

# NAR SentiLock Home Showings Report February 2022

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 down 12% year-over-year. Showings declined in every region except the South (8%). Declines in Northeast region (-56%), Midwest (-25%) and West (-17%)
- ❖ The number of cards, a measure of the number of REALTORS® showing homes, increased 3% on a year-over-year basis.
- ❖ Showings per card, a measure of the intensity of demand and buyer competition, decreased 14% year-over year.

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# NAR SentiLock Home Showings Report

## United States

### Showings Down 12% Y/Y in February

February 2022 U.S. showings were down 12% year-over-year with 699,156 showings, according to data from SentiLock, LLC., a lockbox company. Typical seasonal showings trends changed in February where showing activity pace increased from previous months declines.

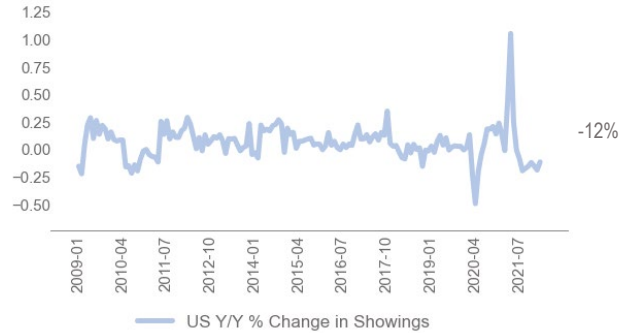
### SentiLock Cards Rose 3% Y/Y

Total U.S. SentiLock cards rose 3% year-over-year to 217,703. SentiLock cards, comprised of SentiKey® and SentiCard®, allows REALTORS® to access the Sentrilock® lockbox and is an indicator of the number of REALTORS® who conduct the showing.

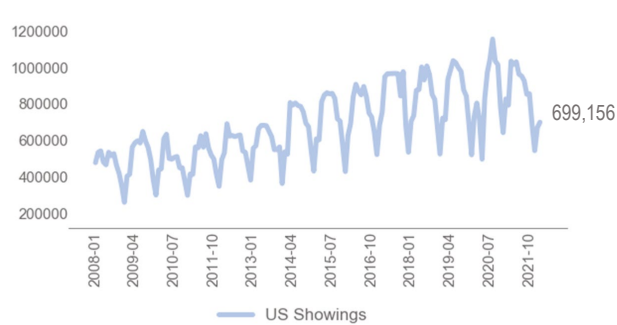
### Showings Per Card Decreased 14% Y/Y

The number of showings per card reflects the strength of buyer interest per listed property. At a national level, showings per card decreased 14% year-over-year in February.

U.S. Y/Y Change in Showings



U.S. Showings



U.S. Y/Y Change in Cards



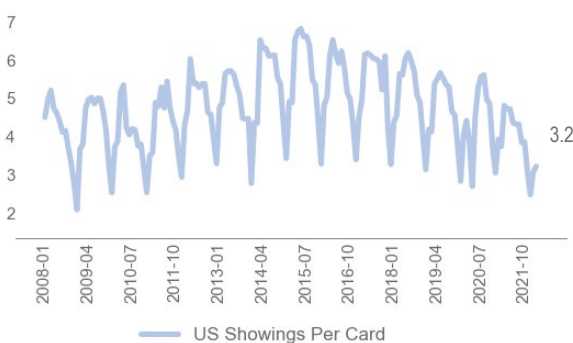
U.S. Cards



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 Decrease

Three of the four regions saw a decrease in showings on a year-over-year basis in February: The only gain was in the South (8%). Northeast region (-56%), Midwest (-25%) and West (-17%)

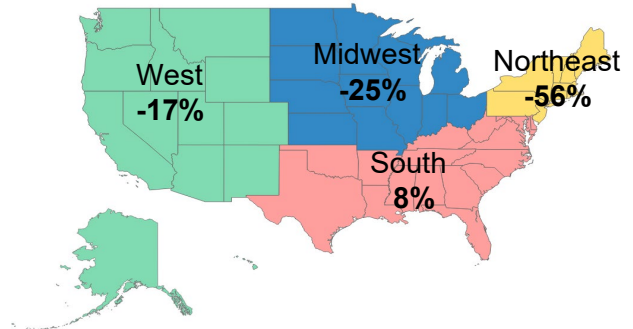
### Y/Y SentiLock Cards Increased in Every Region Except Northeast

Cards on a y/y basis were up in every region except the Northeast which was down -68%.

