

2023

# PROFILE OF HOME BUYERS & SELLERS



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## 2023 Profile of Home Buyers and Sellers

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### Introduction

The NATIONAL ASSOCIATION OF REALTORS® *Profile of Home Buyers and Sellers* is an annual survey of recent home buyers and sellers who recently completed a transaction between July 2022 and June 2023. The flagship report has been published since 1981. The annual report allows industry professionals to gain insight into detailed buying and selling behavior. Each iteration of the report is as unique as the economic, social and demographic environment in which it is published.

While each year provides new opportunities and challenges for buyers and sellers, this year marked the end of the COVID-19 pandemic induced housing boom. The 2023 *Profile* shows some moderation in trends that moved towards all time highs and lows in the data. Some of the reversion in the data is likely due to the increase in mortgage interest rates, which moved between six and over seven percent in the period. Data in this year's report continues to show buyers encountering a housing market with limited housing inventory and affordability constraints. Other trends are likely a result of return-to-office demands.

For home buyers to compete in this year's housing market, they had to have a household income to support their purchase. The typical home buyer had a household income of \$107,000, up from \$88,000 the year before. With the rise in housing equity, due to the rise in home prices, there is an elevated share of buyers who are not financing their home purchase. Twenty percent of home buyers paid cash for their home, without financing it. In the 2022 report, 22 percent of buyers paid with cash for their home, but in 2021, this share was only 13 percent. Downpayments also grew this year for both first-time and repeat buyers—first-time buyers likely as they may need to have a stronger offer among all-cash buyers and among repeat buyers as they have increased housing equity. The typical downpayment for first-time buyers was eight percent, which is the highest share since 1997 when the typical downpayment was 9% for first-time buyers. The typical downpayment for repeat buyers was 19%, which is the highest share since 2005 when the typical downpayment was 21%.

Buyers were driven into the market with the desire own a home of one's own, to be near friends and family and the need for a larger home. Distance moved from the last home decreased from 50 miles to 20 miles, but remains elevated from previous years where 15 miles was typical. Similarly, while suburbs have boomeranged back

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**November 2023**

(47 percent in 2023 report from 39 percent in the 2022 report), they remain under the norm seen in 2017 to 2021 when the share was over 50 percent of buyers. At the same time, small towns and rural areas remain more popular than they were over the same time period.

As competition in the market receded due to higher borrowing costs, first-time buyers had an opportunity to enter the market. Their share grew from a historic low of 26 percent to 32 percent. While this is a rise, this is still the fourth lowest share seen in more than four decades of data collection. The age of both first-time buyers and repeat buyers has declined one-year from historic highs seen last year to a median of 35 and 58, respectively. These are the second highest ages seen in the data set.

This year's report also saw a growing number of minority home buyers. Overall 81 percent of buyers were White/Caucasian, down from 88 percent last year. Ten percent of buyers were born outside the U.S., up from eight percent last year. Six percent of buyers spoke a primary language other than English, up from five percent last year.

Household composition of buyers continues to shift. Fifty-nine percent of recent buyers were married couples. This is the lowest share of married couples since 2010, while single women and men rose. Multi-generational living continues to remain popular with the 14 percent of all buyers purchasing a home that will house different generations for elder care, young adults moving back, and for cost savings. The share of buyers with children under the age of 18 dropped to the lowest level seen at 30 percent of all buyers.

The number of weeks a buyer searched for a home remained steady at 10 weeks from last year. Many buyers took advantage of virtual tours and virtual listings and used those in their search process, a transformation that happened in the pandemic and has continued among buyers' activity. Due to limited inventory, it is not a surprise, buyers continue to report the most difficult task for them in the home buying process was just finding the right home to purchase. However, overall 92 percent of home buyers are satisfied with the buying process.

Sellers continue to report the top reasons to sell were the desire to be close to friends and family and because their home was too small. Tenure has also maintained the high of 10 years, which has become common out of the Great Recession. Among sellers, 39 percent purchased a larger home and 28 purchased the same size home. This year, sellers sold their property typically at 100 percent of their asking price, and one-third received more than asking price for their home.

Buyers needed the help of a real estate professional to help them find the right home for them and negotiate terms of sale. Eighty-nine percent of buyers used an agent to help them purchase a home, an increase from 86 percent the

## 2023 Profile of Home Buyers and Sellers

year prior. The top item buyers want from their agent is help them find the right home to purchase. Buyers also found their agent helped them understand the buying process, pointed out unnoticed features and faults in the property, provided a better list of service providers and negotiated better sales contract terms.

Sellers, as well, turned to professionals to price their home competitively, help market the home to potential buyers, and sell within a specific timeframe. Eighty-nine percent of sellers used an agent to sell their home, an increase from 87 percent the year prior. While they survey asked about iBuyer of respondents, less than one percent of sellers used these online only programs. Seven percent of sellers sold via For-Sale-By-Owner (FSBO), a decrease from 10 percent last year and matching a series low seen in 2021. Over half of FSBO sellers knew the buyer of their home.

The information provided supplies understanding, from the consumer level, of the trends that are transpiring. This

survey covers information on demographics, housing characteristics, and the experience of consumers in the housing market, as well as for those who are not yet able to enter the market. Buyers and sellers also provide valuable information on the role that real estate professionals play in home sales transactions.

The *Profile of Home Buyers and Sellers* report has been the leading industry source of trusted insight into consumer behavior for over four decades. It has grown and evolved to keep up with changing home buying trends and the need for more information. NAR first administered the survey in 1981 with just 59 questions. In 2023, the survey contained 129 questions. Although the report has evolved, data has been collected for more than three decades describing the demographic characteristics of home buyers and sellers, buyers and sellers' experience in the home transaction process, as well as market characteristics including the use of real estate agents. One measure of how the market has changed is the manner in which the data is collected. In 1981, only a paper copy of the survey was offered. Today, recent home buyers can take the survey via paper or online, and in English or Spanish. Because of its long history and timely information available each year, the report is valued by REALTORS®, market analysts, and policymakers.

Data is collected from a nationally representative sample of recent home buyers who purchased a primary residence in the 12-month period between July and June. Data is also representative of the geographic distribution of home sales. Consumer names are obtained from Experian, a firm that maintains an extensive database of recent home buyers derived from county records.

This report provides real estate professionals with insights into the needs and expectations of their clients. What do consumers want when choosing a real estate professional? How do home buyers begin the process of searching for a home? Why do some sellers choose to forego the assistance of an agent? The answers to these questions, along with other findings in this report, will help real estate professionals better understand the housing market and provide the information necessary to address the needs of America's real estate consumers.

The data set provides a wealth of data that is used to create a number of spin-off NAR reports including: *Home Buyer and Seller Generational Trends Report*, *Real Estate in a Digital Age*, *Veterans and Active Military Home Buyers and Sellers Profile*, *Profile of LGBT Buyers and Sellers*, *A Snapshot of Race and Home Buying in America*, *Downpayment Expectations and Hurdles to Homeownership*, and *Moving with Kids*.



### Highlights

#### Characteristics of Home Buyers

- First-time buyers made up 32 percent, up from last year's 26 percent. While an increase, it is well-under the 38 percent average seen since 1981.
- The typical first-time buyer was 35 years old this year, declining slightly from the high of 36 last year, while the typical repeat buyer age declined slightly to 58 years from an all-time high of 59 years.
- Fifty-nine percent of recent buyers were married couples, 19 percent were single females, 10 percent were single males, and nine percent were unmarried couples. This is the lowest share of married couples since 2010.
- Seventy percent of recent buyers did not have a child under the age of 18 in their home. This is the highest share recorded. In 1985, 42 percent of households did not have a child under the age of 18.
- Fourteen percent of home buyers purchased a multi-generational home, to take care of aging parents, for cost savings, and because of children or relatives over the age of 18 moving back home were the most common reasons.
- Eighty-one percent of buyers were White/Caucasian, seven percent were Hispanic/Latino, seven percent were Black/African-American, six percent were Asian/Pacific Islander, and six percent identified as some other race.
- Eighty-eight percent of recent home buyers identified as heterosexual, three percent as gay or lesbian, two percent as bisexual, one percent prefer to self-describe, and six percent preferred not to answer.
- Sixteen percent of recent home buyers were veterans and two percent were active-duty service members.
- At 26 percent, the primary reason for purchasing a home was the desire to own a home of their own. For first-time buyers, this number jumps to 60 percent.

#### Characteristics of Homes Purchased

- Thirteen percent of buyers purchased a new home, and 87 percent of buyers purchased a previously-owned home.
- Most recent buyers who purchased new homes were looking to avoid renovations and problems with plumbing or electricity at 45 percent. Buyers who purchased previously-owned homes were most often considering better price at 38 percent.
- Detached single-family homes continued to be the most common home type for recent buyers at 79 percent, followed by townhouses or row houses at 8 percent.
- Senior-related housing increased this year to 19 percent from seven percent last year (for buyers over the age of 60), with 17 percent of buyers typically purchasing condos and twelve percent purchasing a townhouse or row house.

- The median distance between the home that recent buyers purchased and the home they moved from was 20 miles. This is a decline from 50 miles last year, but is a reversion back towards the previously held norm of 15 miles.
- For buyers, 60 percent cited quality of the neighborhood as the most important factor determining the location. Convenience to friends and family and overall affordability of homes were cited at 45 percent and 39 percent, respectively.
- Buyers typically purchased their homes for 100 percent of the asking price, with 25 percent purchasing for more than asking price.
- The typical home that was recently purchased was 1,860 square feet, had three bedrooms and two bathrooms, and was built in 1985.
- Overall, buyers expected to live in their homes for a median of 15 years, while 22 percent said that they were never moving.

#### The Home Search Process

- For 41 percent of recent buyers, the first step that they took in the home buying process was to look online at properties for sale, while 20 percent of buyers first contacted a real estate agent.
- Ninety percent of recent buyers found their real estate agent to be a very or somewhat useful information source.
- Buyers typically searched for 10 weeks and looked at a median of seven homes, and viewed four homes only online. The number of weeks searching is unchanged from the 2022 report.
- Finding the right home was the most difficult task for buyers at 59 percent.
- All home buyers used the internet this year to search for a home. The most valuable content on websites were photos, detailed information about properties for sale, floor plans, and the real estate agent contact information.
- Ninety-two percent of recent buyers were at least somewhat satisfied with their recent home buying process.

#### Home Buying and Real Estate Professionals

- Eighty-nine percent of buyers recently purchased their home through a real estate agent or broker, and six percent purchased directly through the previous owner.
- Having an agent to help them find the right home was what buyers wanted most when choosing an agent at 50 percent.
- Forty-three percent of buyers used an agent that was referred to them by a friend, neighbor, or relative, 13 percent used an agent that they had worked with in the past to buy or sell a home, seven percent found their agent when inquiring about a specific property found online and seven percent found their agent through a website without a specific reference.

## 2023 Profile of Home Buyers and Sellers

- Seventy-one percent of buyers interviewed only one real estate agent during their home search.
- Ninety percent of buyers would use their agent again or recommend their agent to others.

### Financing the Home Purchase

- Eighty percent of buyers financed their home purchase, up slightly from 78 percent of last year, but still down from the 87 percent in the 2021 report.
- The typical downpayment for first-time buyers was eight percent, which is the highest share since 1997 when the typical downpayment was 9% for first-time buyers. The typical downpayment for repeat buyers was 19%, which is the highest share since 2005 when the typical downpayment was 21%.
- For 54 percent of buyers, the source of the downpayment came from their savings. Fifty-three percent of repeat buyers cited using the proceeds from the sale of a primary residence, while 23 percent of first-time buyers used a gift or loan from friends or family for the downpayment. First-time buyers increased their reliance of financial assets this year: sale of stock or bonds (11 percent), 401k or pension (nine percent), IRA (two percent), sale of cryptocurrency (two percent). Last year the total among all assets for first-time buyers was 20 percent, while this year was 24 percent.
- For first-time home buyers, 38 percent said saving for a downpayment was the most difficult step in the process.
- The majority of first-time buyers did make financial sacrifices to purchase a home. For those who did, the most common sacrifices buyers reported were cutting spending on luxury goods, entertainment, and clothes.
- Buyers continue to see purchasing a home as a good financial investment. Eighty-two percent reported they view a home purchase as a good investment.

### Home Sellers and Their Selling Experience

- The typical home seller was 60 years old, which is unchanged from last year's report.
- Sixty-three percent of sellers reported moving within the same state and moved a median of 35 miles. This is a notable change from the 2022 report when 24% moved within the state, and sellers moved a median of 90 miles.
- For all sellers, the most commonly cited reason for selling their home was the desire to move closer to friends and family (23 percent), because the home is too small (13 percent), or a change in the family situation such as a marriage, divorce, or new child (10 percent).
- Sellers typically lived in their home for 10 years before selling. Among seven of the last 10 years, the typical tenure has been 10 years. The most recent one-year dip was in 2021.
- Thirty-nine percent of sellers traded up to a larger home and 33 percent purchased a smaller home.

- Forty-eight percent of sellers did minor renovations before selling, 41 percent sold the home as-is, and 12 percent carried out major renovations.
- Eighty-nine percent of home sellers worked with a real estate agent to sell their home, seven percent sold via FSBO, and less than one percent sold via iBuyer.
- For recently sold homes, the final sales price was a median of 100 percent of the final listing price, maintaining last year's highest recorded since 2002.
- Recently sold homes were on the market for a median of two weeks, which is unchanged from last year.
- Ninety-two percent of sellers were at least somewhat satisfied with the selling process.

### Home Selling and Real Estate Professionals

- Sixty-five percent of sellers found their agent through a referral from a friend, neighbor, or relative or used an agent they had worked with before to buy or sell a home.
- Eighty-one percent of recent sellers contacted only one agent before finding the right agent they worked with to sell their home.
- Forty-six percent of sellers used the same agent to purchase a home, as sell their home. A share which rises to 84 percent for sellers who purchased a new home within 10 miles.
- Eighty-five percent of sellers used an agent who provided a broad range of services and management of most aspects of the home sale.
- Seventy-five percent of sellers reported that they provided the agent's compensation.
- The typical seller has recommended their agent once since selling their home. Twenty percent of sellers recommended their agent four or more times since selling their home.
- Eighty-seven percent said that they would definitely (73 percent) or probably (14 percent) recommend their agent for future services.

### For-Sale-by-Owner (FSBO) Sellers

- Seven percent of recent home sales were FSBO sales this year. This is an all-time low and matches the share seen in the 2021 report.
- The majority of FSBO sellers, 57 percent, knew the buyer of the home.
- Within rural areas, 14 percent sold via FSBO compared to three percent of sellers in urban areas.
- FSBOs typically sell for less than the selling price of other homes; FSBO homes sold at a median of \$310,000 last year, significantly lower than the median of agent-assisted homes at \$405,000.



# CHAPTER 1:

## Characteristics of Home Buyers



The NATIONAL ASSOCIATION OF REALTORS®'s *Profile of Home Buyers and Sellers* report has been the leading industry source of trusted insight into consumer behavior for more than four decades. The information has been collected since 1981, which allows data trends to be traced over the years.

The share of first-time home buyers has been a key indicator of the market. In 2023, the share of first-time home buyers rose to 32 percent, up from last year's historic low of 26 percent. This figure remains below the historical norm of 38 percent of primary residence home buyers in the market. It does indicate with a reduction in bidding wars, first-time buyers had a better chance entering the market. Additionally, homeowners remain entrenched in their low-interest rate mortgages and may be unwilling to move.

The median age of first-time buyers remains elevated at 35-years old, a slight reduction from 36-years old last year, but still above the norm of 28 to 33. This continues to indicate the delays first-time buyers

face in this market. The age of repeat buyers reduced slightly to 58-years old, but is considerably higher than 36-years in 1981.

The median household income for 2022 rose to \$107,000 from \$88,000, underlining how housing affordability is increasing the income required to purchase a home. The share of married couples declined to the lowest level since 2010 to 59 percent of all buyers. The share of single females slightly increased to 19 percent, and the share of single males rose to 10 percent. Thirty percent of all buyers had children under the age of 18 living at home, a historic low.

As might be expected, 71 percent of first-time home buyers rented their previous living arrangements, while 73 percent of repeat buyers owned their previous residences. Twenty-three percent of first-time buyers, moved from a family or friend's home directly into home buying. Sixty percent of first-time buyers purchased for the desire to own a home of their own.

# Chapter 1: Characteristics of Home Buyers

## Demographic Characteristics of Home Buyers

### Exhibits 1-1 through 1-5, 1-17

The demographics of home buyers have continued to shift over the last several years due to both tightened credit conditions and the lack of inventory on the market, which drove up home sales prices. The *Profile of Home Buyers and Sellers* has collected data on the median age of home buyers since 1981. The median age of first-time buyers remains elevated at 35-years old, a slight reduction from 36-years old last year, but still above the norm of 28 to 33. This continues to indicate the delays first-time buyers face in this market. The age of repeat buyers reduced slightly to 58-years old, but is considerably higher than 36-years in 1981.

The median household income for 2022 rose to \$107,000 from \$88,000, underlining how housing affordability is increasing the income required to purchase a home. The share of married couples declined to the lowest level since 2010 to 59 percent of all buyers. The share of single females slightly increased to 19 percent, and the share of single males rose to 10 percent. Thirty percent of all buyers had children under the age of 18 living at home, a historic low.

Fourteen percent of home buyers purchased a multi-generational home—a home that had adult siblings, adult children over the age of 18, parents, and/or grandparents in the household—this share holds steady from last year. The top reasons for purchasing a multi-generational home were to take care of aging parents (27 percent), cost savings (22 percent), children over the age of 18 moving back home (19 percent), and to spend more time with aging parents (19 percent).

“ The median household income for 2022 rose to \$107,000 from \$88,000, underlining how housing affordability is increasing the income required to purchase a home. ”

## Race, Ethnicity, Language and National Origin of Buyers

### Exhibits 1-6 through 1-9, Exhibit 1-11, Exhibits 1-18 through 1-20

Eighty-one percent of recent home buyers identified their ethnicity as White or Caucasian, which is down from 88 percent last year. Families with children under the age of 18 living at home were the most diverse among all home buyers with 32 percent identifying as non-White or Caucasian. Thirty-eight percent of first-time home buyers identified as non-White or Caucasian, compared to 17 percent of repeat buyers.

Ninety-four percent of home buyers spoke English. Eleven percent of first-time buyers, compared to three percent for repeat buyers, reported a language other than English as their primary language. Ninety percent reported that they were born in the United States. Seventeen percent of first-time home buyers, compared to seven percent for repeat buyers, reported being born outside of the United States.

Eighty-eight percent of recent home buyers identified as heterosexual, three percent as gay or lesbian, two percent as bisexual, and six percent preferred not to answer. One percent of recent buyers identify as transgender.

Recent home buyers also reported that 16 percent were veterans and two percent were active-duty service members.

## Demographic Characteristics of First-Time and Repeat Home Buyers

### Exhibits 1-12 through 1-17

The share of first-time home buyers has been a key indicator of the market. In 2023, the share of first-time home buyers rose to 32 percent, up from last year's historic low of 26 percent. This figure remains below the historical norm of 38 percent of primary residence home buyers in the market. It does indicate with a reduction in bidding wars, first-time buyers had a better change entering the market. Additionally, homeowners remain entrenched in their low-interest rate mortgages and may be unwilling to move.

The share of first-time buyers who were married couples was 52 percent, up slightly from 49 percent last year, and married repeat buyers were down slightly at 63 percent from 65 percent the year before. The share of first-time buyers who were unmarried couples was at 16 percent, a slight decline from a high of 18 percent.

Thirty-six percent of first-time buyers reported having at least one child under the age of 18 living at home, a substantial decline from 44 percent last year. Twenty-seven percent for repeat buyers have a child under the age of 18 in the home, flat from last year.

The median household income increased for first-time buyers and for repeat buyers, although the gap between them varies greatly. First-time home buyers reported a median income of \$95,900 (up from \$71,000 last year) and repeat buyers reported an income of \$111,700 (up from \$96,000 last year). Unmarried couple repeat buyers have the highest income among all buyers at \$134,400. Increased median household income is due to both stricter financing that forces low-income buyers out of the market and an increase in home prices and an increase in mortgage interest rates.

### Prior Living Arrangement

#### Exhibits 1-21 through 1-23

Recent home buyers were more likely to own their previous home than they were to rent a home or an apartment. As might be expected, 71 percent of first-time home buyers rented their previous living arrangement and 23 percent lived with friends and family. The share of first-time buyers who lived with friends and family before purchasing declined from last year, when it was 27 percent, but is up from a low of 12 percent in 1993. In comparison, 73 percent of repeat buyers owned their previous residence and 19 percent rented.

With regards to household composition, married couples were more likely than other household types to own their previous residence at 56 percent. Unmarried couples were the most likely to rent a home before making a purchase at 48 percent. Single males were most likely to live with friends and family before buying at 21 percent.

### Primary Reason for Home Purchase and Timing of Purchase

#### Exhibits 1-24 through 1-27

Sixty percent of first-time buyers purchased for the desire to own a home of their own, compared to 10 percent for repeat buyers. Repeat home buyers bought for the following reasons: the desire to be closer to friends and family (16 percent), desire for a larger home (14 percent), and a change in a family situation (nine percent).

Forty-three percent of all buyers said that the timing was just right and they were ready to purchase a home. The second most common reason was that the buyer did not have much choice and they had to purchase the home when they did (24 percent), followed by that it was the best time because of availability of homes for sale (11 percent). Notably, purchasing due to the availability of the best mortgage financing options dropped from 12 percent in 2022 to five percent in 2023.

### Ownership of Multiple Homes

#### Exhibit 1-28

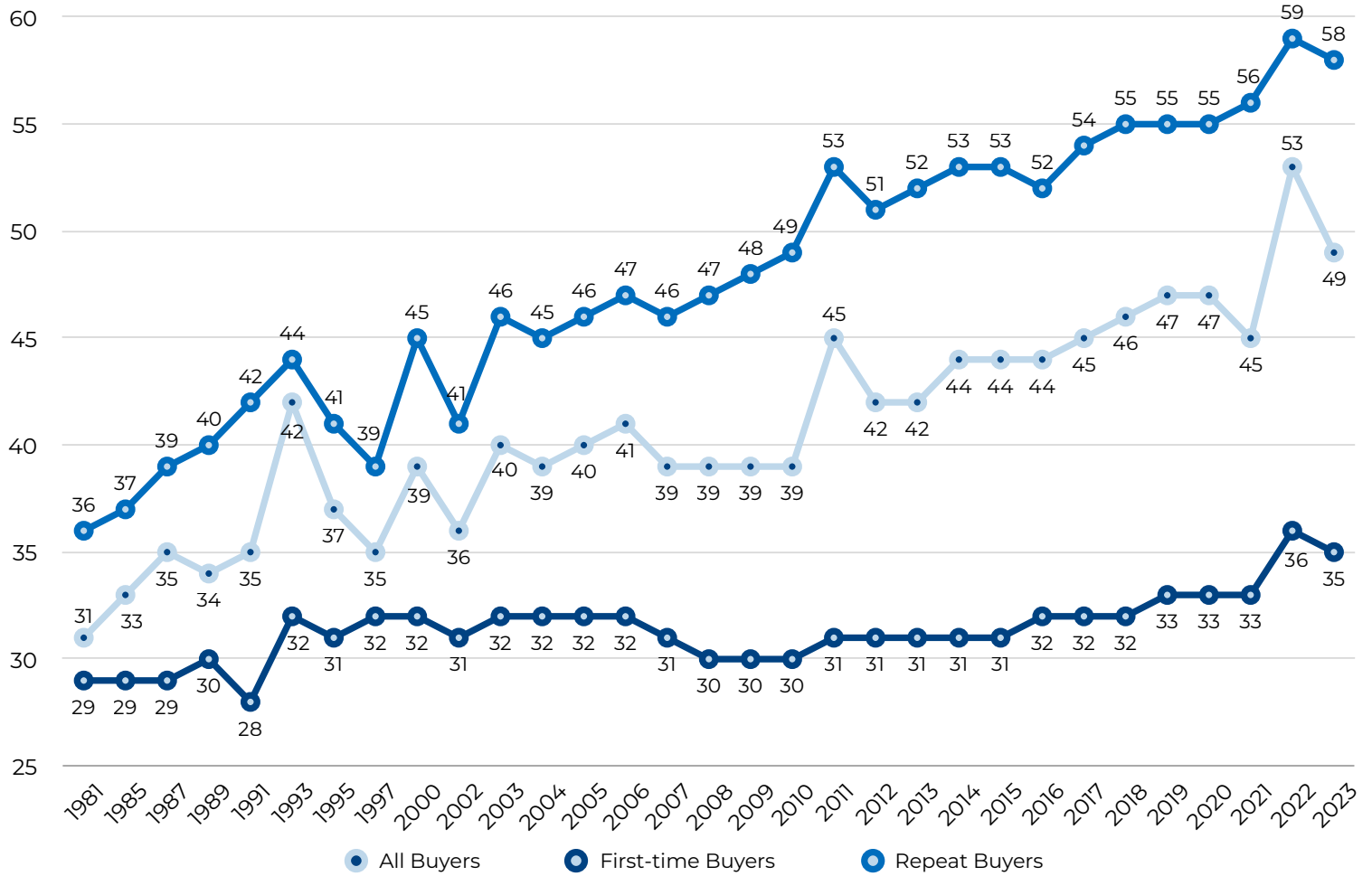
In 2023, the number of recent home buyers who own more than one home was 17 percent, up from 14 percent in 2021. The ability of a buyer to own an additional home beside the home they just purchased speaks to the tightened credit conditions as buyers who have higher incomes and own more than one property are more commonly making home purchases.



# Chapter 1: Characteristics of Home Buyers

**Exhibit 1-1 Median Age of Home Buyers, 1981–2023**

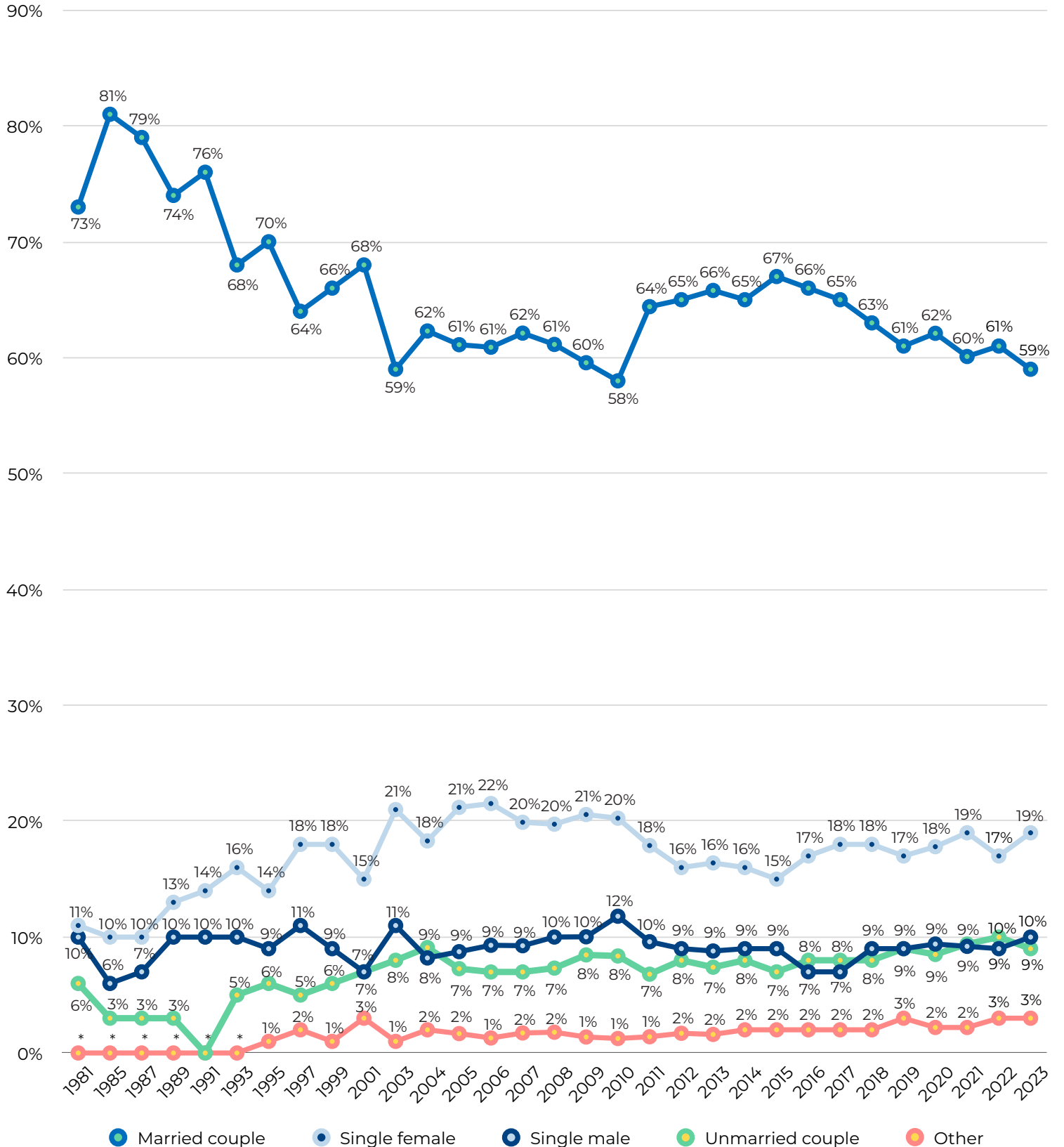
(Median Age)



# 2023 Profile of Home Buyers and Sellers

**Exhibit 1-2 Adult Composition of Home Buyer Households, 1981-2023**

(Percentage Distribution)

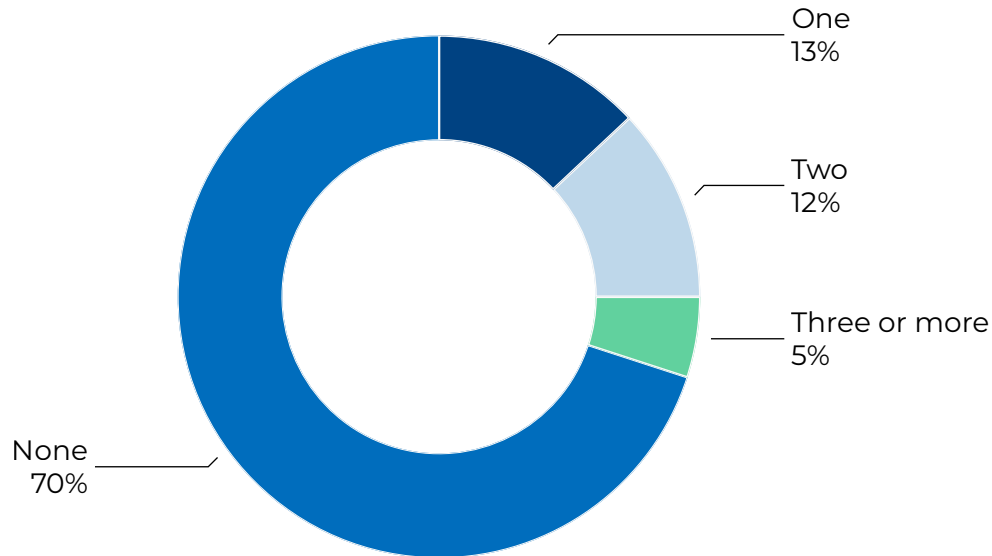


\* Less than 1 percent

# Chapter 1: Characteristics of Home Buyers

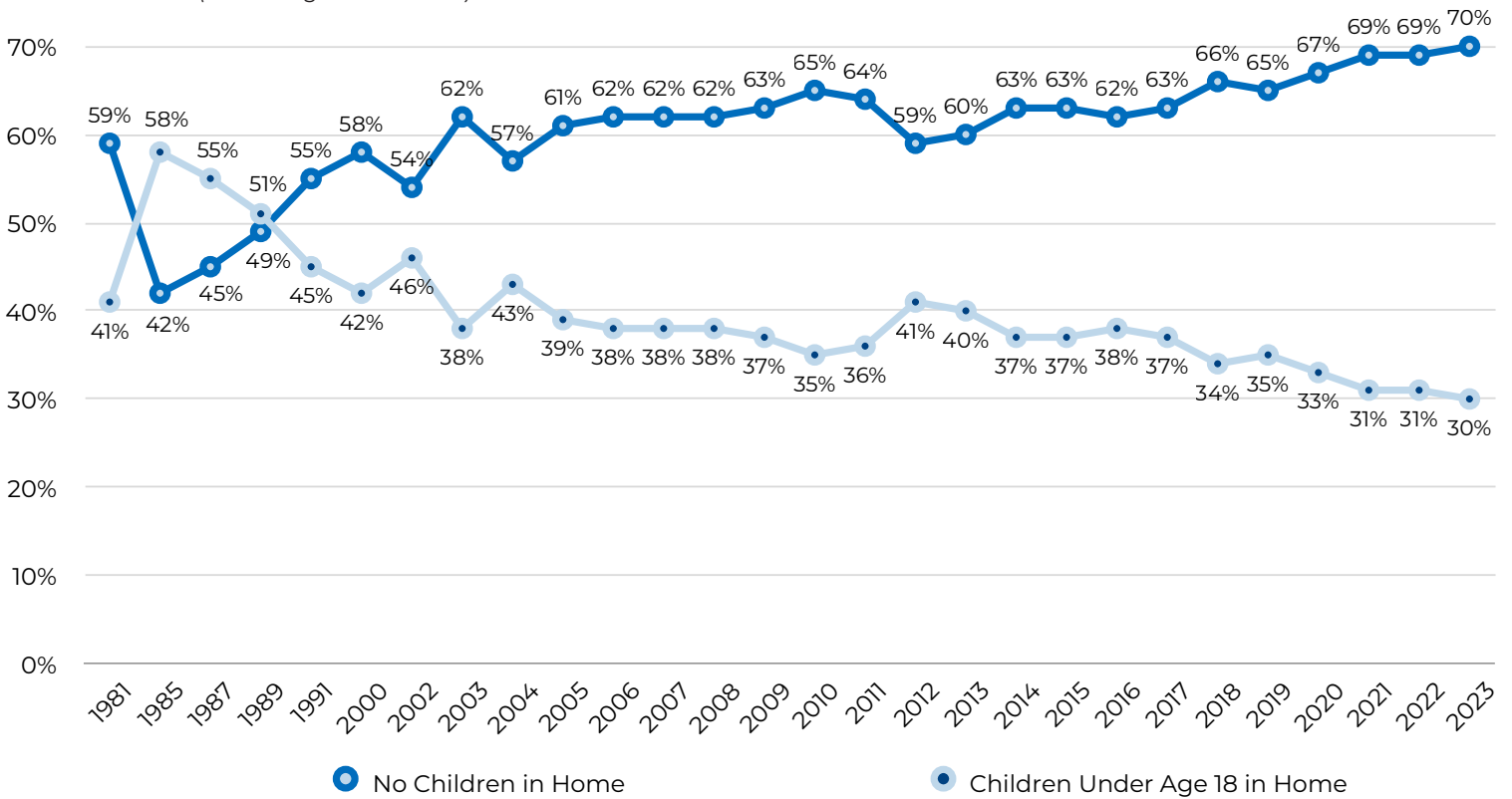
## Exhibit 1-3 Number of Children Under the Age of 18 Residing in Household

(Percentage Distribution of Households)



## Exhibit 1-4 Share of Home Buyers with Children Under the Age of 18 in Home, 1981-2023

(Percentage Distribution)



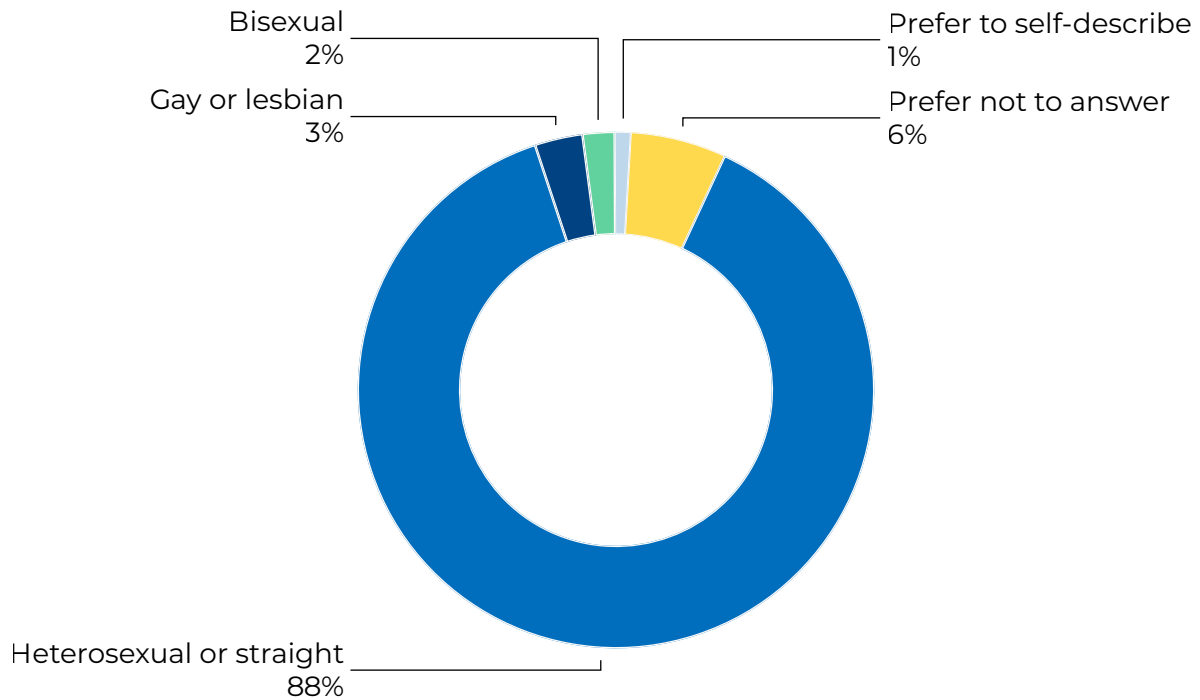
## Exhibit 1-5 Home Purchased Was a Multi-Generational Home (Will Home Adult Siblings, Adult Children, Parents, and/or Grandparents)

(Percent of Respondents)

	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
Multi-generational household	14%	15%	14%
<b>REASONS FOR PURCHASE:</b>			
Health/Caretaking of aging parents	27%	25%	29%
Cost Savings	22%	30%	17%
Children/relatives over 18 moving back into the house	19%	17%	20%
To spend more time with aging parents	19%	22%	18%
Children/relatives over 18 never left home	13%	12%	14%
Wanted a larger home that multiple incomes could afford together	11%	17%	8%
None of the above	19%	17%	20%
Other	8%	6%	8%

## Exhibit 1-6 Home Buyer Sexual Orientation

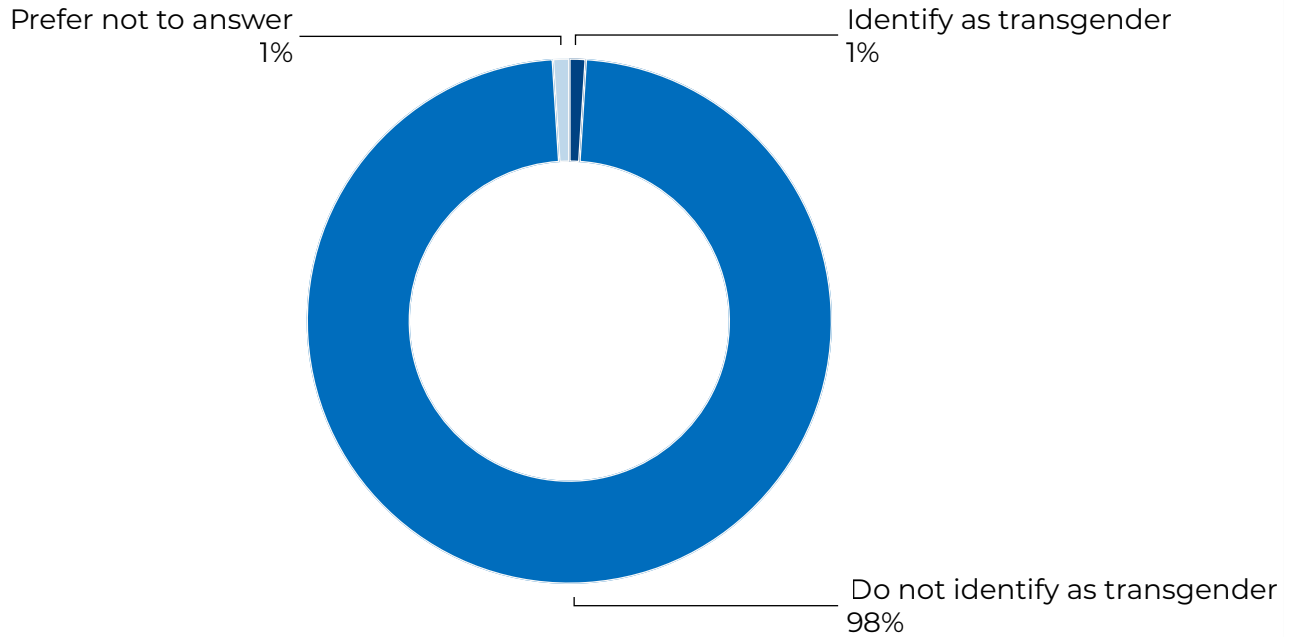
(Percentage Distribution)



## Chapter 1: Characteristics of Home Buyers

### Exhibit 1-7 Home Buyer Identifies as Transgender

(Percentage Distribution)



### Exhibit 1-8 Race/Ethnicity of Home Buyers, by Adult Composition of Household

(Percent of Respondents)

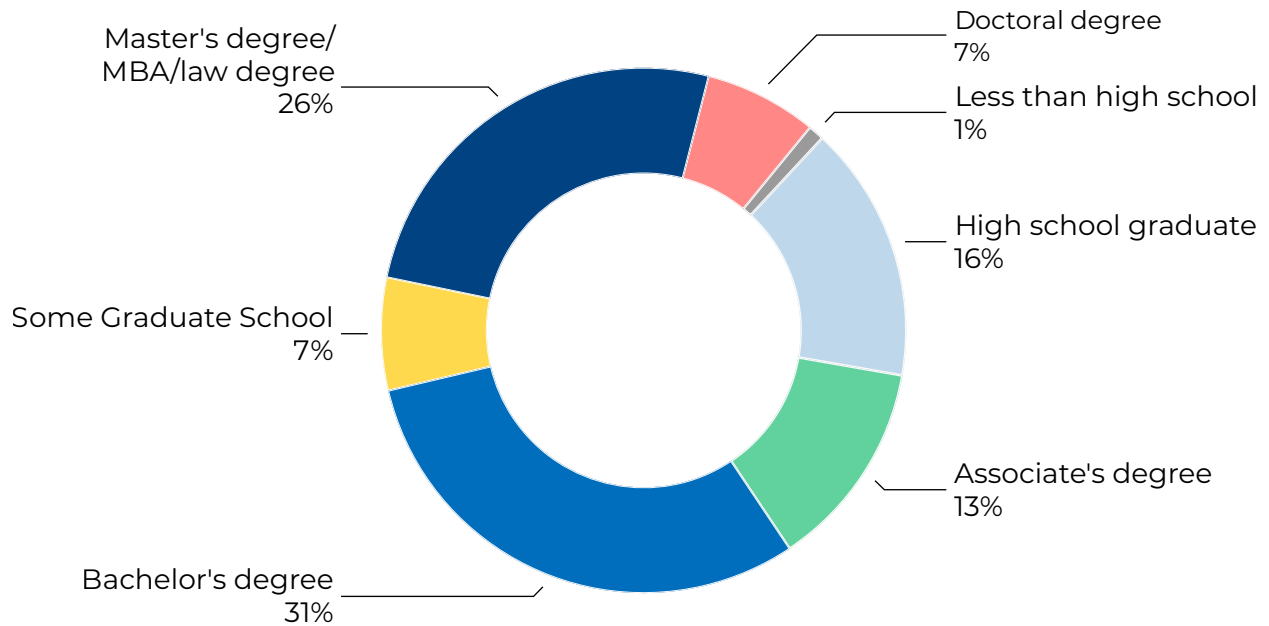
	ADULT COMPOSITION OF HOUSEHOLD						CHILDREN IN HOME	
	ALL BUYERS	MARRIED COUPLE	SINGLE FEMALE	SINGLE MALE	UNMARRIED COUPLE	OTHER	CHILDREN UNDER 18 IN HOME	NO CHILDREN IN HOME
White/Caucasian	81%	81%	81%	82%	81%	68%	72%	84%
Hispanic/Latino	7%	7%	6%	7%	8%	5%	11%	6%
Black/African-American	7%	5%	10%	8%	6%	16%	8%	6%
Asian/Pacific Islander	6%	7%	3%	5%	8%	10%	9%	5%
Other	6%	3%	3%	4%	4%	13%	4%	3%

Note: Respondents were permitted to select as many races and ethnicities as they felt applicable. The percentage distribution may therefore sum to more than 100 percent.



