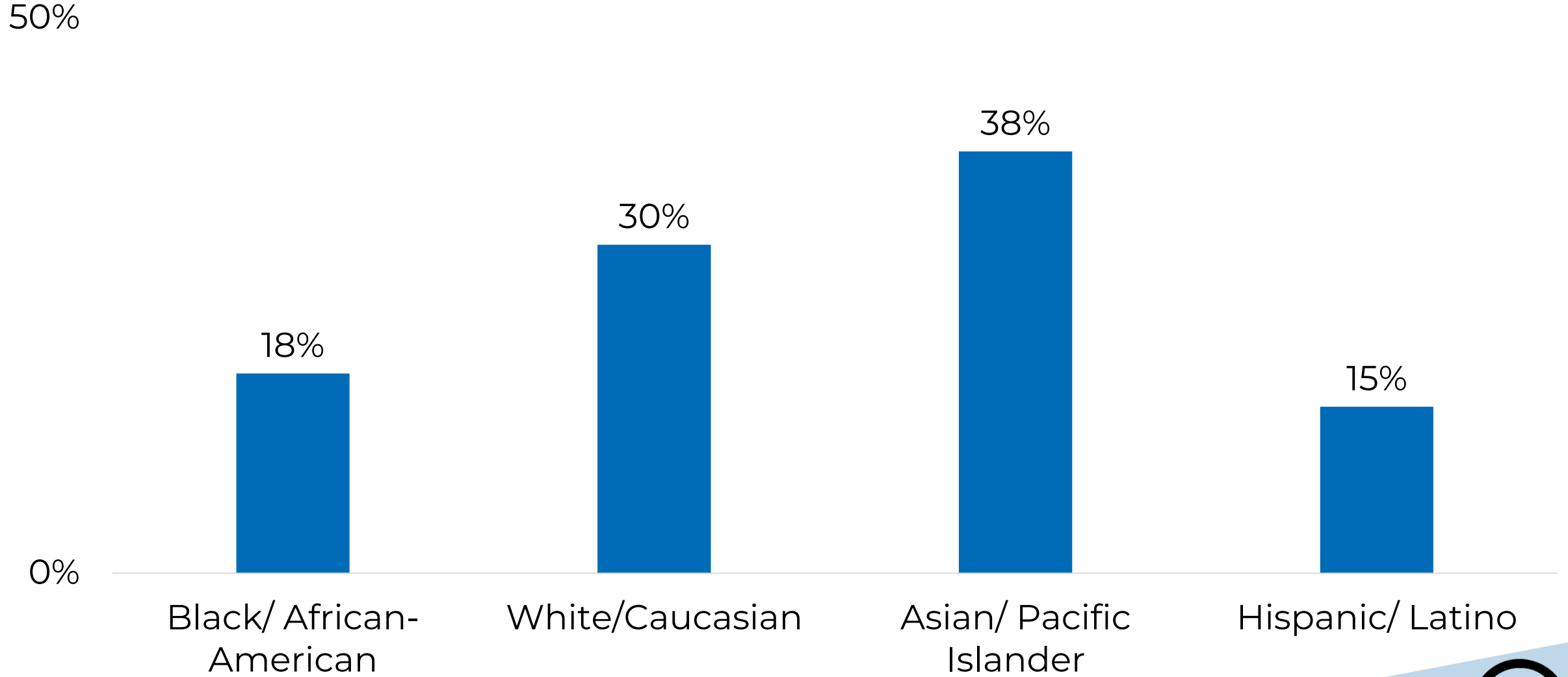
2019

First-time Buyers Will Be Impacted By Tight Credit



Source: NAR Profile of Home Buyers and Sellers

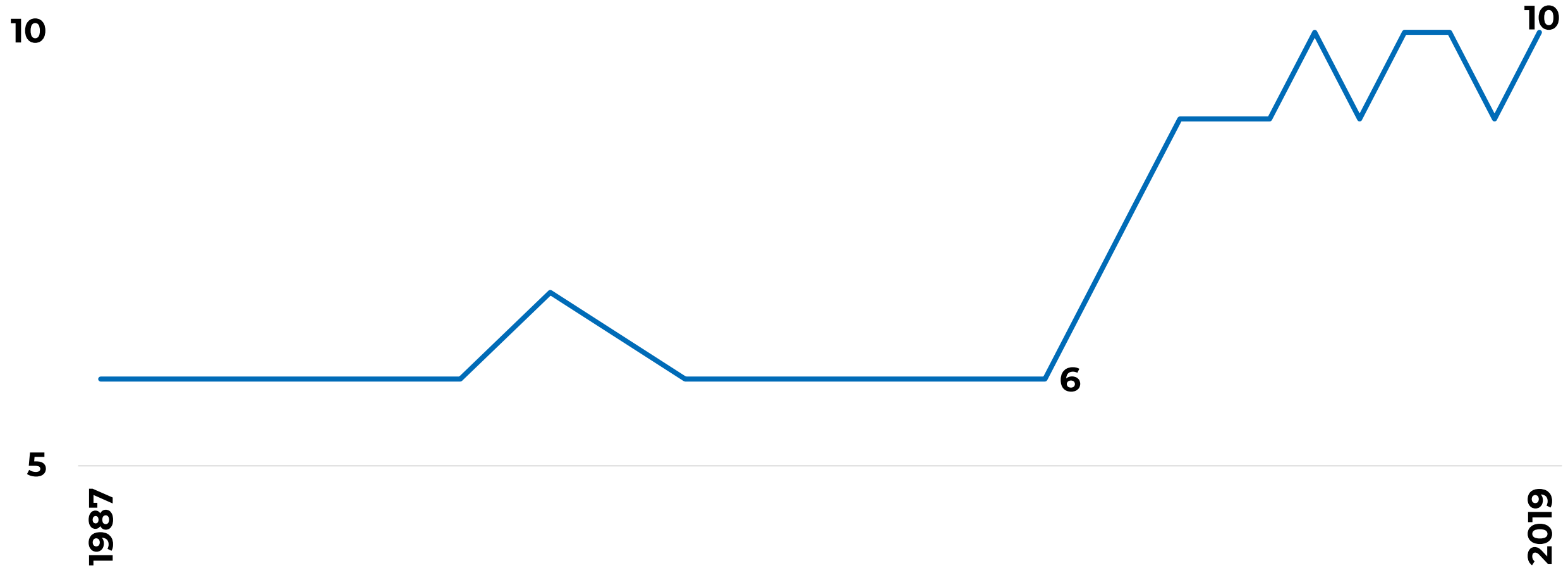