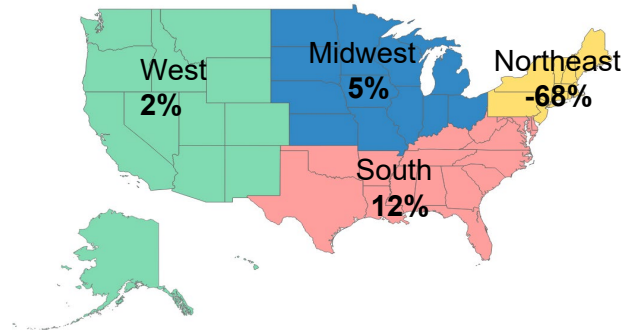
### Showings Per Card Decreased in Three of the Four Regions On A Y/Y Basis

Three of four regions saw a year-over-year decrease in showings per card, except the Northeast in February.

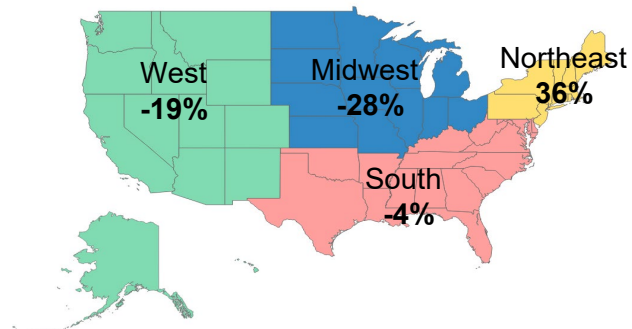
Regional Y/Y Change in Showings



Regional Y/Y Change in Cards



Regional Y/Y Change in Showings Per Card



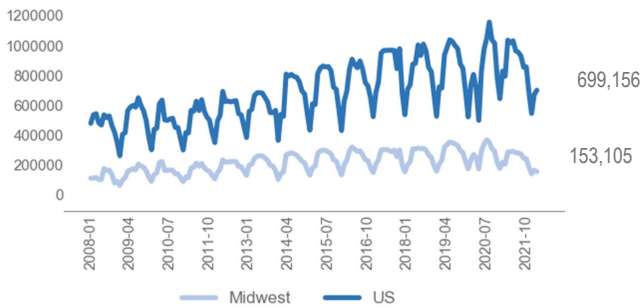
# NAR SentiLock Home Showings Report

## Midwest Region

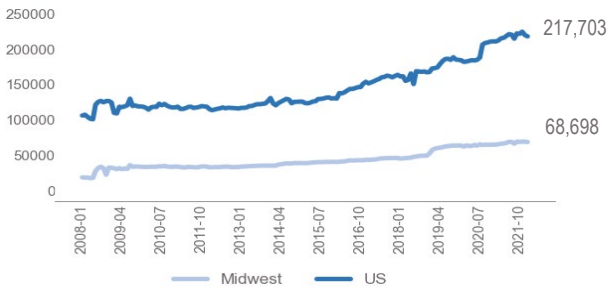
### MW Region Showings Decreased 25% Y/Y

Midwest Region showings declined y/y in February. The February 2022 figure represents a decrease of -25% year-over-year. The Midwest totaled 153,105 showings. Midwest Region Sentrilock cards decreased to 68,698. Showings per card inclined to 2.2. Year-over-year percent change in showings per card decreased -28%.