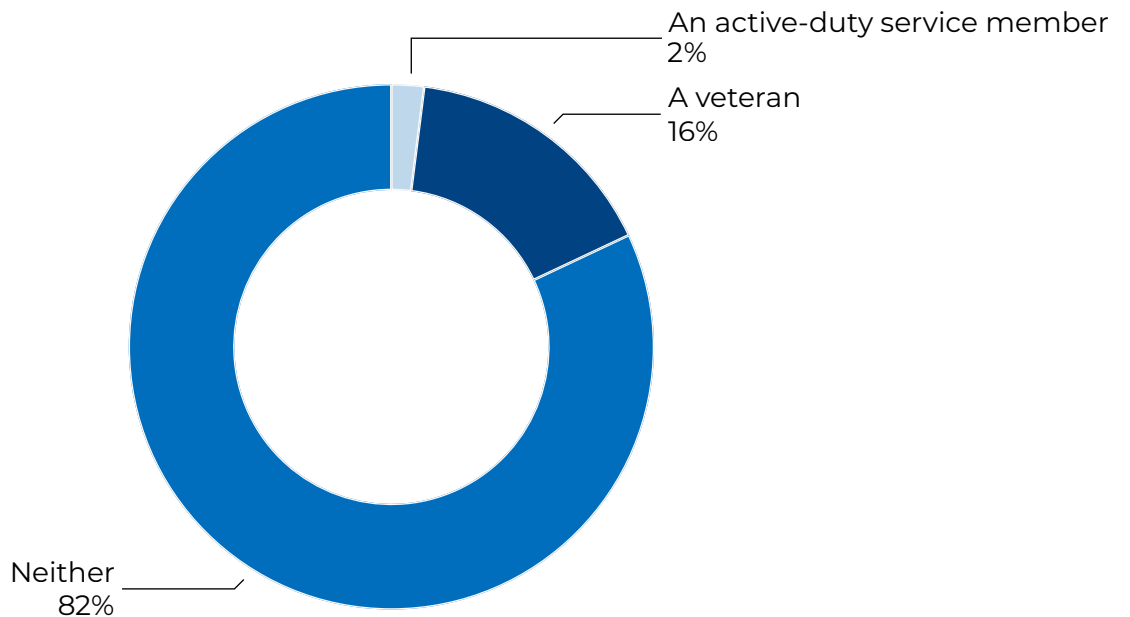
## Exhibit 1-9 Highest Education Achieved by Household Head

(Percentage Distribution)



## Exhibit 1-10 Self or Spouse/Partner is Active Military or Veteran

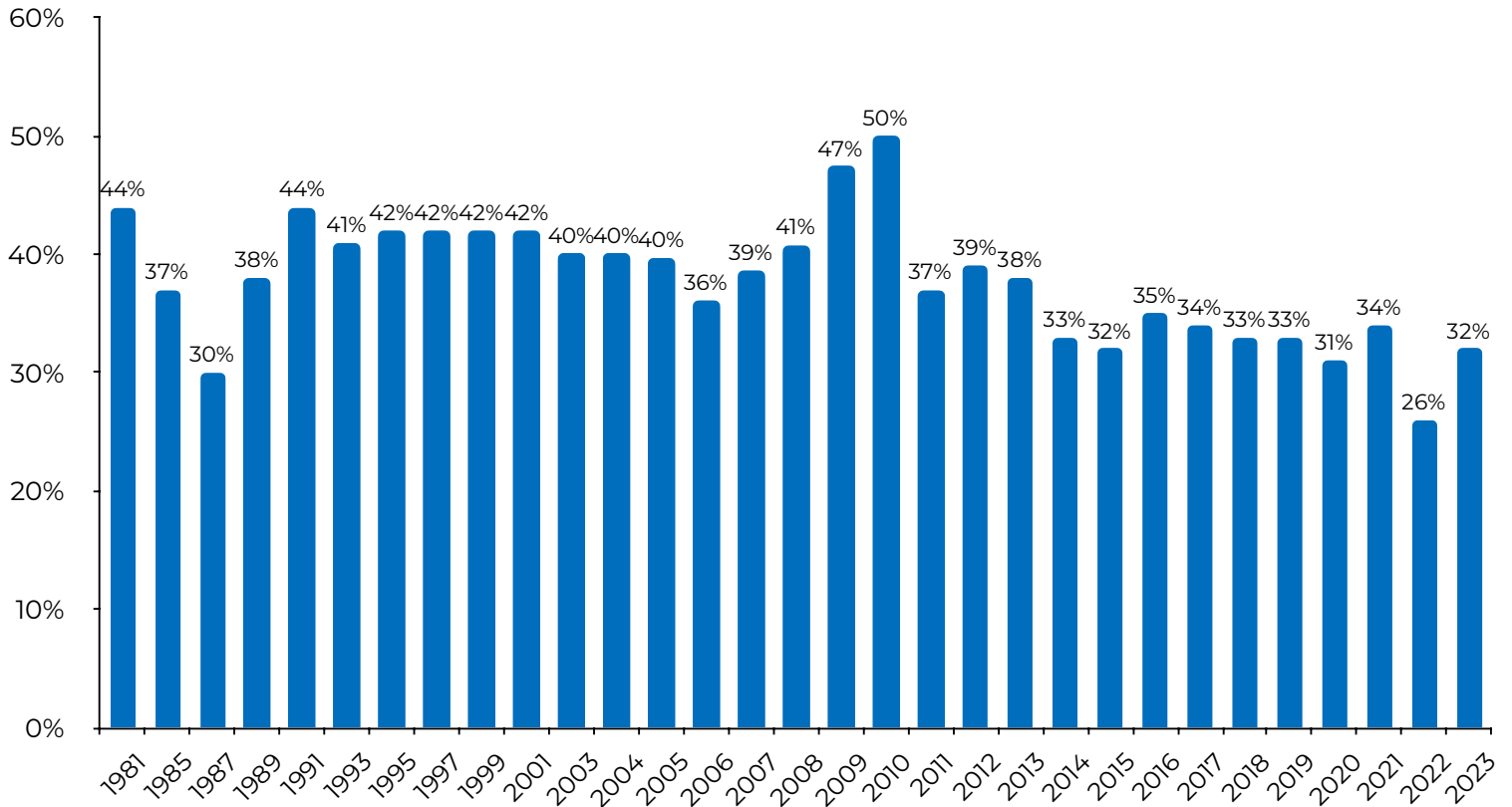
(Percentage Distribution)



# Chapter 1: Characteristics of Home Buyers

**Exhibit 1-11 First-Time Home Buyers , 1981-2023**

(Percent of all Home Buyers)



**Exhibit 1-12 First-Time and Repeat Home Buyers, by Household Type**

(Percentage Distribution of Households)

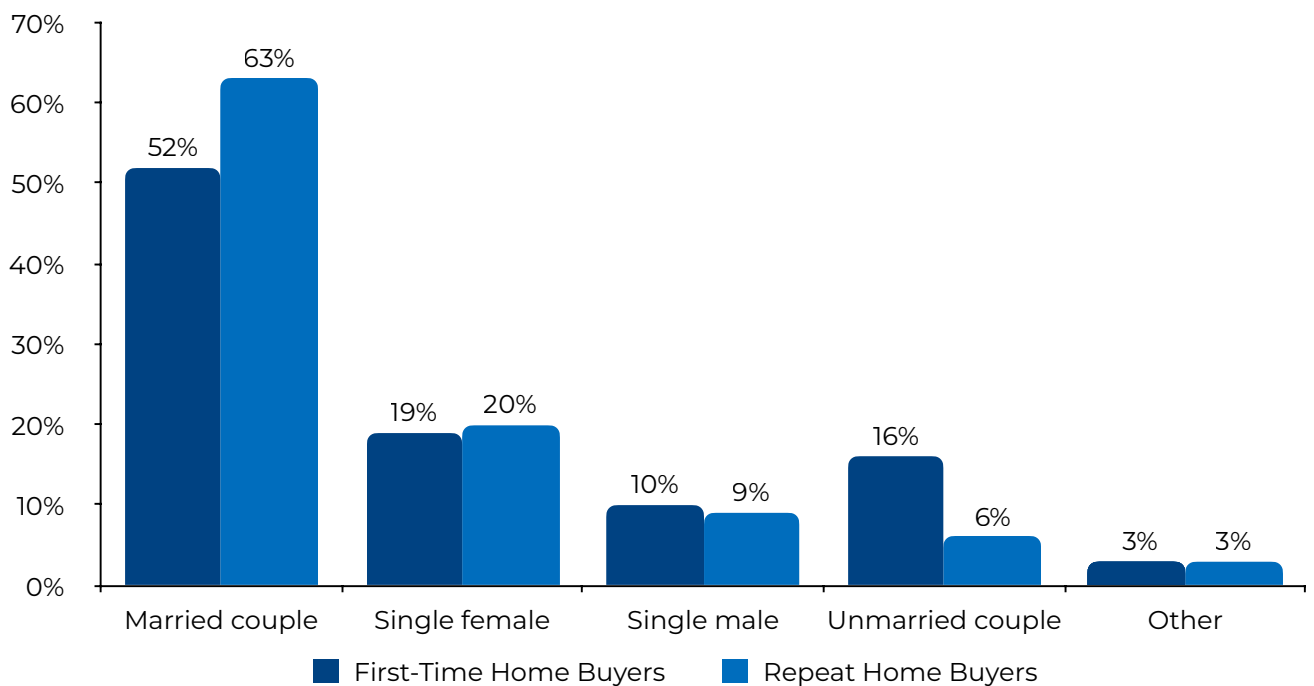
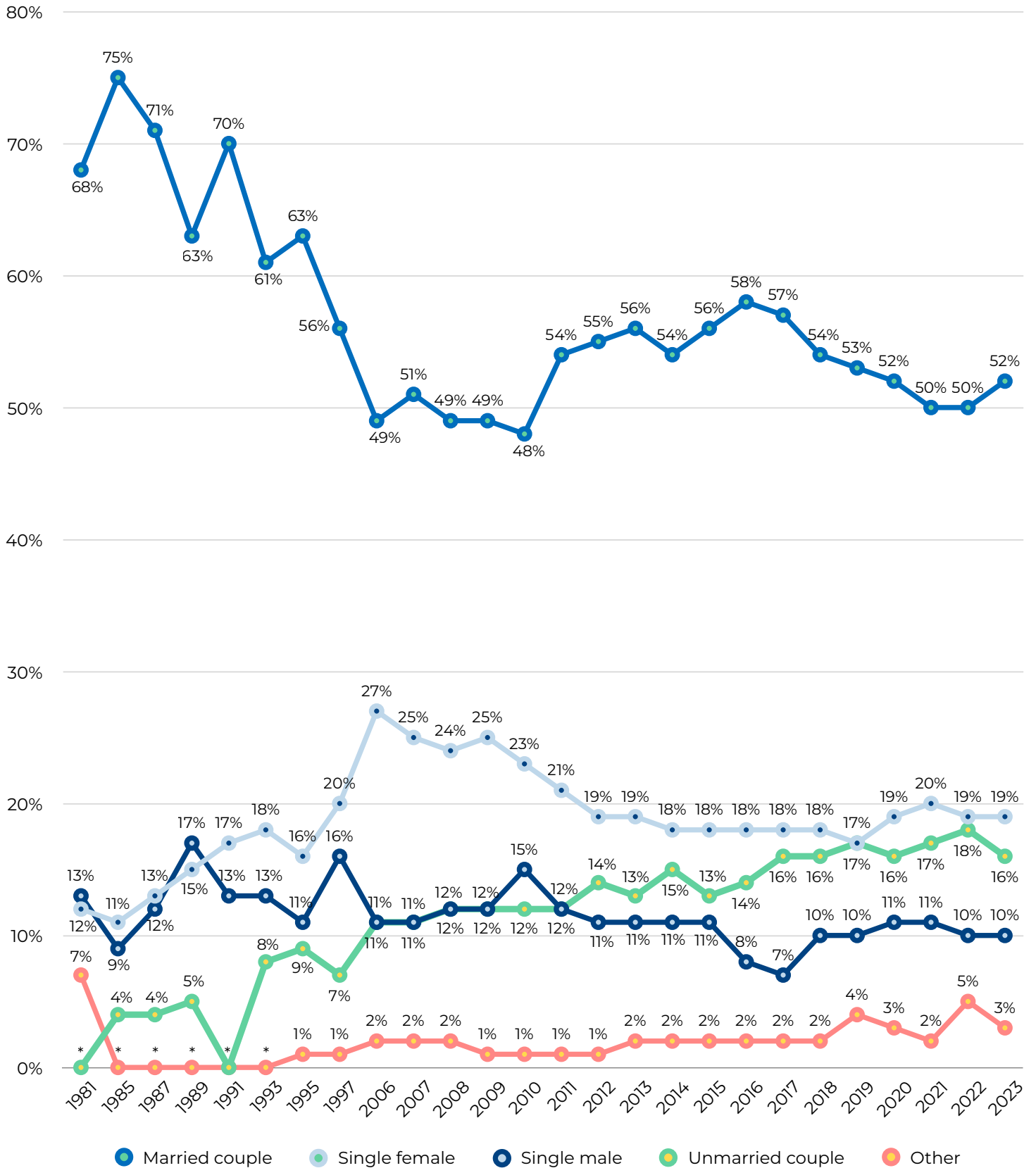


Exhibit 1-13 Adult Composition of First-Time Home Buyer Households, 1981-2023

(Percentage Distribution)

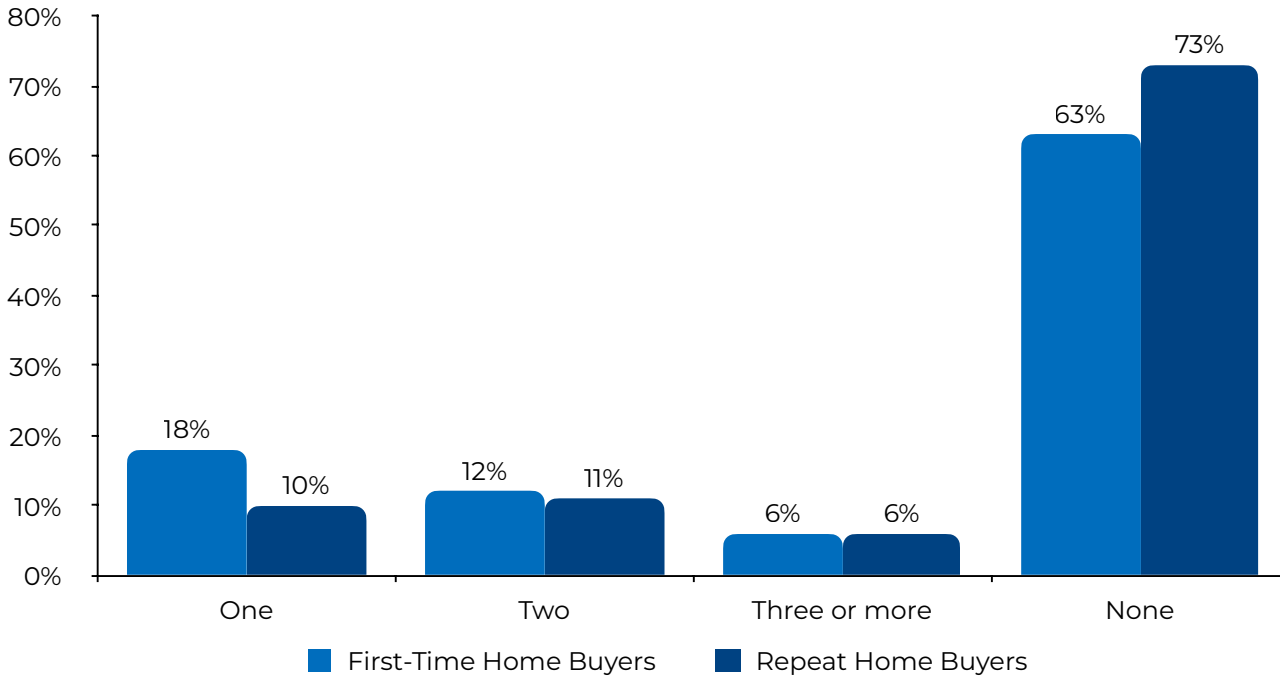


\* Less than 1 percent

## Chapter 1: Characteristics of Home Buyers

### Exhibit 1-14 First-Time and Repeat Home Buyers by Children in Household

(Percentage Distribution of Households)



### Exhibit 1-15 Age of First-Time and Repeat Buyers

(Percentage Distribution)

	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
18 to 24 years	3%	5%	2%
25 to 34 years	19%	44%	7%
35 to 44 years	21%	28%	18%
45 to 54 years	15%	14%	16%
55 to 64 years	18%	7%	23%
65 to 74 years	18%	2%	24%
75 years or older	7%	1%	9%
Median age (years)	49	35	58
Married couple	50	35	57
Single female	55	38	61
Single male	49	33	58
Unmarried couple	37	31	51
Other	53	41	60

## Exhibit 1-16 Household Income of First-Time and Repeat Buyers, 2022

(Percentage Distribution)

	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
Less than \$25,000	2%	2%	3%
\$25,000 to \$34,999	3%	4%	3%
\$35,000 to \$44,999	4%	5%	4%
\$45,000 to \$54,999	7%	8%	6%
\$55,000 to \$64,999	6%	8%	6%
\$65,000 to \$74,999	6%	8%	5%
\$75,000 to \$84,999	7%	7%	7%
\$85,000 to \$99,999	9%	11%	9%
\$100,000 to \$124,999	15%	15%	15%
\$125,000 to \$149,999	9%	9%	10%
\$150,000 to \$174,999	8%	7%	9%
\$175,000 to \$199,999	5%	4%	6%
\$200,000 or more	16%	13%	18%
Median income (2022)	\$107,000	\$95,900	\$111,700
Married couple	\$121,900	\$113,200	\$131,800
Single female	\$70,600	\$69,600	\$73,600
Single male	\$90,000	\$83,300	\$92,500
Unmarried couple	\$115,600	\$108,300	\$134,400
Other	\$79,000	\$73,500	\$80,000

## Exhibit 1-17 Race/Ethnicity of First-Time and Repeat Buyers

(Percent of Respondents)

	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
White/Caucasian	81%	69%	86%
Hispanic/Latino	7%	12%	5%
Black/African-American	7%	11%	5%
Asian/Pacific Islander	6%	11%	4%
Other	6%	4%	3%

Note: Respondents were permitted to select as many races and ethnicities as they felt applicable. The percentage distribution may therefore sum to more than 100 percent.

## Exhibit 1-18 Primary Language Spoken in First-Time and Repeat Buyer Households

(Percentage Distribution)

	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
English	94%	89%	97%
Other	6%	11%	3%

# Chapter 1: Characteristics of Home Buyers

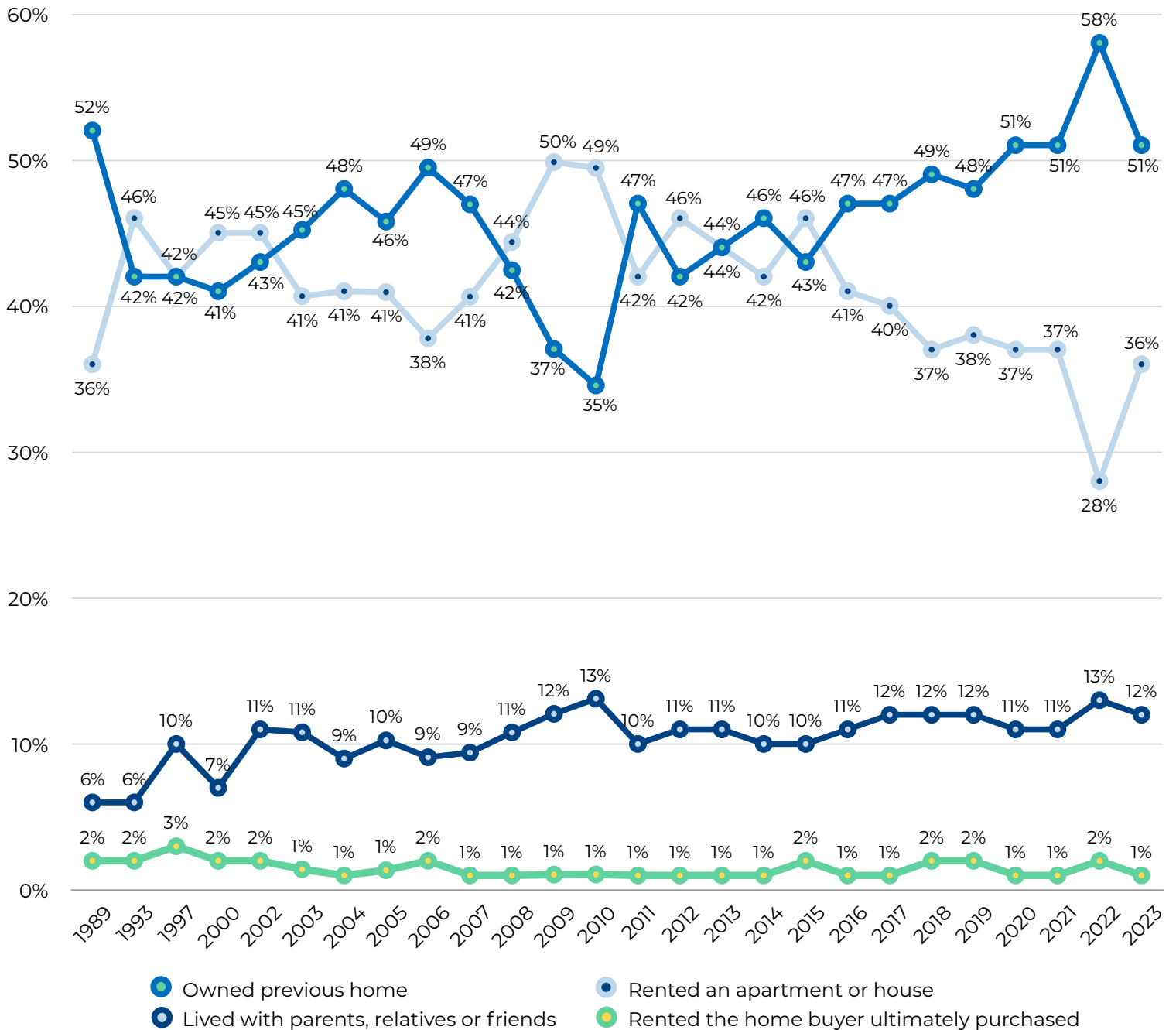
**Exhibit 1-19 National Origin of First-Time and Repeat Buyers**

(Percentage Distribution)

	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
Born in U.S.	90%	83%	93%
Not born in U.S.	10%	17%	7%

**Exhibit 1-20 Prior Living Arrangement, 1989–2023**

(Percentage Distribution)



### Exhibit 1–21 Prior Living Arrangement of First-Time and Repeat Buyers

(Percentage Distribution)

	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
Owned previous home	51%	4%	73%
Rented an apartment or house	36%	71%	19%
Lived with parents/relatives/friends, paid rent	6%	13%	3%
Lived with parents/relatives/friends, did not pay rent	6%	10%	3%
Rented the home ultimately purchased	1%	3%	1%

Note: After selling their previous home, buyers may have rented a home or apartment before purchasing their next home. A first-time buyer could have acquired ownership of their previous home (as an inheritance or gift, for example) without having been the buyer of the home. Thus, a first-time buyer could have owned a home prior to their first home purchase.

### Exhibit 1–22 Prior Living Arrangement, by Adult Composition of Household

(Percentage Distribution)

	ADULT COMPOSITION OF HOUSEHOLD						CHILDREN IN HOME	
	ALL BUYERS	MARRIED COUPLE	SINGLE FEMALE	SINGLE MALE	UNMARRIED COUPLE	OTHER	CHILDREN UNDER 18 IN HOME	NO CHILDREN IN HOME
Owned previous home	51%	56%	49%	43%	32%	51%	46%	55%
Rented an apartment or house	36%	35%	32%	34%	48%	35%	41%	32%
Lived with parents/relatives/friends, paid rent	6%	4%	10%	11%	10%	7%	7%	6%
Lived with parents/relatives/friends, did not pay rent	6%	4%	8%	10%	9%	4%	5%	6%
Rented the home ultimately purchased	1%	1%	1%	1%	1%	3%	2%	1%

Note: After selling their previous home, buyers may have rented a home or apartment before purchasing their next home. A first-time buyer could have acquired ownership of their previous home (as an inheritance or gift, for example) without having been the buyer of the home. Thus, a first-time buyer could have owned a home prior to their first home purchase.

## Chapter 1: Characteristics of Home Buyers

### Exhibit 1-23 Primary Reason for Purchasing a Home, First-Time and Repeat Buyers

(Percentage Distribution)

	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
Desire to own a home of own	26%	60%	10%
Desire to be closer to family/friends/relatives	12%	2%	16%
Desire for larger home	11%	5%	14%
Change in family situation (e.g. marriage, birth of child, divorce, etc.)	8%	7%	9%
Desire for smaller home	6%	*	8%
Job-related relocation or move	6%	4%	3%
Retirement	5%	1%	7%
Desire to be closer to job/school/transit	3%	4%	3%
Affordability of homes	2%	2%	2%
Establish a household	2%	5%	1%
Financial security	2%	3%	1%
Desire for a newly built or custom-built home	2%	*	2%
Desire for a home in a better area	1%	3%	9%
Better weather conditions	1%	*	1%
Desire for better home for pet(s)	1%	1%	1%
Purchased home for family member or relative	1%	*	1%
Greater number of homes on the market for sale/better choice	*	*	*

\* Less than 1 percent



### Exhibit 1-24 Primary Reason for Purchasing a Home, 2010–2023

(Percentage Distribution)

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Desire to own a home of my own	31%	27%	30%	30%	30%	30%	31%	30%	29%	29%	27%	28%	22%	26%
Desire for larger home	9%	10%	11%	12%	10	10%	10%	10%	9%	9%	10%	11%	7%	11%
Desire to be closer to family/friends/relatives	5%	7%	6%	6%	7%	7%	7%	8%	8%	9%	9%	10%	13%	12%
Change in family situation (e.g. marriage, birth of child, divorce, etc.)	8%	8%	8%	7%	7%	7%	8%	8%	7%	8%	8%	7%	6%	8%
Desire for a home in a better area	5%	5%	6%	6%	6%	6%	6%	7%	7%	7%	6%	7%	8%	7%
Job-related relocation or move	7%	10%	9%	8%	8%	8%	8%	8%	8%	7%	6%	5%	6%	6%
Desire for smaller home	3%	4%	4%	5%	6%	6%	6%	5%	5%	6%	6%	5%	8%	6%
Retirement	3%	4%	4%	5%	5%	5%	5%	5%	5%	5%	5%	5%	8%	5%
Establish a household	2%	2%	2%	3%	2%	2%	3%	2%	2%	3%	2%	3%	2%	2%
Desire to be closer to job/school/transit	3%	4%	4%	4%	4%	4%	3%	4%	3%	3%	3%	2%	5%	3%
Affordability of homes	6%	8%	7%	6%	3%	3%	3%	3%	2%	2%	3%	2%	2%	2%
Financial security	1%	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Desire for a newly built or custom-built home	1%	1%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%
Desire for better home for pet(s)	3%	3%	NA	NA	NA	NA	NA	NA	1%	1%	1%	2%	1%	1%
Purchased home for family member or relative	1%	1%	1%	*	*	*	*	*	1%	1%	1%	1%	1%	1%
Better weather conditions	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	1%	1%	2%	1%
Greater number of homes on the market for sale/better choice	2%	1%	1%	1%	*	NA	*	*	*	*	*	*	1%	*

\* Less than 1 percent

NA—Not Asked

## Chapter 1: Characteristics of Home Buyers

### Exhibit 1-25 Primary Reason for Purchasing a Home, by Adult Composition of Household

(Percentage Distribution)

	ADULT COMPOSITION OF HOUSEHOLD						CHILDREN IN HOME	
	ALL BUYERS	MARRIED COUPLE	SINGLE FEMALE	SINGLE MALE	UNMARRIED COUPLE	OTHER	CHILDREN UNDER 18 IN HOME	NO CHILDREN IN HOME
Desire to own a home of own	26%	21%	29%	34%	42%	24%	29%	25%
Desire to be closer to family/friends/relatives	12%	13%	16%	8%	7%	6%	5%	15%
Desire for larger home	11%	14%	3%	4%	11%	13%	22%	6%
Change in family situation (e.g. marriage, birth of child, divorce, etc.)	8%	5%	12%	16%	11%	15%	10%	8%
Desire for smaller home	6%	6%	8%	4%	1%	3%	1%	7%
Job-related relocation or move	6%	7%	3%	4%	2%	5%	9%	5%
Retirement	5%	6%	4%	7%	2%	3%	1%	7%
Desire to be closer to job/school/transit	3%	4%	2%	3%	1%	3%	3%	2%
Affordability of homes	2%	2%	2%	2%	*	4%	2%	2%
Establish a household	2%	2%	1%	2%	6%	2%	4%	2%
Financial security	2%	2%	3%	3%	2%	1%	2%	2%
Desire for a newly built or custom-built home	2%	2%	1%	1%	1%	2%	2%	2%
Desire for a home in a better area	1%	7%	6%	6%	5%	6%	6%	7%
Better weather conditions	1%	1%	1%	1%	*	2%	*	1%
Desire for better home for pet(s)	1%	1%	1%	*	2%	*	*	1%
Purchased home for family member or relative	1%	1%	1%	*	1%	4%	*	1%
Greater number of homes on the market for sale/better choice	*	*	*	*	*	1%	*	*

\* Less than 1 percent

### Exhibit 1–26 Primary Reason for the Timing of Home Purchase, First-Time and Repeat Buyers

(Percentage Distribution)

	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
It was just the right time, the buyer was ready to buy a home	43%	48%	41%
Did not have much choice, had to purchase	24%	26%	23%
It was the best time because of availability of homes for sale	11%	6%	13%
It was the best time because of mortgage financing options available	5%	6%	4%
It was the best time because of affordability of homes	4%	5%	4%
The buyer wished they had waited	3%	3%	3%
Other	10%	5%	13%

### Exhibit 1–27 Other Homes Owned

(Percentage Distribution)

	ALL BUYERS
Recently purchased home only	83%
One or more investment properties	8%
Previous homes that buyer is trying to sell	2%
One or more vacation homes	3%
Other	2%



# CHAPTER 2:

## Characteristics of Homes Purchased



When choosing to purchase either a new or previously-owned home, buyers typically make their choice for specific reasons. Buyers of new homes typically were looking to avoid renovations or electrical and plumbing problems, as well as have the ability to choose and customize design features. Buyers of previously-owned homes were looking for a better price and a better overall value in a home.

Due to lack of new home construction, based on U.S. Census data, 13 percent of home buyers purchased newly-constructed homes last year, a slight increase from 12 percent the prior year. The percentage that purchased existing-homes decreased to 87 percent. New home purchases reached a high of 18 percent in 1985 and again in 1989.

The most frequently purchased housing type among all buyers was a detached single-family home. Single females and single males were more likely than other household compositions to have purchased a townhouse or rowhouse as well as a cottage or cabin. The share of senior-related housing purchases was 19 percent in 2023, up from seven percent last year.

Overall, buyers expected that they will live in their homes for 15 years. The expected tenure was highest in the 45-64 age group. The biggest factor that would cause a buyer to move from their newly purchased home was due to life changes, including additions to their family, marriage, children moving out, or retirement. While 40 percent of buyers reported that life changes could cause them to move, 22 percent of recent buyers said that this was their forever home and had no intention of moving.

## Chapter 2: Characteristics of Homes Purchased

### New and Previously Owned Homes Purchased

#### Exhibits 2-1 and 2-2

Due to a lack of new home construction, the share of new homes purchased increased slightly but remains low at 13 percent. Existing-homes purchases decreased slightly to 87 percent. In comparison, in 1985 new home purchases accounted for 15 percent of the market share and existing-homes were 85 percent.

Buyers chose to purchase new and previously-owned homes for different reasons. Purchasers of new homes were looking to avoid renovations and problems with plumbing or electricity (45 percent). New home buyers also liked having the ability to choose and customize design features in their home (26 percent), and the amenities of new home construction communities (26 percent). Buyers who chose a previously-owned home considered them a better price (38 percent), a better overall value (36 percent), and a home with more charm and character (23 percent). Eighteen percent of buyers of previously-owned homes also faced a lack of inventory of new homes.

“ The distance between the home that buyers recently purchased and their previous residence was a median of 20 miles, a decrease from 50 miles last year, but up from 15 miles in years prior. ”

### Type of Home Purchased

#### Exhibits 2-3 through 2-5

The most common type of home purchased continued to be the detached single-family home, which made up 79 percent of all homes purchased, the same as last year. Eight percent of recent buyers purchased a townhouse or rowhouse.

Townhomes continued to be more common among first-time home buyers compared to repeat buyers. Single female and single male buyers were more likely to purchase a townhouse or condo than married couples and unmarried couples. Among buyers with children under the age of 18 in the home, 84 percent purchased a detached single-family home, as opposed to 77 percent of buyers who had no children in their home.

Since 1981, the *Profile of Home Buyers and Sellers* has been tracking data on the type of homes purchased. In 1981, 76 percent of home buyers purchased detached single-family homes, 16 percent bought condos and eight bought townhomes. In 1985, the share of detached single-family homes purchased was at its highest at 88 percent and in 2007 it was at its lowest at 74 percent. For most of the 1980s and 1990s, detached single-family homes ranged in the low to mid 80 percentiles. From 2005 through 2012, the share of detached single-family homes sold ranged in the mid to high 70 percentiles. Since 2007, condo sales have steadily decreased from 11 percent and made up five percent of sales this year.

### Location of Home Purchased

#### Exhibits 2-6 and 2-7

The largest percentages of homes purchased were located suburbs and small towns. Forty-seven percent of all buyers purchased in a suburb/subdivision, 23 percent in a small town, 14 percent purchased in a rural area, and 14 percent in an urban or central city. Fifty-seven percent of buyers who purchased new homes did so in a suburb. These figures are survey response data based on perceived location by home buyers and may vary from population data.

### Senior Housing and Active Adult Communities

#### Exhibit 2-8

Senior-related housing increased to 19 percent from seven percent of buyers over the age of 60 this year, and until 2021 incrementally increased from 11 percent in 2010. For buyers over 60 who recently purchased senior-related housing, 59 percent (the same as last year) purchased a detached single-family home and 53 percent (up from 35 percent last year) bought in a suburb or subdivision. Other home types purchased include condos at 17 percent, and townhomes and row homes at 12 percent. The location of senior-related housing showed that other than in suburbs and subdivisions, 19 percent of buyers purchased in small towns (down from 35 percent last year), and 13 percent in a resort or recreational area (down from 15 percent last year). Eight percent of buyers of senior-related housing purchased in rural areas, and eight percent in urban or central cities.

### Distance Between Home Purchased and Previous Residence

#### Exhibit 2-9

The distance between the home that buyers recently purchased and their previous residence was a median of 20 miles, a decrease from 50 miles last year, but up from 15 miles in years prior.

### Factors Influencing Neighborhood Choice

#### Exhibits 2-10 and 2-11

Some of the factors that influenced recent home buyers' choice of the neighborhood where they ultimately purchased remain fairly consistent in their ranking from last year. Quality of the neighborhood (60 percent), convenience to friends and family (45 percent), overall home affordability (39 percent), and convenience to their job (38 percent) remained the most important factors to recent home buyers when choosing a neighborhood.

In urban or central city locations and resort or recreational areas, convenience to entertainment or leisure activities and convenience to parks and recreational areas were more important factors than in any other location. Single females more than any other household composition cited the convenience to friends and family as an influencing factor in their neighborhood choice at 55 percent. Forty-three percent of recent buyers with children under the age of 18 living in the home cited the quality of the school district as an influencing factor in their neighborhood choice.

### Size of Home Purchased

#### Exhibits 2-13 through 2-15

Recent homes purchased were a median size of 1,860 square feet this year. The size of homes that repeat buyers purchased was typically larger than homes purchased by first-time buyers. The median home size for first-time buyers was 1,670 square feet, and 1,970 square feet for repeat buyers. Single females and single males purchased the smallest sized homes, with medians of 1,500 and 1,600 square feet respectively. Married couples and households with children under 18 purchased the largest homes compared to any other household composition, with a median of 2,050 square feet and 2,080 square feet respectively.

The largest homes purchased were detached single-family homes, with a median of 1,950 square feet. The most expensive price per square foot was found in townhouses or row houses. The price per square foot in these homes was \$220. All other types of homes purchased had a price per square foot of \$190. The typical home purchased this year had a median of three bedrooms and two bathrooms. Ninety-five percent of households that have children under the age of 18 living in their homes purchased a home that had three or more bedrooms.

“ The most important environmental feature to buyers in all regions was heating and cooling costs, which 82 percent of buyers found at least somewhat important. ”

## Chapter 2: Characteristics of Homes Purchased

### Year Home Was Built

#### Exhibit 2-18

The typical home purchased was built in 1985, which is nearly unchanged from 1986 the previous year.

### Environment Features and Commuting Costs

#### Exhibits 2-19 through 2-21

Commuting costs were at least somewhat important for 63 percent of buyers, while 37 percent said commuting costs were not important to them. The most important environmental feature to buyers in all regions was heating and cooling costs, which 82 percent of buyers found at least somewhat important. Most recent buyers thought their home's windows, doors, and siding were at least somewhat important to them. As the home's age increases, buyers place less importance on environmentally friendly features compared to buyers of newer homes.

### Characteristics of Home on Which Buyer Compromised

#### Exhibits 2-22 through 2-24

When deciding on a home to purchase, recent buyers made compromises on some home characteristics. The most common compromise made was the price of the home at 33 percent and the condition of the home, also at 26 percent. Twenty-six percent of buyers said that they made no compromises when purchasing their homes. Single male and single female buyers were the least likely to make compromises when choosing their home at 27 percent.

### Expected Length of Tenure in Home Purchased

#### Exhibits 2-25 through 2-28

The expected tenure in homes increased to a median of 15 years. Repeat buyers intend to stay in their homes for the same length of time as the previous year at 15 years, first-time buyers' expected tenure shortened, from 18 years expected last year to 15 years this year. Nearly half of those who purchased previously-owned homes expected to stay in them for 16 years or more. Buyers between the ages of 18 to 44 had the shortest expected tenure of 10 years.

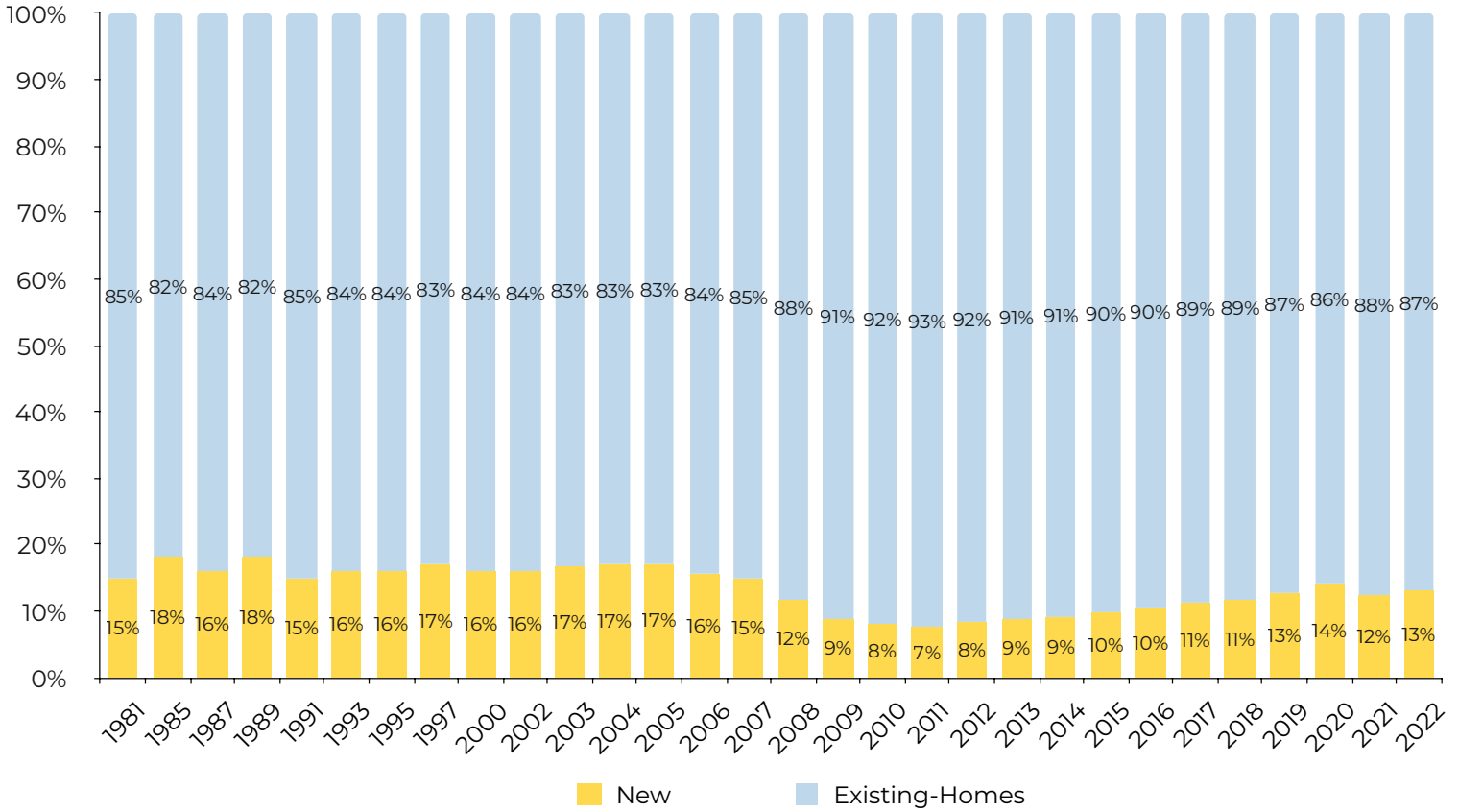
While buyers estimate the timeframe that they will live in their homes, there are factors that could cause buyers to move. Forty percent of buyers said that they would potentially move because of a life change such as an addition to the family, marriage, children moving out, or retirement. Buyers between the ages of 18 and 44 were more likely than any other age group to potentially move for a larger home at 39 percent, and buyers between the ages of 25 and 44 because of a job change at 43 percent. Households with no children and married couples were the most likely at 24 and 23 percent, respectively, to say that they are never moving and that this is their forever home.





## Exhibit 2-1 New and Previously Owned Homes Purchased, 1981-2022

(Source: U.S. Census Data for New Homes, National Association of REALTORS® Existing-Home Sales)



## Exhibit 2-2 Why New and Previously Owned Homes Purchased

(Percent of Respondents)

NEW HOME:	
Avoid renovations or problems with plumbing or electricity	45%
Ability to choose and customize design features	26%
Amenities of new home construction communities	26%
Lack of inventory of previously owned home	19%
Green/energy efficiency	13%
Smart home features	13%
Other	20%
PREVIOUSLY OWNED HOME:	
Better price	38%
Better overall value	36%
More charm and character	23%
Lack of inventory of new homes	18%
Want to DIY a fixer upper	7%
Other	10%

## Chapter 2: Characteristics of Homes Purchased

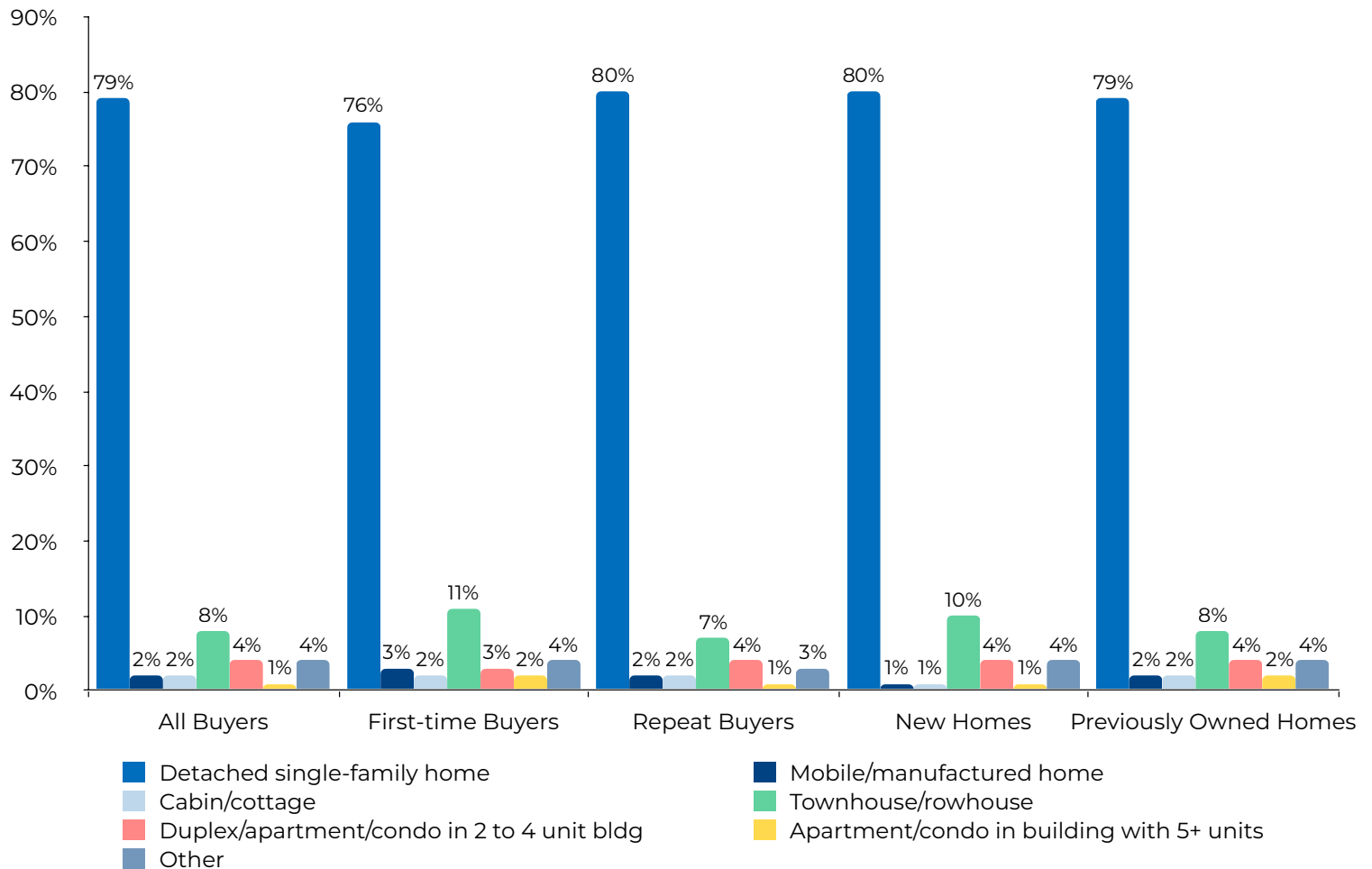
### Exhibit 2-3 Type of Home Purchased

(Percentage Distribution)

Detached single-family home	79%
Townhouse/rowhouse	8%
Duplex/apartment/condo in 2 to 4 unit building	4%
Mobile/manufactured home	2%
Cabin/cottage	2%
Apartment/condo in building with 5+ units	1%
Other	4%

### Exhibit 2-4 Type of Home Purchased by First-Time and Repeat Buyers, and Buyers of New and Previously Owned Homes

(Percentage Distribution)



## 2023 Profile of Home Buyers and Sellers

### Exhibit 2-5 Type of Home Purchased, by Adult Composition of Household

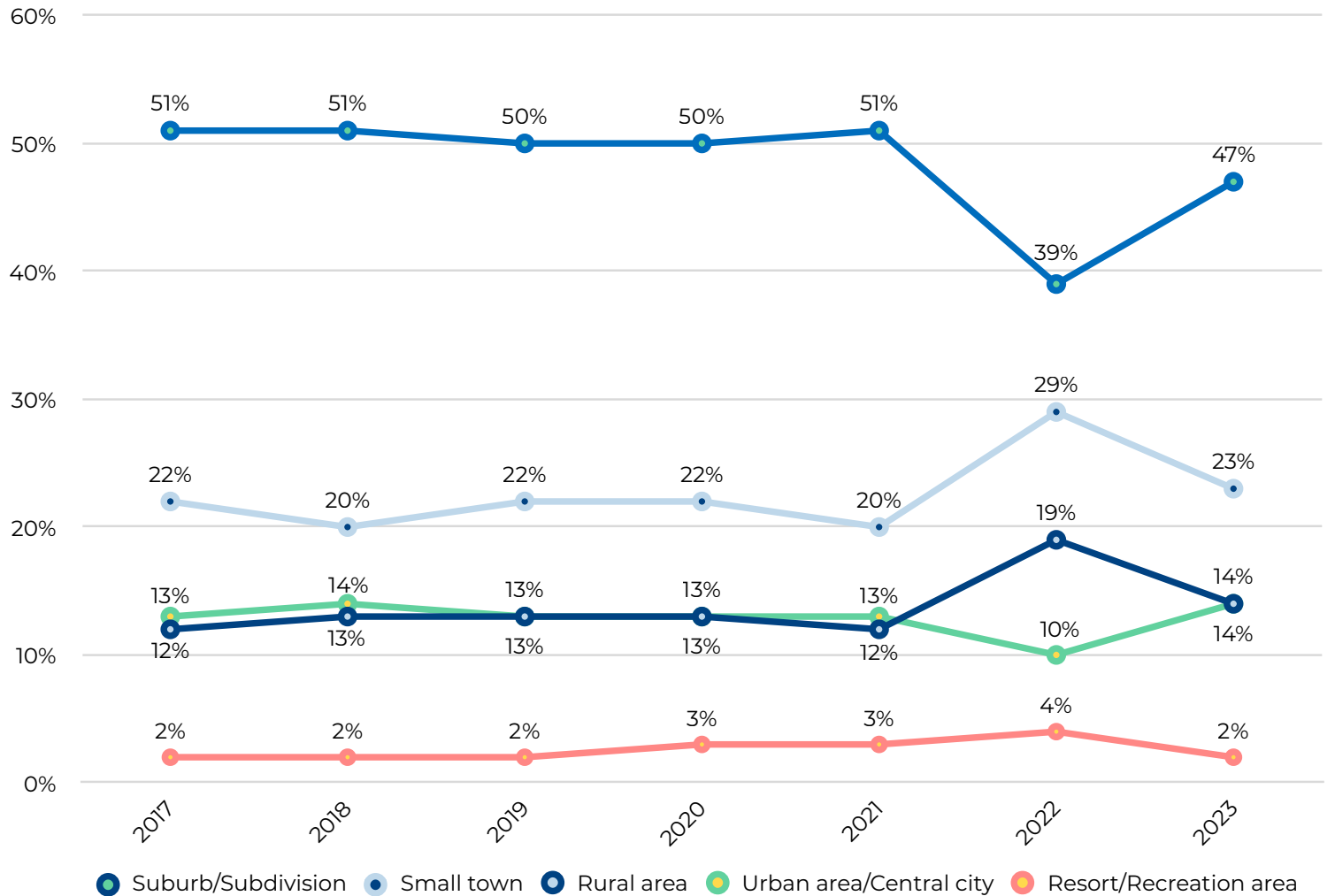
(Percentage Distribution)

