

# NAR SentiLock Home Showings Report August 2024

National Association of REALTORS®  
Research Group



NATIONAL  
ASSOCIATION OF  
REALTORS®

# NAR SentiLock Home Showings Report

## Summary

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- ❖ Nationally, Sentrilock home showings were up 3% year-over-year. Showings increased in three of the four regions: The Northeast increased by 24%, followed by the South, which gained 7%. The West increased by 1%. The Midwest region had no gain (0%).
- ❖ The number of cards, a measure of the number of REALTORS® showing homes, increased by 2% year-over-year.
- ❖ Showings per card, a measure of the intensity of demand and buyer competition, increased by 1% year-over-year.

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# NAR SentiLock Home Showings Report

## United States

### Showings up 3% Y/Y in August

August 2024 U.S. showings were up 3% year-over-year, with 751,853 showings, according to data from SentiLock, LLC., a lockbox company. The pace of showing activity has declined compared to last month, July 2024.

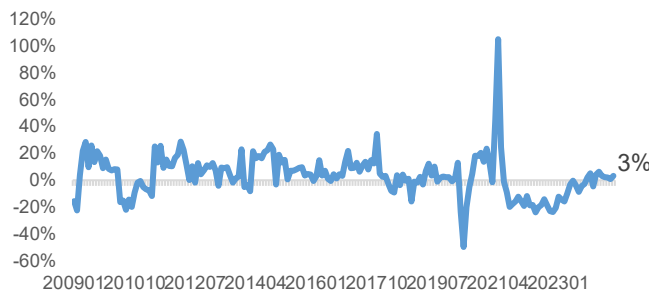
### SentiLock Cards increased 3% Y/Y

Total U.S. SentiLock cards rose 3% year-over-year to 232,968. SentiLock cards, comprised of SentiKey® and SentiCard®, allow REALTORS® to access the SentiLock® lockbox and indicate the number of REALTORS® who conduct the showing.

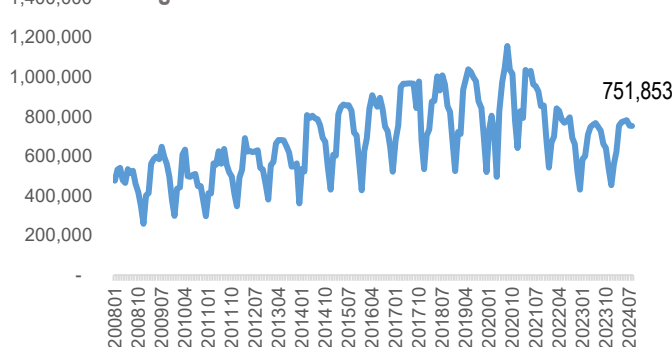
### Showings Per Card Showed Rose 1% Y/Y

The number of showings per card reflects the strength of buyer interest per listed property. At a national level, showings per card increased 1% year-over-year in August.

