

Impact of Rising House Prices on Home Buyers & Sellers

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Jessica Lautz
Managing Director Survey Research & Communications
Research Team
@JessicaLautz

Myths About Home Buying

Millennials never
want to own
ANYTHING

Will buy everything
online—even home

Online replaces
word of mouth



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“Just the Facts, Ma’am”

**Minorities are
Growing**

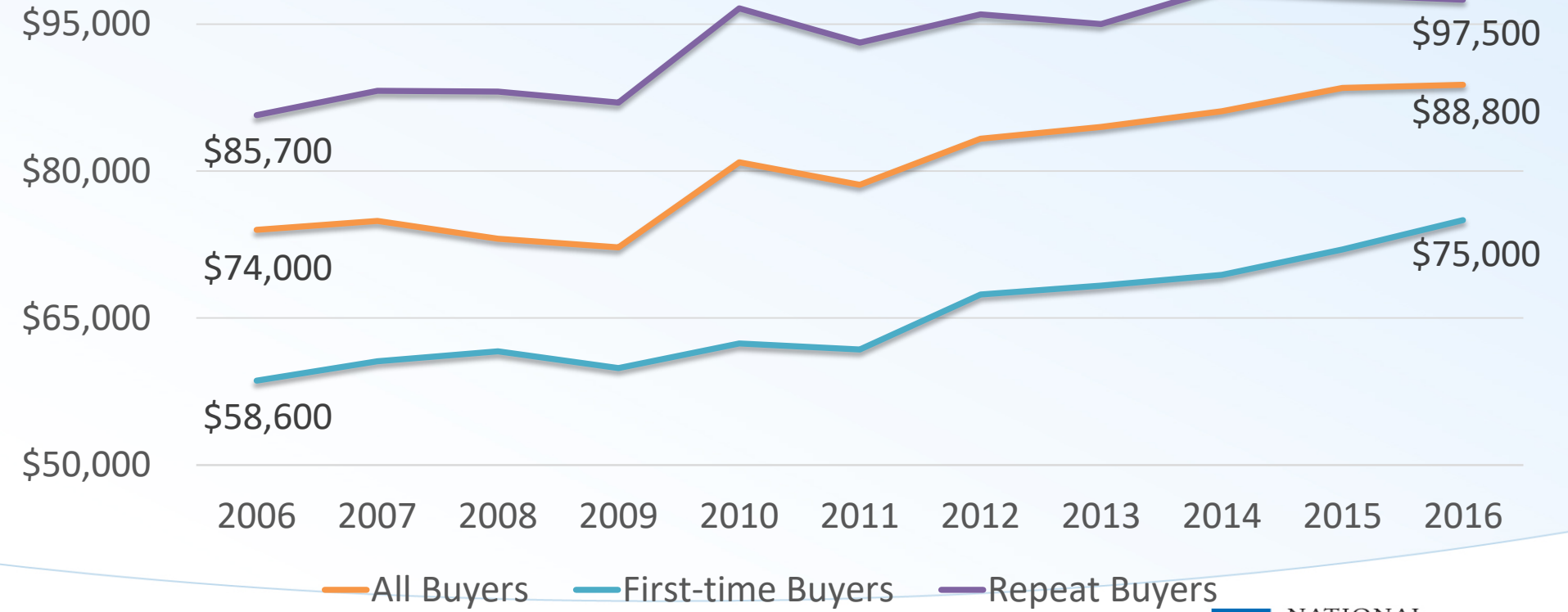
**Largest generation
are Millennials**

**Drop in Marriage
Rates**

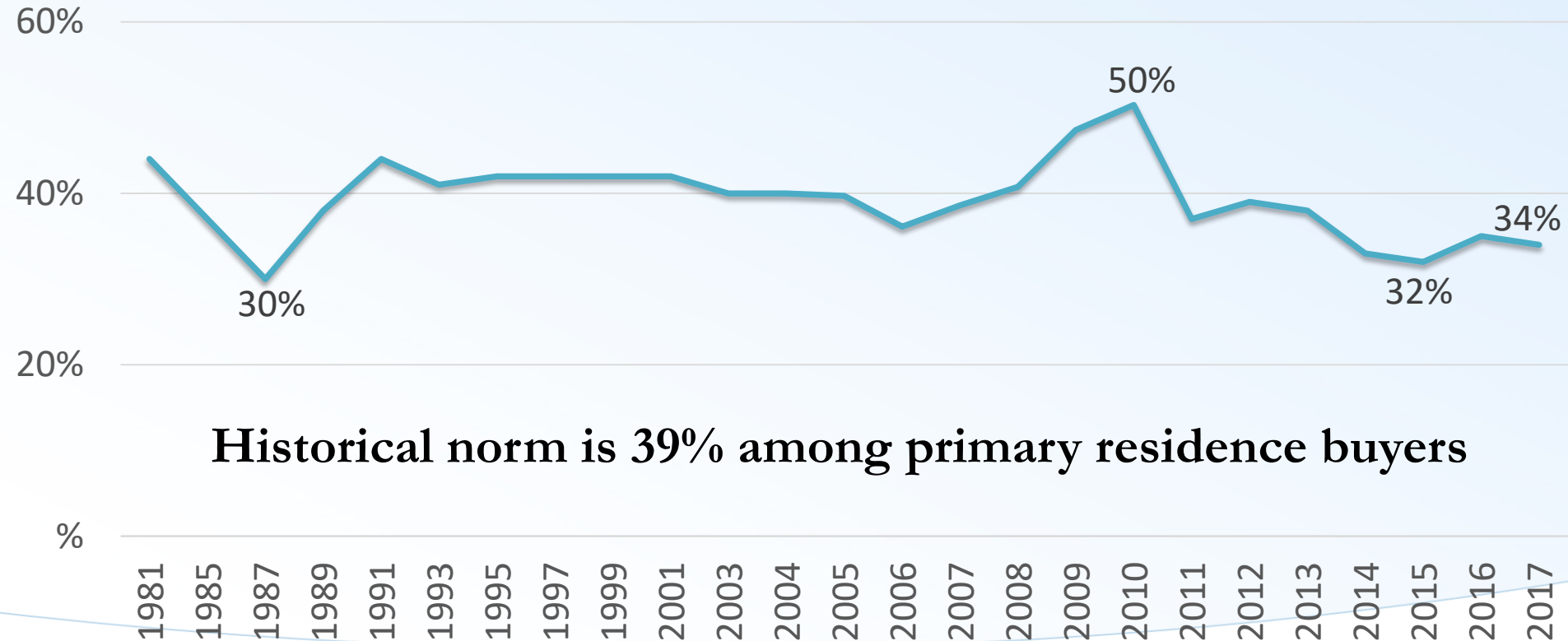


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Rise in Household Income Successful Buyers



