

NAR Economic Update

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National Association of REALTORS®



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

Record High
Home Price,
but Worst
Sales Since
1995

	1995	2023
Annual existing-home sales	3.85 million	4.09 million
U.S. population	266.6 million	336.0 million
Single-family inventory (December)	1.58 million	870,000
Median annual existing-home sales price	\$114,600 (\$227,826 inflation adjusted)	\$389,800



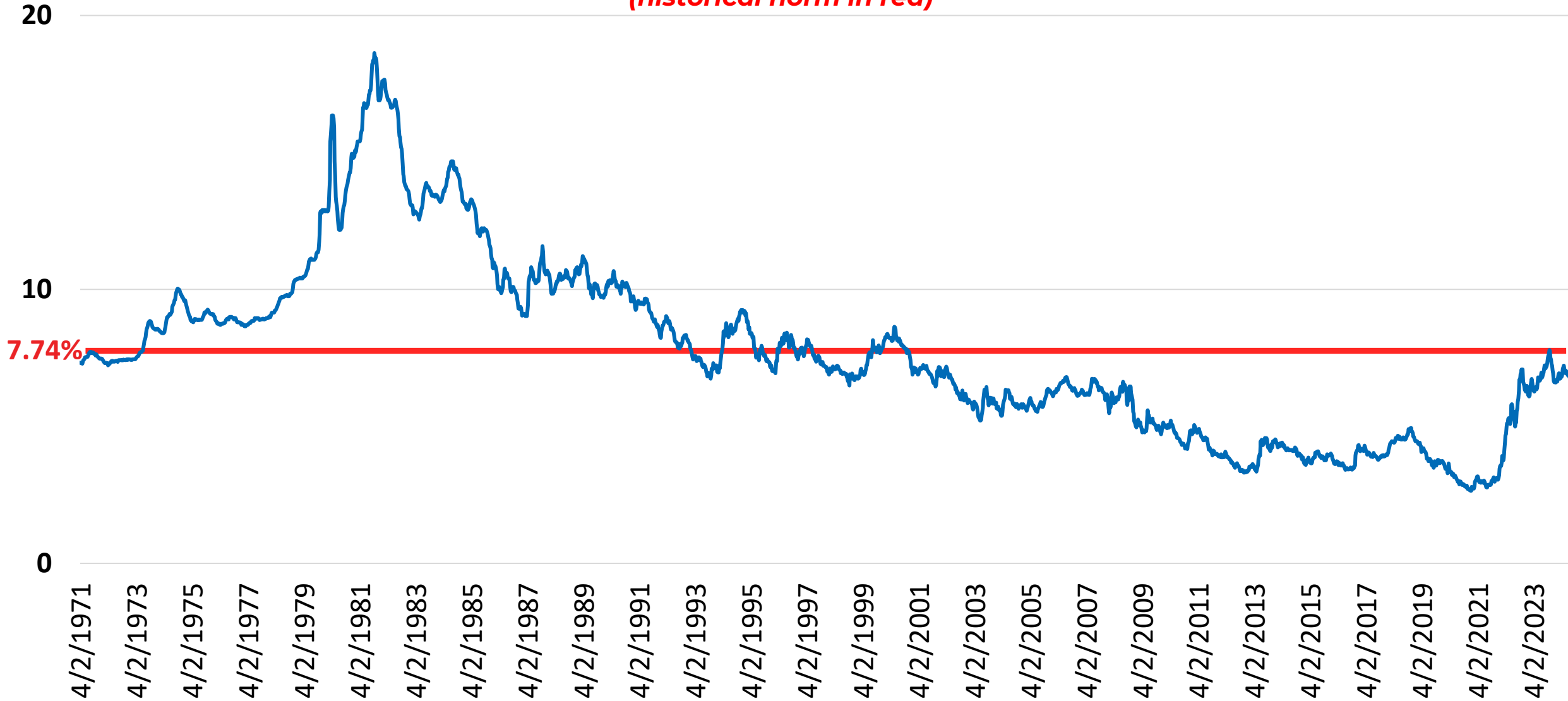
GCAR Market Data

- Pending Sales **down 1.8%** to 906.
- Median Sales Price **up 3.5%** to \$346,625.
- Days on Market was **up 16.7%** to 35 days.



