

# Housing Market Outlook

**Dr. Jessica Lautz**, Vice President, Demographics and Behavioral Insights, NAR

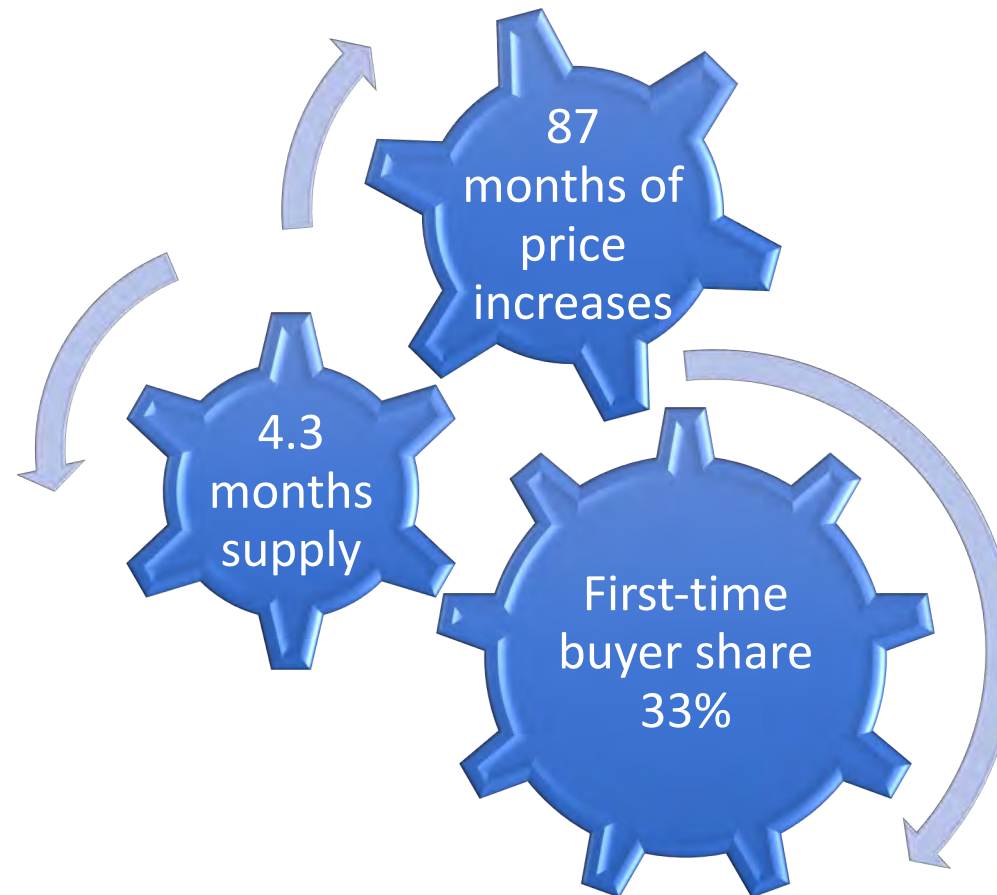
A row of colorful, ornate Victorian houses in San Francisco, known as the 'Painted Ladies'. The houses are painted in various colors like yellow, red, blue, and white, with intricate architectural details. The scene is set against a clear blue sky with a large tree on the right.

