

NAR SentiLock Home Showings Report October 2024

National Association of REALTORS®
Research Group



**NATIONAL
ASSOCIATION OF
REALTORS®**

NAR SentiLock Home Showings Report

Summary

- ❖ Nationally, Sentrilock home showings were up 7% year-over-year. Showings increased in three out of four regions while remaining unchanged in the fourth: Showings in the Northeast increased by 24%, followed by a 12% gain in the West. The South had an increase of 7%, while the Midwest region showed no gain. (0%).
- ❖ The number of cards, a measure of the number of REALTORS® showing homes, decreased by 3% on a year-over-year basis.
- ❖ Showings per card, a measure of the intensity of demand and buyer competition, increased (11%) year-over-year.

Page 3	United States
4	Regional
5	Midwest Region
6	Northeast Region
7	South Region
8	West Region
9	About SentiLock

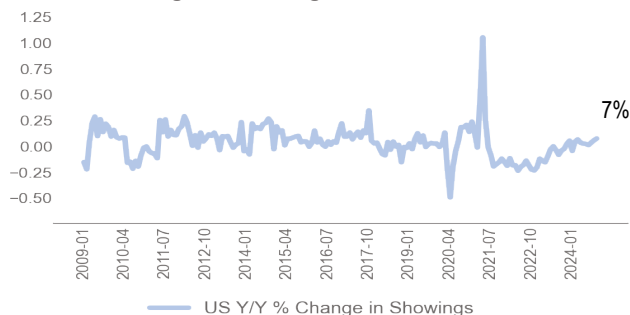
NAR SentiLock Home Showings Report

United States

Showings up 7% Y/Y in October

October 2024 U.S. showings were up 7% year-over-year, with 688,096 showings, according to data from SentiLock, LLC., a lockbox company. The pace of showing activity has declined compared to last month, September 2024.

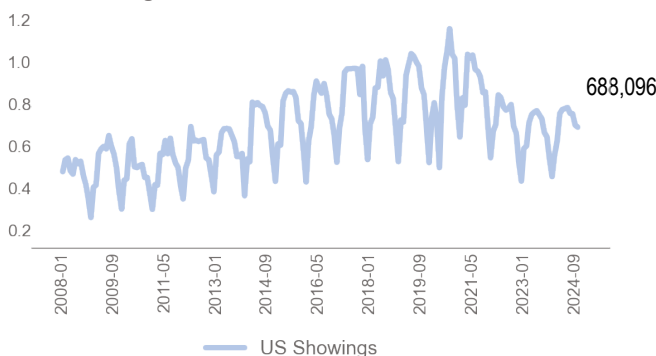
U.S. Y/Y Change in Showings



SentiLock Cards Declined 3% Y/Y

Total U.S. SentiLock cards fell 3% year-over-year to 226,151. SentiLock cards, comprised of SentiKey® and SentiCard®, allow REALTORS® to access the SentiLock® lockbox and are an indicator of the number of REALTORS® who conduct the showing.

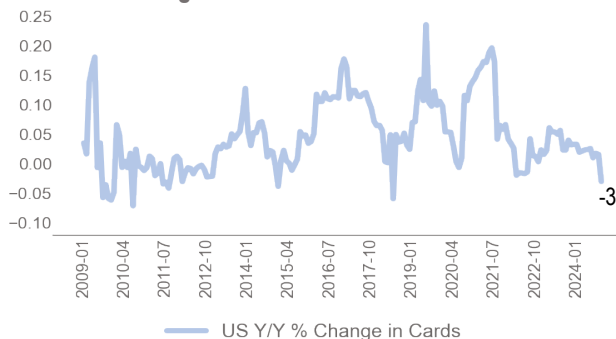
U.S. Showings



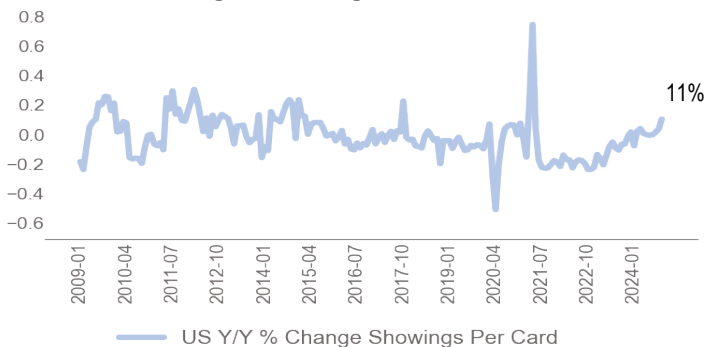
Showings Per Card Showed Rose 11% Y/Y

The number of showings per card reflects the strength of buyer interest per listed property. At a national level, showings per card increased 11% year-over-year in October.

