National Association of REALTORS® Research Group



# End-of-Year Recap 2024: From lows to building momentum

This year brought a mix of challenges and opportunities for the U.S. economy and housing market. Inflation showed meaningful progress, slowing significantly and nearing the Federal Reserve's 2% target – a milestone that has been eagerly anticipated. The labor market remained resilient, though job growth moderated compared to the robust gains of previous years, reflecting a natural cooling as the economy adjusted to tighter financial conditions. Wage growth also softened, helping to ease inflationary pressures, but consumer spending continued to grow.

At the center of it all, the Federal Reserve stole the spotlight as the main "actor" in the unfolding narrative, shaping markets with its monetary policy decisions. After years of tightening financial conditions, the Federal Reserve began lowering interest rates in 2024. While the Federal Reserve's actions brought some relief, the impacts on affordability have left many people disappointed so far. Mortgage rates, which had soared to multi-decade highs, began to decline in anticipation of the rate cuts. While mortgage rates are lower than last year, they remain elevated – hovering near 7% - keeping housing affordability a significant hurdle for many people.

This reflects the intricate dynamics between Federal Reserve policies, Treasury yields and mortgage rates. Since the market had already factored in the expected rate cuts, adjustments to Treasury yields and mortgage rates occurred ahead of the Federal Reserve's actions. Compounding the situation, rising concerns about inflation and federal deficits in the coming year have added pressure on borrowing costs, preventing mortgage rates from falling further.

Reflecting the mortgage rate fluctuations, the housing market experienced its share of ups and downs this year. Following a strong start in the first quarter, home sales dropped to 15-year lows during the summer as mortgage rates surpassed 7% in May. Given the lag of two to three months for sales activity to reflect market changes, the impact of elevated rates became evident in the summer, defying traditional seasonality trends. However, as mortgage rates began to decline, driven by anticipation of the Federal Reserve's first rate cut, sales activity started to pick up in the fall. By the final quarter, the housing market showed signs of recovery, turning the corner and gradually emerging from the summer lows.

## 2024 National Estimates (as of October 2024)

#### 3.96 million

from 3.85 million (2023)

Existing-Home Sales (as of October 2024)

#### \$407,200

from \$391,600 (October 2023)

Median Existing-Home Price

(as of October 2024)

#### 1.37 million

from 1.15 million (October 2023)

Housing Inventory (as of October 2024)

#### \$100,130

from \$108,430 (October 2023)

Qualifying Income (as of October 2024)

#### \$102,425

from \$97,480 (October 2023)

Median Family Income (as of October 2024)

#### 102.3

from 89.9

(October 2023)

Housing Affordability Index (HAI) (as of October 2024)

# Outlook 2025: A year of stabilization and opportunities

The year ahead is poised to bring more opportunities for homebuyers as the housing market continues to stabilize.

The Federal Reserve is expected to maintain a gradual approach to easing monetary policy in 2025. While concerns about federal deficits and rising public debt may cap the extent of those rate cuts, borrowing costs are anticipated to stabilize overall, offering some relief to prospective buyers.

However, mortgage rates are unlikely to return to the ultralow levels seen during the pandemic or the pre-pandemic levels. Affordability will remain a concern for many, particularly in high-demand markets. The National Association of REALTORS® forecasts mortgage rates to stabilize near 6% in 2025, likely establishing a new normal.

At this rate, more buyers are expected to come back to the market, boosting activity. When mortgage rates fall below 6.5%, the qualifying income required to purchase a median-priced home drops below \$100,000, which is less than the estimated median family income. If rates stabilize around 6%, about 6.2 million households can once again be able to afford median-priced homes, compared to the current constraints with rates near 7%.

While housing shortages remain a long-term constraint, inventory levels are gradually improving and poised to increase further in 2025. This uptick is anticipated to result from a combination of new construction projects and homeowners deciding to list their properties, encouraged by improving stabilizina mortgage rates and market significantly conditions. Lower rates can homebuilders by reducing financing costs and boosting market confidence. This is expected to lead to increased construction and housing starts approaching the historical average annual level of 1.5 million units in the next couple of years.