# 1. Lack of Affordable Housing Inventory

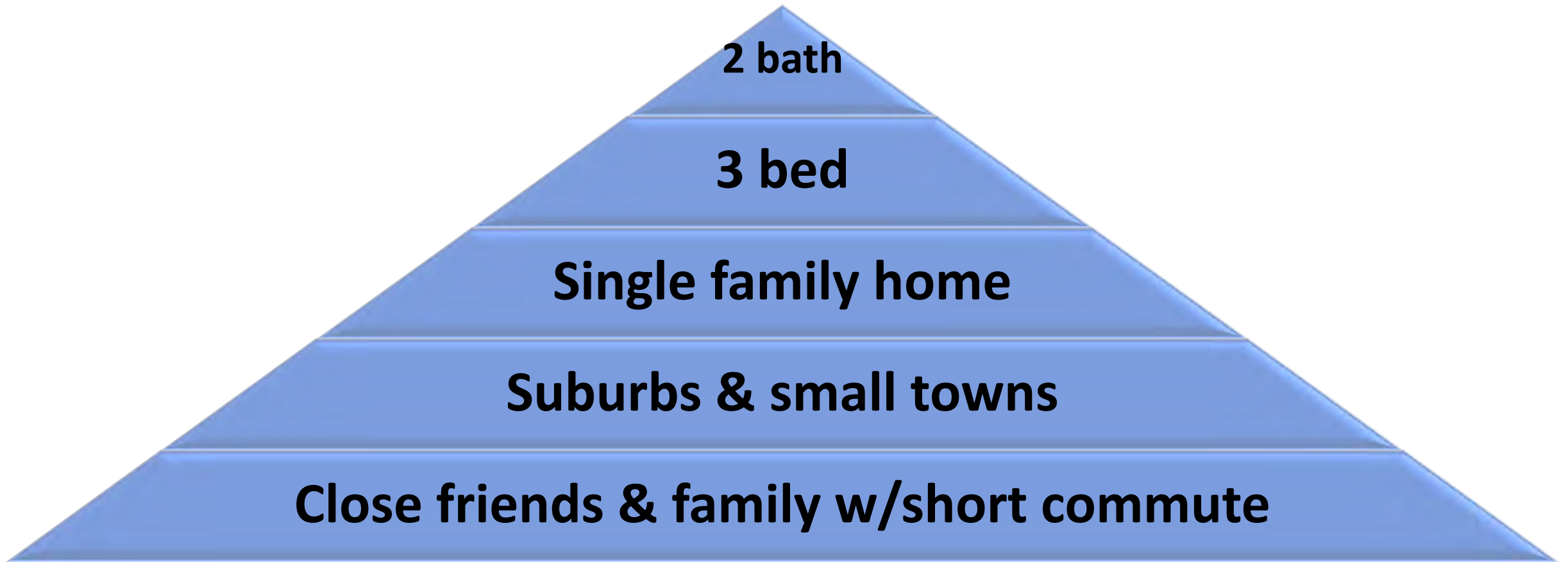


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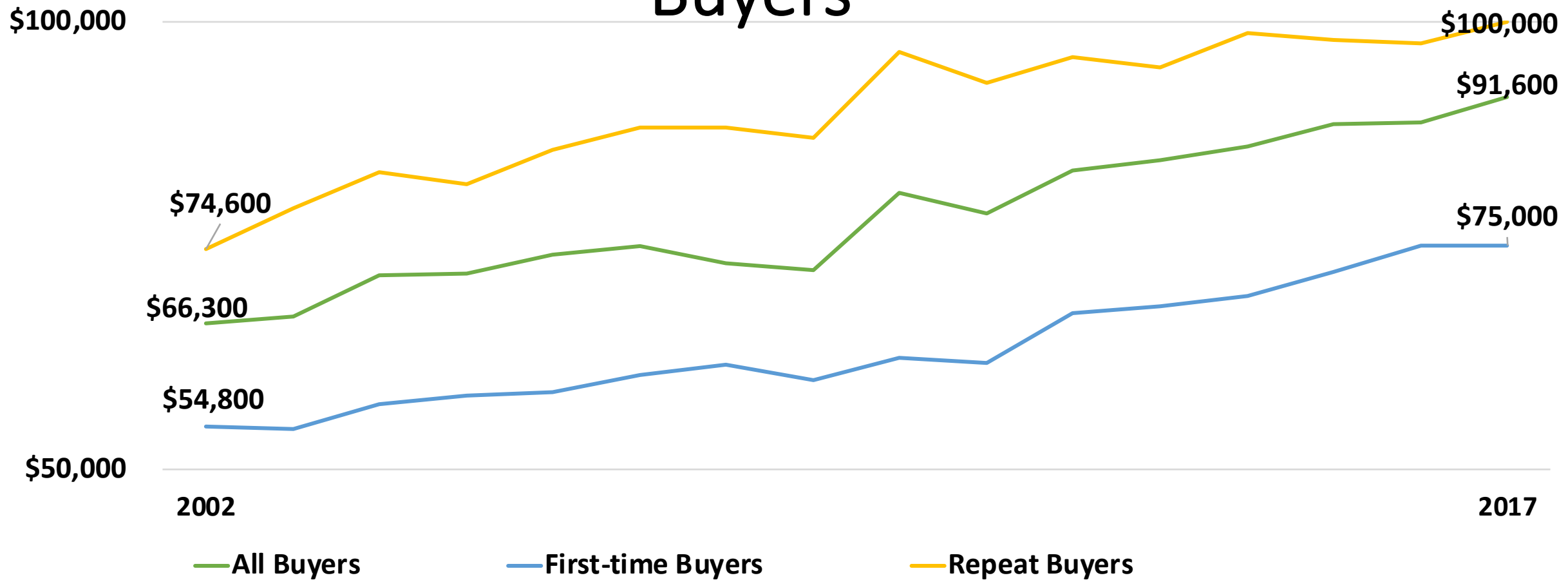
# Low Inventory Driving Prices



# Everyone Wants a Similar Home..... We Are Short by 5-6 Million Homes



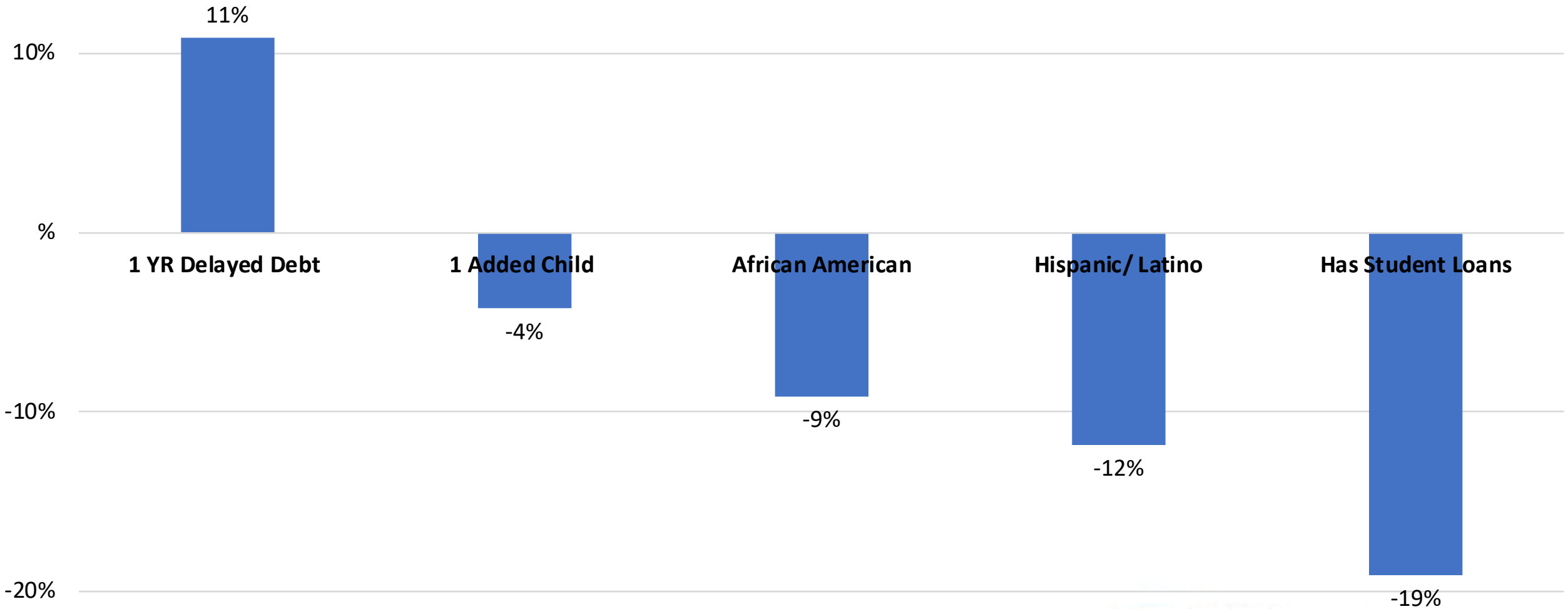
# Rise in Household Income Successful Buyers




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# Home Prices Among Successful Buyers