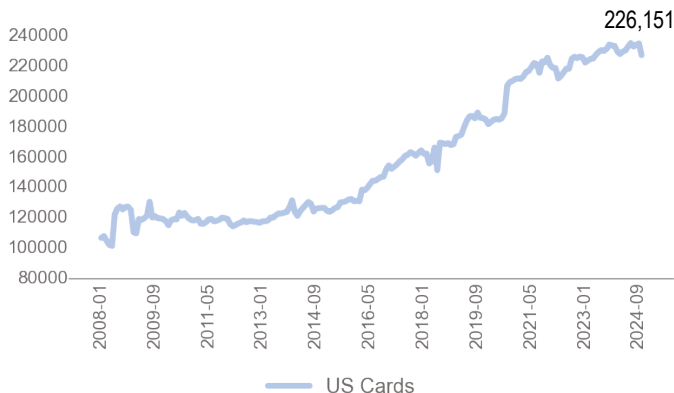
U.S. Y/Y Change in Cards



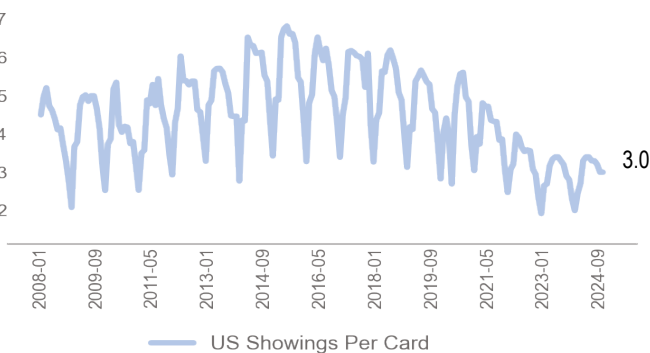
U.S. Y/Y Change in Showings Per Card



U.S. Cards



U.S. Showings Per Card



NAR SentiLock Home Showings Report

Regional

Three of the four Regions Saw Y/Y Showings Increase

Three of the four regions saw an increase in showings on a year-over-year basis in October: The Northeast had the biggest gain (24%), followed by the West (12%). The South had an increase of (7%) followed by the Midwest region, which was flat (0%).

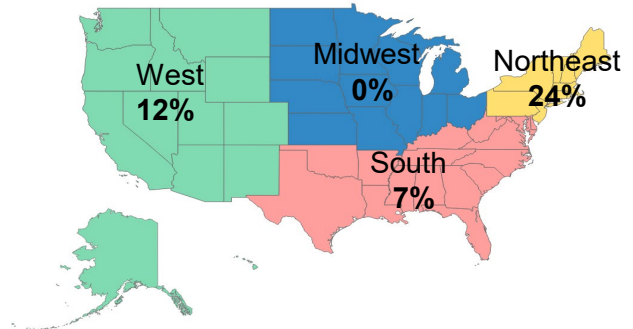
Y/Y SentiLock Cards Decreased In All four Regions

Cards on a y/y basis were down in the West (-4%) and the Midwest (-3%). The South fell (-2%) followed by the Northeast (-1%) with the smallest decline.

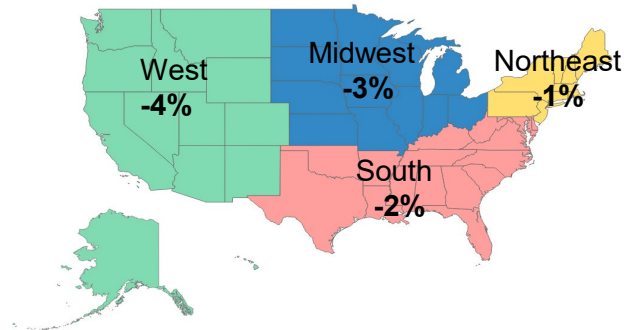
Showings Per Card Increased in All Four Regions On A Y/Y Basis

All four regions saw a year-over-year increase in showings per card in October. The Northeast had the biggest increase (24%), followed by the West (16%). The South rose by (10%) and the Midwest region increased (4%).