	ADULT COMPOSITION OF HOUSEHOLD						CHILDREN IN HOME	
	ALL BUYERS	MARRIED COUPLE	SINGLE FEMALE	SINGLE MALE	UNMARRIED COUPLE	OTHER	CHILDREN UNDER 18 IN HOME	NO CHILDREN IN HOME
Detached single-family home	79%	83%	67%	73%	84%	79%	84%	77%
Mobile/manufactured home	2%	2%	3%	2%	3%	1%	2%	2%
Cabin/cottage	2%	1%	3%	3%	2%	2%	1%	2%
Townhouse/rowhouse	8%	6%	14%	12%	5%	4%	6%	9%
Duplex/apartment/condo in 2 to 4 unit building	4%	3%	7%	4%	2%	3%	2%	5%
Apartment/condo in building with 5+ units	1%	1%	3%	2%	1%	1%	*	2%
Other	4%	3%	3%	4%	3%	10%	4%	3%

\* Less than 1 percent

### Exhibit 2-6 Location of Home Purchased, 2017-2023

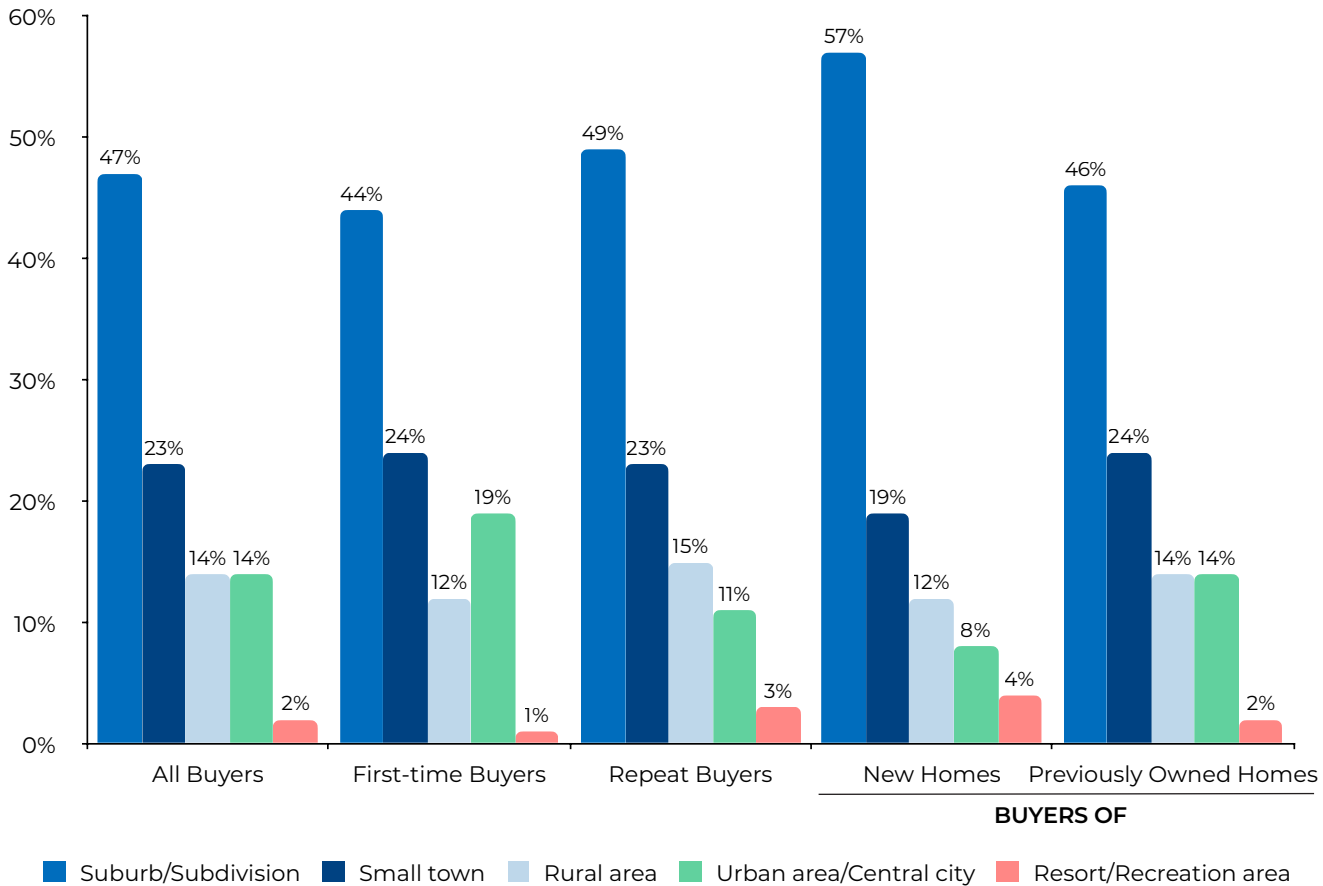
(Percentage Distribution)



## Chapter 2: Characteristics of Homes Purchased

**Exhibit 2-7** Location of Home Purchased by First-Time and Repeat Buyers, and Buyers of New and Previously Owned Homes

(Percentage Distribution)



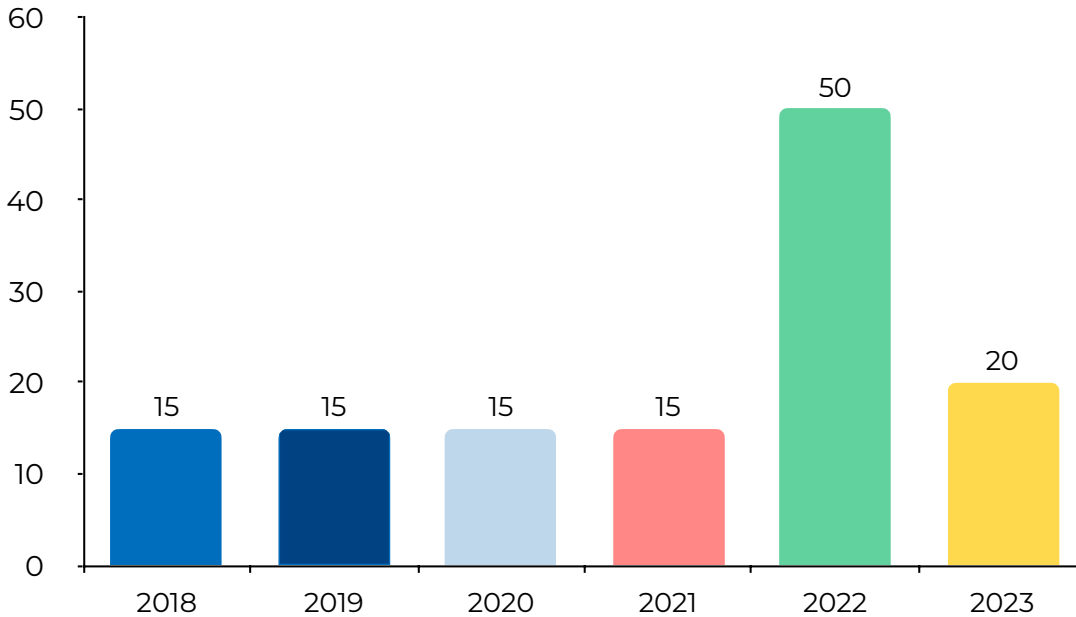
**Exhibit 2-8** Senior-Related Housing by Type of Home Purchased and Location

(Percentage Distribution)

ALL BUYERS OVER 60	
Share who purchased a home in senior-related housing	19%
<b>BUYERS OVER 60 WHO PURCHASED SENIOR-RELATED HOUSING:</b>	
<b>TYPE OF HOME PURCHASED</b>	
Detached single-family home	59%
Duplex/apartment/condo in 2 to 4 unit building	12%
Townhouse/row house	12%
Apartment/condo in building with 5 or more units	5%
Other	12%
<b>LOCATION</b>	
Suburb/ Subdivision	53%
Small town	19%
Resort/ Recreation area	13%
Rural area	8%
Urban/ Central city	8%

**Exhibit 2-9 Distance Between Home Purchased and Previous Residence, 2018–2023**

(Median Miles)



**Exhibit 2-10 Factors Influencing Neighborhood Choice, by Location**

(Percent of Respondents)

**BUYERS WHO PURCHASED A HOME IN A**

	ALL BUYERS	SUBURB/ SUBDIVISION	SMALL TOWN	URBAN/ CENTRAL CITY	RURAL AREA	RESORT/ RECREATION AREA
Quality of the neighborhood	60%	68%	56%	55%	43%	55%
Convenient to friends/family	45%	49%	43%	45%	37%	39%
Overall affordability of homes	39%	39%	43%	43%	31%	24%
Convenient to job	38%	42%	34%	47%	31%	7%
Convenient to shopping	28%	33%	21%	33%	19%	28%
Design of neighborhood	26%	30%	21%	25%	17%	33%
Convenient to parks/recreational facilities	23%	25%	20%	28%	16%	34%
Convenient to entertainment/leisure activities	22%	26%	13%	30%	13%	32%
Walkability	20%	20%	17%	32%	8%	24%
Availability of larger lots or acreage	19%	15%	17%	8%	49%	3%
Convenient to vet/outdoor space for pet	19%	17%	22%	19%	21%	17%
Quality of the school district	19%	23%	20%	13%	14%	5%
Convenient to schools	18%	20%	20%	18%	11%	4%
Convenient to health facilities	16%	18%	15%	15%	14%	24%
Convenient to airport	9%	11%	6%	11%	5%	11%
Access to bike paths	8%	10%	6%	11%	4%	16%
Home in a planned community	8%	10%	6%	5%	3%	29%
Convenient to public transportation	6%	6%	2%	15%	1%	4%
Other	7%	6%	6%	6%	10%	16%

## Chapter 2: Characteristics of Homes Purchased

### Exhibit 2-11 Factors Influencing Neighborhood Choice, by Adult Composition of Household and Children in Household

(Percent of Respondents)

	ADULT COMPOSITION OF HOUSEHOLD						CHILDREN IN HOME	
	ALL BUYERS	MARRIED COUPLE	SINGLE FEMALE	SINGLE MALE	UNMARRIED COUPLE	OTHER	CHILDREN UNDER 18 IN HOME	NO CHILDREN IN HOME
Quality of the neighborhood	60%	63%	59%	53%	61%	59%	61%	60%
Convenient to friends/family	45%	43%	55%	43%	46%	38%	41%	48%
Overall affordability of homes	39%	37%	42%	41%	48%	41%	40%	38%
Convenient to job	38%	39%	32%	38%	51%	39%	47%	34%
Convenient to shopping	28%	29%	28%	30%	29%	29%	24%	31%
Design of neighborhood	26%	26%	25%	25%	27%	22%	25%	27%
Convenient to parks/recreational facilities	23%	24%	22%	21%	28%	29%	27%	23%
Convenient to entertainment/leisure activities	22%	22%	19%	26%	29%	23%	19%	24%
Walkability	20%	19%	20%	21%	21%	24%	18%	21%
Availability of larger lots or acreage	19%	23%	11%	15%	23%	18%	25%	18%
Convenient to vet/outdoor space for pet	19%	19%	20%	15%	29%	12%	14%	20%
Quality of the school district	19%	24%	10%	12%	13%	23%	43%	8%
Convenient to schools	18%	22%	10%	10%	16%	28%	48%	5%
Convenient to health facilities	16%	18%	15%	18%	8%	20%	8%	21%
Convenient to airport	9%	9%	8%	11%	10%	7%	7%	10%
Access to bike paths	8%	9%	7%	10%	10%	12%	8%	9%
Home in a planned community	8%	9%	8%	6%	6%	5%	6%	9%
Convenient to public transportation	6%	5%	4%	5%	8%	8%	6%	5%
Other	7%	6%	9%	5%	6%	8%	5%	8%

### Exhibit 2-12 Purchase Price Compared with Asking Price

(Percentage Distribution)

PERCENT OF ASKING PRICE:	ALL BUYERS
Less than 90%	8%
90% to 94%	10%
95% to 99%	27%
100%	31%
101% to 110%	20%
More than 110%	5%
Median (purchase price as a percent of asking price)	100%

### Exhibit 2-13 Size of Home Purchased, First-Time and Repeat Buyers, and Buyers of New and Previously Owned Homes

(Percentage Distribution)

	BUYERS OF				
	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS	NEW HOMES	PREVIOUSLY OWNED HOMES
1,000 sq ft or less	1%	2%	1%	*	1%
1,001 to 1,500 sq ft	15%	20%	12%	3%	17%
1,501 to 2,000 sq ft	28%	33%	25%	26%	28%
2,001 to 2,500 sq ft	26%	25%	26%	29%	25%
2,501 to 3,000 sq ft	13%	10%	15%	22%	12%
3,001 to 3,500 sq ft	9%	4%	11%	10%	9%
3,501 sq ft or more	9%	5%	11%	9%	9%
Median (sq ft)	1,860	1,670	1,970	2,100	1,800

\* Less than 1 percent

## Chapter 2: Characteristics of Homes Purchased

### Exhibit 2-14 Size of Home Purchased, by Adult Composition of Household

(Percentage Distribution)

	ADULT COMPOSITION OF HOUSEHOLD						CHILDREN IN HOME	
	ALL BUYERS	MARRIED COUPLE	SINGLE FEMALE	SINGLE MALE	UNMARRIED COUPLE	OTHER	CHILDREN UNDER 18 IN HOME	NO CHILDREN IN HOME
1,000 sq ft or less	1%	1%	2%	1%	1%	3%	1%	1%
1,001 to 1,500 sq ft	15%	9%	28%	24%	16%	14%	11%	17%
1,501 to 2,000 sq ft	28%	23%	39%	34%	34%	28%	22%	31%
2,001 to 2,500 sq ft	26%	28%	20%	22%	26%	18%	25%	25%
2,501 to 3,000 sq ft	13%	16%	6%	10%	13%	12%	15%	13%
3,001 to 3,500 sq ft	9%	11%	3%	4%	6%	14%	12%	7%
3,501 sq ft or more	9%	12%	2%	5%	5%	11%	15%	6%
Median (sq ft)	1,860	2,050	1,500	1,600	1,750	1,980	2,080	1,790

### Exhibit 2-15 Home Size and Price per Square Foot

(Median)

	ALL BUYERS
All homes purchased	
Square feet	1,860
Price per square foot	\$190
Detached single-family home	
Square feet	1,950
Price per square foot	\$190
Townhouse or row house	
Square feet	1,650
Price per square foot	\$220
Duplex/apartment/condo in 2-4 unit building	
Square feet	1,550
Price per square foot	\$190
Apartment/condo in building with 5 or more units	
Square feet	1,280
Price per square foot	\$190



## 2023 Profile of Home Buyers and Sellers

### Exhibit 2-16 Number of Bedrooms and Bathrooms, by First-Time and Repeat Buyers, and Buyers of New and Previously Owned Homes

(Percentage Distribution)

	BUYERS OF				
	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS	NEW HOMES	PREVIOUSLY OWNED HOMES
One bedroom	1%	1%	1%	*	1%
Two bedrooms	16%	16%	16%	11%	17%
Three bedrooms or more	83%	83%	83%	88%	82%
Median number of bedrooms	3	3	3	3	3
One full bathroom	18%	27%	14%	2%	20%
Two full bathrooms	59%	61%	58%	63%	58%
Three full bathrooms or more	23%	13%	28%	34%	21%
Median number of full bathrooms	2	2	2	2	2

\* Less than 1 percent

### Exhibit 2-17 Number of Bedrooms and Bathrooms, by Adult Household Composition and Children in Household

(Percentage Distribution)

	ADULT COMPOSITION OF HOUSEHOLD						CHILDREN IN HOME	
	ALL BUYERS	MARRIED COUPLE	SINGLE FEMALE	SINGLE MALE	UNMARRIED COUPLE	OTHER	CHILDREN UNDER 18 IN HOME	NO CHILDREN IN HOME
One bedroom	1%	*	2%	2%	*	1%	*	1%
Two bedrooms	16%	11%	31%	24%	13%	17%	5%	22%
Three bedrooms or more	83%	88%	67%	74%	87%	82%	95%	77%
Median number of bedrooms	3	3	3	3	3	3	4	3
One full bathroom	18%	12%	28%	25%	27%	18%	15%	19%
Two full bathrooms	59%	60%	63%	59%	56%	55%	53%	62%
Three full bathrooms or more	23%	28%	10%	16%	17%	27%	32%	19%
Median number of full bathrooms	2	2	2	2	2	2	2	2

\* Less than 1 percent

## Chapter 2: Characteristics of Homes Purchased

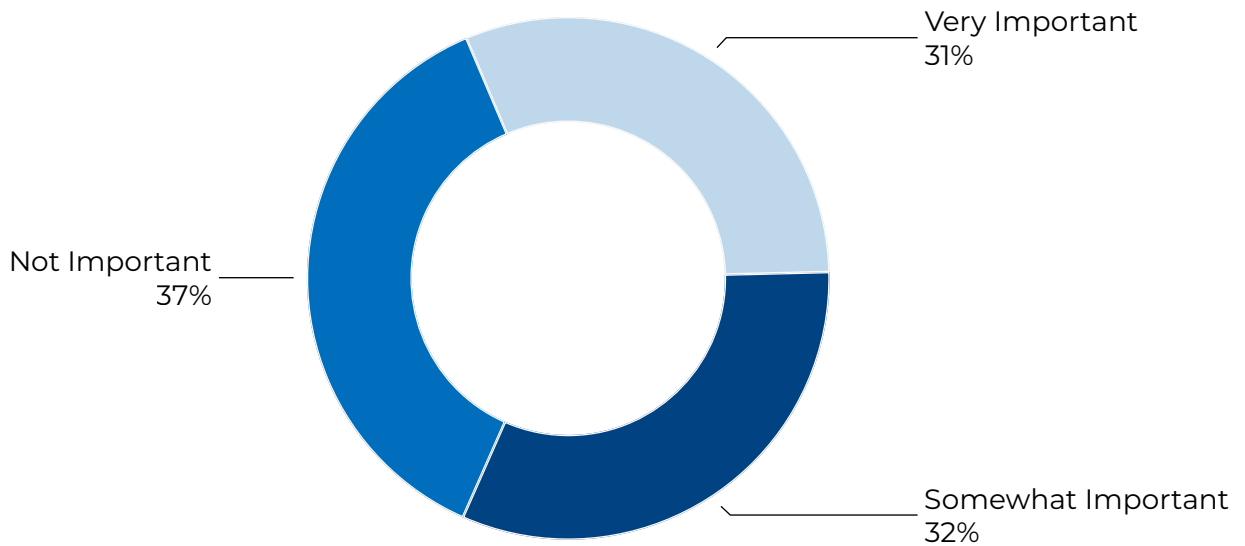
### Exhibit 2-18 Year Home Built

(Percentage Distribution)

	ALL BUYERS
2023	2%
2022	4%
2021 through 2016	7%
2015 through 2010	5%
2009 through 2004	9%
2003 through 1988	20%
1987 through 1962	28%
1961 through 1919	20%
1918 and older	4%
Median	1985

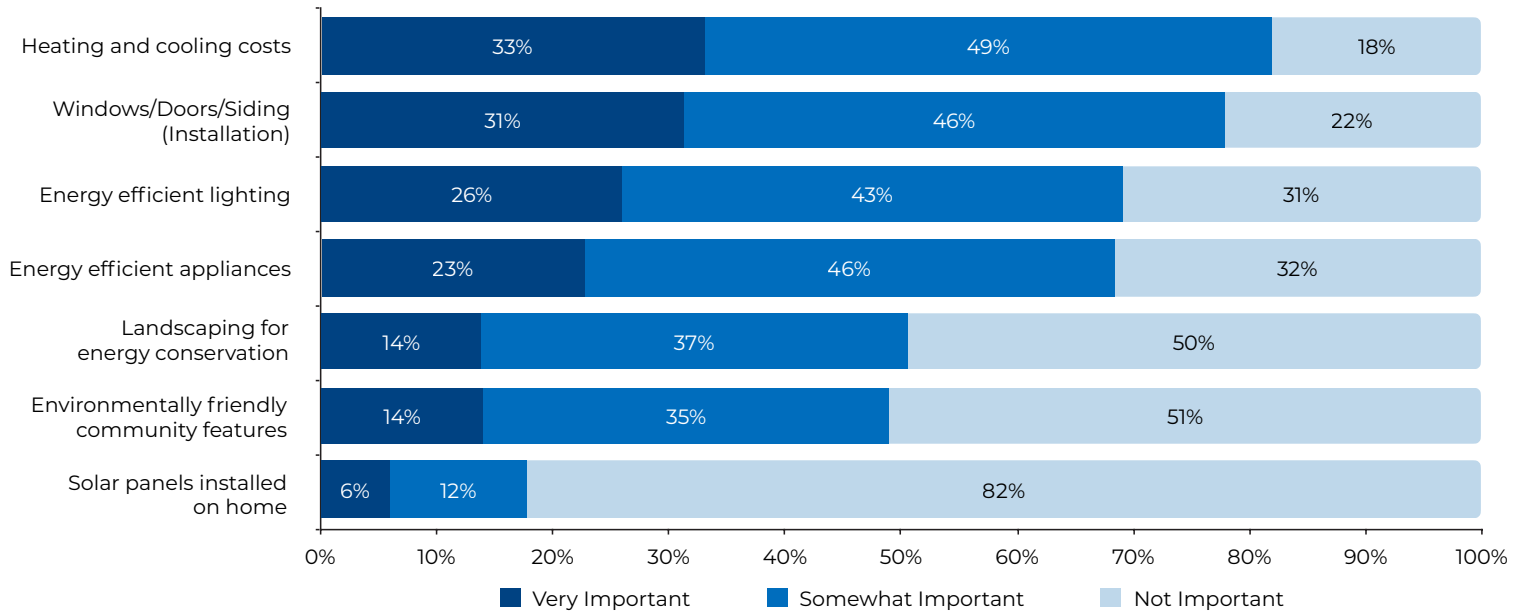
### Exhibit 2-19 Importance of Commuting Costs

(Percentage Distribution)



## Exhibit 2-20 Importance of Home's Environmentally Friendly Features

(Percentage Distribution)



## Exhibit 2-21 Environmentally Friendly Features Considered "Very Important," by Year Home Was Built

(Percentage Distribution)

	ALL BUYERS	2023	2022	2021 THROUGH 2016	2015 THROUGH 2010	2009 THROUGH 2004	2003 THROUGH 1988	1987 THROUGH 1962	1961 THROUGH 1919	1918 AND OLDER
Heating and cooling costs	33%	55%	52%	35%	33%	29%	31%	31%	32%	30%
Windows/Doors/Siding (Installation)	31%	41%	51%	36%	29%	27%	28%	28%	30%	26%
Energy efficient lighting	26%	48%	44%	29%	24%	24%	24%	22%	23%	22%
Energy efficient appliances	23%	48%	43%	27%	25%	20%	19%	19%	20%	17%
Landscaping for energy conservation	14%	28%	19%	16%	14%	13%	13%	12%	11%	10%
Environmentally friendly community features	14%	25%	17%	14%	11%	14%	12%	15%	12%	15%
Solar panels installed on home	6%	7%	8%	4%	6%	6%	5%	6%	4%	4%

## Chapter 2: Characteristics of Homes Purchased

### Exhibit 2-22 Characteristics of Home on Which Buyer Compromised, by Location

(Percent of Respondents)

	BUYERS WHO PURCHASED A HOME IN A					
	ALL BUYERS	SUBURB/ SUBDIVISION	SMALL TOWN	URBAN/ CENTRAL CITY	RURAL	RESORT/ RECREATION AREA
Price of home	33%	34%	34%	35%	28%	30%
Condition of home	26%	24%	29%	33%	24%	21%
Size of home	23%	22%	26%	27%	21%	20%
Style of home	19%	19%	17%	21%	19%	16%
Lot size	15%	15%	17%	14%	16%	15%
Distance from job	13%	14%	13%	11%	15%	4%
Distance from friends or family	10%	10%	10%	8%	15%	9%
Quality of the neighborhood	8%	6%	11%	14%	5%	7%
Quality of the schools	5%	4%	8%	7%	4%	1%
Distance from school	2%	2%	2%	2%	2%	*
None—Made no compromises	26%	25%	27%	23%	28%	39%
Other compromises not listed	8%	9%	7%	8%	9%	9%

\* Less than 1 percent

### Exhibit 2-23 Characteristics of Home on Which Buyer Compromised, First-Time and Repeat Buyers, and Buyers of New and Previously Owned Homes

(Percent of Respondents)

	BUYERS OF				
	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS	NEW HOMES	PREVIOUSLY OWNED HOMES
Price of home	33%	38%	30%	30%	33%
Condition of home	26%	31%	24%	6%	29%
Size of home	23%	30%	20%	18%	24%
Style of home	19%	24%	16%	16%	19%
Lot size	15%	16%	15%	22%	14%
Distance from job	13%	19%	10%	14%	13%
Distance from friends or family	10%	13%	9%	12%	10%
Quality of the neighborhood	8%	14%	6%	7%	9%
Quality of the schools	5%	10%	3%	4%	5%
Distance from school	2%	3%	1%	2%	2%
None—Made no compromises	26%	18%	30%	34%	25%
Other compromises not listed	8%	8%	9%	9%	8%

## 2023 Profile of Home Buyers and Sellers

### Exhibit 2–24 Characteristics of Home on Which Buyer Compromised, by Adult Composition of Household

(Percent of Respondents)

	ADULT COMPOSITION OF HOUSEHOLD						CHILDREN IN HOME	
	ALL BUYERS	MARRIED COUPLE	SINGLE FEMALE	SINGLE MALE	UNMARRIED COUPLE	OTHER	CHILDREN UNDER 18 IN HOME	NO CHILDREN IN HOME
Price of home	33%	33%	29%	35%	34%	35%	35%	31%
Condition of home	26%	25%	28%	26%	32%	25%	29%	24%
Size of home	23%	23%	23%	26%	25%	22%	25%	21%
Style of home	19%	18%	20%	18%	20%	18%	20%	18%
Lot size	15%	16%	13%	14%	17%	16%	18%	15%
Distance from job	13%	13%	8%	13%	17%	14%	16%	11%
Distance from friends or family	10%	10%	9%	12%	12%	14%	9%	11%
Quality of the neighborhood	8%	8%	7%	10%	11%	7%	7%	7%
Quality of the schools	5%	6%	2%	2%	7%	7%	8%	2%
Distance from school	2%	2%	1%	1%	3%	3%	5%	*
None—Made no compromises	26%	26%	27%	27%	20%	29%	21%	28%
Other compromises not listed	8%	8%	10%	7%	9%	11%	8%	9%

\* Less than 1 percent

### Exhibit 2–25 Expected Length of Tenure in Home Purchased, First-Time and Repeat Buyers, and Buyers of New and Previously Owned Homes

(Percentage Distribution)

	BUYERS OF				
	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS	NEW HOMES	PREVIOUSLY OWNED HOMES
1 year or less	2%	2%	2%	2%	2%
2 to 3 years	5%	4%	5%	5%	5%
4 to 5 years	13%	16%	12%	12%	13%
6 to 7 years	4%	5%	3%	3%	4%
8 to 10 years	22%	21%	22%	26%	21%
11 to 15 years	8%	7%	9%	10%	8%
16 or more years	45%	44%	46%	39%	46%
Don't Know	1%	*	2%	2%	1%
Median	15	15	15	10	15

\* Less than 1 percent

## Chapter 2: Characteristics of Homes Purchased

### Exhibit 2-26 Expected Length of Tenure in Home Purchased, by Age

(Percentage Distribution)

	AGE OF HOME BUYER				
	ALL BUYERS	18 TO 24	25 TO 44	45 TO 64	65 OR OLDER
1 year or less	2%	4%	1%	1%	2%
2 to 3 years	5%	7%	5%	4%	4%
4 to 5 years	13%	24%	17%	11%	7%
6 to 7 years	4%	2%	5%	3%	2%
8 to 10 years	22%	22%	23%	21%	25%
11 to 15 years	8%	9%	7%	7%	12%
16 or more years	45%	29%	40%	51%	45%
Don't Know	1%	2%	*	1%	2%
Median	15	10	10	20	15

\* Less than 1 percent

### Exhibit 2-27 Factors that Could Cause Buyer To Move, by Age

(Percent of Respondents)

	AGE OF HOME BUYER				
	ALL BUYERS	18 TO 24	25 TO 44	45 TO 64	65 OR OLDER
Move with life changes (addition to family, marriage, children move out, retirement, etc.)	40%	48%	55%	39%	21%
Move with job or career change	26%	35%	43%	21%	1%
Never moving-forever home	22%	23%	16%	23%	31%
Want nicer home/added features	21%	31%	37%	14%	6%
Want a larger home	20%	39%	39%	8%	3%
Household member's health	18%	11%	7%	19%	38%
May desire better area/neighborhood	18%	18%	28%	14%	6%
Downsize/smaller house	15%	8%	12%	21%	13%
Unfit living conditions due to environmental factors	11%	6%	14%	10%	8%
Will flip home	3%	7%	5%	2%	1%
Other	7%	4%	5%	9%	8%

### Exhibit 2-28 Factors That Could Cause Buyer To Move, by Adult Composition of Household

(Percentage Distribution)

	ADULT COMPOSITION OF HOUSEHOLD						CHILDREN IN HOME	
	ALL BUYERS	MARRIED COUPLE	SINGLE FEMALE	SINGLE MALE	UNMARRIED COUPLE	OTHER	CHILDREN UNDER 18 IN HOME	NO CHILDREN IN HOME
Move with life changes (addition to family, marriage, children move out, retirement, etc.)	40%	37%	47%	45%	48%	42%	48%	38%
Move with job or career change	26%	26%	20%	29%	33%	21%	35%	21%
Never moving—forever home	22%	23%	21%	18%	19%	23%	18%	24%
Want nicer home/added features	21%	19%	21%	24%	36%	16%	27%	19%
Want a larger home	20%	18%	18%	23%	34%	14%	29%	16%
Household member's health	18%	21%	15%	13%	11%	20%	8%	23%
May desire better area/neighborhood	18%	16%	18%	22%	27%	16%	21%	17%
Downsize/smaller house	15%	16%	10%	13%	14%	23%	18%	14%
Unfit living conditions due to environmental factors	11%	10%	10%	11%	15%	13%	12%	10%
Will flip home	3%	2%	2%	9%	4%	5%	4%	3%
Other	7%	7%	10%	7%	7%	5%	6%	8%





# CHAPTER 3:

## The Home Search Process



Starting the home buying process online continues to be the first step that many home buyers are taking. Forty-one percent of recent buyers first looked online for properties for sale, while 100 percent of all recent buyers used the internet at some point during the home search process.

Since 1987, NAR has collected data on how many weeks buyers searched for the home they bought and how many homes they viewed. While the number of weeks home buyers searched has increased over time, buyers have viewed roughly the same number of homes for the past three decades. Buyers typically spent ten weeks searching for the home they purchased. From 2009 to 2013, the search time jumped up to twelve weeks, then came back down to 10 weeks in 2014 and remained there for five

years, before dropping to eight weeks in 2020 and 2021 and then back up to 10 weeks since 2022. This year, buyers typically looked at a median of seven homes before finding a home to purchase (four of which they viewed only online), compared to five homes last year and 12 homes in 1987.

Fifty-two percent of buyers ultimately found the home that they purchased through the internet. Real estate agents remain a vital part of the home search process and are the most used information source for home buyers, followed by mobile search devices. With tightened inventory, finding the right property remained the most difficult step in the home buying process. Overall, home buyers remained satisfied with the home buying process at 92 percent.

## Chapter 3: The Home Search Process

### The First Step in the Home Buying Process

#### Exhibits 3-1 and 3-2

Forty-one percent of home buyers looked online for properties for sale as their first step in the home buying process, while 20 percent of buyers first contacted a real estate agent. Repeat home buyers were more likely than first-time buyers to look online for properties for sale as a first step. First-time home buyers were more likely to look online for information about the home buying process or to talk to a friend or relative about the home buying process. Across all age groups, looking online for properties for sale was the first step taken, and highest among those aged 45 to 64.

### Information Sources

#### Exhibits 3-3 through 3-6

Throughout the home search process, real estate agents continue to be the most used resource (88 percent), followed by mobile or tablet search devices at 72 percent. The use of yard signs and open houses as information sources held steady from last year, both of which have historically been used most frequently, after real estate agents and online sources.

Real estate agents and mobile or tablet search devices continued to be the most frequently used information sources, followed by online video sites at 21 percent. Only 12 percent of recent home buyers rarely used, or did not use, a real estate agent. Agents were also seen as the most useful information source during the home search process at 71 percent.

### The Search Process

#### Exhibits 3-7 through 3-10

Buyers typically spent 10 weeks searching for the home they purchased and looked at a median of seven homes before finding a home to purchase, four of which they viewed only online.

Buyers who used an agent typically spent two weeks searching before they contacted an agent. First-time buyers searched for a median amount of 12 weeks, whereas repeat buyers and buyers who used an agent searched for a median of 10 weeks.

The internet remains the main source where buyers are finding the home that they purchased. In this year's report, 52 percent of recent buyers (up from 51 percent last year) first found their home through the internet. In 2010, just 12 years ago, only 37 percent of buyers found their home through the internet. Finding a home through a real estate agent has shifted from being the most common source for finding a property to the second most common source. Yard signs and home builders held steady from last year's levels but have generally declined throughout the years with the rise of the internet as an information source.

Among all buyers, the most difficult step in the home buying process was finding the right home to purchase at 59 percent. For 18 percent of buyers, the most difficult step was the paperwork, 17 percent cited the most difficult step was understanding the process and steps involved, and 17 percent cited saving for a downpayment as the most difficult step. While 17 percent of recent buyers had no difficult steps, this was even more common among repeat buyers and buyers of new homes.



### Internet Usage Trends

#### Exhibits 3-11 through 3-13

The share of home buyers who used the internet to search for a home increased to 100 percent from 96 percent last year. The *Profile of Home Buyers and Sellers* started collecting data on the use of the internet for the home search process in 1995, when only two percent of buyers looked online. In 1997, that number jumped to 18 percent of home buyers who used the internet in their search. That number doubled over the years and by 2009, 90 percent of buyers used the internet at some point in their search. That share dropped a few percentage points in the next several years until 2012 when it slowly started going back up.

When asked where their internet searches were conducted, home buyers generally were split; they typically conducted 50 percent of their search on a desktop/laptop and 50 percent on a mobile device(s). Those aged 44 and younger were more likely to use mobile devices, particularly the 25 to 44 age group, and those 65 and older were more likely to use a desktop/laptop.

### Characteristics of Internet Searchers and Sources Used

#### Exhibits 3-14 through 3-17

Buyers who used laptop/desktop computers more often were more likely to use video sites and homebuilders in the home search process. Buyers who searched more often on a mobile device were more likely to use yard signs. Both those who used laptop/desktop computers more than half the time and those who used mobile devices more than half the time were almost equally likely to purchase through a real estate agent at 89 and 90 percent, respectively.

### Website Features

#### Exhibit 3-18

Buyers who used the internet during their home search found photos (66 percent), detailed information about properties for sale (65 percent), floor plans (47 percent), real estate contact information (43 percent), and virtual tours (33 percent) to be very useful.

### Satisfaction in Buying Process

#### Exhibit 3-19

Fifty-six percent of recent buyers were very satisfied with their recent home buying process. Thirty-six percent of buyers were somewhat satisfied with the buying process. Only eight percent of recent buyers were at least somewhat dissatisfied with the buying process.

“ Fifty-six percent of recent buyers were very satisfied with their recent home buying process. Thirty-six percent of buyers were somewhat satisfied with the buying process. ”



## Chapter 3: The Home Search Process

### Exhibit 3-1 First Step Taken During the Home Buying Process, First-Time and Repeat Buyers

(Percentage Distribution)

	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
Looked online for properties for sale	41%	25%	48%
Contacted a real estate agent	20%	15%	22%
Looked online for information about the home buying process	11%	22%	6%
Contacted a bank or mortgage lender	8%	10%	6%
Talked with a friend or relative about home buying process	7%	14%	3%
Drove-by homes/neighborhoods	4%	3%	4%
Visited open houses	3%	3%	3%
Contacted a home seller directly	2%	2%	2%
Looked up information about different neighborhoods or areas (schools, local lifestyle/nightlife, parks, public transportation)	2%	1%	2%
Contacted builder/visited builder models	2%	1%	2%
Attended a home buying seminar	1%	2%	*
Looked in newspapers, magazines, or home buying guides	*	*	*
Read books or guides about the home buying process	*	1%	*
Other	1%	1%	1%

\* Less than 1 percent

### Exhibit 3-2 First Step Taken During the Home Buying Process, by Age

(Percentage Distribution)

	AGE OF HOME BUYER				
	ALL BUYERS	18 TO 24	25 TO 44	45 TO 64	65 OR OLDER
Looked online for properties for sale	41%	37%	37%	47%	42%
Contacted a real estate agent	20%	15%	17%	20%	24%
Looked online for information about the home buying process	11%	13%	14%	7%	7%
Contacted a bank or mortgage lender	8%	12%	9%	9%	5%
Talked with a friend or relative about home buying process	7%	8%	11%	4%	5%
Drove-by homes/neighborhoods	4%	6%	3%	4%	5%
Visited open houses	3%	4%	2%	3%	3%
Contacted a home seller directly	2%	3%	2%	1%	1%
Looked up information about different neighborhoods or areas (schools, local lifestyle/nightlife, parks, public transportation)	2%	*	2%	1%	3%
Contacted builder/visited builder models	2%	1%	1%	1%	4%
Attended a home buying seminar	1%	*	1%	*	*
Looked in newspapers, magazines, or home buying guides	*	*	*	*	1%
Read books or guides about the home buying process	*	*	1%	*	*
Other	1%	*	1%	2%	1%

\* Less than 1 percent

## 2023 Profile of Home Buyers and Sellers

### Exhibit 3-3 Information Sources Used in Home Search, by First-Time and Repeat Buyers, and Buyers of New and Previously Owned Homes

(Percent of Respondents)

	BUYERS OF				
	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS	NEW HOMES	PREVIOUSLY OWNED HOMES
Real estate agent	88%	88%	87%	80%	89%
Mobile or tablet search device	72%	76%	69%	64%	73%
Open house	50%	49%	51%	52%	49%
Online video site	38%	31%	41%	41%	37%
Yard sign	33%	31%	34%	30%	33%
Home builder	17%	13%	19%	63%	10%
Print newspaper advertisement	6%	7%	6%	6%	6%
Home book or magazine	5%	5%	6%	7%	6%
Billboard	4%	5%	4%	10%	3%
Relocation company	2%	4%	2%	4%	3%
Television	3%	4%	2%	5%	2%

### Exhibit 3-4 Information Sources Used in Home Search, by Age

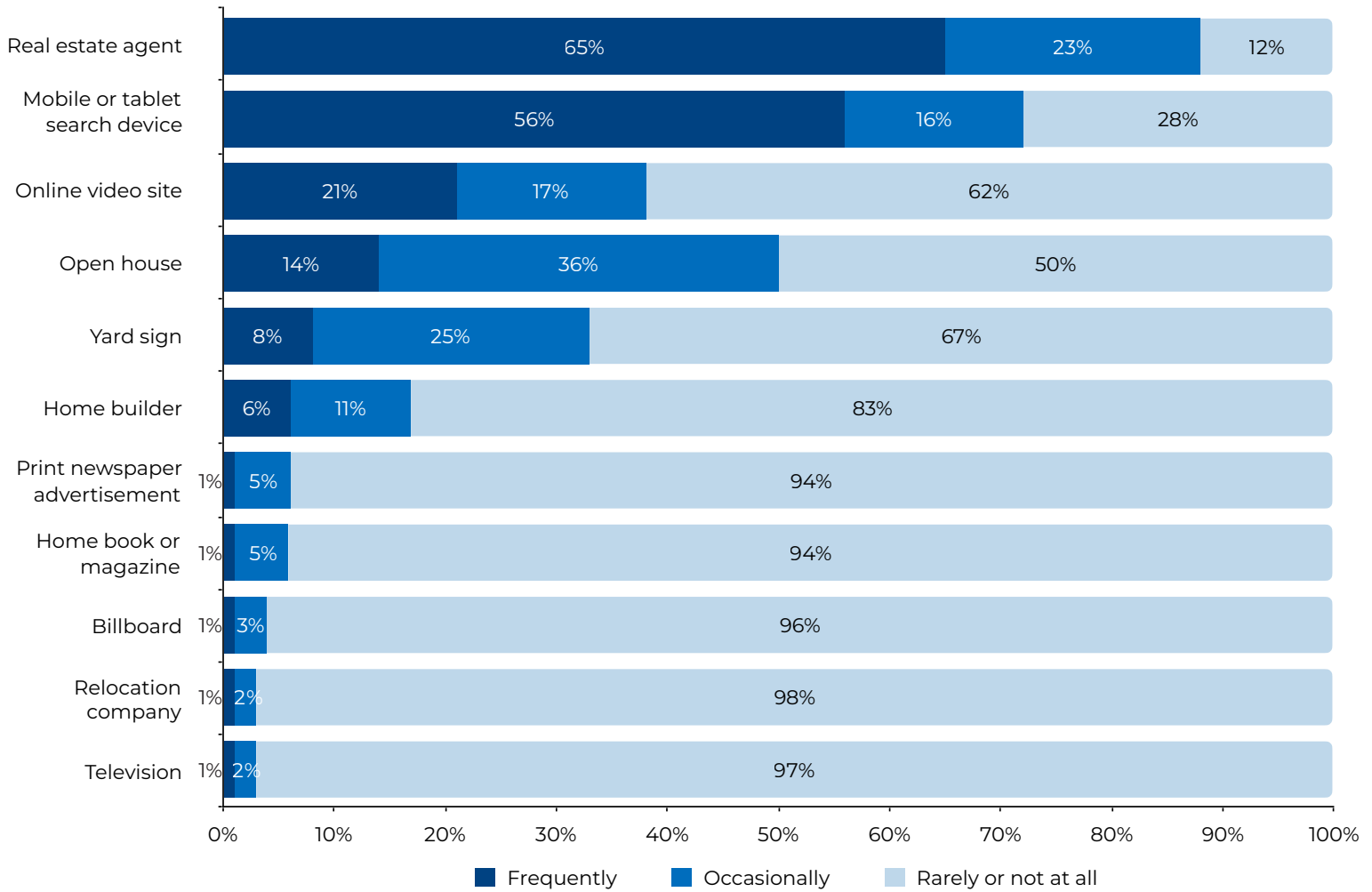
(Percent of Respondents)

	AGE OF HOME BUYER				
	ALL BUYERS	18 TO 24	25 TO 44	45 TO 64	65 OR OLDER
Real estate agent	88%	85%	87%	87%	86%
Mobile or tablet search device	72%	76%	83%	72%	55%
Open house	50%	39%	54%	52%	44%
Online video site	38%	32%	29%	44%	47%
Yard sign	33%	27%	33%	34%	32%
Home builder	17%	10%	15%	17%	22%
Print newspaper advertisement	6%	5%	5%	6%	8%
Home book or magazine	5%	2%	4%	6%	7%
Billboard	4%	4%	4%	4%	4%
Relocation company	2%	2%	3%	3%	*
Television	3%	*	3%	3%	2%

## Chapter 3: The Home Search Process

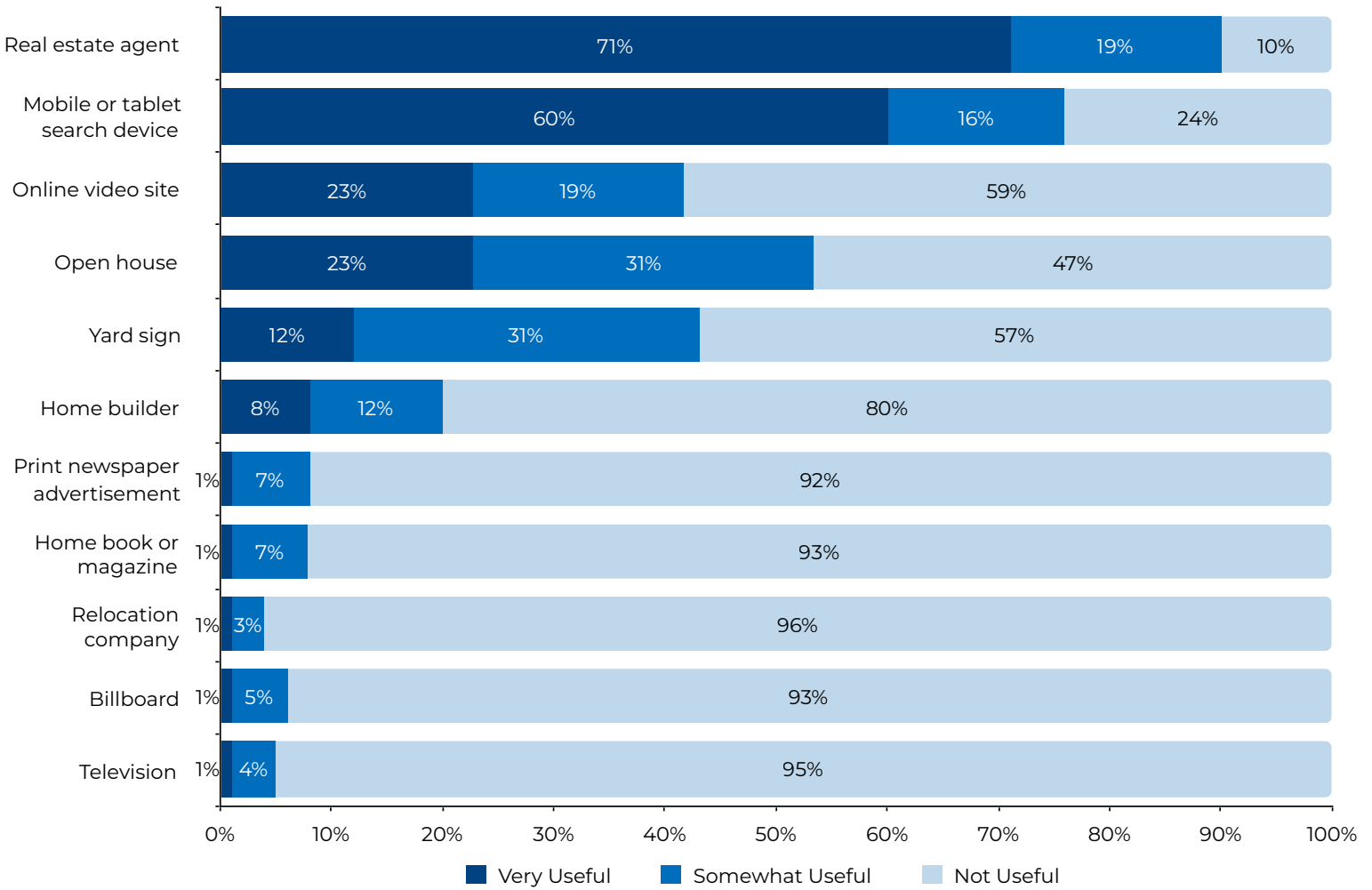
### Exhibit 3–5 Frequency of Use of Different Information Sources