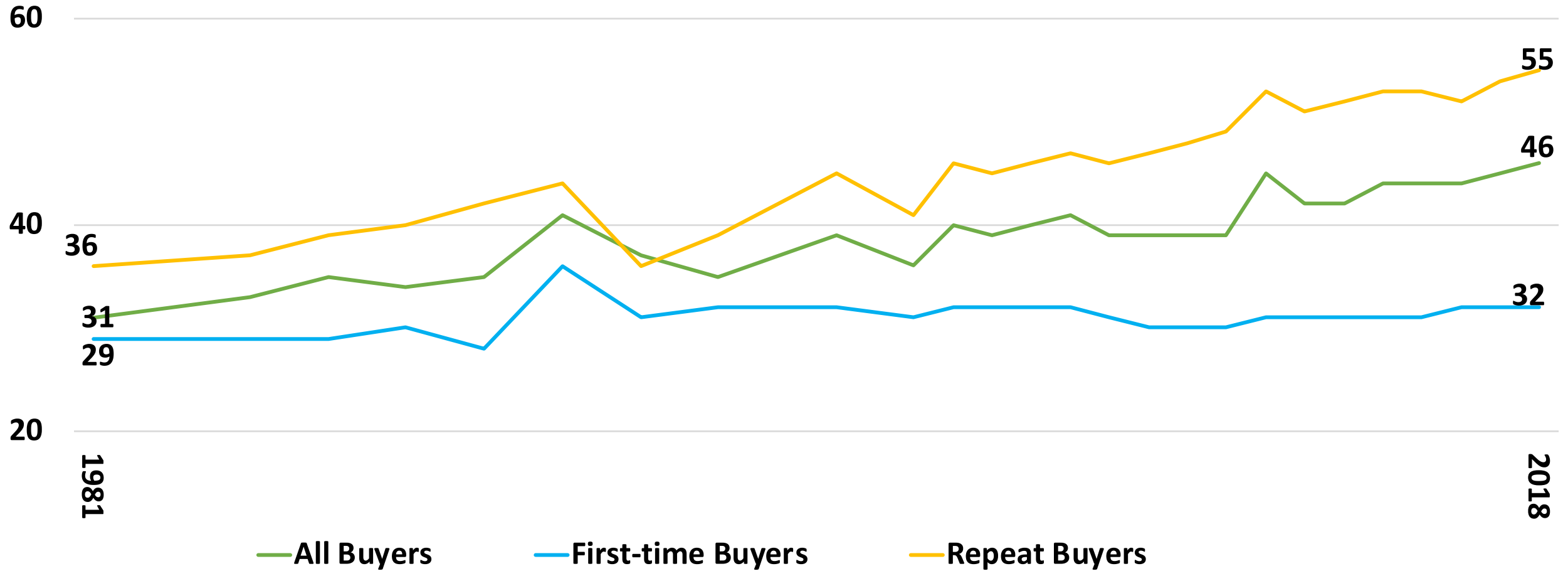


## 2. Repeat Buyers are Older, Singles are In



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# Median Age of Home Buyers



Source: NAR Profile of Home Buyers and Sellers

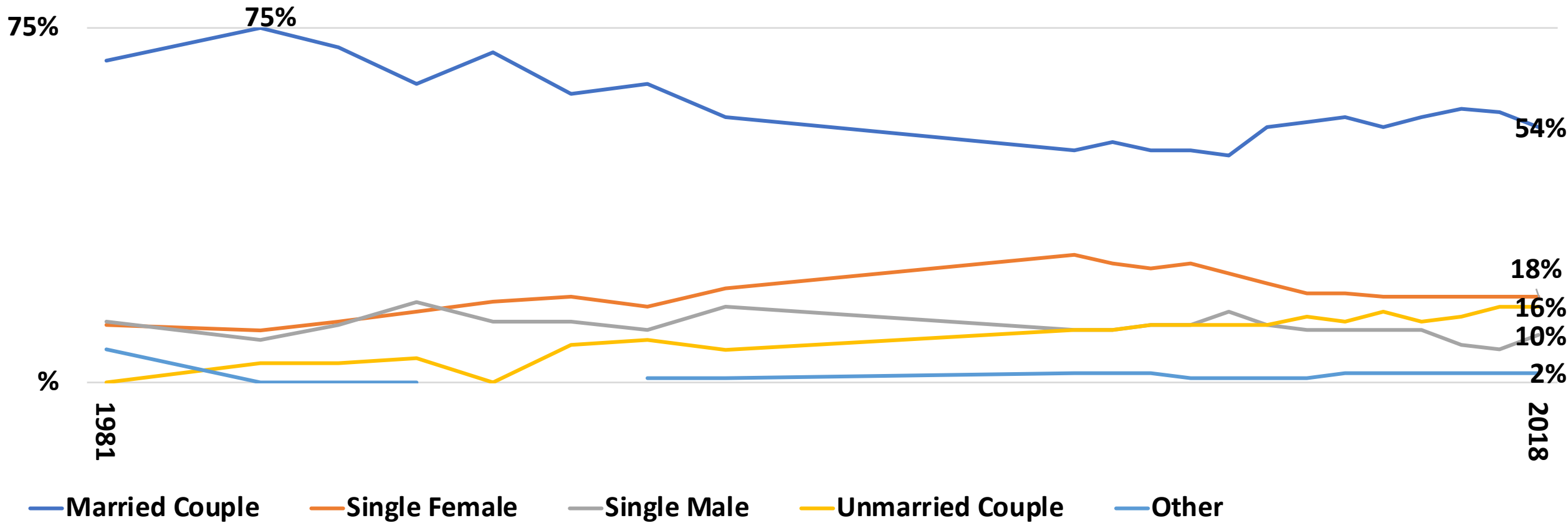


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# First-time Buyers: Skipping the Ring



