

# Understanding Economic Indicators to Prepare Associations for the Future

Dr. Jessica Lautz

Deputy Chief Economist & VP of Research  
National Association of REALTORS®





# Follow Us



[facebook.com/narresearchgroup](https://facebook.com/narresearchgroup)



[@NAR\\_Research](https://twitter.com/NAR_Research) and [@JessicaLautz](https://twitter.com/JessicaLautz)



[www.nar.realtor/blogs/economists-outlook](http://www.nar.realtor/blogs/economists-outlook)



[instagram.com/narresearch/](https://instagram.com/narresearch/)



[www.nar.realtor/research-and-statistics](http://www.nar.realtor/research-and-statistics)



# The Housing Market



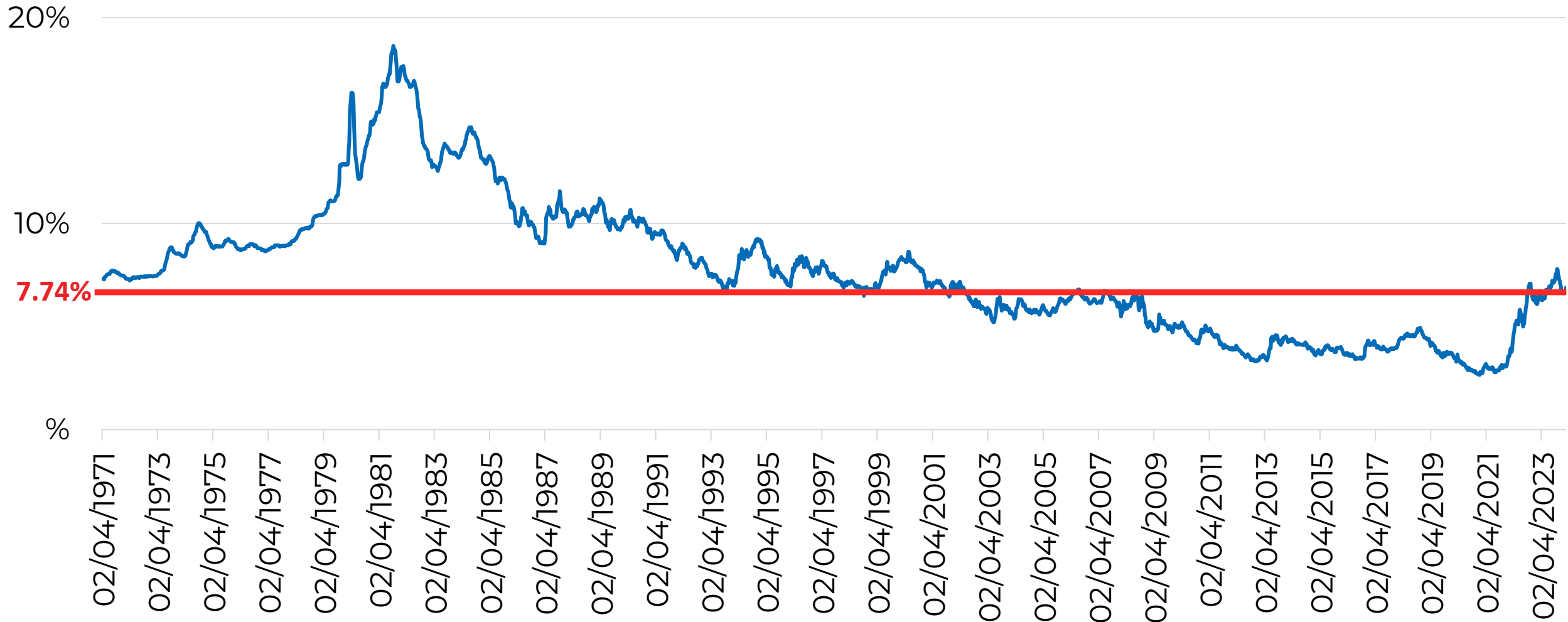


Record High  
Home Price,  
but Worst  
Sales Since  
1995

	1995	2023
<b>Annual existing-home sales</b>	3.85 million	4.09 million
<b>U.S. population</b>	266.6 million	336.0 million
<b>Single-family inventory (December)</b>	1.58 million	870,000
<b>Months supply</b>	4.8 months	3.1 months
<b>Median annual existing-home sales price</b>	\$114,600 (\$227,826 inflation adjusted)	\$389,800