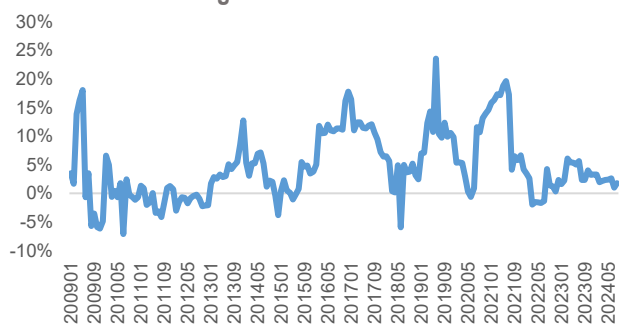
U.S. Y/Y Change in Showings



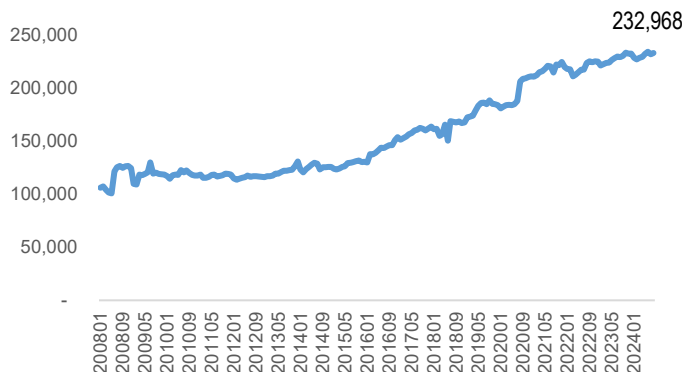
U.S. Showings



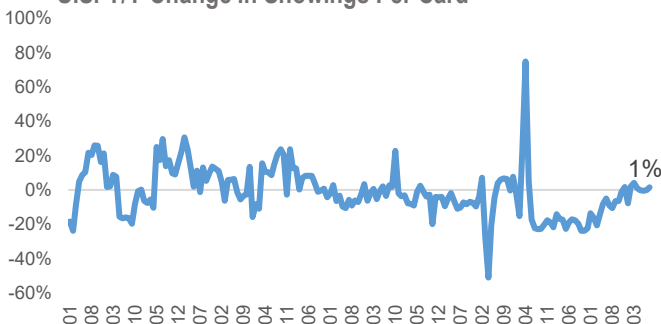
U.S. Y/Y Change in Cards



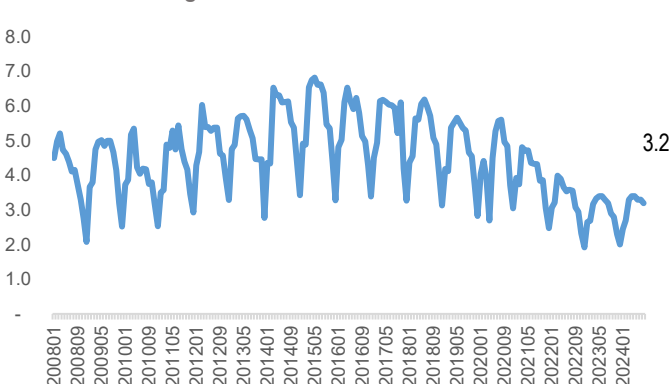
U.S. Cards



U.S. Y/Y Change in Showings Per Card



U.S. Showings Per Card



# NAR SentiLock Home Showings Report

## Regional

### Three of the Four Regions Saw Y/Y Showings Increase

Three of the four regions saw an increase in showings year-over-year in August: The Northeast had the biggest gain (24%), followed by the South (7%). The West slightly increased (1%), followed by the Midwest region, which was flat, showing no gain (0%).

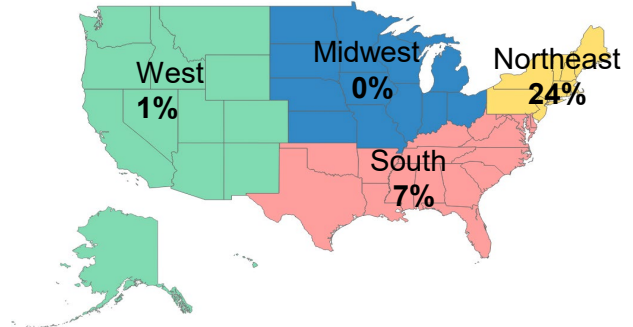
### Y/Y SentiLock Cards Increased In Two of the four Regions

Cards were up in the South (9%) and the Northeast (8%) on a year-over-year basis. The West fell (-4%), followed by the Midwest (-2%), which had the smallest decline.

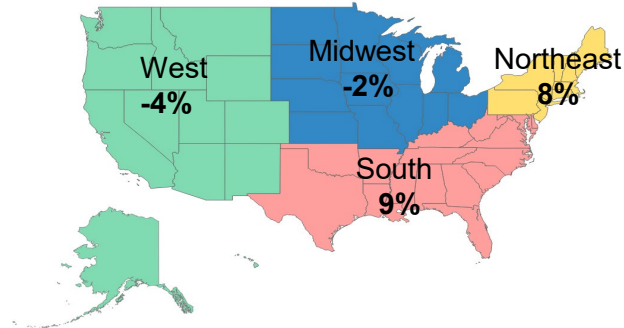
### Showings Per Card Increased In Three of the Four Regions On A Y/Y Basis

Three of the four regions saw year-over-year increases in showings per card in August. The Northeast had the biggest increase (15%), followed by the West (5%). The Midwest rose (2%), and the South region had the only decline (-2%).