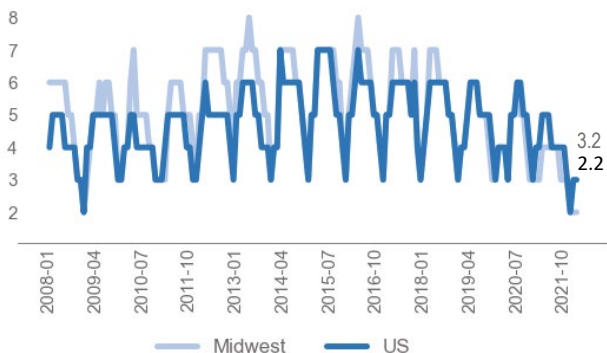
#### Midwest Showings



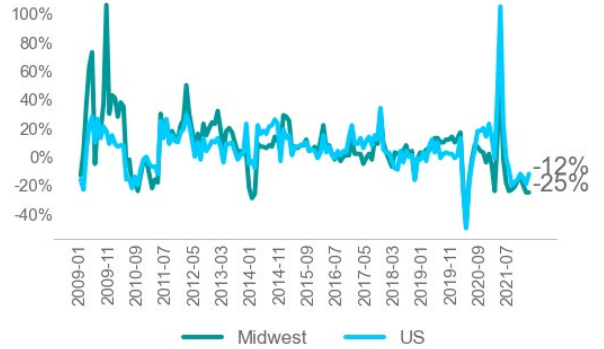
#### Midwest Cards



#### Midwest Showings Per Card



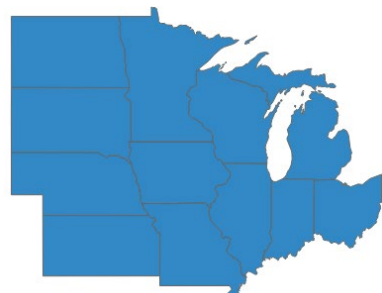
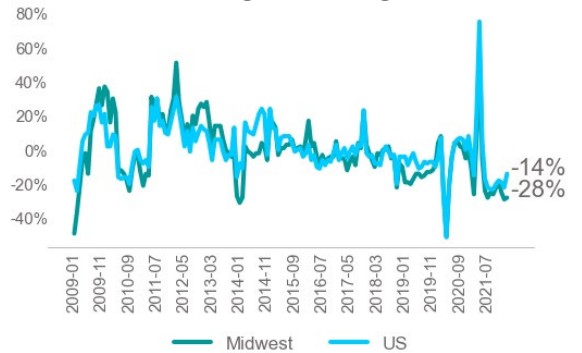
#### Midwest Y/Y Change in Showings



#### Midwest Y/Y Change in Cards



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



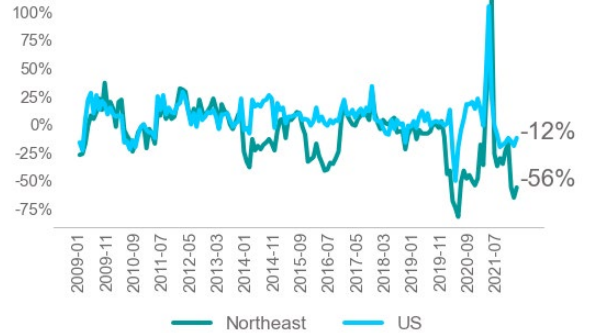
# NAR SentiLock Home Showings Report

## Northeast Region

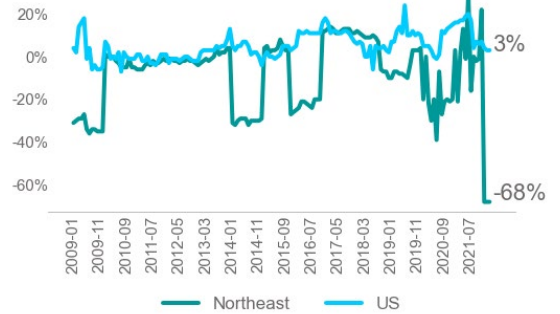
### NE Region Showings Decreased 56% Y/Y

NE Region showings decreased y/y in February. NE region showings decreased by -56% year-over-year. The Northeast totaled 5,078 showings in February. Northeast Region SentiLock cards increased to 3,303. Showings per card rose to 1.5. Year-over-year percent change in showings per card increased 36%.