Share of Successful First-Time Buyers W/Downpayment Help From Family



3. Opportunities



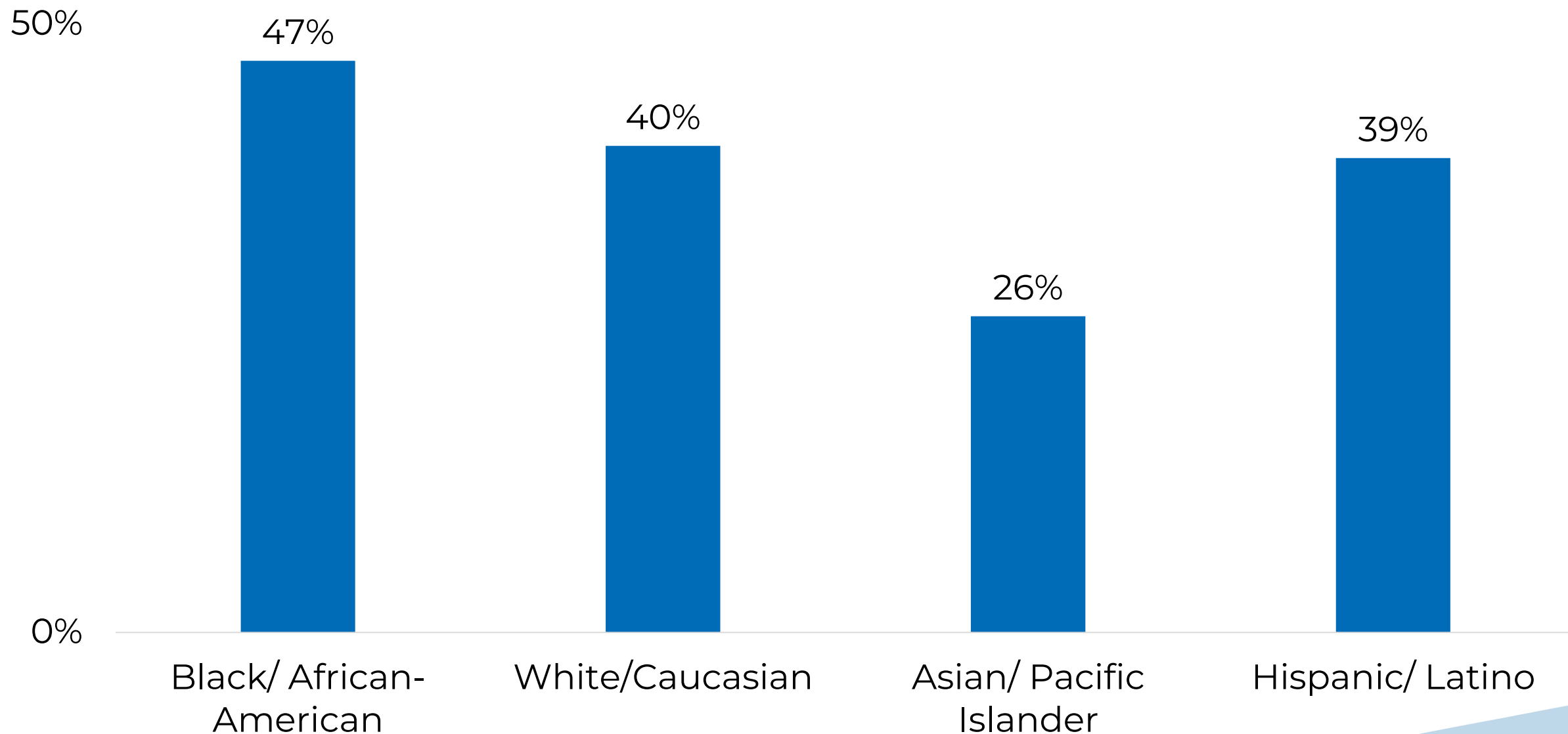
Actual Tenure in Home is Elevated: Median Years





