

NAR SentiLock Home Showings Report September 2024

National Association of REALTORS®
Research Group



NATIONAL
ASSOCIATION OF
REALTORS®

NAR SentiLock Home Showings Report

Summary

- ❖ Nationally, Sentrilock home showings were up 5% year-over-year. Showings increased in all four regions: The Northeast increased by 36%, followed by the South with a gain of 8%. The Midwest had an increase of 4%, followed by the West region with a gain of 3%.
- ❖ The number of cards, a measure of the number of REALTORS® showing homes, increased by 2% on a year-over-year basis.
- ❖ Showings per card, a measure of the intensity of demand and buyer competition, increased 4% year-over-year.

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NAR SentiLock Home Showings Report

United States

Showings up 5% Y/Y in September

September 2024 U.S. showings were up 5% year-over-year, with 698,446 showings, according to data from SentiLock, LLC., a lockbox company. The pace of showing activity has declined compared to last month, August 2024.

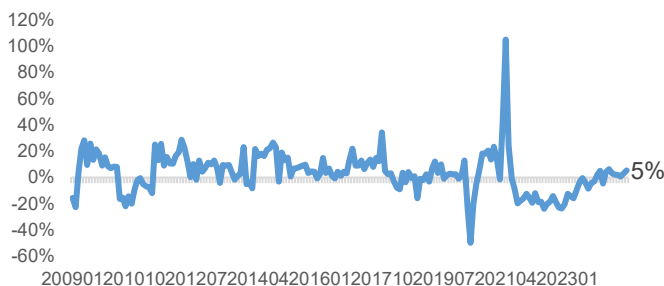
SentiLock Cards Increased 2% Y/Y

Total U.S. SentiLock cards rose 2% year-over-year to 233,942. SentiLock cards, comprised of SentiKey® and SentiCard®, allow REALTORS® to access the Sentrilock® lockbox and are an indicator of the number of REALTORS® who conduct the showing.

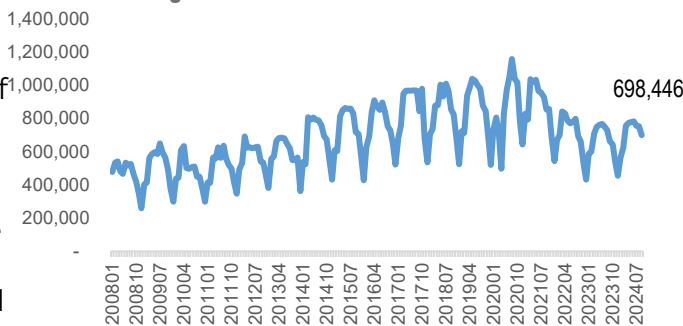
Showings Per Card Showed Rose 4% Y/Y

The number of showings per card reflects the strength of buyer interest per listed property. At a national level, showings per card inclined 4% year-over-year in September.