However, despite these gains, inventory levels are still expected to fall short of pre-pandemic norms, continuing to present challenges for buyers. Home prices will continue to increase in 2025, but at a slower pace compared to previous years, with increases likely to be around 2%.

#### 2025 NAR Forecast

#### 4.5 million

Existing-Home Sales in 2025

#### \$410,700

Median Existing-Home Price in 2025

#### 6.0%

30-Year Fixed Mortgage Rate in 2025

#### 1.45 million

Housing Starts in 2025

#### 1.11 million

Single-Family Housing Starts in 2025

#### 340,000

Multifamily Housing Starts in 2025

While real estate is inherently local, each year the National Association of REALTORS® identifies markets expected to outperform based on key trends and metrics. While every year presents unique circumstances, the following 10 economic, demographic and housing factors are anticipated to be influential in shaping local housing markets as mortgage rates will stabilize in 2025:

#### 1. Fewer locked-in homeowners than the national level.

Why it matters: Homeowners with low mortgage rates from previous years hesitate to sell and take on higher mortgage rates, creating a "lock-in effect" that reduces housing inventory and activity in the market. Areas with fewer locked-in homeowners are likely to see more properties listed, increasing inventory and offering more opportunities for buyers.

#### 2. Lower average mortgage rates than the national level

Why it matters: While mortgage rates differ by area, a lower mortgage rate enables more buyers to qualify for a mortgage, boosting housing demand. This can lead to increased home sales and market activity in the area, as lower rates reduce the financial burden of purchasing a home. If borrowers in an area can secure a lower mortgage rate, this could help more buyers to be able to qualify for a mortgage with smaller payments.

#### 3. Faster job growth than the national level

Why it matters: Job growth drives economic stability and income increases, which are key factors for home affordability. Areas with faster job growth allow more people to set their sights into homeownership, further stimulating housing demand.

### 4. More Millennial renters who can afford to buy a home than the national level

Why it matters: Millennials represent a significant portion of first-time homebuyers. Areas where more Millennials can afford homes are likely to see increased demand, especially for entry-level and starter homes, boosting local activity.

### 5. Higher net migration to population ratio than the average level

Why it matters: Areas experiencing a strong influx of people also see increased demand for housing, as new residents require accommodations. This usually boosts activity in the area while also making home prices increase faster if supply doesn't keep pace with demand.

#### **National indicators**

**76.1%** 

Share of originations with a rate below 6% (2019-2023)

7.0%

Average mortgage rate (2023)

**5.0**%

Job growth (10/2019-10/2024)

**29.7**%

Share of Millennial renters who can afford to buy (2023)

0.5%

Net migration to population ratio (2023)

# 6. More households reaching homebuying age in the next 5 years than the national level.

Why it matters: Households in the 35-40 age group are a key demographic for homeownership. According to NAR's 2024 Profile of Home Buyers & Sellers, the typical first-time buyer is 38 years old. Areas with a larger share of households entering this age bracket can expect stronger long-term demand for homes, affecting new construction and market stability.

7. More movers who purchase homes than the national level Why it matters: A higher share of movers choosing to purchase homes indicates long-term growth and stability for the local housing market. While an influx of newcomers generally stimulates economic activity and boosts the housing market, those who choose to buy can bring even greater long-term benefits for the area. Their decision to invest in homeownership suggests people are there to stay, fostering a more stable and prosperous local market over time.

### 8. More homeowners surpassing the average length of tenure than the national level

Why it matters: Homeowners who have surpassed the average tenure (typically 16 years) are more likely to consider selling, increasing housing inventory. Areas with a larger share of these homeowners may see an uptick in listings, helping to ease supply constraints.

**9. More inventory of starter-homes than the national level Why it matters:** Starter homes, typically priced at 85% of the median-priced home, are critical for first-time buyers. Areas with more starter-home inventory provide greater accessibility for younger or lower-income buyers, driving demand and creating a more affordable housing market.