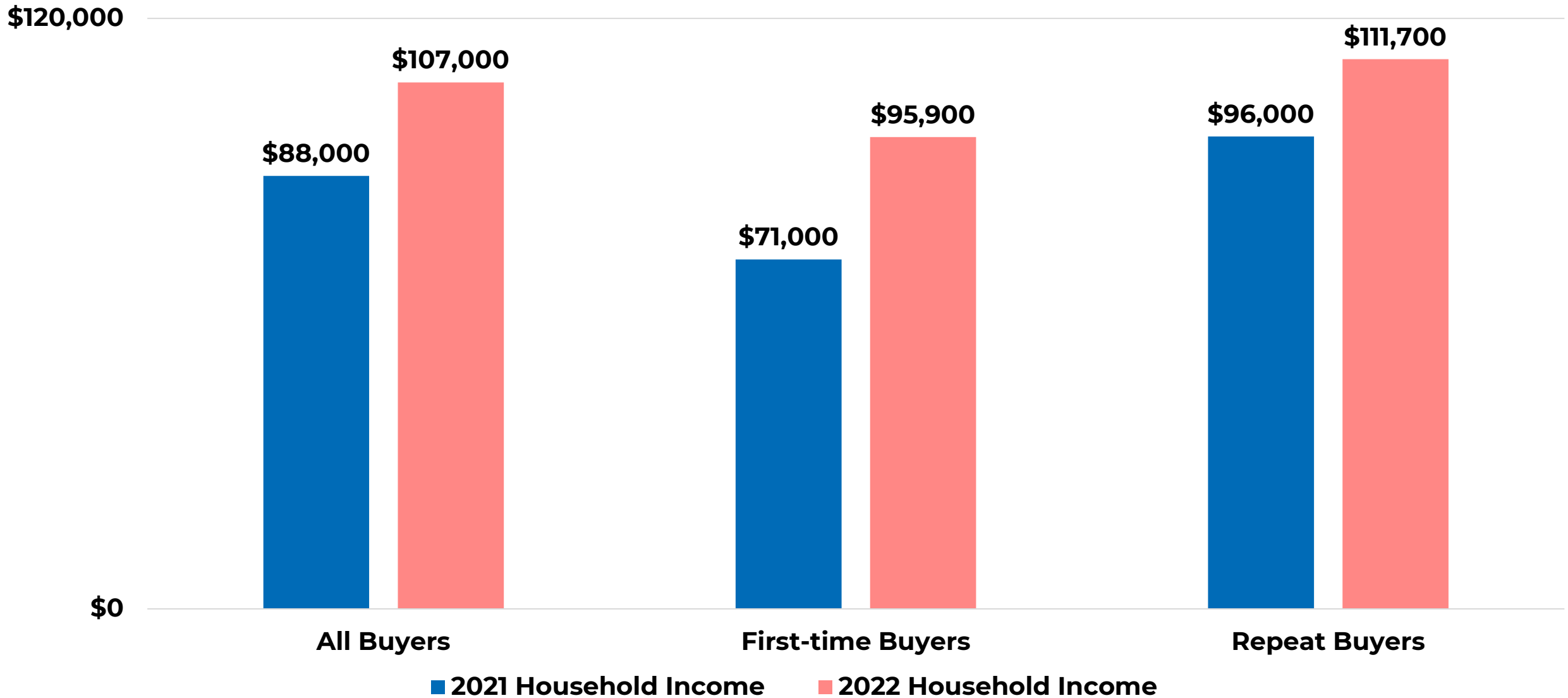
30-Year Fixed Mortgage Interest Rate

(historical norm in red)