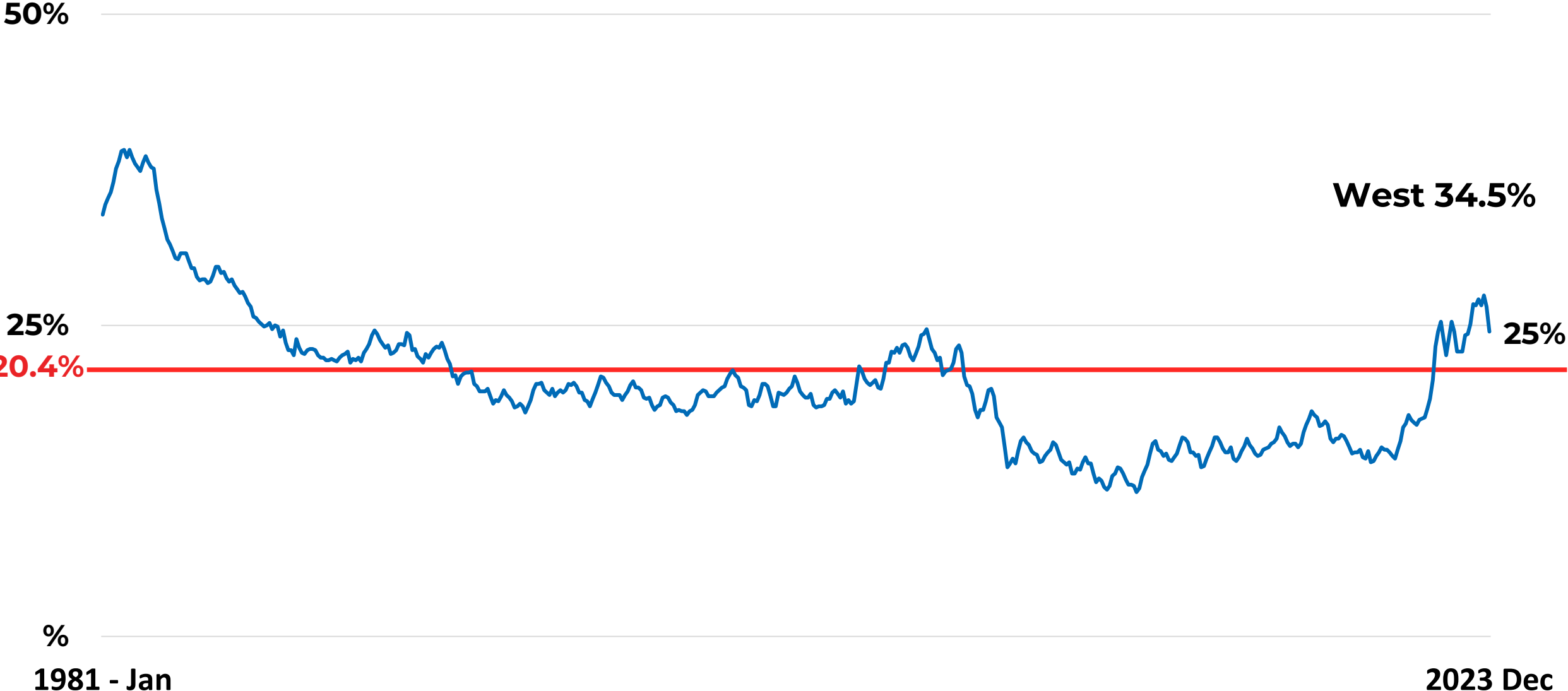
# 30-Year Fixed Mortgage Interest Rate

*(historical norm in red)*



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

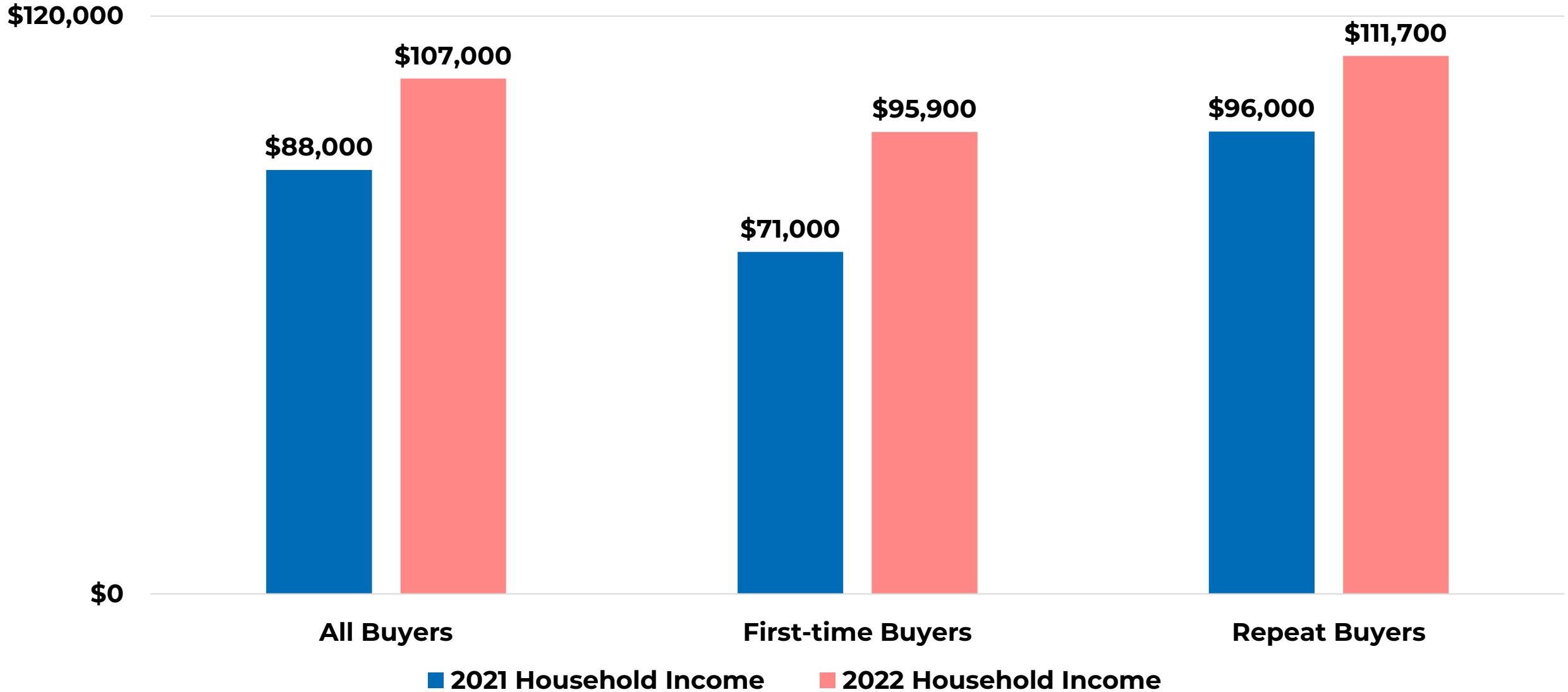
# NAR Housing Affordability: Payment as Percent of Income



Source: Housing Affordability Index  
<https://www.nar.realtor/research-and-statistics/housing-statistics/housing-affordability-index>



# 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](http://www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers)

