

2015

Buying & Selling Presentations

Using NAR Research to Connect with Clients

Ideas and examples you can use, as well as resources for creating your own customized presentations



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 NATIONAL
ASSOCIATION *of*
REALTORS®

- I. Included in this kit are two PowerPoint presentations that have been put together for both the buying and selling side, with information from the [Profile of Home Buyers and Sellers](#). The information can be used ad hoc, however, for your own presentations. Here are the bullet points for your own use.

Buyers:

- Nine in 10 buyers (88%) find their home through a real estate agent.
- 97% of buyers say honesty and integrity is one of the most important qualities for a real estate agent.
- 94% of buyers say agent responsiveness is one of the most important qualities for a real estate agent.
- 93% of buyers say knowledge of the purchase process is one of the most important qualities for a real estate agent.
- The largest share of home buyers are buying because of major life changes (new jobs, expanding families, etc).
- 23% of buyers compromised on the price of the home.
- 20% of buyers compromised on the size of the home
- The number of buyers compromising on aspects of the home is higher for first-time buyers compared to all buyers; be willing to take a look at what is available.
- More than half of all buyers report that the most difficult task is simply finding the right home to buy.
- The second and third hardest tasks are the paperwork involved and understanding the process of buying a home.
- The typical home buyer searched for 10 weeks and viewed 10 homes—this is two weeks shorter than last year.
- 8 in 10 buyers want phone calls to communicate agent activities to them.
- 6 in 10 buyers want e-mails to discuss specific needs or actions related to the home buying process.

Sellers:

- Nine in 10 buyers (88%) find their home through a real estate agent.
- Most sellers (8 in 10) report they would use their agent again or recommend them to others.
- 70% of home sellers only contacted one agent before selecting the one to assist with their home sale.
- In general, the four reasons people sell their home are: upsizing - moving to a larger home; job-related move; getting closer to friends and family; downsizing - moving to a smaller home.
- While traditional methods like yard signs and open houses are still popular, more than half of buyers found the home they would purchase online.
- Increasingly, buyers look online for properties first.
- Younger buyers are more likely to use their mobile devices in the home search process, while older buyers are more likely to stick to traditional methods like visiting open houses.
- 9% of sellers go the route of FSBO (For Sale by Owner).
- The median sales price of a FSBO was \$208,700.
- The median sales price of an agent-assisted sale was \$235,000.
- The most difficult task for a FSBO seller is to price the home correctly.
- It's important to price the home to move quickly: the longer the house stays on the market, the more the asking price was reduced.
- If a house was on the market longer than nine weeks, 69 percent of sellers reduced the asking price. Longer than 17 weeks, 83 percent reduced the asking price.
- The most common incentives offered to buyers are home warranty policies and assistance with closing costs.

II. You can customize the PowerPoints yourself with your own images, or find them online. Here are several sites that are available from which to purchase images to use for your own creations:

- [istockphoto.com](https://www.istockphoto.com). Images are about \$33 each.
- [thinkstock.com](https://www.thinkstock.com). Images are about \$20 each.
- [shutterstock.com](https://www.shutterstock.com). Images are about \$10.
- [thinkstock.com](https://www.thinkstock.com). Images are about \$20 each.

III. For more data to help you customize your report, here are several resources that NAR Research produces that are free for members to use:

- [Local Market Reports](#) - NAR Research has local information on markets, state taxes and fiscal conditions, wealth gain by metro area, subprime ARM performance, mortgage conditions, the economic impact of real estate, and existing home sales and prices (member sign in required)
- [Profile of Home Buyers and Sellers](#) - Each year, the NAR surveys home buyers and sellers to gather detailed information about the home buying and selling process. The Profile of Home Buyers and Sellers provides information on demographics, housing characteristics and the experience of consumers in the housing market, including the role that real estate professionals play in home sales transactions.
- [Home Buyers and Sellers Generational Trends Report](#) - This report examines the generational differences of home buyers and sellers in the current real estate marketplace.
- [Profile of Home Staging](#) – this report looks at the effectiveness of home staging and at how transactions are affected by home staging.
- [Investment and Vacation Home Buyers Survey](#) - This annual report breaks down the share of home sales by primary residences, vacation homes, or investment properties, and presents several characteristics of the non-primary residence transaction.
- [Digital House Hunt](#) - Google and NAR have collaborated to uncover trends and insights around digital media usage among home shoppers, whether they were looking for an existing home, a newly constructed home, or an apartment. Together, Google and NAR's individual research results tell a cohesive story about today's uber-connected home shopper.
- [Profile of Buyers' Home Feature Preferences](#) - Purchasing a home is an important life decision, and many factors can influence the home choices buyers make. The Profile of Buyers' Home Feature Preferences examines the features buyers prefer when it comes to purchasing a home, as well as the differences in preferences when it comes to factors such as region, demographics and household composition.

IV. Finally, please source NAR Research data correctly. We request that you also include the following about the data shown here when using it in one of your publications (and use this template when sourcing any of the resources listed above).

Source: 2014 National Association of REALTORS® Profile of Home Buyers and Sellers