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Making NAR Data Work For You

Dr. Jessica Lautz | VP Demographics & Behavioral Insights

First-Time Buyer Share (Among Primary Residence Buyers)

60%

44%

30%

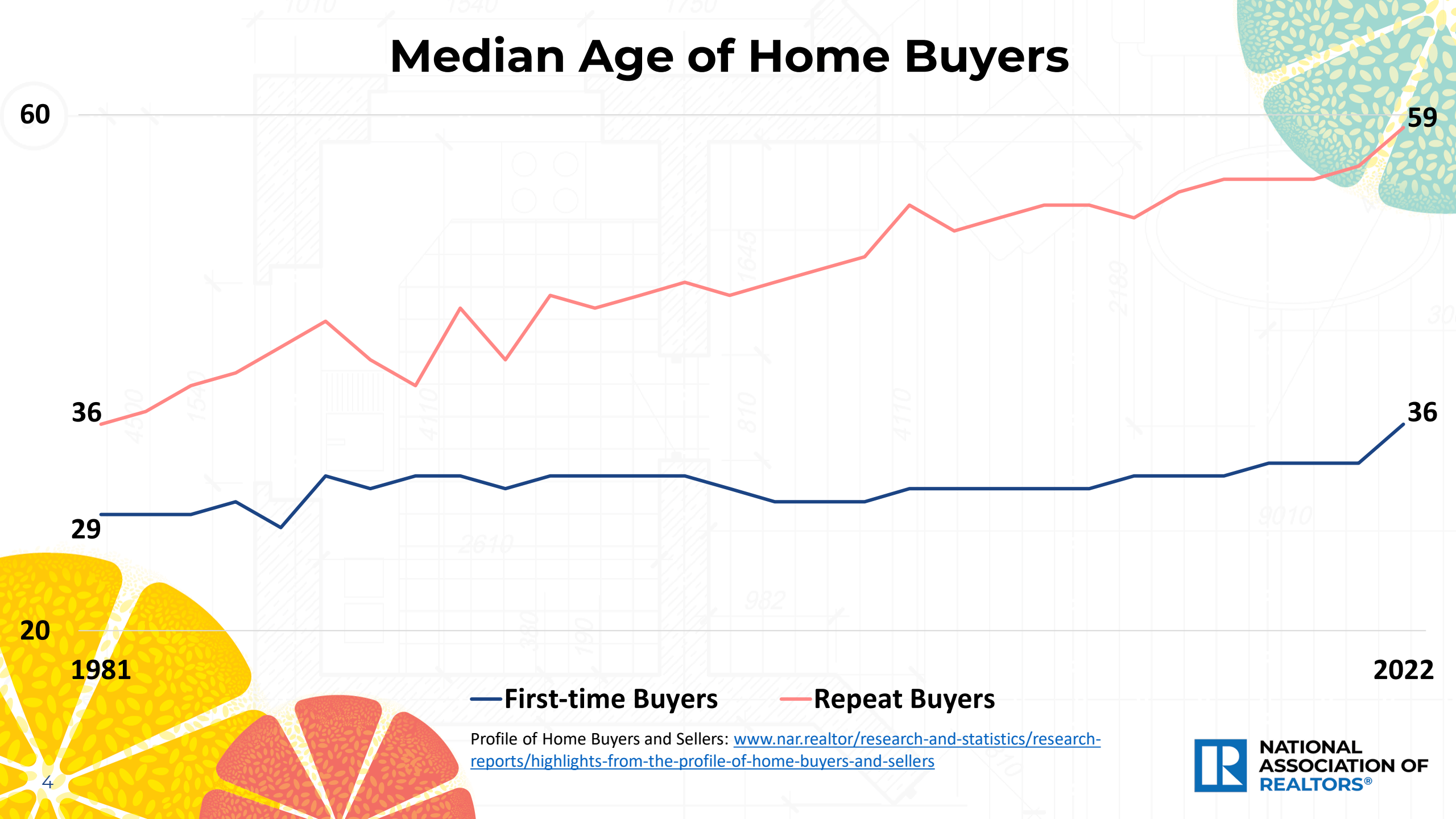
50%

26%

2022

Profile of Home Buyers and Sellers: www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers

Median Age of Home Buyers



— First-time Buyers — Repeat Buyers

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Race/Ethnicity of Home Buyers