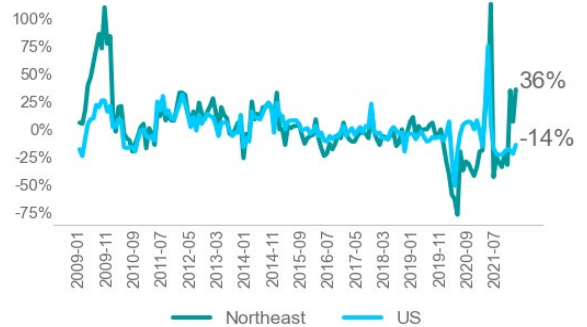
Northeast Y/Y Change in Showings



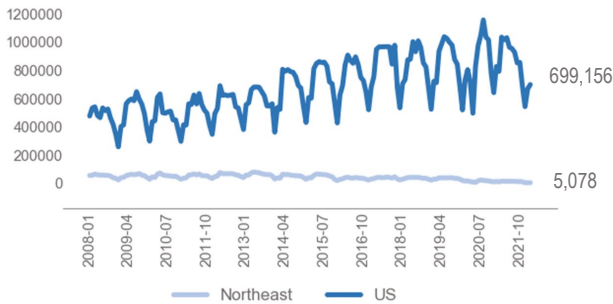
Northeast Y/Y Change in Cards



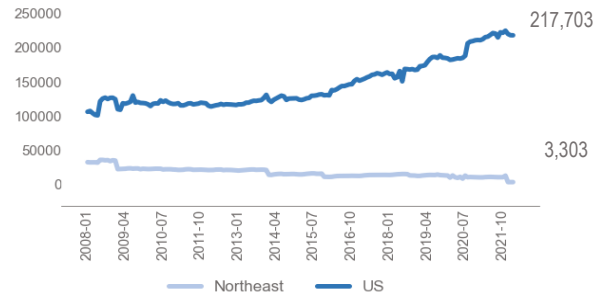
Northeast Y/Y Change in Showings Per Card



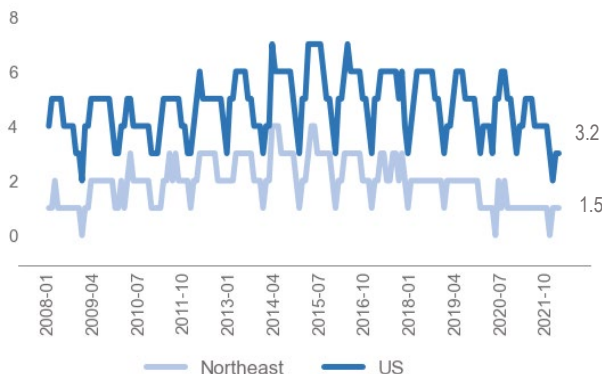
Northeast Showings



Northeast Cards



Northeast Showings Per Card



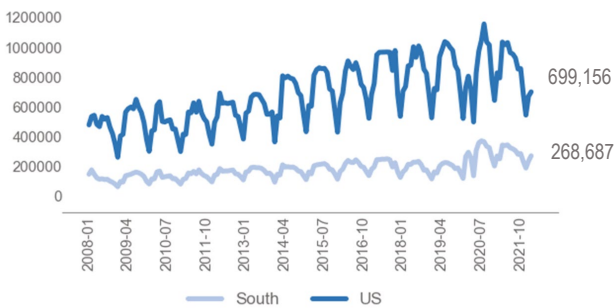
# NAR SentiLock Home Showings Report

## South Region

### SO Region Showings Increased 8% Y/Y

Showings in the Southern Region increased in February 2022 by 8% from the same period a year ago. The South totaled 268,687 showings in February. South Region SentiLock cards increased to 72,481. Showings per card increased to 3.7, but remains higher than the national level. Year-over-year percent change in showings per card declined by -4%.

South Showings



South Y/Y Change in Showings



South Y/Y Change in Cards



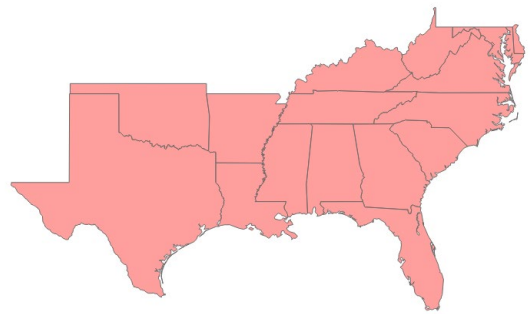
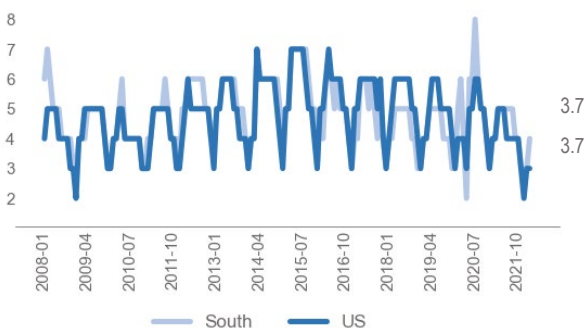
South Y/Y Change in Showings Per Card