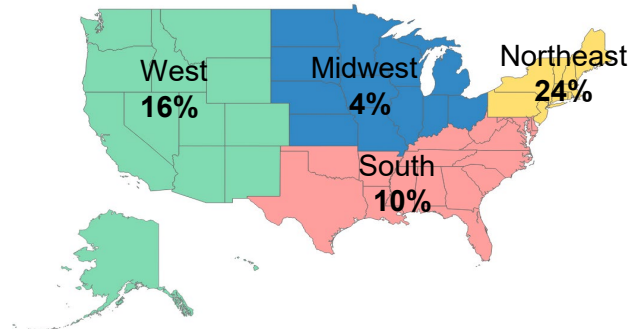
Regional Y/Y Change in Showings



Regional Y/Y Change in Cards



Regional Y/Y Change in Showings Per Card



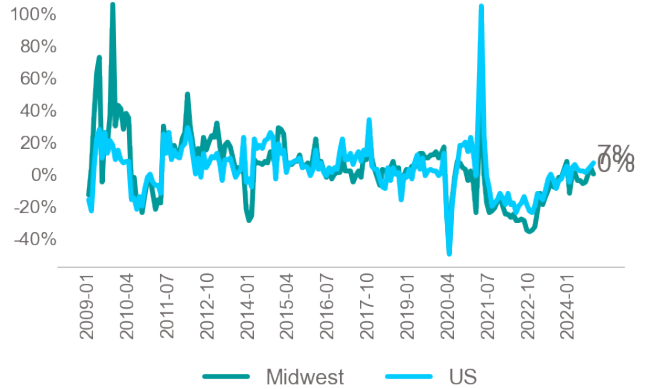
NAR SentiLock Home Showings Report

Midwest

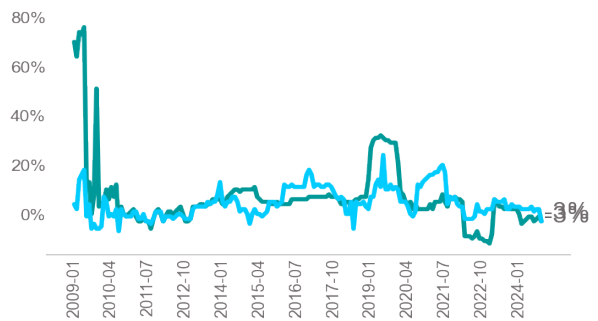
MW Region Showings Flat 0%Y/Y

Midwest showings showed no gain and were 0% y/y in October. The Midwest totaled 151,077 showings. Midwest region Sentrilock cards increased from last month to 60,555. Showings per card declined to 2.5. Year-over-year percent change in showings per card increased by 4%.