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

Income of Home Buyers

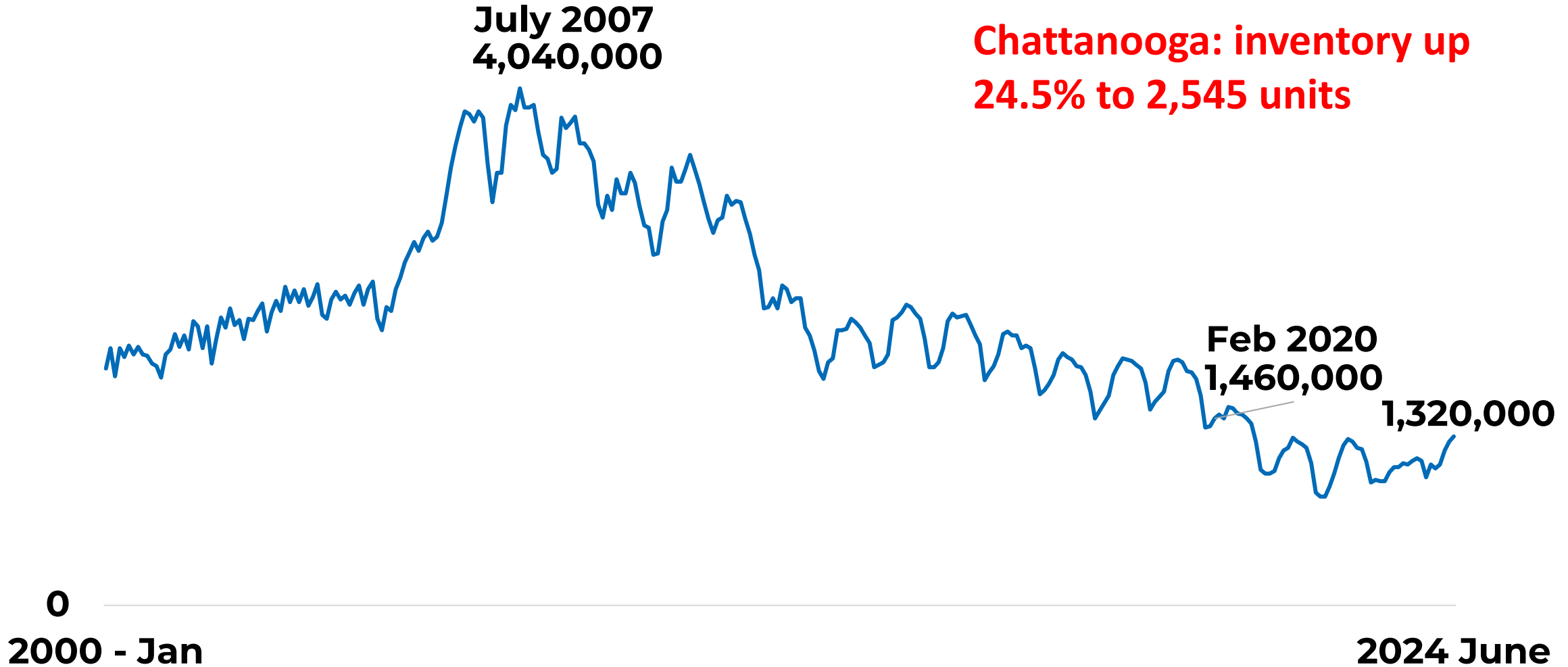


Source: Profile of Home Buyers and Sellers

www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers

Inventory of Existing Homes

5,000,000



0

2000 - Jan

2024 June

Share of Built for Rent Among All Single-Family Housing Starts 1974-2023

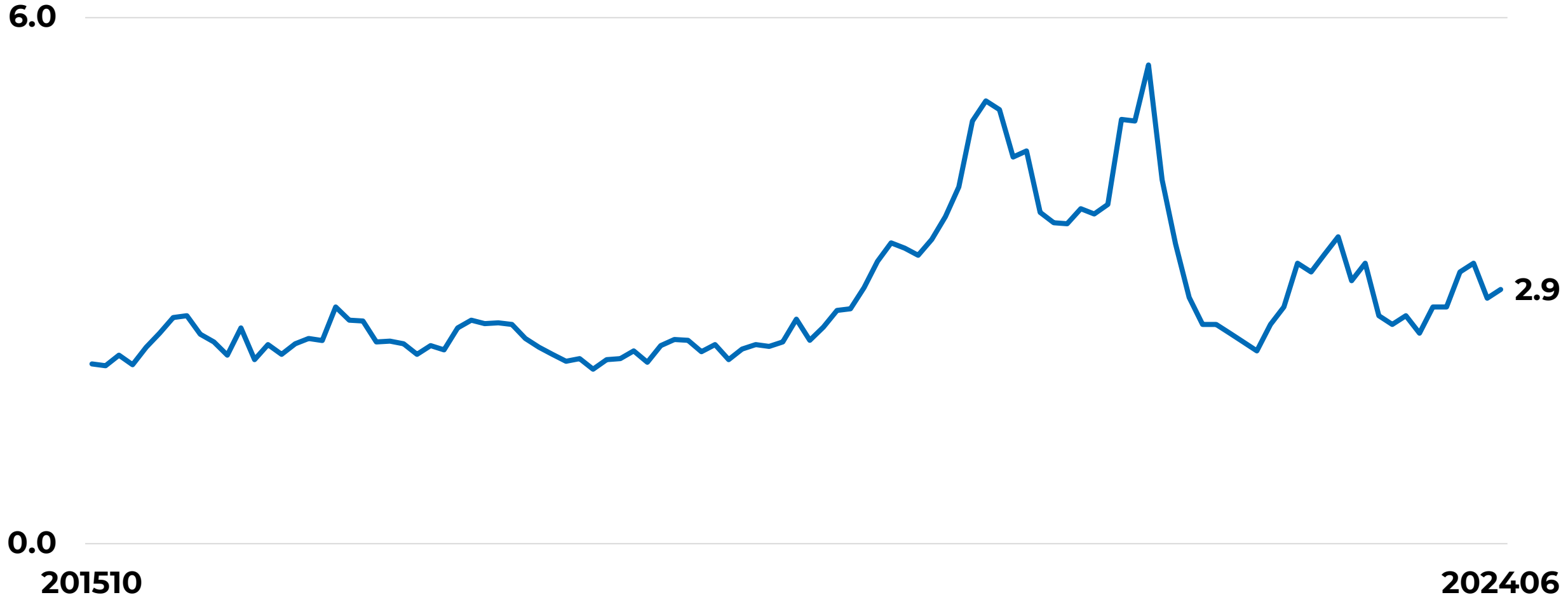


Source: NAR Analysis on Census The Survey of Construction

Source: Built-for-Rent Housing Starts Continue to Increase <https://www.nar.realtor/blogs/economists-outlook/built-for-rent-housing-starts-continue-to-increase>



Average Number of Offers Received on Most Recent Sale



Source: REALTORS® Confidence Index: www.nar.realtor/research-and-statistics/research-reports/realtors-confidence-index

All Cash Buyers Trend Higher



Source: REALTORS® Confidence Index: www.nar.realtor/research-and-statistics/research-reports/realtors-confidence-index