Alleviate \$tudent Debt?

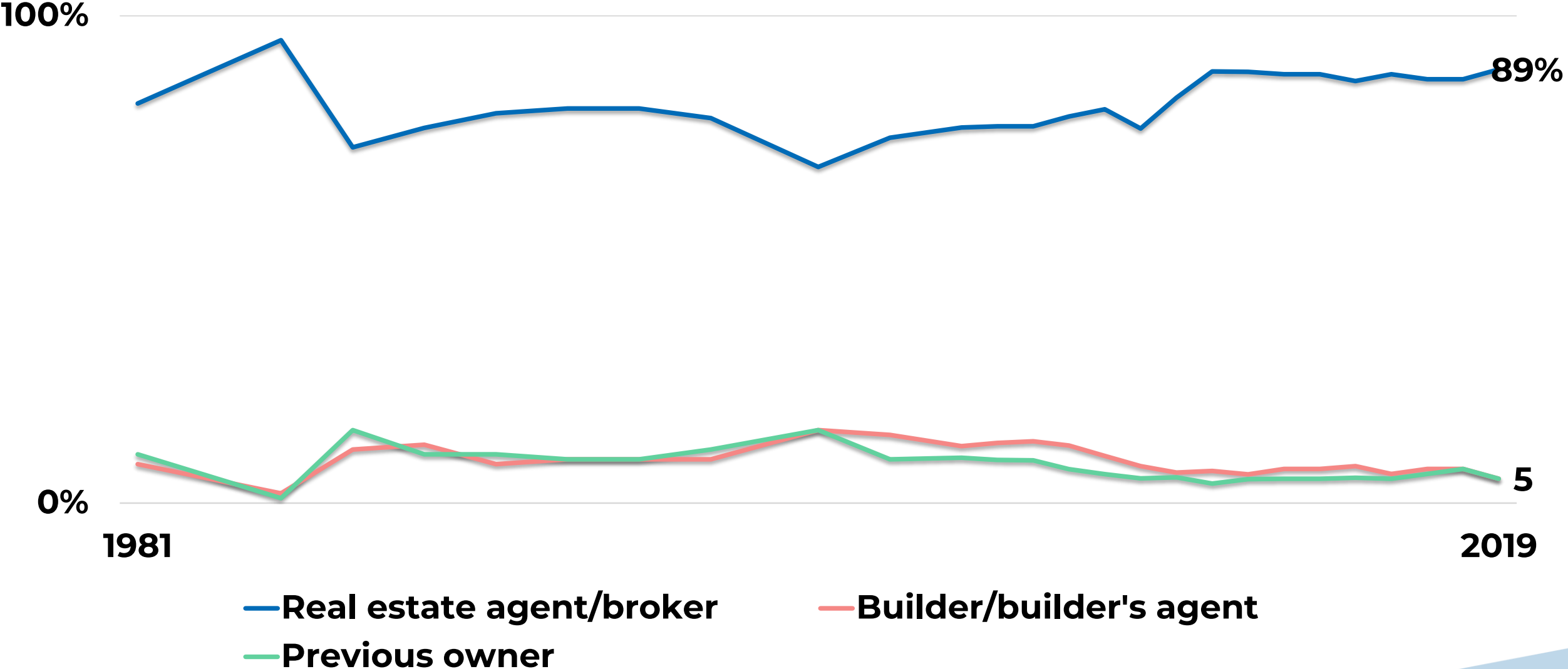
Share of Successful First-Time Buyers Had Student Debt