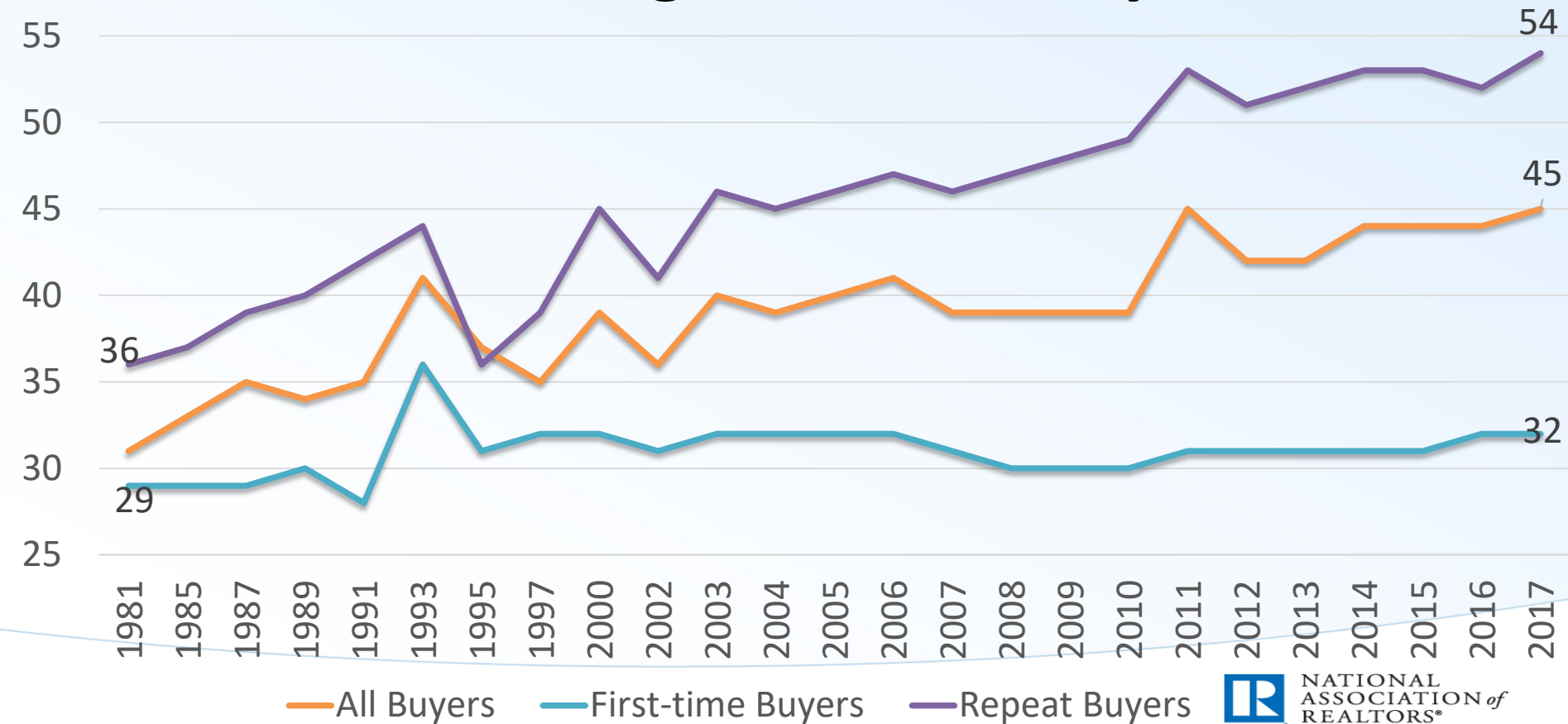
First-time Buyers Remain Suppressed



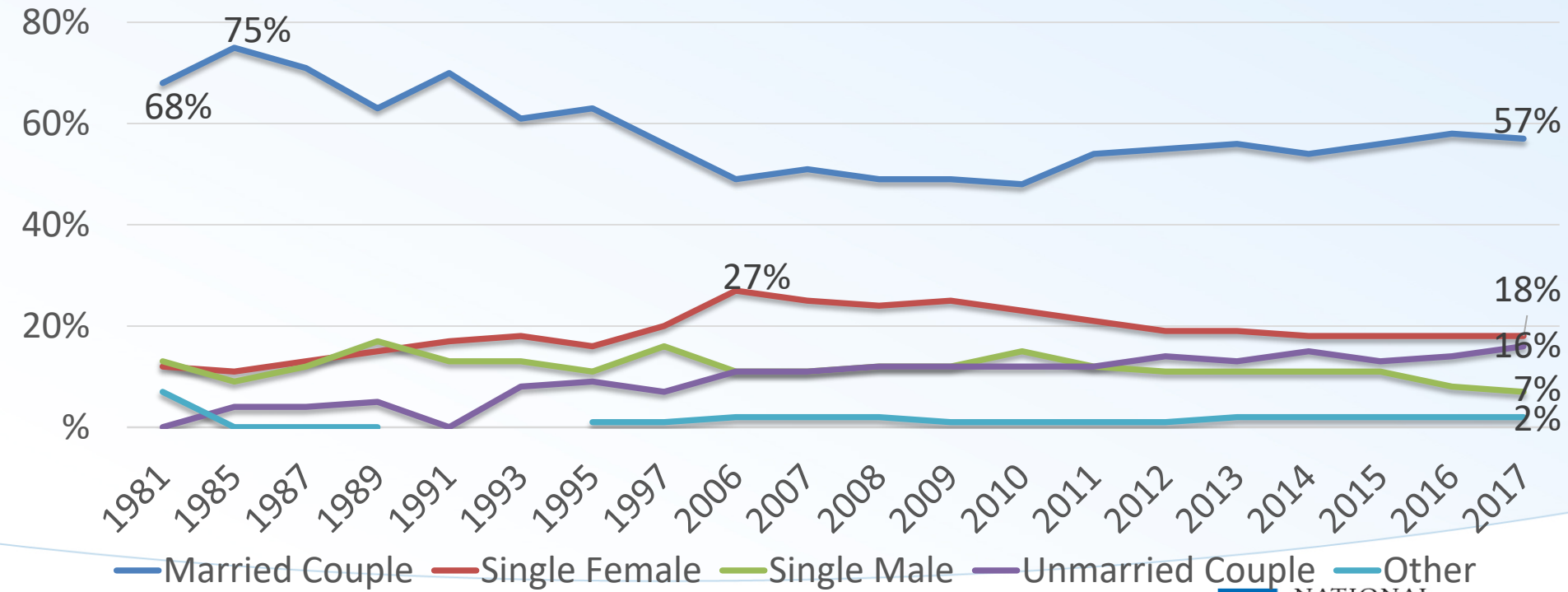
Historical norm is 39% among primary residence buyers

