

Ten Potential Clients Who Don't Realize It

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Dr. Jessica Lautz
Deputy Chief Economist & VP of Research



NARdotRealtor

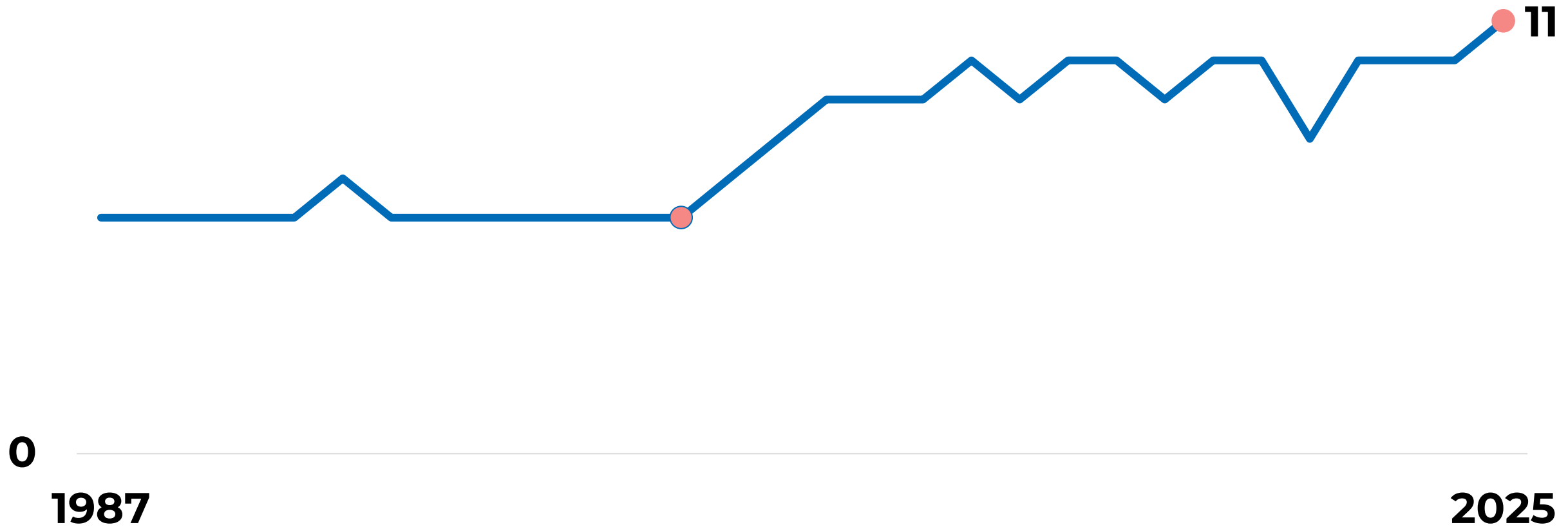


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The Owner Who Bought 10 Years Ago: Median Length of Ownership Tenure in Home Sold