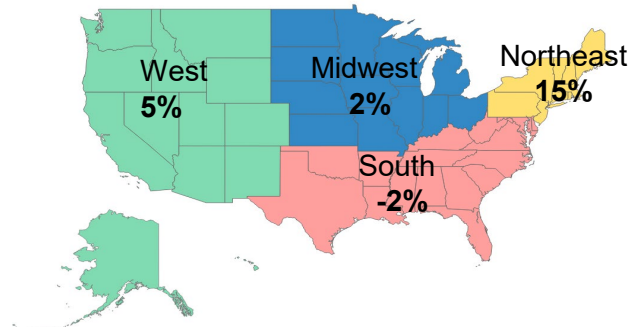
Regional Y/Y Change in Showings



Regional Y/Y Change in Cards



Regional Y/Y Change in Showings Per Card



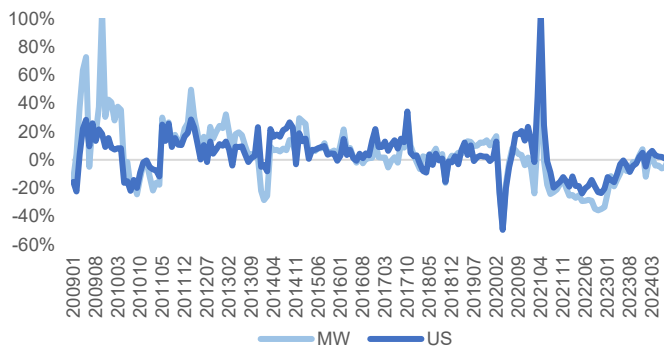
# NAR SentiLock Home Showings Report

## Midwest

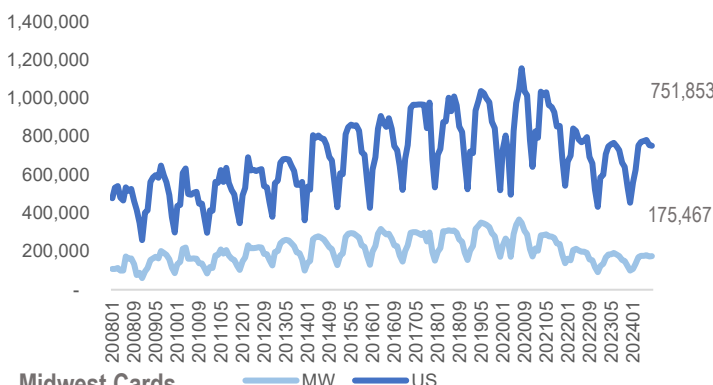
### MW Region Showings were flat at 0% Y/Y

Midwest showings were flat 0% year over year in August. The August 2024 figure represents no change year over year. The Midwest totaled 175,467 showings. Midwest region Sentrilock cards decreased from last month to 62,499. Showings per card increased to 2.8. The year-over-year percent change in showings per card increased by 2%.