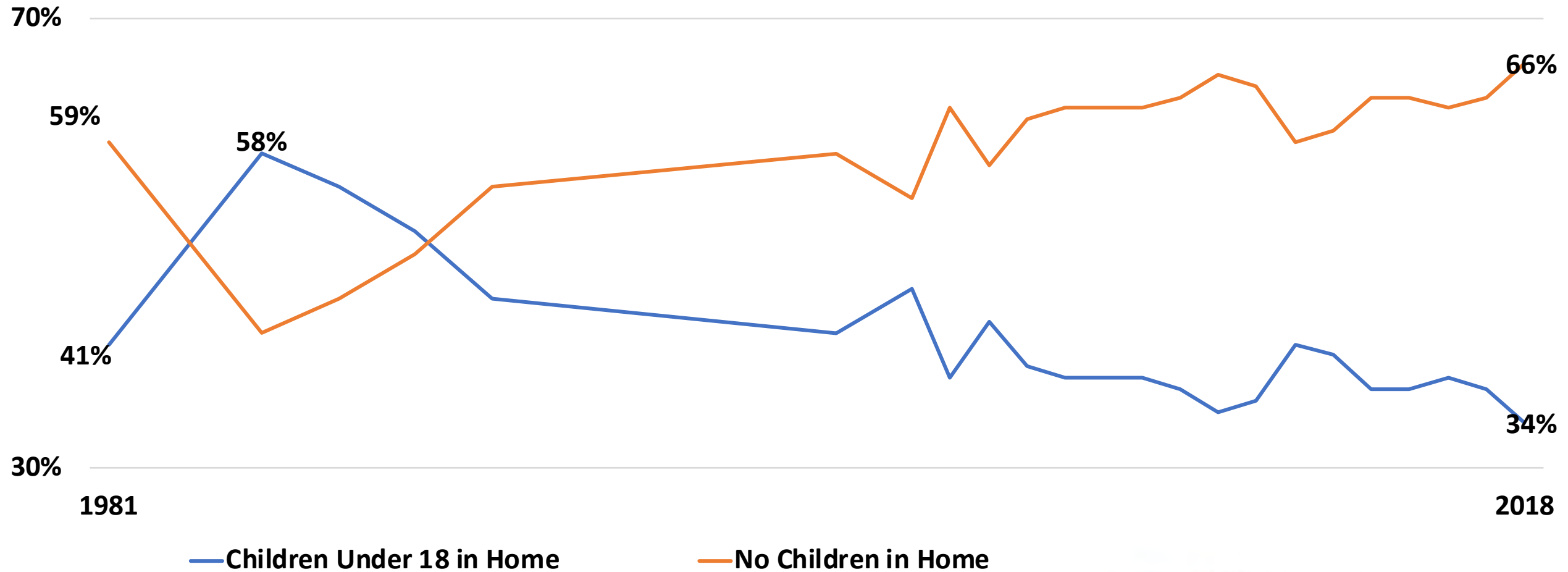


### 3. Caretaking Now Needs a Lint Brush



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# Buyers Skipping the Baby



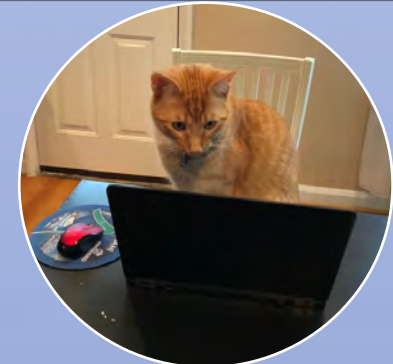
# Babies With 4 Legs



89% would not give up pet due to housing



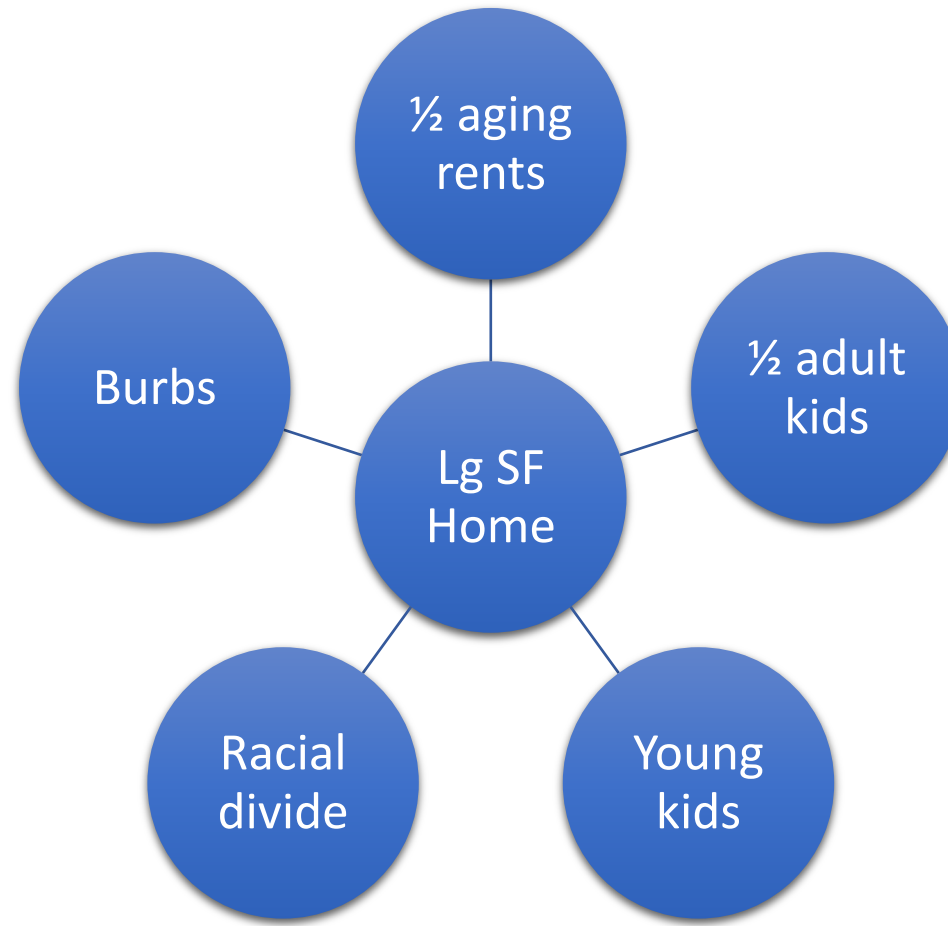
Important: 85% large enough home



20% unmarried couples chose neighborhood for pet needs



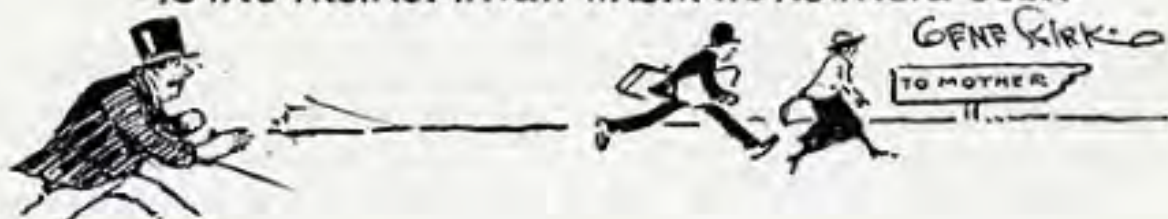
# 1 in 6 Gen Xers=Multi-Gen Home



MANY COUPLES ARE MOVING BACK TO MOTHER TO SOLVE THE HOUSING  
PROBLEM.—NEWS NOTE.



☐ If mother-in-law we'd often jest,  
But to her we now make our request,  
Like the prodigal son of biblical lore,  
We penitents wish to return once more,  
From the landlord's grasp we fly in fear,  
To the mother-in-law whom we now hold dear.



nardotrealtor • Following

nardotrealtor #TBT - Apparently there have always been boomerang kids. (National Real Estate Journal, June 21, 1920)