15

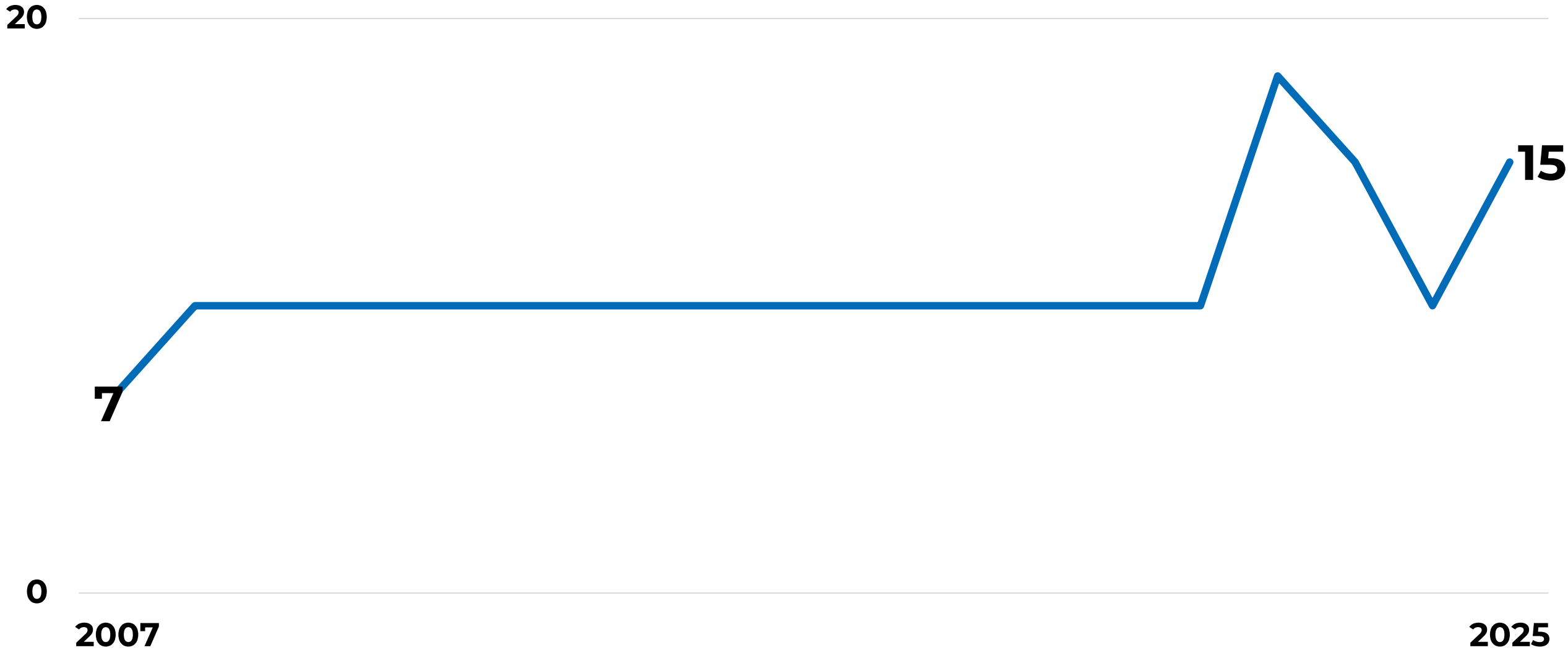


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1987

2025

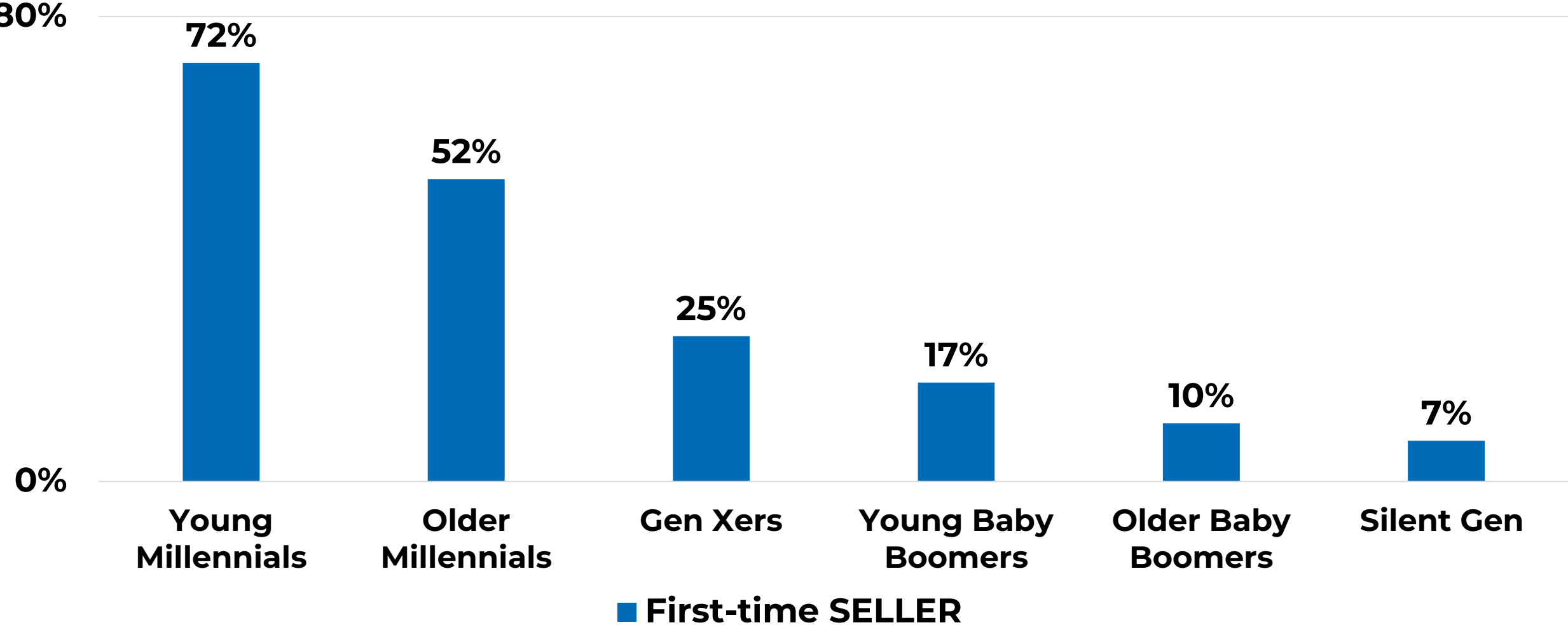
The Owner Who Thinks they Have to Own for 30 Years: First-time Buyer Expected Tenure