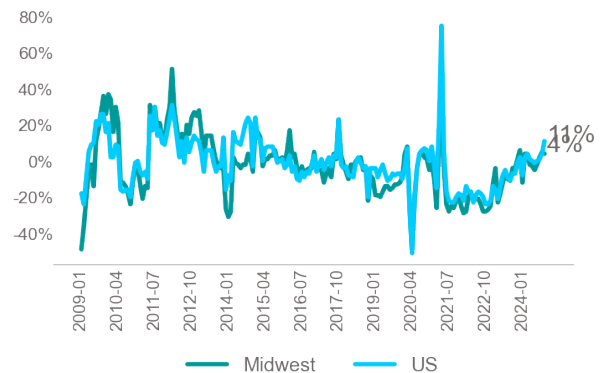
Midwest Y/Y Change in Showings



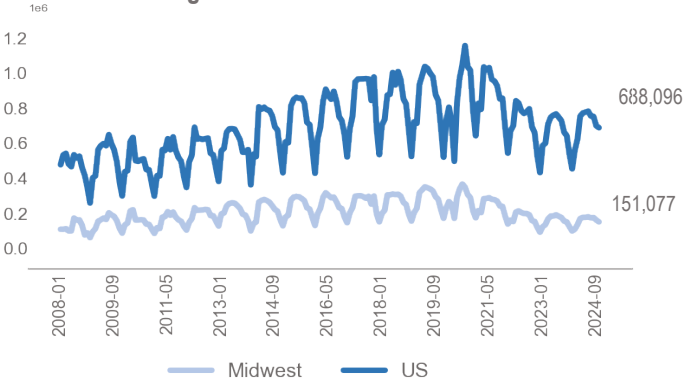
Midwest Y/Y Change in Cards



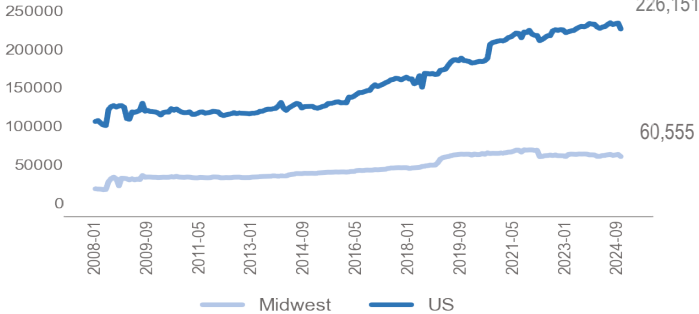
Midwest Y/Y Change in Showings Per Card



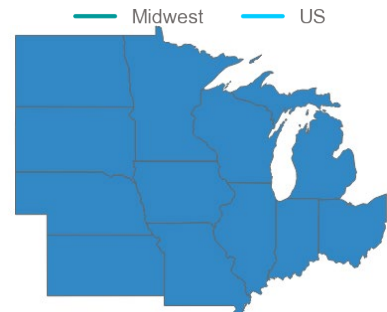
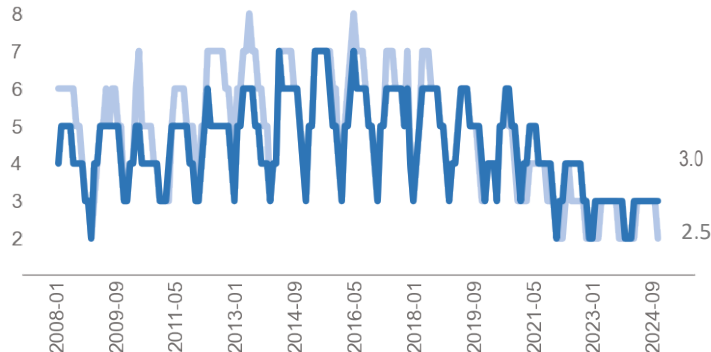
Midwest Showings



Midwest Cards



Midwest Showings Per Card



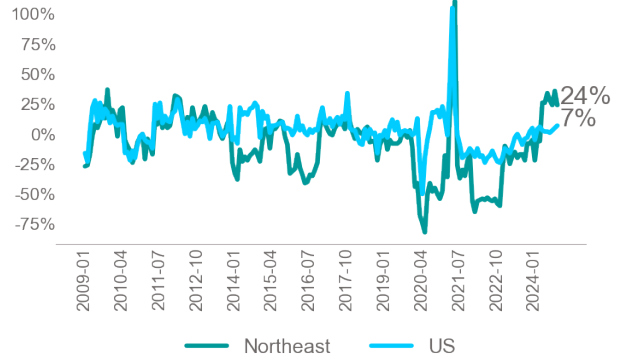
NAR SentiLock Home Showings Report

Northeast

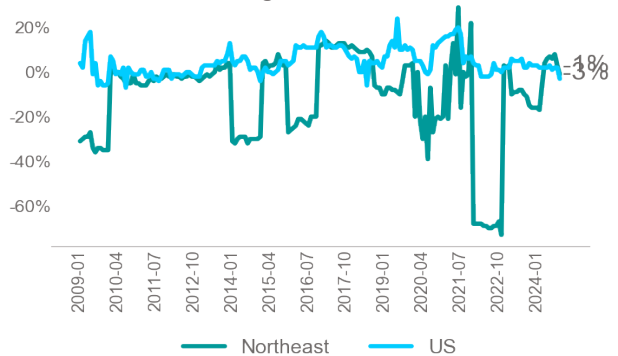
NE Region Showings Increased 24% Y/Y

Northeast region showings increased 24% year-over-year in October. The Northeast totaled 6,431 showings in October. Northeast Region Sentrilock cards decreased from last month to 2,911. Showings per card was 2.2. Year-over-year percent change in showings per card showed an increase of (24%).