116 likes

MAY 3

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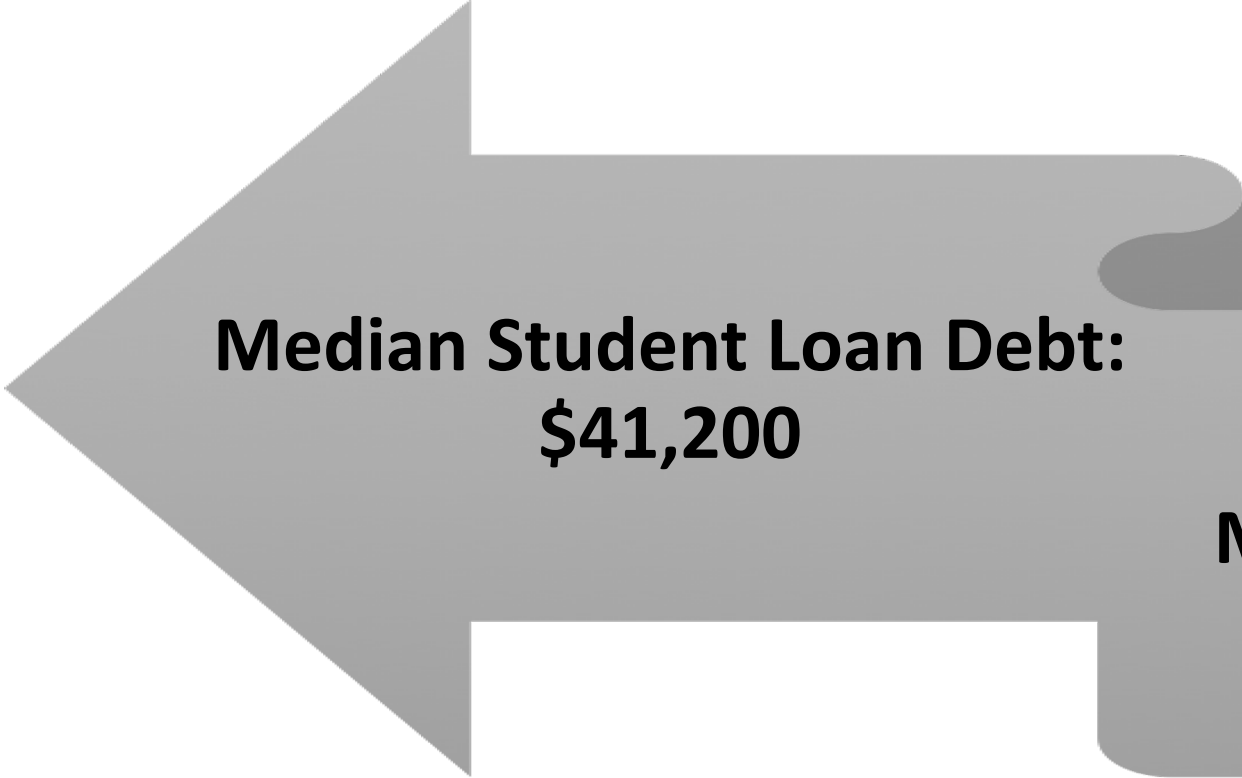


## 4. \$tudent Debt is Crushing Finances



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# How Can Responsible Millennials Save?



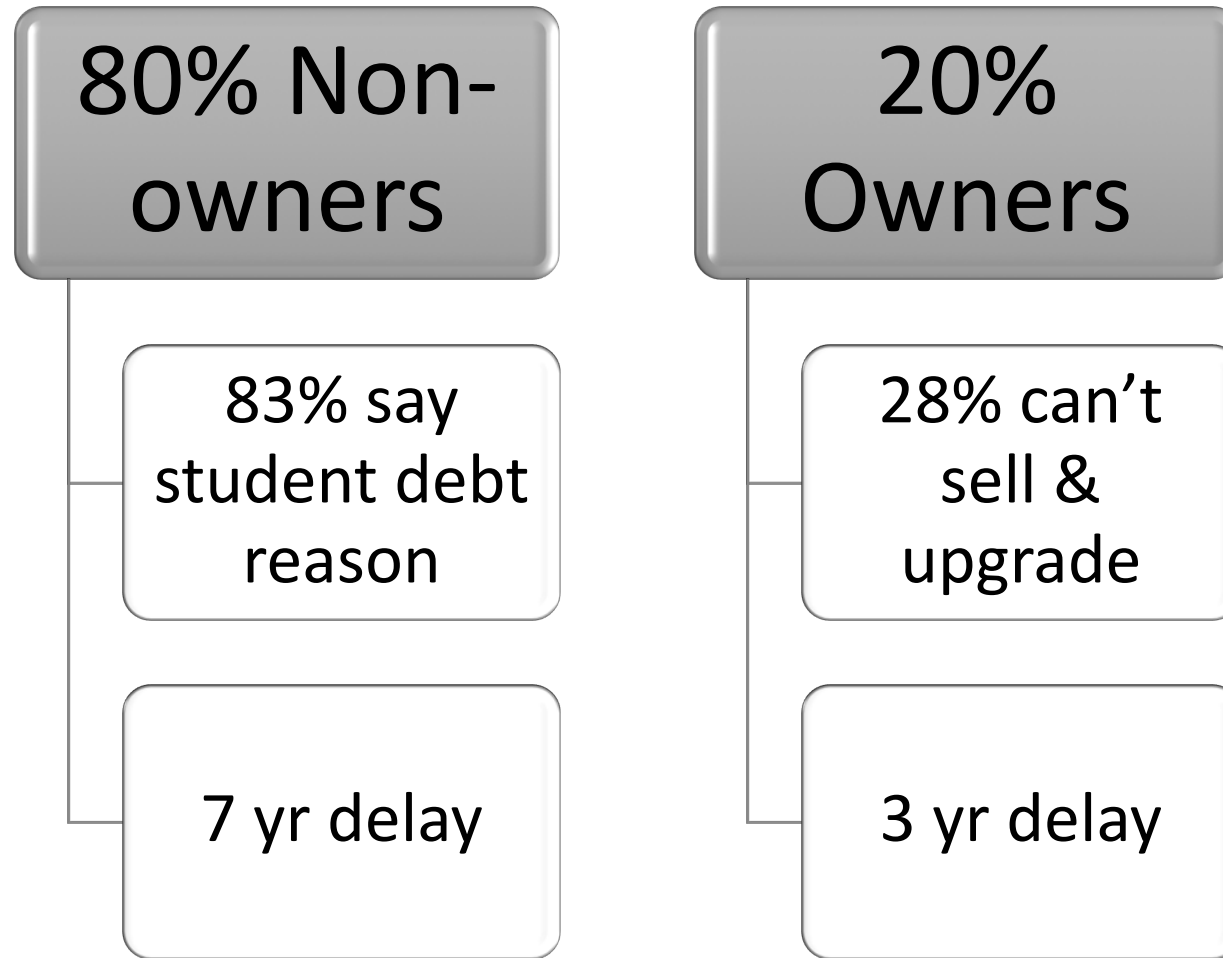
**Median Student Loan Debt:  
\$41,200**