Source: Profile of Home Buyers and Sellers

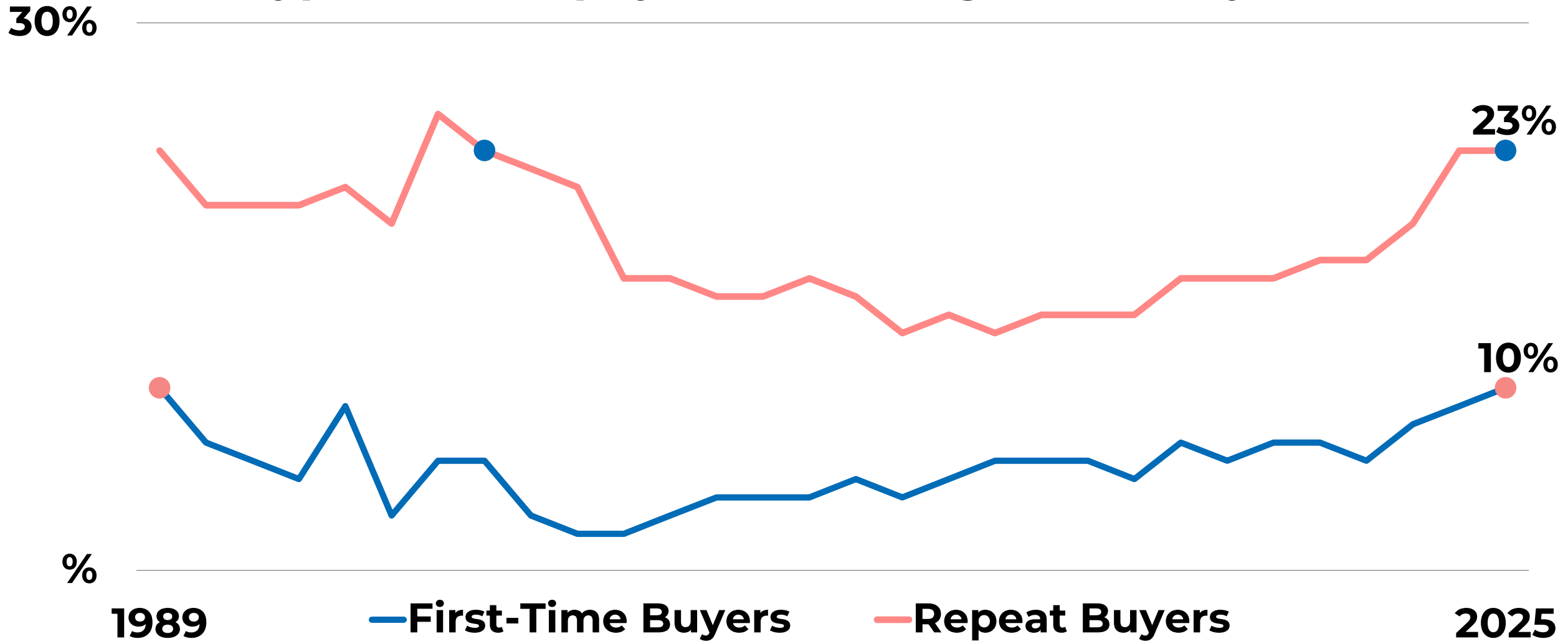
www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers

The Owner Who Does Not Know What Equity is/ How to Find It: Share of First-Time Home Sellers



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

First-time Buyer Who Thinks 20% is ONLY WAY: Typical Downpayment Among 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

The Gen Zer Who Learned About Avocado Toast & Student Debt When They Were In Middle School

	Gen Z Home Buyer	Young Millennial Home Buyer
Share Overall	4%	11%
Share With Student Debt	31%	39%
Downpayment Source:		
Community/government down payment assistance program	14%	4%
Financial Assets	22%	20%
Gift/Loan Friends/Family	16%	26%

Source: Home Buyers and Sellers Generational Trends

<https://www.nar.realtor/research-and-statistics/research-reports/home-buyer-and-seller-generational-trends>