**10. Faster home price appreciation than the national level Why it matters:** Faster price appreciation reflects a strong local housing market with increased demand, generating wealth for homeowners, attracting investment, and providing resources for community developments.

#### **National indicators**

10.0%

Share of households reaching homebuying age in the next 5 years

35.3%

Share of movers who purchased a home (2023)

**53.5**%

Share of homeowners surpassing the average tenure (2023)

**38.9**%

Share of starter-owner occupied housing units (2023)

56.2%

Price growth (O3 2019-O3 2024)

### Housing Hotspots for 2025: Top Markets Amid Stabilizing Rates



Alphabetically listed

Boston-Cambridge-Newton, MA-NH

Charlotte-Concord-Gastonia, NC-SC

**Grand Rapids-Kentwood, MI** 

Greenville-Anderson, SC

Hartford-East-Hartford-Middletown, CT

Indianapolis-Carmel-Anderson, IN

Kansas City, MO-KS

Knoxville, TN

Phoenix-Mesa-Chandler, AZ

San Antonio-New Braunfels, TX

#### Why these markets made the list

The following 10 markets have been identified as the top performers for 2025 due to their unique strengths across several key indicators. All these areas offer a favorable financing environment, either with lower proportions of locked-in homeowners or lower mortgage rates. In addition, most of these markets outperform the national average in at least six of the aforementioned 10 criteria.

Alphabetically, the 10 markets are:

#### Boston-Cambridge-Newton, MA-NH

Boston's housing market is expected to see significant benefits from stabilizing mortgage rates. With fewer locked-in homeowners, the impact of the "lock-in effect" may lessen in the coming year as rates stabilize near 6%, encouraging more homeowners to sell and easing inventory constraints in this supplytight market. Additionally, Boston's mortgage rates have been relatively lower than the national average, which provides competitive edge in today's challenging financing environment. A lower rate could help mitigate some of the affordability pressures. Surprisingly, Boston has also a larger proportion of starter-homes, with about 41% of the owner-occupied units valued below \$550,000.

#### Charlotte-Concord-Gastonia, NC-SC

With an impressive 10% job growth over the last five years and strong migration gains, Charlotte's economy and housing market are poised for continued growth. More than 11% of the households are set to reach the age of 35 to 40 within the next five years, ensuring sustained demand for housing. Prospective buyers in Charlotte also benefit from a wider range of affordable options, as 43% of homes fall within the starter-home category (priced less than \$324,000), making the market particularly appealing to first-time buyers and young families.

#### **Grand Rapids-Kentwood, MI**

Grand Rapids offers a unique combination of affordability and promising long-term prospects. With 36% of Millennial renters able afford homeownership and households entering prime homebuying age within the next five years, the demand for housing will remain strong. A smaller proportion of originations with rates below 6%, compared to the national level, suggests a reduced "lock-in effect", which could lead to more inventory in this area. Additionally, the starter-homes availability of allows newcomers to purchase a home and establish roots, making Grand Rapids a standout market for 2025.

#### Greenville-Anderson, SC

Greenville stands out as the area that checks off the most criteria on NAR's top 10 list. This area particularly benefits from a strong net migration rate and affordability. The metro's average mortgage rate of 6.9% in 2023 is well below the national average, providing additional relief for buyers. With 42% of homes categorized as starter homes and 43% of movers purchasing homes, Greenville offers accessibility and stability for families and young professionals alike.

#### Hartford-East-Hartford-Middletown, CT

Hartford offers а favorable financing environment, with an average mortgage rate of 6.5% in 2023 - one of the lowest among the top markets - enhancing affordability for buyers. Additionally, Hartford holds the highest proportion of homeowners surpassing the area's average tenure of 17 years, indicating a potential increase in local inventory, which could help alleviate supply constraints.

#### Indianapolis-Carmel-Anderson, IN

Indianapolis earned a spot on the list due its strong job growth and housing affordability, which continue to attract new residents and foster a stable demand for housing. Nearly 42% of the housing stock is priced below \$236,000, making the market especially appealing to first-time buyers and young families. With fewer "locked-in" homeowners than the national level, this area is likely to see more available inventory as mortgage rates stabilize around 6% next year.

