



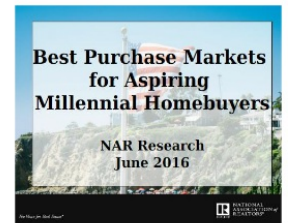
# NAR Research Resource Guide 2016

A guide to the surveys, reports,  
data and products that NAR  
Research has created

June 2016

# Best Purchase Markets for Aspiring Millennial Home Buyers

NAR analyzed employment gains, population trends, income levels and housing conditions in the largest 100 metropolitan statistical areas across the country to identify the best purchase markets for millennial home buyers.



# Commercial Member Profile

Commercial members of NAR have expertise in a wide variety of transactions across many property types. Through education and networking opportunities offered by the NATIONAL ASSOCIATION OF REALTORS® and its affiliated commercial institutes, societies, and councils, members are able to gain knowledge, develop expertise and serve clients with a range of commercial real estate needs.



# Commercial Real Estate Lending Survey (2016)

The Commercial Real Estate Lending Survey is conducted annually and provides an overview of lending conditions that impact commercial transactions nationally, based on responses from commercial real estate members.



# Commercial Real Estate Market Survey

The REALTORS® Commercial Real Estate Market Survey measures quarterly activity in the commercial real estate markets. The survey collects data from commercial REALTORS®. The survey is designed to provide an overview of market performance, sales and rental transactions, along with current economic challenges and future expectations.



# Commercial Real Estate Outlook

NAR's latest Commercial Real Estate Outlook offers overall projections for four major commercial sectors and analyzes quarterly data in the office, industrial, retail and multifamily markets. Historic data for metro areas were provided by REIS, Inc., a source of commercial real estate performance information.



# Digital House Hunt (2013)

This report was created to better understand the evolving role of digital media in the consumer home search process. 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.



# Economic and Commercial Outlook Presentation

These slides were presented by NAR Chief Economist Lawrence Yun at the Commercial Economic Issues & Trends Forum at the REALTORS® Legislative Meetings & Expo in Washington, DC, on May 12, 2016.



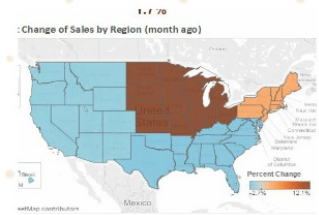
# Economists' Outlook Blog

Visit this blog daily to see what NAR experts are saying about the economy, the housing market, and other factors that will impact your business.



## Existing Home Sales

The Existing-Home Sales data measures sales and prices of existing single-family homes for the nation overall, and gives breakdowns for the West, Midwest, South, and Northeast regions of the country. These figures include condos and co-ops, in addition to single-family homes.



## Expectations and Market Realities in Real Estate

This report gives commercial investors the information they need to make forward-looking changes to their approach to today's market. It focuses on economic outlook, capital markets, highlights and expectations for the five major property sector markets, and a collective analysis of the commercial investment environment.



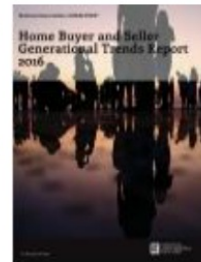
## Foot Traffic Index

Every month SentiLock, LLC. provides NAR Research with data on the number of properties shown by a REALTOR®. Lockboxes made by SentiLock, LLC. 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. This infographic shows the latest index data along with trends and changes.



## Home Buyers and Sellers Generational Trends

This report examines the generational differences of home buyers and sellers in the current real estate marketplace.



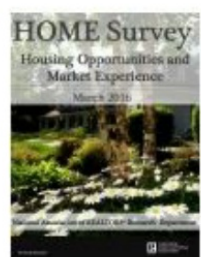
## Housing Affordability Index

The Monthly Housing Affordability Index measures whether or not a typical family earns enough income to qualify for a mortgage loan on a typical home at the national and regional levels based on the most recent monthly price and income data. The Quarterly Housing Affordability Index measures whether or not a typical family qualifies for a mortgage loan on a typical home at the national and regional levels based on quarterly price and income data, as well as a look at affordability conditions for first time buyers.



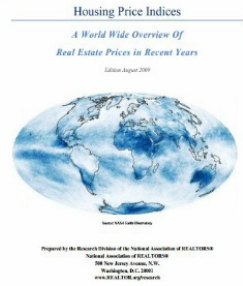
## Housing Opportunities & Market Experience (HOME) Survey

This quarterly report reflects consumer feelings about the housing market. It includes views on housing as a good financial investment, whether homeownership is part of the American Dream, if now is a good time to buy or sell a home, and perception of home price changes.