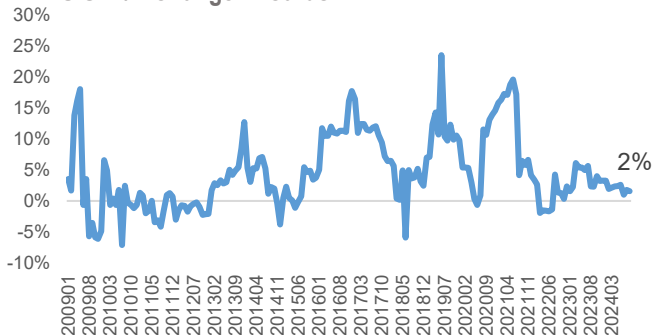
U.S. Y/Y Change in Showings



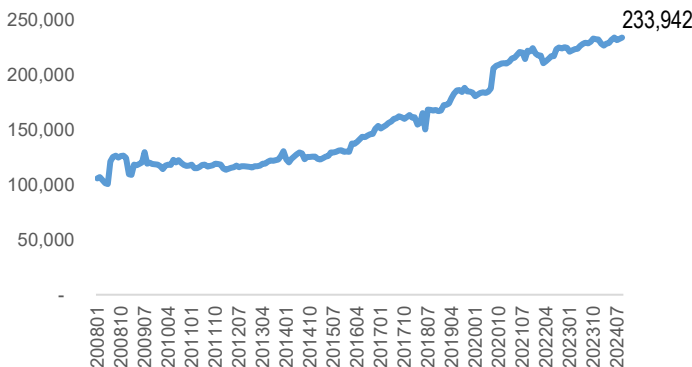
U.S. Showings



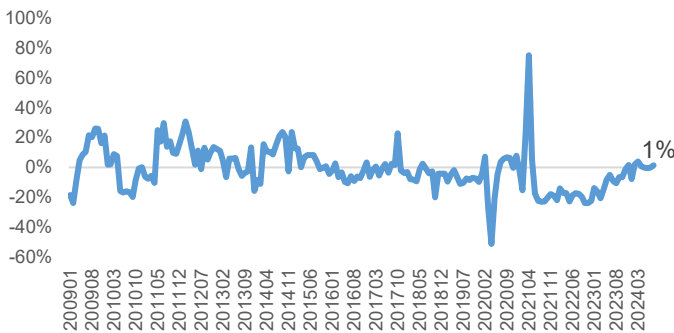
U.S. Y/Y Change in Cards



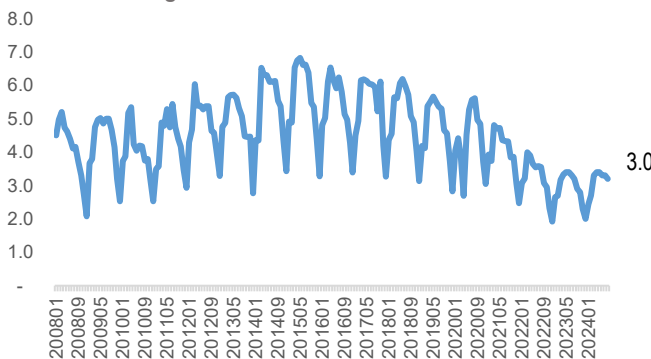
U.S. Cards



U.S. Y/Y Change in Showings Per Card



U.S. Showings Per Card



NAR SentiLock Home Showings Report

Regional

All four Regions Saw Y/Y Showings Increase

All four regions saw an increase in showings on a year-over-year basis in September: The Northeast had the biggest gain (36%), followed by the South (8%). The Midwest also increased (4%), followed by the West region, which rose by 3%.

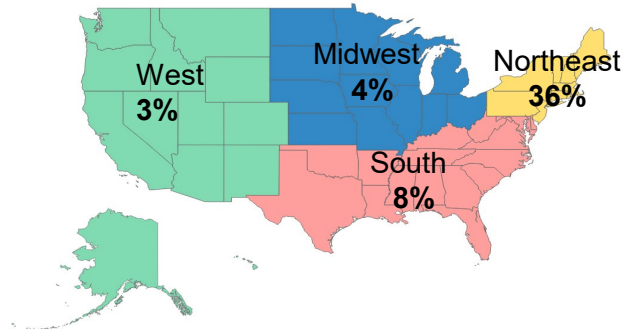
Y/Y SentiLock Cards Increased In Two of the four Regions

Cards on a y/y basis were up in the South (8%) and the Northeast (3%). The West fell (-4%), followed by the Midwest (-1%) with the smallest decline.

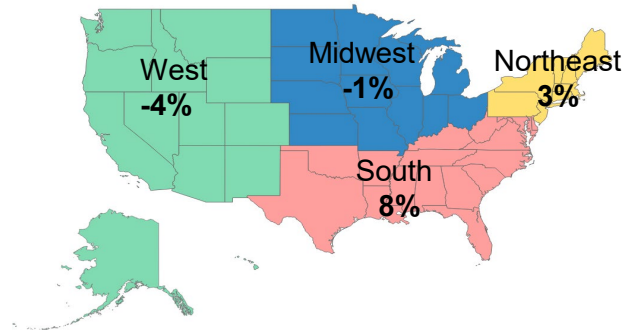
Showings Per Card Increased In Three of the Four Regions On A Y/Y Basis

Three of the four regions saw a year-over-year increase in showings per card in September. The Northeast had the biggest increase (32%), followed by the West (8%). The Midwest rose by (5%) and the South region was flat with no gain (0%).