(Percentage Distribution)



## Exhibit 3-6 Usefulness of Information Sources

(Percentage Distribution Among Buyers that Used Each Source)



## Chapter 3: The Home Search Process

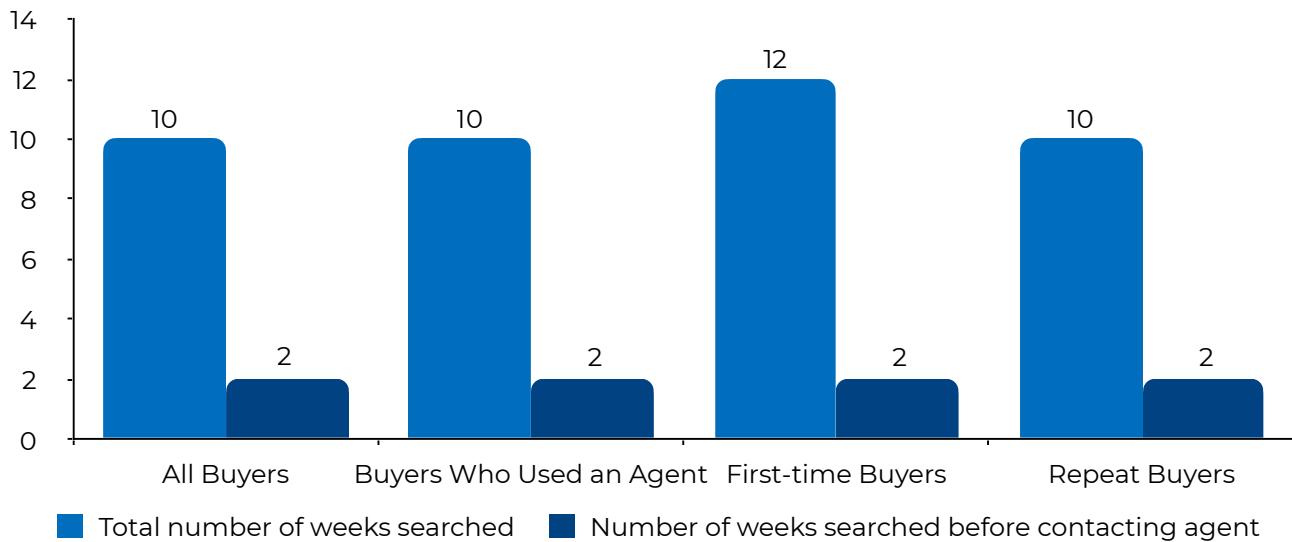
### Exhibit 3-7 Length of Search

(Median)

NUMBER OF WEEKS SEARCHED	ALL BUYERS
2001	7
2003	8
2004	8
2005	8
2006	8
2007	8
2008	10
2009	12
2010	12
2011	12
2012	12
2013	12
2014	10
2015	10
2016	10
2017	10
2018	10
2019	10
2020	8
2021	8
2022	10
2023	10
Number of homes viewed	7
Number of homes viewed only online	4

### Exhibit 3-8 Length of Search for Buyers Who Used an Agent, First-Time and Repeat Buyers

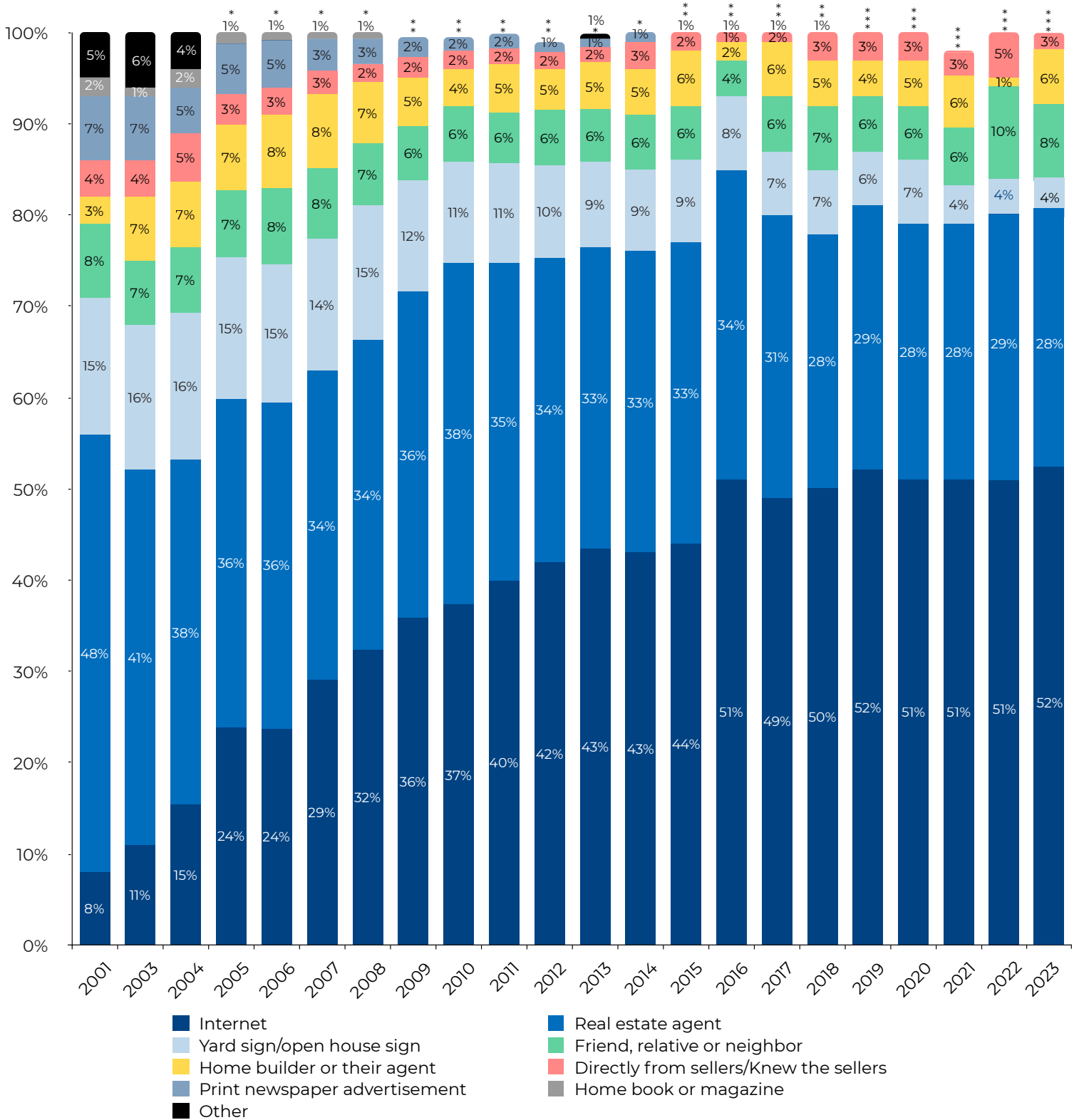
(Median Weeks)





**Exhibit 3-9 Where Buyer Found the Home They Purchased, 2001-2023**

(Percentage Distribution)



\* Less than 1 percent

## Chapter 3: The Home Search Process

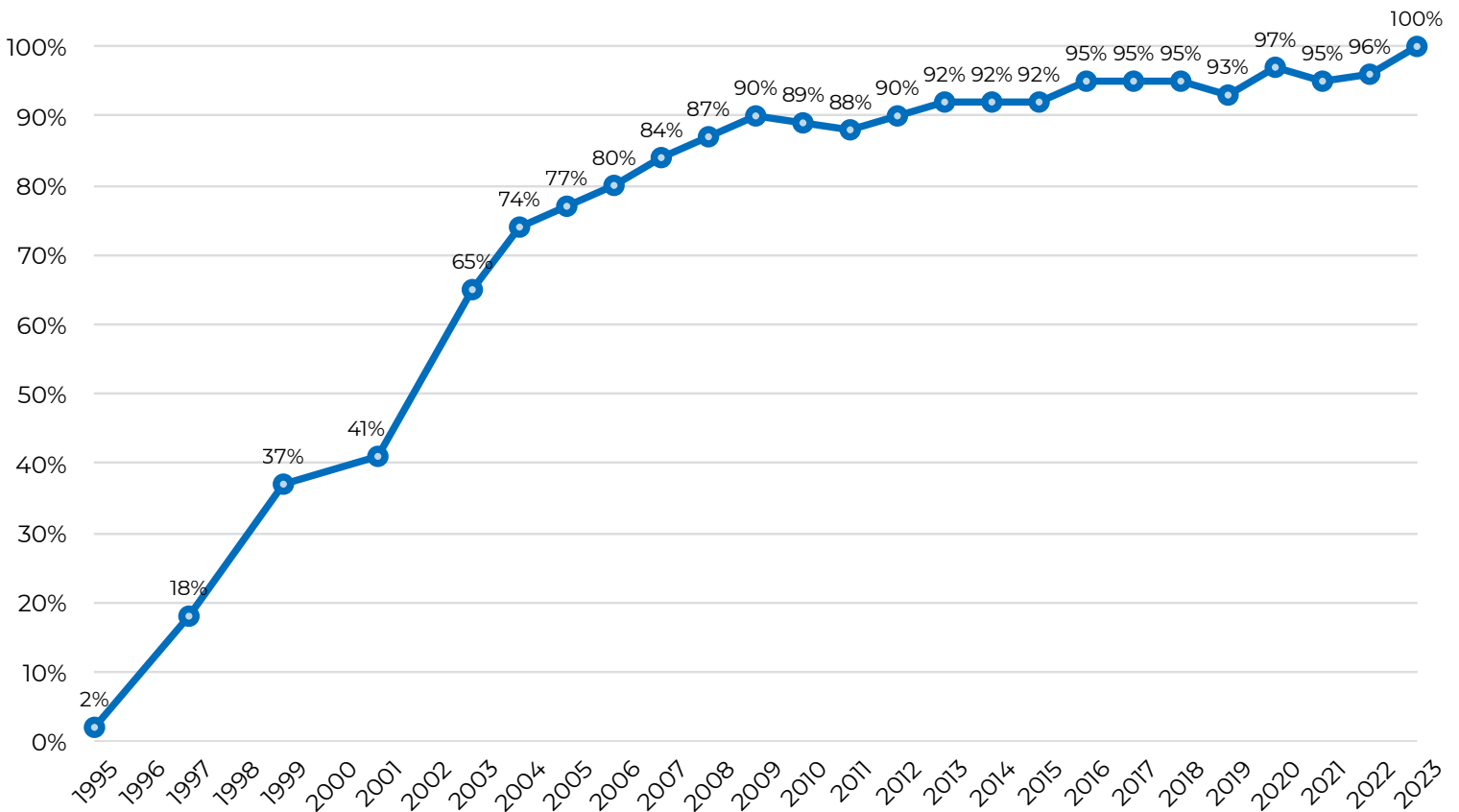
**Exhibit 3-10 Most Difficult Steps of Home Buying Process by First-Time and Repeat Buyers and Buyers of New and Previously Owned Homes**

(Percentage Distribution)

	BUYERS OF				
	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS	NEW HOMES	PREVIOUSLY OWNED HOMES
Finding the right property	59%	61%	59%	48%	61%
Paperwork	18%	23%	15%	18%	17%
Understanding the process and steps	17%	38%	8%	14%	18%
Saving for the down payment	17%	38%	7%	13%	17%
Getting a mortgage	8%	11%	7%	7%	8%
Appraisal of the property	5%	6%	4%	4%	5%
No difficult steps	17%	8%	21%	23%	16%
Other	6%	6%	7%	8%	6%

**Exhibit 3-11 Buyer Use of Internet in Home Search Process, 1995-2023**

(Percentage Distribution)



### Exhibit 3-12 Percentage of Time Using Devices in Home Search

(Medians)

	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
Desktop/Laptop	50%	40%	50%
Mobile Device(s)	50%	70%	50%

### Exhibit 3-13 Percentage of Time Using Devices in Home Search, by Age

(Medians)

	AGE OF HOME BUYER				
	ALL BUYERS	18 TO 24	25 TO 44	45 TO 64	65 OR OLDER
Desktop/Laptop	50%	50%	30%	50%	75%
Mobile Device(s)	50%	61%	70%	50%	40%

### Exhibit 3-14 Characteristics of Home Searchers and Search Activity, by Use of Internet

(Percentage Distribution)

HOUSEHOLD COMPOSITION	USED LAPTOP/DESKTOP MORE THAN 50%	USED MOBILE DEVICE MORE THAN 50%
Married couple	59%	61%
Single female	18%	19%
Single male	12%	8%
Unmarried couple	9%	10%
Other	3%	2%
Median age (years)	54	44
LENGTH OF SEARCH (MEDIAN WEEKS)		
All buyers	10	10
First-time buyers	12	10
Repeat buyers	8	10
Buyers using an agent	10	10
Before contacting agent	2	2
Number of Homes Visited (median)	8	7
Number of Homes Viewed Only Online (median)	5	3

## Chapter 3: The Home Search Process

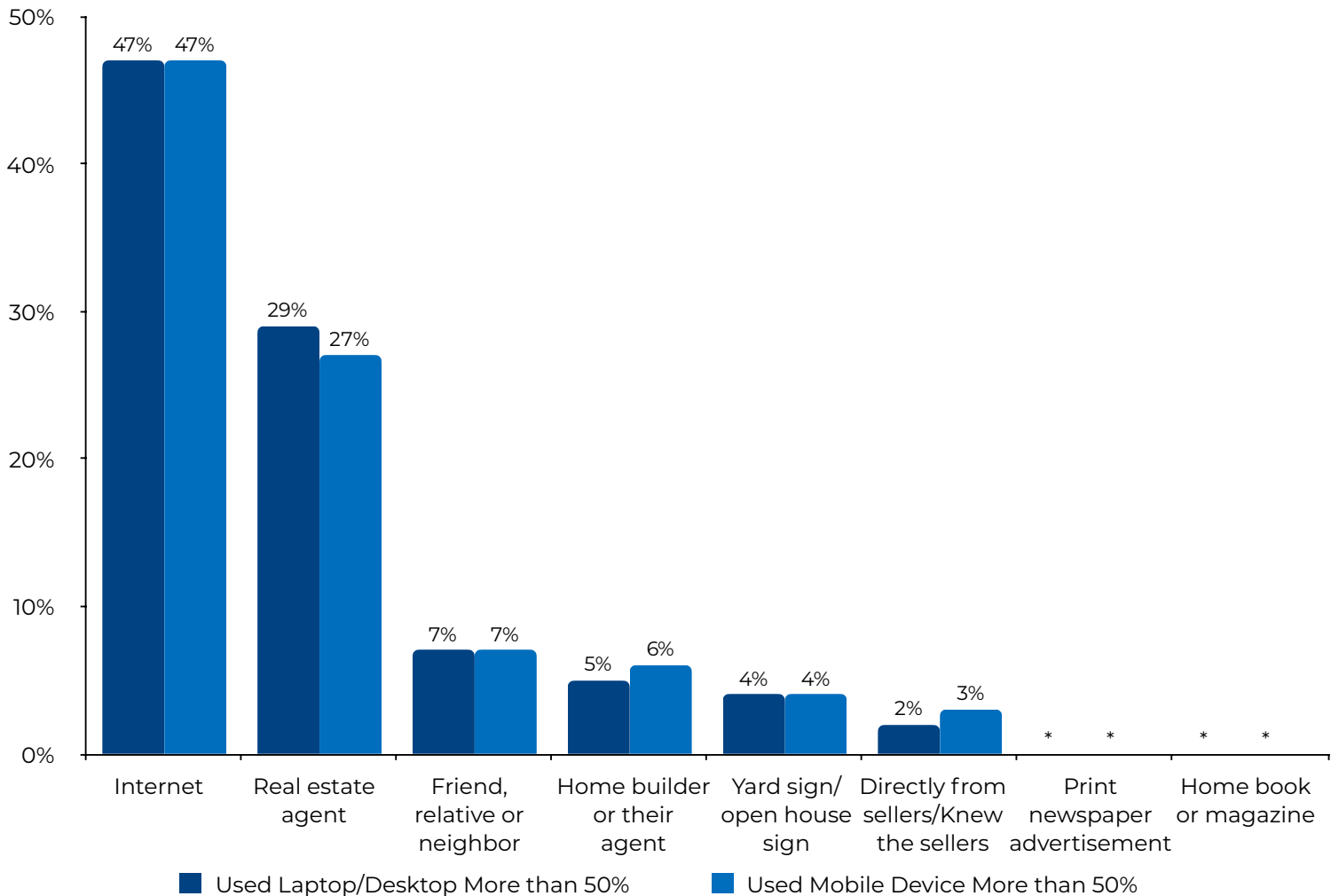
**Exhibit 3-15 Information Sources Used in Home Search, by Use of Internet**

(Percent of Respondents)

	USED LAPTOP/DESKTOP MORE THAN 50%	USED MOBILE DEVICE MORE THAN 50%
Real estate agent	88%	88%
Open house	51%	51%
Online video site	41%	36%
Yard sign	31%	35%
Home builder	20%	16%
Television	9%	3%
Print newspaper advertisement	6%	6%
Home book or magazine	6%	6%
Billboard	4%	4%
Relocation company	2%	3%

**Exhibit 3-16 Where Buyers Found the Home They Purchased, by Use of Internet**

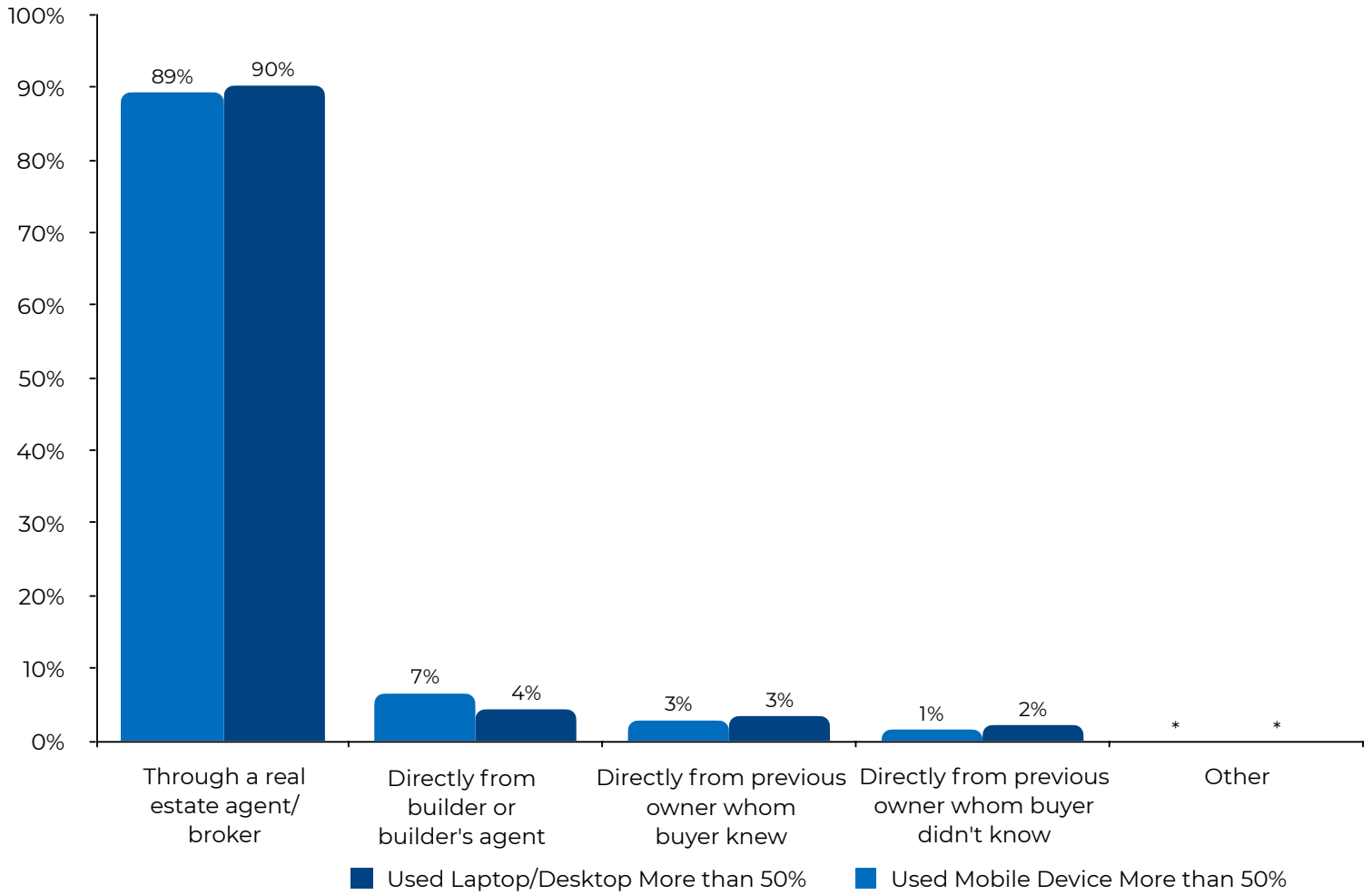
(Percentage Distribution)



\* Less than 1 percent

**Exhibit 3-17 Method of Home Purchase, by Use of Internet**

(Percentage Distribution)



\* Less than 1 percent

## Chapter 3: The Home Search Process

### Exhibit 3-18 Value of Website Features

(Percentage Distribution Among Buyers Who Used the Internet)

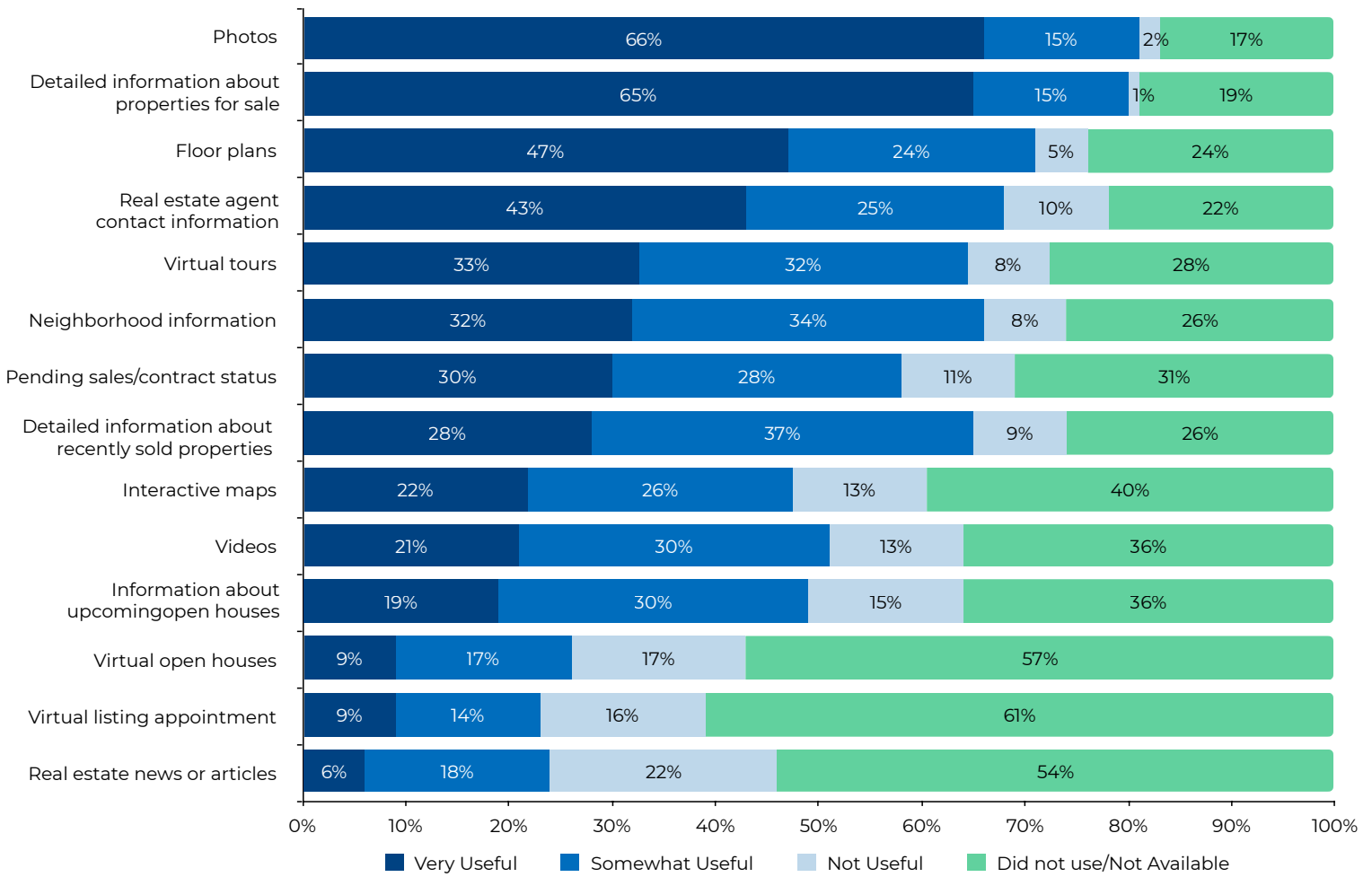
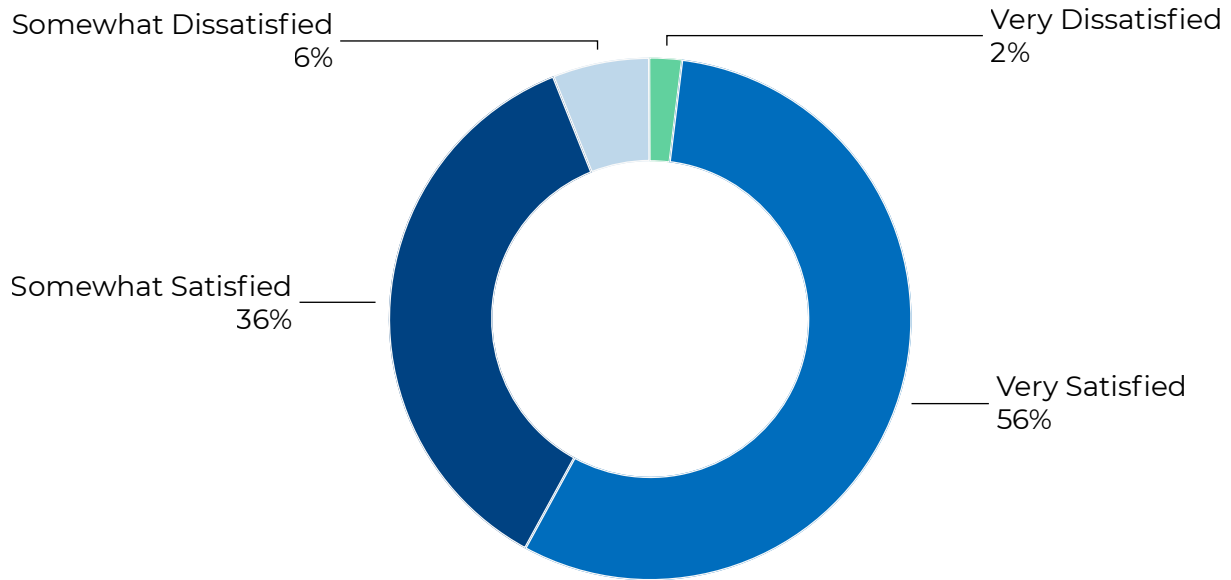


Exhibit 3-19 Satisfaction With Buying Process

(Percentage Distribution)







# CHAPTER 4:

## Home Buying and Real Estate Professionals



Utilizing a real estate agent to make a home purchase remained prominent and even increased in frequency this year. Eighty-nine percent of buyers in 2023 purchased their home through a real estate agent or broker (86 percent last year), five percent directly from a builder or builder's agent, and six percent from the previous owner. Looking back to 1981, 82 percent of buyers purchased through an agent, eight percent directly through a builder or builder's agent, and 10 percent from the previous owner. In 1987 and 2000, purchases directly from the owner were at a peak of 15 percent. In 1987 and 2000, seven in 10 buyers purchased through an agent. Since then, the share of those working with an agent to purchase a home has steadily grown over the years, peaking at 89 percent in 2011 and 2012 and hovering in the high 80 percent range before returning to 89 percent this year.

By household composition, unmarried couples tended to purchase their homes through real estate agents and brokers at a higher rate than any other household composition at 91 percent. Thirty-seven percent of buyers of new homes purchased their homes directly from a builder or builder's agent, but 61 percent used a real estate agent to purchase a newly built home. The majority of buyers who purchased a previously owned home bought their

home through a real estate agent or broker; buying directly from the previous owner was the next most common purchase method.

Fifty-nine percent of recent buyers signed a disclosure agreement either at the first meeting, when the contract was written or at some other time. The most common arrangement was a written arrangement, followed by an oral arrangement. The most common compensation structure for real estate agents was payment through the seller, which was the case for more than half of recent home buyers (52 percent).

With housing inventory tight in nearly every market in the country, buyers wanted help from their agents most in finding the right home to purchase. Buyers were also looking for help to negotiate the terms of sale and with price negotiations. The most common way that buyers found their real estate agent was through a referral by a friend, neighbor, or relative, and this was particularly true for first-time home buyers. Buyers typically interviewed only one real estate agent before working with them, and the most important factor in choosing the agent was the agent's experience. Recent buyers were overall very satisfied with their real estate agent's skills and qualities, and definitely would use their agent again or recommend them to others.

## Chapter 4: Home Buying and Real Estate Professionals

### Method of Home Purchase

#### Exhibits 4-1 through 4-3

Recent home buyers most commonly purchased their homes through a real estate agent or broker, at 89 percent, up from 86 percent last year. Five percent purchased directly from the builder or builder's agent, while six percent purchased directly through the previous owner. By comparison, in 1981 82 percent of buyers purchased through an agent, eight percent directly through a builder or builder's agent, and 10 percent from the previous owner. Compared to buyers of previously owned homes, buyers of new homes purchased directly from the builder or builder's agent at a much higher rate: 37 percent of new home buyers did so. Unmarried couples (91 percent) were the household composition most likely to purchase through a real estate agent or broker.

### Agent Representation and Compensation

#### Exhibits 4-4 through 4-6

Fifty-nine percent of recent buyers signed an agent representation disclosure, either at the first meeting, when the contract was written or at some other time. The most common arrangement was a written agreement at 41 percent, followed by an oral agreement at 17 percent. Twenty-six percent of buyers had no representation arrangement with their agent, which is down from 34 percent last year.

Generally, real estate agents were compensated through the seller at 52 percent, whereas only 25 percent of agents were compensated by the buyer only. When the agent was compensated by the buyer, they were most commonly paid a percentage of the sales price as opposed to a flat fee.

“ When searching for an agent, buyers were looking for someone who was honest and had integrity, was responsive, had knowledge of the purchase process, and had knowledge of the real estate market. ”

### What Buyers Want from Agents and Benefits Provided

#### Exhibits 4-7 through 4-10

What recent buyers wanted most from their agent was finding the right home to buy (50 percent). Buyers were also looking for someone who could help them negotiate the terms of sale (12 percent) and help with price negotiations (11 percent). First-time buyers were more interested in receiving help from their agents in determining how much home they could afford than repeat buyers. Single males also wanted help with price negotiations (15 percent) more than any other household composition. Unmarried couples wanted help negotiating terms of the sale (15 percent) more than any other household composition.

There were many benefits for buyers using a real estate agent, with the foremost reported being that the buyer(s) received help in understanding the buying process (61 percent). This was especially true for first-time home buyers at 82 percent. Pointing out unnoticed features or faults with the property was the next most important benefit (58 percent), especially for first-time home buyers (62 percent, compared to 56 percent for repeat buyers). Other benefits that the real estate agent contributed that were also important to buyers: providing a better list of service providers, negotiating better sales terms, and improving knowledge of search areas.

### Finding a Real Estate Agent

#### Exhibits 4-11 through 4-14

Referrals were still by far the most common way for buyers to find the real estate agent that they worked with. Forty-three percent of all buyers used an agent that was referred to them by a friend, neighbor, or relative. Recent buyers also choose to work with agents that they had previously used to buy or sell a home (13 percent). Compared to repeat buyers, first-time buyers were more likely to find their agent through a referral (51 percent for first-time buyers, compared to 39 percent for repeat buyers). Repeat buyers (18 percent) and married couples (14 percent) were the most likely to use an agent that they had previously used to buy or sell a home (14 percent).

Seventy-one percent of buyers interviewed only one real estate agent during their home search. Seventeen percent of first-time buyers interviewed two agents before choosing the agent they ultimately worked with. Buyers typically reached out to their agents by phone (26 percent), in person (20 percent), and by asking a friend to put them in touch (18 percent). Agents typically responded to buyers on their first attempted contact.

### Factors When Choosing an Agent

#### Exhibits 4-15 through 4-19

The most important factor to recent buyers when choosing an agent was their experience at 21 percent, followed closely by their honesty and trustworthiness at 19 percent. Other important factors when choosing an agent included the agent's reputation and that they were a friend or family member.

When searching for an agent, buyers were looking for someone who was honest and had integrity, was responsive, had knowledge of the purchase process, and had knowledge of the real estate market. Having an honest agent with integrity was the most important to buyers as 98 percent of respondents considered this very important.

When thinking of agent communication practices, 73 percent of buyers felt that it was important that their agent call them personally to inform them of any activity. It was also important for buyers that agents send property information and communicate via text, and that they send postings as soon as a property is listed, the price changes, or it is under contract.

### Satisfaction with Agent

#### Exhibits 4-20 through 4-22

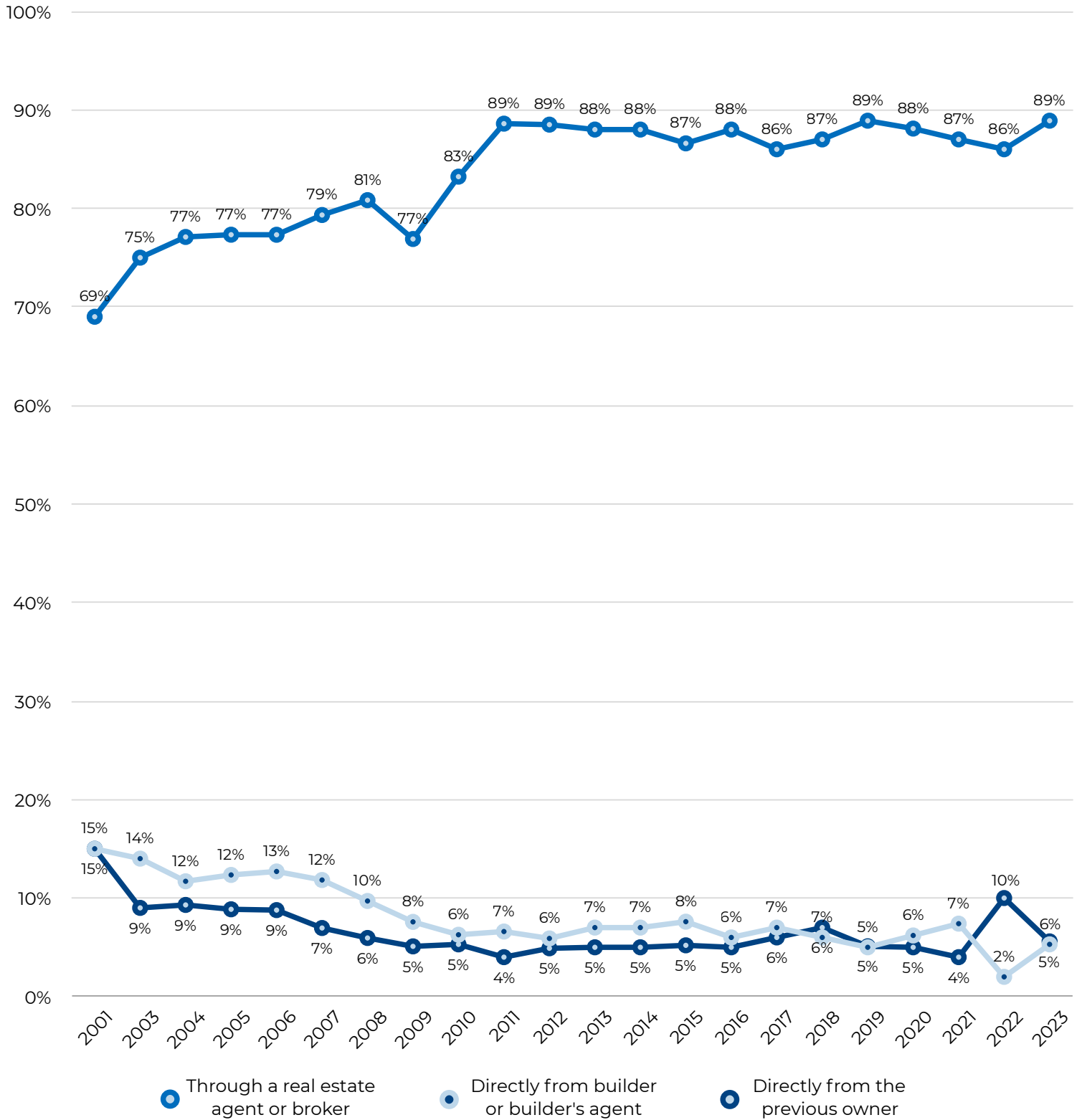
In general, buyers were very satisfied with their real estate agent's skill and qualities, with 90 percent saying that they were very satisfied with their knowledge of the purchase process, as well as 89 percent saying that they were very satisfied with their agent's honesty and integrity and 88 percent with their responsiveness and knowledge of the real estate market. When asked if they would use their real estate agent again or recommend them to others, 90 percent of buyers would definitely or probably recommend their agent to others. Buyers have typically already recommended their agent once since purchasing their home.



## Chapter 4: Home Buying and Real Estate Professionals

**Exhibit 4-1 Method of Home Purchase, 2001-2023**

(Percentage Distribution)



## 2023 Profile of Home Buyers and Sellers

### Exhibit 4-2 Method of Home Purchase, New and Previously Owned Homes

(Percentage Distribution)

	BUYERS OF		
	ALL BUYERS	NEW HOMES	PREVIOUSLY OWNED HOMES
Through a real estate agent or broker	89%	61%	92%
Directly from builder or builder's agent	5%	37%	*
Directly from the previous owner	6%	NA	6%
Knew previous owner	4%	NA	4%
Did not know previous owner	2%	NA	2%

NA = Not Applicable

### Exhibit 4-3 Method of Home Purchase, by Adult Composition of Household

(Percentage Distribution)

	ADULT COMPOSITION OF HOUSEHOLD					
	ALL BUYERS	MARRIED COUPLE	SINGLE FEMALE	SINGLE MALE	UNMARRIED COUPLE	OTHER
Through a real estate agent or broker	89%	87%	89%	87%	91%	90%
Directly from builder or builder's agent	5%	6%	4%	4%	2%	1%
Directly from the previous owner	6%	5%	6%	7%	5%	8%
Knew previous owner	4%	3%	4%	4%	4%	5%
Did not know previous owner	2%	2%	2%	3%	1%	3%

### Exhibit 4-4 Agent Representation Disclosure, First-Time and Repeat Buyers

(Percentage Distribution)

DISCLOSURE STATEMENT SIGNED?	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
Yes, at first meeting	25%	23%	25%
Yes, when contract was written	22%	20%	23%
Yes, at some other time	12%	9%	14%
No	20%	23%	19%
Don't know	21%	25%	19%

### Exhibit 4-5 Buyer Representative Arrangement with Agent, First-Time and Repeat Buyers

(Percentage Distribution)

	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
Yes, a written arrangement	41%	34%	44%
Yes, an oral arrangement	17%	17%	17%
No	26%	24%	27%
Don't know	16%	25%	12%

## Chapter 4: Home Buying and Real Estate Professionals

### Exhibit 4-6 How Real Estate Agent Was Compensated

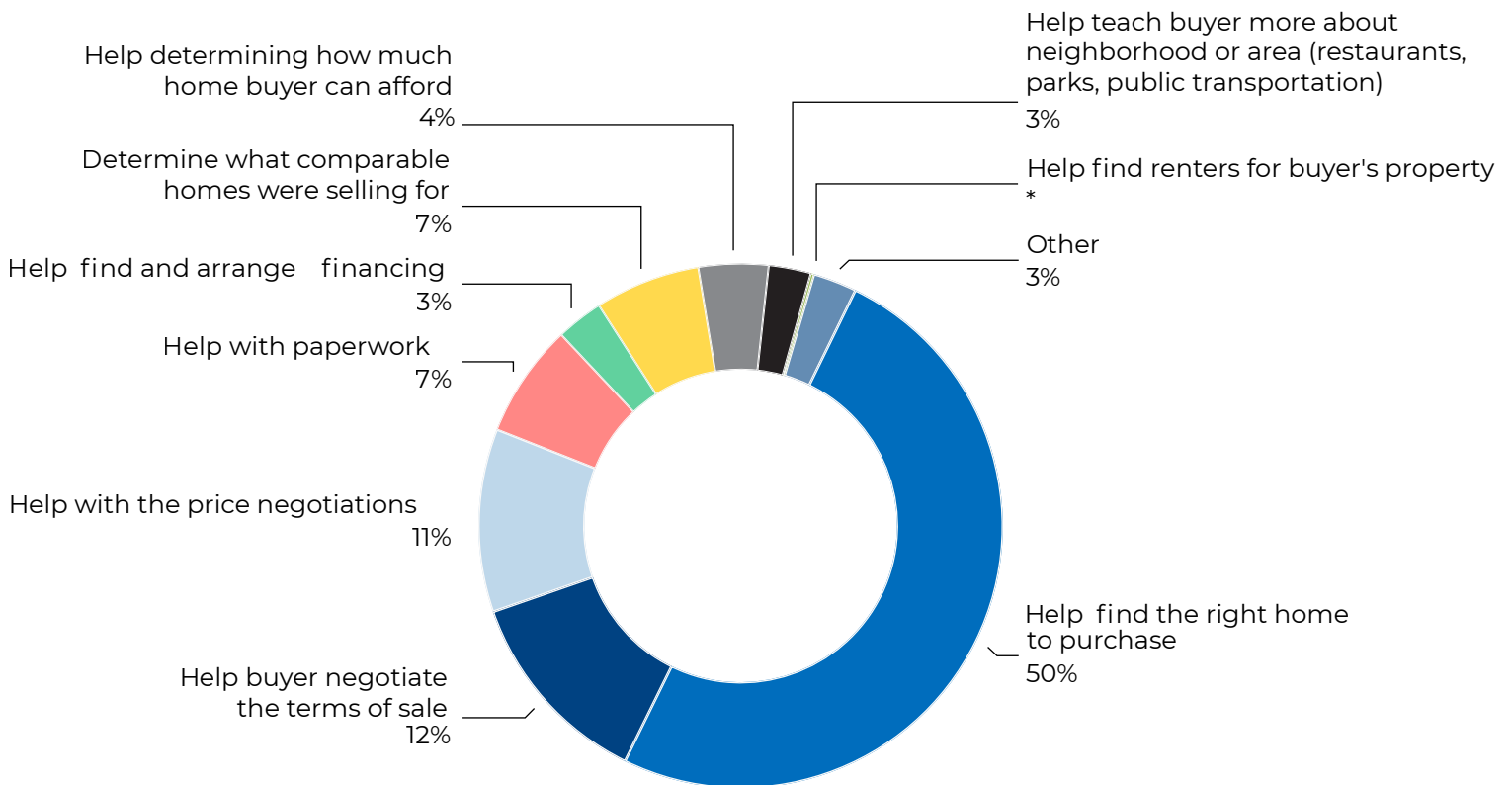
(Percentage Distribution)

	TYPE OF AGENT REPRESENTATION		
	ALL TYPES OF REPRESENTATION	BUYER ONLY	SELLER OR SELLER AND BUYER
Paid by seller	52%	53%	50%
Paid by buyer and seller	12%	11%	12%
Paid by buyer only	25%	26%	23%
Percent of sales price	76%	81%	69%
Flat fee	4%	4%	3%
Per task fee	*	*	*
Other	1%	1%	1%
Don't know	19%	14%	27%
Other	1%	1%	1%
Don't know	11%	8%	14%

\*Less than 1 percent

### Exhibit 4-7 What Buyers Want Most From Real Estate Agents

(Percentage Distribution)



\* Less than 1 percent

## 2023 Profile of Home Buyers and Sellers

### Exhibit 4–8 What Buyers Want Most From Real Estate Agents, First-Time and Repeat Buyers, and Buyers of New and Previously Owned Homes

(Percentage Distribution)

	BUYERS OF				
	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS	NEW HOMES	PREVIOUSLY OWNED HOMES
Help find the right home to purchase	50%	45%	53%	54%	50%
Help buyer negotiate the terms of sale	12%	12%	13%	9%	13%
Help with the price negotiations	11%	11%	11%	8%	12%
Help with paperwork	7%	7%	7%	8%	7%
Determine what comparable homes were selling for	7%	5%	7%	8%	6%
Help determining how much home buyer can afford	4%	8%	3%	5%	4%
Help find and arrange financing	3%	5%	2%	5%	3%
Help teach buyer more about neighborhood or area (restaurants, parks, public transportation)	3%	5%	2%	2%	3%
Help find renters for buyer's property	*	*	*	*	*
Other	3%	3%	2%	3%	3%

\* Less than 1 percent

### Exhibit 4–9 What Buyers Want Most From Real Estate Agents, by Adult Composition of Household

(Percentage Distribution)