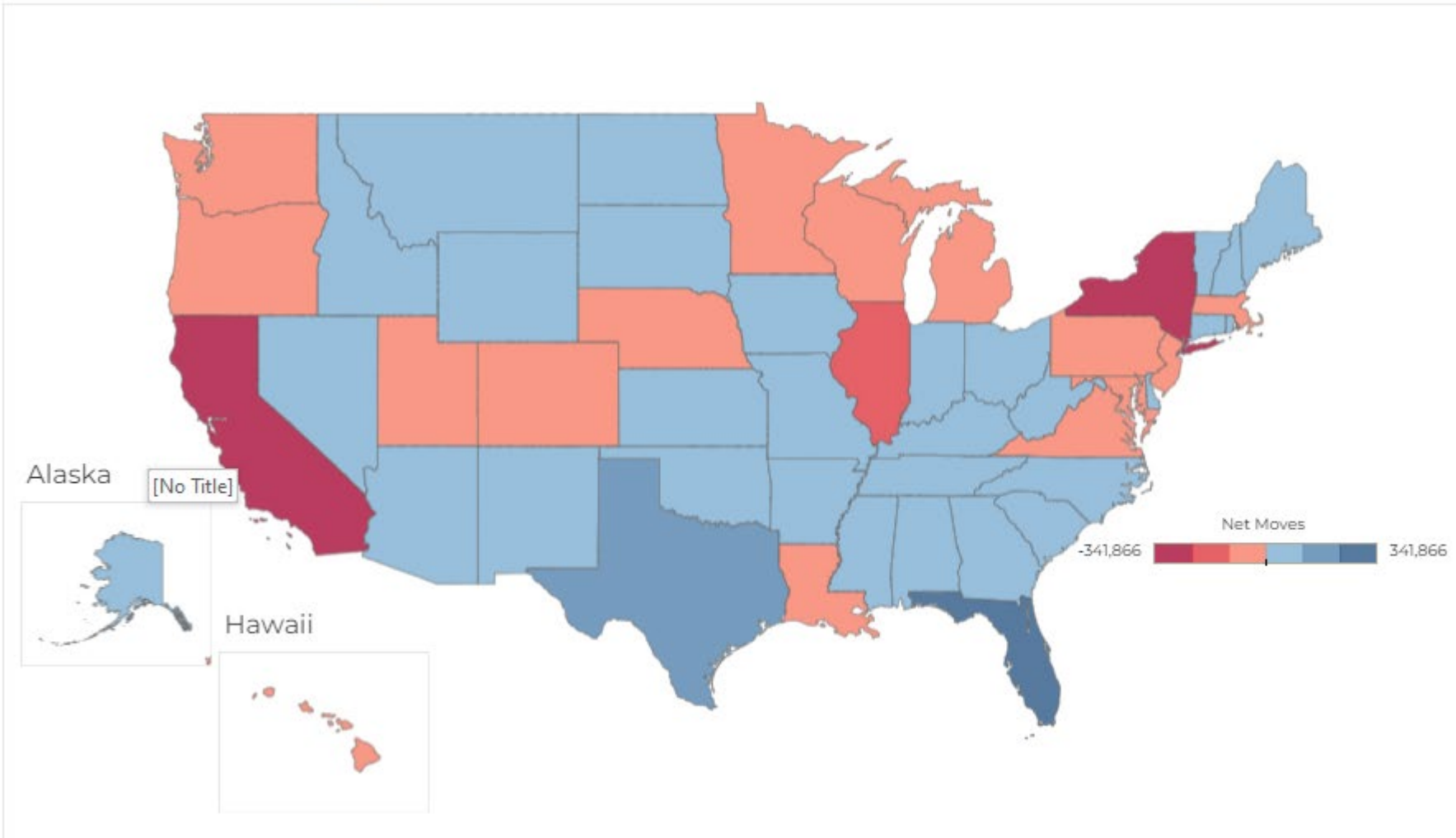
Share Distressed Sales (Foreclosures/Short Sales)



Source: REALTORS® Confidence Index: www.nar.realtor/research-and-statistics/research-reports/realtors-confidence-index



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	74,520
South Carolina	65,309
Connecticut	56,582
Tennessee	43,300
Alabama	36,369
Oklahoma	32,006

Top 10 States with Negative Net Migration

California	-341,866
New York	-244,137
Illinois	-115,719
New Jersey	-92,083
Maryland	-65,622
Massachusetts	-43,567
Louisiana	-30,567
Oregon	-29,370
Utah	-17,949
Pennsylvania	-15,999

Sources: U.S. Census Bureau, NAR Calculations



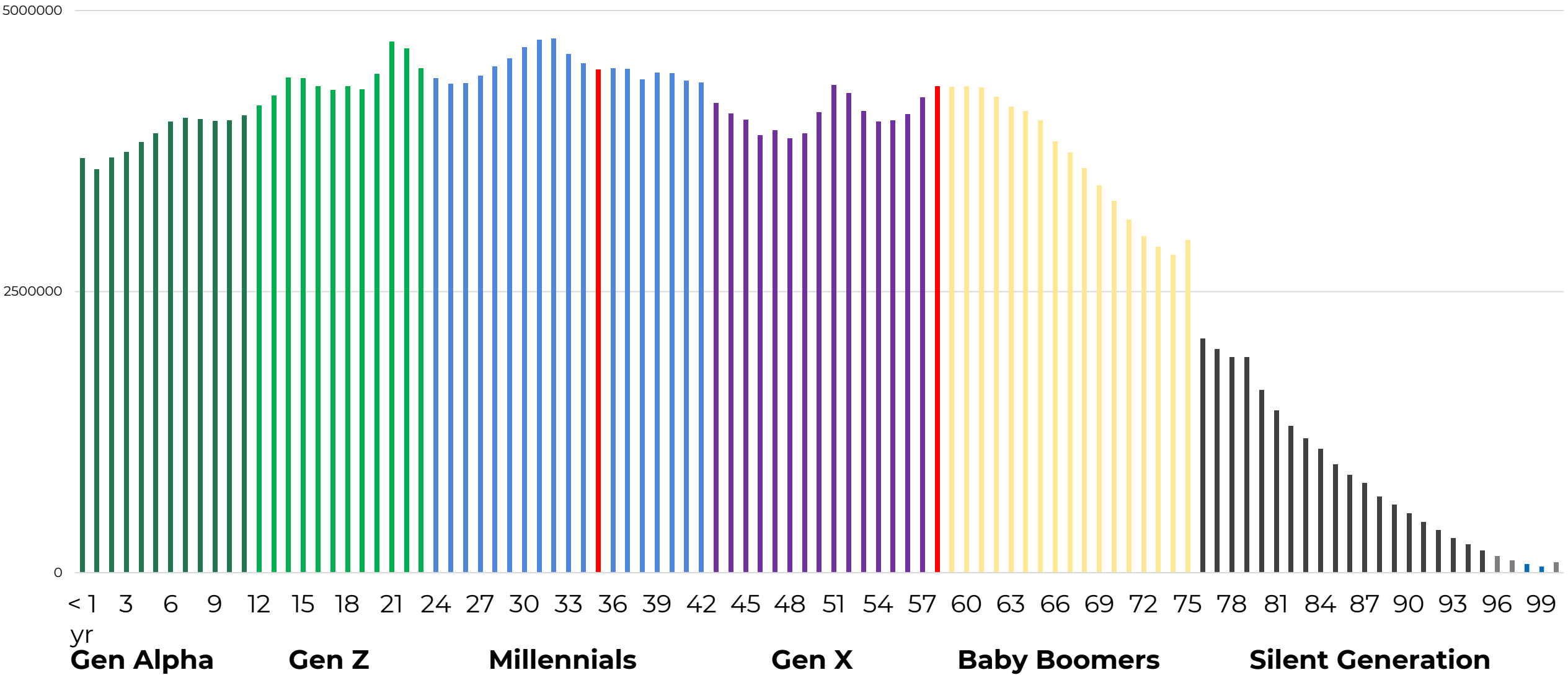
Source: State-to-State Migration Trends in 2022