%

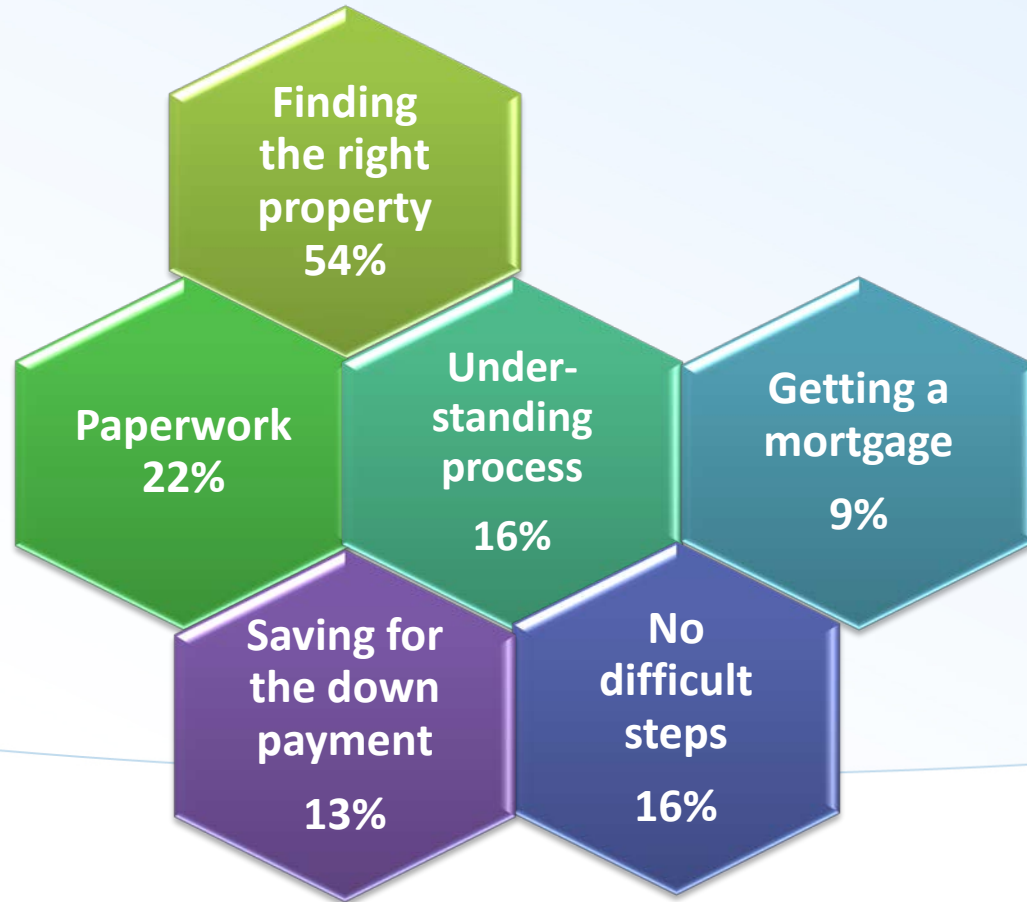
Median Age of Home Buyers



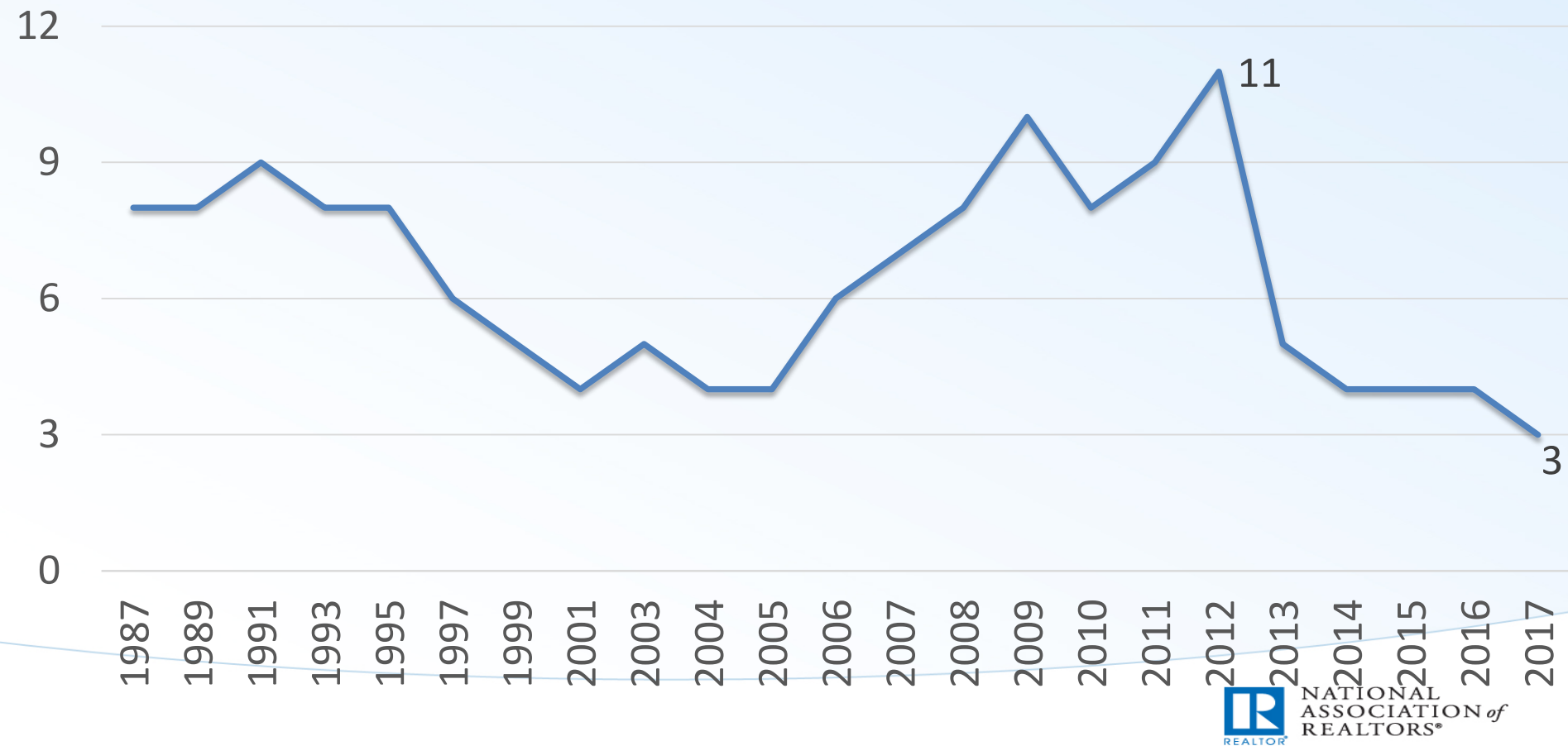
First-time Buyers: Marriage is Not Required



Inventory is Top Struggle with Buying Process



Median Weeks Home On Market



Low Inventory Driving Prices



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Affordability Problems Increasing