	ADULT COMPOSITION OF HOUSEHOLD					
	ALL BUYERS	MARRIED COUPLE	SINGLE FEMALE	SINGLE MALE	UNMARRIED COUPLE	OTHER
Help find the right home to purchase	50%	49%	54%	50%	48%	43%
Help buyer negotiate the terms of sale	12%	13%	10%	10%	15%	14%
Help with the price negotiations	11%	11%	10%	15%	12%	12%
Help with paperwork	7%	7%	7%	7%	7%	5%
Determine what comparable homes were selling for	7%	7%	5%	9%	5%	4%
Help determining how much home buyer can afford	4%	4%	6%	4%	3%	10%
Help find and arrange financing	3%	3%	3%	2%	5%	3%
Help teach buyer more about neighborhood or area (restaurants, parks, public transportation)	3%	4%	1%	1%	1%	3%
Help find renters for buyer's property	*	*	*	*	*	*
Other	3%	2%	3%	1%	3%	7%

\* Less than 1 percent

## Chapter 4: Home Buying and Real Estate Professionals

### Exhibit 4-10 Benefits Provided by Real Estate Agent During Home Purchase Process, First-Time and Repeat Buyers

(Percent of Respondents)

	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
Helped buyer understand the process	61%	82%	51%
Pointed out unnoticed features/faults with property	58%	62%	56%
Provided a better list of service providers (e.g. home inspector)	46%	47%	46%
Negotiated better sales contract terms	46%	49%	44%
Improved buyer's knowledge of search areas	45%	51%	43%
Negotiated a better price	33%	36%	32%
Shortened buyer's home search	29%	30%	29%
Provided better list of mortgage lenders	23%	29%	19%
Expanded buyer's search area	21%	22%	20%
Narrowed buyer's search area	16%	16%	16%
None of the above	6%	5%	7%
Other	2%	1%	2%

### Exhibit 4-11 How Buyer Found Real Estate Agent, First-Time and Repeat Buyers

(Percentage Distribution)

	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
Referred by (or is) a friend, neighbor or relative	43%	51%	39%
Used agent previously to buy or sell a home	13%	2%	18%
Inquired about specific property viewed online	7%	6%	7%
Website (without a specific reference)	7%	8%	6%
Referred by another real estate agent/broker	5%	5%	6%
Saw contact information on For Sale/Open House sign	5%	6%	5%
Visited an open house and met agent	5%	5%	5%
Personal contact by agent (telephone, e-mail, etc.)	3%	3%	3%
Referred through employer or relocation company	2%	2%	2%
Walked into or called office and agent was on duty	1%	1%	1%
Saw the agent's social media page without a connection	1%	1%	1%
Mobile or tablet application	1%	1%	1%
Crowdsourcing through social media/knew the person through social media	1%	1%	*
Direct mail (newsletter, flyer, postcard, etc.)	*	*	*
Newspaper, Yellow Pages or home book ad	*	*	*
Advertising specialty (calendar, magnet, etc.)	*	*	*
Other	6%	10%	5%

\*Less than 1 percent



## 2023 Profile of Home Buyers and Sellers

### Exhibit 4-12 How Buyer Found Real Estate Agent, by Adult Composition of Household

(Percentage Distribution)

	ADULT COMPOSITION OF HOUSEHOLD					
	ALL BUYERS	MARRIED COUPLE	SINGLE FEMALE	SINGLE MALE	UNMARRIED COUPLE	OTHER
Referred by (or is) a friend, neighbor or relative	43%	41%	46%	44%	45%	41%
Used agent previously to buy or sell a home	13%	14%	10%	12%	11%	15%
Inquired about specific property viewed online	7%	7%	7%	6%	8%	9%
Website (without a specific reference)	7%	7%	6%	7%	6%	5%
Referred by another real estate agent/broker	5%	6%	5%	5%	4%	9%
Saw contact information on For Sale/ Open House sign	5%	5%	7%	6%	5%	5%
Visited an open house and met agent	5%	5%	4%	3%	6%	5%
Personal contact by agent (telephone, e-mail, etc.)	3%	3%	4%	4%	2%	3%
Referred through employer or relocation company	2%	2%	2%	2%	1%	*
Walked into or called office and agent was on duty	1%	1%	1%	2%	*	1%
Saw the agent's social media page without a connection	1%	1%	1%	2%	1%	1%
Mobile or tablet application	1%	1%	1%	*	2%	*
Crowdsourcing through social media/ knew the person through social media	1%	1%	1%	*	1%	*
Direct mail (newsletter, flyer, postcard, etc.)	*	*	*	*	*	1%
Newspaper, Yellow Pages or home book ad	*	*	*	*	*	*
Advertising specialty (calendar, magnet, etc.)	*	*	*	1%	*	1%
Other	6%	6%	5%	5%	7%	5%

\*Less than 1 percent

### Exhibit 4-13 How Many Times Buyer Contacted Agent Before Received Response and Original Form of Contact

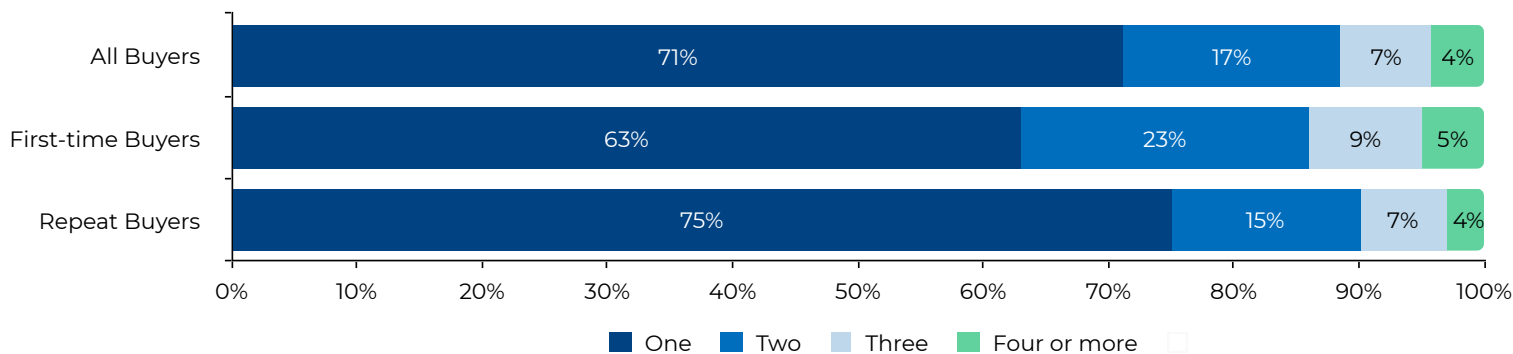
(Median, Percentage Distribution)

Phone call	26%
Talked to them in person	20%
Ask a friend to put in touch	18%
Inquiry for more information through 3rd party website	12%
E-mail	9%
Text message	8%
Through agent's website	4%
Social Media (FaceBook, Twitter, LinkedIn, etc.)	4%
Number of Times Contacted (median)	1

## Chapter 4: Home Buying and Real Estate Professionals

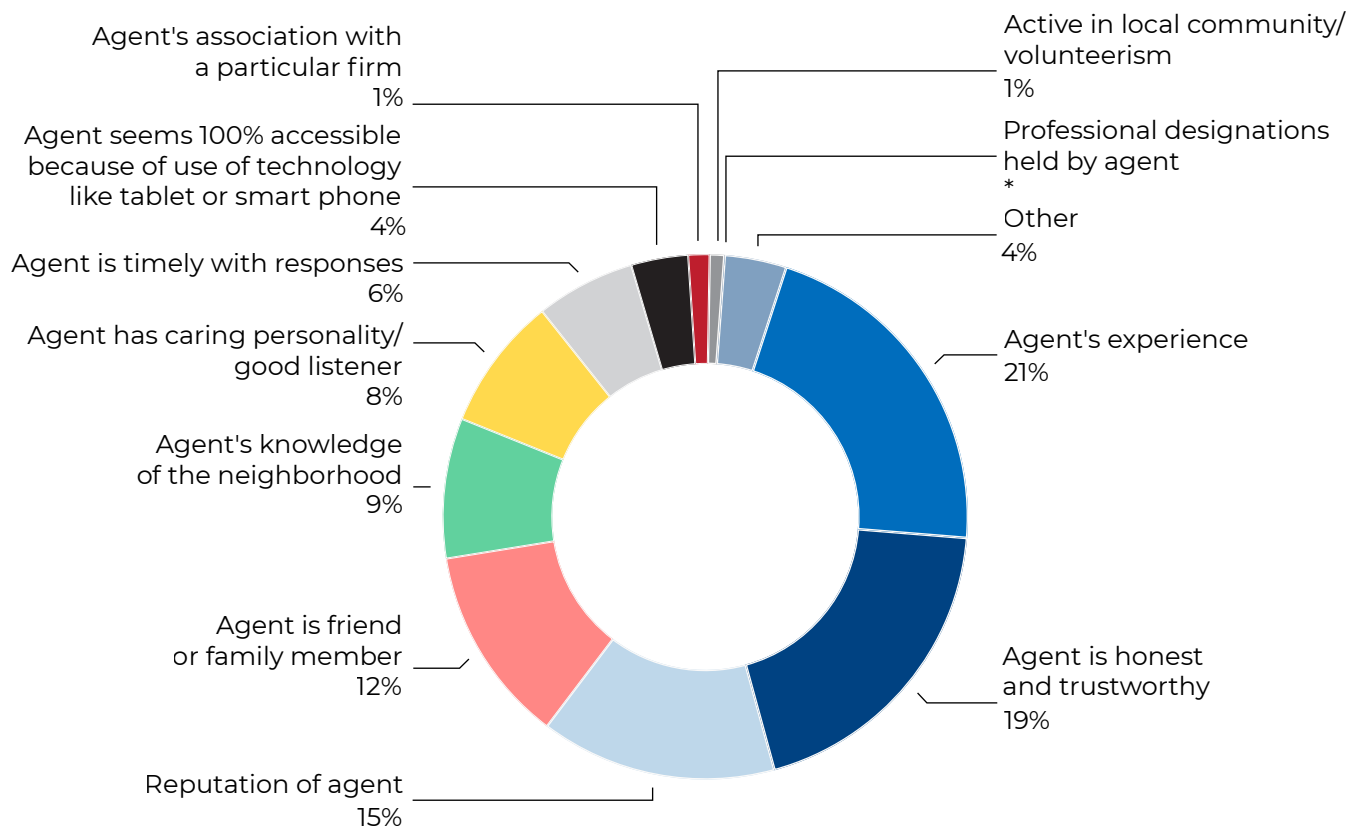
### Exhibit 4-14 Number of Real Estate Agents Interviewed by First-Time and Repeat Buyers

(Percentage Distribution)



### Exhibit 4-15 Most Important Factors When Choosing an Agent

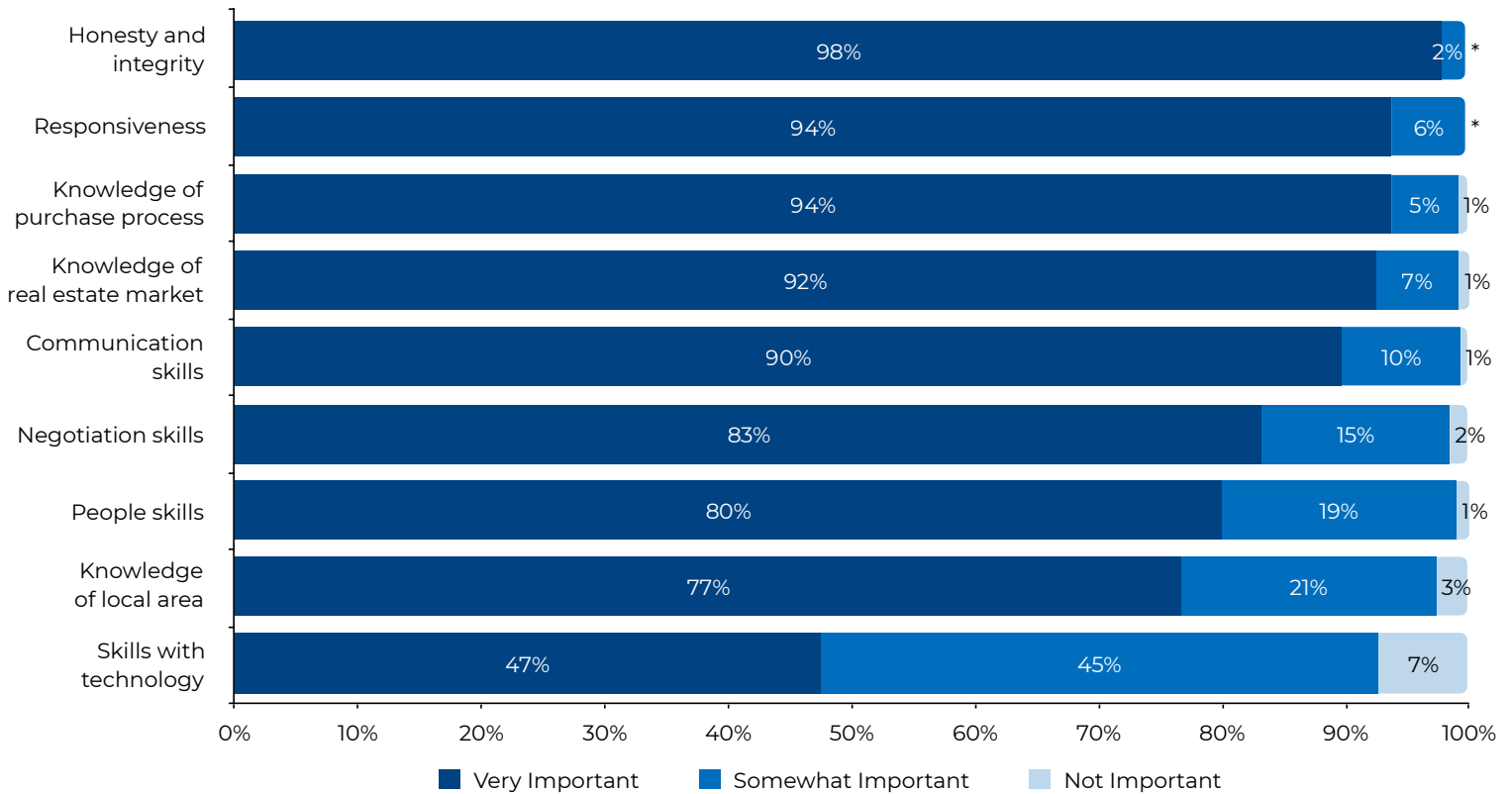
(Percentage Distribution)



\* Less than 1 percent

## Exhibit 4-16 Importance of Real Estate Agent Skills and Qualities

(Percentage Distribution)



\* Less than 1 percent

## Exhibit 4-17 Agent Skills and Qualities Considered "Very Important" by First-Time and Repeat Buyers, and Buyers of New and Previously Owned Homes

(Percent of Respondents)

	BUYERS OF				
	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS	NEW HOMES	PREVIOUSLY OWNED HOMES
Honesty and integrity	98%	97%	98%	96%	98%
Knowledge of purchase process	94%	97%	92%	92%	94%
Responsiveness	94%	93%	94%	96%	94%
Knowledge of real estate market	92%	92%	92%	89%	93%
Communication skills	90%	91%	89%	90%	90%
Negotiation skills	83%	86%	82%	78%	84%
People skills	80%	80%	80%	82%	80%
Knowledge of local area	77%	75%	78%	79%	76%
Skills with technology	47%	47%	47%	48%	47%

## Chapter 4: Home Buying and Real Estate Professionals

### Exhibit 4–18 Agent Skills and Qualities Considered "Very Important" by Adult Composition of Household

(Percentage Distribution)

	ADULT COMPOSITION OF HOUSEHOLD					
	ALL BUYERS	MARRIED COUPLE	SINGLE FEMALE	SINGLE MALE	UNMARRIED COUPLE	OTHER
Honesty and integrity	98%	98%	99%	96%	97%	96%
Knowledge of purchase process	94%	93%	96%	91%	95%	93%
Responsiveness	94%	94%	95%	88%	95%	96%
Knowledge of real estate market	92%	92%	95%	88%	90%	94%
Communication skills	90%	89%	93%	85%	91%	91%
Negotiation skills	83%	81%	88%	82%	84%	90%
People skills	80%	79%	83%	74%	81%	90%
Knowledge of local area	77%	77%	81%	75%	67%	79%
Skills with technology	47%	45%	54%	42%	45%	53%

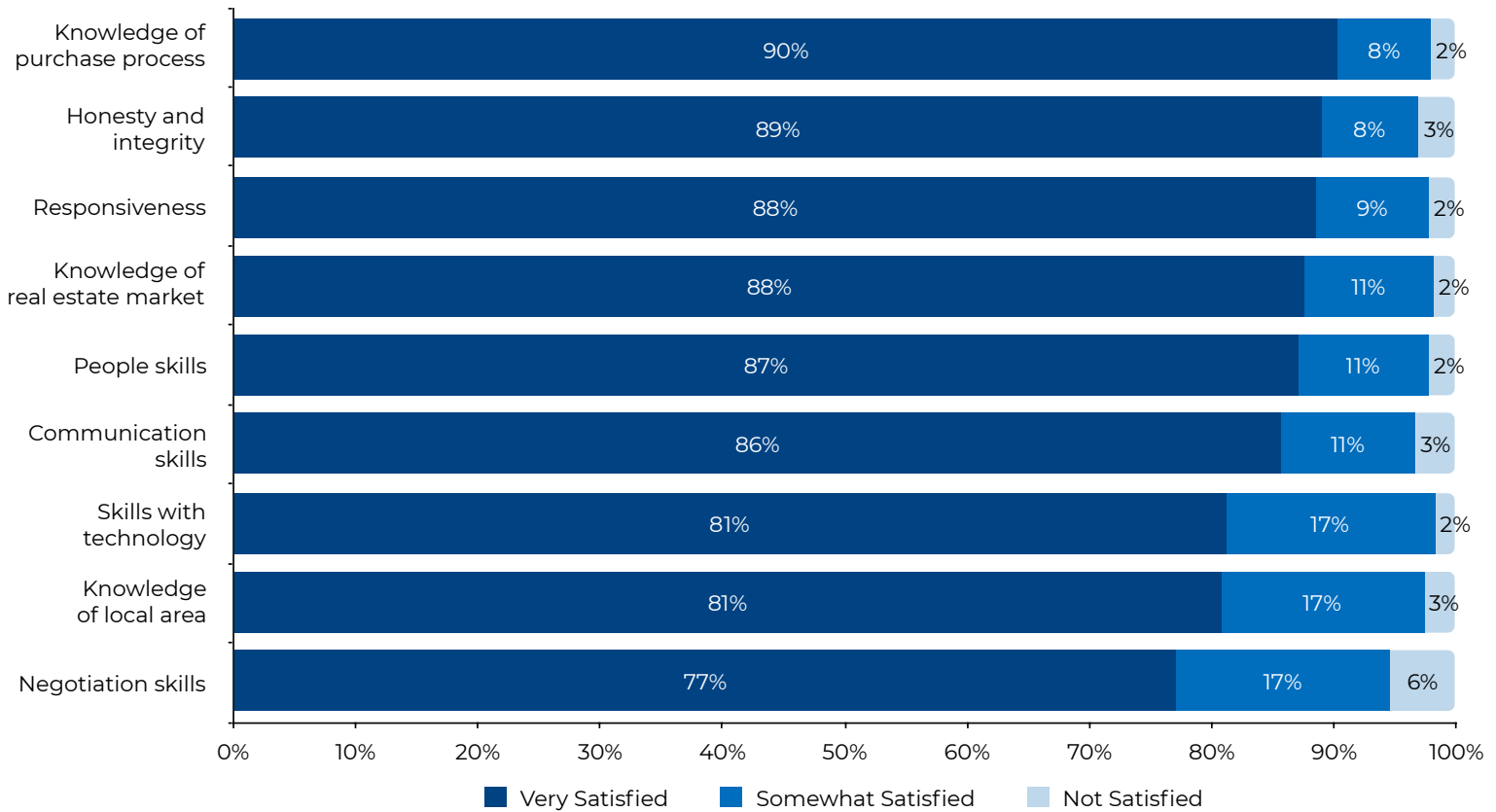
### Exhibit 4–19 Importance of Agent Communications

(Percent of Respondents)

	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
Calls personally to inform of activities	73%	70%	74%
Sends property info and communicates via text message	71%	73%	70%
Sends postings as soon as a property is listed/ the price changes/under contract	70%	68%	71%
Can send market reports on recent listings and sales	50%	44%	53%
Sends me emails about specific needs	48%	53%	46%
Has a website	29%	29%	29%
Has a mobile site to show properties	27%	25%	29%
Active in local community/volunteerism	14%	13%	15%
Is active on social media	14%	15%	13%
Sends an email newsletter	7%	7%	7%
Advertises in newspapers	3%	3%	2%
Has a blog	1%	1%	1%

## Exhibit 4–20 Satisfaction With Real Estate Agent Skills and Qualities

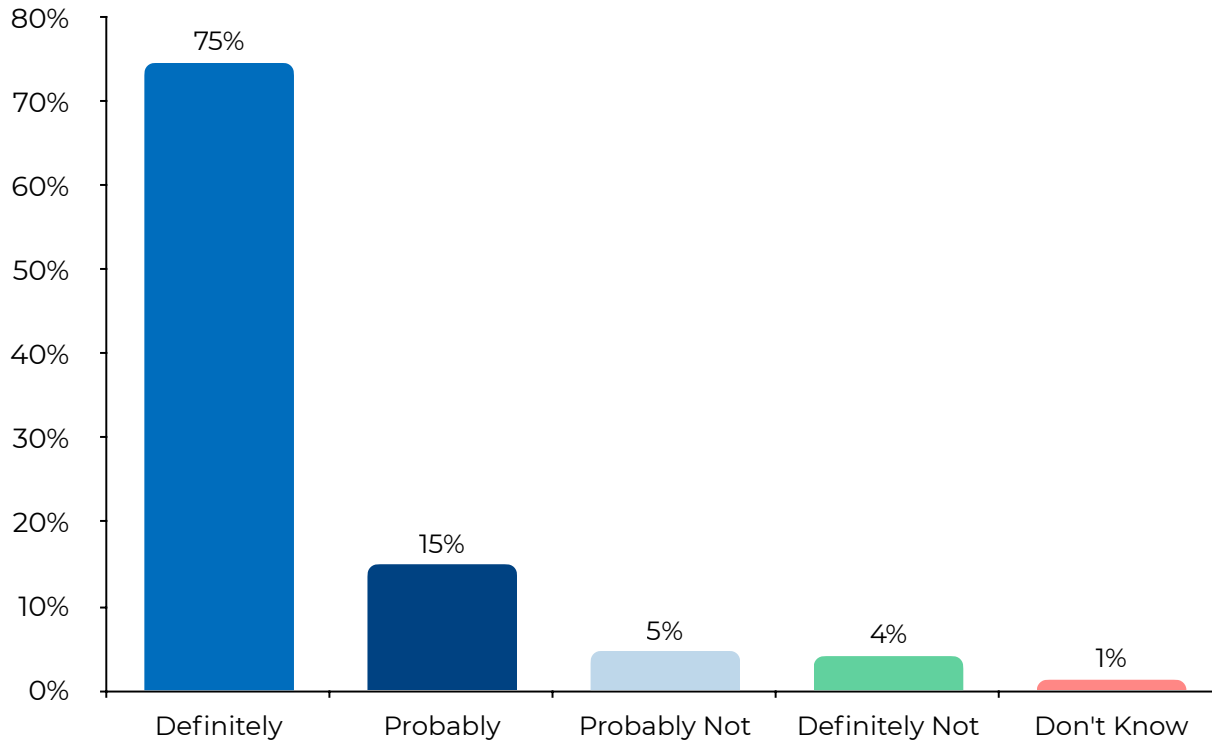
(Percentage Distribution)



## Chapter 4: Home Buying and Real Estate Professionals

### Exhibit 4–21 Would Buyer Use Real Estate Agent Again or Recommend to Others

(Percentage Distribution)



### Exhibit 4–22 How Many Times Buyer Recommended Typical Agent

(Percentage Distribution)

	ALL BUYERS
None	30%
One time	12%
Two times	14%
Three times	8%
Four or more times	36%
Times recommended since buying (median)	1

# CHAPTER 5:

## Financing the Home Purchase



While many share the desire to own their own home, financing the purchase has a variety of obstacles, according to this year's survey responses. Eighty percent of all buyers financed their homes last year. This is also a decline from 93 percent in 2003. First-time buyers were more likely to finance their purchase at 94 percent, while only 74 percent of repeat buyers financed.

NAR has collected data since 1989 on the median downpayment. In 2023, the median downpayment was 15 percent for all buyers, eight percent for first-time buyers, and 19 percent for repeat buyers. Comparing this to previous years, in 1989 the median percent of the downpayment for all buyers was 20 percent, 10 percent for first-time buyers, and 23 percent for repeat buyers. For first-time buyers, the median downpayment has been 10 percent or below since 1989.

Savings remained a key source of the downpayment for home buyers, both for first-time and repeat buyers alike. Fifty-four percent of recent home buyers used their savings for their downpayment. This share has slipped below the historical norm of 58 percent since 2000 when the report began tracking

sources of the downpayment. First-time buyers, however, are more likely to use their savings for their downpayment at 71 percent. Fifty-three percent of repeat buyers used proceeds of their past home sale for a downpayment, while 23 percent of first-time buyers used a gift or loan from a family member or friend for their downpayment.

Fifty-six percent of buyers did not need to make any financial sacrifices to purchase their home, up slightly from 51 percent last year. The majority of first-time buyers did make financial sacrifices to purchase a home. For those who did, the most common sacrifices buyers reported were cutting spending on luxury goods, entertainment, and clothes.

While the share of home buyers who reported that obtaining a mortgage was more difficult than expected (32 percent in 2023) was considerably higher in the 2009 and 2010 reports, it has steadily decreased in the last few years and held steady from 30 percent last year. Conventional financing was the most common mortgage type, followed by FHA loans, primarily among first-time home buyers again this year.

## Chapter 5: Financing the Home Purchase

### Buyers Who Financed Their Home

#### Exhibits 5-1 through 5-4

Eighty percent of all buyers financed their homes last year, a increase from last year. This is also a decline from 93 percent in 2003. First-time buyers were more likely to finance their purchase at 94 percent, while only 74 percent of repeat buyers financed. Single males that were first-time home buyers financed their homes at 89 percent compared to only 69 percent of single female repeat buyers.

This year, 12 percent of buyers financed 100 percent of the entire purchase price with a mortgage, a decrease from 14 percent last year. The median percent financed for first-time buyers was 92 percent compared to 81 percent for repeat buyers, which was about the same as last year. The median percent financed for all buyers across the board was 85 percent.

In 2023, the median downpayment was 15 percent for all buyers, eight percent for first-time buyers, and 19 percent for repeat buyers. In 1989, the median downpayment for all buyers was 20 percent, 10 percent for first-time buyers, and 23 percent for repeat buyers. The downpayment has either decreased or held steady since 2005, but the past two years have seen an increasing trend towards higher downpayments with a more competitive market, and more equity earned from the past sale of a home.

### Sources of Downpayment

#### Exhibits 5-5 through 5-7

Fifty-four percent of recent home buyers used their savings to finance their home purchase, up from 47 percent last year. This is below the historical norm of 57 percent since 2000. For repeat buyers, the proceeds from the sale of a primary residence was the most commonly cited way of financing a home purchase at 53 percent, up from 47 percent in 2014 and more than double the 25 percent in 2012. This is likely due to the continued increase in property values, allowing buyers to use equity from their previous home at higher rates. For first-time buyers, they cited using savings (71 percent) and a gift or loan from relative or friend (23 percent).

Unmarried couples are the highest share using savings for a downpayment at 64 percent. Single females were the most likely to use proceeds from the sale of a primary home (41 percent).

### Expenses that Delayed Saving for a Downpayment or Home Purchase

#### Exhibits 5-8 through 5-10

Nearly one-third of buyers (28 percent) were delayed in purchasing a home by more than five years if they had debt that impeded them. The median length of time buyers waited to buy a home while saving for the downpayment and paying down debt was four years. Buyers were asked what difficulties they encountered in their home search and home buying process. Seventeen percent cited their most difficult step in the home buying process was saving for a downpayment this year, the same share as in 2022. These buyers were asked what expenses made saving for a downpayment difficult. Fifty-two percent of these buyers reported high rent or a current mortgage payment, 42 percent reported student loans, 36 percent report a car loan, and 31 percent reported credit card debt.

For first-time home buyers, 38 percent said saving for a downpayment was the most difficult step in the process. Of that share, 56 percent said high rent/current mortgage and 45 percent said student loan debt delayed them in saving for a home. Among the seven percent of repeat buyers who reported that saving for a downpayment was the most difficult task, 18 percent reported that health care costs and 23 percent reported that childcare expenses delayed their ability to save. Twenty-seven percent of unmarried couples reported saving for a downpayment was the most difficult task in the home buying process. Of that 27 percent, 37 percent reported car loans delayed their savings and 28 percent report credit card debt. Forty-nine percent reported their student loans delayed saving.

“ Eighty-two percent reported believing that a home purchase is a good investment and 44 percent said it was better than owning stock. ”



### Sacrifices Made to Purchase Home

#### Exhibits 5-11 and 5-12

Some buyers chose to make financial sacrifices in order to make a home purchase. Fifty-six percent of buyers did not need to make any sacrifices. For all buyers, the most common sacrifices reported were a cut in spending on luxury or non-essential items (31 percent), a cut in spending on entertainment (23 percent), and a cut in spending on clothes (18 percent). First-time buyers were more likely to make sacrifices than repeat buyers—65 percent compared to 34 percent made sacrifices, respectively. Unmarried couples reported making the most financial sacrifices at 52 percent.

### Difficulty of Mortgage Application and Approval Process and Sold a Distressed Property

#### Exhibits 5-13 through 5-17

Thirty-two percent of buyers said the mortgage application process was at least somewhat more difficult than expected and 21 percent said it was easier than expected. Forty-eight percent of buyers said that the mortgage application and approval process was no more difficult than expected. Thirty-nine percent of first-time buyers said that the mortgage application and approval process was somewhat more difficult than expected, compared to 28 percent of repeat buyers. Single females and unmarried couples were more likely than other groups to report the process was easier than expected at 25 percent.

Four percent of successful home buyers had a mortgage application rejected from a mortgage lender before securing a mortgage. They typically had a median of one rejection. The most common reasons for the buyer reporting they were rejected was because of their debt-to-income ratio (48 percent), low credit score (21 percent), not enough money in reserves (sixteen percent), because their income was unable to be verified (10 percent), or insufficient downpayment (eight percent).

Twenty-three percent of all buyers reported having student loan debt. That number jumps to 38 percent for first-time buyers and drops to 16 percent for repeat buyers. The median amount of student loan debt for all buyers was \$30,000.

Eight percent of recent buyers had a distressed property sale in the past—either a short sale or a foreclosure—and the typical year for a distressed sale was in 2012.

### Type of Mortgage Loan

#### Exhibits 5-18 and 5-19

Eighty-six percent of all buyers used a fixed-rate mortgage. Sixty-six percent of buyers chose a conventional loan to finance their home, up from 62 percent last year. Fifteen percent of buyers reported securing an FHA loan and 12 percent chose a VA loan. First-time buyers sought FHA loans more commonly than repeat buyers at 23 percent compared to 11 percent. Repeat buyers largely used conventional loans at 71 percent, compared to 57 percent of first-time buyers.

### Buyers' View of Homes as a Financial Investment

#### Exhibits 5-20 and 5-21

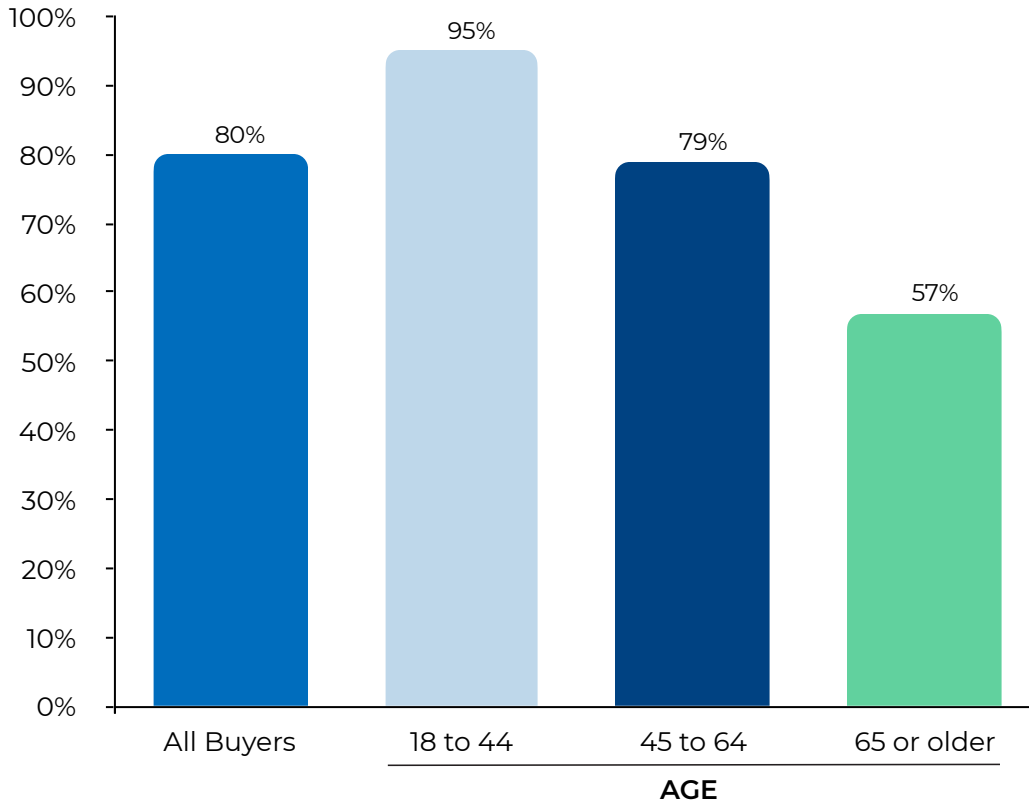
Buyers continue to see purchasing a home as a good financial investment. Eighty-two percent reported believing that a home purchase is a good investment and 44 percent said it was better than owning stock. This is down from 86 percent in last year's report. Only five percent reported that it was not a good financial investment. Eighty-three percent of first-time buyers see owning a home as a sound financial endeavor which is similar to the share among repeat buyers (81%). Unmarried couples and single males are most likely to feel their home is a good financial investment at 87 percent and 84 percent.



## Chapter 5: Financing the Home Purchase

**Exhibit 5-1 Buyers Who Financed Their Home Purchase, by Age**

(Percentage Distribution)



**Exhibit 5-2 Buyers Who Financed Their Home Purchase, by Adult Composition of Household**

(Percentage Distribution)

	ADULT COMPOSITION OF HOUSEHOLD					
	ALL BUYERS	MARRIED COUPLE	SINGLE FEMALE	SINGLE MALE	UNMARRIED COUPLE	OTHER
All Buyers	80%	81%	77%	76%	89%	78%
First-time Buyers	94%	94%	94%	89%	97%	91%
Repeat Buyers	74%	76%	69%	69%	79%	71%

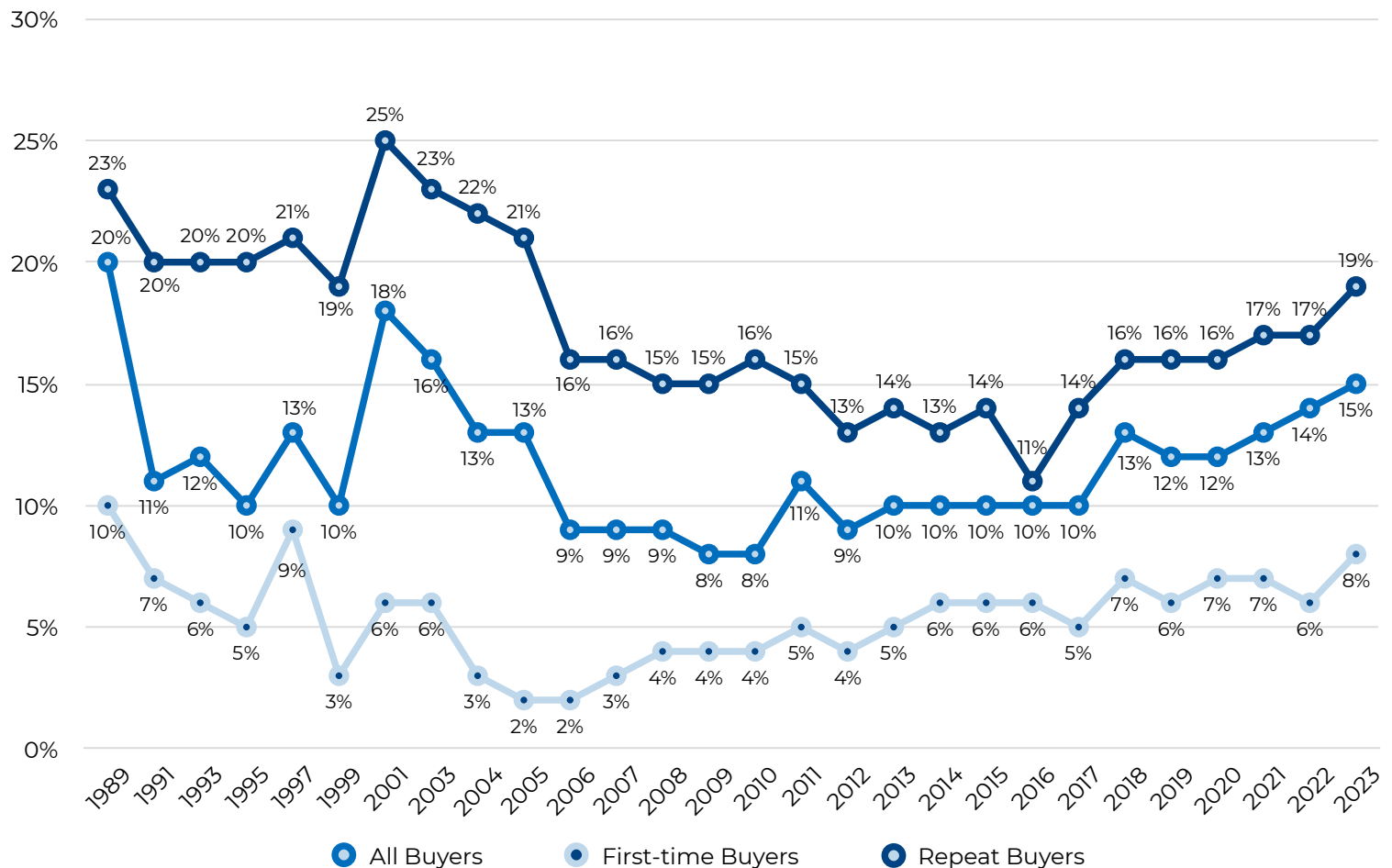
**Exhibit 5-3 Percent of Home Financed by First-Time and Repeat Buyers, and Buyers of New and Previously Owned Homes**

(Percentage Distribution)

	BUYERS OF				
	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS	NEW HOMES	PREVIOUSLY OWNED HOMES
Less than 50%	15%	9%	18%	21%	14%
50% to 59%	6%	3%	7%	5%	6%
60% to 69%	6%	3%	8%	8%	6%
70% to 79%	13%	10%	14%	12%	13%
80% to 89%	23%	20%	24%	23%	23%
90% to 94%	13%	16%	11%	9%	13%
95% to 99%	14%	22%	9%	11%	14%
100%—Financed the entire purchase price with a mortgage	12%	16%	9%	10%	12%
Median percent financed	85%	92%	81%	82%	85%

**Exhibit 5-4 Median Percent Downpayment by First-Time and Repeat Buyers, 1989–2023**

(Percentage Distribution)



## Chapter 5: Financing the Home Purchase

### Exhibit 5–5 Sources of Downpayment, 2000–2023

(Percent of Respondents Among those who Made a Downpayment)

	2000	2002	2003	2005	2006	2007	2008	2009	2010	2011	2012
Savings	57%	57%	49%	50%	50%	52%	56%	54%	66%	67%	65%
Proceeds from sale of primary residence	35%	37%	37%	43%	44%	43%	34%	23%	22%	26%	25%
Gift from relative or friend	13%	14%	12%	11%	9%	10%	13%	14%	18%	14%	14%
Sale of stocks or bonds	NA	3%	6%	6%	7%	8%	8%	6%	7%	10%	8%
401k/pension fund including a loan	5%	5%	5%	5%	4%	4%	5%	5%	7%	8%	9%
Inheritance	3%	3%	2%	3%	2%	3%	4%	3%	4%	5%	4%
Proceeds from sale of real estate other than primary residence	NA	NA	NA	NA	3%	2%	2%	1%	2%	2%	1%
Loan from relative or friend	4%	3%	5%	5%	4%	3%	5%	4%	6%	5%	4%
Tax Refund	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Individual Retirement Account (IRA)	3%	2%	3%	2%	2%	2%	3%	2%	3%	4%	5%
Equity from primary residence buyer continues to own	NA	NA	NA	NA	5%	5%	4%	2%	2%	3%	2%
Loan or financial assistance from source other than employer	NA	NA	NA	NA	NA	NA	NA	NA	NA	2%	2%
Loan from financial institution other than a mortgage	NA	NA	NA	6%	2%	2%	1%	1%	1%	1%	1%
Sale of crypto currency	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Loan or financial assistance through employer	NA	NA	NA	NA	NA	NA	NA	NA	NA	*	1%
Other	8%	7%	6%	7%	4%	*	5%	4%	4%	4%	4%

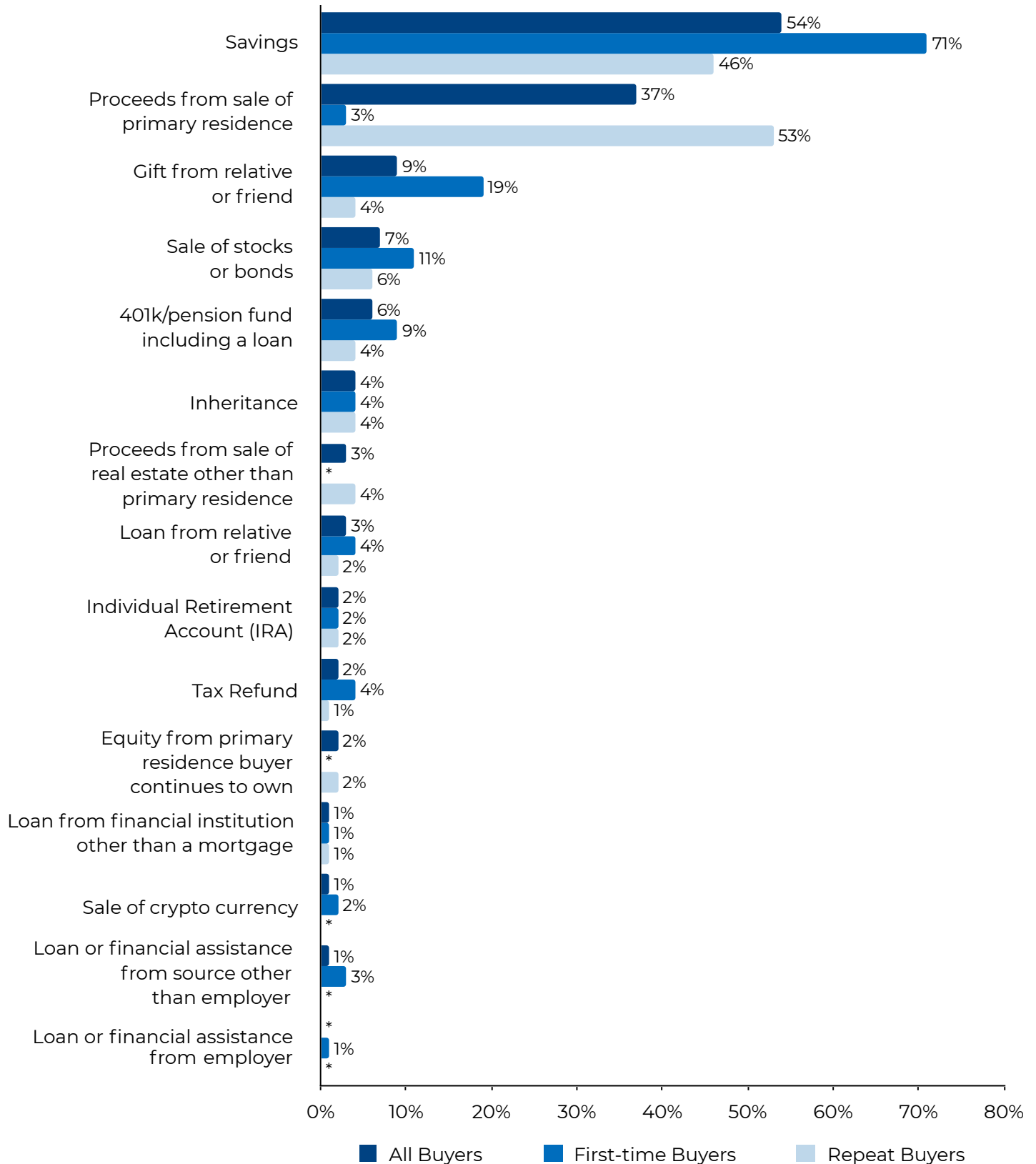
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Savings	64	65%	60%	61%	59%	58%	60%	58%	61%	47%	54%
Proceeds from sale of primary residence	31%	33%	38%	35%	38%	39%	38%	38%	38%	38%	37%
Gift from relative or friend	14%	14%	13%	13%	13%	12%	13%	10%	12%	7%	9%
Sale of stocks or bonds	9	9%	8%	4%	6%	7%	8%	7%	9%	7%	7%
401k/pension fund including a loan	8%	9%	8%	9%	8%	7%	7%	7%	7%	5%	6%
Inheritance	4%	4%	5%	4%	4%	4%	4%	4%	4%	4%	4%
Proceeds from sale of real estate other than primary residence	2%	2%	2%	2%	3%	3%	3%	3%	3%	3%	3%
Loan from relative or friend	4%	4%	3%	3%	3%	3%	3%	2%	2%	2%	3%
Tax Refund	NA	NA	NA	NA	4%	3%	4%	2%	4%	3%	2%
Individual Retirement Account (IRA)	4%	3%	4%	3%	3%	3%	3%	3%	3%	3%	2%
Equity from primary residence buyer continues to own	2%	*	2%	2%	2%	2%	2%	2%	2%	2%	2%
Loan or financial assistance from source other than employer	*	*	1%	1%	1%	1%	1%	1%	2%	1%	1%
Loan from financial institution other than a mortgage	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%
Sale of crypto currency	NA	NA	NA	NA	NA	NA	NA	NA	NA	1%	1%
Loan or financial assistance through employer	2%	1%	1%	1%	NA	NA	*	*	*	*	*
Other	4%	4%	5%	3%	4%	4%	3%	3%	3%	3%	3%

NA—Not asked

\* Less than 1 percent

## Exhibit 5-6 Sources of Downpayment, First-Time and Repeat Buyers

(Percent of Respondents Among Those Who Made a Downpayment)



\* Less than 1 percent

## Chapter 5: Financing the Home Purchase

### Exhibit 5-7 Sources of Downpayment, by Adult Composition of Household

(Percent of Respondents Among Those Who Made a Downpayment)