**Median Income: \$38,800**



# Student Debt Delays Home Buying AND Selling



# Downpayment Knowledge Gap

Wrong idea: 87% non-owners need 10% or MORE

Reality: Typical for first-time buyers  
7%



## 5. Bank of Mom and Dad

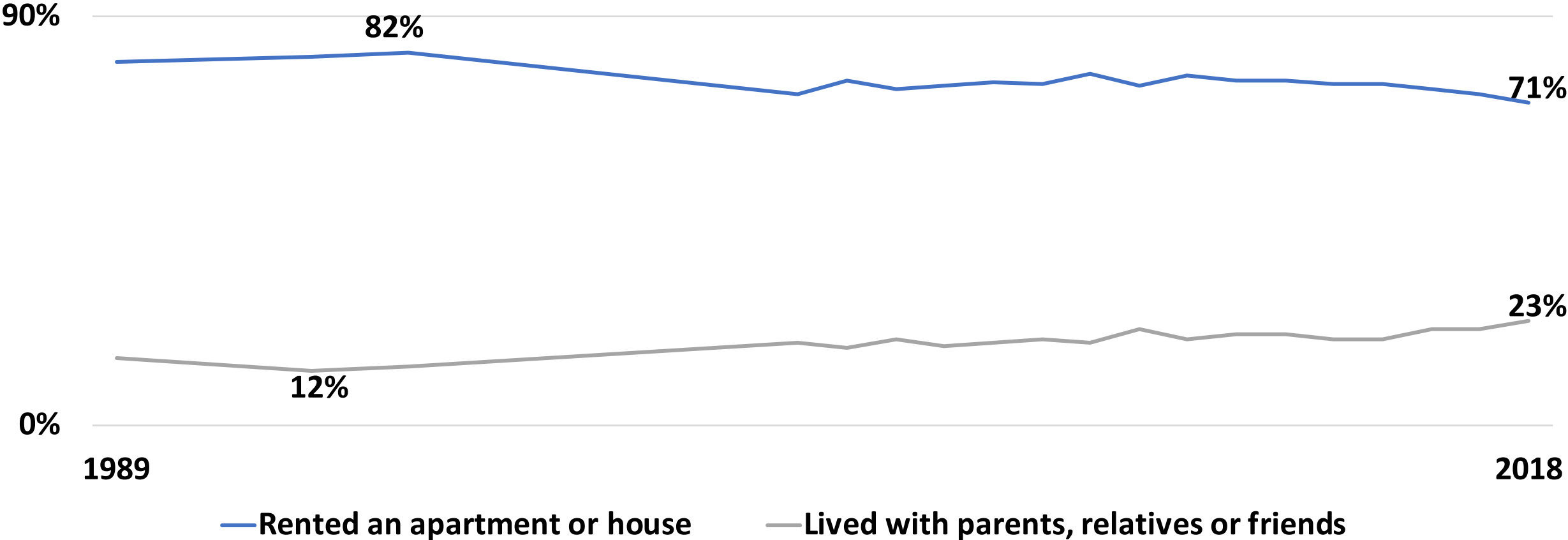


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**One-Third** of First-Time Buyers Used Downpayment  
Help From Friends & Family

# First-Time Buyer: Prior Living Arrangement






## 6. Bar Has Risen on Buyer Expectations



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A vintage television set with a silver frame and a dark screen, mounted on a black tripod stand. The TV is positioned against a light-colored, textured wall. The screen shows a blurry, dimly lit interior scene. The overall lighting is soft and slightly dim, creating a nostalgic atmosphere.

65% members cited a portion of buyers expect  
homes to look like TV shows

A vintage television set with a silver frame and a dark screen is mounted on a black tripod stand. The screen shows a blurry, dimly lit interior scene. The background is a textured, light-colored wall. The floor is a greenish-brown color.

71% members cited a portion of buyers are  
disappointed real homes don't look like TV shows



An overhead photograph showing several people gathered around a table. One person is pointing at a laptop screen, while another is pointing at a tablet. The scene is brightly lit, and the focus is on the collaborative activity of looking at digital content.

60% members cited a portion of buyers **consult**  
**family for advice**

Staging: brings buyers, help visual as own,  
sells faster, more \$\$\$





7. Tenure is Longerrrrrrrrr

# Actual Tenure in Home is Elevated: Median Years



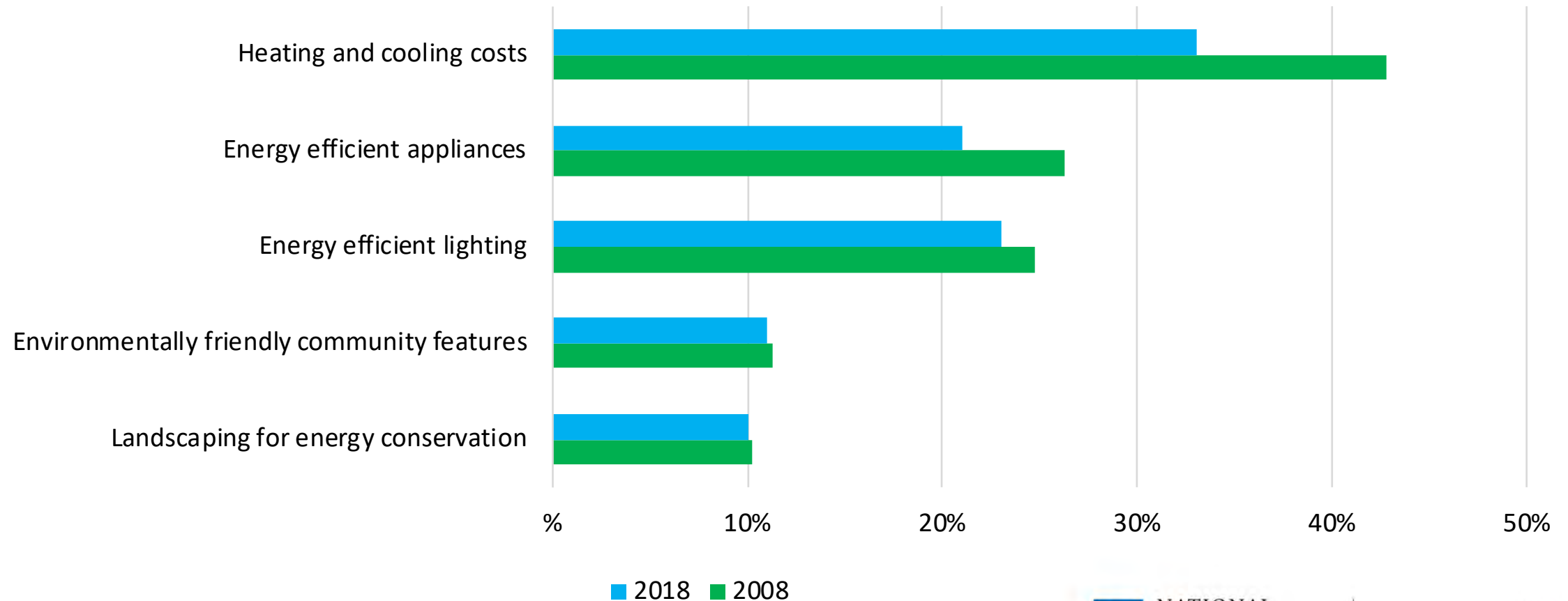
A photograph of three white wind turbines in a grassy field during sunset. The sky is a mix of orange, yellow, and blue. In the background, there are rolling hills and a small town.