#### Kansas City, MO-KS

Kansas City is one of the few areas with both a lower average mortgage rate and smaller share of locked-in homeowners, creating favorable conditions for financing and increased inventory. This area is also one of the most affordable markets for Millennial renters, with one in three of them able to afford homeownership. This affordability, combined with its competitive financing environments, makes Kansas City a key player among top-performing housing markets in the coming year.

#### **Knoxville, TN**

Knoxville made up the top 10 list due to its strong migration gains and the appeal it holds for new residents seeking long-term stability as nearly 50% of movers in Knoxville chose to purchase a home. The impact of the "lock-in effect" is expected to be less pronounced here, as fewer borrowers hold mortgages with rates below 6%. At the same time, homeowners in Knoxville have built substantial wealth, with home prices now nearly double their pre-pandemic levels. This combination of strong migration, homeownership among movers, and significant wealth gains makes Knoxville a market with strong potential in 2025.

#### Phoenix-Mesa-Chandler, AZ

Phoenix has become a key destination for residents migrating from California, driven by its comparatively lower cost of living and housing affordability. This migration is further supported by Phoenix's strong job growth, which has expanded by 12% in the last five years. This combination of demographic shifts and economic expansion has established Phoenix as a prosperous and dynamic market.

#### San Antonio-New Braunfels, TX

The Texas Triangle couldn't be left off this list. Borrowers in San Antonio were able to secure mortgage rates well below the national average in 2023, at 6.4%. This suggests that buyers in the area benefit from a combination of local market dynamics that lead lenders to assess lower risk in this area. Additionally, San Antonio has experienced one of the strongest rates of job creation since pre-pandemic levels, which continues to draw new residents to the area.

	Boston-Cambridge-Newton, MA-NH	Charlotte-Concord- Gastonia, NC-SC	Grand Rapids-Kentwood, MI	Greenville-Anderson, SC	Hartford-East-Hartford- Middletown, CT	Indianapolis-Carmel- Anderson, IN	Kansas City, MO-KS	Knoxville, TN	Phoenix-Mesa-Chandler, AZ	San Antonio-New Braunfels, TX	United States
1. Share of originations with a rate below 6% (2019-2023)	76.0%	79.0%	72.8%	77.2%	77.8%	75.5%	75.5%	74.7%	79.8%	81.1%	76.1%
2. Average mortgage rate (2023)	7.0%	7.0%	7.5%	6.9%	6.5%	7.1%	6.9%	7.1%	7.0%	6.4%	7.0%
3. Job growth (10/2019- 10/2024)	-0.2%	10.1%	3.1%	8.0%	0.2%	9.3%	4.8%	8.8%	11.9%	10.7%	5.0%
4. Share of Millennial renters who can afford to buy (2023)		27.8%	35.6%	30.0%	28.8%	31.1%		21.7%	16.6%	30.7%	29.7%
5. Net migration to population ratio (2023)	0.1%	1.4%	0.2%	1.7%	0.3%	0.5%	0.3%	1.6%	0.7%	1.3%	0.5%
6. Share of households reaching homebuying age in the next 5 years	10.2%	11.1%	12.1%	10.6%	9.1%	10.6%		8.9%	10.5%	11.6%	10.0%
7. Share of out-of-state movers purchasing a home (2023)			38.7%			21.7%					35.3%
8. Share of homeowners surpassing the average tenure (2023)			50.7%	49.7%	58.1%				42.5%		53.5%
9. Share of starter-owner occupied housing units (2023)	41.1%		39.6%	42.2%	38.7%				39.3%		38.9%
10. Price growth (Q3 2019- Q3 2024)			64.4%	68.8%							

#### Notes:

For indicator 7, only out-of-state movers were considered.

For indicator 8, the average homeowner tenure was calculated separately for each area.

For indicator 9, starter-owner occupied housing units were defined as properties valued at 85% or less of the median home value.