	ADULT COMPOSITION OF HOUSEHOLD					
	ALL BUYERS	MARRIED COUPLE	SINGLE FEMALE	SINGLE MALE	UNMARRIED COUPLE	OTHER
Savings	54%	55%	46%	56%	64%	50%
Proceeds from sale of primary residence	37%	39%	41%	31%	22%	29%
Gift from relative or friend	9%	8%	10%	9%	14%	8%
Sale of stocks or bonds	7%	7%	6%	10%	12%	5%
401k/pension fund including a loan	6%	5%	6%	7%	7%	6%
Inheritance	4%	3%	5%	6%	4%	11%
Loan from relative or friend	3%	2%	3%	2%	3%	4%
Proceeds from sale of real estate other than primary residence	3%	3%	2%	3%	2%	2%
Equity from primary residence buyer continues to own	2%	2%	1%	1%	1%	1%
Individual Retirement Account (IRA)	2%	2%	3%	2%	3%	5%
Tax Refund	2%	2%	2%	2%	3%	3%
Loan from financial institution other than a mortgage	1%	1%	1%	2%	*	*
Loan or financial assistance from source other than employer	1%	1%	1%	1%	2%	1%
Sale of crypto currency	1%	1%	*	2%	2%	1%
Loan or financial assistance through employer	*	1%	*	*	*	*

\* Less than 1 percent

### Exhibit 5-8 Years Debt Delayed Home Buyers From Saving for a Downpayment or Buying a Home

(Percentage Distribution)

	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
One year	16%	14%	18%
Two years	19%	17%	20%
Three years	13%	14%	12%
Four years	6%	7%	4%
Five years	19%	19%	18%
More than five years	28%	29%	27%
Median	4	4	3

## Exhibit 5–9 Expenses That Delayed Saving for a Downpayment or Saving for a Home Purchase, by First-Time and Repeat Buyers

(Percent of Respondents Who Reported Saving for a Downpayment was Difficult)

	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
Share Saving for Downpayment was Most Difficult Task in Buying Process:	17%	38%	7%
<b>DEBT THAT DELAYED SAVING:</b>			
High rent/current mortgage payment	52%	56%	41%
Student Loans	42%	45%	32%
Car loan	36%	38%	30%
Credit card debt	31%	28%	40%
Child care expenses	21%	20%	23%
Health care costs	12%	10%	18%
Other	14%	14%	13%
Median Years Debt Delayed Home Purchase Among Those Who Had Difficulty Saving	3	3	2

## Exhibit 5–10 Expenses That Delayed Saving for a Downpayment or Saving for a Home Purchase, by Adult Composition of Household

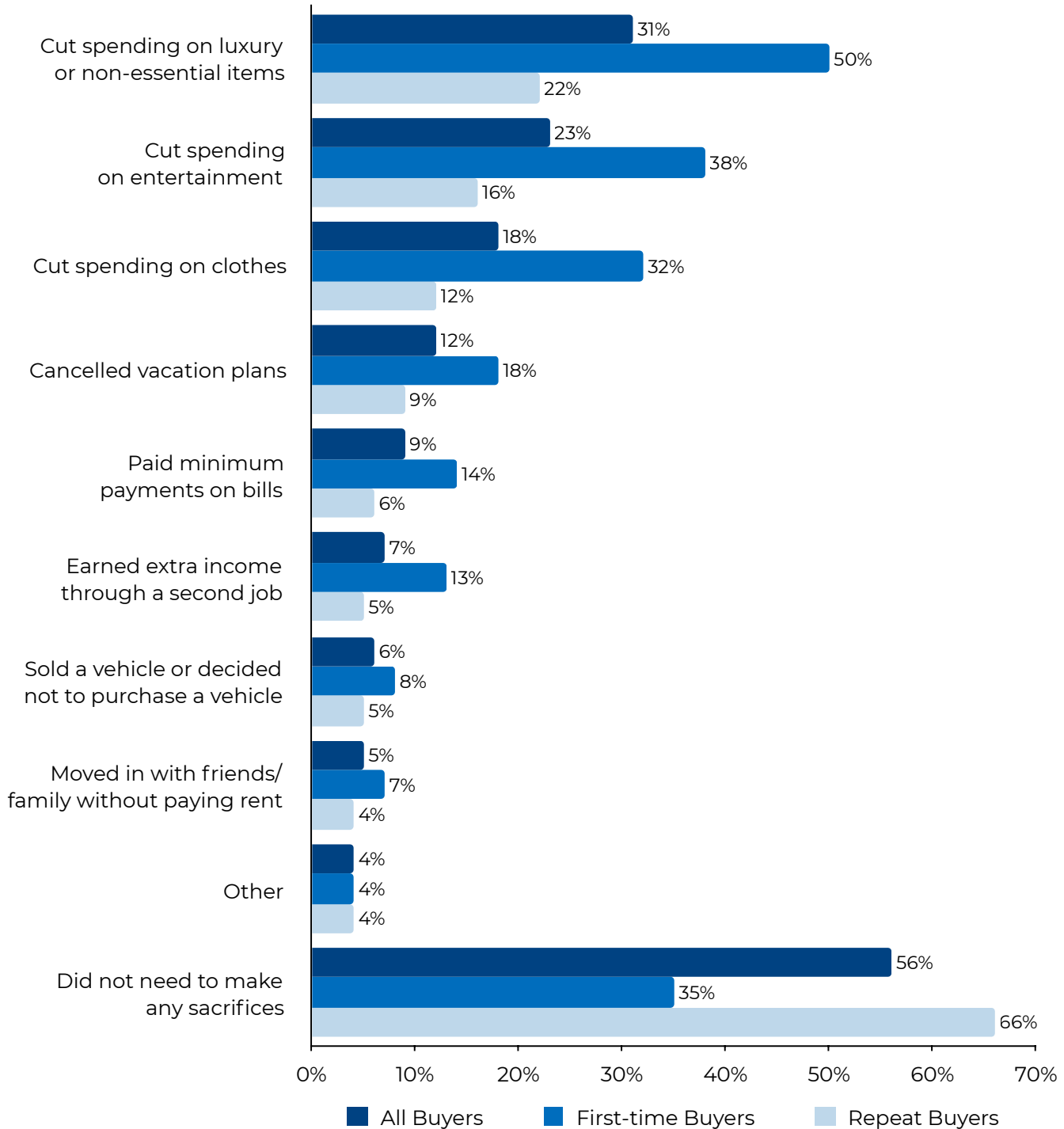
(Percent of Respondents Who Reported Saving for a Downpayment Was Difficult)

	ADULT COMPOSITION OF HOUSEHOLD					
	ALL BUYERS	MARRIED COUPLE	SINGLE FEMALE	SINGLE MALE	UNMARRIED COUPLE	OTHER
Share Saving for Downpayment was Most Difficult Task in Buying Process:	17%	17%	14%	14%	27%	13%
<b>DEBT THAT DELAYED SAVING:</b>						
High rent/current mortgage payment	52%	55%	53%	36%	49%	47%
Student Loans	42%	43%	41%	37%	45%	38%
Car loan	36%	37%	29%	30%	37%	41%
Credit card debt	31%	29%	32%	40%	28%	44%
Child care expenses	21%	27%	8%	10%	12%	12%
Health care costs	12%	12%	12%	11%	13%	25%
Other	14%	13%	15%	14%	14%	6%
Median Years Debt Delayed Home Purchase Among Those Who Had Difficulty Saving	3	2	3	2	3	2

## Chapter 5: Financing the Home Purchase

### Exhibit 5-11 Sacrifices Made To Purchase Home, by First-Time and Repeat Buyers

(Percent of Respondents)





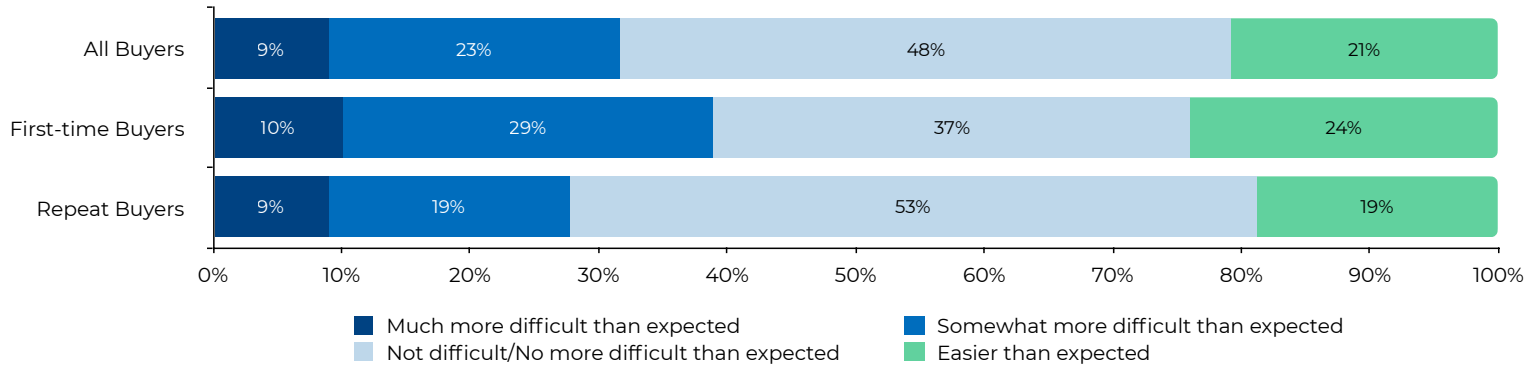
## Exhibit 5-12 Sacrifices Made To Purchase Home, by Adult Composition of Household

(Percent of Respondents)

	ADULT COMPOSITION OF HOUSEHOLD					
	ALL BUYERS	MARRIED COUPLE	SINGLE FEMALE	SINGLE MALE	UNMARRIED COUPLE	OTHER
Cut spending on luxury or non-essential items	31%	30%	32%	24%	40%	37%
Cut spending on entertainment	23%	21%	26%	21%	31%	34%
Cut spending on clothes	18%	16%	22%	16%	25%	27%
Cancelled vacation plans	12%	12%	12%	12%	12%	17%
Earned extra income through a second job	7%	6%	9%	7%	10%	10%
Paid minimum payments on bills	9%	8%	10%	7%	10%	15%
Sold a vehicle or decided not to purchase a vehicle	6%	7%	3%	6%	8%	8%
Moved in with friends/family without paying rent	5%	4%	6%	8%	6%	7%
Other	4%	4%	6%	4%	5%	5%
Did not need to make any sacrifices	56%	57%	55%	60%	48%	48%

## Exhibit 5-13 Difficulty of Mortgage Application and Approval Process, by First-Time and Repeat Buyers

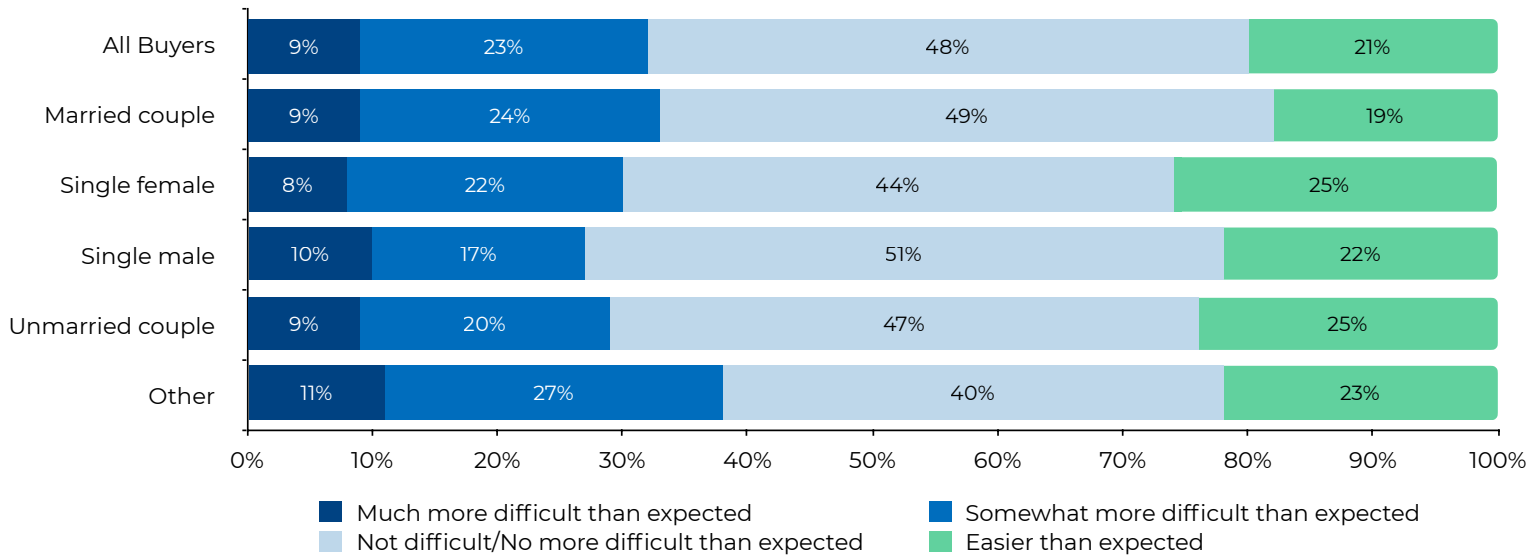
(Percentage Distribution Among Those Who Financed Their Home Purchase)



## Chapter 5: Financing the Home Purchase

### Exhibit 5-14 Difficulty of Mortgage Application and Approval Process, by Adult Composition of Household

(Percentage Distribution Among Those Who Financed Their Home Purchase)



### Exhibit 5-15 Buyer Mortgage Application Had Been Rejected From Mortgage Lender, by First-Time and Repeat Buyers

(Percentage Distribution)

	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
Have had application denied	4%	5%	4%
Median number of times application was denied	1	2	1
<b>BUYER REASONS WHY REJECTED BY MORTGAGE LENDER</b>			
Debt to income ratio	48%	47%	50%
Low credit score	21%	32%	13%
Income was unable to be verified	10%	13%	8%
Insufficient downpayment	8%	14%	4%
Not enough money in reserves	16%	18%	15%
Too soon after refinancing another property	1%	*	2%
Don't know	7%	6%	7%
Other	23%	20%	25%

\* Less than 1 percent

## Exhibit 5-16 Buyers Who Have Student Loan Debt, by First-Time and Repeat Buyers

(Percentage Distribution)

	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
Have student loan debt	23%	38%	16%
Under \$10,000	14%	13%	16%
\$10,000 to \$24,999	29%	31%	27%
\$25,000 to \$49,999	21%	22%	20%
\$50,000 to \$74,999	12%	12%	12%
\$75,000 or more	23%	22%	25%
Median amount of student loan debt	\$30,000	\$30,000	\$30,000

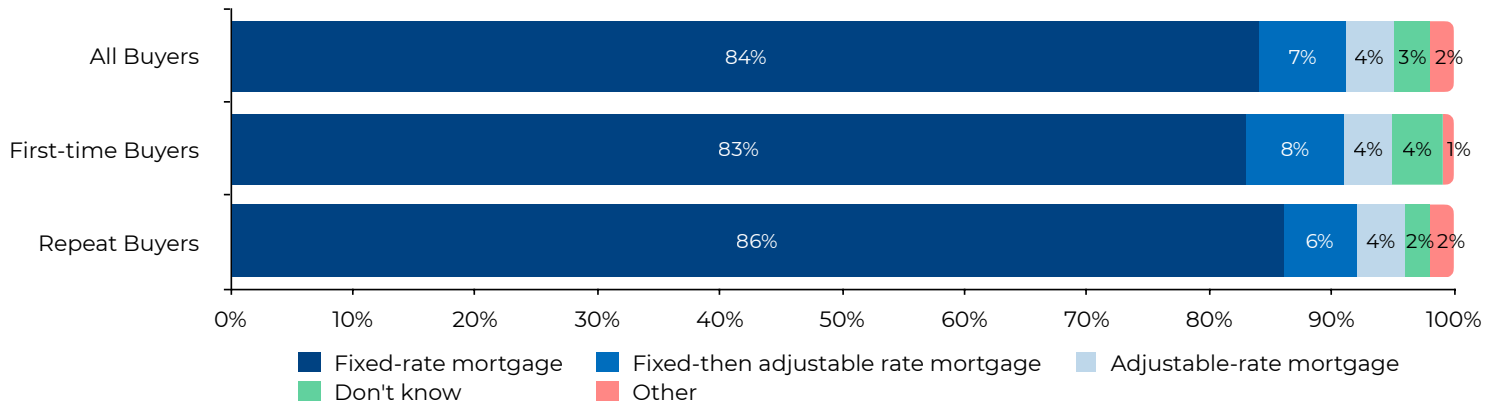
## Exhibit 5-17 Buyer Previously Sold a Distressed Property (Short Sale or Foreclosure)

(Percentage Distribution)

	ALL BUYERS
Previously had a distressed property sale	8%
Median year of sale	2012

## Exhibit 5-18 Type of Mortgage, First-Time and Repeat Buyers

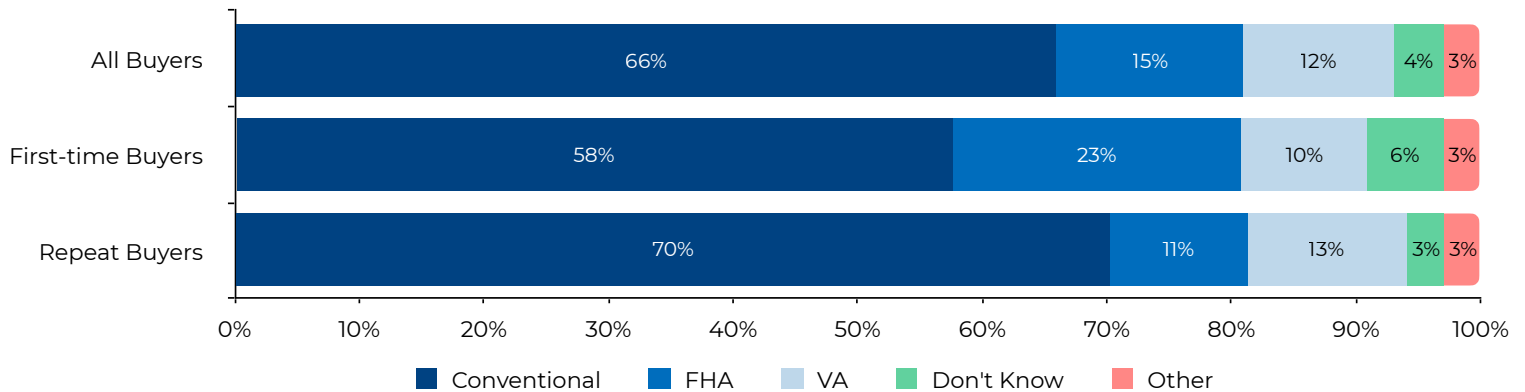
(Percentage Distribution Among Those Who Financed Their Home Purchase)



## Chapter 5: Financing the Home Purchase

### Exhibit 5-19 Type of Loan, First-Time and Repeat Buyers

(Percentage Distribution Among Those Who Financed Their Home Purchase)



### Exhibit 5-20 Buyers' View of Homes as a Financial Investment, First-Time and Repeat Buyers, and Buyers of New and Previously Owned Homes

(Percentage Distribution)

	BUYERS OF				
	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS	NEW HOMES	PREVIOUSLY OWNED HOMES
Good financial investment	82%	83%	81%	83%	81%
Better than stocks	44%	46%	43%	42%	44%
About as good as stocks	28%	26%	28%	31%	27%
Not as good as stocks	10%	11%	10%	10%	10%
Not a good financial investment	5%	3%	6%	5%	5%
Don't know	13%	13%	13%	13%	13%

### Exhibit 5-21 Buyers' View of Homes as a Financial Investment, by Adult Composition of Household

(Percentage Distribution)

	ADULT COMPOSITION OF HOUSEHOLD					
	ALL BUYERS	MARRIED COUPLE	SINGLE FEMALE	SINGLE MALE	UNMARRIED COUPLE	OTHER
Good financial investment	82%	83%	79%	84%	87%	75%
Better than stocks	44%	44%	45%	45%	47%	39%
About as good as stocks	28%	28%	26%	23%	31%	26%
Not as good as stocks	10%	11%	8%	16%	9%	10%
Not a good financial investment	5%	5%	4%	4%	2%	6%
Don't know	13%	12%	17%	13%	11%	19%

# CHAPTER 6:

## Home Sellers and their Selling Experience



**N**AR has collected data on the median tenure in the home since 1985. In 1985, the median tenure was just five years. Over the past 30 years, sellers have remained in the same home for longer periods of time. In recent years, seller tenure increased to a high of 10 years. Given rising mortgage rates and limited inventory, in 2023 the median tenure for sellers in their sold homes was 10 years the same as 2022.

While housing inventory was reduced in many areas, sellers saw a favorable market where they typically received 100 percent of their asking price and usually sold their homes within one to two weeks. This is the highest percentage of received asking price recorded since 2002. Fifty-nine percent of sellers did not

reduce their asking price and 77 percent did not offer incentives, such as a home warranty to buyers.

The share of home sellers who reported they delayed the sale of their home because their home was worth less than their mortgage has been kept low by increased home prices. That share of sellers dropped from seven percent in the 2019 dropped to just six percent in 2023. However, sellers who purchased their home 11 to 15 years ago continue to report stalling their home sale at higher rates—11 percent of sellers reported delaying their home sale.

Overwhelmingly, 92 percent of sellers were satisfied in their home selling process.

## Chapter 6: Home Sellers and Their Selling Experience

### Home Seller Characteristics

#### Exhibits 6-1 through 6-6

The typical age of home sellers was 60 this year, the same from 60 last year. The median income in 2022 for the typical household was \$111,100 up from \$93,200 just last year.

The share of married couples selling their home was 65 percent this year, down slightly from 67 percent last year, which marks the fourth year of decline for this share, and the lowest level recorded. Single females who sold their homes increased this year to 20 percent. Of all homes sold on the market, 75 percent did not have children under the age of 18 residing in the home, down from 77 percent last year.

Of all sellers, 89 percent identified as White or Caucasian and 99 percent of households speak English as their primary language.

### Home Selling Situation

#### Exhibits 6-7 and 6-8

For repeat buyers, 26 percent sold their home in 2023, 39 percent in 2022, 17 percent sold in 2021 or earlier, and only five percent have not yet been able to sell. Eight percent did not plan to sell their home. Seventy-one percent were repeat sellers, and the share of first-time home sellers was 30 percent.

### Home Sold vs. Home Purchased

#### Exhibits 6-9 through 6-17

Home sellers in 2023 reported they purchased a home in another region to the one they sold a home in, at 20 percent. Sixty-three percent of home sellers moved to the same state, and 17 percent remained in the same region. Nearly half of the homes sold (48 percent) were located in the suburbs or a subdivision, and 19 percent were located in a small town.

Detached single-family homes were the most common homes sold at 79 percent, a decrease from 87 percent last year. Townhomes and row houses sold at eight percent and multi-unit apartments or condo buildings sold at four percent. Townhomes and condos were more common in urban and central city areas and resort and recreation areas.

Thirty-nine percent of sellers traded up and purchased a home that was larger in size than what they previously owned, 28 percent bought a home that was similar in size, and 33 percent traded down and purchased a home that was smaller in size.

Forty-six percent of all sellers purchased a home that was newer than their previous home. Twenty-seven percent purchased a home of the same age, and 28 percent purchased an older home.

For all sellers, the most commonly cited reason for selling their home was the desire to move closer to friends and family (23 percent), followed by home is too small (13 percent), change in family situation (10 percent), the neighborhood becoming less desirable (9 percent) and moving due to retirement (8 percent). For sellers that moved the greatest distances, the primary reasons were moving closer to friends and family and moving due to retirement. For sellers moving within 10 miles, the most common reason was that the home was too small. First-time sellers were most likely to sell because their home was too small (27 percent), and repeat sellers were most likely to sell to be close to friends and family (26 percent).

### Seller Stalled Home Sale

#### Exhibits 6-18 and 6-19

Six percent of recent sellers stalled or delayed their home sale because their home was worth less than their mortgage. Ninety-five percent were able to sell when they wanted to. Nine percent of first-time buyers stalled but lived in the home, compared to four percent for repeat buyers. Eleven percent of those who purchased their home 11 to 15 years ago reported stalling or waiting to sell the home.



### Tenure in Home

#### Exhibits 6–20 through 6–22

The median number of years a seller remained in their home was 10 years, the same as last year. That number was higher than reported from 2000 to 2008 when the tenure in the home was only six years. The highest tenure in a home was for by cabins or cottages, where sellers typically lived for 12 years, followed by detached single-family homes, which typically sold after 11 years. Sellers who were 18 to 34 years of age had the shortest tenure in their homes—selling after five years, compared to those aged 55 and older who typically remained in their homes for 15 years.

### Distance Moved

#### Exhibit 6–23

The purchasing habits of sellers led them to buy further from where they previously lived, moving a median of 35 miles away. As the age of sellers has increased, the overall distance moved has increased. Sellers who were 55 to 64 years moved the furthest at a median of 80 miles, while sellers who were 35 to 44 years moved a median of 15 miles.

### Method of Sale

#### Exhibits 6–24 through 6–26

Eighty-nine percent of home sellers worked with a real estate agent to sell their home, an increase from 86 percent last year. The share of FSBO sales remains below the historic norm at seven percent this year. From 2001 to 2008, FSBO sales ranged from 12 percent to 14 percent. Less than one percent of recent sellers used an iBuyer program to sell their homes.

The method of sale tends to differ in conjunction with the relationship between the buyer and seller. If the buyer and seller know each other, the sale can be either an arms-length transaction consistent with local market conditions or it may involve considerations that would not be relevant in the absence of a prior relationship.

Of all home sellers, only eight percent reported that they knew the buyer of their home. Among those sellers that knew the buyer, 51 percent sold their homes themselves. In contrast, 97 percent of sellers who did not know the buyer were assisted by an agent.

### Sales Price and Time on the Market

#### Exhibits 6–27 through 6–30

For recently sold homes, the final sales price was a median of 100 percent of the final listing price. This continues to be the highest recorded median since 2002. For all sellers, time on the market this year remained at a median of two weeks, the same as last year. Time on the market and the ratio of the sales price to the listing price have a strong relationship; generally, the longer a home is on the market the greater the discount from the listing price upon sale. Homes that were on the market for two weeks or less received a median of 100 percent of their asking price. Forty-two percent of sellers who sold their homes in less than a week sold for more than the asking price. Homes that were on the market for 17 weeks or more typically received 92 percent of the sale price compared to the listing price. Fifty-five percent of sellers reported their home was on the market for less than two weeks.

Homes that are on the market longer tend to reduce their listing price. Ninety-five percent of homes that were listed on the market for less than one week did not reduce their asking price. For homes that were listed for three to four weeks, 43 percent reduced their asking price overall and 33 percent reduced the asking price only once. For homes on the market for 17 weeks or more, 14 percent were sold at the initial asking price.

### Incentives to Prospective Buyers

#### Exhibit 6–31

Given the buyer demand, only 33 percent of all sellers offered incentives to attract buyers, an increase from 20 percent last year. Home warranty policies followed by assistance with closing costs were the top two listed incentives when selling a home. As might be expected, the longer a home is on the market, the more likely the seller is to add an incentive. For homes that were listed on the market for five to eight weeks, 31 percent offered some kind of incentive compared to only 12 percent of homes that were listed for less than one week.

### Satisfaction With the Sales Process

#### Exhibit 6–32

Seventy-one percent of sellers were very satisfied with the selling process. Twenty-one percent were somewhat satisfied. Nine percent were at least somewhat dissatisfied with the process.

## Chapter 6: Home Sellers and Their Selling Experience

### Exhibit 6-1 Age of Home Sellers

(Percentage Distribution)

18 to 34 years	9%
35 to 44 years	16%
45 to 54 years	15%
55 to 64 years	23%
65 to 74 years	27%
75 years or older	11%
Median age (years)	60

### Exhibit 6-2 Household Income of Home Sellers, 2022

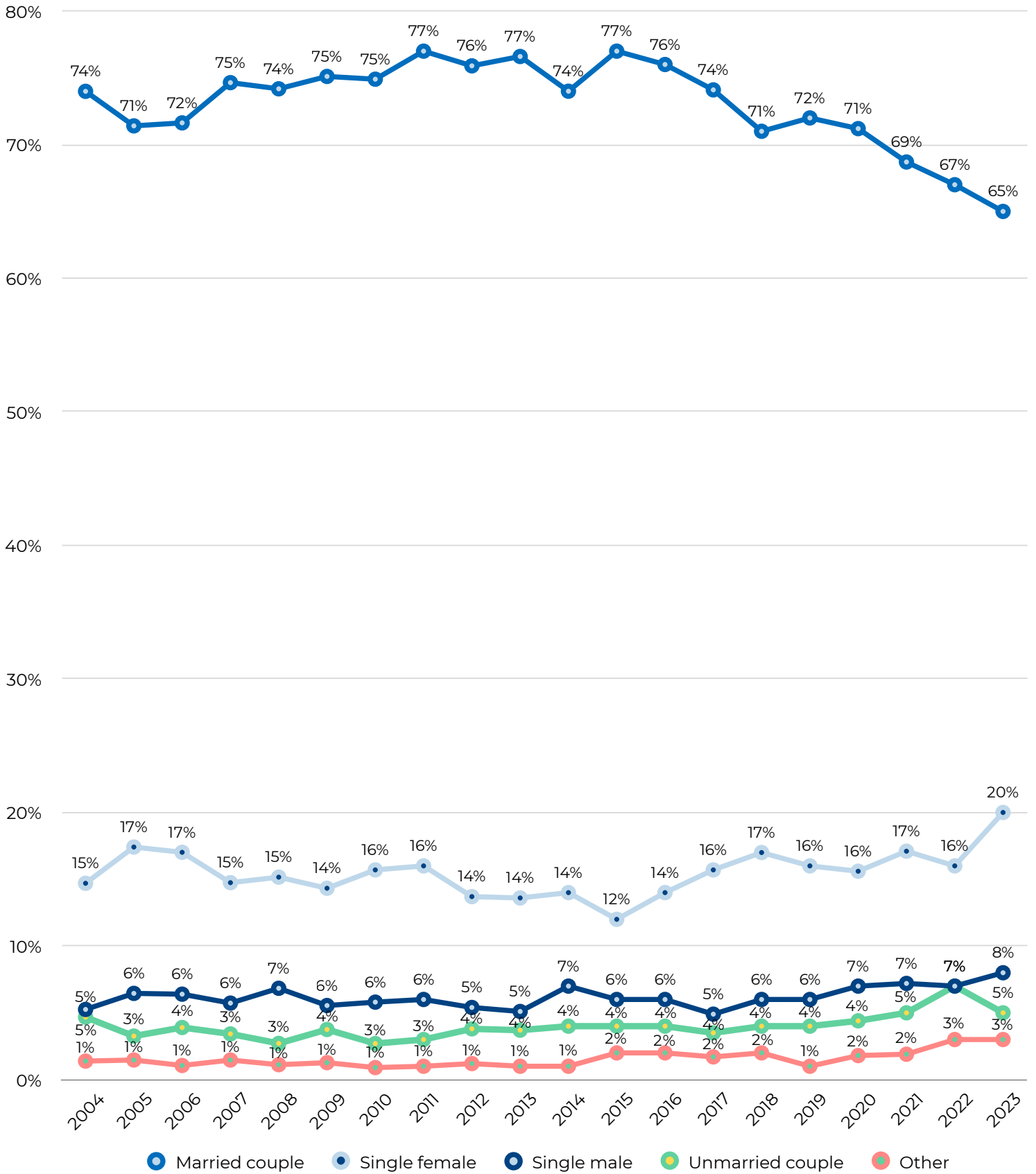
(Percentage Distribution)

Less than \$25,000	2%
\$25,000 to \$34,999	4%
\$35,000 to \$44,999	4%
\$45,000 to \$54,999	7%
\$55,000 to \$64,999	6%
\$65,000 to \$74,999	5%
\$75,000 to \$84,999	7%
\$85,000 to \$99,999	8%
\$100,000 to \$124,999	15%
\$125,000 to \$149,999	10%
\$150,000 to \$174,999	9%
\$175,000 to \$199,999	5%
\$200,000 or more	18%
Median income (2022)	\$111,100



Exhibit 6-3 Adult Composition of Home Seller Households

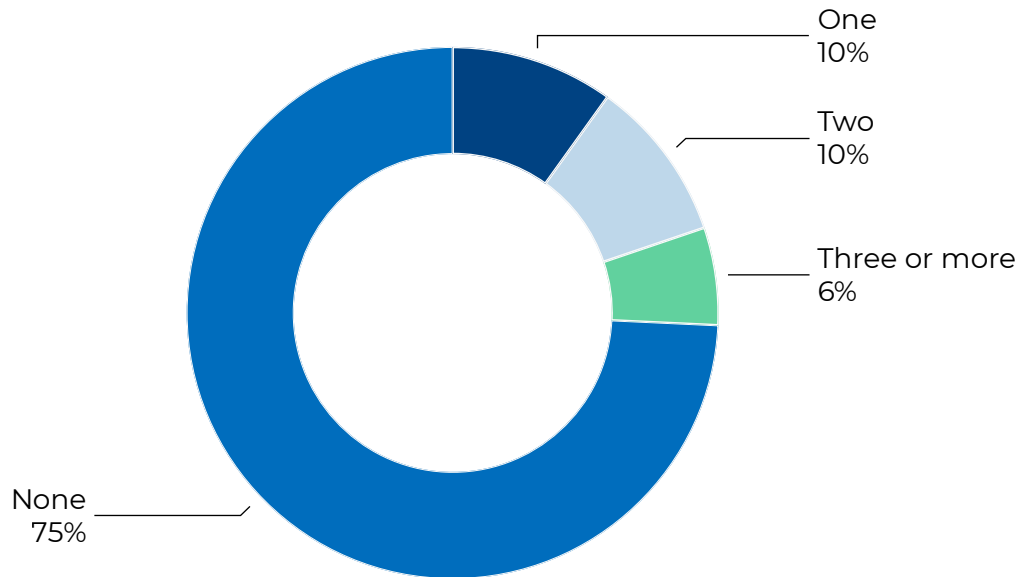
(Percentage Distribution)



## Chapter 6: Home Sellers and Their Selling Experience

### Exhibit 6-4 Number of Children Under the Age of 18 Residing in Home Seller Household

(Percentage Distribution of Home Seller Households)



### Exhibit 6-5 Race/Ethnicity of Home Sellers

(Percent of Respondents)

White/Caucasian	89%
Hispanic/Latino/Mexican/Puerto Rican	5%
Black/African-American	4%
Asian/Pacific Islander	3%
Other	2%

Note: Respondents were permitted to select as many races and ethnicities as they felt applicable. The percentage distribution may therefore sum to more than 100 percent.

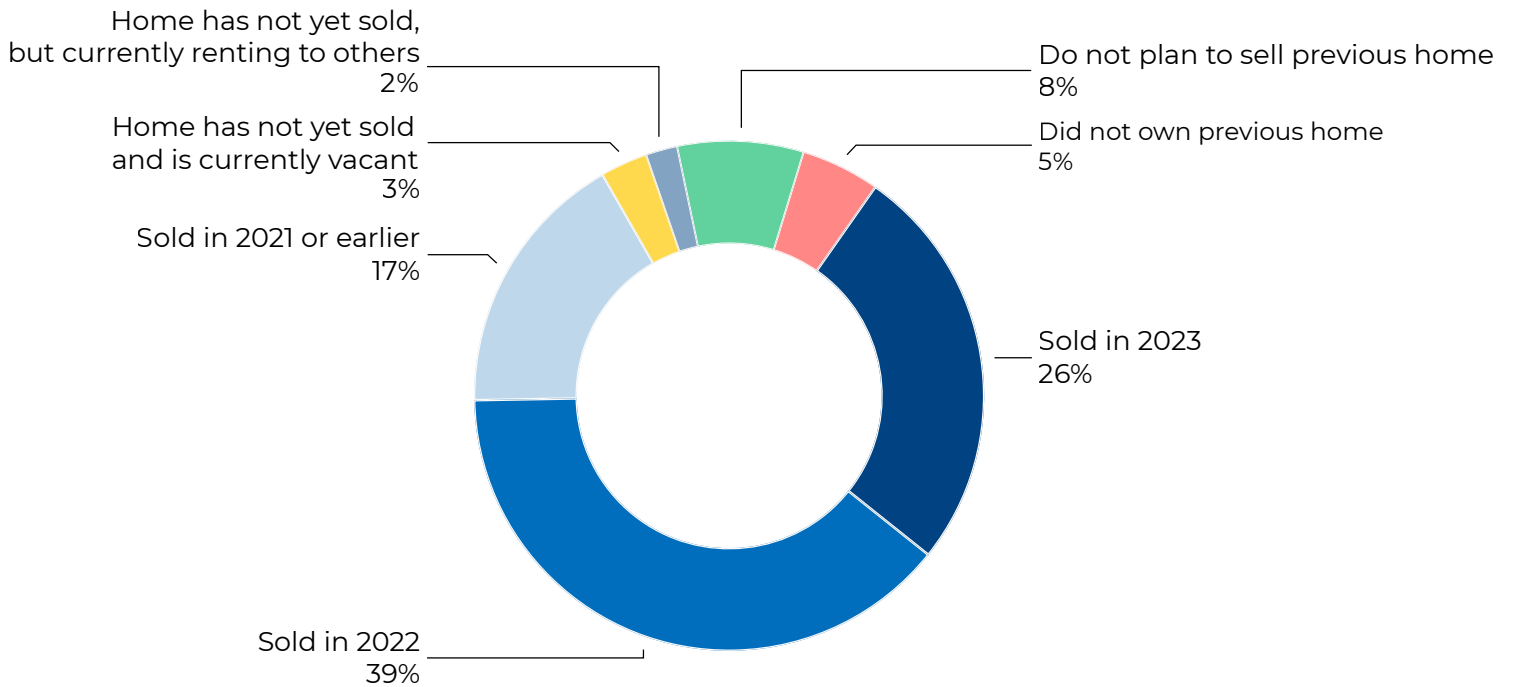
### Exhibit 6-6 Primary Language Spoken in Home Seller Household

(Percentage Distribution)

English	99%
Other	1%

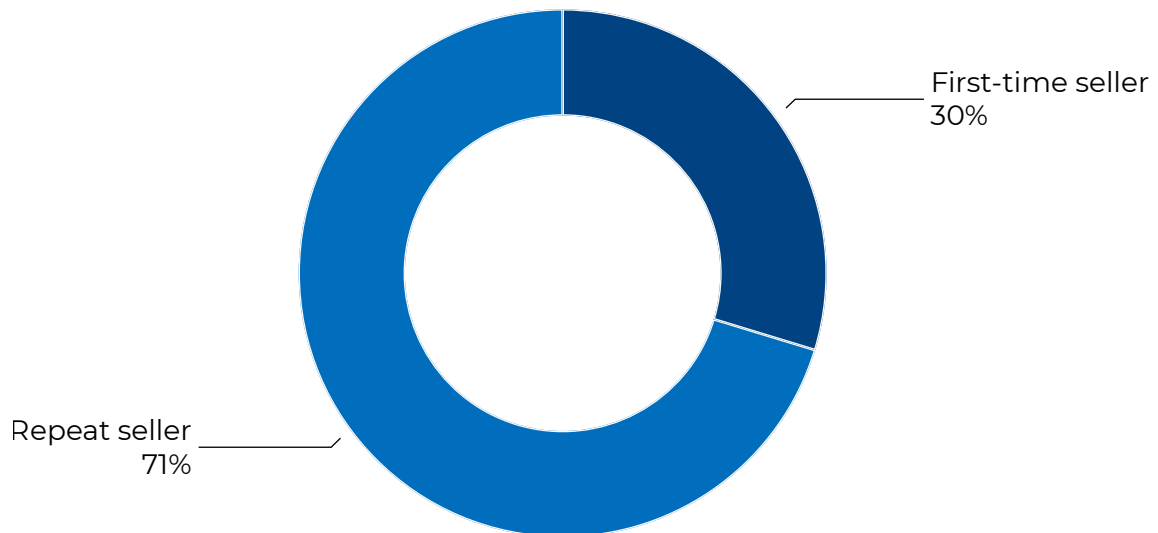
**Exhibit 6-7 Home Selling Situation Among Repeat Buyers**

*(Percentage Distribution)*



**Exhibit 6-8 First-Time or Repeat Seller**

*(Percentage Distribution)*



## Chapter 6: Home Sellers and Their Selling Experience

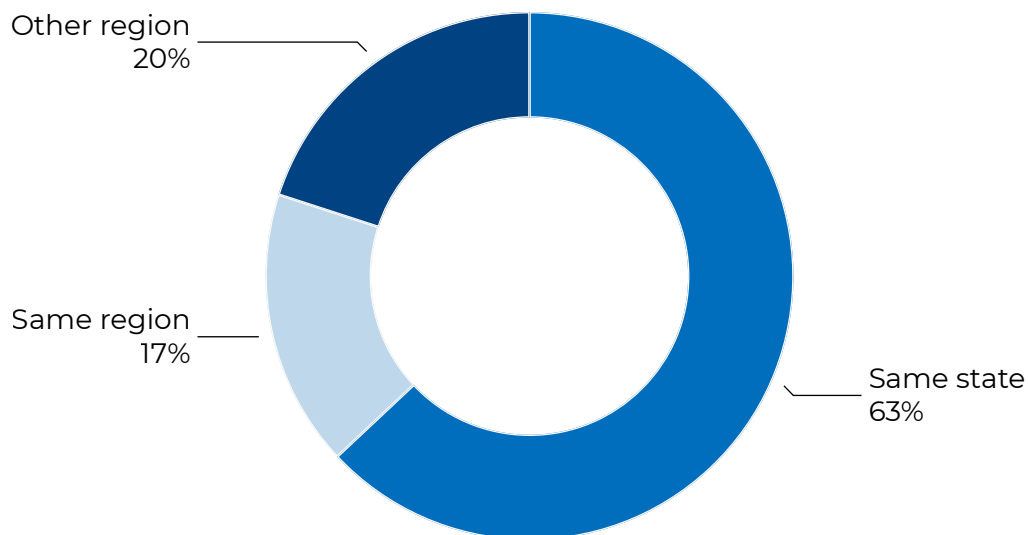
### Exhibit 6-9 Location of Homes Sold

(Percentage Distribution)

	HOMES SOLD	HOME HAS NOT YET SOLD AND IS CURRENTLY VACANT	HOME HAS NOT YET SOLD, BUT CURRENTLY RENTING TO OTHERS
Suburb/Subdivision	48%	36%	43%
Small town	19%	20%	17%
Urban area/Central city	14%	20%	21%
Rural area	15%	21%	17%
Resort/Recreation area	4%	4%	2%

### Exhibit 6-10 Proximity of Home Sold to Home Purchased

(Percentage Distribution)



### Exhibit 6-11 Type of Home Sold, by Location

(Percentage Distribution)

	SELLERS WHO SOLD A HOME IN A					
	ALL SELLERS	SUBURB/ SUBDIVISION	SMALL TOWN	URBAN/ CENTRAL CITY	RURAL AREA	RESORT/ RECREATION AREA
Detached single-family home	79%	83%	81%	67%	79%	57%
Townhouse/row house	8%	10%	6%	11%	*	11%
Apartment/condo in a building with 5 or more units	4%	3%	1%	11%	*	6%
Duplex/apartment/condo in 2 to 4 unit building	3%	2%	3%	8%	1%	8%
Other	7%	3%	8%	3%	19%	18%

\* Less than 1 percent

## 2023 Profile of Home Buyers and Sellers

### Exhibit 6-12 Size of Home Purchased Compared to Home Recently Sold

(Percentage Distribution)

SIZE OF HOME SOLD	SIZE OF HOME PURCHASED					
	1,000 SQ FT OR LESS	1,001 SQ FT TO 1,500 SQ FT	1,501 SQ FT TO 2,000 SQ FT	2,001 SQ FT TO 2,500 SQ FT	2,501 SQ FT TO 3,000 SQ FT	MORE THAN 3,000 SQ FT
1,000 SQ FT OR LESS	*	1%	*	*	*	*
1,001 TO 1,500 SQ FT	*	3%	5%	3%	1%	1%
1,501 TO 2,000 SQ FT	*	3%	7%	7%	3%	4%
2,001 TO 2,500 SQ FT	*	2%	6%	8%	4%	6%
2,501 TO 3,000 SQ FT	*	1%	4%	4%	2%	4%
MORE THAN 3,000 SQ FT	*	1%	3%	4%	4%	8%

\* Less than 1 percent

■ 39% Trading Up   ■ 28% Remaining at the Same Size Range   ■ 33% Trading Down

### Exhibit 6-13 Size of Home Purchased Compared to Home Recently Sold, by Age of Seller

(Median Square Feet)

	SIZE OF HOME SOLD	SIZE OF HOME PURCHASED	DIFFERENCE
18 to 34 years	1,600	2,100	500
35 to 44 years	1,800	2,300	500
45 to 54 years	2,000	2,200	200
55 to 64 years	2,100	2,000	-100
65 to 74 years	2,000	1,800	-200
75 years or older	2,100	1,800	-300

### Exhibit 6-14 Age of Home Purchased Compared to Home Recently Sold

(Percentage Distribution)

YEAR HOME SOLD WAS BUILT	YEAR PURCHASED HOME WAS BUILT								
	2023	2022	2021 THROUGH 2016	2015 THROUGH 2010	2009 THROUGH 2004	2003 THROUGH 1988	1987 THROUGH 1962	1961 THROUGH 1919	1918 AND OLDER
2023	*	*	*	*	*	*	*	*	*
2022	*	*	*	*	*	*	*	*	*
2021 THROUGH 2016	*	1%	1%	1%	1%	1%	1%	1%	*
2015 THROUGH 2010	*	*	1%	1%	1%	1%	1%	1%	*
2009 THROUGH 2004	1%	1%	1%	1%	2%	3%	2%	1%	1%
2003 THROUGH 1988	*	1%	3%	2%	3%	8%	5%	2%	*
1987 THROUGH 1962	*	1%	2%	2%	3%	8%	10%	4%	1%
1961 THROUGH 1919	*	*	1%	1%	1%	4%	6%	4%	1%
1918 AND OLDER	*	*	*	*	*	1%	2%	2%	*