100%

88%

82%

0%

1997

2022

White/Caucasian

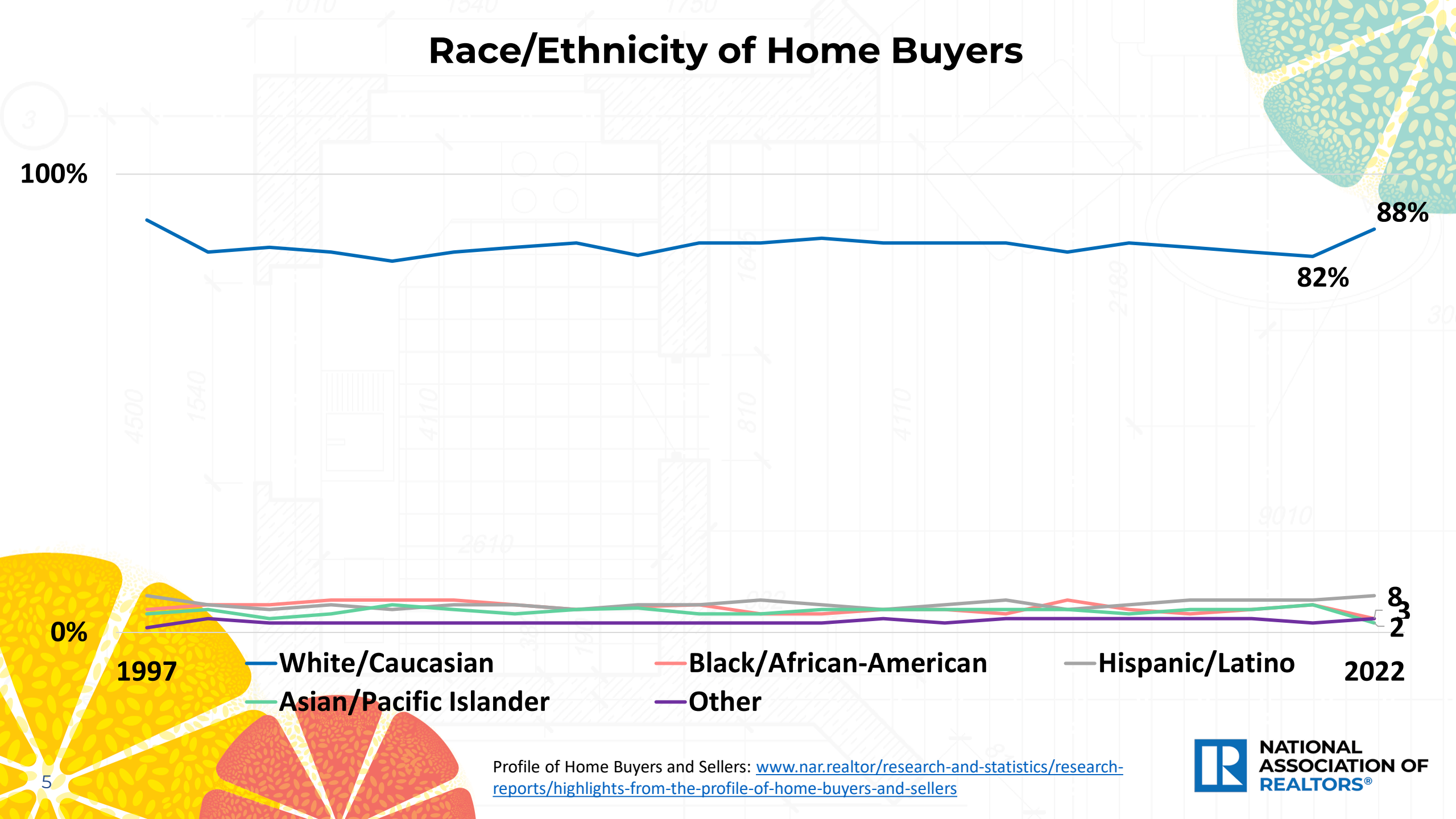
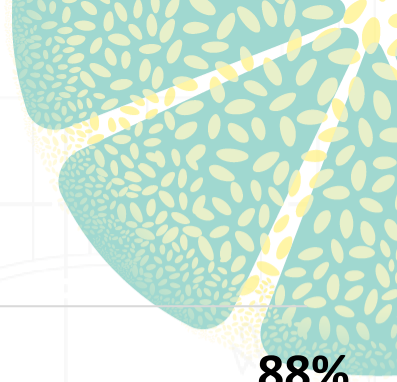
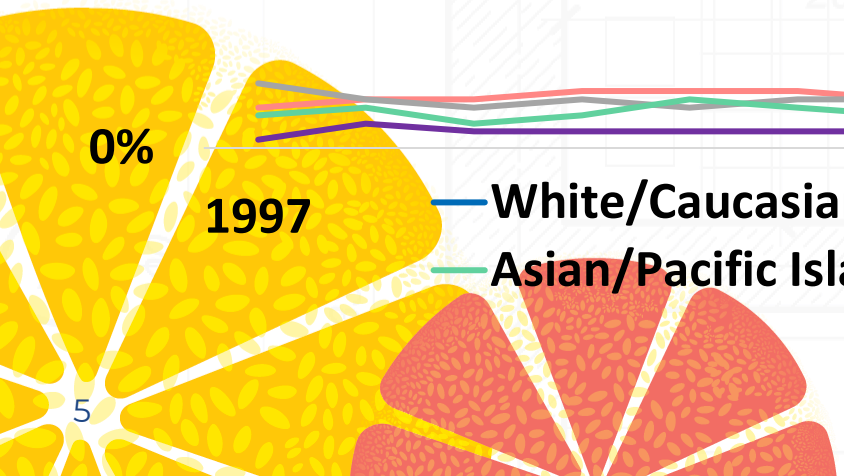
Black/African-American

