

NAR SentiLock Home Showings Report December 2024

National Association of REALTORS®
Research Group



**NATIONAL
ASSOCIATION OF
REALTORS®**

NAR SentiLock Home Showings Report

Summary

- ❖ Nationally, Sentrilock home showings were flat at 0% year-over-year. Showings increased in two out of four regions while being flat in the South: Showings in the Northeast inclined by 39%, followed by a 3% gain in the West. The South region was flat 0% while the Midwest region had the only decline of 8%.
- ❖ 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, inclined (3%) 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 Flat at 0% Y/Y in December

December 2024 U.S. showings were flat 0% year-over-year, with 453,285 showings, according to data from SentiLock, LLC., a lockbox company. The pace of showing activity has declined compared to last month, November 2024.

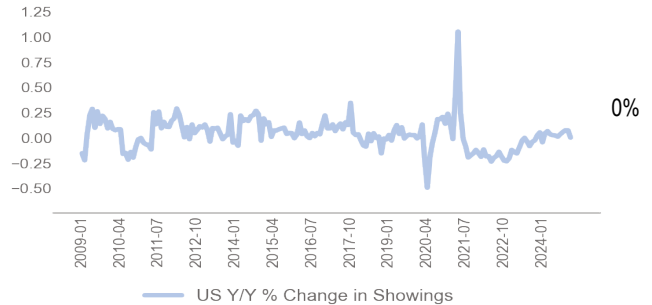
SentiLock Cards Declined 3% Y/Y

Total U.S. SentiLock cards fell 3% year-over-year to 225,887. 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.

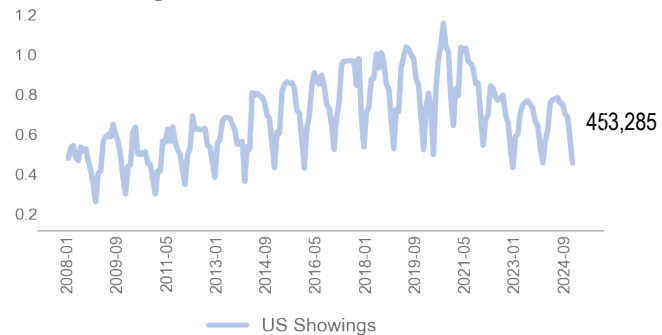
Showings Per Card Showed Rose 3% Y/Y

The number of showings per card reflects the strength of buyer interest per listed property. At a national level, showings per card inclined 3% year-over-year in November.

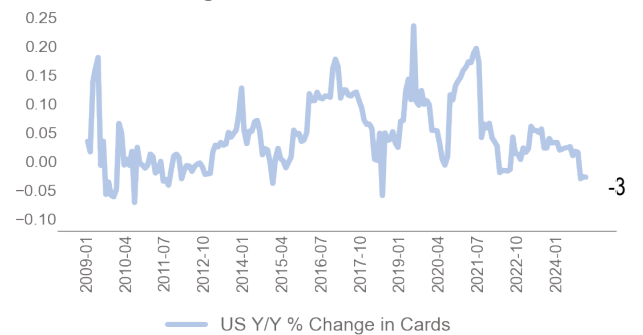
U.S. Y/Y Change in Showings



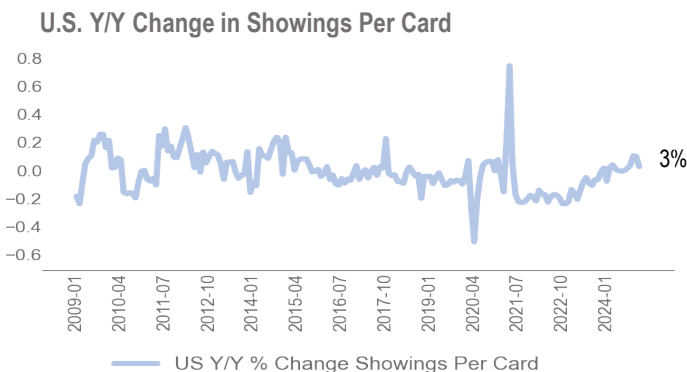
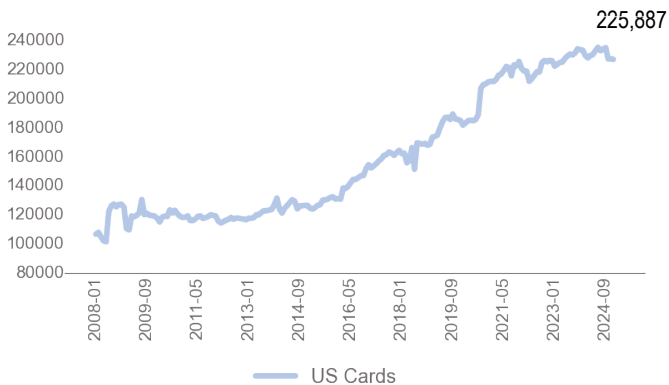
U.S. Showings