# Inventory of Existing Homes

5,000,000

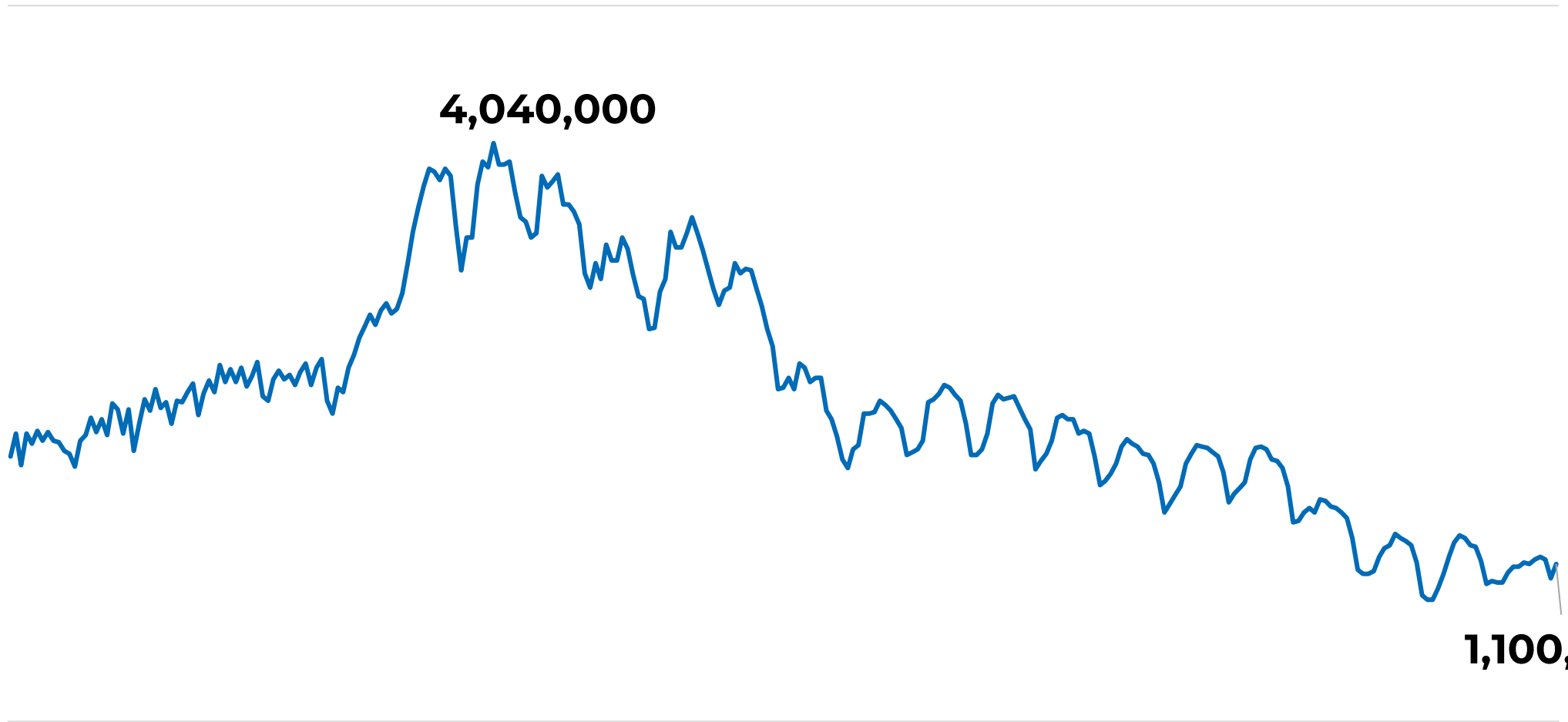
4,040,000

1,100,000

0

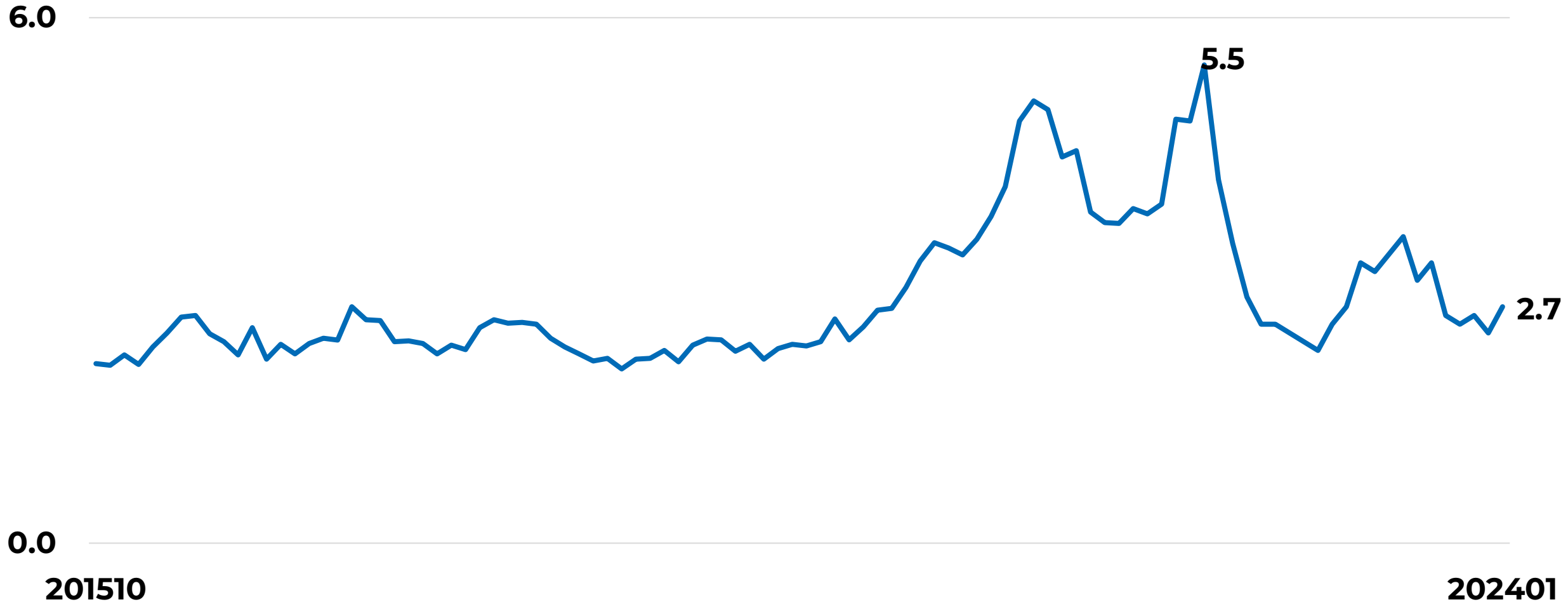
2000 - Jan

2024 Jan



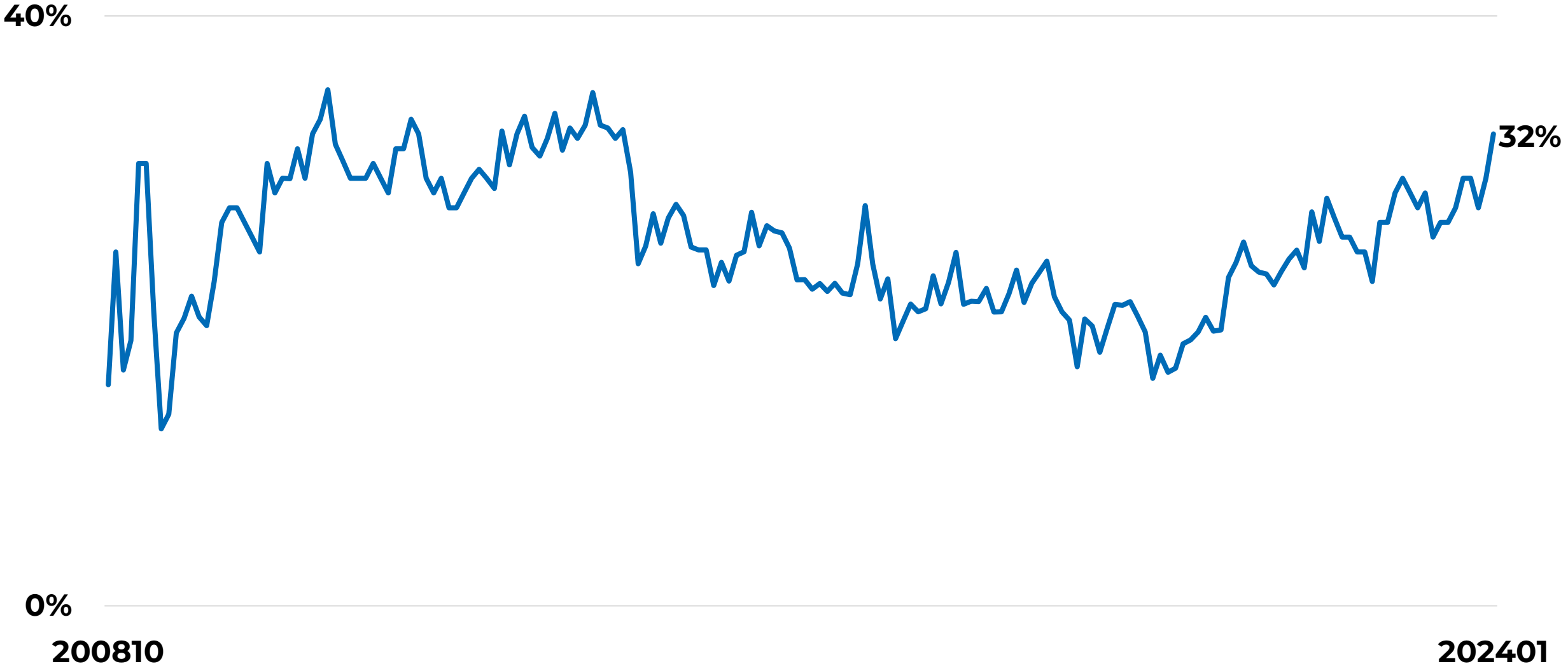


# Average Number of Offers Received on Most Recent Sale



Source: REALTORS® Confidence Index: [www.nar.realtor/research-and-statistics/research-reports/realtors-confidence-index](https://www.nar.realtor/research-and-statistics/research-reports/realtors-confidence-index)

# All Cash Buyers Trend Higher



Source: REALTORS® Confidence Index



# Share Distressed Sales (Foreclosures/Short Sales)



Source: REALTORS® Confidence Index: [www.nar.realtor/research-and-statistics/research-reports/realtors-confidence-index](http://www.nar.realtor/research-and-statistics/research-reports/realtors-confidence-index)

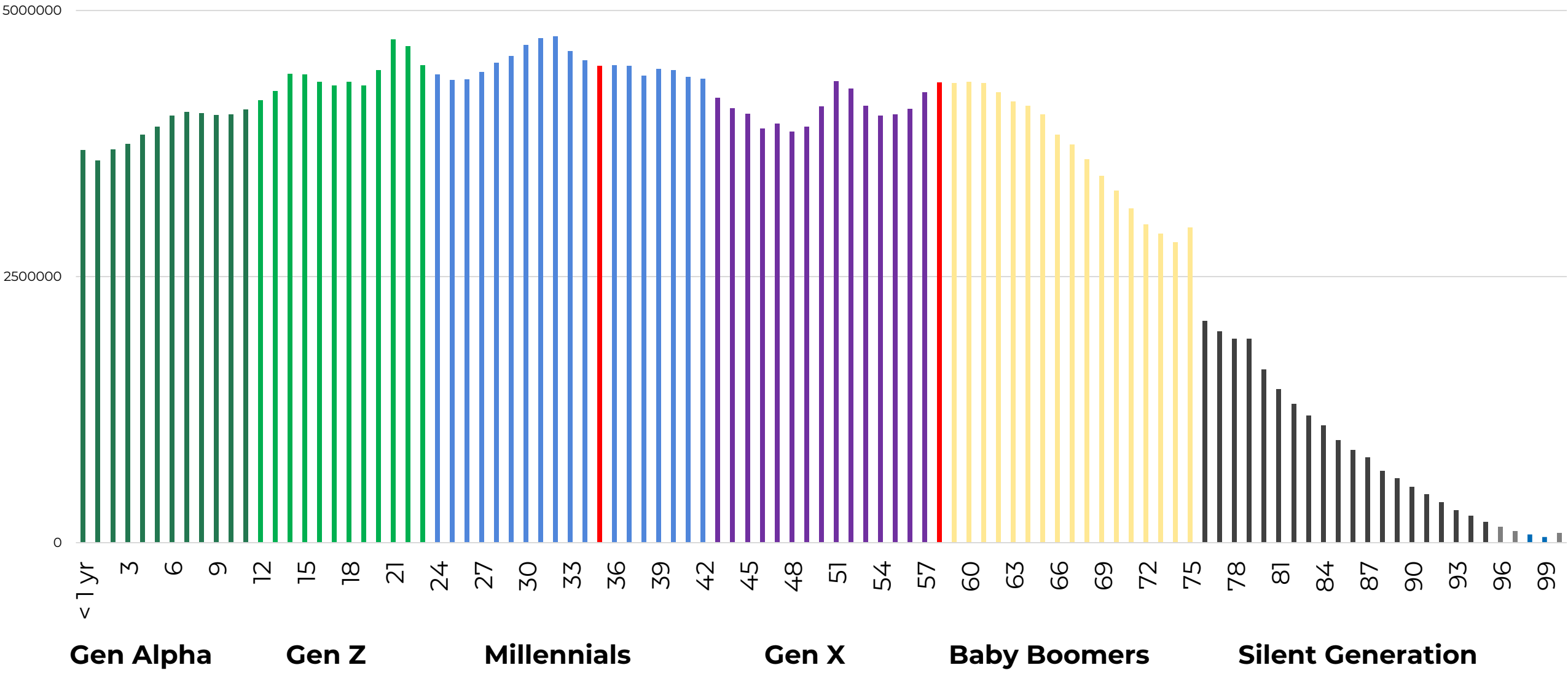




# Generational Warfare



# 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](http://www.nar.realtor/blogs/economists-outlook/millennials-still-underperforming-amid-gains-in-homeownership-rate)