<https://www.nar.realtor/blogs/economists-outlook/state-to-state-migration-trends-in-2022>

Demographic Changes



U.S. Population by Age (in 2022)

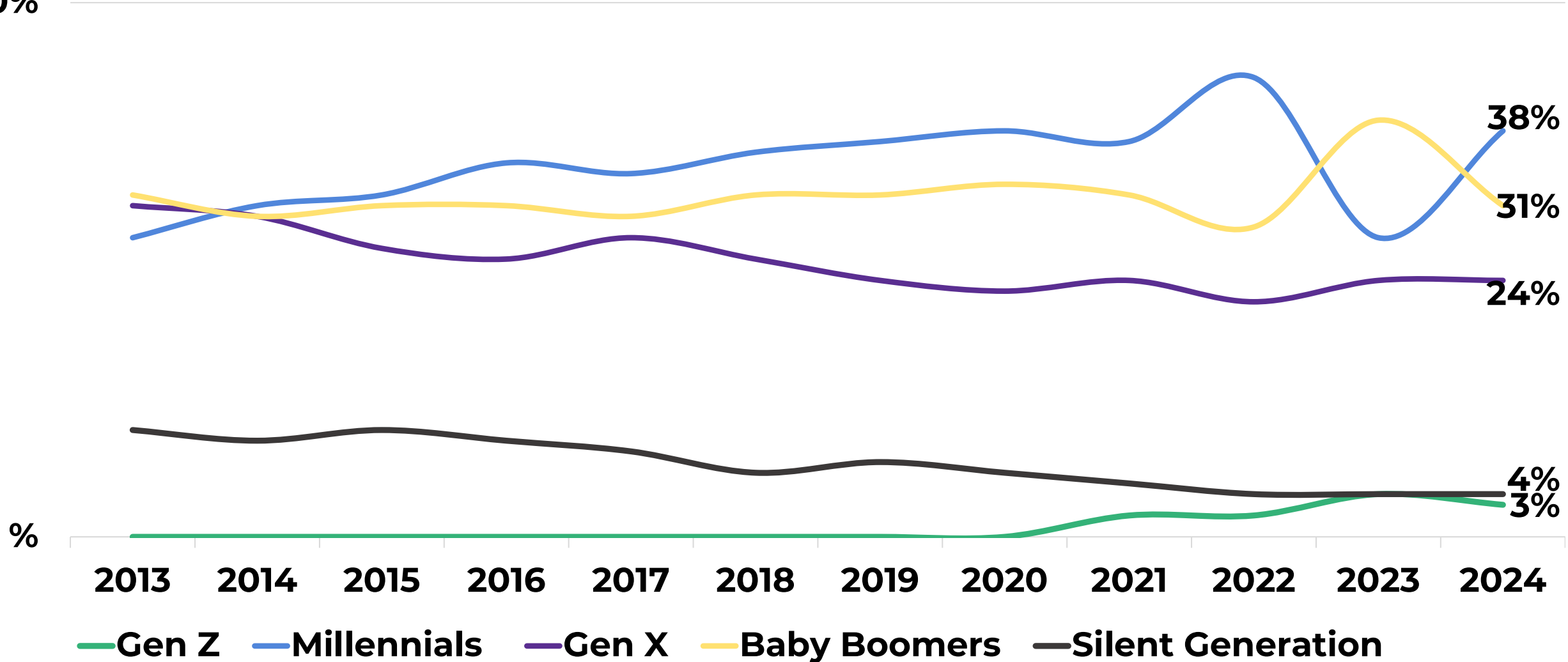


Source: Millennials Still Underperforming Amid Gains in Homeownership Rate

www.nar.realtor/blogs/economists-outlook/millennials-still-underperforming-amid-gains-in-homeownership-rate

Millennials Overtake Baby Boomers Again

50%



Source: Home Buyers and Sellers Generational Trends www.nar.realtor/research-and-statistics/research-reports/home-buyer-and-seller-generational-trends



First-time Buyers: Household Composition

	1985	2023
Married Couples	75%	52%
Single Women	11	19
Single Men	9	10
Unmarried Couples	4	16
Other (roommates)	0	3

Source: Profile of Home Buyers and Sellers

www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers

Baby Bust Among Buyers



—Children Under Age 18 in Home

Source: Profile of Home Buyers and Sellers

www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers

Fur Babies Are Housing Deciders



66% of households of have pets

\$147 Billion spent on pets in 2023

19% of home buyers factored in pets to neighborhood choice

Snapshot of Race and Home Buying



Gains in Homeowners in the Last Decade

	Homeownership Gain
Hispanic/Latino	3.2 million
Asian/Pacific Islander	1.5 million
Black/African American	950,000
White/Caucasian	65,000