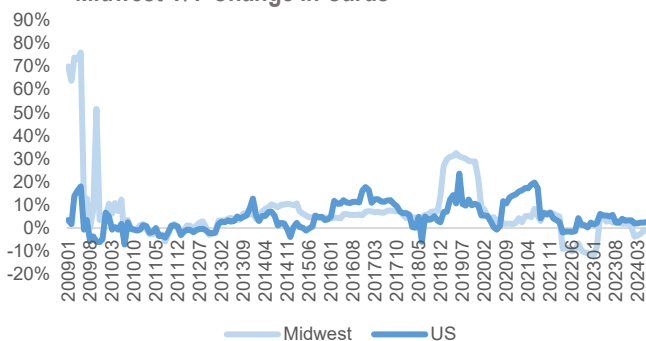
### Midwest Y/Y Change in Showings



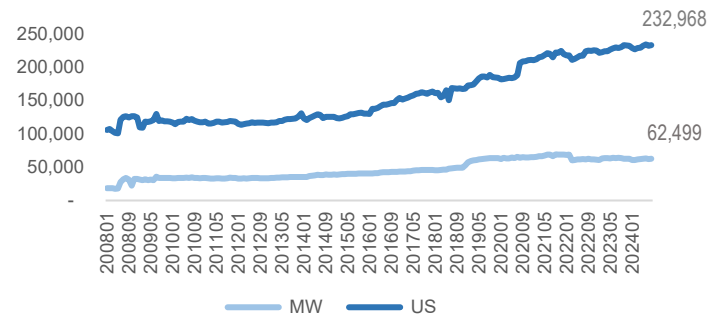
### Midwest Showings



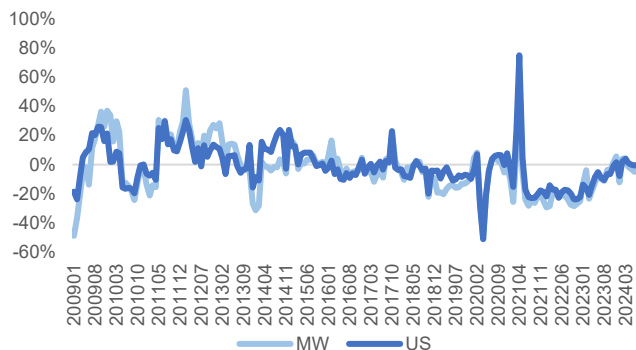
### Midwest Y/Y Change in Cards



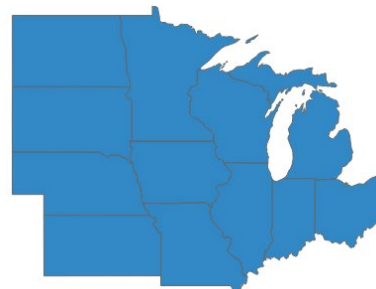
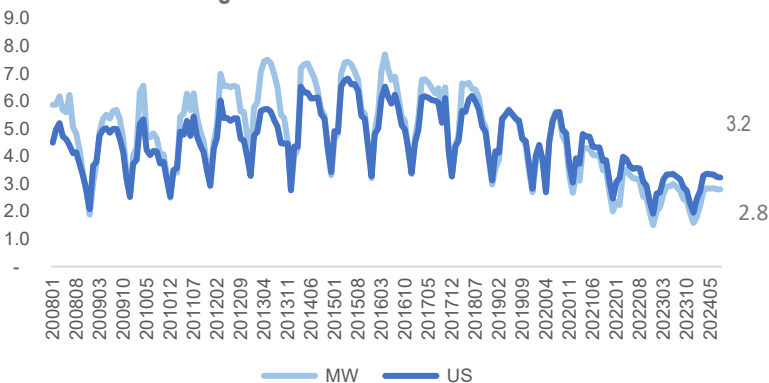
### Midwest Cards



### Midwest Y/Y Change in Showings Per Card



### Midwest Showings Per Card



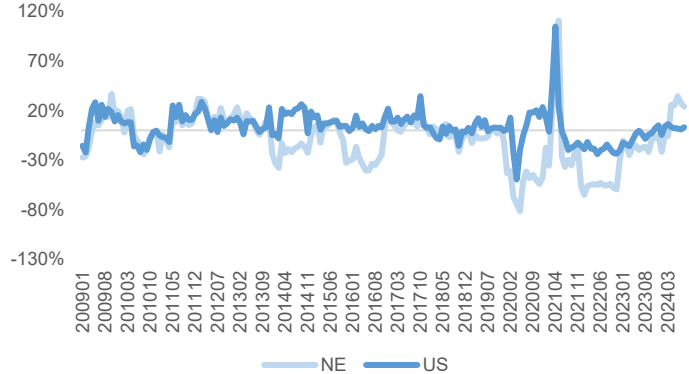
# NAR SentiLock Home Showings Report

## Northeast

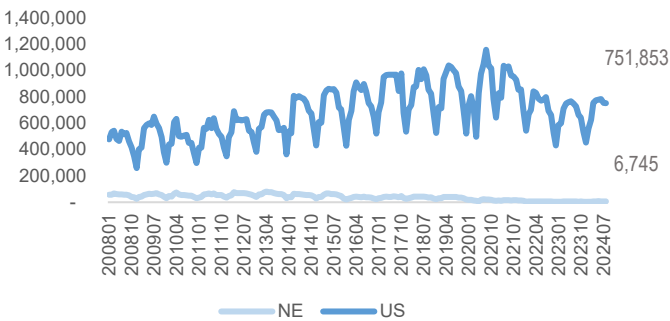
### NE Region Showings Increased 24% Y/Y

Northeast region showings increased by 24% year-over-year in August. The Northeast totaled 6,745 showings in August. Northeast Region Sentrilock cards decreased from last month to 3,114. Showings per card was 2.2. Year-over-year percent change in showings per card showed an increase of (15%).