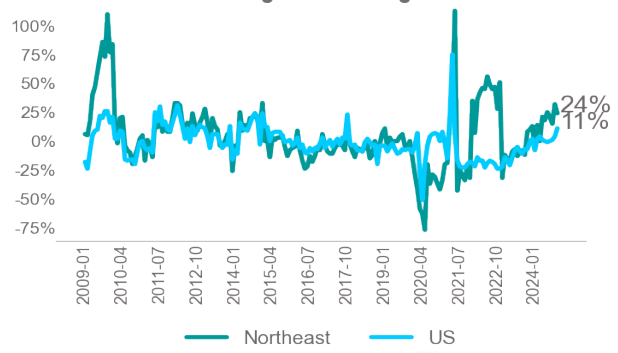
Northeast Y/Y Change in Showings



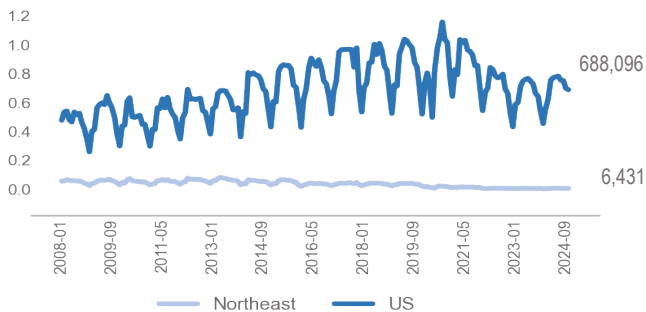
Northeast Y/Y Change in Cards



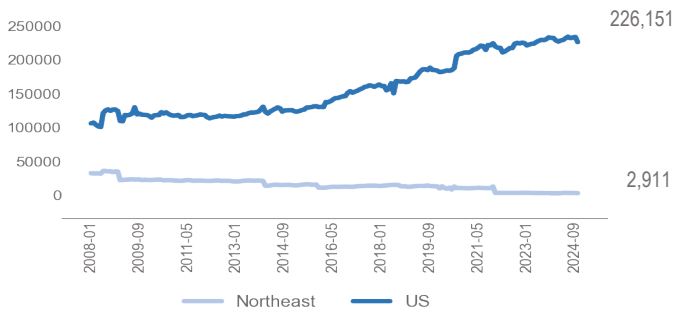
Northeast Y/Y Change in Showings Per Card



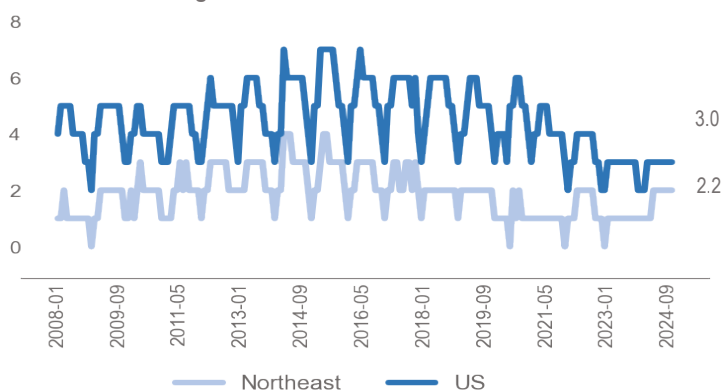
Northeast Showings



Northeast Cards



Northeast Showings Per Card



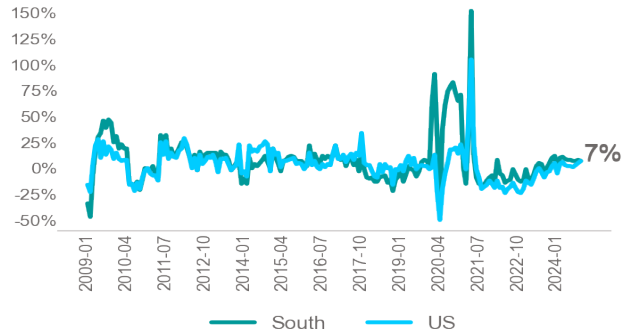
NAR SentiLock Home Showings Report

South

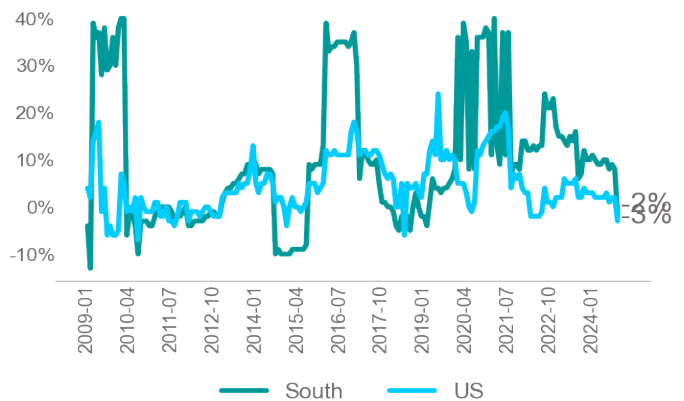
SO Region Showings increased 7% Y/Y

Showings in the South increased in October 2024 by 7% from the same period a year ago. The South totaled 283,379 showings in October. South Region Sentrilock cards decreased to 90,983. The total number of showings per card was 3.1, which is equal to the national level. Year-over-year percent change in showings per card rose 10%.