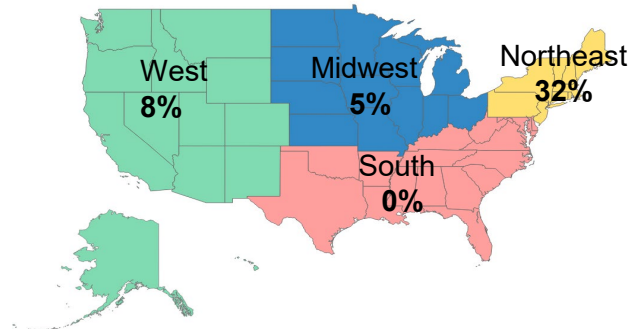
Regional Y/Y Change in Showings



Regional Y/Y Change in Cards



Regional Y/Y Change in Showings Per Card



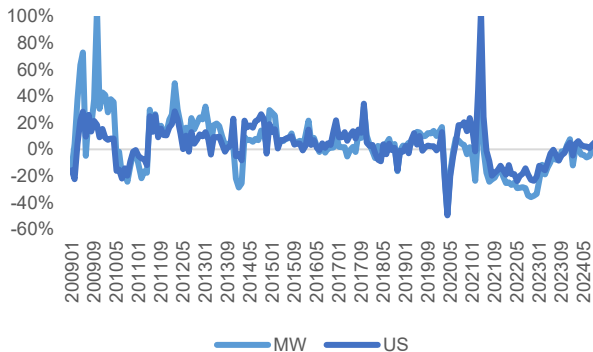
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Midwest

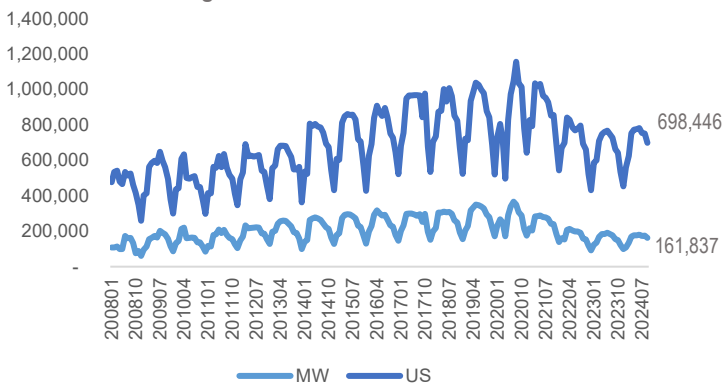
MW Region Showings rose 4% Y/Y

Midwest showings rose 4% y/y in September. The Midwest totaled 161,837 showings. Midwest region Sentrilock cards increased from last month to 63,289. Showings per card declined to 2.6. Year-over-year percent change in showings per card increased by 5%.