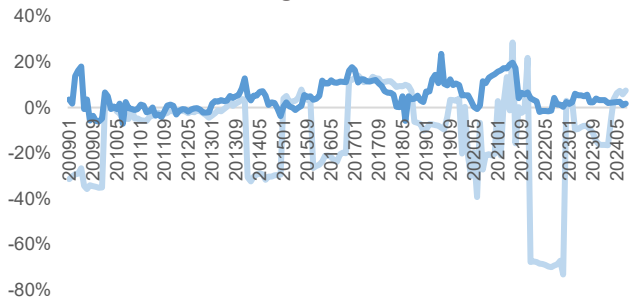
Northeast Y/Y Change in Showings



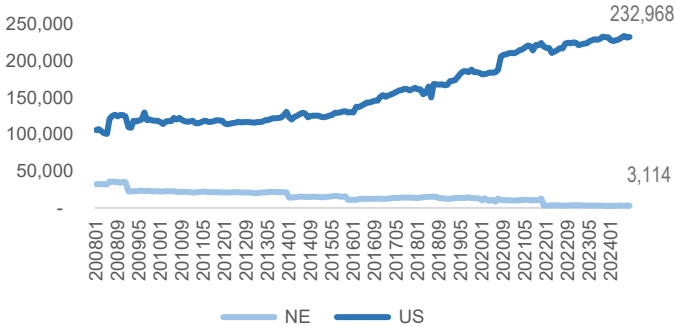
Northeast Showings



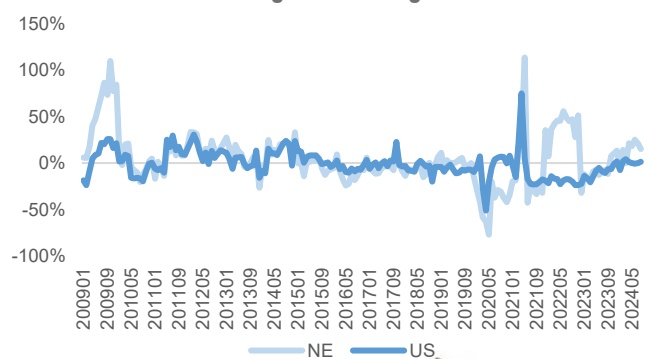
Northeast Y/Y Change in Cards



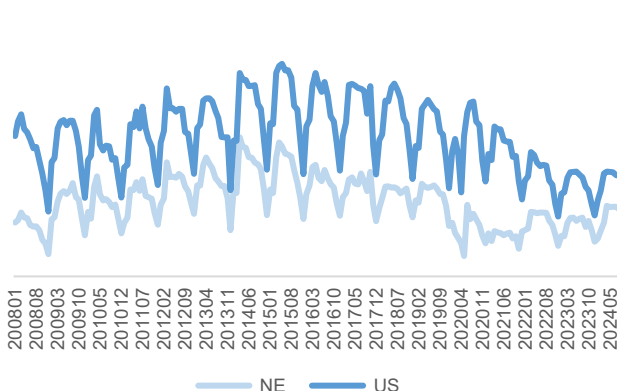
Northeast Cards



Northeast Y/Y Change in Showings Per Card



Northeast Showings Per Card



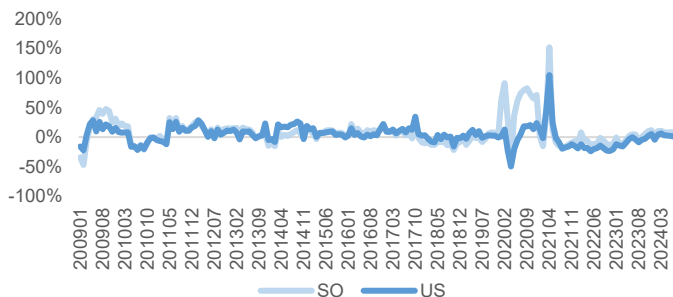
# NAR SentiLock Home Showings Report

## South

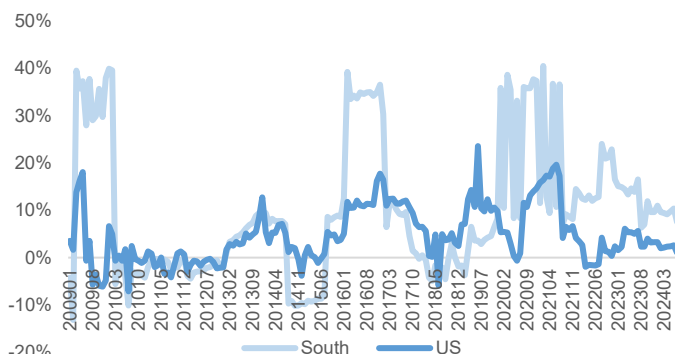
### SO Region Showings increased 7% Y/Y

Showings in the South increased in August 2024 by 7% from the same period a year ago. The South totaled 307,199 showings in August. South Region Sentrilock cards increased to 95,514. Showings per card totaled 3.2, above the national level. Year-over-year percent change in showings per card were down -2%.