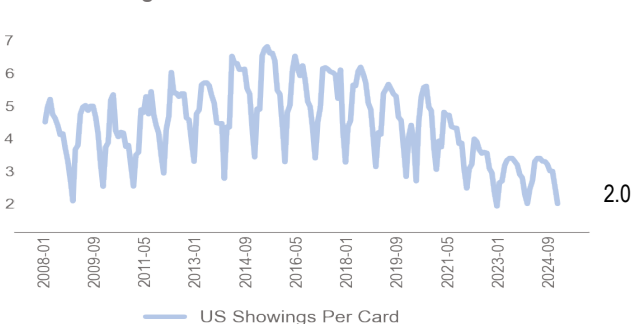
U.S. Y/Y Change in Cards



U.S. Cards



U.S. Showings Per Card



NAR SentiLock Home Showings Report

Regional

Two of the four Regions Saw Y/Y Showings Increase

Two of the four regions saw an increase in showings on a year-over-year basis in December: The Northeast had the biggest gain (39%), followed by the West (3%). The South region was flat (0%). The Midwest region had the only decline (-8%).

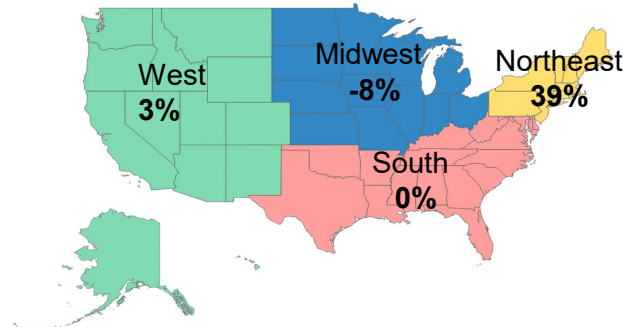
Y/Y SentiLock Cards Decreased In Three of the four Regions

Cards on a y/y basis were down in the West (-3%) and the Midwest (-3%). The South fell (-3%). The Northeast region had the only incline (1%).

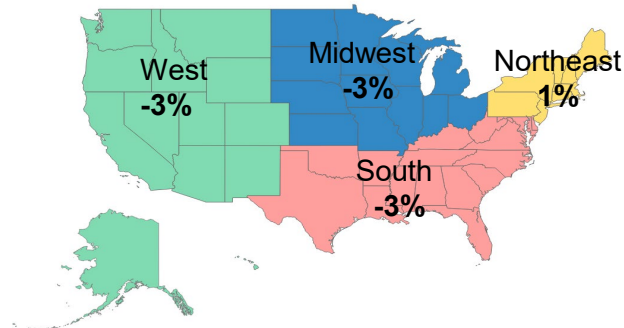
Showings Per Card Increased In Three of the Four Regions On A Y/Y Basis

Three of the four regions saw a year-over-year increase in showings per card in December. The Northeast had the biggest increase (38%), followed by the West (6%). The South rose by (3%) and the Midwest region had the only decline (-5%).