**Sources:** NAR, U.S Census Bureau, U.S. Bureau of Labor Statistics, FHFA, HMDA

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# Housing Hotspots for 2025 How these areas perform compared to the national level

Note: X indicates that this area performs better than the national level	Boston-Cambridge-Newton, MA-NH	Charlotte-Concord- Gastonia, NC-SC	Grand Rapids-Kentwood, MI	Greenville-Anderson, SC	Hartford-East-Hartford- Middletown, CT	Indianapolis-Carmel- Anderson, IN	Kansas City, MO-KS	Knoxville, TN	Phoenix-Mesa-Chandler, AZ	San Antonio-New Braunfels, TX
1. Share of originations with a rate below 6% (2019-2023)	X		Χ			X	X	X		
2. Average mortgage rate (2023)	X	X		X	X		X		X	X
3. Job growth (10/2019- 10/2024)		X		X		X		X	X	X
4. Share of Millennial renters who can afford to buy (2023)			X	Х		Х	X			Х
5. Net migration to population ratio (2023)		X		X		X		X	X	X
6. Share of households reaching homebuying age in the next 5 years	Х	Х	X	Х		Х	X		X	Х
7. Share of out-of-state movers purchasing a home (2023)			X	Х	Х			Х	Х	Х
8. Share of homeowners surpassing the average tenure (2023)	Х				Х					
9. Share of starter-owner occupied housing units (2023)	Х	Х	X	Х		Х	Х	Х	X	Х
10. Price growth (Q3 2019- Q3 2024)		X	X	X	X	X	X	X	X	

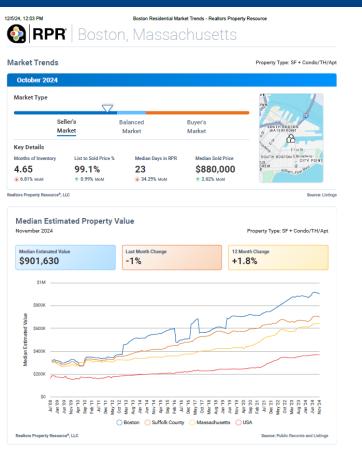
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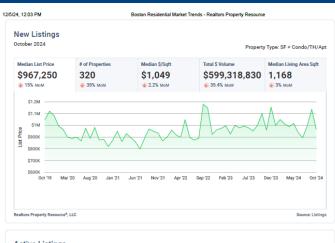
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For indicator 9, starter-owner occupied housing units were defined as properties valued at 85% or less of the median home value.

# Housing Statistics Boston, MA







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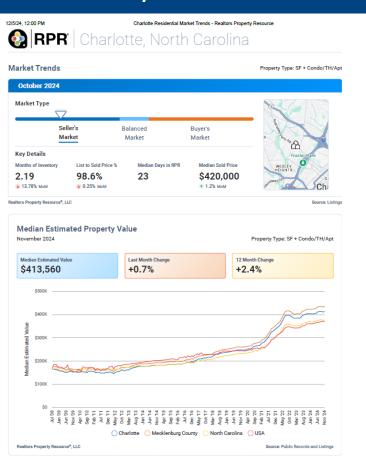
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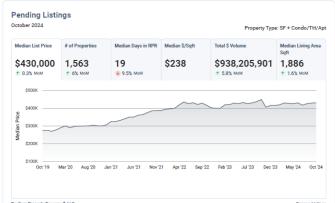


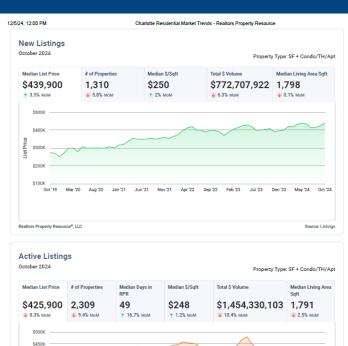


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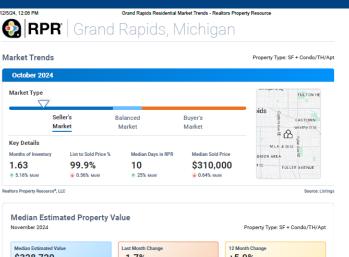