Hispanic/Latino

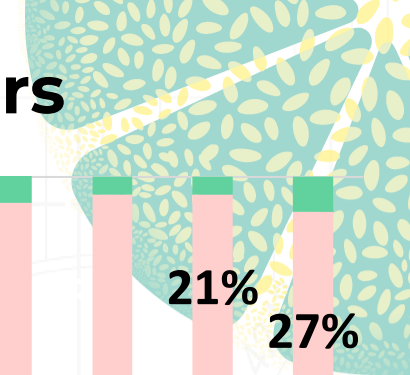
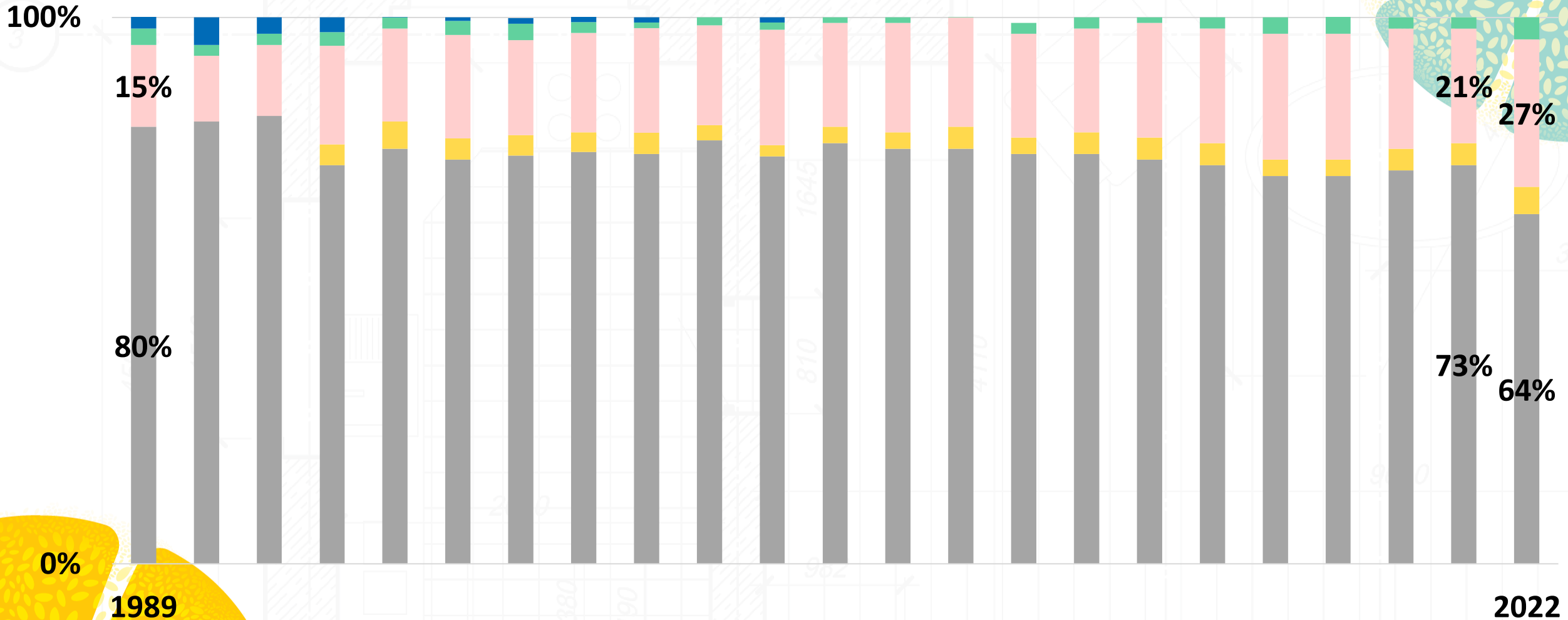
Asian/Pacific Islander

Other

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Prior Living Arrangement of Recent First-time Buyers



0%

1989

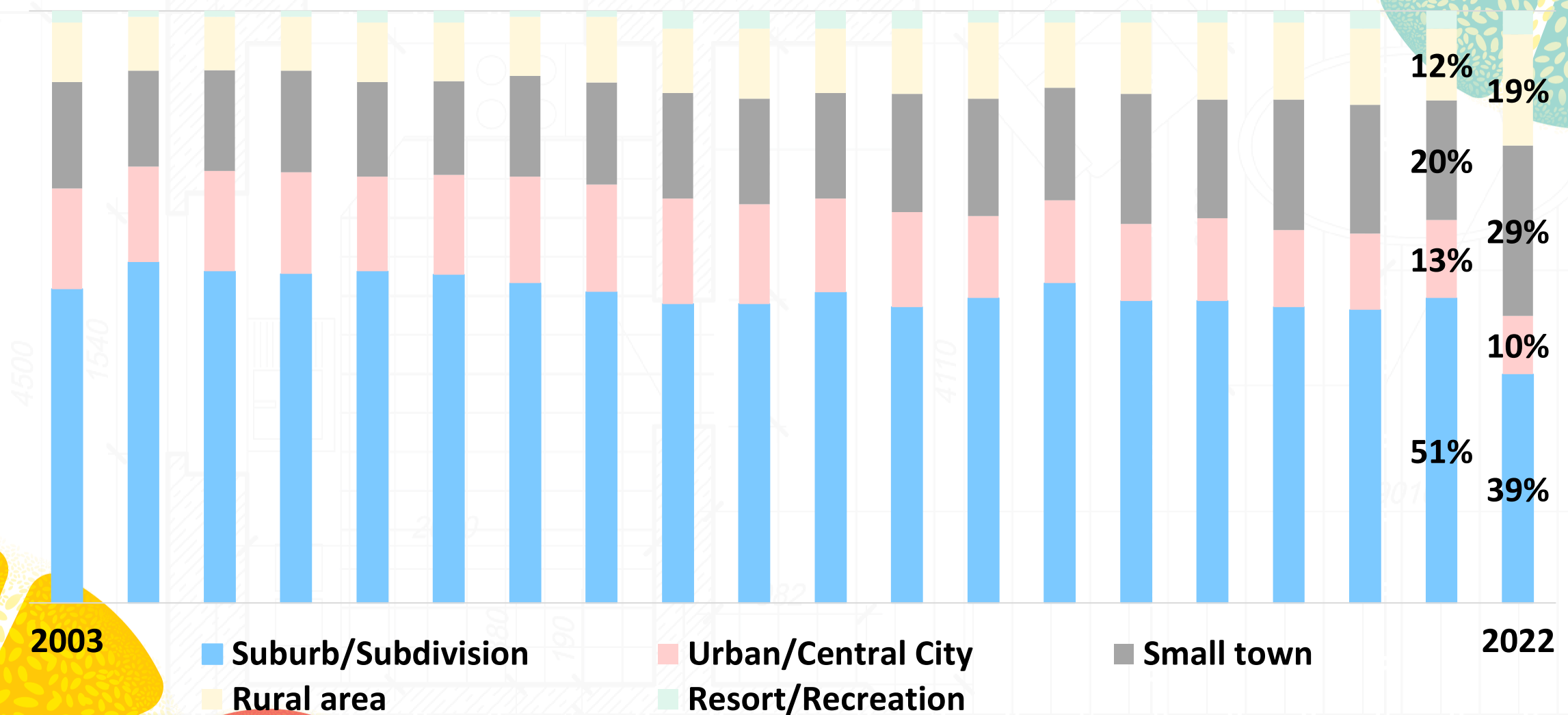
- Rented an apartment or house
- Lived with parents, relatives or friends
- Other