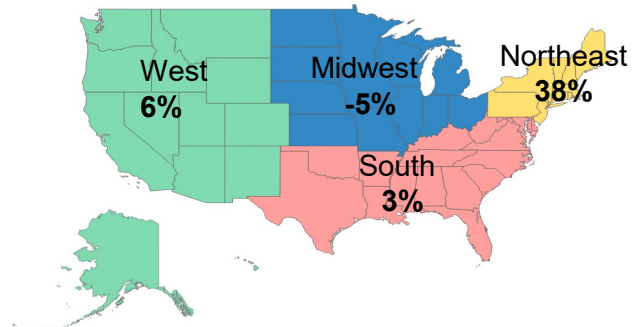
Regional Y/Y Change in Showings



Regional Y/Y Change in Cards



Regional Y/Y Change in Showings Per Card



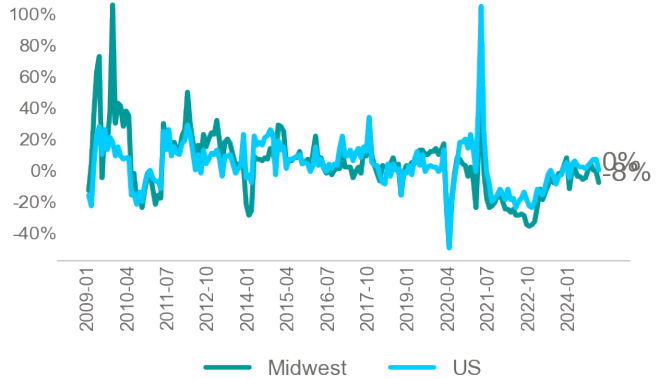
NAR SentiLock Home Showings Report

Midwest

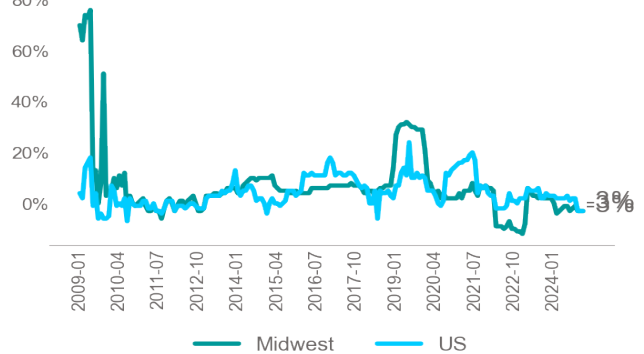
MW Region Showings Decline 8% Y/Y

Midwest showings declined 8% y/y in December. The Midwest totaled 91,706 showings. Midwest region Sentrilock cards increased from last month to 60,553. Showings per card declined to 1.5. Year-over-year percent change in showings per card decreased by 5%.