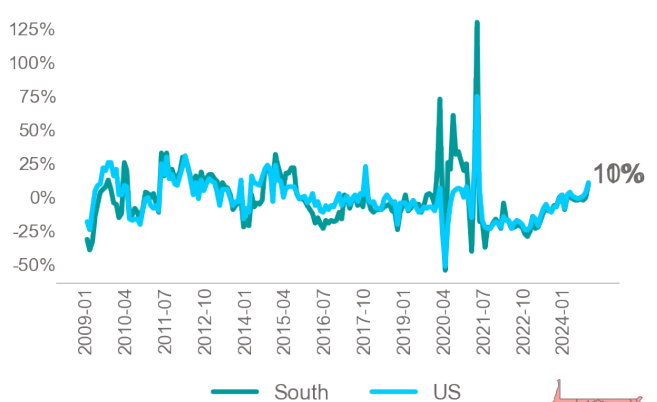
South Y/Y Change in Showings



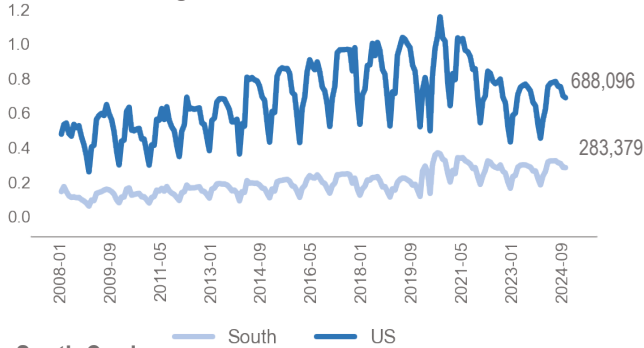
South Y/Y Change in Cards



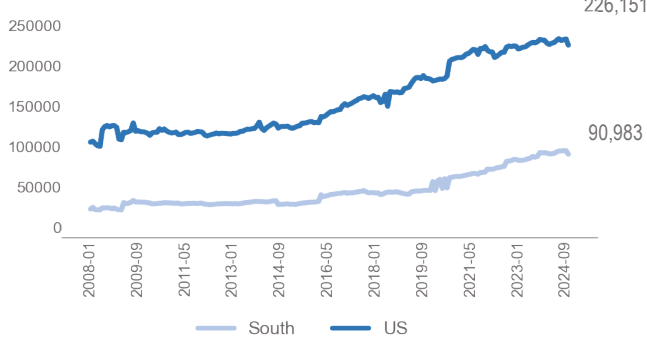
South Y/Y Change in Showings Per Card



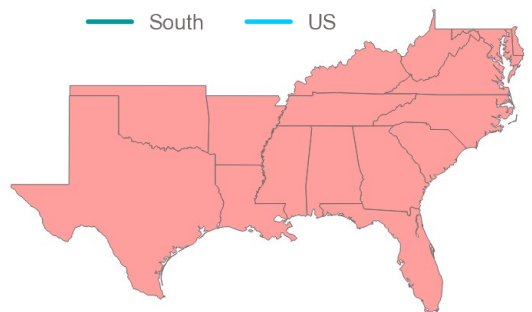
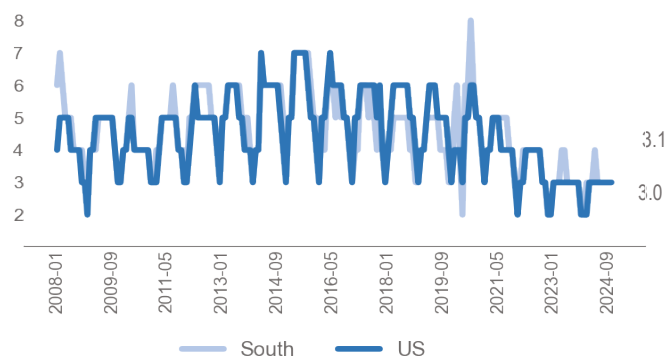
South Showings



South Cards



South Showings Per Card



NAR SentiLock Home Showings Report

West

WE Region Showings Rose 12% Y/Y

Showings increased 12% year-over-year in October. The West totaled 247,209 showings in October. West Region Sentrilock cards increased to 71,702. Showings per card totaled (3.4) and were the highest amongst regions. Y/Y percent change in showings per card was up 16%.