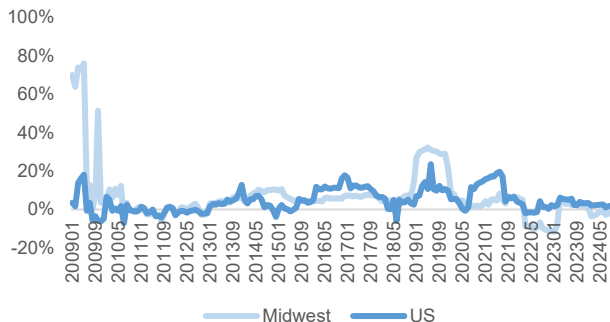
Midwest Y/Y Change in Showings



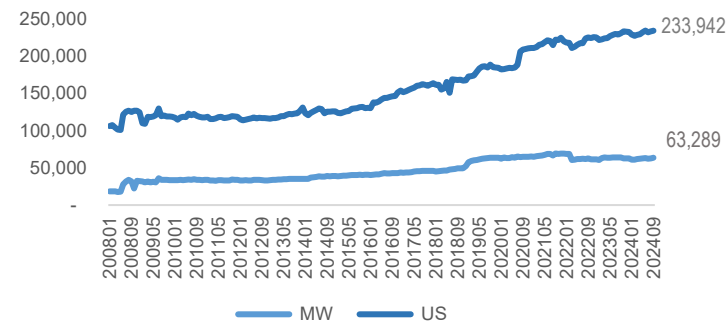
Midwest Showings



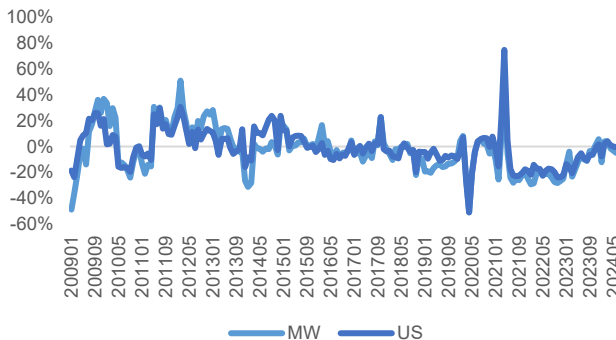
Midwest Y/Y Change in Cards



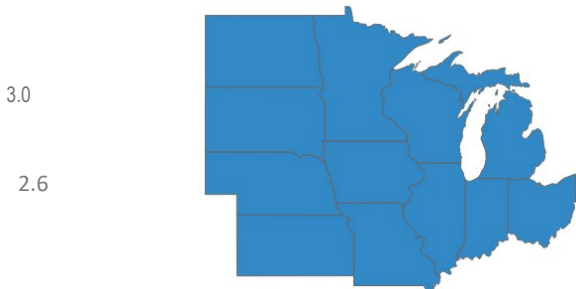
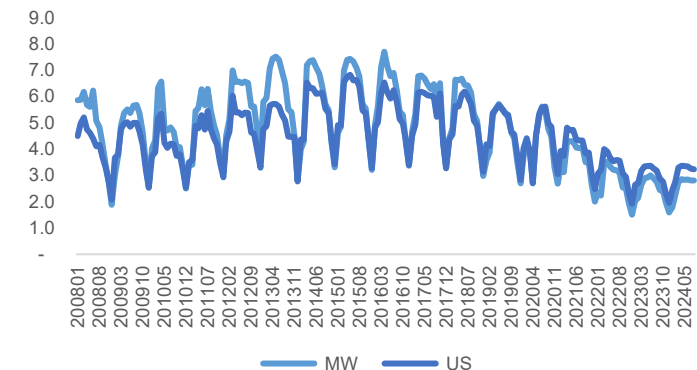
Midwest Cards



Midwest Y/Y Change in Showings Per Card



Midwest Showings Per Card



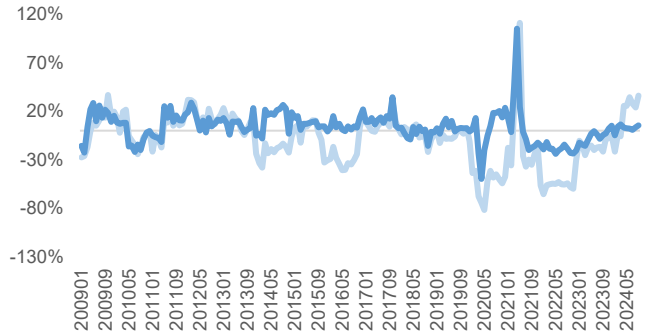
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Northeast

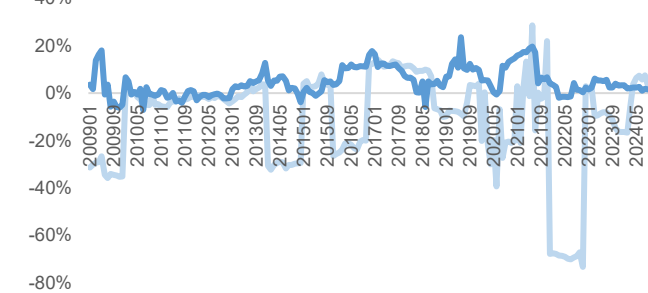
NE Region Showings Increased 36% Y/Y

Northeast region showings increased 36% year-over-year in September. The Northeast totaled 6,263 showings in September. Northeast Region Sentrilock cards decreased from last month to 2,996. Showings per card was 2.1. Year-over-year percent change in showings per card showed an increase of (32%).