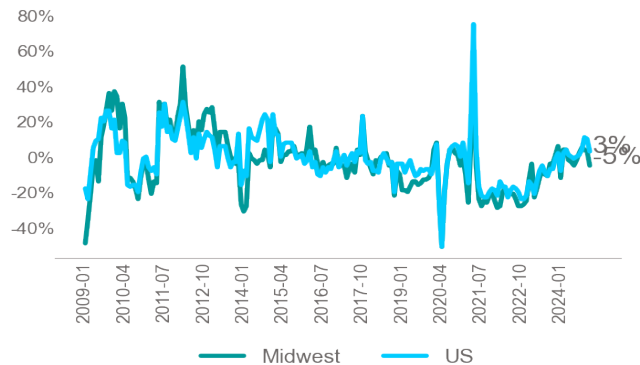
Midwest Y/Y Change in Showings



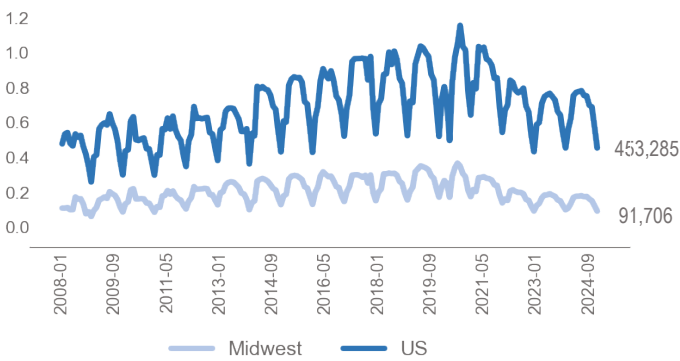
Midwest Y/Y Change in Cards



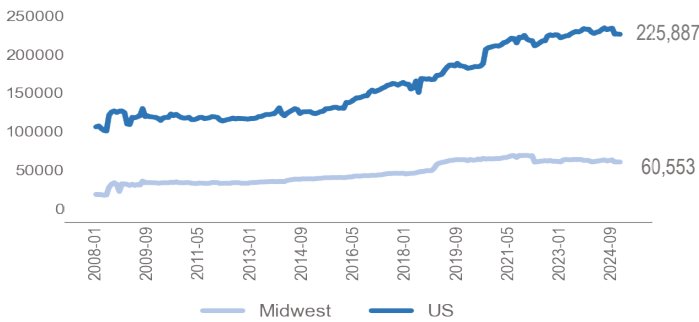
Midwest Y/Y Change in Showings Per Card



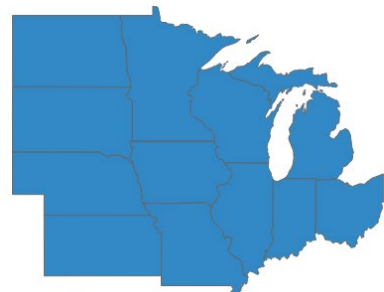
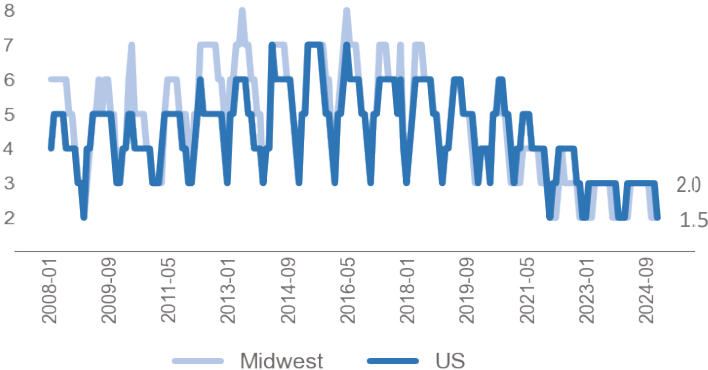
Midwest Showings



Midwest Cards



Midwest Showings Per Card



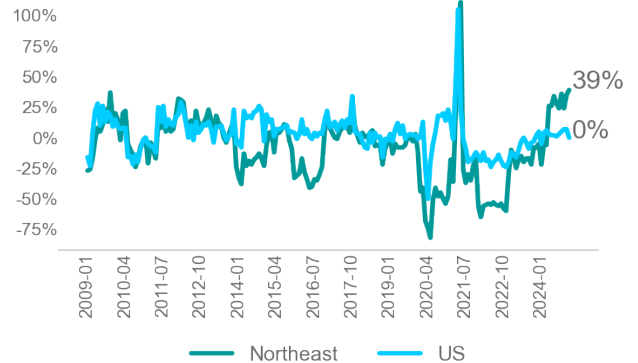
NAR SentiLock Home Showings Report

Northeast

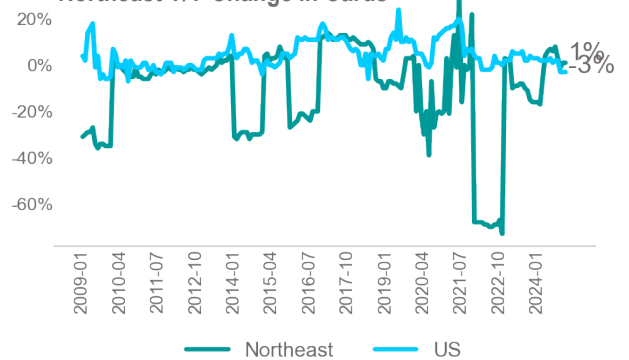
NE Region Showings Increased 39% Y/Y

Northeast region showings increased 39% year-over-year in December. The Northeast totaled 4,397 showings in December. Northeast Region Sentrilock cards decreased from last month to 2,870. Showings per card was 1.5. Year-over-year percent change in showings per card showed an increase of (38%).