- Owned previous residence
- Rented the home buyer ultimately purchased

2022

Location of Home Purchased

100%

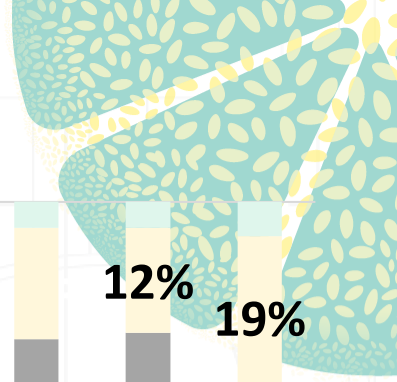
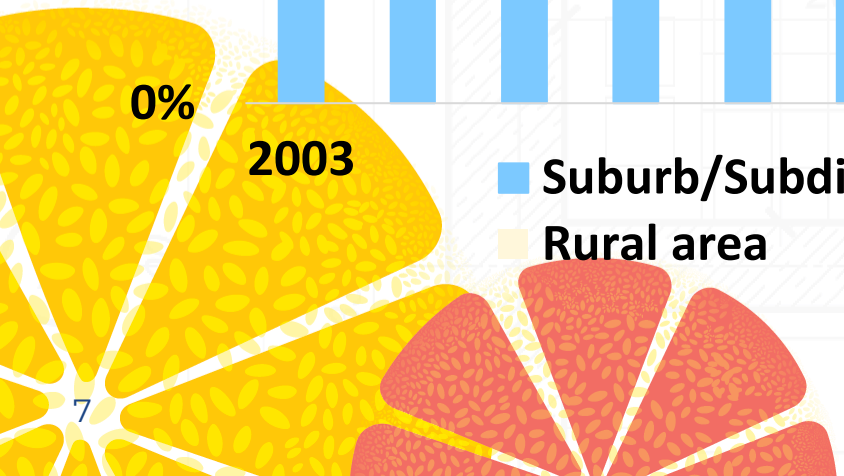