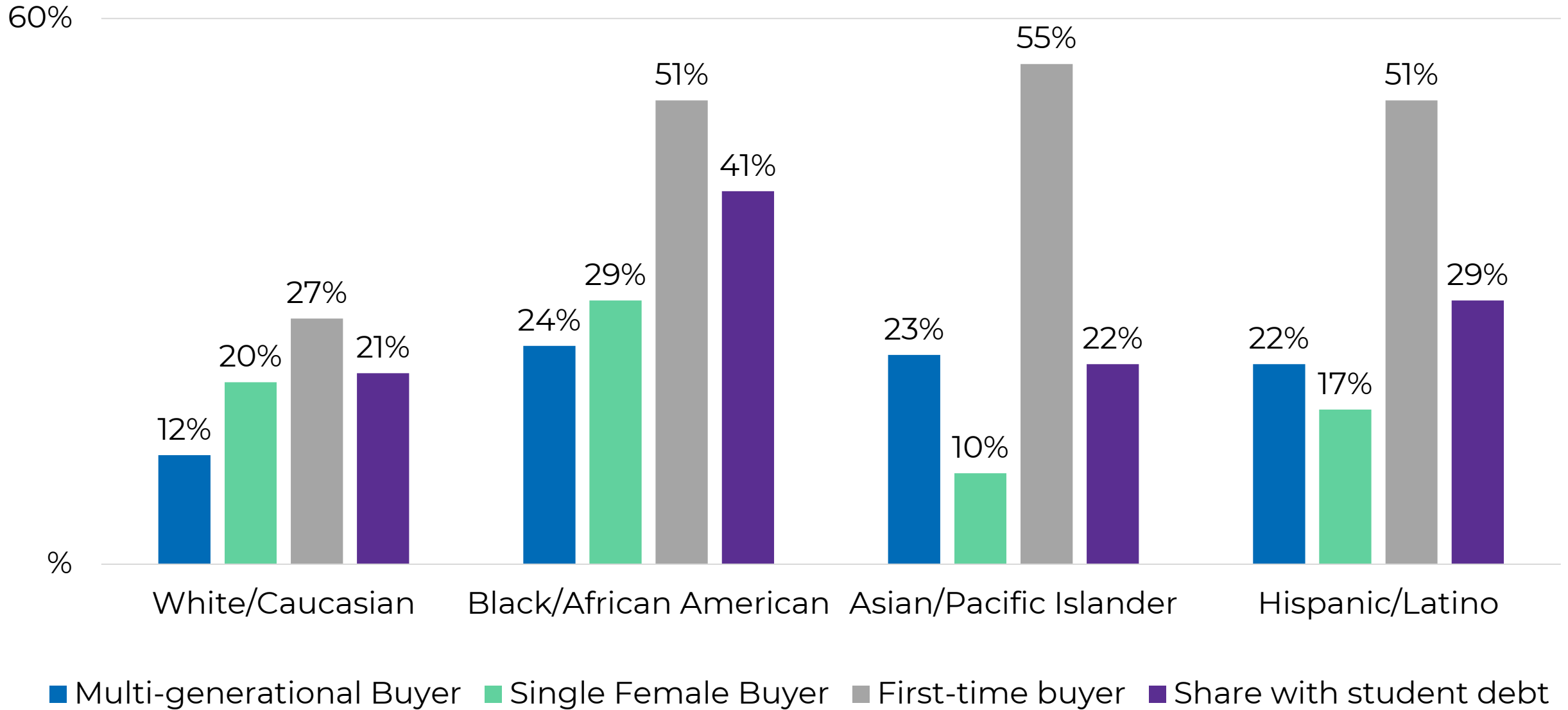
Snapshot of Race and Home Buying In America (But for TN)

	White	Black	Asian	Hispanic
Homeownership Rate	73%	44%	67%	47%
Share Renters who Can Afford to Purchase	21%	14%	31%	21%
Share of Households Reaching Median Home Buying Age in the Next 5 Years	8.1%	9.6%	11.1%	14.4%
Denial Rate for Mortgages	15%	26%	15%	20%

Source: Snapshot of Race and Home Buying in America

<https://www.nar.realtor/research-and-statistics/research-reports/a-snapshot-of-race-and-home-buying-in-america>