80% homeowners good time to buy vs
60% renters



78% think it's a good time to sell—HIGH



60% difficult qualify for a mortgage &
66% difficult save for a downpayment

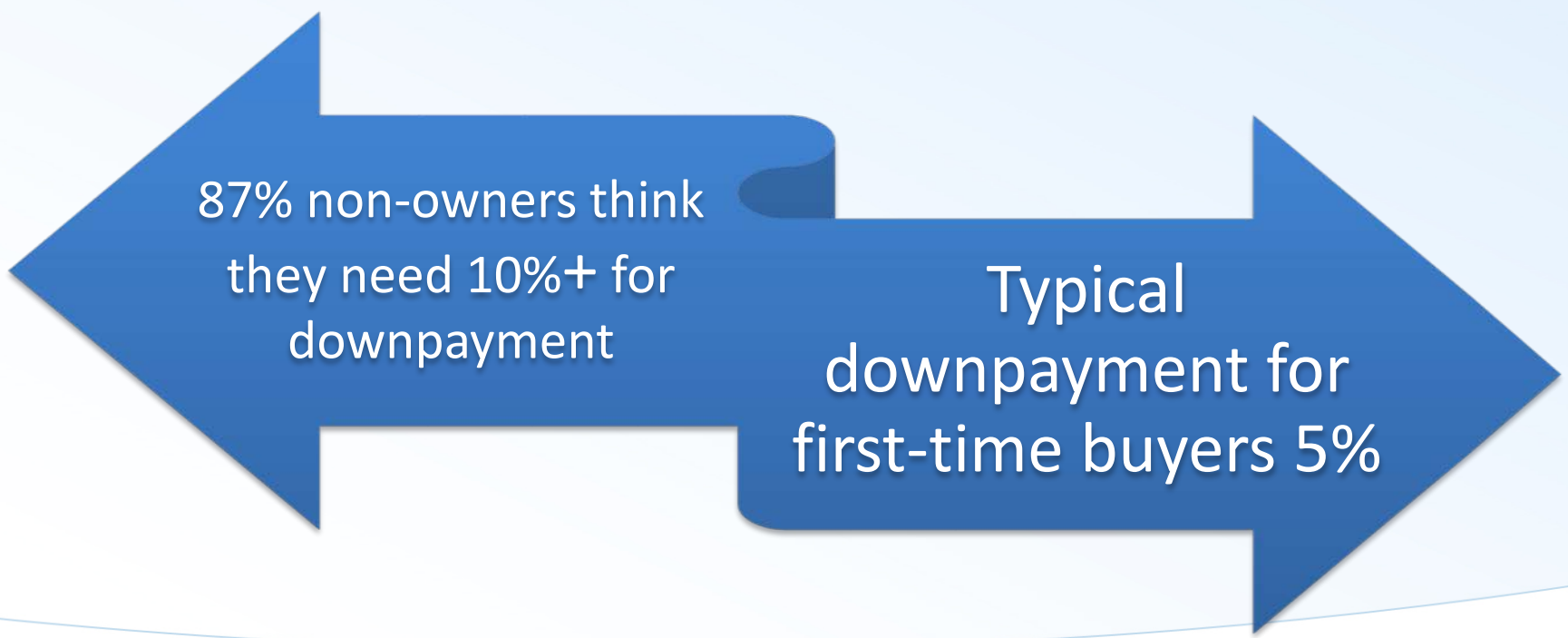


58% think community only affordable to
average and above incomes



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Knowledge Gap Among Non-Owners



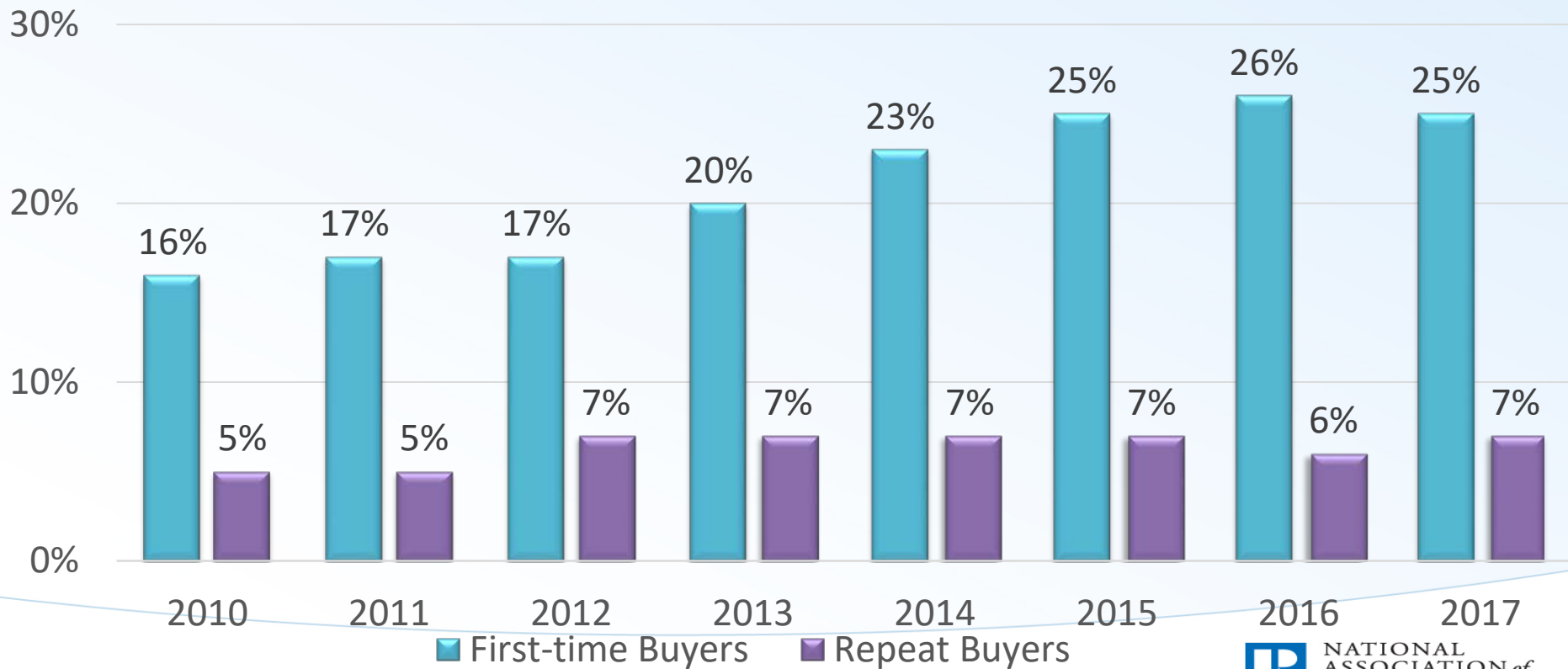
87% non-owners think
they need 10%+ for
downpayment

Typical
downpayment for
first-time buyers 5%



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Difficulty Saving for Downpayment



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How Can You Save?