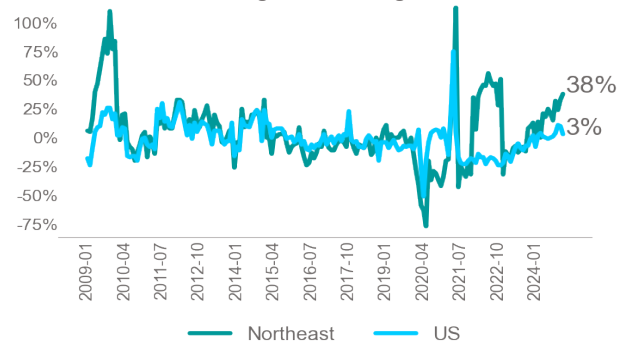
Northeast Y/Y Change in Showings



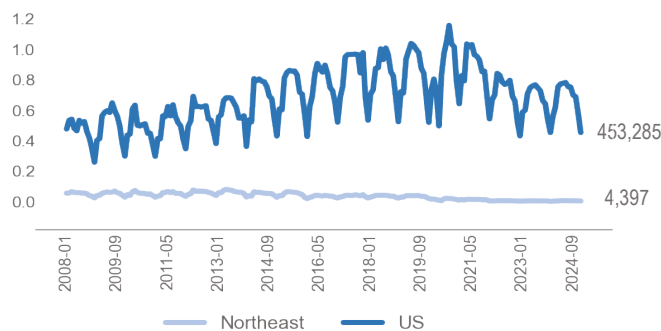
Northeast Y/Y Change in Cards



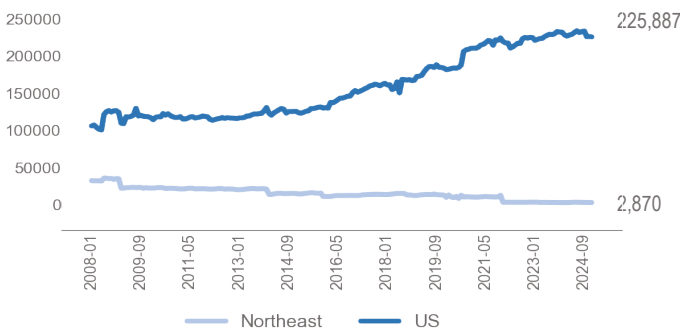
Northeast Y/Y Change in Showings Per Card



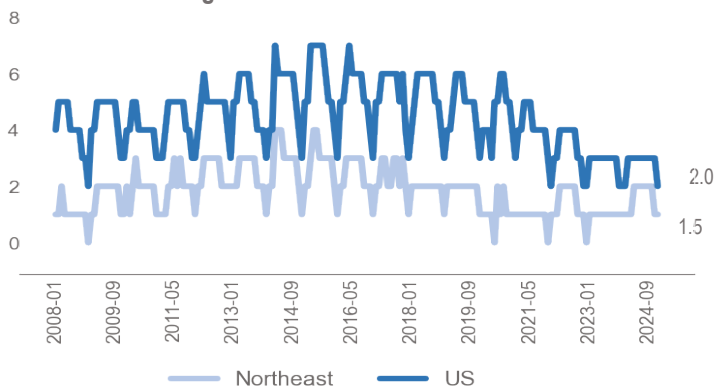
Northeast Showings



Northeast Cards



Northeast Showings Per Card



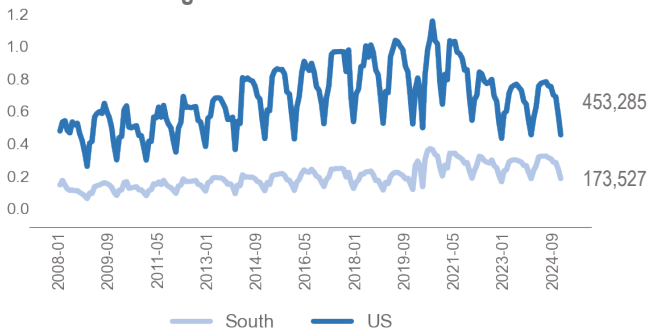
NAR SentiLock Home Showings Report

South

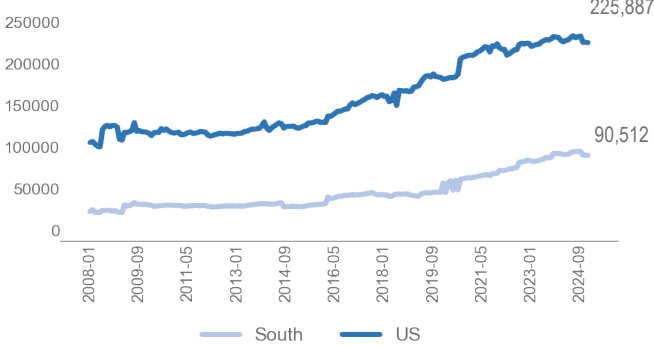
SO Region Showings Flat 0% Y/Y

Showings in the South were flat in December 2024, 0% from the same period a year ago. The South totaled 173,527 showings in December. South Region Sentrilock cards increased to 90,512. Showings per card totaled 2.0, equal to the national level. Year-over-year percent change in showings per card rose 3%.