Home Buyer Demographics By Race



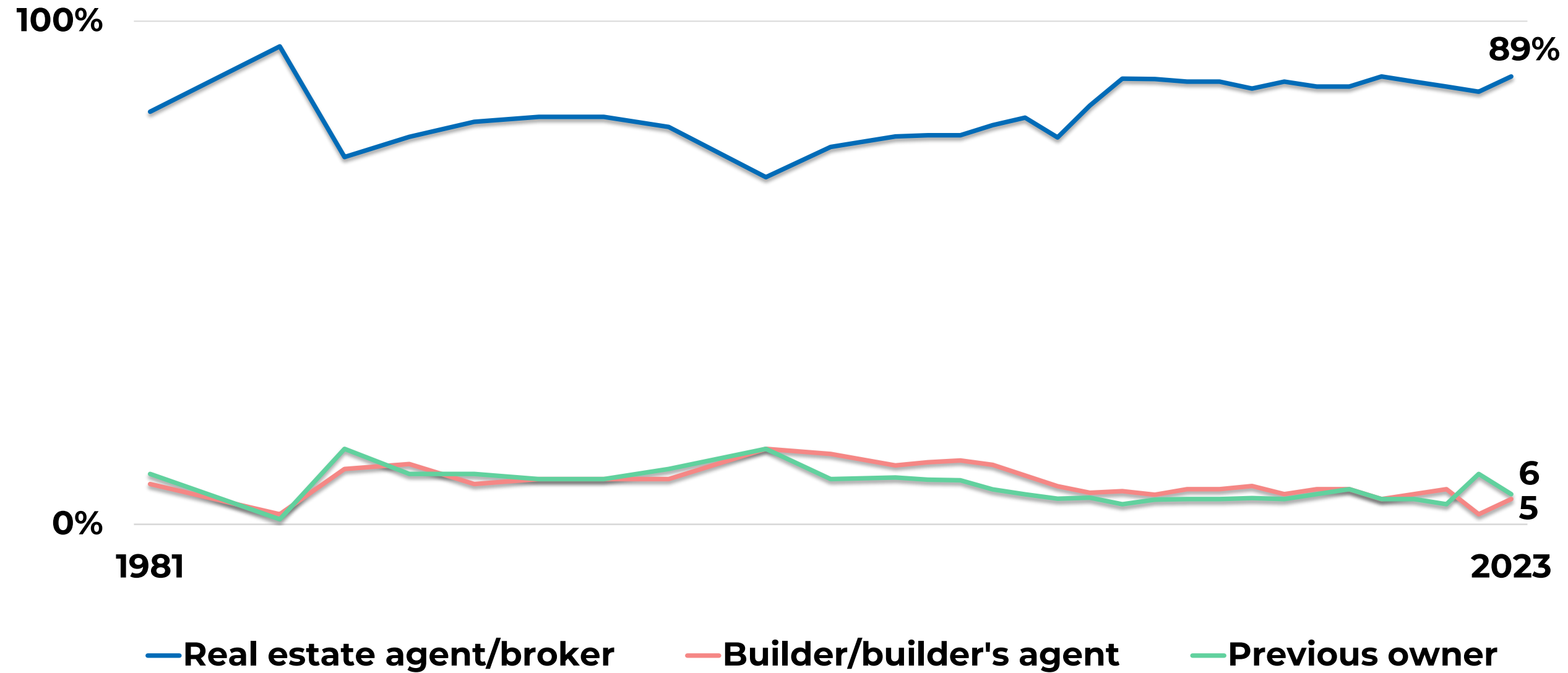
Source: Snapshot of Race and Home Buying in America

<https://www.nar.realtor/research-and-statistics/research-reports/a-snapshot-of-race-and-home-buying-in-america>

Agent Role



Buyer Use Agents

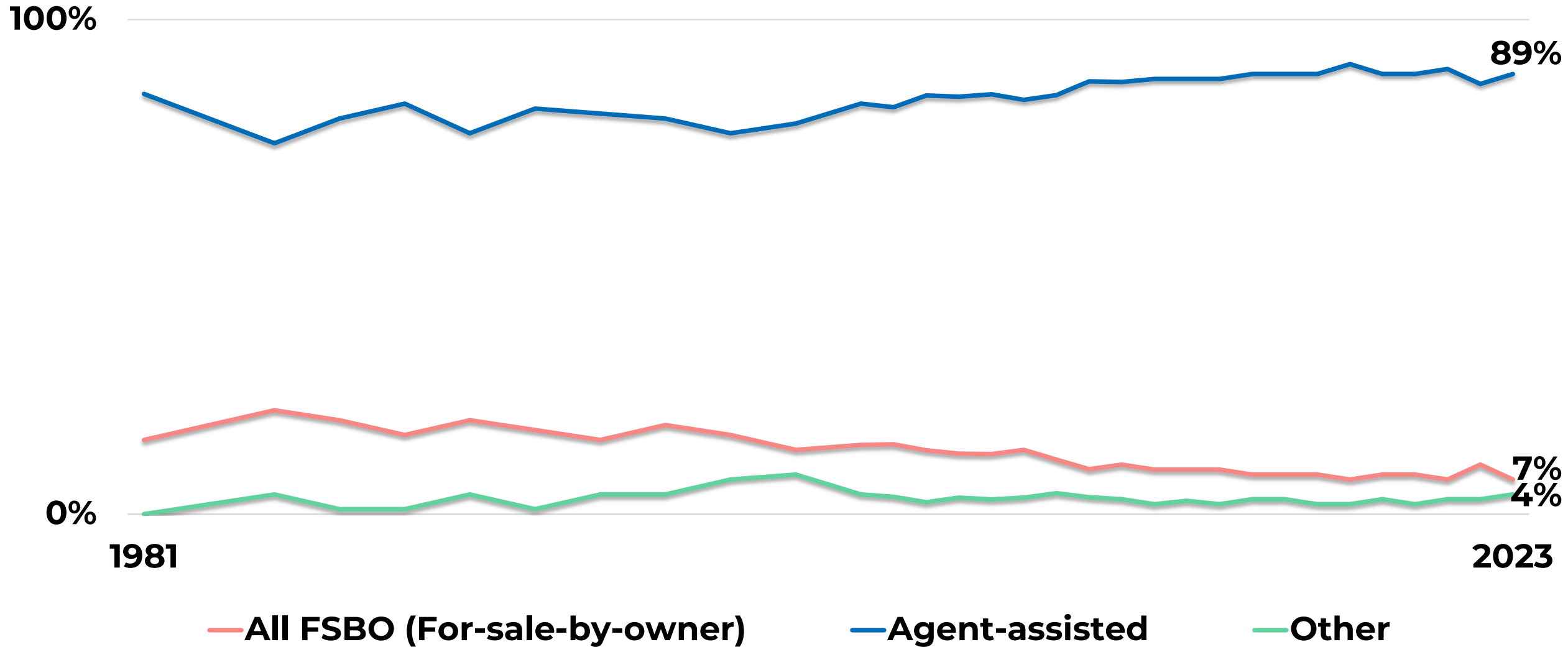


Source: Profile of Home Buyers and Sellers

www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers



Sellers Use Agents (Full-Service Even More)