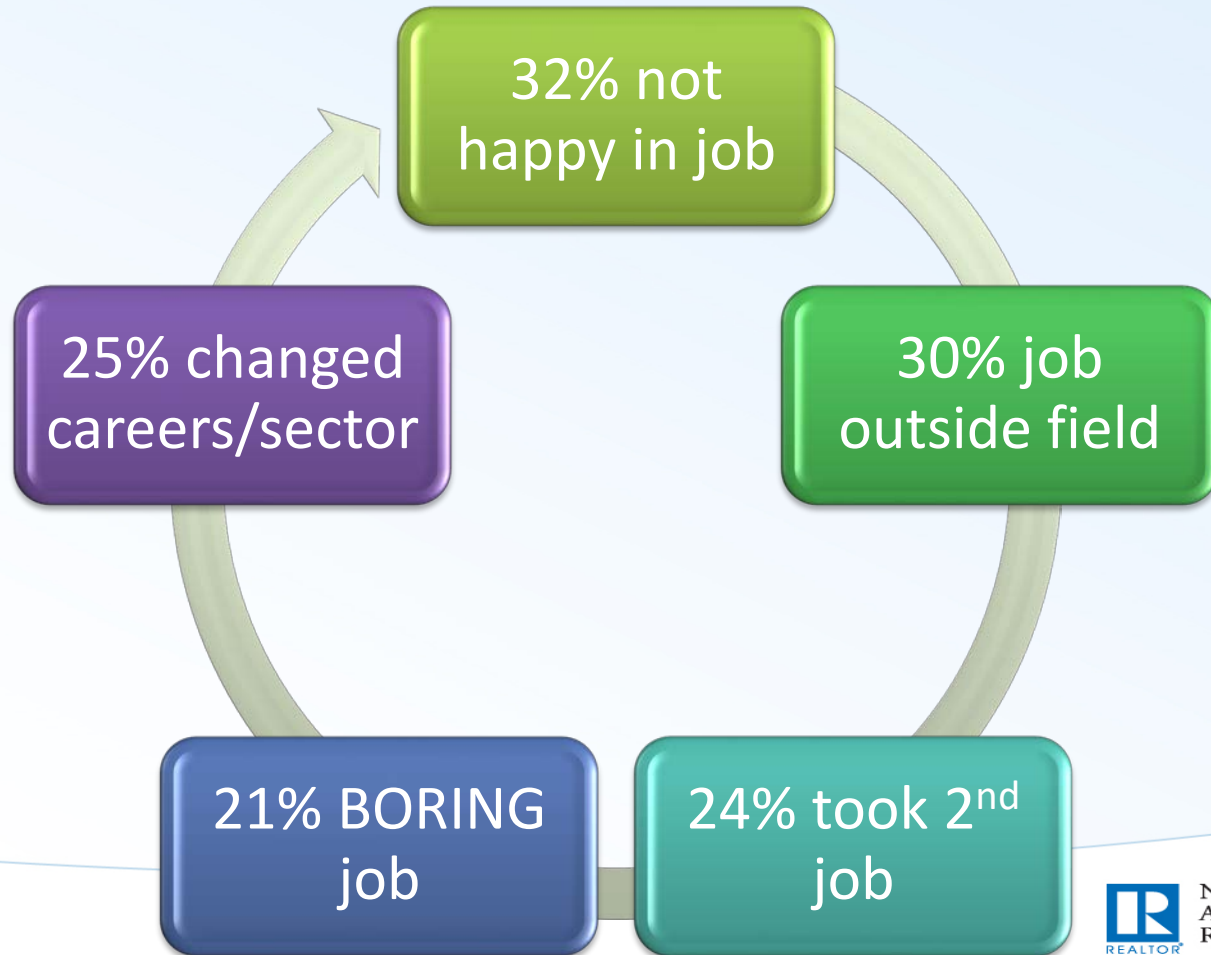


Median Student Loan
Debt: \$41,200

Median Income:
\$38,800



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The infographic features a large red circle in the center with the text "40% impacted starting a business". To the left is a teal circle with "Savings for retirement", and to the right is a blue circle with "Long-term savings". The background is light blue with several smaller colored circles (green, blue, purple) scattered around the main elements.

Savings for retirement

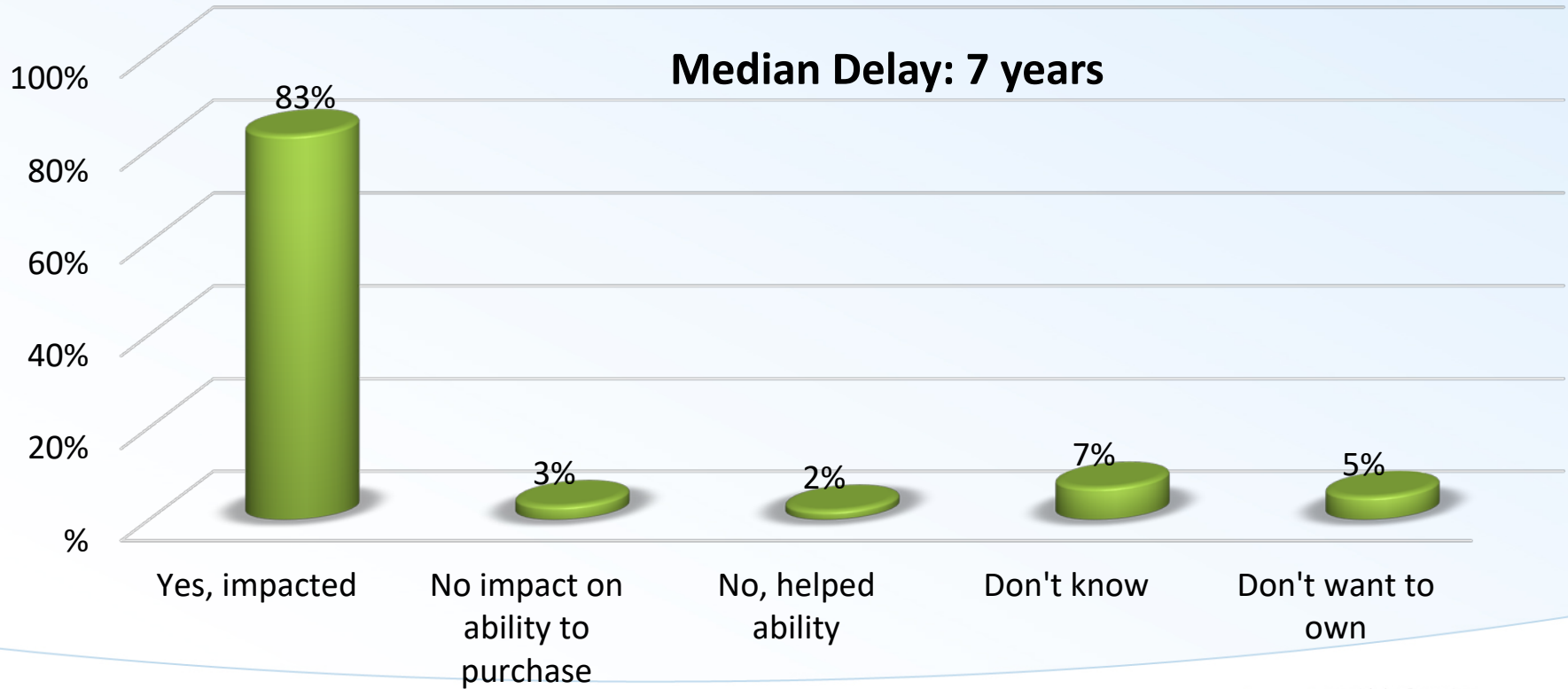
40%
impacted
starting a
business

Long-term
savings



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Non-Homeowners: Delay from Buying a Home