Northeast Y/Y Change in Showings



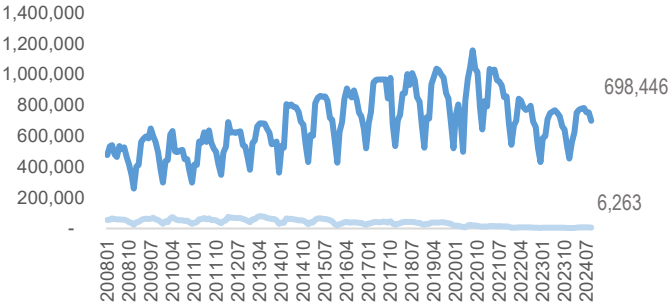
Northeast Y/Y Change in Cards



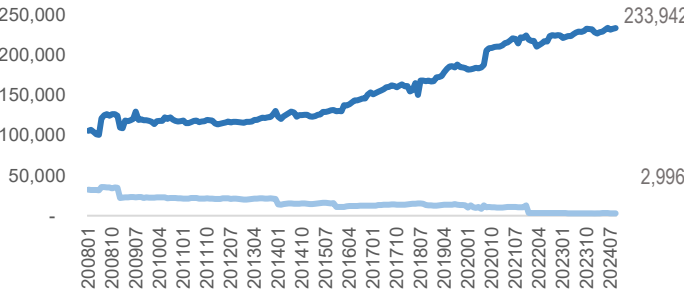
Northeast Y/Y Change in Showings Per Card



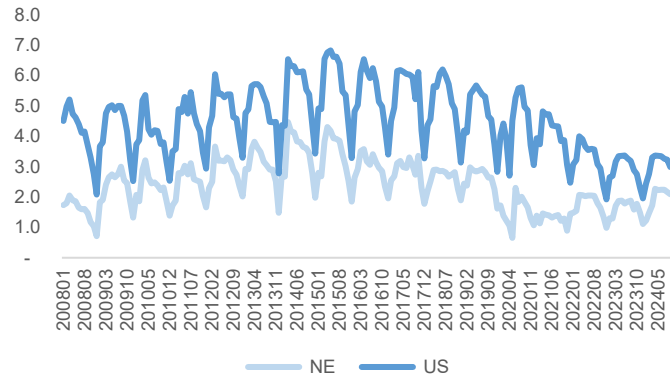
Northeast Showings



Northeast Cards



Northeast Showings Per Card



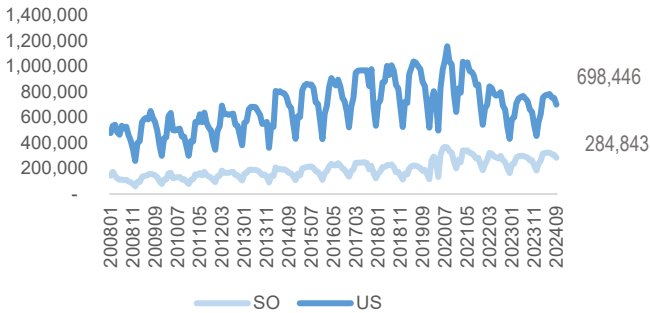
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South

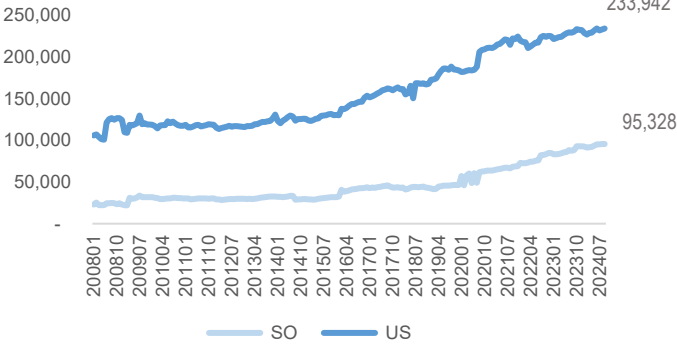
SO Region Showings Inclined 8% Y/Y

Showings in the South inclined in September 2024 by 8% from the same period a year ago. The South totaled 284,843 showings in September. South Region Sentrilock cards decreased to 95,328. Showings per card totaled 3.0, equal to the national level. Year-over-year percent change in showings per card was flat at 0%.