# Unique Attributes to Today's Senior Buyers

Following the grandbaby

Downsizing trend is out—space/new in

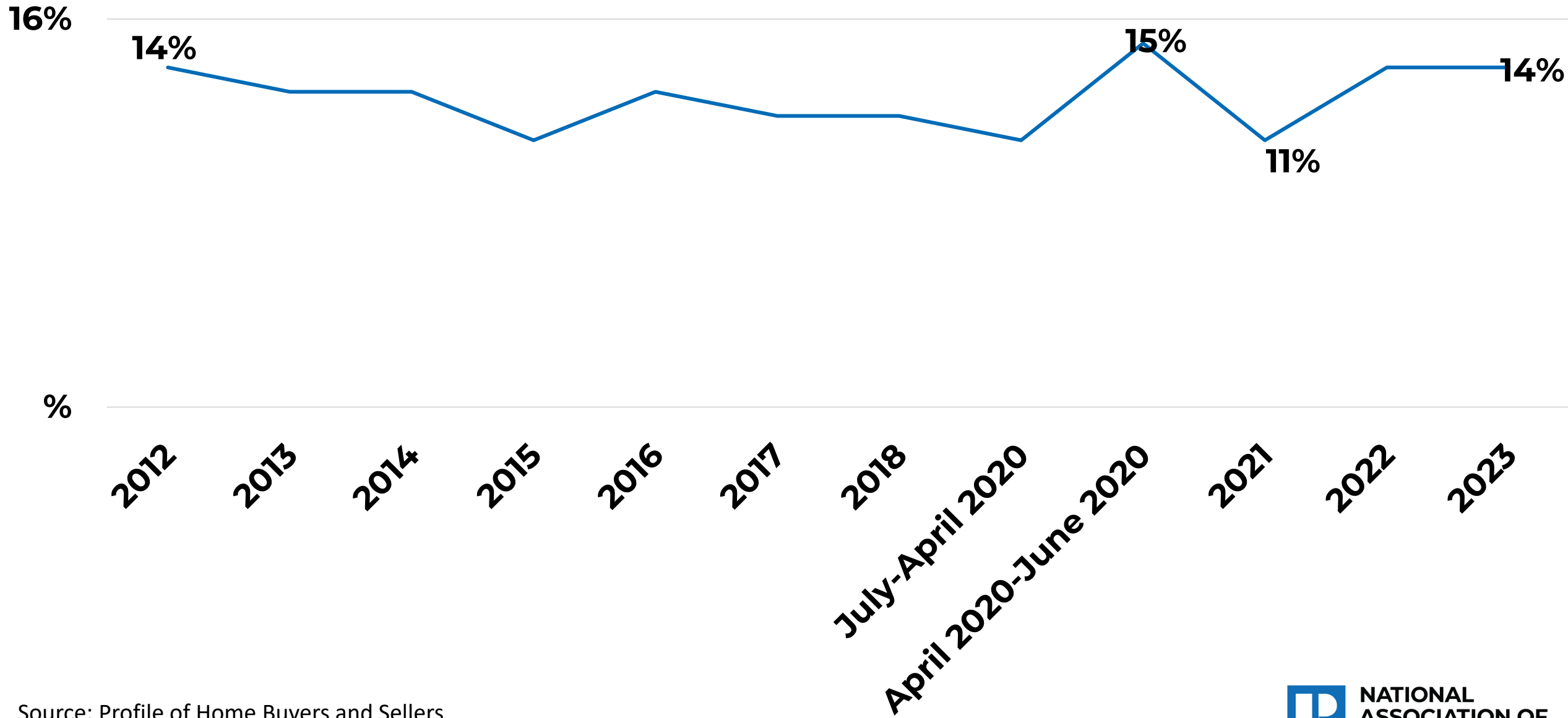
Buying new forever home

Roommates!

Smart home features important



# Multi-Generational Home Buyers Maintains High



Source: Profile of Home Buyers and Sellers

[www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers](http://www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers)

# Demographic Changes



# 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](https://www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers)



# Household Income of Buyers

\$100,000

\$0

\$83,300

\$69,600

\$92,500

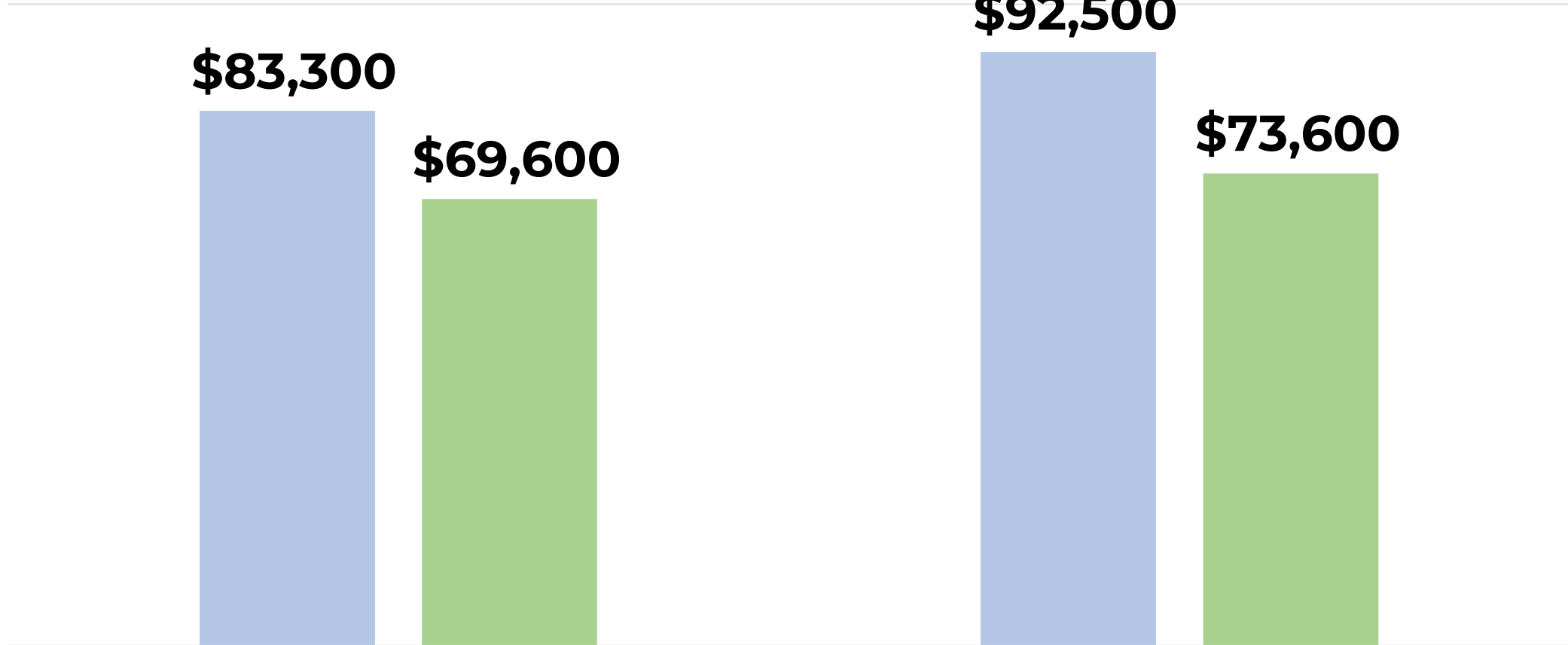
\$73,600

First-time buyers

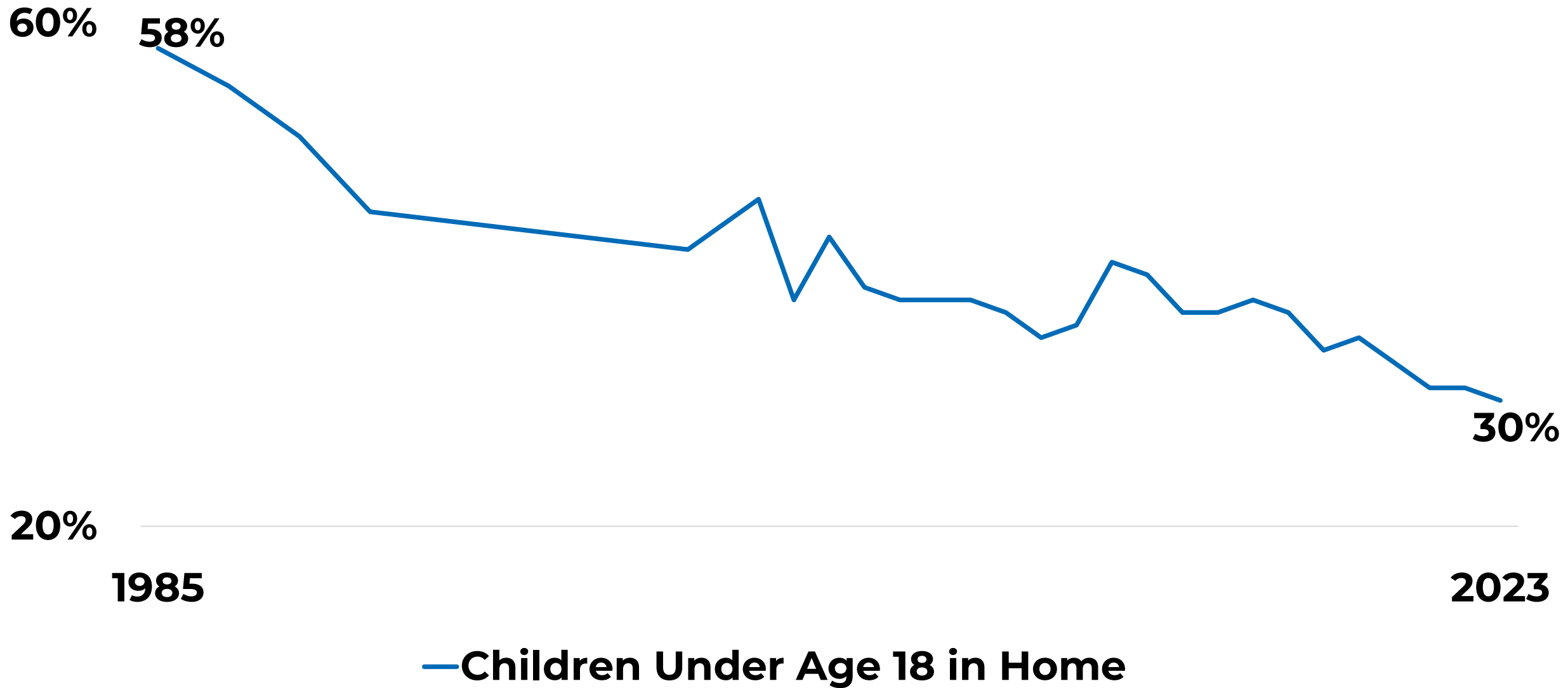
Repeat buyers

■ Single Men

■ Single Women



# Baby Bust Among 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](http://www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers)