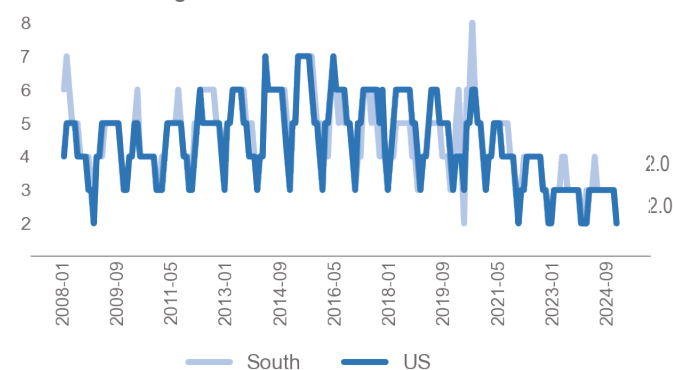
South Showings



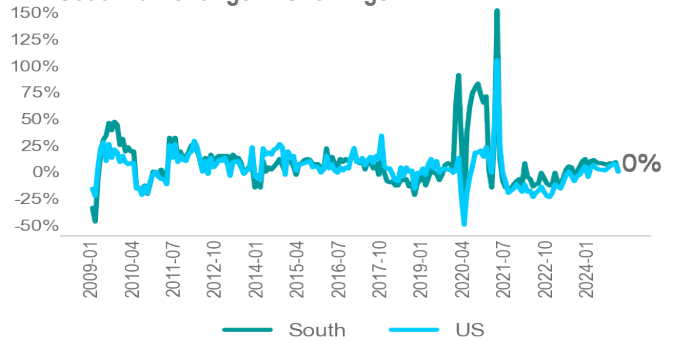
South Cards



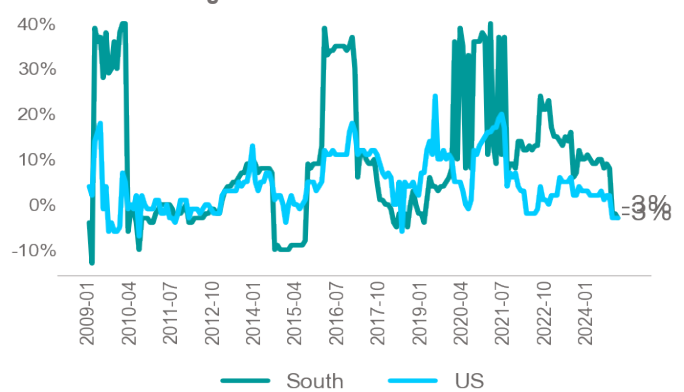
South Showings Per Card



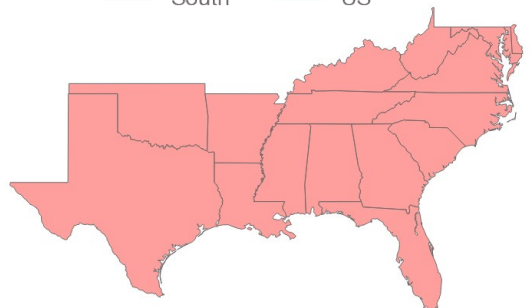
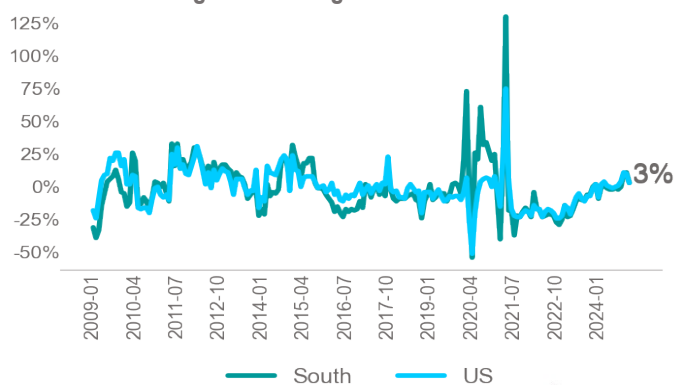
South Y/Y Change in Showings