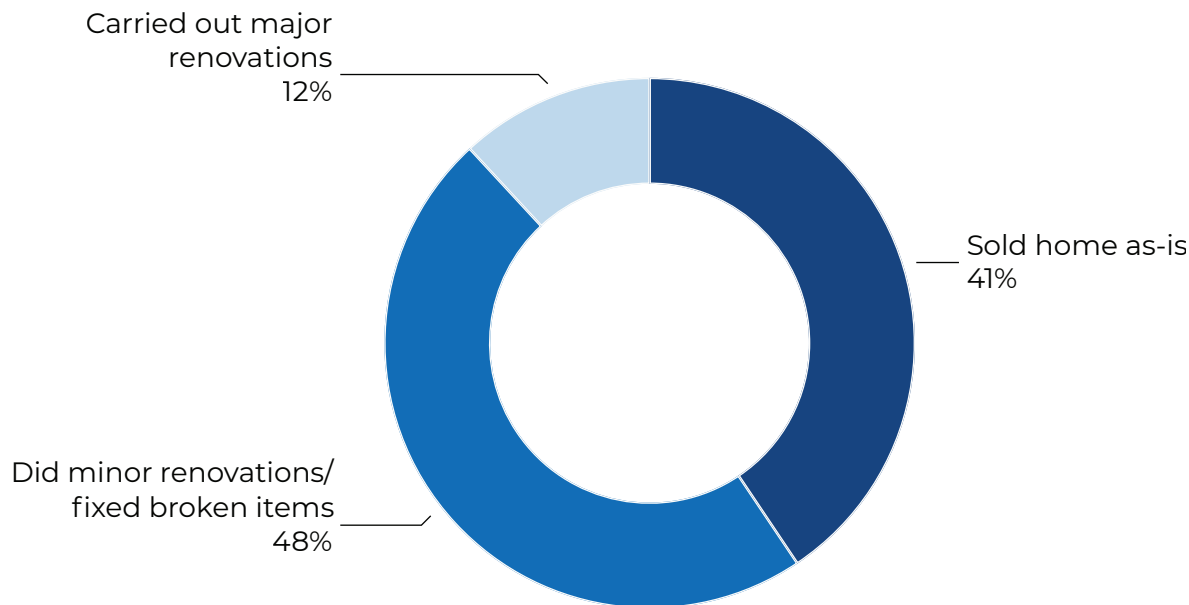
\* Less than 1 percent

■ 46% Purchased a Newer Home   ■ 27% Purchased a Home the Same Age   ■ 28% Purchased Older Home

## Chapter 6: Home Sellers and Their Selling Experience

### Exhibit 6-15 Condition of Home Sold

(Percentage Distribution)



### Exhibit 6-16 Primary Reason for Selling Previous Home, by Miles Moved

(Percentage Distribution)

	MILES MOVED						
	ALL SELLERS	10 MILES OR LESS	11 TO 20 MILES	21 TO 50 MILES	51 TO 100 MILES	101 TO 500 MILES	501 MILES OR MORE
Want to move closer to friends or family	23%	4%	14%	19%	43%	39%	35%
Home is too small	13%	30%	18%	11%	4%	1%	1%
Change in family situation (e.g., marriage, birth of a child, divorce)	10%	11%	13%	16%	5%	7%	5%
Neighborhood has become less desirable	9%	11%	13%	14%	10%	7%	5%
Home is too large	9%	16%	10%	12%	5%	2%	2%
Moving due to retirement	8%	1%	4%	2%	9%	13%	18%
Job relocation	8%	2%	1%	2%	6%	16%	17%
Upkeep of home is too difficult due to health or financial limitations	5%	7%	7%	4%	4%	4%	2%
Want to move closer to current job	3%	1%	4%	7%	3%	3%	1%
Can not afford the mortgage and other expenses of owning home	2%	2%	1%	*	1%	1%	1%
Unfit living conditions due to environmental factors	1%	1%	*	*	1%	*	*
Schools became less desirable	1%	1%	2%	1%	1%	1%	*
To avoid possible foreclosure	*	*	*	*	*	1%	*
Other	11%	12%	13%	12%	10%	6%	11%

\* Less than 1 percent

## Exhibit 6-17 Primary Reason for Selling Previous Home, by First-Time and Repeat Sellers

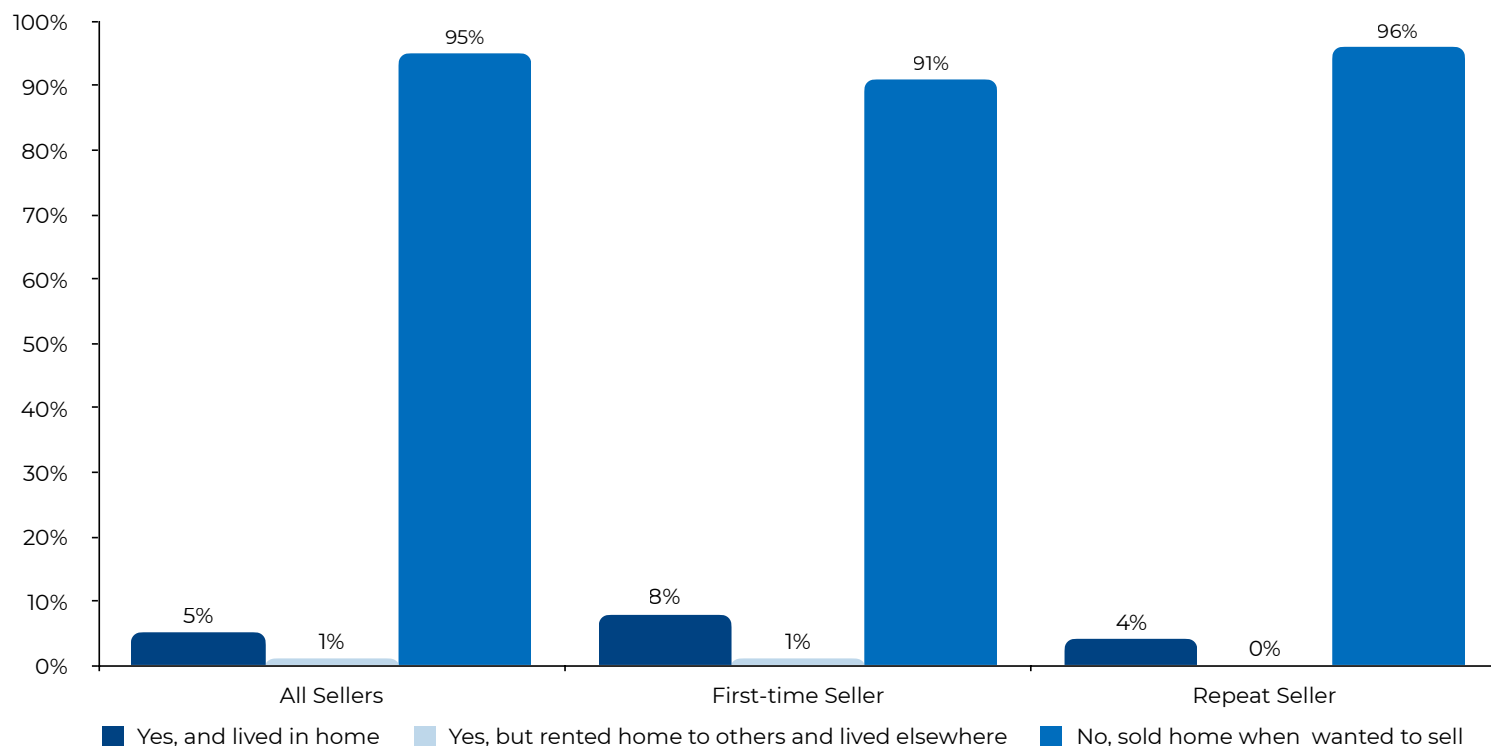
(Percentage Distribution)

	ALL SELLERS	FIRST-TIME SELLER	REPEAT SELLER
Want to move closer to friends or family	23%	15%	26%
Home is too small	13%	27%	7%
Change in family situation (e.g., marriage, birth of a child, divorce)	10%	11%	9%
Neighborhood has become less desirable	9%	11%	8%
Home is too large	9%	4%	11%
Moving due to retirement	8%	5%	9%
Job relocation	8%	8%	8%
Upkeep of home is too difficult due to health or financial limitations	5%	3%	5%
Want to move closer to current job	3%	4%	2%
Can not afford the mortgage and other expenses of owning home	2%	1%	1%
Unfit living conditions due to environmental factors	1%	1%	*
Schools became less desirable	1%	2%	1%
To avoid possible foreclosure	*	*	*
Other	11%	9%	12%

\* Less than 1 percent

## Exhibit 6-18 Seller Wanted To Sell Earlier but Waited or Stalled Because Home Was Worth Less than Mortgage, by First-Time and Repeat Sellers

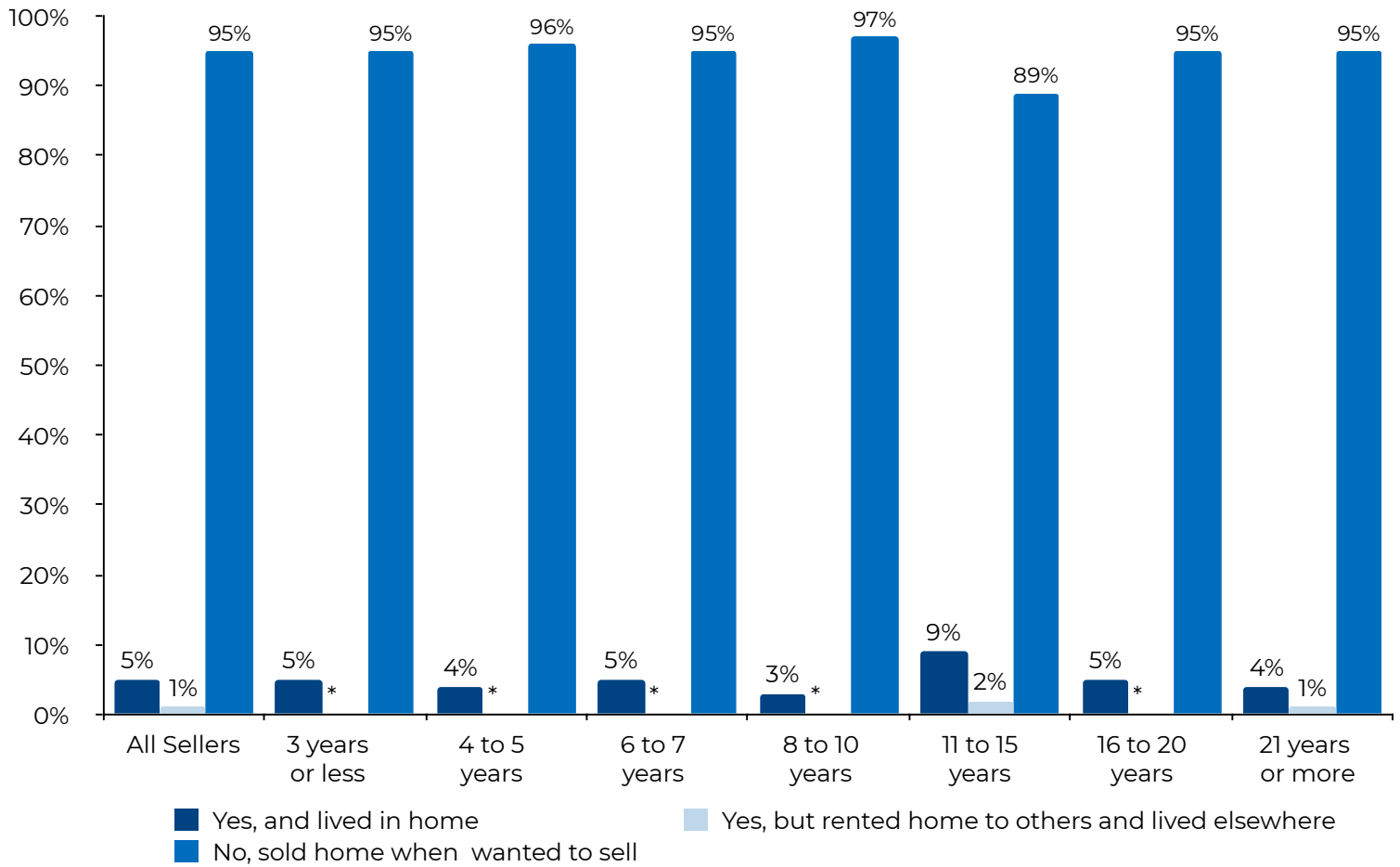
(Percentage Distribution)



\* Less than 1 percent

## Chapter 6: Home Sellers and Their Selling Experience

**Exhibit 6-19 Seller Wanted To Sell Earlier but Waited or Stalled Because Home Was Worth Less than Mortgage, by Tenure in Home**



\* Less than 1 percent



**Exhibit 6-20 Tenure in Previous Home**

(Percentage Distribution)

	ALL TYPES	CABIN/ COTTAGE	DUPLEX/ APARTMENT/ CONDO IN 2-4 UNIT STRUCTURE	APARTMENT/ CONDO IN BUILDING WITH 5 OR MORE UNITS	TOWNHOUSE/ ROW HOUSE	DETACHED SINGLE-FAMILY HOME	MOBILE/ MANUFACTURED HOME	OTHER
1 year or less	2%	*	2%	6%	3%	2%	7%	4%
2 to 3 years	12%	10%	20%	18%	17%	11%	16%	13%
4 to 5 years	14%	19%	16%	22%	15%	13%	22%	19%
6 to 7 years	12%	13%	14%	16%	11%	12%	11%	11%
8 to 10 years	11%	3%	9%	7%	13%	12%	10%	6%
11 to 15 years	13%	32%	11%	12%	16%	12%	7%	4%
16 to 20 years	11%	10%	14%	6%	12%	11%	12%	8%
21 years or more	25%	13%	15%	13%	12%	27%	15%	36%
Median	10	12	7	6	8	11	7	8

\* Less than 1 percent

**Exhibit 6-21 Tenure in Previous Home, by Age of Seller**

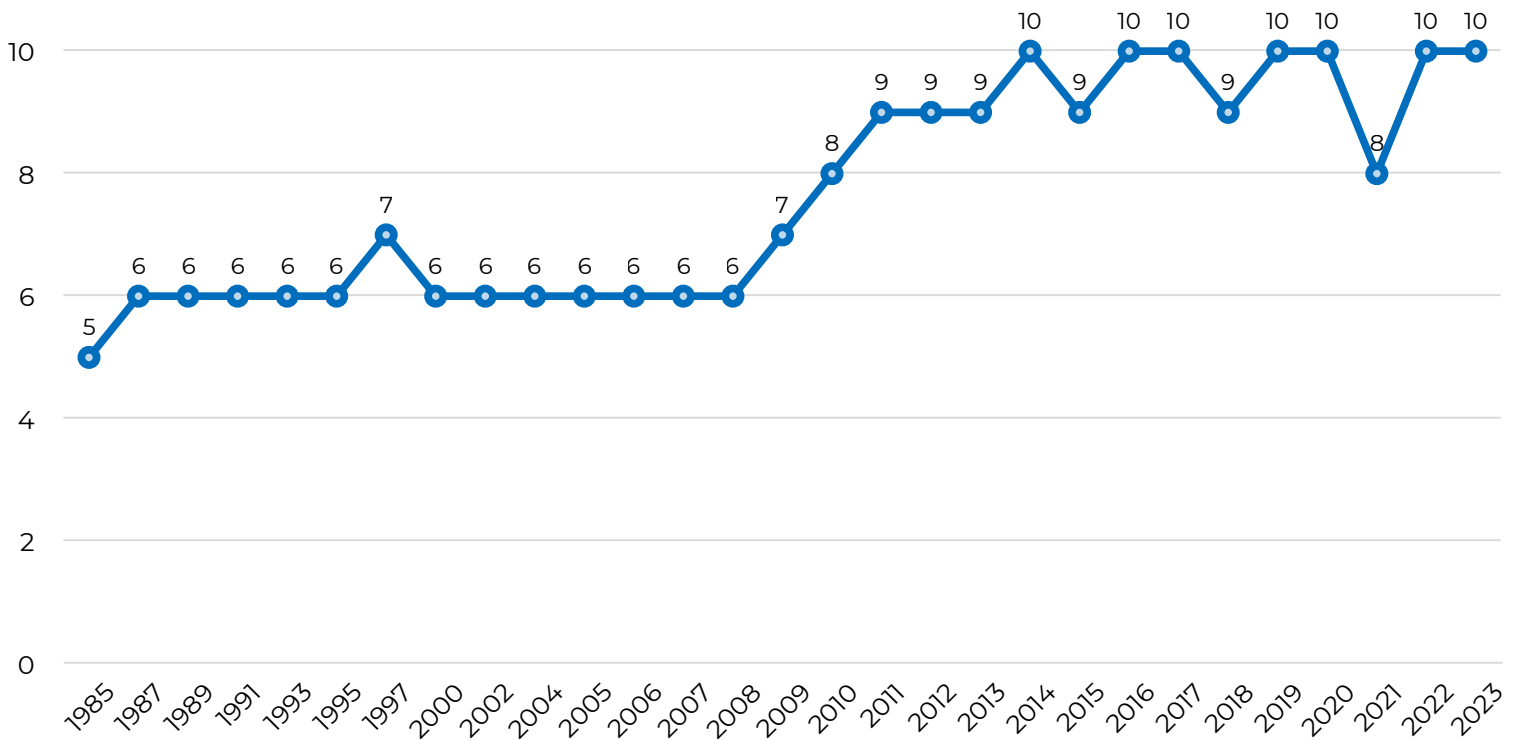
(Percentage Distribution)

	AGE OF HOME SELLER						
	ALL SELLERS	18 TO 34 YEARS	35 TO 44 YEARS	45 TO 54 YEARS	55 TO 64 YEARS	65 TO 74 YEARS	75 YEARS OR OLDER
1 year or less	2%	6%	4%	3%	1%	1%	1%
2 to 3 years	12%	23%	16%	11%	9%	11%	5%
4 to 5 years	14%	30%	19%	18%	9%	11%	9%
6 to 7 years	12%	18%	19%	13%	9%	9%	9%
8 to 10 years	11%	11%	18%	11%	11%	8%	15%
11 to 15 years	13%	2%	18%	15%	12%	11%	11%
16 to 20 years	11%	2%	5%	18%	15%	10%	12%
21 years or more	25%	7%	1%	12%	33%	39%	37%
Median	10	5	6	9	15	15	15

## Chapter 6: Home Sellers and Their Selling Experience

### Exhibit 6-22 Median Seller Tenure in Home, 1985-2023

(Median Years)



### Exhibit 6-23 Distance Between Home Purchased and Home Recently Sold, by Age

(Percentage Distribution)

	AGE OF HOME SELLER						
	ALL SELLERS	18 TO 34 YEARS	35 TO 44 YEARS	45 TO 54 YEARS	55 TO 64 YEARS	65 TO 74 YEARS	75 YEARS OR OLDER
5 miles or less	18%	19%	27%	22%	12%	16%	16%
6 to 10 miles	12%	15%	16%	14%	9%	8%	14%
11 to 15 miles	7%	6%	9%	10%	7%	6%	3%
16 to 20 miles	6%	9%	5%	8%	6%	5%	3%
21 to 50 miles	13%	19%	15%	10%	12%	13%	10%
51 to 100 miles	7%	5%	4%	5%	8%	7%	8%
101 to 500 miles	14%	11%	9%	11%	18%	17%	19%
501 to 1,000 miles	10%	8%	6%	7%	14%	11%	11%
1,001 miles or more	14%	9%	10%	14%	15%	17%	15%
Median (miles)	35	22	15	18	80	70	65

### Exhibit 6-24 Method Used To Sell Home, by Seller Urgency

(Percentage Distribution)

	SELLER NEEDED TO SELL			
	ALL SELLERS	VERY URGENTLY	SOMEWHAT URGENTLY	NOT URGENTLY
Sold home using an agent or broker	89%	89%	90%	89%
Seller used agent/broker only	88%	88%	89%	88%
Seller first tried to sell it themselves, but then used an agent	1%	1%	1%	1%
Received quote from iBuyer, but sold with real estate agent/broker	*	*	*	*
For-sale-by-owner (FSBO)	7%	7%	7%	6%
Seller sold home without using a real estate agent or broker	7%	7%	7%	6%
First listed with an agent, but then sold home themselves	*	*	*	*
Sold home to a homebuying company	2%	2%	1%	1%
Sold it through an iBuyer program	*	*	*	*
Other	2%	2%	2%	2%

\* Less than 1 percent

### Exhibit 6-25 Buyer and Seller Relationship, by Method of Sale

(Percentage Distribution)

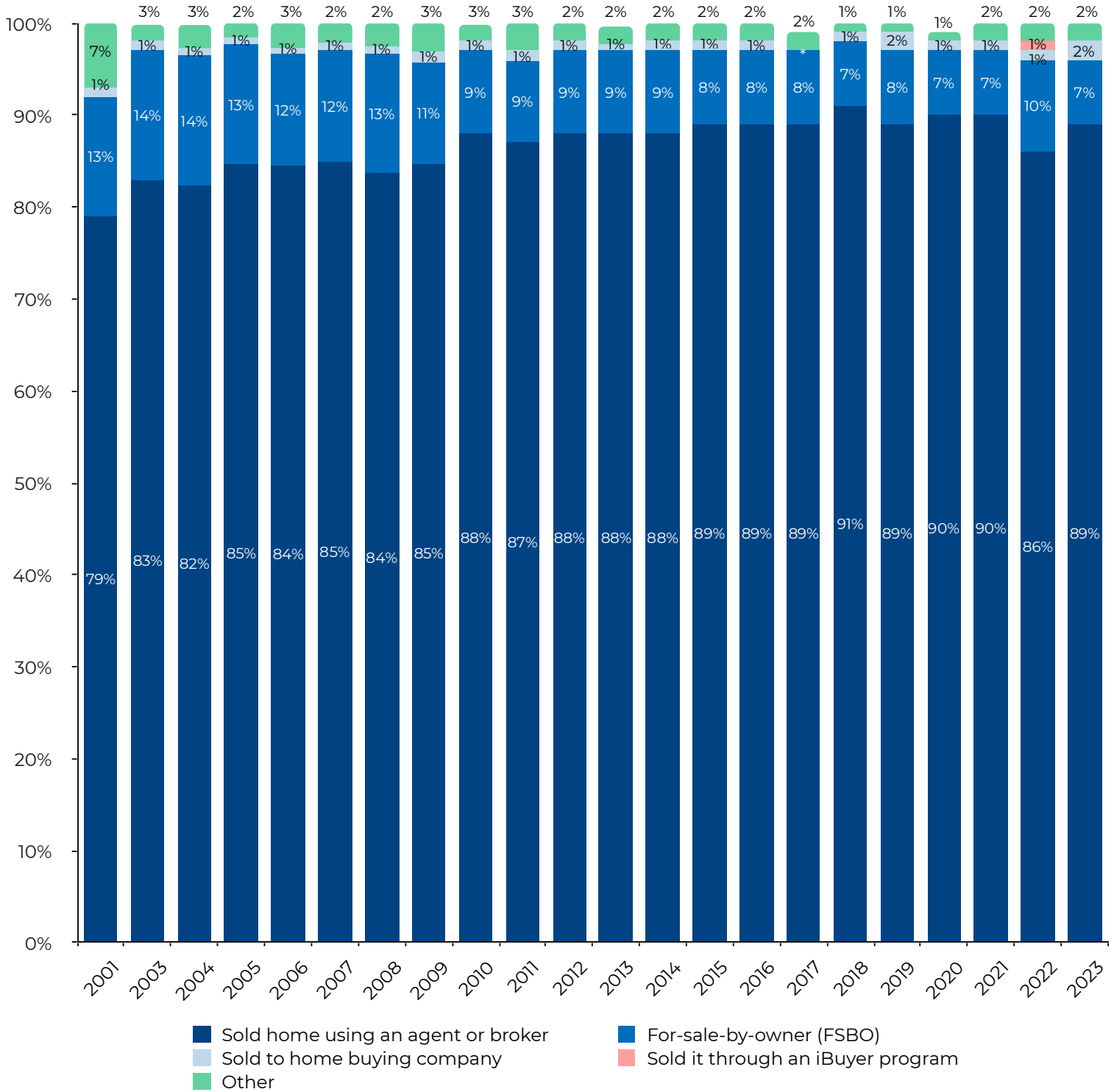
BUYER AND SELLER RELATIONSHIP	SELLER KNEW BUYER	SELLER DID NOT KNOW BUYER
All sellers	8%	92%
Sold home using an agent or broker	3%	97%
Seller used agent/broker only	3%	97%
Seller first tried to sell it themselves, but then used an agent	5%	95%
Received quote from iBuyer, but sold with real estate agent/broker	*	100%
For-sale-by-owner (FSBO)	51%	49%
Sold home without using a real estate agent or broker	51%	49%
First listed with an agent, but then sold home themselves	63%	38%
Sold home to a homebuying company	5%	95%
Sold it through an iBuyer program	*	100%
Other	46%	54%

\* Less than 1 percent

## Chapter 6: Home Sellers and Their Selling Experience

**Exhibit 6-26 Method Used To Sell Home, 2001-2023**

(Percentage Distribution)



\* Less than 1 percent

## Exhibit 6-27 Sales Price Compared with Listing Price, by Seller Urgency

(Percentage Distribution of Sales Price as a Percent of Listing Price)

	SELLER NEEDED TO SELL			
	ALL SELLERS	VERY URGENTLY	SOMEWHAT URGENTLY	NOT URGENTLY
Less than 90%	7%	12%	8%	5%
90% to 94%	11%	11%	13%	9%
95% to 99%	22%	21%	23%	22%
100%	26%	25%	23%	30%
101% to 110%	24%	21%	24%	26%
More than 110%	9%	9%	10%	8%
Median (sales price as a percent of listing price)	100%	100%	100%	100%

## Exhibit 6-28 Number of Weeks Recently Sold Home Was on the Market

(Percentage Distribution)

Less than 1 week	12%
1 to 2 weeks	43%
3 to 4 weeks	15%
5 to 6 weeks	7%
7 to 8 weeks	6%
9 to 10 weeks	3%
11 to 12 weeks	4%
13 to 16 weeks	3%
17 to 24 weeks	4%
25 to 36 weeks	2%
37 to 52 weeks	1%
53 or more weeks	*
Median weeks	2

\* Less than 1 percent

## Chapter 6: Home Sellers and Their Selling Experience

### Exhibit 6–29 Sales Price Compared with Listing Price, by Number of Weeks Home Was on the Market

(Percentage Distribution of Sales Price as a Percent of Listing Price)

SELLERS WHOSE HOME WAS ON THE MARKET FOR							
	ALL SELLERS	LESS THAN 1 WEEK	1 TO 2 WEEKS	3 TO 4 WEEKS	5 TO 8 WEEKS	9 TO 16 WEEKS	17 OR MORE WEEKS
Less than 90%	7%	1%	1%	6%	10%	19%	37%
90% to 94%	11%	3%	5%	16%	15%	24%	26%
95% to 99%	22%	6%	17%	29%	38%	32%	23%
100%	26%	48%	30%	24%	17%	11%	6%
101% to 110%	24%	32%	34%	19%	14%	7%	4%
More than 110%	9%	10%	12%	6%	5%	6%	3%
Median (sales price as a percent of listing price)	100%	100%	100%	99%	97%	95%	92%

### Exhibit 6–30 Number of Times Asking Price Was Reduced, by Number of Weeks Home Was on the Market

(Percentage Distribution)

SELLERS WHOSE HOME WAS ON THE MARKET FOR							
	ALL SELLERS	LESS THAN 1 WEEK	1 TO 2 WEEKS	3 TO 4 WEEKS	5 TO 8 WEEKS	9 TO 16 WEEKS	17 OR MORE WEEKS
None, did not reduce the asking price	68%	95%	90%	57%	40%	24%	14%
One	19%	5%	10%	33%	36%	32%	20%
Two	7%	*	*	8%	16%	20%	28%
Three	4%	*	*	2%	4%	16%	18%
Four or more	2%	*	*	*	4%	8%	20%

\* Less than 1 percent

## Exhibit 6-31 Incentives Offered To Attract Buyers, by Number of Weeks Home Was on the Market

(Percent of Respondents)

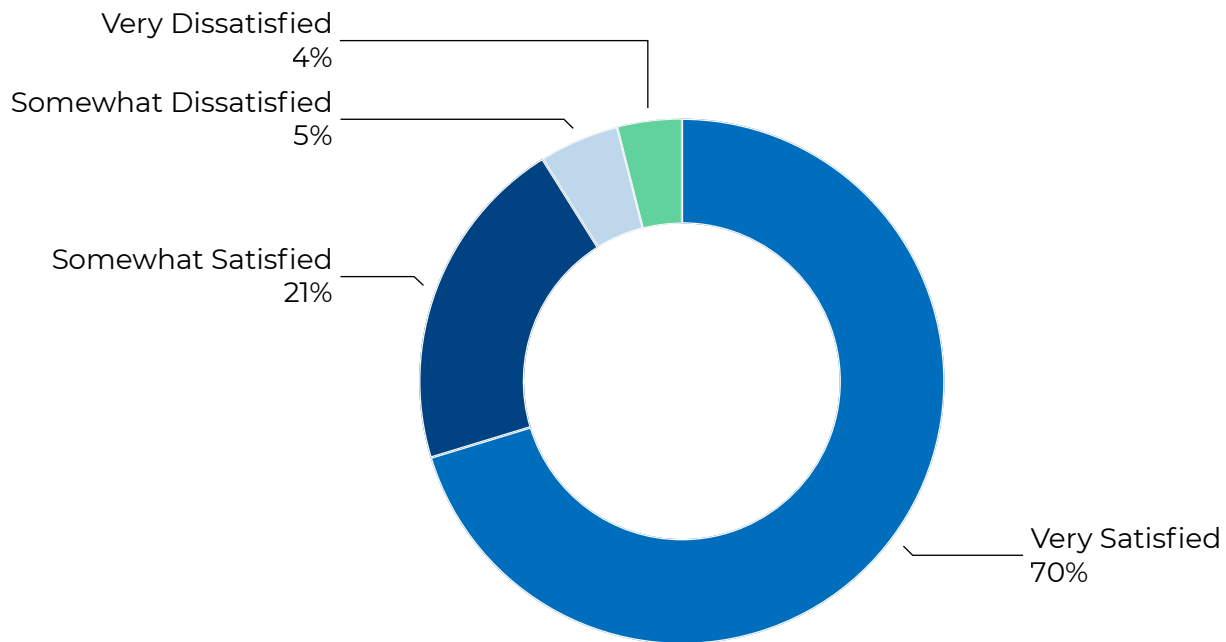
### SELLERS WHOSE HOME WAS ON THE MARKET FOR

	ALL SELLERS	LESS THAN 1 WEEK	1 TO 2 WEEKS	3 TO 4 WEEKS	5 TO 8 WEEKS	9 TO 16 WEEKS	17 OR MORE WEEKS
None	77%	88%	84%	77%	69%	62%	53%
Home warranty policies	9%	5%	8%	7%	10%	11%	20%
Assistance with closing costs	7%	2%	3%	7%	12%	16%	16%
Credit toward remodeling or repairs	6%	2%	4%	8%	7%	11%	17%
Other incentives, such as a car, flat screen TV, etc.	3%	2%	3%	4%	4%	4%	5%
Assistance with condo association fees	*	*	*	*	1%	*	*
Other	3%	3%	2%	2%	3%	4%	4%

\* Less than 1 percent

## Exhibit 6-32 Satisfaction with the Selling Process

(Percentage Distribution)







# CHAPTER 7:

## Home Selling and Real Estate Professionals



While the home search process has shifted toward digital technology, the need for a trusted real estate agent to help sell a home is still paramount especially in an abnormal market. Personal relationships and connections remained the most important feature of the agent-buyer/seller bond. Sellers most commonly found their real estate agents through a referral by a friend, neighbor, or relative, and this was particularly true for first-time buyers.

Sellers placed high importance on the reputation of the agent when looking to hire, and trustworthiness and honesty were also important decision factors. In 2023, 85 percent of agents provided a broad range of services and the management of most aspects of the home sale, seven percent provided limited services as requested by the seller, and eight percent listed the home on the MLS with few other services provided.

While the top three priorities of sellers have stayed relatively the same, there was an increase this year of sellers who want help selling the home within a specific timeframe. Sellers placed a high priority on the following four tasks: price the home competitively (22 percent), help market the home to potential buyers (21 percent), sell the home within a specific timeframe (20 percent), and help find a buyer for the home (14 percent). Eleven percent wanted their agent to help the seller find ways to fix up the home for sale.

Client referrals and repeat business were the predominant ways sellers found their real estate agents. Most sellers—87 percent—said that they would definitely (73 percent) or probably (14 percent) recommend their agent for future services.

## Chapter 7: Home Selling and Real Estate Professionals

### Finding a Real Estate Agent

#### Exhibit 7-1 through Exhibit 7-4

Sixty-five percent of recent sellers used an agent that was referred to them or used an agent they had worked with in the past to buy or sell a home. Just under half of first-time sellers worked with an agent that was referred to them by a friend or family member to sell their home (43 percent). For repeat buyers, many used an agent they previously worked with (28 percent).

Eighty-one percent of recent sellers contacted only one agent before finding the right agent they worked with to sell their home, up from 80 percent last year.

Forty-six percent of recent home sellers used the same real estate agent to represent them purchasing their home as selling their home. That number jumps to 84 percent for all sellers within 10 miles of their home purchase. If the seller was more than 50 miles away, they typically used a different agent for each real estate transaction.

### Home Listed on Multiple Listing Service and Level of Service

#### Exhibits 7-5 and 7-6

Eighty-eight percent of sellers listed their homes on the Multiple Listing Service (MLS), which is the number one source for sellers to list their homes. Only four percent opted not to list on the MLS.

Real estate agents provide a wide range of services and conduct the management of most aspects of the home sale. Eighty-five percent of sellers reported that their agents provided a broad range of services within the home sale. Seven percent of sellers note that their agent only provided a limited set of services and eight percent said their agent listed the home on the MLS but performed few other services.

### What Sellers Most Want and Factors for Choosing an Agent

#### Exhibits 7-7 and 7-8

Sellers placed a high priority on the following four tasks: price the home competitively (22 percent), help market the home to potential buyers (21 percent), sell the home within a specific timeframe (20 percent), and help find a buyer for the home (14 percent). In recent years, help in pricing the home competitively and help with marketing the home to potential buyers have consistently remained at the top of the list. Eleven percent of sellers wanted their agent to help them find ways to fix up their home for sale.

The reputation of the real estate agent remains the most important factor when sellers selected an agent to sell their home (33 percent). Sellers also placed value on the agent's trustworthiness and honesty (21 percent) and whether the agent was a friend or family member (14 percent).

### Methods Used to Market the Home

#### Exhibit 7-9

Real estate agents listed homes on MLSs first and foremost (85 percent). They also posted yard signs (60 percent), hosted open houses (54 percent), listed on realtor.com (51 percent), listed the home on their own website (48 percent), listed on third-party aggregators (46 percent), and listed on their company's website (43 percent). Real estate agents also listed homes on social media (21 percent, up from 17 percent last year).

### Agent's Performance and Compensation

#### Exhibits 7-10 through 7-13

Agents received compensation predominantly from sellers at 75 percent. Of that compensation, 92 percent of sellers paid a percent of the sales price. Only a small fraction paid a flat fee (four percent), and only 12 percent of overall compensation was paid by both the buyer and seller. Seven percent of sellers reported buyers paying as the only means of compensation.

The real estate agent most often initiated the discussion of compensation (50 percent). The client initiated the discussion, and the agent was able and willing to negotiate 19 percent of the time. Fifteen percent of the time, the client did not know that commissions and fees could be negotiated.

Client referrals and repeat business were the predominant sources of business for real estate agents. Most sellers—87 percent—said that they would definitely (73 percent) or probably (14 percent) recommend their agent for future services. Regardless of the distance moved, recommendations remained strong. The typical seller (60 percent) has recommended their agent once since selling their home, in the last year. Twenty percent of sellers recommended their agent four or more times since selling their home.

“ Sellers placed high importance on the reputation of the agent when looking to hire, and trustworthiness and honesty were also important decision factors. ”

## 2023 Profile of Home Buyers and Sellers

### Exhibit 7-1 Method Used To Find Real Estate Agent, by First-Time or Repeat Seller

(Percentage Distribution)

	ALL SELLERS	FIRST-TIME SELLER	REPEAT SELLER
Referred by (or is) a friend, neighbor or relative	39%	43%	38%
Used agent previously to buy or sell a home	26%	21%	28%
Website (without a specific reference)	5%	6%	5%
Referred by another real estate agent/broker	4%	5%	4%
Personal contact by agent (telephone, e-mail, etc.)	4%	3%	4%
Visited an open house and met agent	3%	3%	3%
Direct mail (newsletter, flyer, postcard, etc.)	2%	2%	2%
Walked into or called office and agent was on duty	1%	1%	2%
Referred through employer or relocation company	1%	2%	1%
Saw contact information on For Sale/Open House sign	1%	2%	1%
Saw the agent's social media page without a connection	1%	1%	1%
Newspaper, Yellow Pages or home book ad	1%	*	1%
Advertising specialty (calendar, magnet, etc.)	1%	1%	*
Crowdsourcing through social media/knew the person through social media	1%	1%	1%
Other	11%	10%	10%

\* Less than 1 percent

### Exhibit 7-2 Method Used To Find Real Estate Agent, by Miles Moved

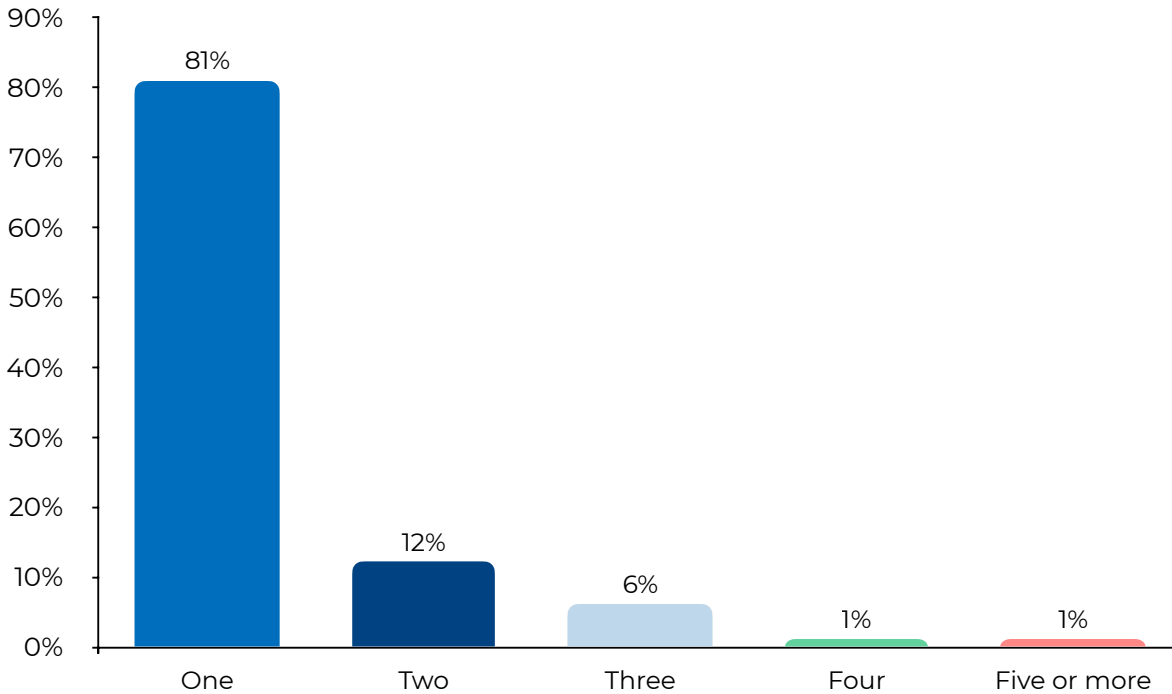
(Percentage Distribution)

	ALL SELLERS	10 MILES OR LESS	11 TO 20 MILES	21 TO 50 MILES	51 TO 100 MILES	101 TO 500 MILES	501 MILES OR MORE
Referred by (or is) a friend, neighbor or relative	39%	42%	39%	37%	39%	40%	39%
Used agent previously to buy or sell a home	26%	29%	29%	28%	21%	21%	24%
Website (without a specific reference)	5%	4%	3%	7%	5%	6%	6%
Referred by another real estate agent/broker	4%	2%	1%	5%	5%	8%	4%
Personal contact by agent (telephone, e-mail, etc.)	4%	3%	7%	2%	6%	2%	4%
Visited an open house and met agent	3%	4%	5%	4%	3%	2%	1%
Direct mail (newsletter, flyer, postcard, etc.)	2%	1%	2%	1%	3%	2%	2%
Walked into or called office and agent was on duty	1%	1%	*	3%	2%	*	1%
Referred through employer or relocation company	1%	1%	*	*	1%	3%	2%
Saw contact information on For Sale/Open House sign	1%	1%	2%	1%	*	1%	1%
Saw the agent's social media page without a connection	1%	*	*	1%	2%	1%	*
Newspaper, Yellow Pages or home book ad	1%	*	1%	*	1%	1%	1%
Advertising specialty (calendar, magnet, etc.)	1%	1%	*	1%	*	*	1%
Crowdsourcing through social media/knew the person through social media	1%	*	*	1%	*	1%	*
Other	11%	9%	11%	9%	11%	12%	11%

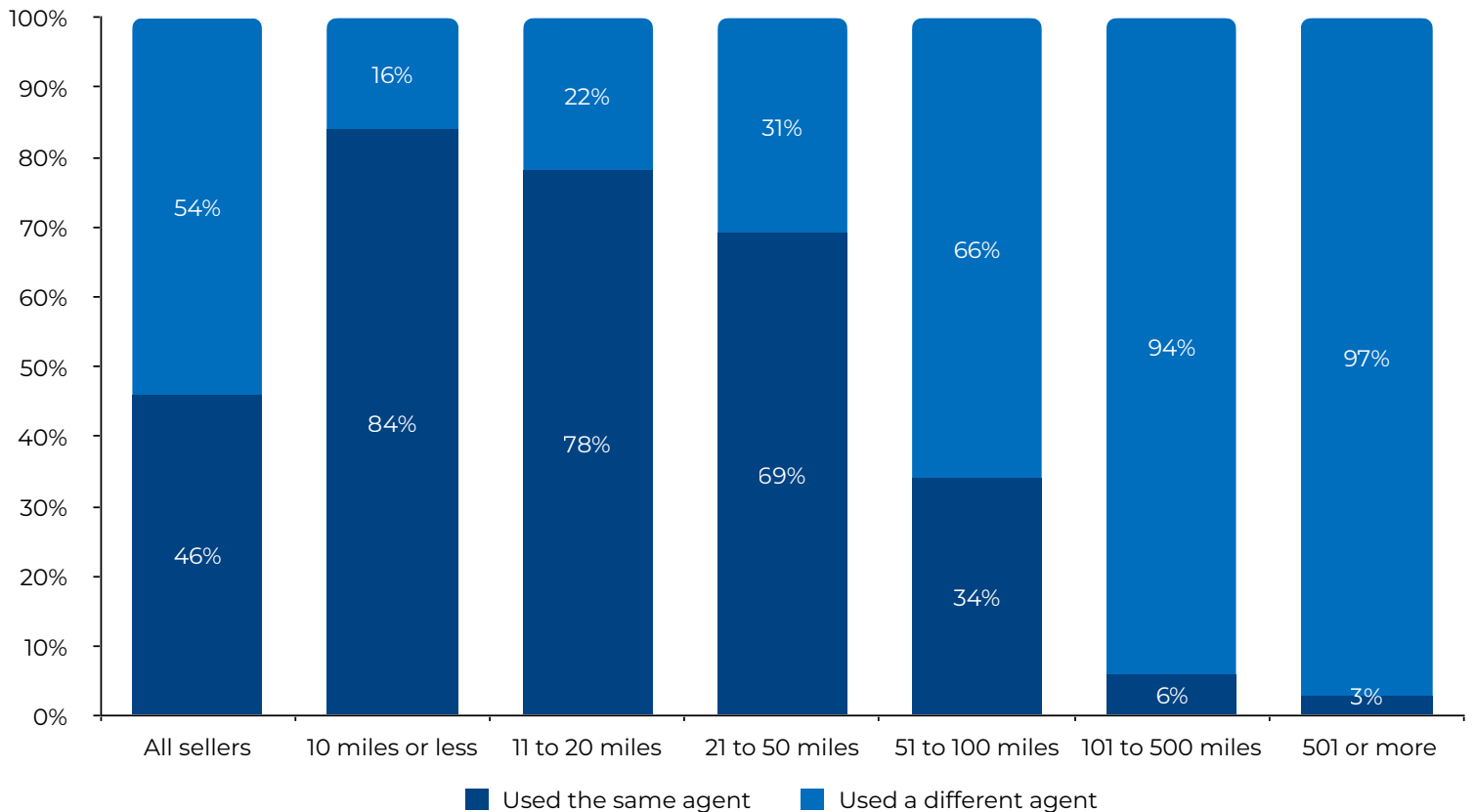
\* Less than 1 percent

## Chapter 7: Home Selling and Real Estate Professionals

**Exhibit 7-3** Number of Agents Contacted Before Selecting One To Assist With Sale of Home  
(Percentage Distribution)

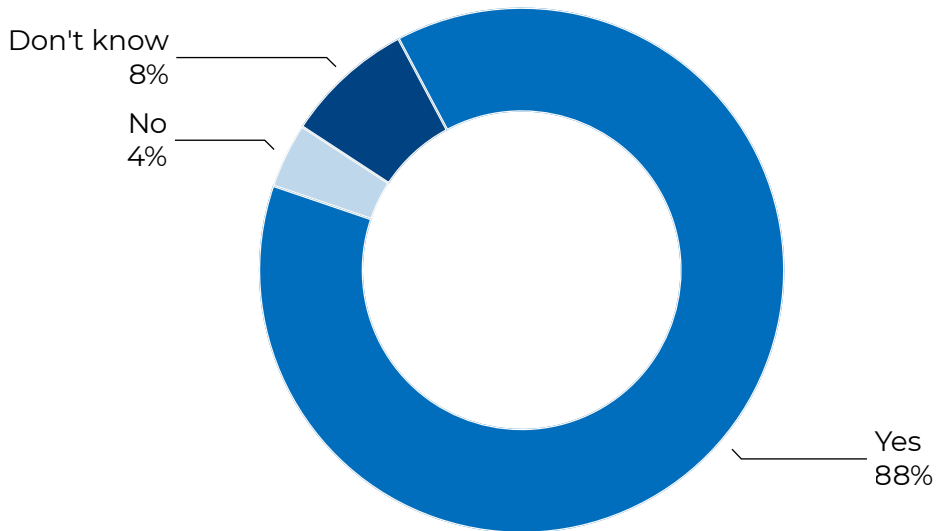


**Exhibit 7-4** Seller Used Same Real Estate Agent for Their Home Purchase, by Miles Moved  
(Percentage Distribution Among Sellers Who Used an Agent to Purchase a Home)