2003

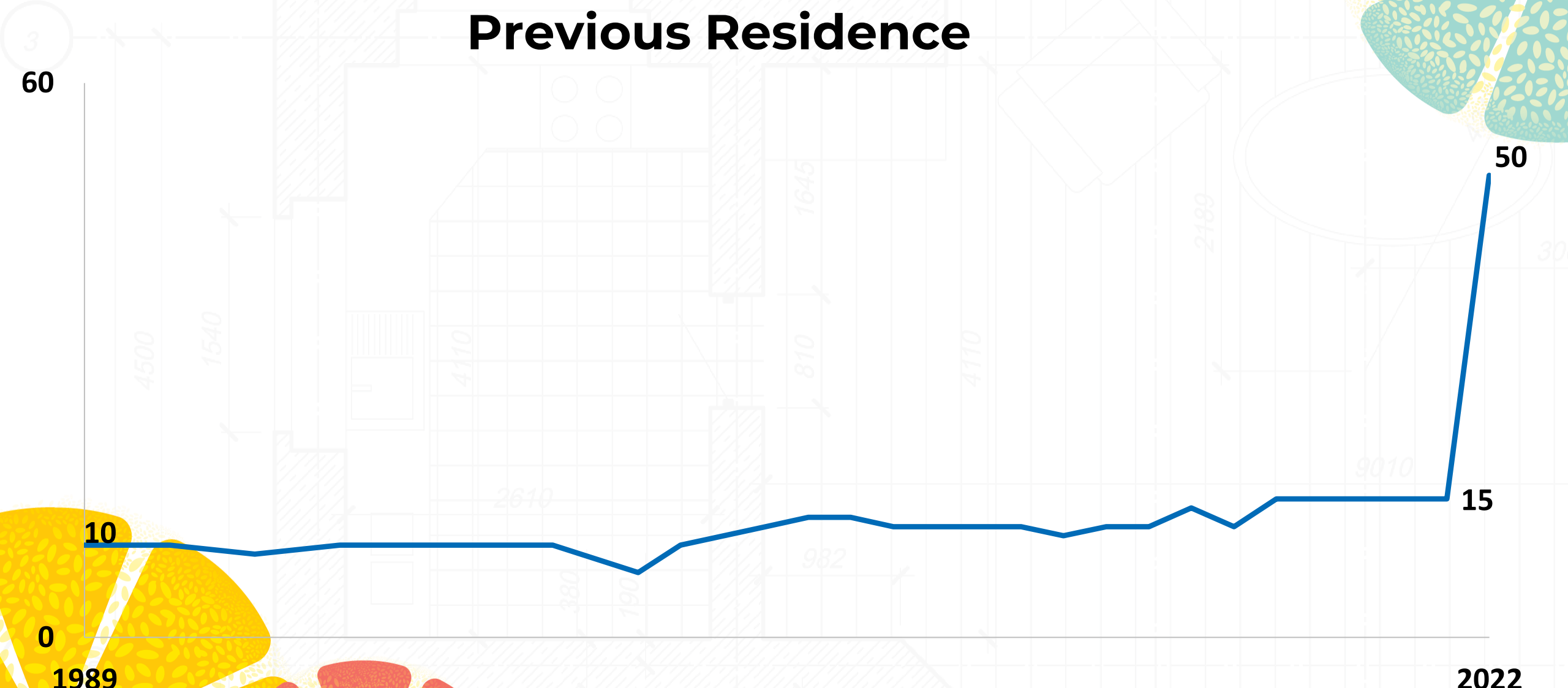
2022

■ Suburb/Subdivision
 ■ Urban/Central City
 ■ Small town
■ Rural area
 ■ Resort/Recreation

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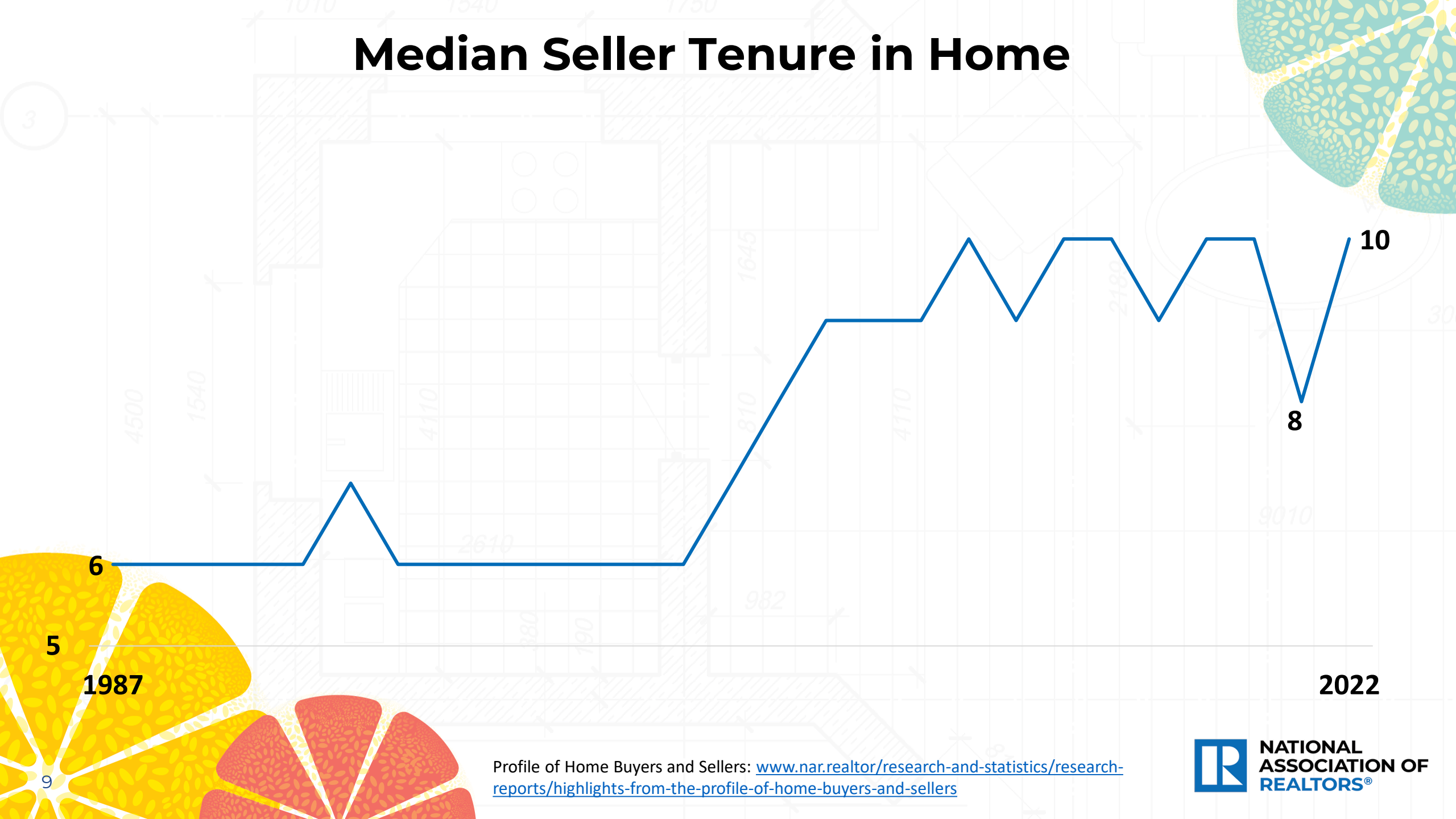