# Fur Babies Decide the Home

19% buyers factor  
pet into  
neighborhood  
choice

18% REALTORS®  
had a client moving  
solely for pets

A Stunning Stat: There Are More American Households With Pets Than Children  
<https://www.nar.realtor/blogs/economists-outlook/a-stunning-stat-there-are-more-american-households-with-pets-than-children>

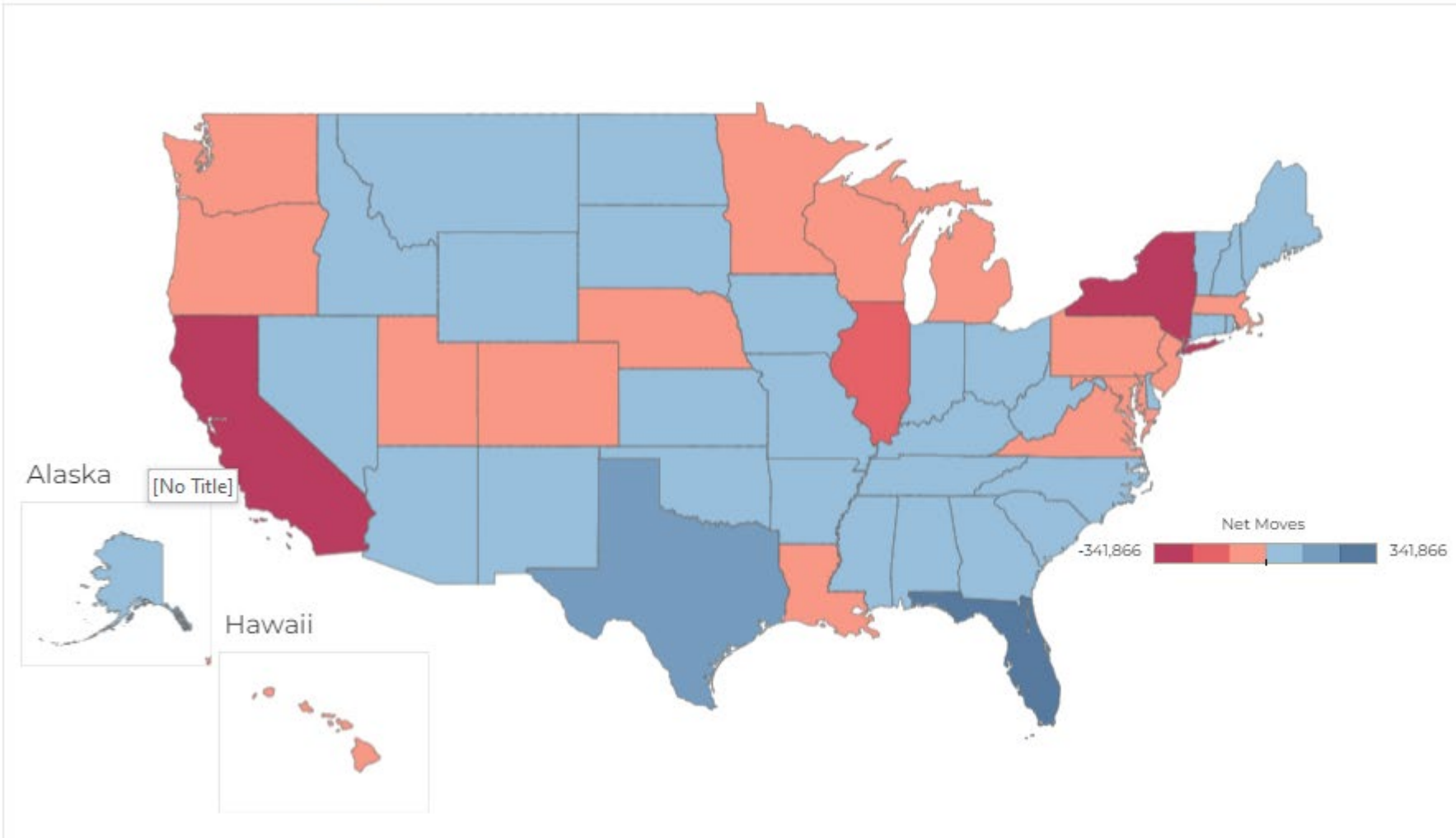


# Back to the Office





# 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

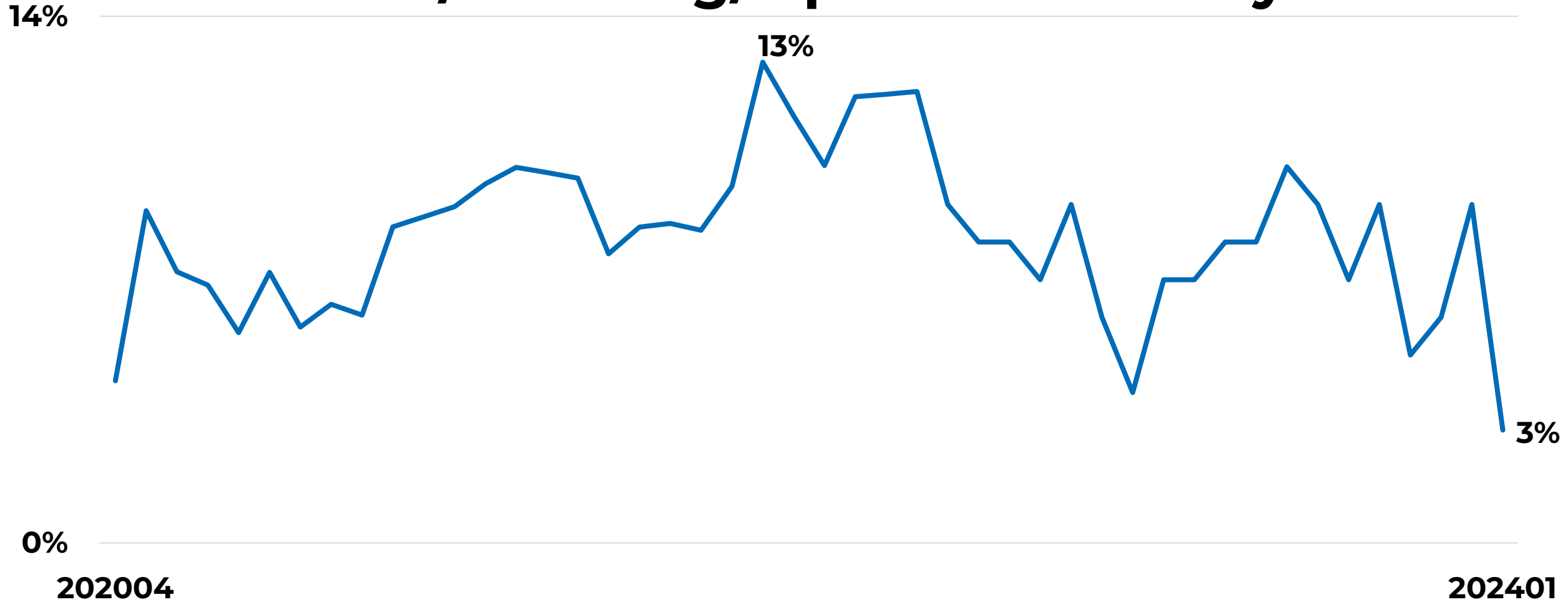
Sources: U.S. Census Bureau, NAR Calculations