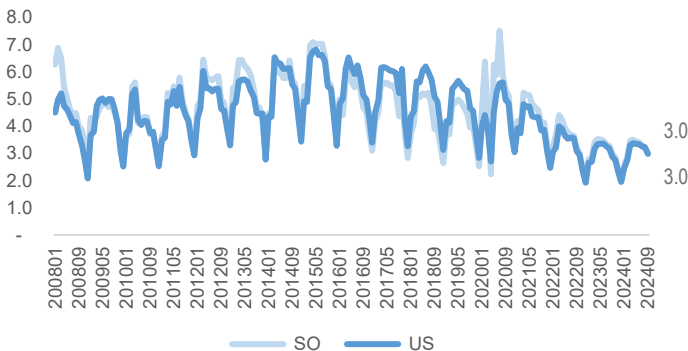
South Showings



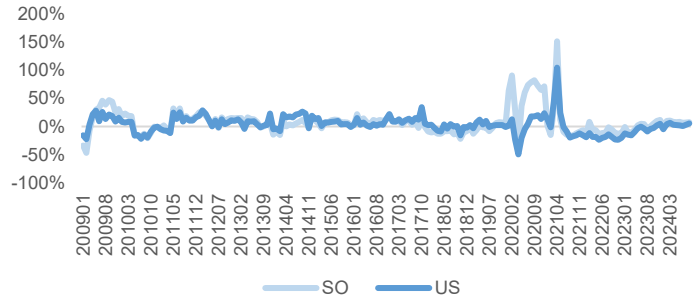
South Cards



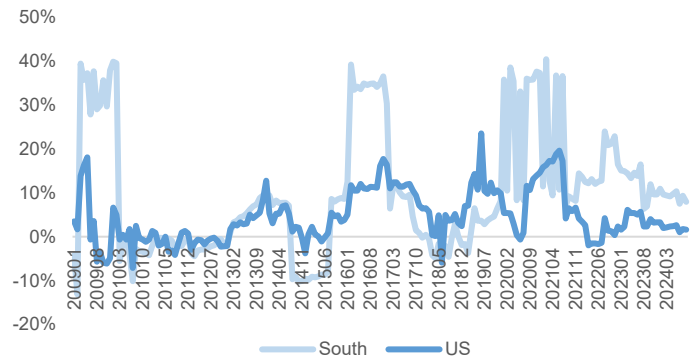
South Showings Per Card



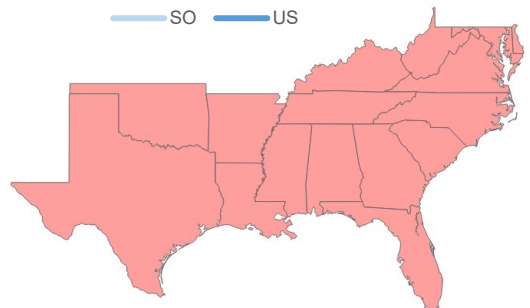
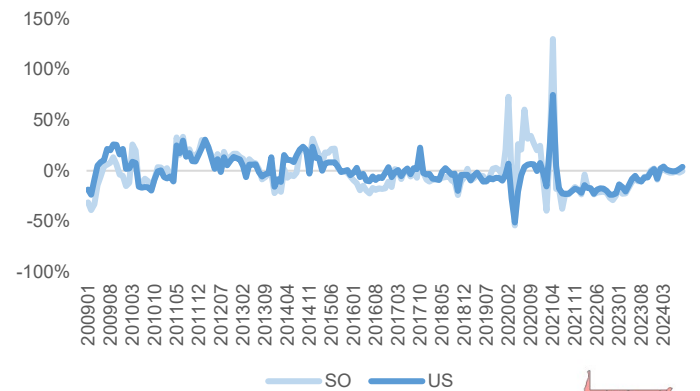
South Y/Y Change in Showings