Distance Between Home Purchased and Previous Residence



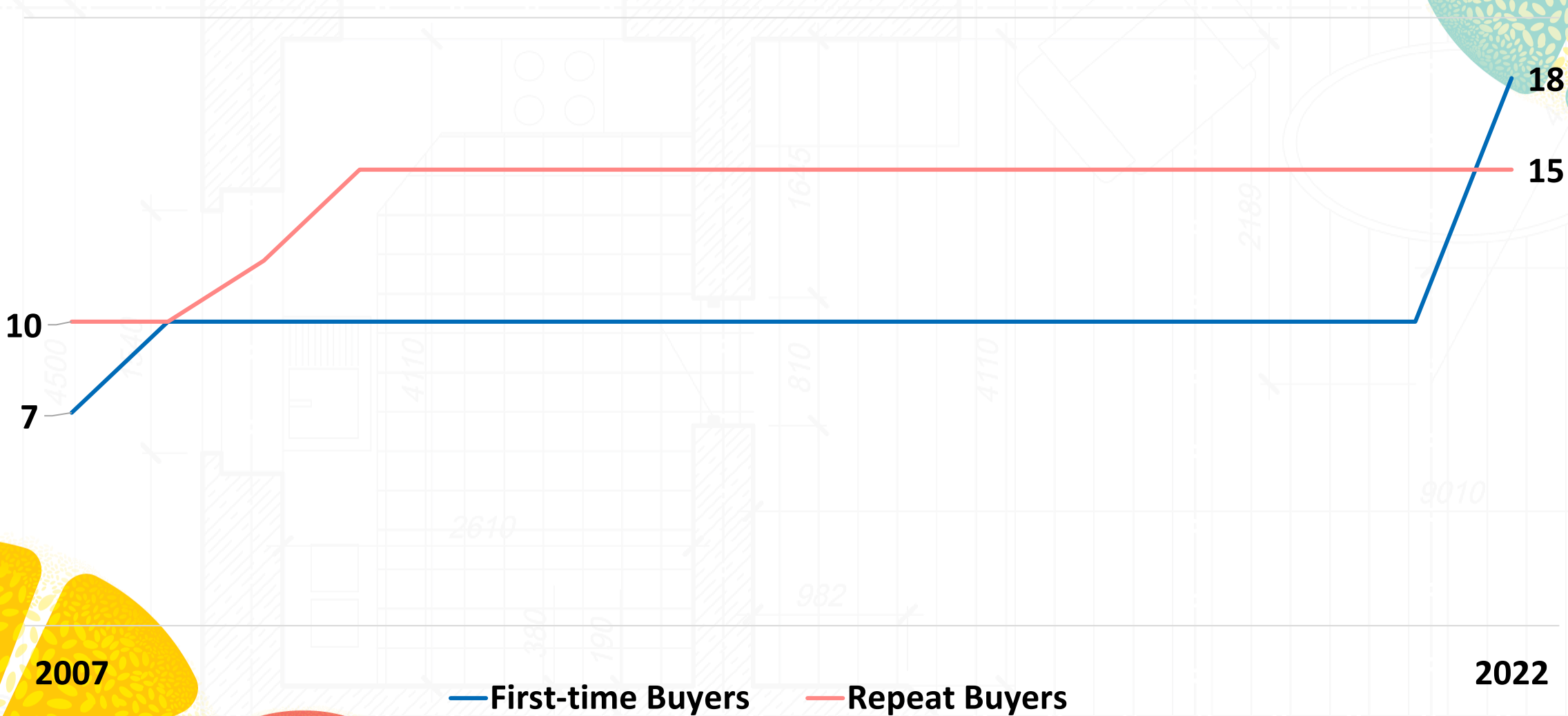
Profile of Home Buyers and Sellers: www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers

Median Seller Tenure in Home



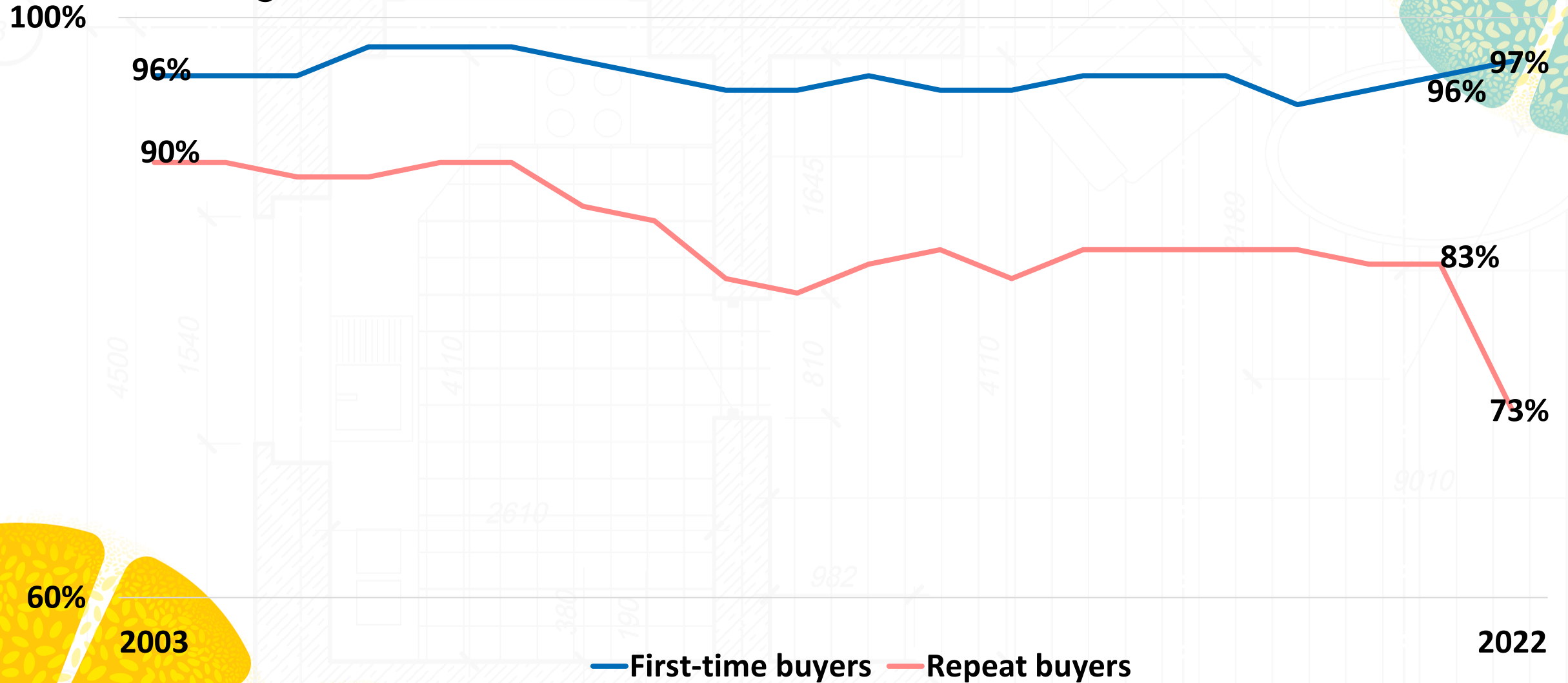
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Median Expected Buyer Tenure in Home



Profile of Home Buyers and Sellers: www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers

Buyers Who Financed Their Home Purchase



60%

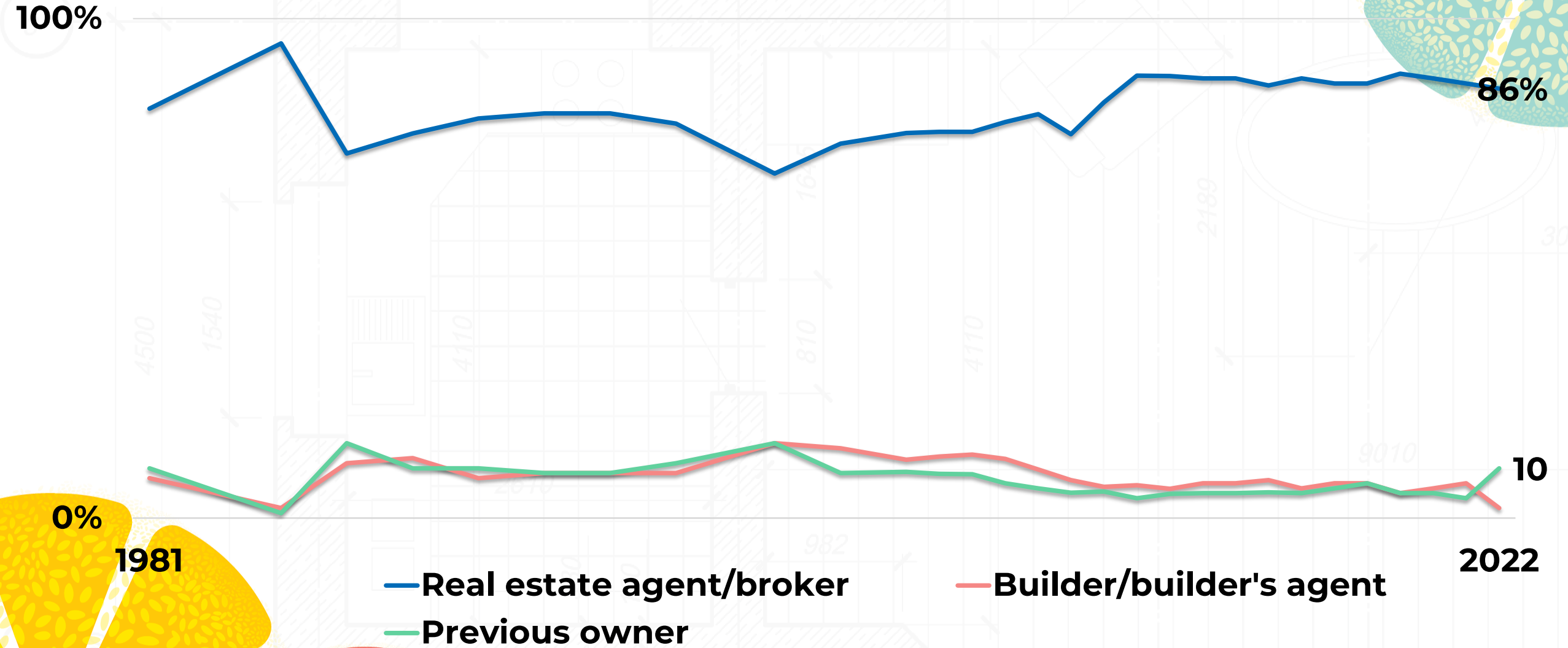
2003

2022

— First-time buyers — Repeat buyers

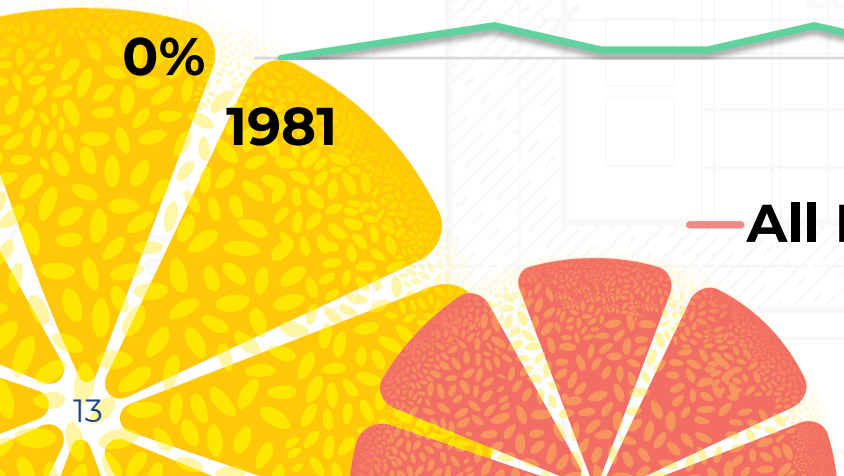
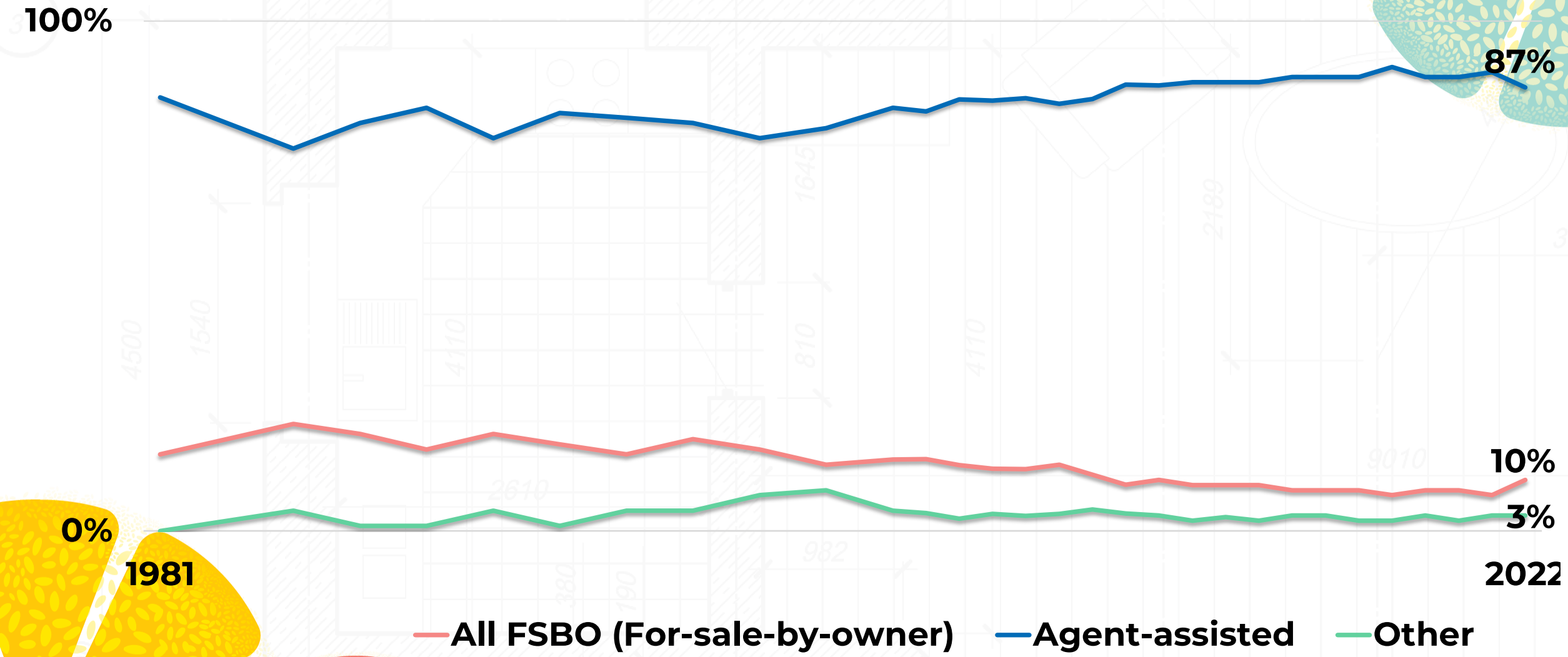
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Buyer Use Agents



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Sellers Want a Full-Service Agents



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THANK YOU.



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