Reasons Non-Owners Don't Own Due to Debt

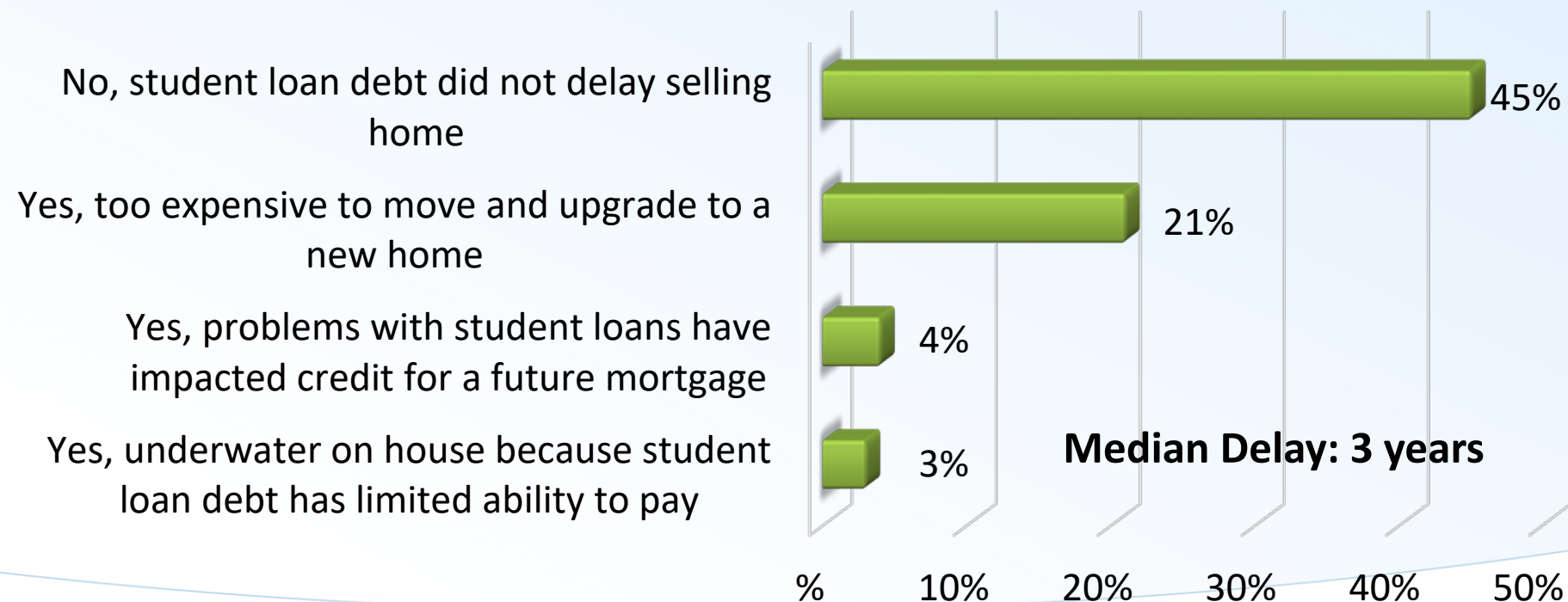
Can't save for a downpayment

Not financially secure enough

Can't qualify for a mortgage: debt-to-income ratio

Can't afford preferred home/ neighborhood

Among Homeowners: Delay Selling and Buying a New Home

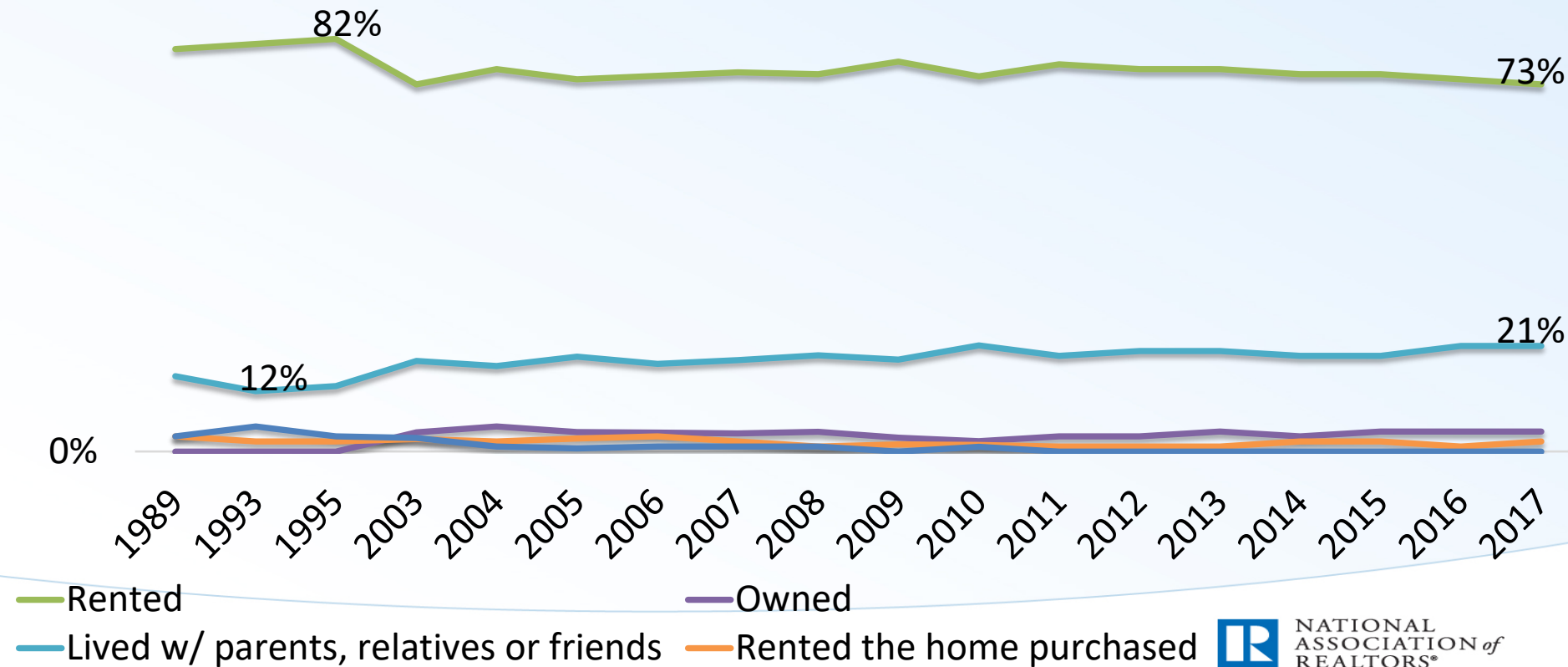


Buyers with Student Loan Debt

	All Buyers	First-time Buyers	Repeat Buyers
Have student loan debt	26%	41%	19%
Median amount student loan debt	\$25,000	\$29,000	\$24,000

Prior Living Arrangement of First-time Buyers

100%



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Profile of Home Buyers and Sellers