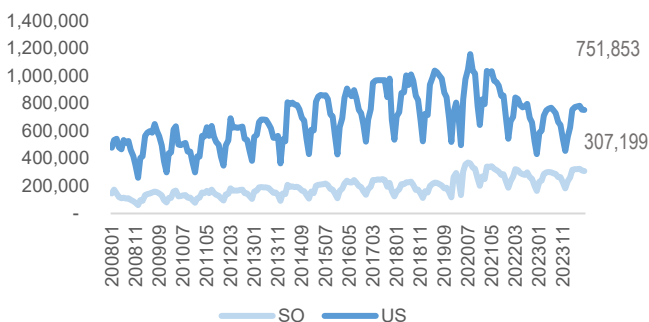
South Y/Y Change in Showings



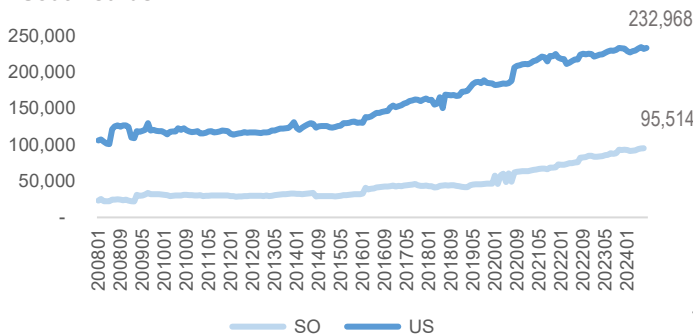
South Y/Y Change in Cards



South Showings



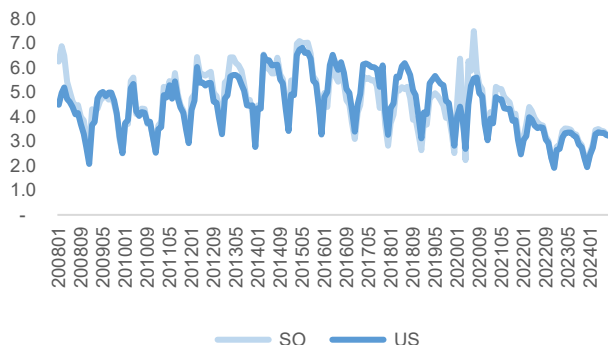
South Cards



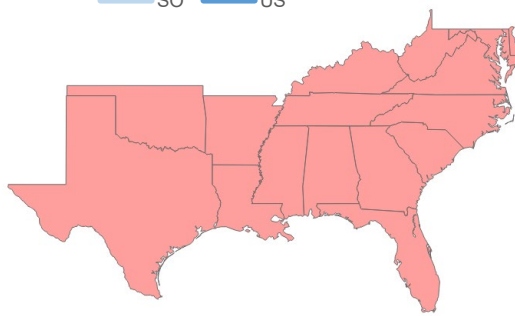
South Y/Y Change in Showings Per Card



South Showings Per Card



3.2  
3.2



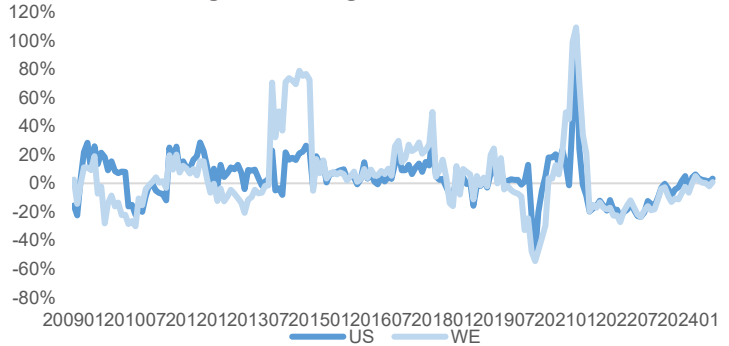
# NAR SentiLock Home Showings Report

## West

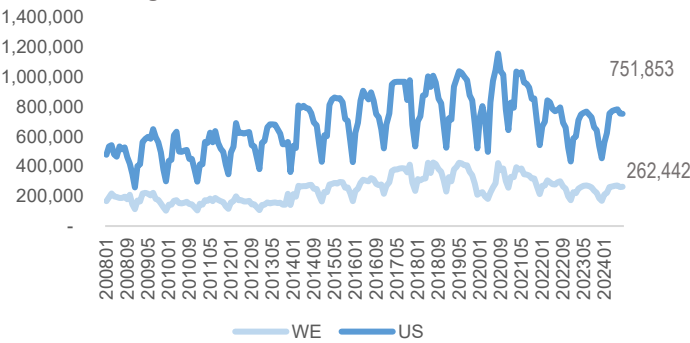
### WE Region Showings Rose 1% Y/Y

Showings increased 1% year-over-year in August. The West totaled 262,442 showings in August. West Region SentiLock cards decreased to 71,841. Showings per card totaled (3.7) and were the highest amongst regions. Y/Y percent change in showings per card was up 5%.