Source: State-to-State Migration Trends in 2022

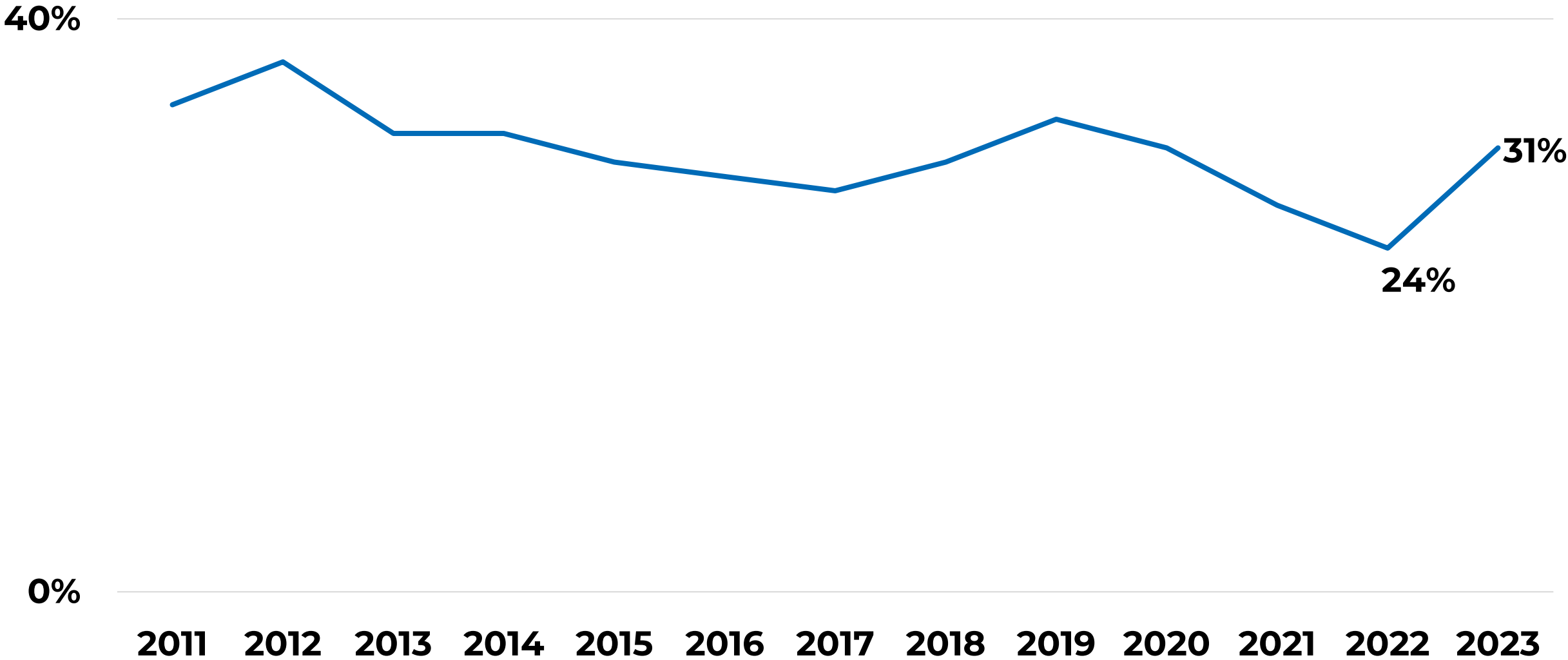
<https://www.nar.realtor/blogs/economists-outlook/state-to-state-migration-trends-in-2022>

# Buyers Purchased a Property Based on Virtual Tour/Showing/Open House Only



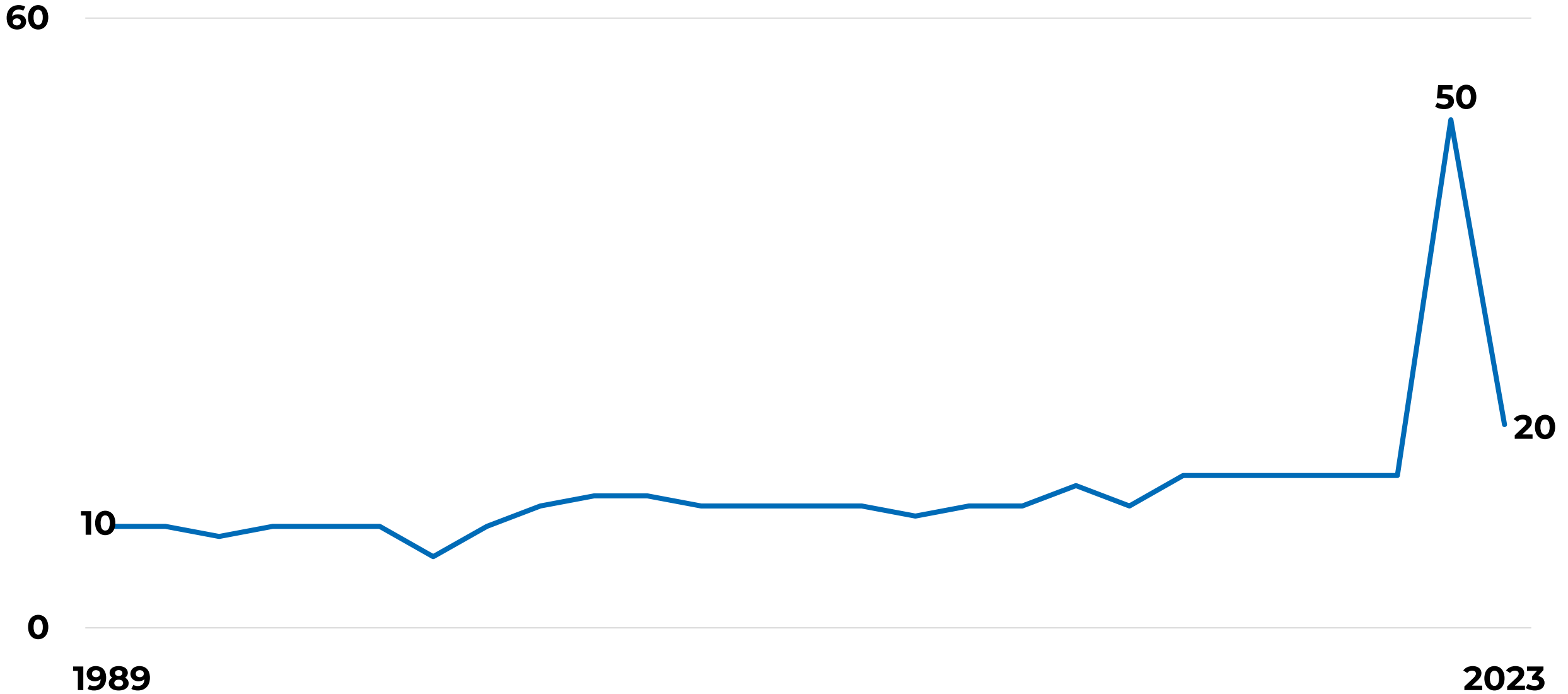
Source: REALTORS® Confidence Index: [www.nar.realtor/research-and-statistics/research-reports/realtors-confidence-index](https://www.nar.realtor/research-and-statistics/research-reports/realtors-confidence-index)

# Commuting Costs Considered Very Important





# Median Distance Moved In Miles



# Why Real Estate Matters



## 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 SC)

	White	Black	Asian	Hispanic
Homeownership Rate	79%	56%	74%	56%
Share Renters who Can Afford to Purchase	27%	14%	19%	31%
Share of Households Reaching Median Home Buying Age	7.5%	9.3%	8.2%	12.2%
Denial Rate for Mortgages	15%	30%	14%	22%

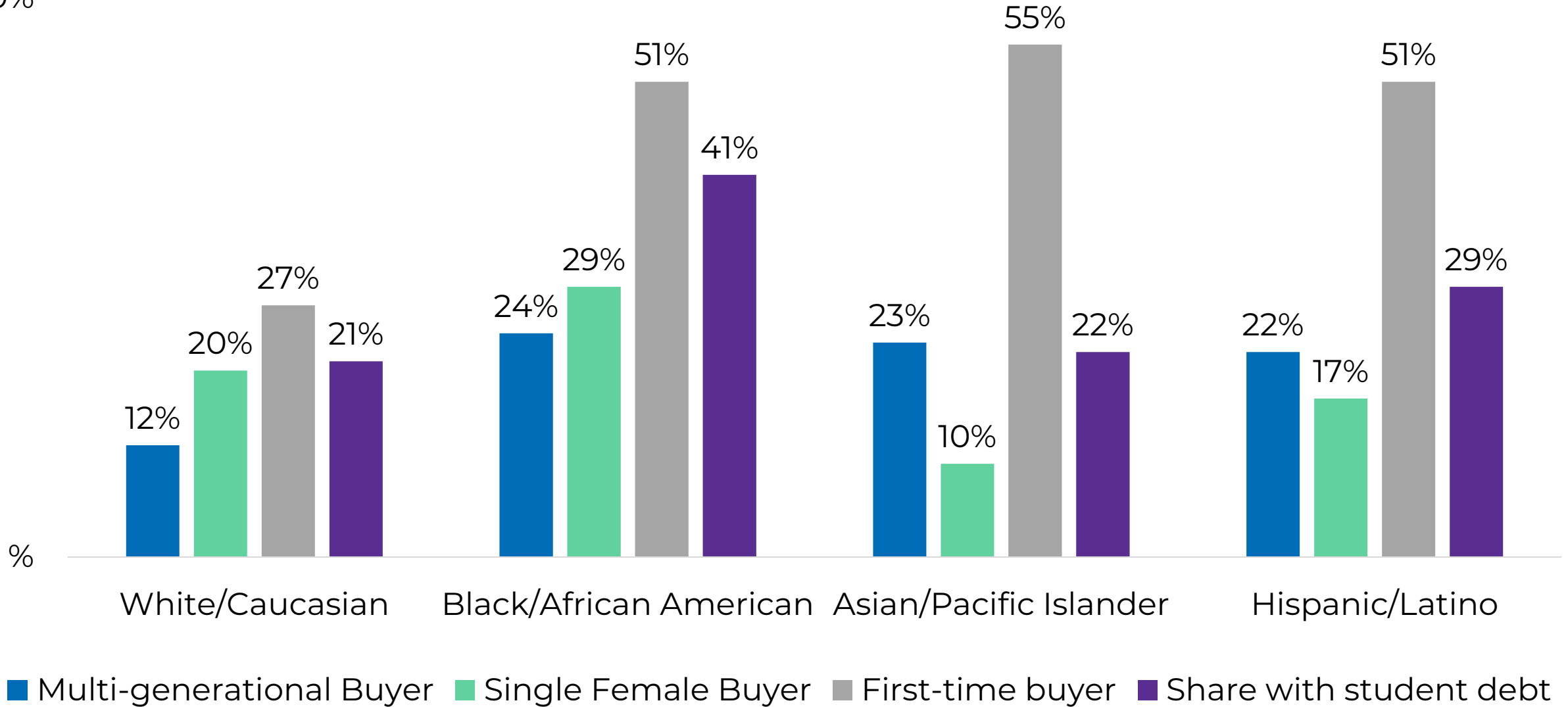
Source: Snapshot of Race and Home Buying in America