South Y/Y Change in Cards



South Y/Y Change in Showings Per Card



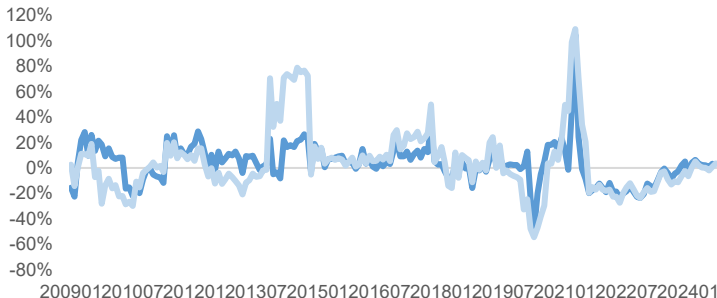
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West

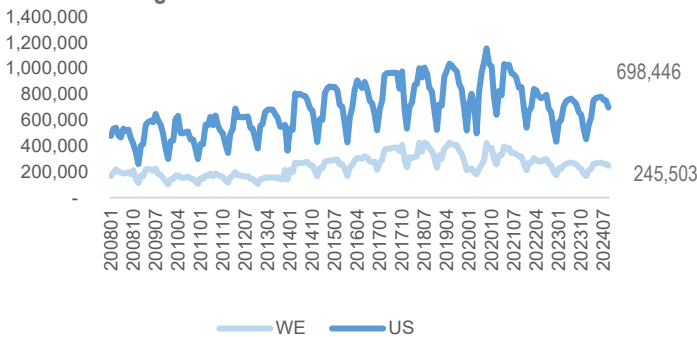
WE Region Showings Rose 3% Y/Y

Showings inclined 3% year-over-year in September. The West totaled 245,503 showings in September. West Region SentiLock cards increased to 72,329. Showings per card totaled (3.4) and were the highest amongst regions. Y/Y percent change in showings per card was up 8%.