# Housing Price Indices (2009)

The international housing markets are critical in understanding changes in asset values and economic drivers in the world economy. This report from 2009 examines the availability of housing data on a country-by-country basis and assembles roughly comparable data over a significant time period to identify changing price levels in the international housing markets.



## Infographics

The collection of infographics on all topics is contained here, both those produced by NAR Research and other NAR departments. Find economic concepts and the latest data presented in an easy-to-understand way that can be shared in presentations or on social media with colleagues and clients.



## 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.



## Like-Kind Exchange Survey

This report provides the REALTOR® perspective on 1031 like-kind exchanges. The like-kind exchange provision in the IRS tax code allows for the deferral of tax owed on any gain from the sale of a real estate property as long as the proceeds are reinvested in a similar property.



## Local Market Reports

All real estate is local and every market is unique. To help REALTORS® and other housing market analysts get the most out of the plethora of data that is available, NAR Research produces a series of Local Market Reports (LMRs) which provide insights into the fundamentals and direction of the nation's largest metropolitan housing markets.



## Member Profile

Based on a random sampling of NAR's membership, the Member Profile strives to answer the question: Who are REALTORS®? It looks at a variety of economic and demographic characteristics, and business practices. The Member Profile is released in the spring each year.



# Metropolitan Median Home Prices and Affordability

NAR releases statistics on metropolitan area housing affordability and metropolitan area median home prices each quarter. The state existing-home sales report includes single-family houses, condos and co-ops. The price report reflects sales prices of existing single-family homes by metropolitan statistical area (MSA).



# Mortgage Originators' Survey

The qualified mortgage (QM) rule was implemented in January of 2014. The law is intended to protect consumers by strengthening underwriting standards, but some have argued that the rules will raise costs and reduce access for consumers. This survey queries a sample of mortgage lenders about the rule's impact on their business and how the rule could in turn impact consumers.



# NAR Research on Facebook

Find out what NAR experts are saying about the economy, the housing market, and other factors impacting your business and your life. Stay current on all the latest findings from NAR Research and the most recent data releases.



# NAR Research on Instagram

Follow us on Instagram for the latest infographics, surveys, data releases, and more!



# NAR Research on Pinterest

Do you use Pinterest? So does NAR Research! Follow us there for the latest real estate, economy, housing and data pins!



# NAR Research on Twitter

Stay current on all the latest findings from NAR Research and the most recent data releases by following us on Twitter. NAR Research tweets several times a day to make sure you have the most timely updates.



# NAR Research Presentations

Here you'll find the latest presentations given by NAR Research experts on various economic and housing topics, including the Real Estate Trends and Outlook and Commercial Real Estate Trends and Outlook presentations given by NAR Chief Economist Lawrence Yun at the Annual Conference and Expo and REALTOR® Party Conference and Trade Expo.

## Featured Presentations



Economic Presented t Issues & Tr Expo in Wa

# Overview of Land Markets Survey

This biannual report is conducted jointly by the REALTORS® Land Institute and NAR. Its focus is to present accurate information on current trends in the land markets and on the general state of land sales. The data in the report is generated from survey responses from land professionals from across the United States



# Pending Home Sales Index

The Pending Home Sales Index, a leading indicator of housing activity, measures housing contract activity, and is based on signed real estate contracts for existing single-family homes, condos and co-ops. Because a home goes under contract a month or two before it is sold, the Pending Home Sales Index generally leads Existing Home Sales by a month or two.



# Profile of Buyers' Home Feature Preferences (2013)

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.



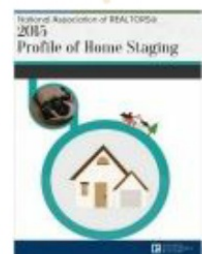
# Profile of Home Buyers and Sellers

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.



# Profile of Home Staging

This report gives the results of a survey of REALTORS® on the effectiveness of home staging.



# Profile of International Home Buying Activity

We live in a global marketplace. While all real estate is local, not all property buyers are. A significant share of home purchases are made by people whose primary residence is outside of the U.S. The Profile of International Home Buying Activity reveals the top five countries of origin for foreign home buyers and how these buyers are utilizing the services of REALTORS®.