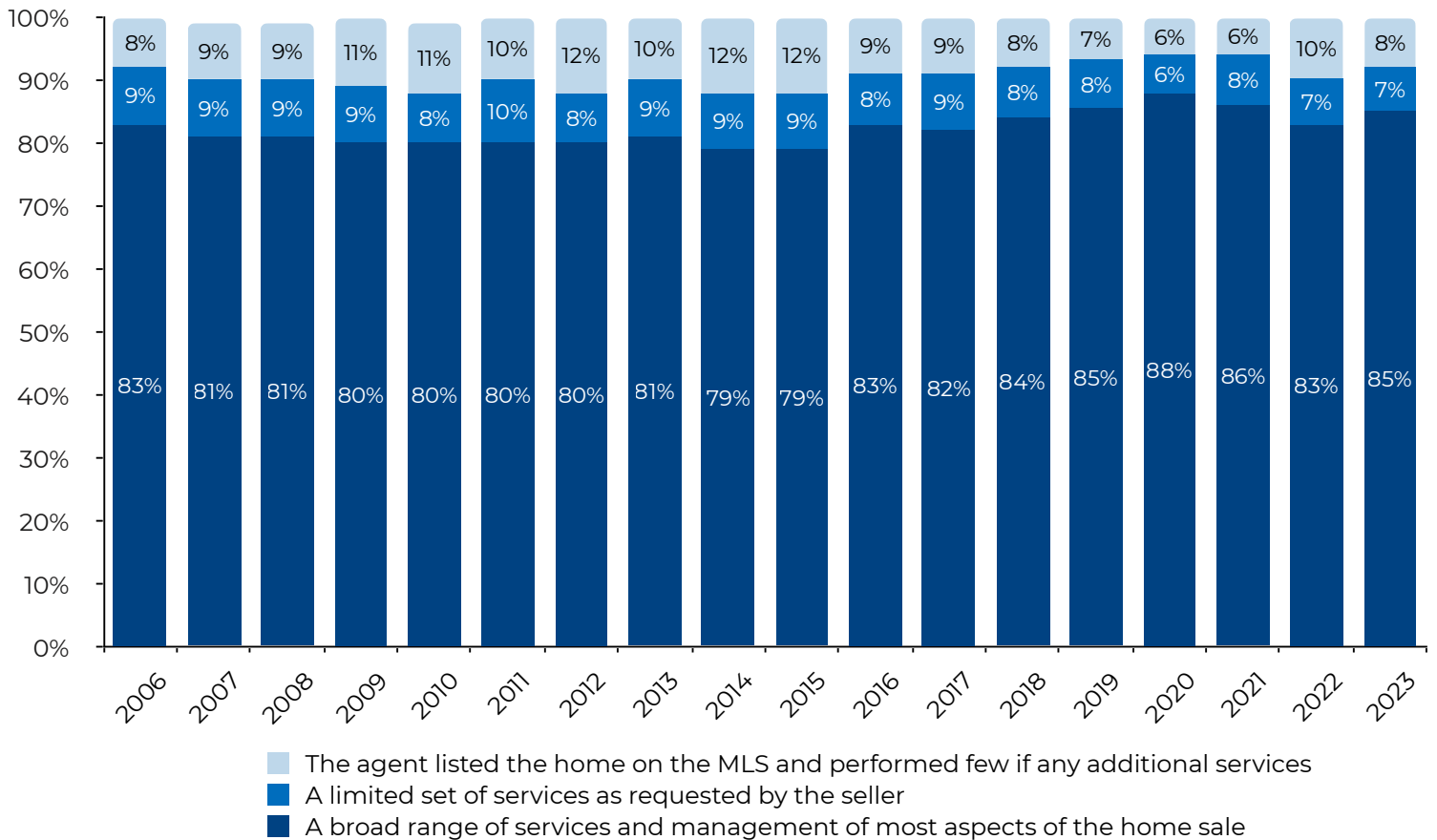
**Exhibit 7-5 Home Listed on Multiple Listing Service**

(Percentage Distribution)



**Exhibit 7-6 Level of Service Provided by the Real Estate Agent, 2006-2023**

(Percentage Distribution)



## Chapter 7: Home Selling and Real Estate Professionals

### Exhibit 7-7 What Sellers Most Want from Real Estate Agents, by Level of Service Provided by the Agent

(Percentage Distribution)

	LEVEL OF SERVICE SOUGHT FROM THE AGENT BY THE SELLER			
	ALL SELLERS	A BROAD RANGE OF SERVICES AND MANAGEMENT OF MOST ASPECTS OF THE HOME SALE	A LIMITED SET OF SERVICES AS REQUESTED BY THE SELLER	THE AGENT LISTED THE HOME ON THE MLS AND PERFORMED FEW IF ANY ADDITIONAL SERVICES
Help price home competitively	22%	23%	16%	22%
Help seller market home to potential buyers	21%	21%	23%	13%
Help sell the home within specific timeframe	20%	19%	23%	24%
Help find a buyer for home	14%	14%	14%	18%
Help seller find ways to fix up home to sell it for more	11%	11%	12	8%
Help with negotiation and dealing with buyers	6%	5%	7%	8%
Help with paperwork/inspections/preparing for settlement	3%	3%	4%	3%
Help seller see homes available to purchase	1%	1%	1%	1%
Help create and post videos to provide tour of home	*	*	*	1%
Other	1%	1%	1%	2%

\* Less than 1 percent

### Exhibit 7-8 Most Important Factor in Choosing a Real Estate Agent To Sell Home, by Level of Service Provided by the Agent

(Percentage Distribution)

	LEVEL OF SERVICE SOUGHT FROM THE AGENT BY THE SELLER			
	ALL SELLERS	A BROAD RANGE OF SERVICES AND MANAGEMENT OF MOST ASPECTS OF THE HOME SALE	A LIMITED SET OF SERVICES AS REQUESTED BY THE SELLER	THE AGENT LISTED THE HOME ON THE MLS AND PERFORMED FEW IF ANY ADDITIONAL SERVICES
Reputation of agent	33%	35%	28%	19%
Agent is honest and trustworthy	21%	21%	23%	21%
Agent is friend or family member	14%	14%	14%	16%
Agent's knowledge of the neighborhood	11%	11%	13%	11%
Agent has caring personality/good listener	5%	5%	1%	7%
Agent's commission	5%	4%	7%	8%
Agent's association with a particular firm	4%	3%	4%	6%
Agent seems 100% accessible because of use of technology like tablet or smartphone	2%	2%	1%	4%
Professional designations held by agent	1%	1%	*	2%
Other	4%	3%	7%	7%

\* Less than 1 percent

**Exhibit 7-9 Methods Real Estate Agent Used To Market Home**

*(Percent of Respondents Among Sellers Who Used an Agent)*

	ALL HOMES
Multiple Listing Service (MLS) website	85%
Yard sign	60%
Open house	54%
Realtor.com	51%
Real estate agent website	48%
Third party aggregator	46%
Real estate company website	43%
Social networking websites (e.g. Facebook, Twitter, etc.)	21%
Virtual tours	16%
Video	12%
Direct mail (flyers, postcards, etc.)	8%
Other Web sites with real estate listings	6%
Online classified ads	5%
Virtual open houses	5%
Real estate magazine website	3%
Print newspaper advertisement	2%
Real estate magazine	2%
Video hosting Web sites	2%
Television	1%
Other	3%

**Exhibit 7-10 How Real Estate Agent Was Compensated**

*(Percentage Distribution)*

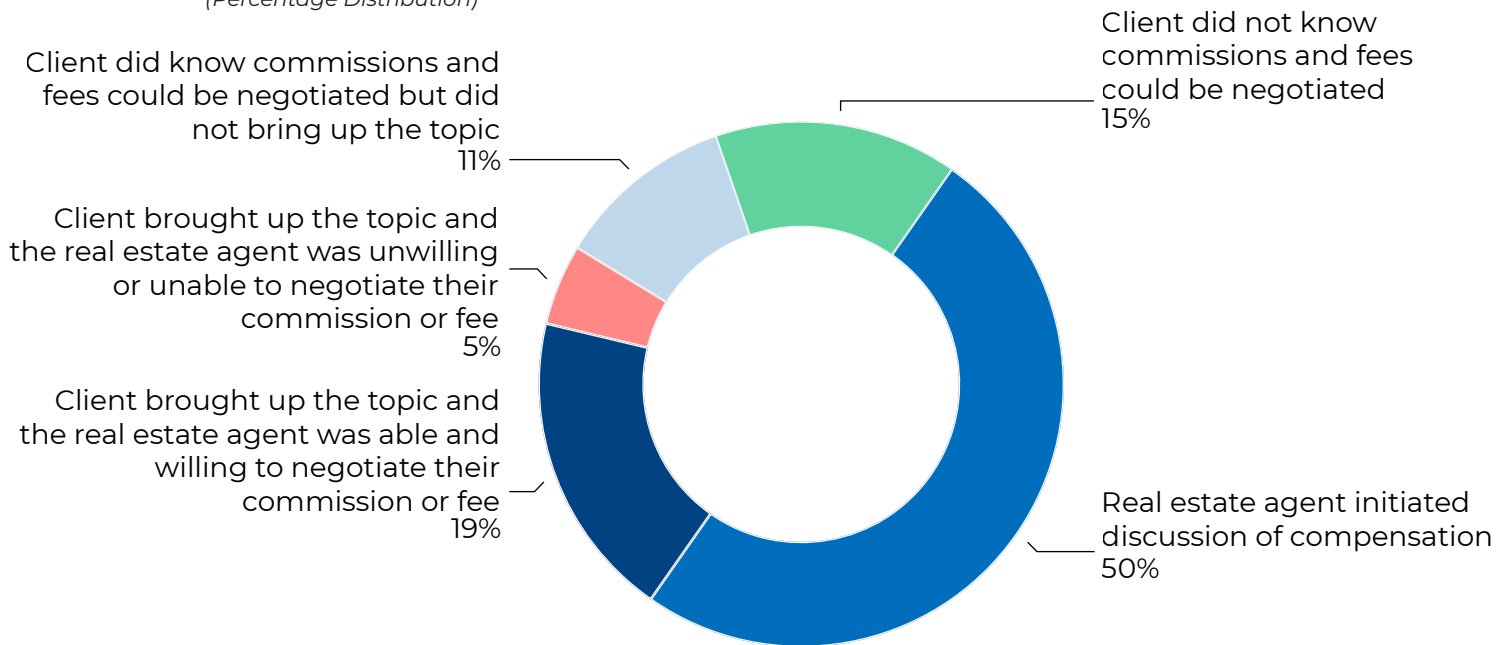
Paid by seller	75%
Percent of sales price	92%
Flat fee	4%
Per task fee	*
Other	1%
Don't Know	3%
Paid by buyer and seller	12%
Paid by buyer only	7%
Other	1%
Don't Know	5%

\* Less than 1 percent

## Chapter 7: Home Selling and Real Estate Professionals

### Exhibit 7-11 Negotiating the Commission Rate or Fee with the Real Estate Agent

(Percentage Distribution)



### Exhibit 7-12 Would Seller Use Real Estate Agent Again or Recommend to Others, by Miles Moved

(Percentage Distribution)

	ALL SELLERS	10 MILES OR LESS	11 TO 20 MILES	21 TO 50 MILES	51 TO 100 MILES	101 TO 500 MILES	501 MILES OR MORE
Definitely	73%	76%	78%	69%	77%	71%	70%
Probably	14%	13%	11%	14%	13%	12%	17%
Probably Not	6%	5%	6%	7%	3%	5%	7%
Definitely Not	6%	5%	4%	9%	5%	10%	5%
Don't Know/ Not Sure	1%	2%	1%	1%	1%	2%	1%

### Exhibit 7-13 How Many Times Seller Recommended Typical Agent

(Percentage Distribution)

	ALL SELLERS
None	40%
One time	14%
Two times	16%
Three times	10%
Four or more times	20%
Times recommended since buying (median)	1



# CHAPTER 8:

## For-Sale-by-Owner (FSBO) Sellers



In 1981, FSBO home sales accounted for 15 percent of all sales, and agent-assisted sales accounted for 85 percent. In 1985, FSBO sales peaked in the data set at 21 percent of all sales. FSBO sales have generally declined over time. In 2023, FSBOs accounted for seven percent of total home sales, down from 10 percent last year. Regardless of tightened housing inventory, sellers rely on agents to sell their home rather than marketing on the open market.

FSBO sellers often know the buyer of their home. In 2023, four percent of FSBO sellers knew the buyers for their homes and three percent did not know the buyer. FSBO sellers that knew the buyer predominantly sold to a friend, relative, or neighbor. FSBOs typically sold for less than the selling price of other homes.

Where FSBO sellers knew the buyer, the time on market for the home was usually less than a week, and sellers received 100 percent of the asking price.

## Chapter 8: For-Sale-by-Owner (FSBO) Sellers

### FSBO and Agent Assisted Sales, By Location and Over Time

#### Exhibits 8-1 and 8-2

Eighty-nine percent of sellers sold with the assistance of a real estate agent, up from 87 percent last year, and only seven percent were FSBO sales. In 1981, FSBO sales accounted for as much as 15 percent of sales. In 1985, FSBO sales peaked in the data set at 21 percent of all sales. This year, four percent of buyers knew the sellers and three percent of FSBOs buyers and sellers had no previous relationship. FSBO sales were highest in rural areas at 14 percent and in small towns at 12 percent, compared to only four percent in suburban areas or subdivisions. Ninety-three percent of sales in suburbs or subdivisions were agent-assisted.

### Characteristics of Sellers and Homes Sold

#### Exhibits 8-3 through 8-6

The median age for FSBO sellers was 61 years, compared to 60 for all buyers. Fifty-six percent of FSBO sellers were married couples. FSBO sellers were also more likely to be single males (11 percent) as compared to all sellers.

A majority of all homes sold were detached single-family homes at 79 percent. FSBO homes were also predominantly detached single-family homes at 78 percent yet were also more likely to be mobile or manufactured homes at 11 percent compared to only three percent of agent-assisted sales. Among agent-assisted sales, 79 percent of all homes sold were detached single-family homes, which is down from 83 percent last year. Thirty percent of FSBO sales were located in rural areas compared to 13 percent of agent-assisted sales which were in rural areas. Most agent-assisted sales were located in suburban areas at 49 percent.

FSBOs typically sell for less than the selling price of other homes; FSBO homes sold at a median of \$310,000 in 2022 (up from \$225,000 in 2021), and still far lower than the median selling price of all homes at \$398,000. Agent-assisted homes sold for a median of \$405,000. FSBOs and agent-assisted sales both typically received 100 percent of their asking price. Sellers who began as a FSBO, then ended up working with an agent, received 98 percent of the asking price, but had to reduce their price the most before arriving at a final listing price.

### The Selling Process for FSBO Sales

#### Exhibits 8-7 through 8-10

FSBO sellers priced their homes using a number of different sources and methods. For FSBO sellers who knew their buyers, the most common ways they priced their homes were by comparisons to recent home sales in their area (52 percent), appraisals (32 percent), from an online home evaluation tool (22 percent), and by the profit the seller needed from the sale (21 percent). For FSBO sellers who did not know their buyers, the most common ways they determined their home price were comparisons to recent home sales in their area (57 percent), by appraisals (25 percent), and by online home evaluation tools (16 percent).

FSBO homes sold on a similar timeline compared to agent-assisted homes. Most FSBO homes typically sold in less than two weeks. For sellers that knew the buyer, their homes sold in less than a week (50 percent, down from 53 percent in 2022). The median number of weeks FSBOs were on the market was one, in line with last year. Agent-assisted homes typically sold in a median of two weeks, in line with last year. For sellers that started as FSBO and then were agent-assisted, the median number of weeks on the market was eight (up from four weeks).

FSBO sellers worked with similar urgency in comparison to agent-assisted sellers. FSBO sellers who knew the buyer were most likely to not need to sell urgently (47 percent). It was not common for FSBOs to use incentives to sell their homes (91 percent of all FSBOs did not offer any incentives). Ninety-two percent of sellers who knew the buyer used no incentives. Agent-assisted sellers offered home warranty policies (nine percent) and assistance with closing costs (eight percent) to help sell their homes.

### Reasons for FSBOs, Marketing, and Sellers Experience

#### Exhibits 8-11 through 8-16

For 36 percent of FSBO sellers that knew the buyer the main reason to sell via FSBO was because they sold to a relative, friend, or neighbor. Of FSBO sellers that sold to a buyer they knew, 12 percent did not want to pay a commission or fee. For FSBO sellers that did not know the buyer, 50 percent sold this way because they did not want to pay a commission or fee, and 26 percent because the buyers contacted the sellers directly.

Of all sellers, 94 percent sold when they wanted to list on the market. FSBO sellers that did not know the buyer were the most likely to want to sell but were delayed and lived in the home (11 percent).

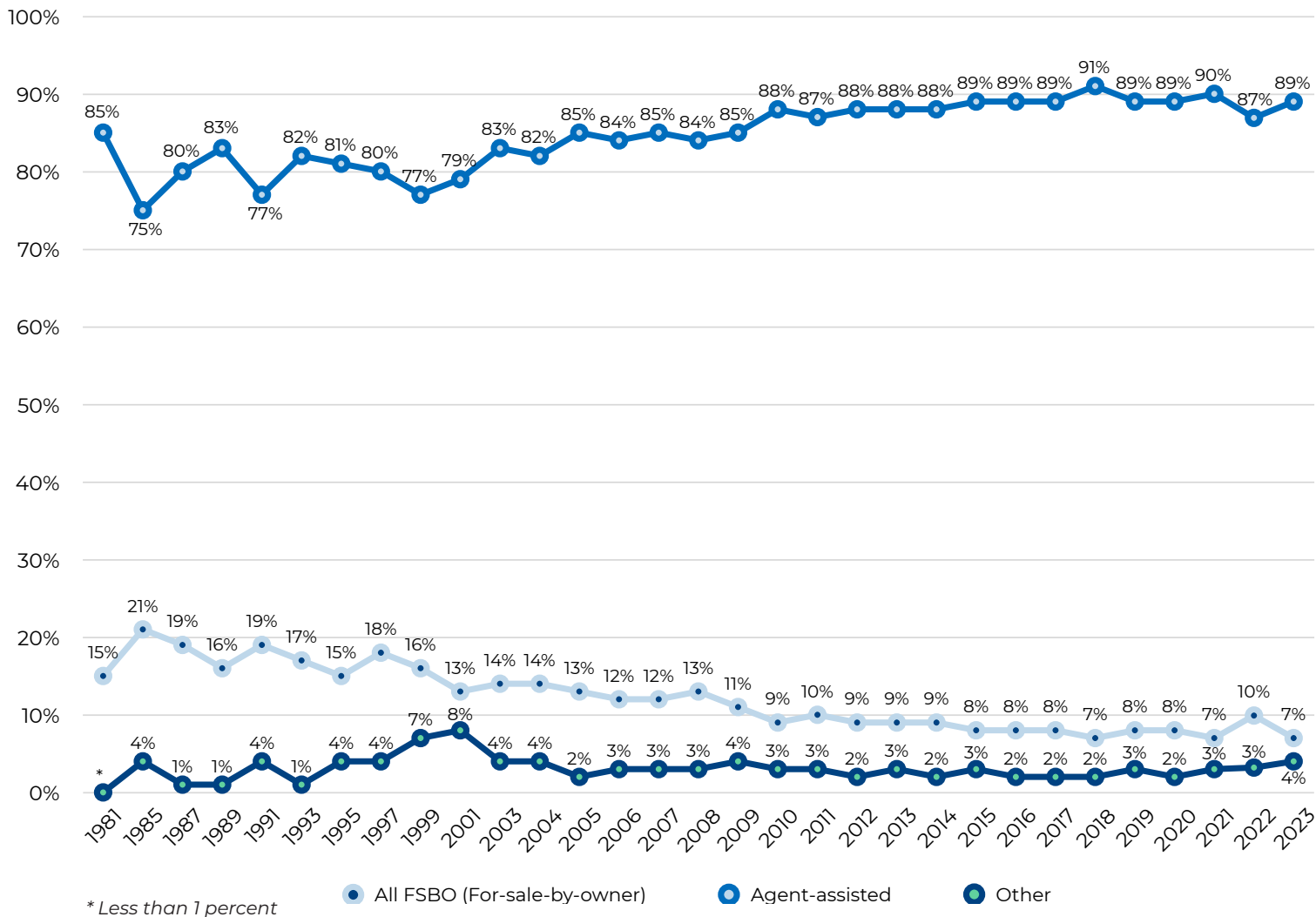
Yard signs, social networking sites, and using friends, relatives, and neighbors were the most common marketing methods for FSBOs. When FSBO sellers knew the buyer, 78 percent did not need to market their home. Getting the price right, selling within the length of time planned, and understanding and performing the paperwork were the most difficult steps for FSBO sellers. For FSBO sellers who knew the buyer, 44 percent said they would use an agent to sell their current home. Of FSBO sellers who did not know the buyer, 41 percent said they would sell their current home themselves. Seventy-seven percent of successful FSBO sellers who knew the buyer were very satisfied with the process of selling their home.



## Chapter 8: For-Sale-by-Owner (FSBO) Sellers

### Exhibit 8-1 FSBO and Agent-Assisted Sales, 1981-2023

(Percentage Distribution)



### Exhibit 8-2 FSBO and Agent-Assisted Sales, by Location

(Percentage Distribution)

#### SELLERS WHO SOLD A HOME IN A

	ALL SELLERS	SUBURB/ SUBDIVISION	SMALL TOWN	URBAN/ CENTRAL CITY	RURAL AREA	RESORT/ RECREATION AREA
For-sale-by-owner (FSBO)	7%	4%	12%	3%	14%	8%
Seller knew buyer	4%	1%	7%	2%	8%	3%
Seller did not know buyer	3%	2%	5%	1%	6%	6%
Agent-assisted	89%	93%	86%	94%	79%	89%
Other	4%	3%	2%	3%	7%	3%

## 2023 Profile of Home Buyers and Sellers

### Exhibit 8-3 Characteristics of FSBO and Agent-Assisted Sellers

(Percentage Distribution)

	FSBO				AGENT-ASSISTED		
	ALL SELLERS	ALL FSBO	SELLER KNEW BUYER	SELLER DID NOT KNOW BUYER	ALL AGENT-ASSISTED	AGENT-ASSISTED ONLY	FIRST FSBO, THEN AGENT-ASSISTED
Median age	60	61	64	57	59	59	59
<b>HOUSEHOLD COMPOSITION</b>							
Married couple	65%	56%	51%	60%	66%	66%	90%
Single female	20%	23%	25%	22%	19%	19%	*
Single male	8%	11%	16%	7%	7%	7%	*
Unmarried couple	5%	6%	6%	7%	5%	5%	5%
Other	3%	3%	3%	3%	3%	2%	5%

\* Less than 1 percent

### Exhibit 8-4 Type of Home Sold, FSBO and Agent-Assisted Sellers

(Percentage Distribution)

	FSBO				
	ALL SELLERS	ALL FSBO	SELLER KNEW BUYER	SELLER DID NOT KNOW BUYER	AGENT-ASSISTED
Detached single-family home	79%	78%	78%	78%	79%
Townhouse/row house	8%	2%	2%	1%	8%
Duplex/apartment/condo in 2 to 4 unit building	3%	4%	6%	2%	3%
Apartment/condo in a building with 5 or more units	4%	2%	3%	1%	3%
Mobile/manufactured home	3%	11%	8%	15%	2%
Other	4%	3%	3%	2%	4%

### Exhibit 8-5 Location of Home Sold, FSBO and Agent-Assisted Sellers

(Percentage Distribution)

	FSBO				
	ALL SELLERS	ALL FSBO	SELLER KNEW BUYER	SELLER DID NOT KNOW BUYER	AGENT-ASSISTED
Suburb/Subdivision	48%	27%	20%	34%	49%
Small town	19%	32%	37%	27%	18%
Urban area/Central city	14%	6%	7%	6%	15%
Rural area	15%	30%	33%	26%	13%
Resort/Recreation area	4%	5%	3%	7%	4%

## Chapter 8: For-Sale-by-Owner (FSBO) Sellers

### Exhibit 8-6 Selling Price, FSBO and Agent-Assisted Sellers

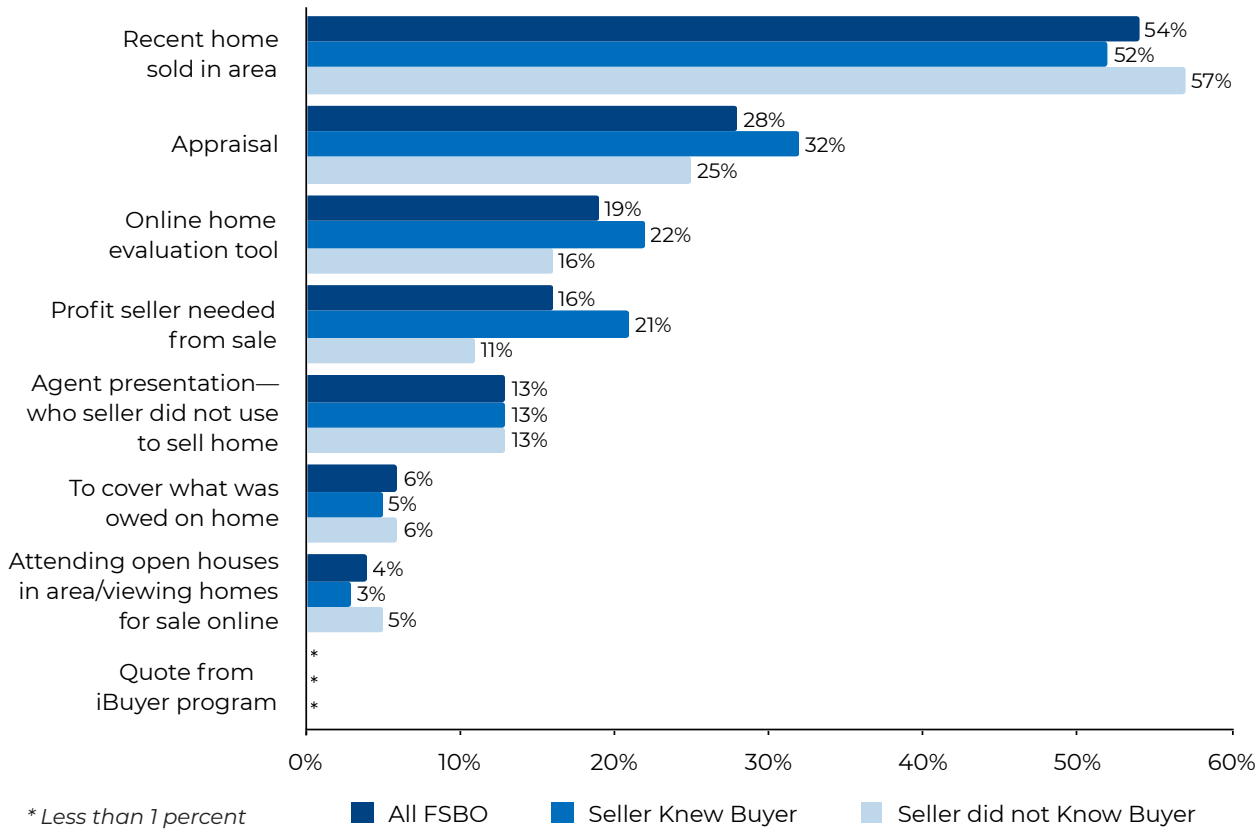
(Percentage Distribution)

	FSBO				AGENT-ASSISTED		
	ALL SELLERS	ALL FSBO	SELLER KNEW BUYER	SELLER DID NOT KNOW BUYER	ALL AGENT-ASSISTED	AGENT-ASSISTED ONLY	FIRST FSBO, THEN AGENT-ASSISTED
Median selling price	\$398,000	\$310,000	\$303,000	\$312,000	\$405,000	\$405,000	\$443,000
<b>SALES PRICE COMPARED WITH ASKING PRICE:</b>							
Less than 90%	7%	7%	8%	5%	7%	7%	10%
90% to 94%	11%	7%	8%	6%	11%	11%	24%
95% to 99%	22%	15%	13%	18%	23%	23%	24%
100%	26%	54%	58%	49%	23%	23%	33%
101% to 110%	24%	9%	4%	15%	26%	26%	5%
More than 110%	9%	8%	8%	8%	9%	9%	5%
Median (sales price as a percent of asking price)	100%	100%	100%	100%	100%	100%	98%
<b>NUMBER OF TIMES ASKING PRICE WAS REDUCED:</b>							
None	68%	81%	79%	83%	67%	67%	36%
One	19%	15%	16%	13%	19%	19%	45%
Two	7%	4%	4%	2%	7%	7%	14%
Three	4%	1%	1%	*	4%	4%	*
Four or more	2%	1%	*	1%	3%	3%	5%

\* Less than 1 percent

## Exhibit 8-7 How FSBO Seller Determined Asking Price of Home Sold

(Percent of Respondents)



## Exhibit 8-8 Time on the Market, FSBO and Agent-Assisted Sellers

(Percentage Distribution)

	FSBO				AGENT-ASSISTED		
	ALL SELLERS	ALL FSBO	SELLER KNEW BUYER	SELLER DID NOT KNOW BUYER	ALL AGENT-ASSISTED	AGENT-ASSISTED ONLY	FIRST FSBO, THEN AGENT-ASSISTED
Less than 1 week	12%	37%	50%	23%	10%	10%	*
1 to 2 weeks	43%	40%	33%	47%	43%	44%	17%
3 to 4 weeks	15%	10%	8%	12%	15%	16%	8%
5 to 6 weeks	7%	6%	2%	10%	7%	7%	14%
7 to 8 weeks	6%	4%	2%	5%	6%	6%	18%
9 to 10 weeks	3%	*	*	*	4%	4%	5%
11 to 12 weeks	4%	1%	1%	*	4%	4%	*
13 to 16 weeks	3%	1%	1%	*	4%	4%	5%
17 to 24 weeks	4%	1%	1%	1%	4%	4%	14%
25 to 36 weeks	2%	1%	*	1%	2%	1%	14%
37 to 52 weeks	1%	*	*	*	1%	*	5%
53 or more weeks	*	*	*	*	*	*	*
Median weeks	2	1	1	1	2	2	8

\* Less than 1 percent

## Chapter 8: For-Sale-by-Owner (FSBO) Sellers

### Exhibit 8-9 Seller Urgency, FSBO and Agent-Assisted Sellers

(Percentage Distribution)

SELLERS NEEDED TO SELL	FSBO				AGENT-ASSISTED		
	ALL SELLERS	ALL FSBO	SELLER KNEW BUYER	SELLER DID NOT KNOW BUYER	ALL AGENT-ASSISTED	AGENT-ASSISTED ONLY	FIRST FSBO, THEN AGENT-ASSISTED
Very urgently	13%	13%	8%	19%	13%	13%	10%
Somewhat urgently	43%	43%	45%	40%	43%	43%	48%
Not urgently	44%	44%	47%	40%	44%	44%	43%

### Exhibit 8-10 Incentives Offered To Attract Buyers, FSBO and Agent-Assisted Sellers

(Percent of Respondents)

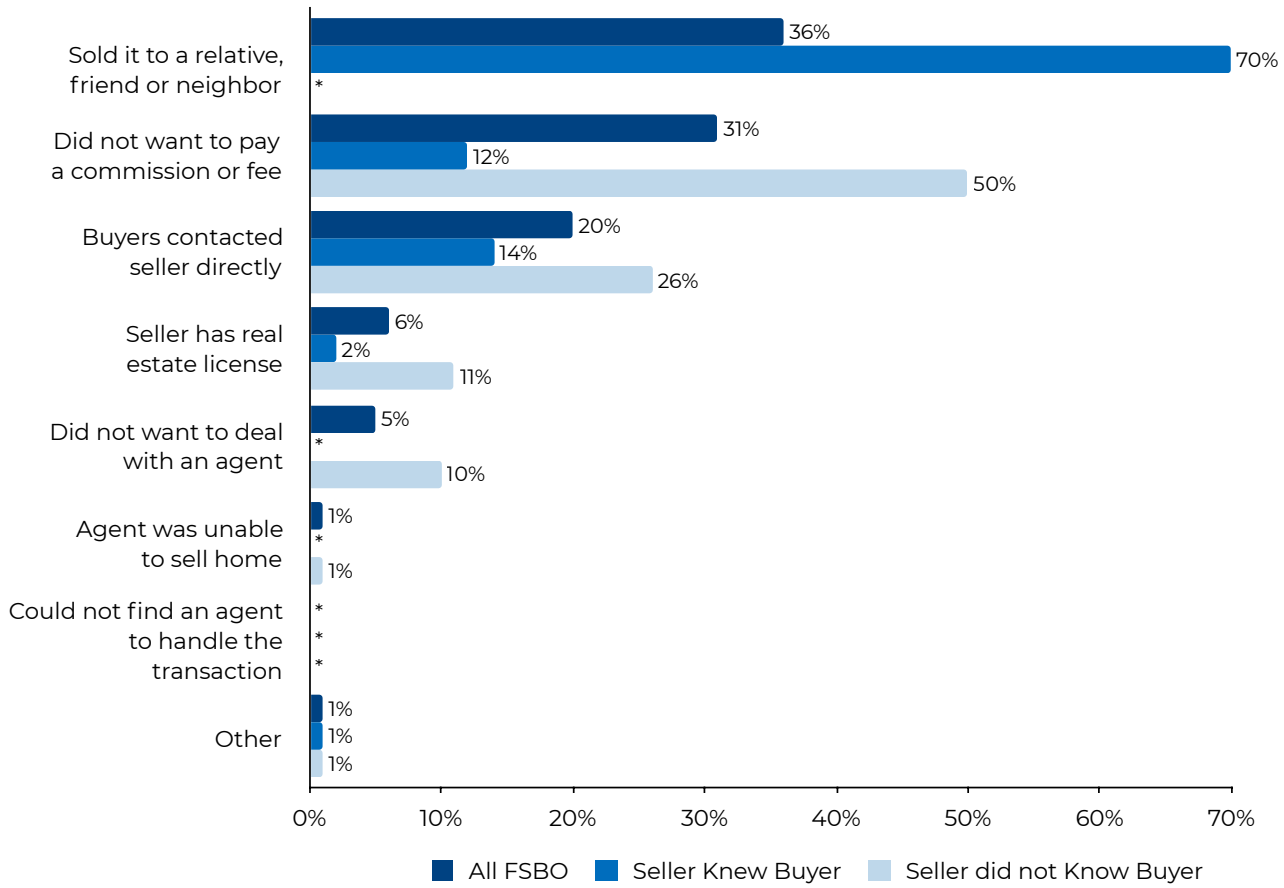
	FSBO			
	ALL FSBO	SELLER KNEW BUYER	SELLER DID NOT KNOW BUYER	AGENT-ASSISTED
None	91%	92%	89%	76%
Home warranty policies	2%	2%	1%	9%
Assistance with closing costs	1%	1%	*	8%
Credit toward remodeling or repairs	2%	*	4%	7%
Other incentives, such as a car, flat screen TV, etc.	2%	1%	2%	3%
Assistance with condo association fees	*	*	*	*
Other	3%	2%	4%	2%

\* Less than 1 percent



**Exhibit 8-11 Most Important Reason for Selling Home as FSBO**

(Percentage Distribution)



**Exhibit 8-12 Seller Wanted To Sell Earlier but Waited or Stalled Because Home Was Worth Less Than Mortgage**

(Percentage Distribution)

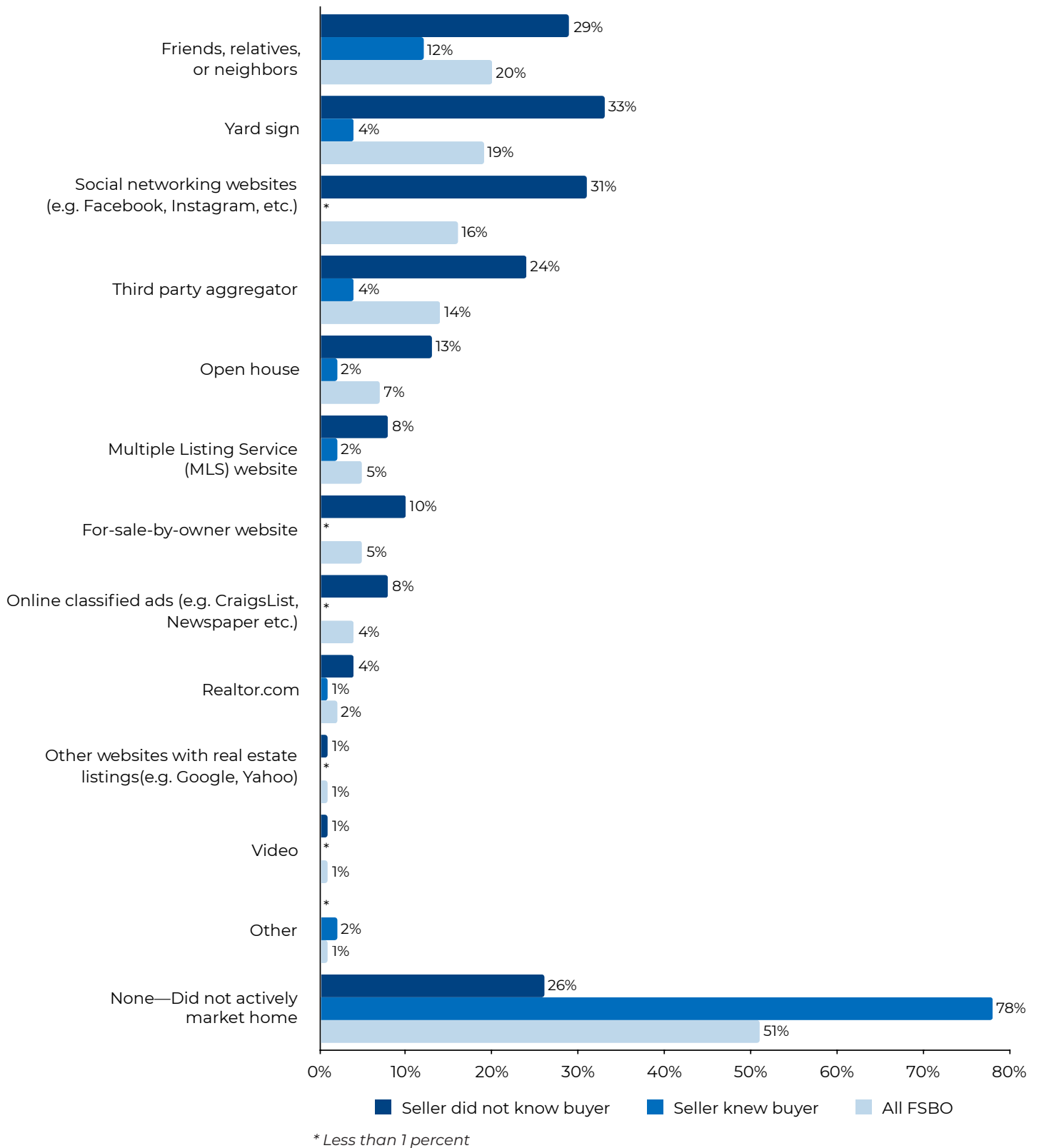
	FSBO				AGENT-ASSISTED		
	ALL SELLERS	ALL FSBO	SELLER KNEW BUYER	SELLER DID NOT KNOW BUYER	ALL AGENT-ASSISTED	AGENT-ASSISTED ONLY	FIRST FSBO, THEN AGENT-ASSISTED
Yes, and lived in home	5%	6%	1%	11%	5%	4%	14%
Yes, but rented home to others and lived elsewhere	1%	*	*	*	1%	1%	*
No, sold home when wanted to sell	94%	94%	99%	89%	95%	95%	86%

\* Less than 1 percent

## Chapter 8: For-Sale-by-Owner (FSBO) Sellers

### Exhibit 8-13 Method Used by FSBO Sellers To Market Home

(Percent of Respondents)



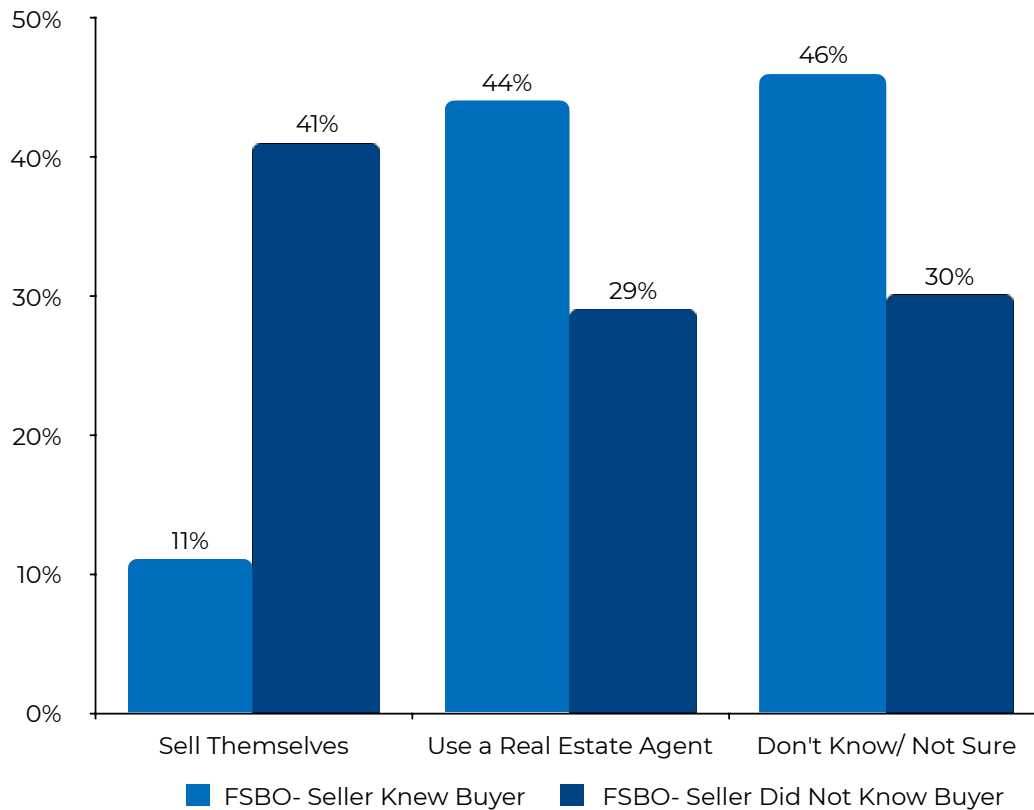
**Exhibit 8-14 Most Difficult Task for FSBO Sellers**

(Percentage of Distribution)

	ALL FSBO	SELLER KNEW BUYER	SELLER DID NOT KNOW BUYER
Getting the price right	15%	13%	15%
Selling within the length of time planned	7%	5%	9%
Understanding and performing paperwork	7%	8%	6%
Helping buyer obtain financing	5%	5%	5%
Having enough time to devote to all aspects of the sale	4%	4%	5%
Preparing or fixing up the home for sale	4%	6%	2%
Attracting potential buyers	4%	2%	6%
Other	5%	4%	6%
None/Nothing	50%	53%	46%

**Exhibit 8-15 How FSBO Sellers Will Sell Their Current Home**

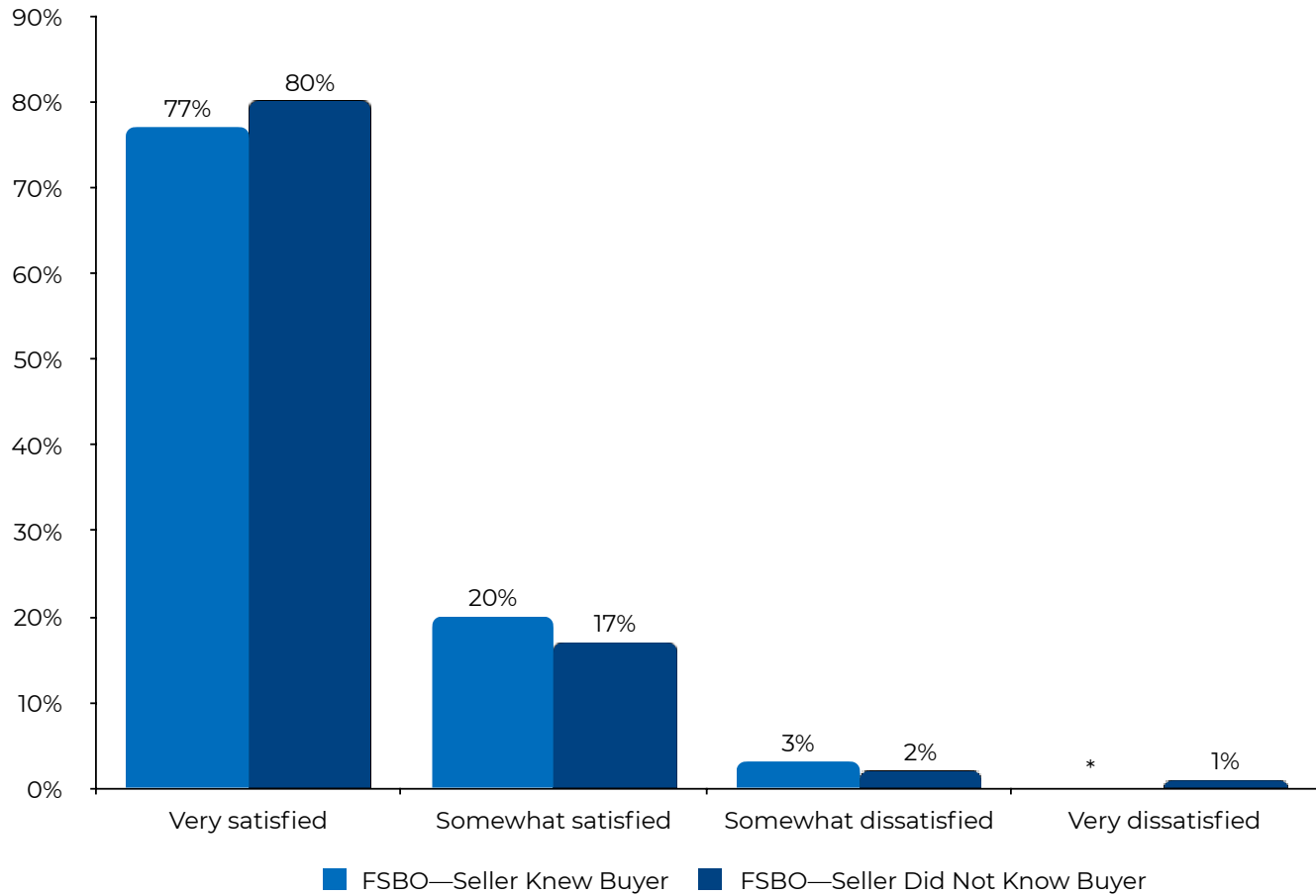
(Percentage Distribution)



## Chapter 8: For-Sale-by-Owner (FSBO) Sellers

### Exhibit 8-16 FSBO Sellers Satisfaction Process of Selling Home

(Percentage Distribution)



\* Less than 1 percent



## 2023 Profile of Home Buyers and Sellers

### Methodology Among Recent Buyers and Sellers

In July 2023, NAR mailed out a 129-question survey using a random sample weighted to be representative of sales on a geographic basis to 189,750 recent home buyers. The recent home buyers had to have purchased a primary residence home between July of 2022 and June of 2023. A total 6,817 responses were received from primary residence buyers. After accounting for undeliverable questionnaires, the survey had an adjusted response rate of 3.6 percent.

Data gathered in the report is based on primary residence home buyers. From the *Realtors Confidence Index*, 83 percent of home buyers were primary residence buyers in 2022, which accounts for 4,706,930 homes sold in 2022 (among new and existing homes). Using that calculation, the sample at the 95 percent confidence level has a confidence interval of plus-or-minus 1.19%.

Respondents had the option to fill out the survey via hard copy or online. The online survey was available in English and Spanish.

Consumer names and addresses were obtained from Experian, a firm that maintains an extensive database of recent home buyers derived from county records. Information about sellers comes from those buyers who also sold a home.

All information in this Profile is characteristic of the 12-month period ending June 2023, with the exception of income data, which are reported for 2022. In some sections comparisons are also given for results obtained in previous surveys. Not all results are directly comparable due to changes in questionnaire design and sample size. The median is the primary statistical measure used throughout this report. Due to rounding and omissions for space, percentage distributions may not add to 100 percent.



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- Exhibit 1-2 Adult Composition of Home Buyer Households, 1981–2023
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## 2023 Profile of Home Buyers and Sellers

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## 2023 Profile of Home Buyers and Sellers

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