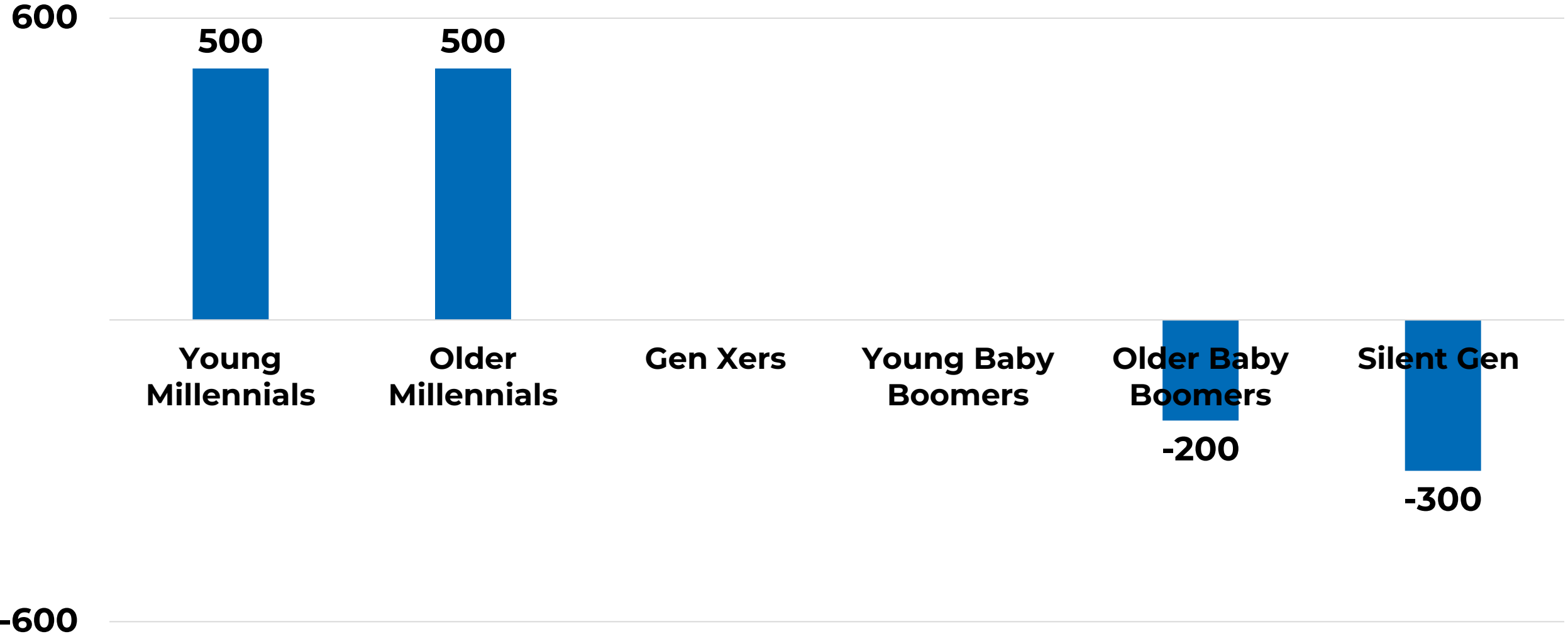
The Dude Who Thinks He Has to Wait Till Partnered: First-Time Buyers: Household Composition

	1985	2025	Change
Married Couples	75%	50%	-25%
Single Women	11	25	+14%
Unmarried Couples	4	11	+7%
Single Men	9	10	+1%
Other (roommates)	0	4	+4%

Source: For Galentine's Day, Celebrating Single Women Buyers and Opportunities for Single Men Buyers
<https://www.nar.realtor/blogs/economists-outlook/for-galentines-day-celebrating-single-women-buyers-and-opportunities-for-single-men-buyers>



The Baby Boomer Lying About Wanting to Downsize: Change in Housing Size



Source: Home Buyers and Sellers Generational Trends

<https://www.nar.realtor/research-and-statistics/research-reports/home-buyer-and-seller-generational-trends>