Home Buyer Price Divide



Family/friend help
w/ downpayment:
16%-6% more

Asian/Pacific
Islander buyer:
39%-17% more

African-
American/Black
buyer: 36%-7% less

Buyer w/ student
loan debt: 9%-4%
less



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First Step is Online Dream



Only 8% 1st reach out to bank/mortgage lender

Where Clients Come From



What Buyers Want: Find the Right Home

Honesty/Integrity

Knowledge

Experience/Reputation

Purchase
Process

Real Estate
Market

Communication

Responsiveness

What Sellers Want

Honesty/Reputation/Trustworthy

Market Home

Sell in
Timeframe
Needed

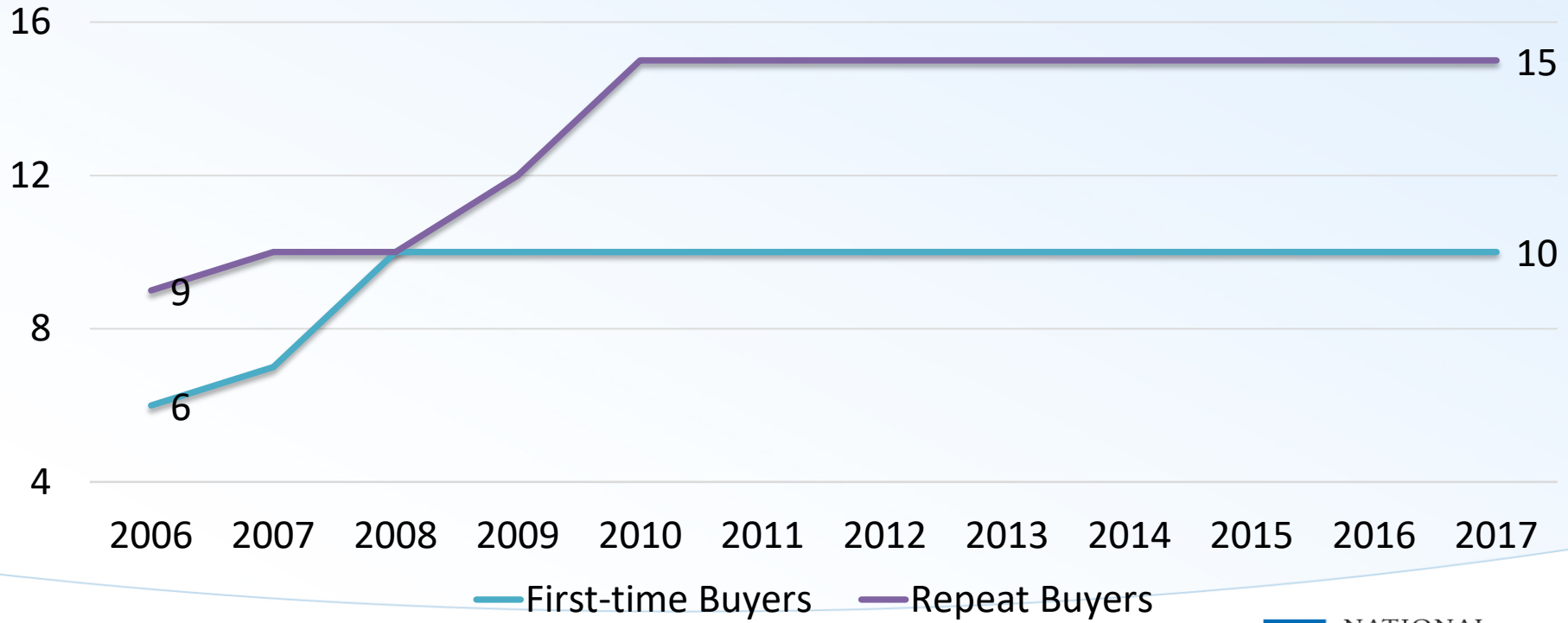
Price
Competitively

Find a
(Qualified)
Buyer



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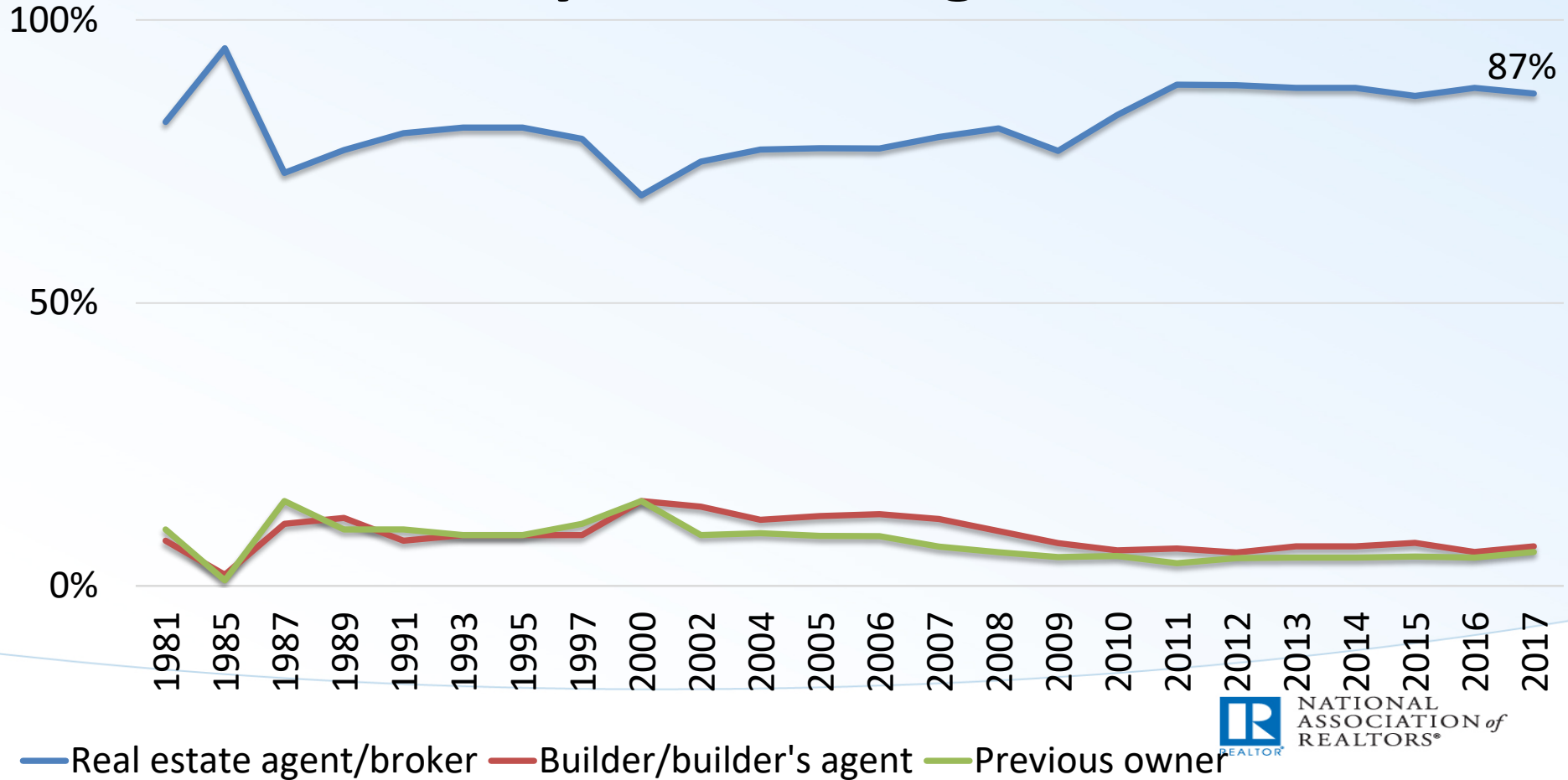
Maintain Relationships: Expected Tenure