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



# Home Buyer Demographics By Race

60%



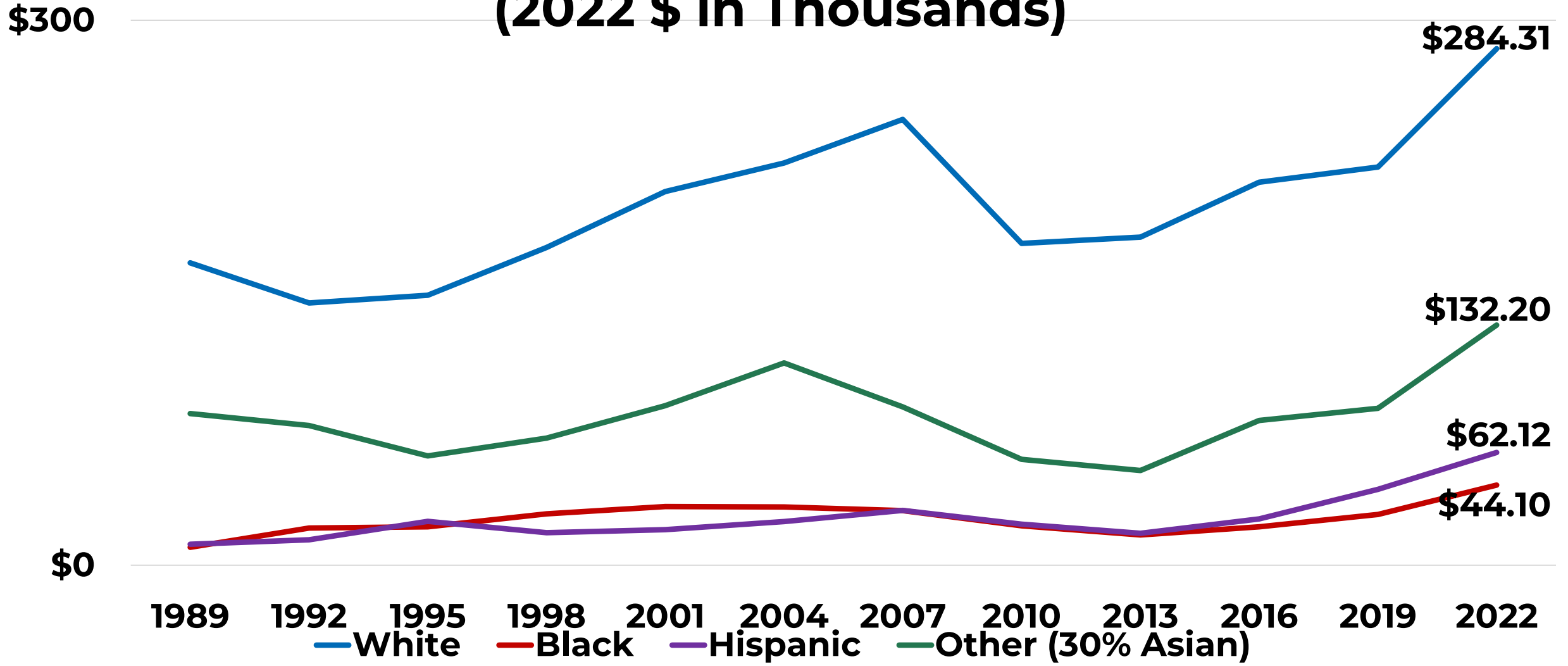
Source: Snapshot of Race and Home Buying in America

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



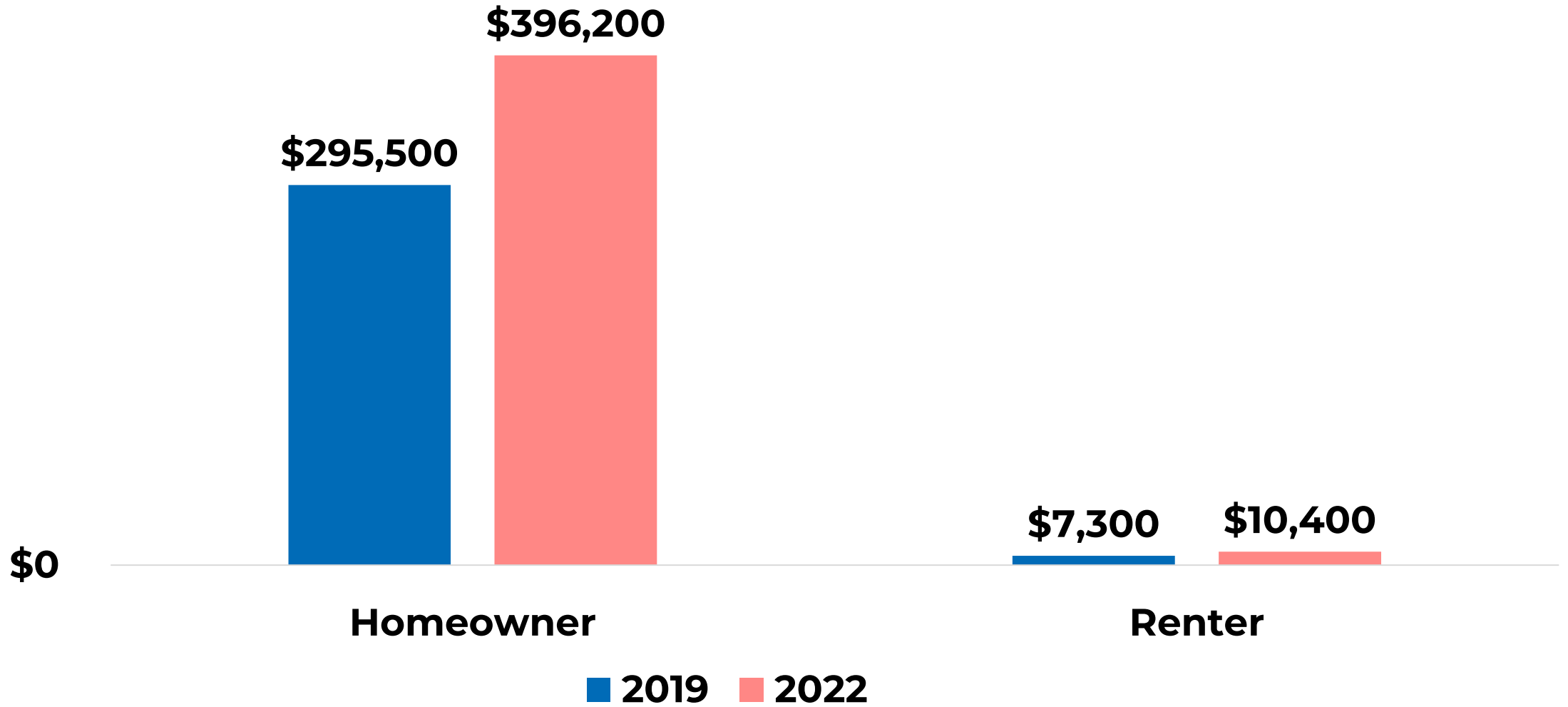
# Median Net Worth by Race 1989-2022

(2022 \$ in Thousands)