South Y/Y Change in Cards



South Y/Y Change in Showings Per Card



NAR SentiLock Home Showings Report

West

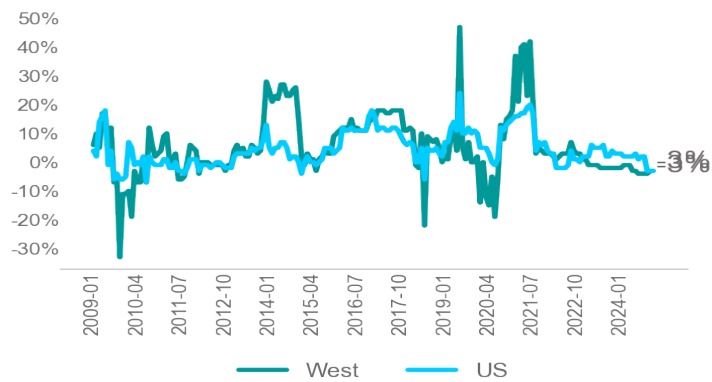
WE Region Showings Rose 3% Y/Y

Showings inclined 3% year-over-year in December. The West totaled 173,527 showings in December. West Region Sentrilock cards increased to 71,952. Showings per card totaled (2.4) and were the highest amongst regions. Y/Y percent change in showings per card was up 6%.

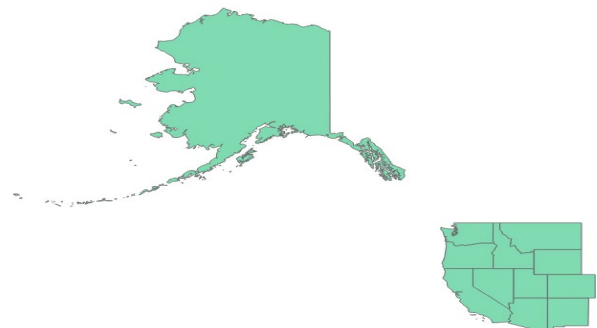
West Y/Y Change in Showings



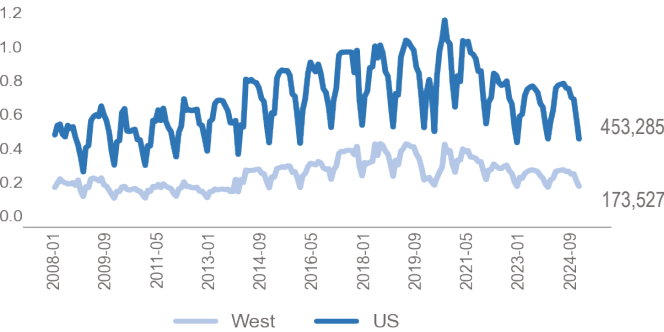
West Y/Y Change in Cards



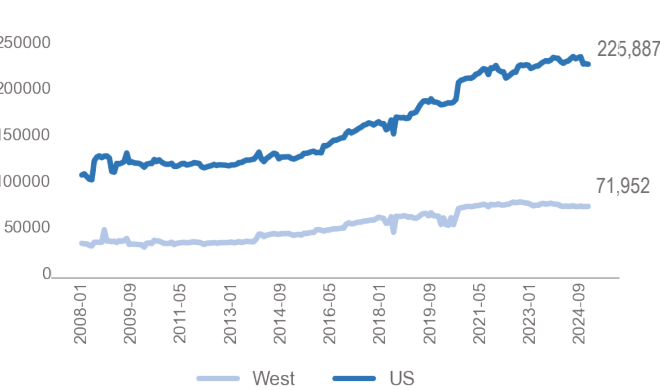
West Y/Y Change in Showings Per Card



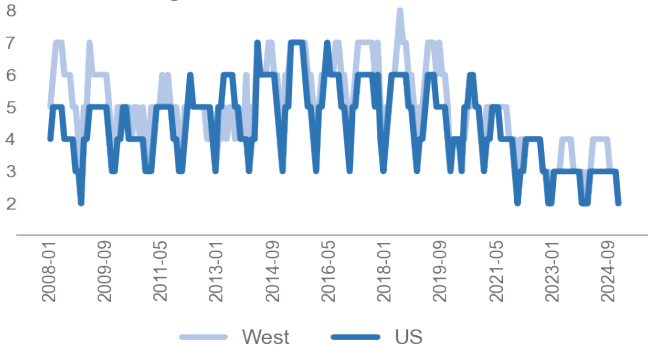
West Showings



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

©2025 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