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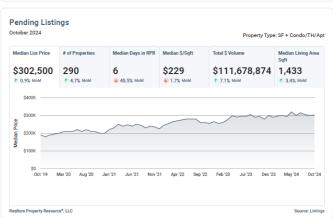


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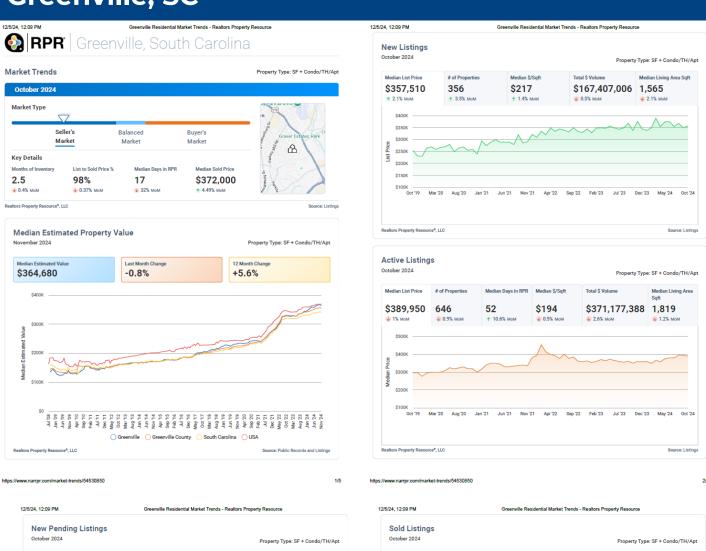


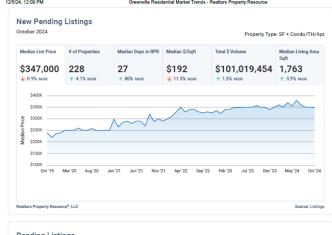


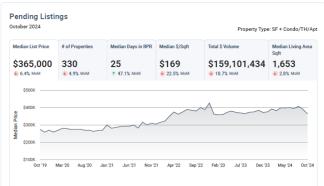




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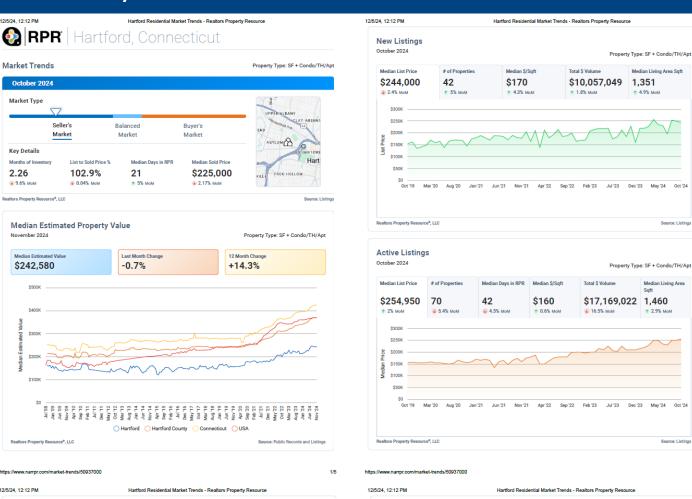




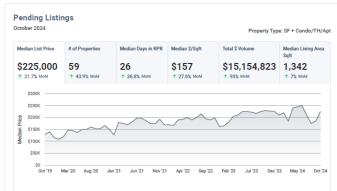




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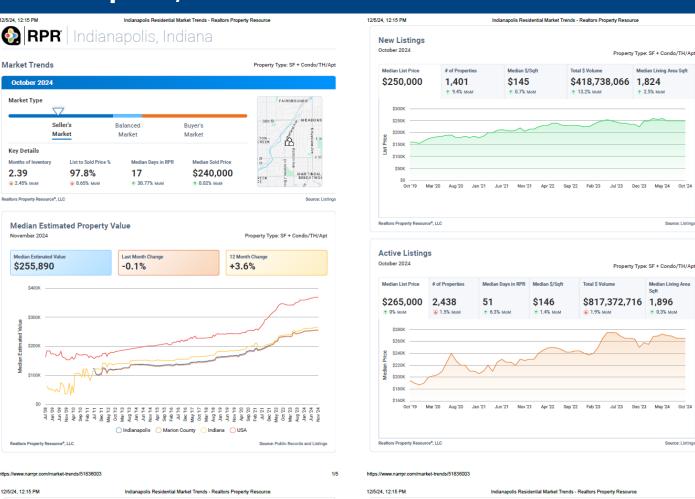