# Median Net Worth

\$450,000



\$0

Homeowner

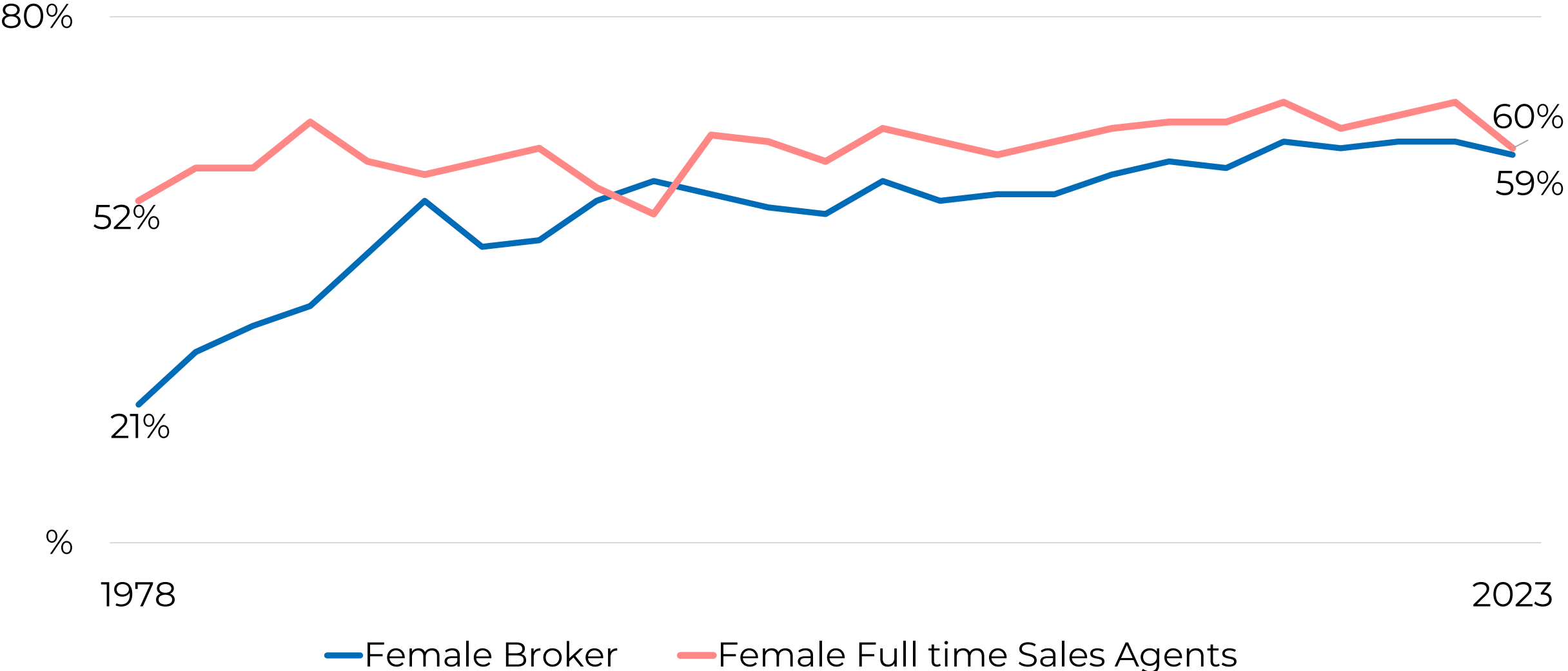
Renter

■ 2019 ■ 2022

# Agent Role



# Share of Brokers and Full-time Agents Who are Women

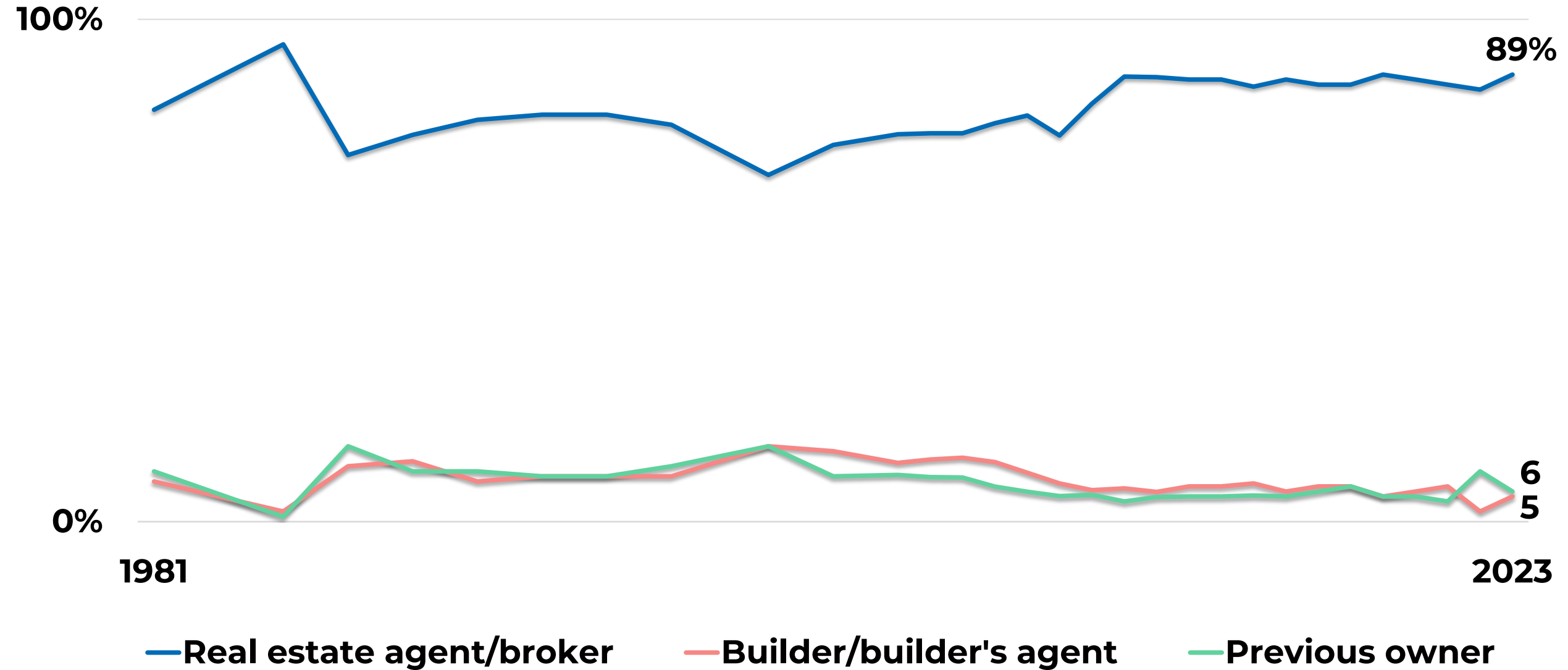


Source: Member Profile [www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-nar-member-profile](http://www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-nar-member-profile)





# Buyer Use Agents

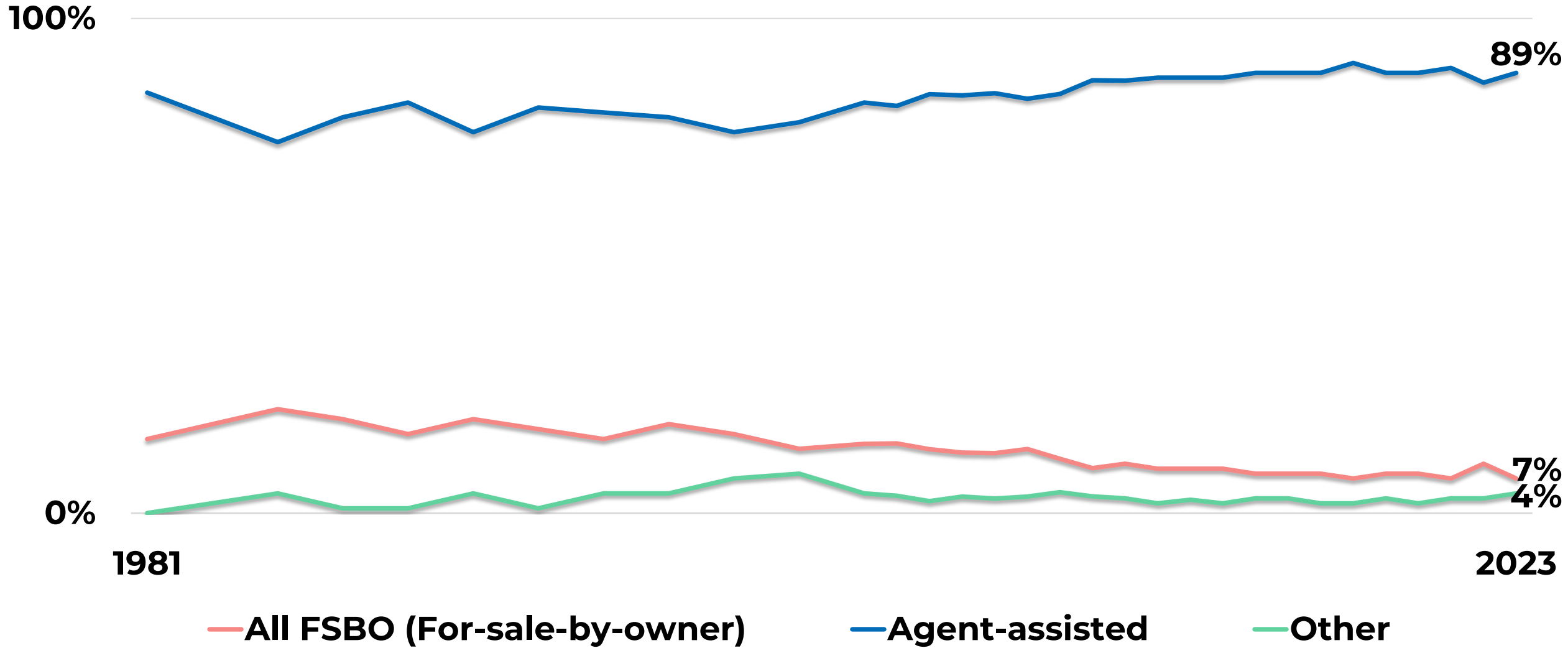


Source: Profile of Home Buyers and Sellers

[www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers](http://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](http://www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers)



# THANK YOU.

---



NARdotRealtor



nar.realtor

Twitter: [@nar\\_research](https://twitter.com/nar_research) [@jessicalautz](https://twitter.com/jessicalautz)  
LinkedIn: [www.linkedin.com/in/jessica-lautz/](https://www.linkedin.com/in/jessica-lautz/)  
Instagram: [@narresearch](https://www.instagram.com/narresearch)  
Facebook: [facebook.com/narresearchgroup](https://facebook.com/narresearchgroup)