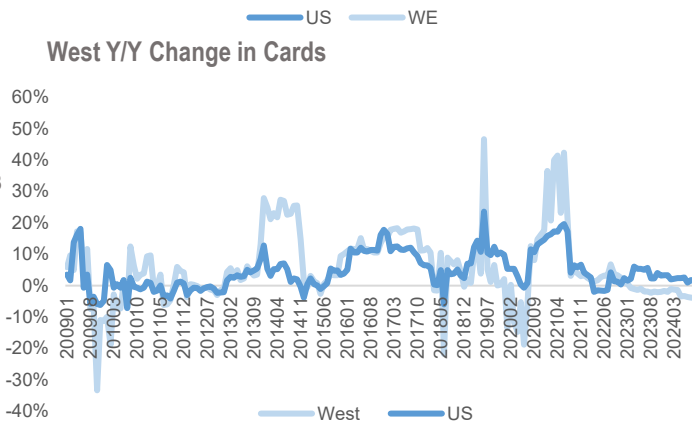
West Y/Y Change in Showings



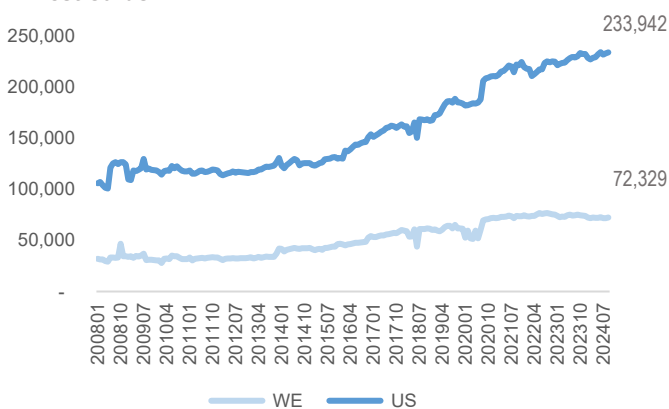
West Showings



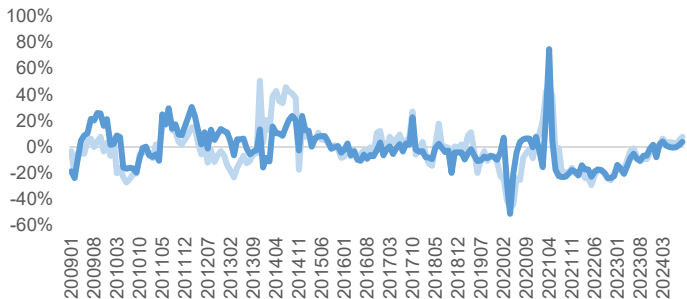
West Y/Y Change in Cards



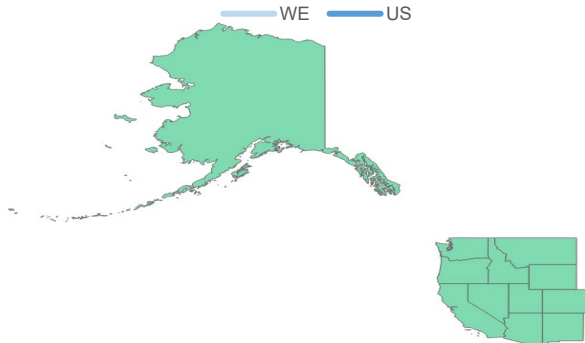
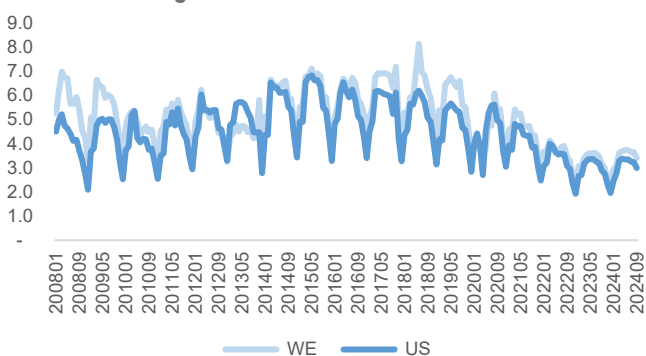
West Cards



West Y/Y Change in Showings Per Card



West Showings Per Card



About SentiLock Home Showings

SentiLock is the official lockbox solution for NAR. As the leading electronic lockbox manufacturer and provider of property access management solutions, SentiLock operates in support of REALTORS® and the industry, offering an easy to use, reliable and secure system. Fundamental core values guide every action and decision to provide the best service and experience for your benefit.

The SentiLock Bluetooth® REALTOR® Lockbox is the most secure, durable, and versatile within the industry. SentiLock's reliable, multiple key access method, including via mobile app or keycard, helps to efficiently gain property access.

Every month SentiLock, LLC. provides NAR with data on the number of properties shown by a REALTOR®. SentiLock Lockboxes are used in roughly a third of home showings across the nation. Foot traffic has a strong correlation with future contracts and home sales, so it can be viewed as a peek ahead at sales trends two to three months into the future.

Showings Definition: a scheduled appointment with a REALTOR® where a potential buyer of a property toured a home.

Card Definition: the number of accesses to SentiLock Lockboxes a REALTOR® inserts their SentiCard® into or uses their SentiKey® to gain access to properties.

Showings Per Card Definition: the average showings per card

SentiCard®: contains authorization data that allows you to access lockbox key compartments,

SentiKey®: lockbox system app that contains authorization data that allows REALTORS® to access lockbox key compartments. Most lockbox accesses are via the SentiKey® smart phone app.

The number of showings reflects the number of properties, viewed, the number of potential buyers viewing the property, and the number of views by a potential buyer on a property. The increase in showings and cards can also reflect increasing market coverage of SentiLock.

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NAR SentiLock Home Showings Report

The National Association of REALTORS®, “The Voice for Real Estate,” is America’s largest trade association, representing over 1.5 million members, including NAR’s institutes, societies and councils, involved in all aspects of the real estate industry. NAR membership includes brokers, salespeople, property managers, appraisers, counselors and others engaged in both residential and commercial real estate.

The term REALTOR® is a registered collective membership mark that identifies a real estate professional who is a member of the National Association of REALTORS® and subscribes to its strict Code of Ethics.

Working for America’s property owners, the National Association provides a facility for professional development, research and exchange of information among its members and to the public and government for the purpose of preserving the free enterprise system and the right to own real property.

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

NATIONAL ASSOCIATION OF REALTORS®

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