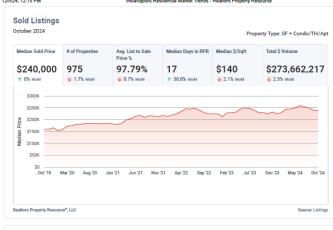


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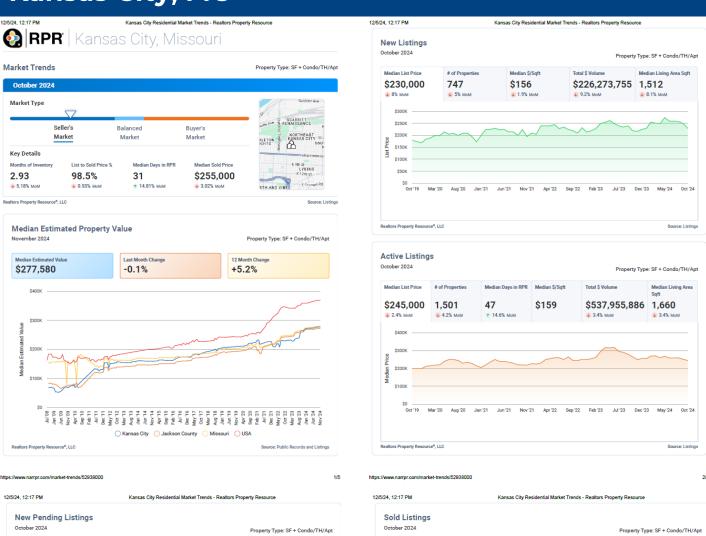


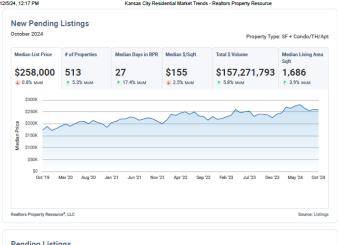


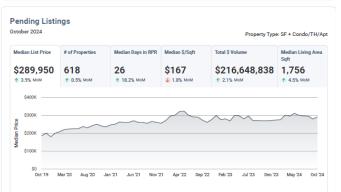




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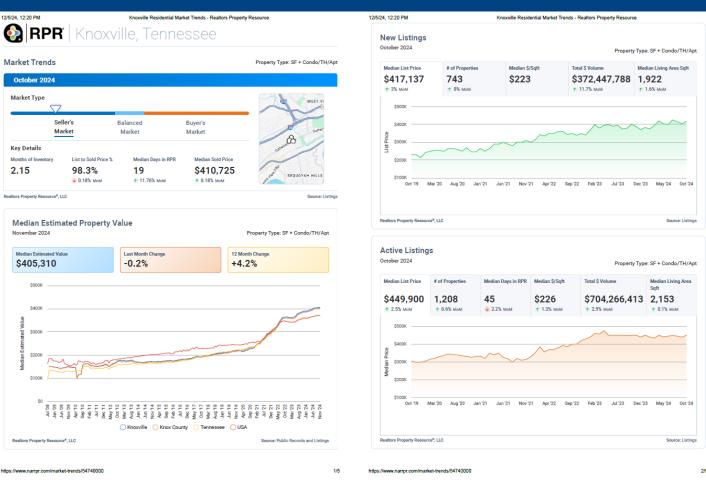