The DINK/SINK Renter: Share of Buyers With Kids Under 18



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

The Renter Who Adopted a Dog, Cat(s), Reptile, Birds, or Got Really Into Fish

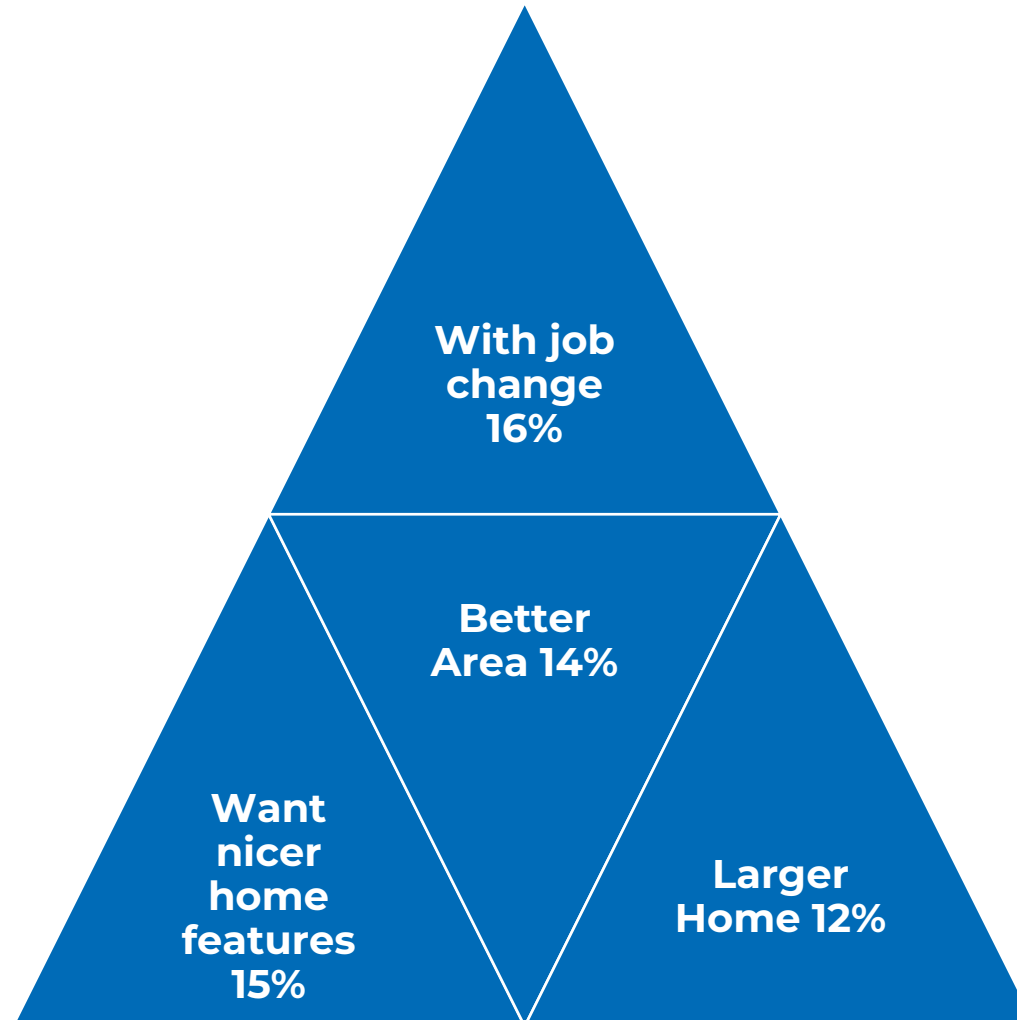


71% of households have pets

\$158 Billion spent on pets in 2025

16% of home buyers factored in pets to neighborhood choice

The HENRYS Moving to the Top Of the Pyramid: Top Factors Buyers Said Would Cause them to Move



Source: Profile of Home Buyers and Sellers

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

Additional NAR Research Offerings



<https://www.nar.realtor/research-and-statistics/research-reports/research-update>

Monthly Research Update

Updated Monthly with All New Research:

- Existing-Home Sales Data
- Pending Home Sales Data
- Housing Affordability Index
- REALTORS® Confidence Index
- New reports such as: Profile of Home Buyers and Sellers, the Member Profile, Commercial Reports
- All blog posts on topical content such as Migration Trends, Housing Shortage Tracker, Single Women Home Buyers
- New commentary from the Chief Economist and Deputy Chief Economist

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Research and Statistics

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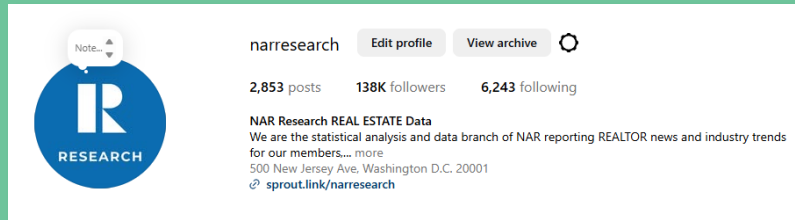
By joining this group, you'll receive an email digest at the middle and end of each month (approximately), which will provide you with the latest **infographics and visualizations** from NAR Research, along with talking points. From there, you can share the graphics and information with your networks of clients, colleagues, and others to spread the NAR Research housing knowledge everywhere (e.g., newsletters, social media).

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