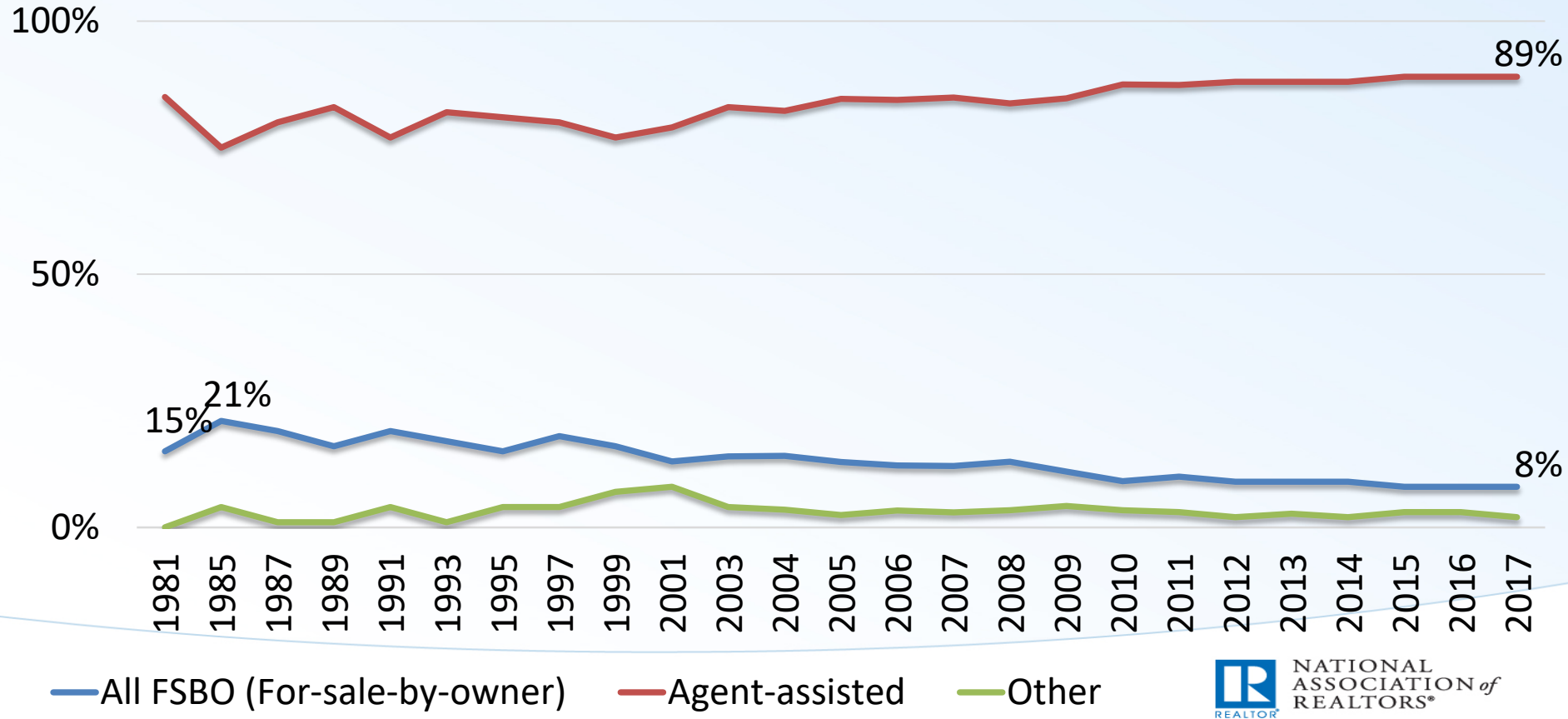
Actual Tenure in Home is Elevated



Buyer Use of Agents



Agent-Assisted Sales at All-Time High





2017 Edition!

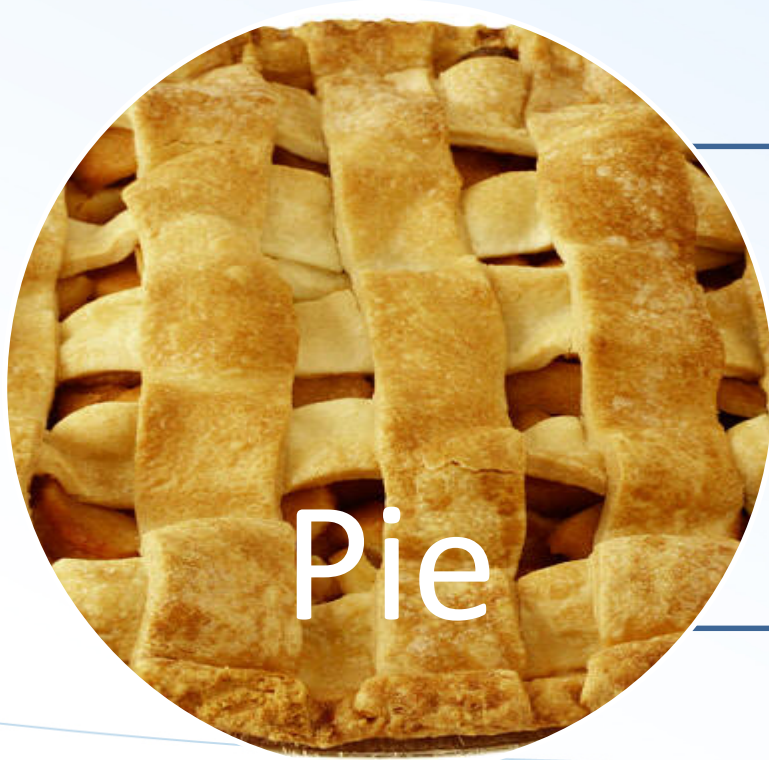
**>> Respond to the
Tax Reform Call to Action**

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and Sellers — Download >>**



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Apple Pie and Homeownership



8 in 10 part of
their American
Dream



9 in 10 want
to own in
the future

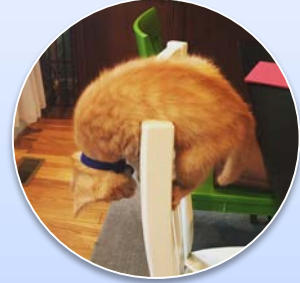
Babies With 4 Legs



99% part of family &
89% would not give
up pet due to
housing



Important: 85% large
enough home &
95% housing
community



½ undertook
renovations for pet



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