South Cards



South Showings Per Card





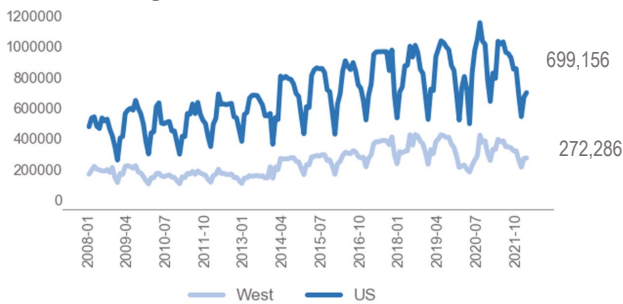
# NAR SentiLock Home Showings Report

## West Region

### WE Region Showings Decreased 17% Y/Y

West Region showings decreased y/y in February. Showings decreased by 17% year-over-year. The West totaled 272,286 showings in February. West Region SentiLock cards decreased to 73,221. Showings per card was flat from the prior month at 3.7 and remains the highest amongst regions along with the South. Y/Y percent change in showings per card was -19%.

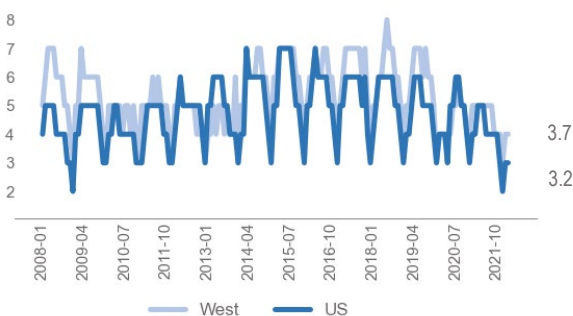
#### West Showings



#### West Cards



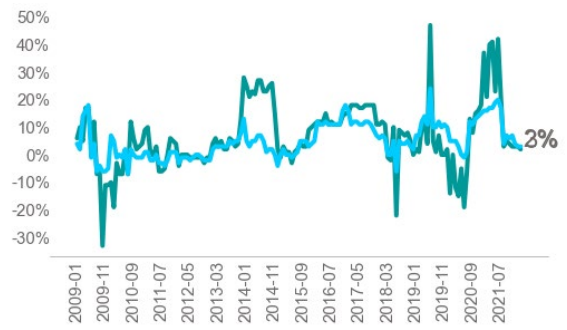
#### West Showings Per Card



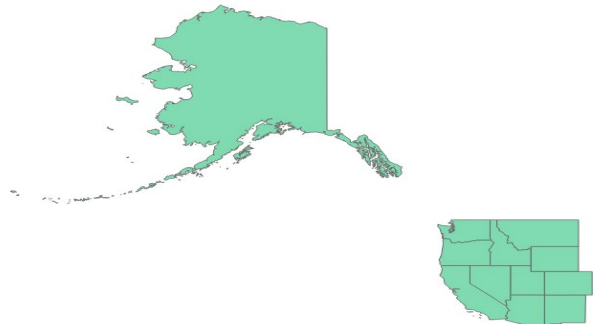
#### West Y/Y Change in Showings



#### West Y/Y Change in Cards



#### West Y/Y Change in 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

Lawrence Yun, PhD, Chief Economist and Senior Vice President of Research  
 Gay Cororaton, Senior Economist, Director of Housing and Commercial Research  
 Brandon Hardin, Research Economist  
 Michael Hyman, Research Data Specialist  
 Meredith Dunn, Research Manager

# 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.

## **NATIONAL ASSOCIATION OF REALTORS® RESEARCH GROUP**

The Mission of the National Association of REALTORS® Research Group is to collect and disseminate timely, accurate and comprehensive real estate data and to conduct economic analysis in order to inform and engage members, consumers, and policymakers and the media in a professional and accessible manner.

### **NATIONAL ASSOCIATION OF REALTORS®**

Research Group  
500 New Jersey Avenue, NW  
Washington, DC 20001  
202-383-1000  
[data@nar.realtor](mailto:data@nar.realtor)

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