West Y/Y Change in Showings



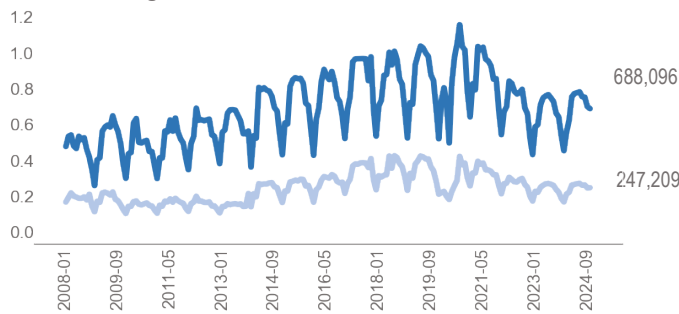
West Y/Y Change in Cards



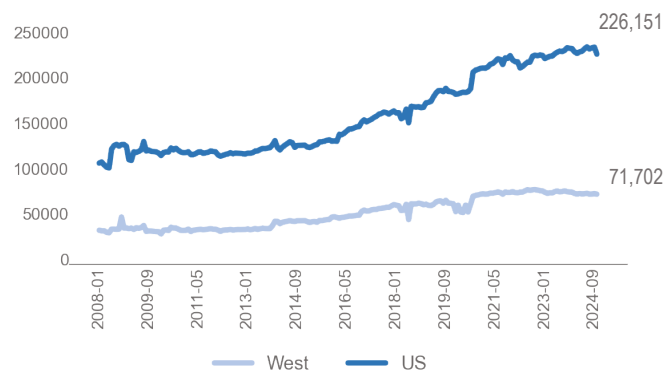
West Y/Y Change in Showings Per Card



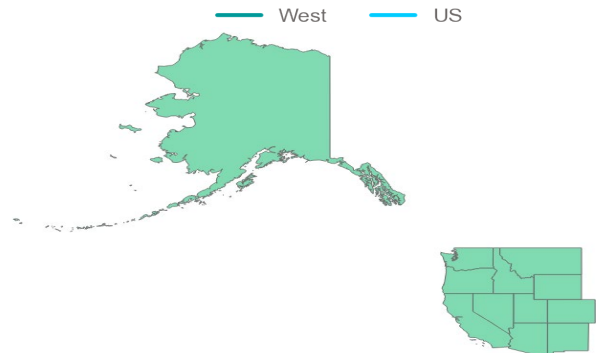
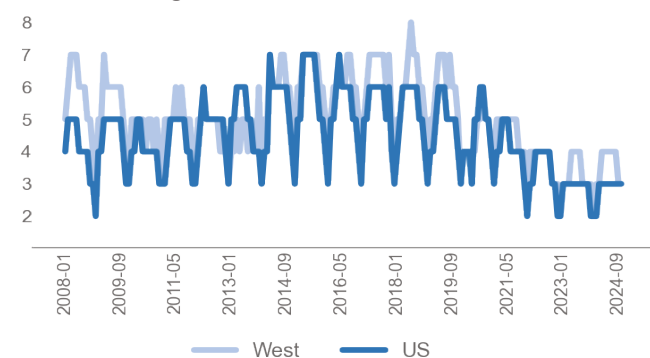
West Showings



West Cards



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.

NAR SentiLock Home Showings Project Team

Lawrence Yun, PhD, Chief Economist and Senior Vice President of Research

Michael Hyman, Research Data Specialist

Meredith Dunn, Research Manager

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.

NATIONAL ASSOCIATION OF REALTORS® RESEARCH GROUP

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®

Research Group
500 New Jersey Avenue, NW
Washington, DC 20001
202-383-1000
data@nar.realtor

©2024 National Association of REALTORS®
All Rights Reserved.

May not be reprinted in whole or in part without permission of the National Association of REALTORS®.

For reprint information, contact data@nar.realtor