## 8. Sustainability is a **Cool** Concept

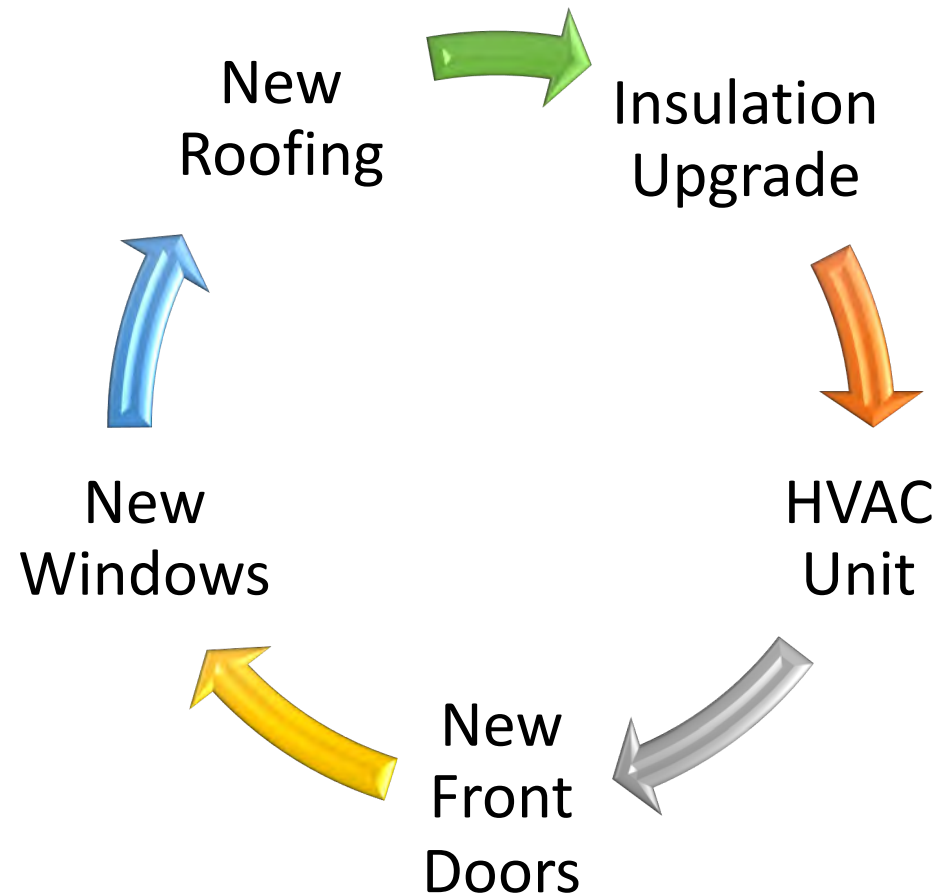


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# 2008 vs 2018 Buyers Ranking of Very Important



# Common Projects to Remodel for Energy Efficiency





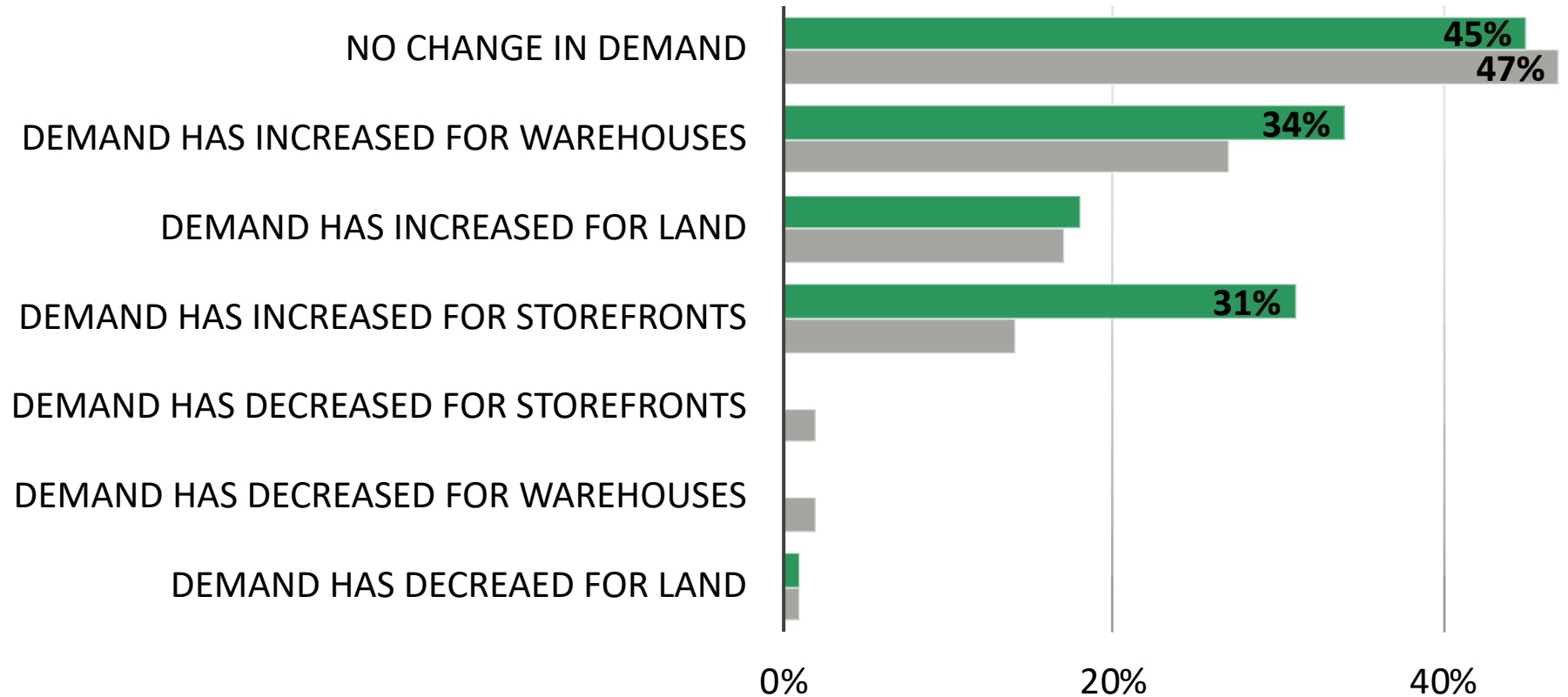
## 9. Marijuana Is a Budding Issue



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# Commercial Inventory Changes




■ Only Prescription is Legal

■ Both Recreational & Prescription Are Legal



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A top-down view of a wooden table with cannabis buds, jars, and a person's hands rolling a joint. The scene is dimly lit, focusing on the central activity. Several clear plastic jars are scattered around, some containing ground cannabis. A person's hands, with orange nail polish, are visible in the lower left and right, rolling a joint on a white paper. A metal grater is also present on the table. The overall atmosphere is one of a casual, indoor cannabis preparation session.