Source: Profile of Home Buyers and Sellers

www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers

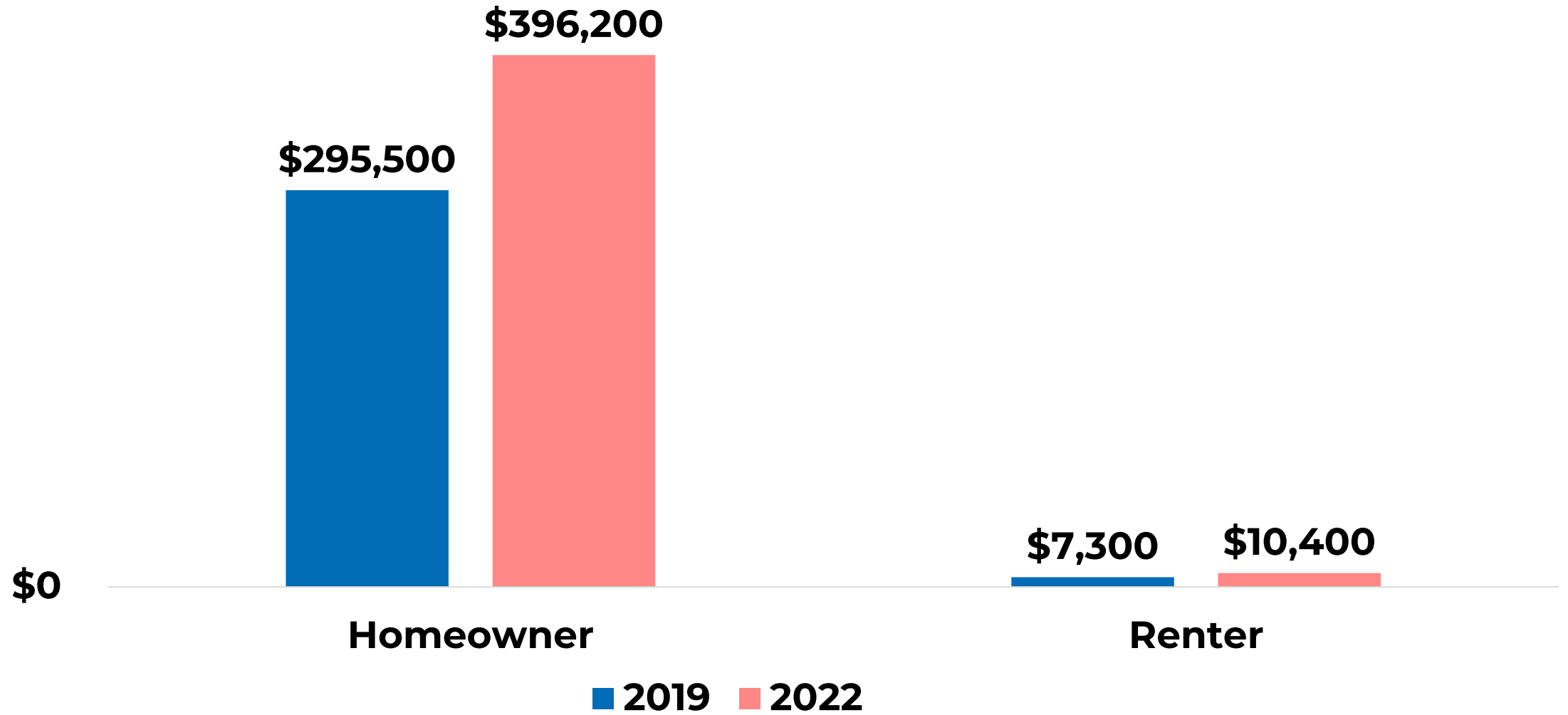


Net Worth and Impact to GDP



Median Net Worth

\$450,000



\$0

Homeowner

Renter

■ 2019 ■ 2022

THE ECONOMIC IMPACT OF A TYPICAL HOME SALE

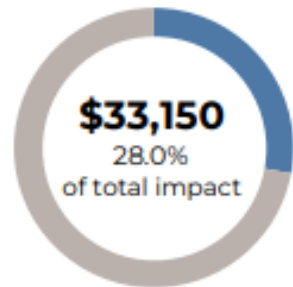
in Tennessee

The real estate industry accounted for **\$82.5** billion or **15.8%** of the gross state product in 2023.

TOTAL ECONOMIC IMPACT

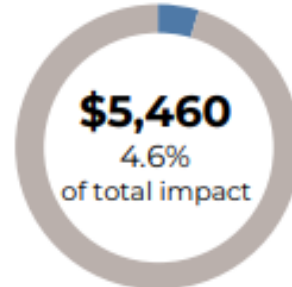
\$118,500

Income generated from
real estate industries



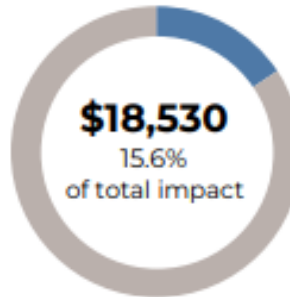
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Expenditures related
to home purchase



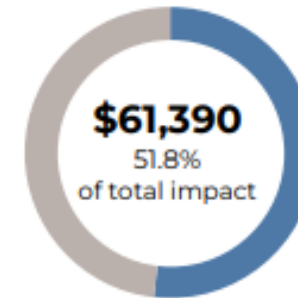
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Multiplier of housing
related expenditures



+

New home
construction



THANK YOU.



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