# Profile of International Home Buyers in Florida

The international real estate market, defined as non-resident foreigners purchasing residential real estate in this country, is important to Florida. Florida is the state which produces the largest share of U.S. residential home sales to international clients, accounting for 23 percent of total sales to international clients. NAR estimates these sales at \$68.2 Billion to resident and non-resident foreigners.



# Profile of International Home Buying in Miami

International sales are a growing market for Miami. Because of the cultural and linguistic challenges presented by these transactions, this is currently a niche market, but there is plenty of opportunity for REALTORS® interested in both commercial and residential sales to foreigners.



# Profile of Real Estate Firms

The National Association of REALTORS® Profile of Real Estate Firms is based on a survey of firm executives who are members of the National Association of REALTORS®. The report provides insight into the business characteristics, business activity, franchised firms, benefits and education at firms, and the future outlook of firms.



# Real Estate in a Digital Age

Like the rest of the world, real estate has gone digital. Learn how buyers search for homes, and how REALTORS® use technology to get ahead.



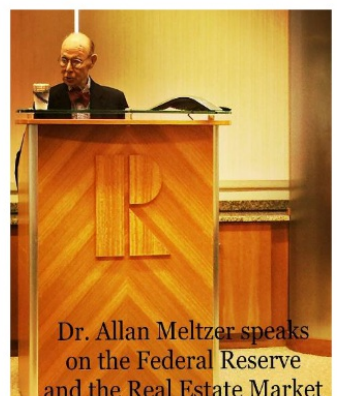
# Real Estate Economic Trends and Outlook Presentation

Presented by Lawrence Yun during the Residential Economic Issues & Trends Forum at the REALTORS® Conference & Expo in Washington, DC, on May 12, 2016.



# REALTOR® University Speaker Series

This video series is brought to you by NAR and REALTOR® University. Watch leading experts from esteemed organizations such as the Urban Institute, AEI, Johns Hopkins University, the FHFA and many more discuss important real estate topics and the latest economic trends that have an affect on housing.



# REALTORS® and the New Closing Process Survey

The TILA-RESPA Integrated Documentation (TRID) or Know Before You Owe rules went into affect on October 3rd 2015. This survey tracks REALTORS® experiences with the new process.



# REALTORS® Confidence Index

The REALTORS® Confidence Index is a key indicator of housing market strength based on a monthly survey sent to over 50,000 real estate practitioners. Practitioners are asked about their expectations for home sales, prices and market conditions. In addition, the "Questions of the Month," feature results of a timely aspect of the housing market.



# Remodeling Impact Report

Homeowners and renters remodel, redesign, and restructure their home for a variety of reasons. This report takes a deep dive into the reasons for remodeling, the success of taking on projects, and the increased happiness found in the home once a project is completed.



# Social Benefits of Homeownership and Stable Housing

This 16-page paper looks at how homeownership leads to positive social outcomes. It examines not only the ownership of homes, but also the impact of stable housing.



# State-by-State Economic Impact of Real Estate Activity

How is the housing market in your state affecting the local economy? These reports outline the total economic impact of real estate related industries on the state economy, as well as the expenditures that result from a single home sale, including aspects like home construction costs, real estate brokerage, mortgage lending and title insurance. Find out how much the real estate industry is affecting the gross state product for your area.



# State-by-State International Business Reports

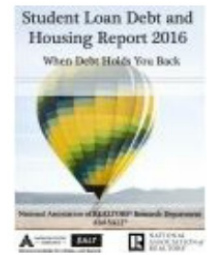
These downloadable reports look at international business activity by state, including the number of foreigners arriving from various countries, homeownership rates, and top exports.





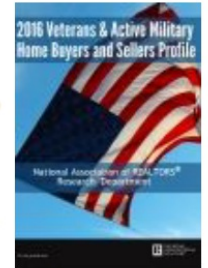
# Student Loan Debt and Housing Report

This survey by SALT® and NAR of people with student loan debt looks at the way the debt affects their ability to buy a home.



# Veterans and Active Military Home Buyers and Sellers Profile

This survey examines the differences and similarities between veteran and active military home buyers and sellers and those who have never served in the military.



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## Historical Data Available for Purchase

**Existing-Home Sales Data**

**Pending Home Sales Data**

**Housing Affordability Index Data**

**Metro Area Median Price Data**



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## About NAR Research:

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

**For data requests and queries, contact [data@realtors.org](mailto:data@realtors.org)**