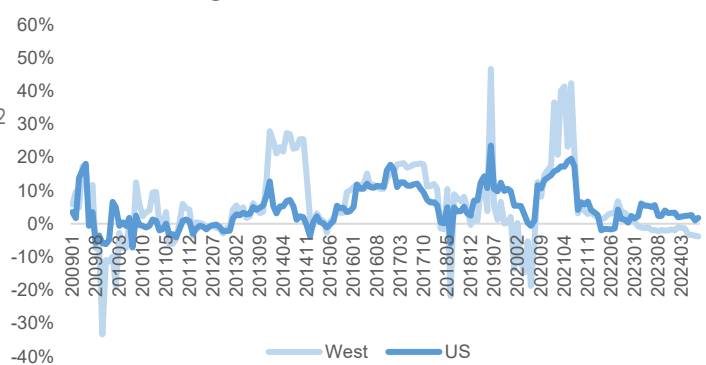
West Y/Y Change in Showings



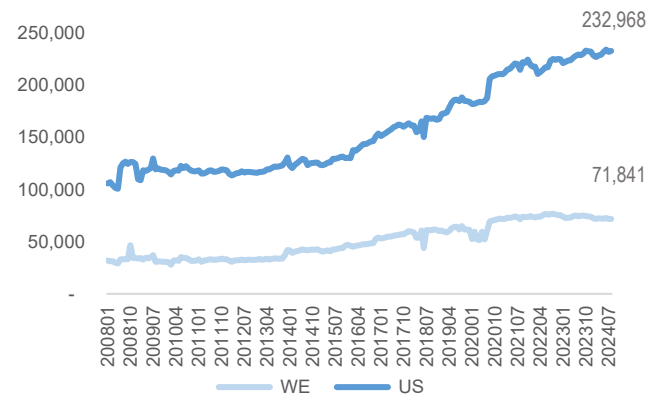
West Showings



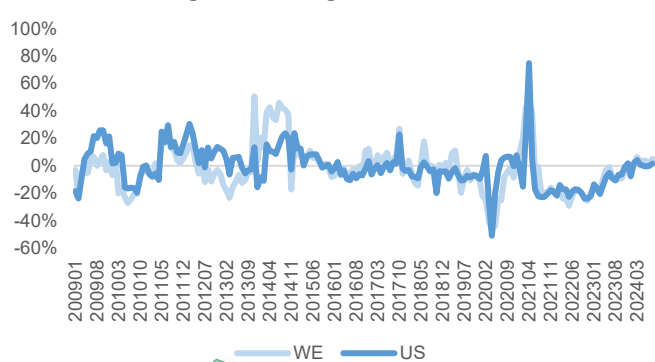
West Y/Y Change in Cards



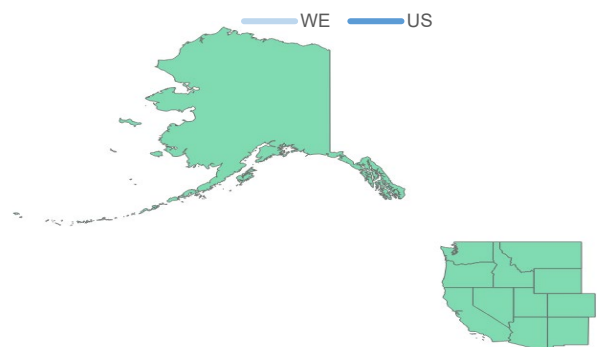
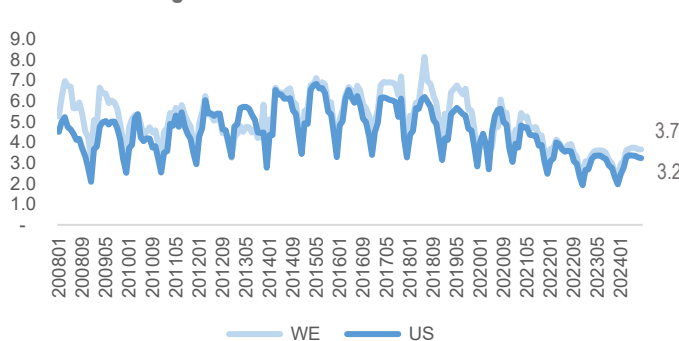
West Cards



West Y/Y Change in Showings Per Card



West Showings Per Card





# About SentiLock Home Showings

SentiLock is the official lockbox solution for NAR. As the leading electronic lockbox manufacturer and provider of property access management solutions, SentiLock operates in support of REALTORS® and the industry, offering an easy to use, reliable and secure system. Fundamental core values guide every action and decision to provide the best service and experience for your benefit.

The SentiLock Bluetooth® REALTOR® Lockbox is the most secure, durable, and versatile within the industry. SentiLock's reliable, multiple key access method, including via mobile app or keycard, helps to efficiently gain property access.

Every month SentiLock, LLC. provides NAR with data on the number of properties shown by a REALTOR®. SentiLock Lockboxes are used in roughly a third of home showings across the nation. Foot traffic has a strong correlation with future contracts and home sales, so it can be viewed as a peek ahead at sales trends two to three months into the future.

**Showings Definition:** a scheduled appointment with a REALTOR® where a potential buyer of a property toured a home.

**Card Definition:** the number of accesses to SentiLock Lockboxes a REALTOR® inserts their SentiCard® into or uses their SentiKey® to gain access to properties.

**Showings Per Card Definition:** the average showings per card

**SentiCard®:** contains authorization data that allows you to access lockbox key compartments,

**SentiKey®:** lockbox system app that contains authorization data that allows REALTORS® to access lockbox key compartments. Most lockbox accesses are via the SentiKey® smart phone app.

The number of showings reflects the number of properties, viewed, the number of potential buyers viewing the property, and the number of views by a potential I buyer on a property. The increase in showings and cards can also reflect increasing market coverage of Sentrilock.

## NAR Sentrilock Home Showings Project Team

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# NAR SentiLock Home Showings Report

The National Association of REALTORS®, “The Voice for Real Estate,” is America’s largest trade association, representing over 1.5 million members, including NAR’s institutes, societies and councils, involved in all aspects of the real estate industry. NAR membership includes brokers, salespeople, property managers, appraisers, counselors and others engaged in both residential and commercial real estate.

The term REALTOR® is a registered collective membership mark that identifies a real estate professional who is a member of the National Association of REALTORS® and subscribes to its strict Code of Ethics.

Working for America’s property owners, the National Association provides a facility for professional development, research and exchange of information among its members and to the public and government for the purpose of preserving the free enterprise system and the right to own real property.

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