Res Leasing: 1/3 seen addendums,  
1/5 smell & 1/10 moisture an issue

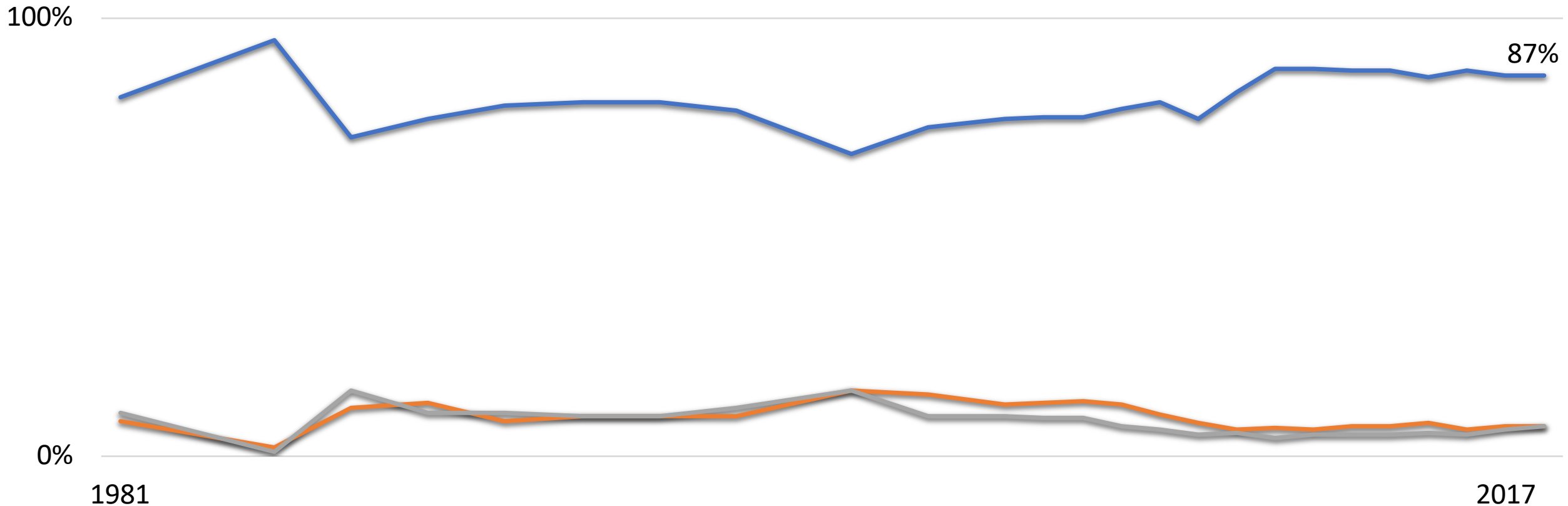
A group of four professionals (three men and one woman) are gathered around a table in a meeting. They are looking at a tablet held by one of the men and a laptop on the table. The scene is brightly lit, suggesting an office or conference room environment. The overall tone is professional and collaborative.

## 10. Agent Use is High



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# Buyer Use of Agents



— Real estate agent/broker

— Builder/builder's agent

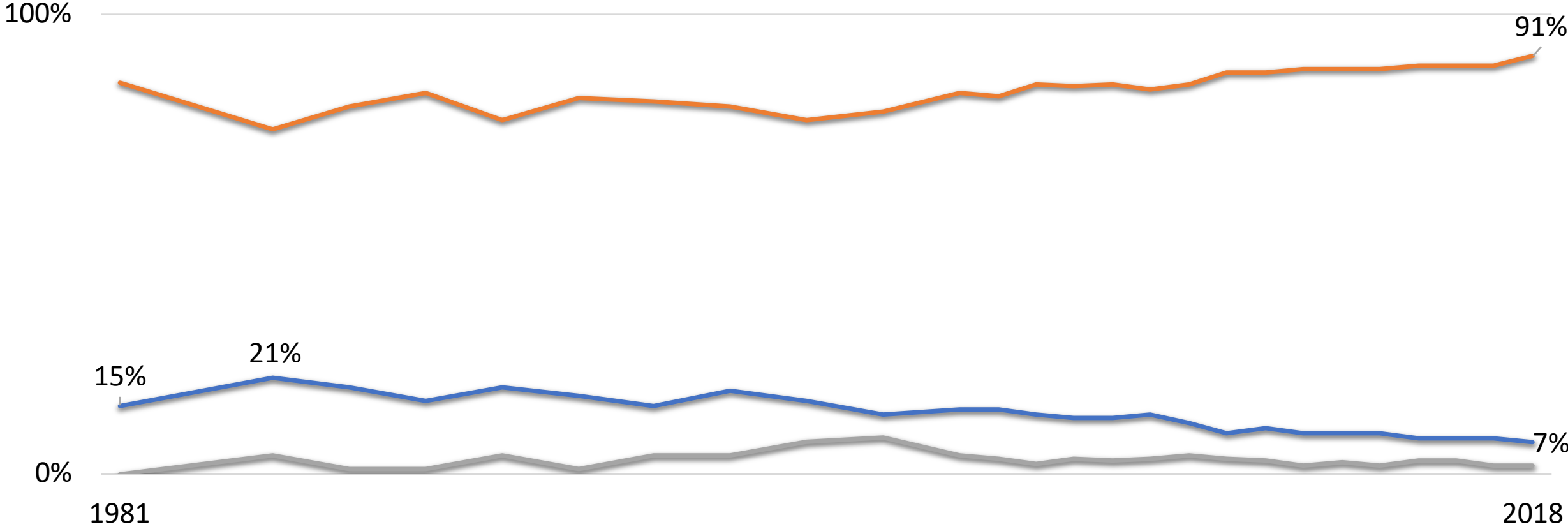
— Previous owner



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# Agent-Assisted Sales All-Time High



— All FSBO (For-sale-by-owner)

— Agent-assisted

— Other



A set of keys with a house-shaped keychain is shown on a wooden surface. The keychain is a light-colored plastic house shape with three rectangular cutouts. The keys are silver and have a textured, house-shaped head. The background is a rustic wooden surface with visible grain and knots.

# 11. Homeownership is a Goal

# Apple Pie, Baseball, Homeownership



9 in 10 non-owners part  
of their American Dream

8 in 10 want to  
own in the future

# THE ECONOMIC IMPACT OF A TYPICAL HOME SALE

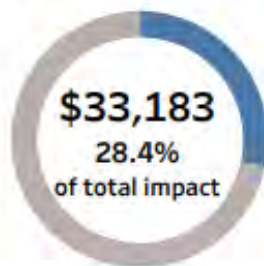
in Oregon

The real estate industry accounted for \$48.4 billion or 20.3% of the gross state product in 2018.

TOTAL ECONOMIC IMPACT

**\$116,840**

Income generated from  
real estate industries



+

Expenditures related  
to home purchase



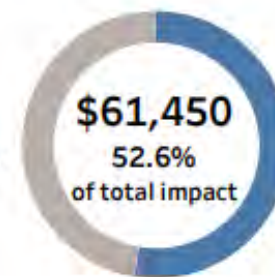
+

Multiplier of housing  
related expenditures



+

New home construction





# NAR's U.S. Economic Outlook: No Recession

(as of May 2019)

	2017	2018	2019	2020
GDP Growth	2.2	2.9	2.5	2.0
Unemployment rate	4.4	3.9	4.0	4.1
30-yr mortgage rate	4.0	4.5	4.3	4.6
Housing Starts ('000)	1,203	1,250	1,266	1,400
Single-family	849	876	910	1,010
Multi-family	354	374	356	390



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