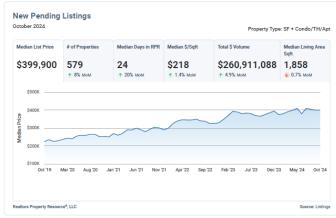




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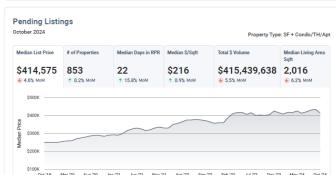






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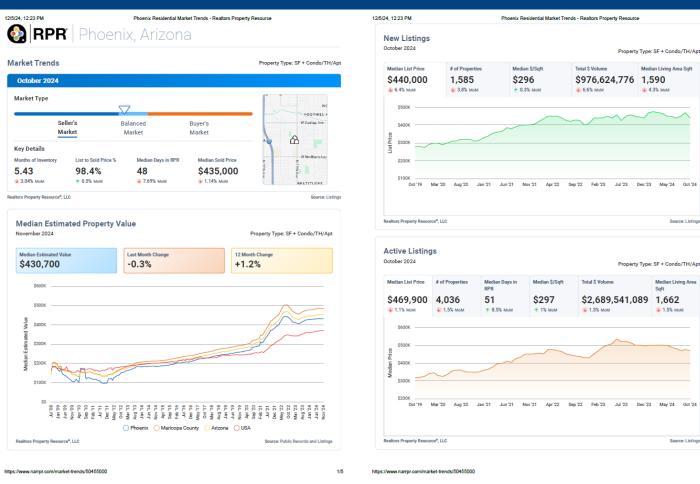
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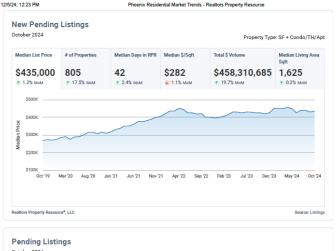




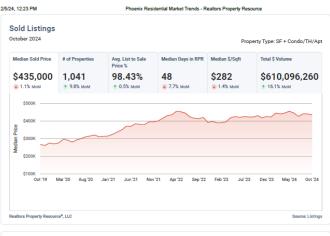


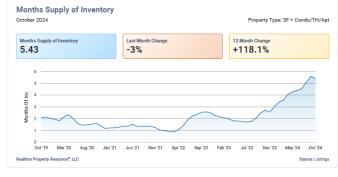
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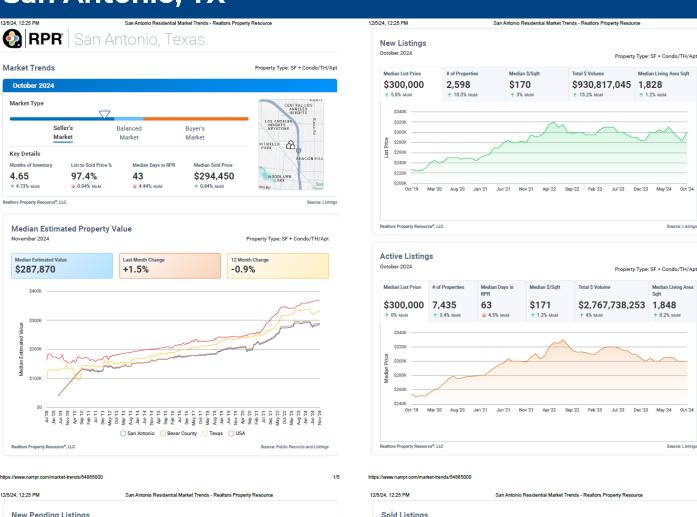


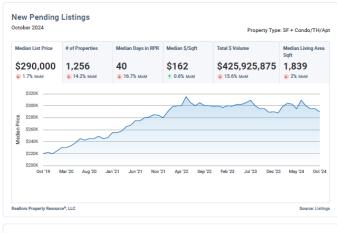




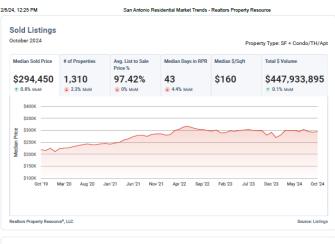


# Housing Statistics San Antonio, TX













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