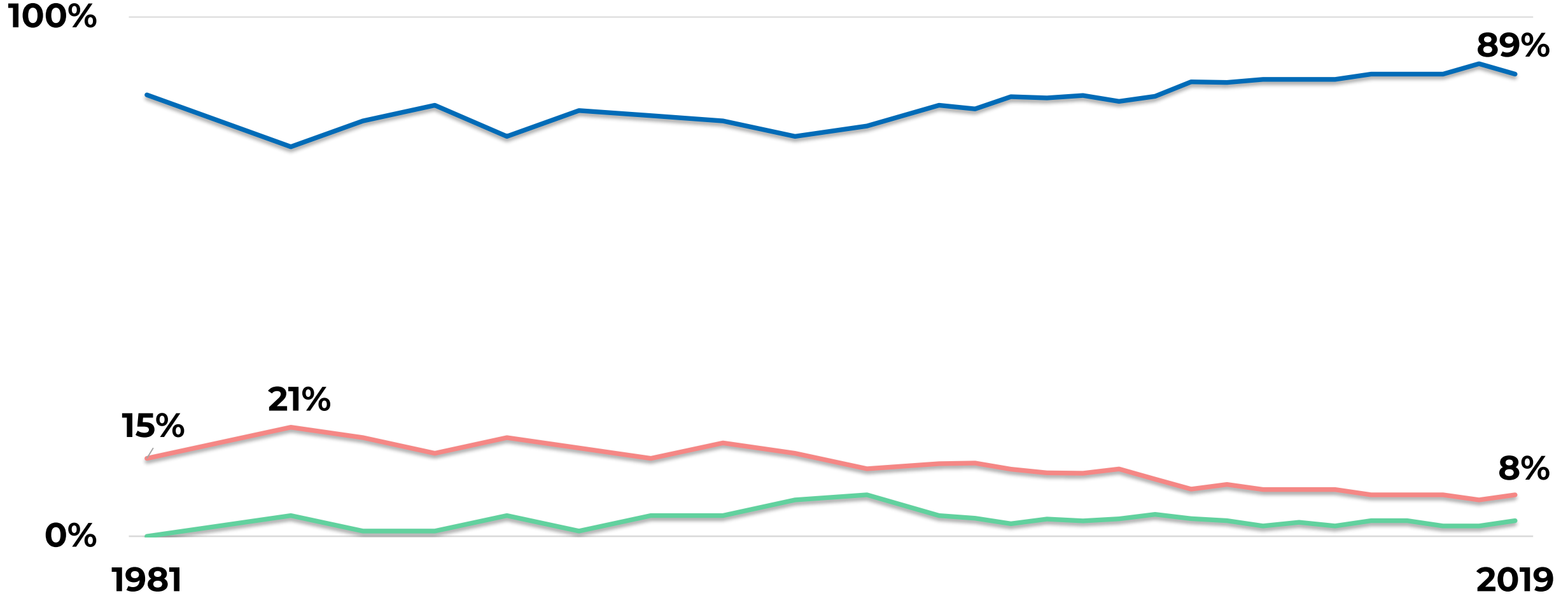


4. Agent Use is TRUSTED

Buyer Use of Agents



Agent-Assisted Sales All-Time High



— All FSBO (For-sale-by-owner) — Agent-assisted — Other

61% donate/volunteer with COVID-19



Volunteering

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



Donating

- Food bank
- Food delivery 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>

<https://www.nar.realtor/political-advocacy/coronavirus-pandemic-unemployment-assistance-faqs>

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

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

<https://www.nar.realtor/coronavirus>

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