

Animal House: Pets in the Home Buying and Selling Process

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NAR Research Staff

Animal House: Pets in the Home Buying and Selling Process

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Overview

A home purchase can be one of the largest a household makes. A number of factors must be considered throughout the home buying and selling process, including *all* members of the household, even pets. This report analyzes REALTOR® recommendations and actions taken by home buyers and sellers to best accommodate their pets and present their homes in the best light, despite effects from their furry family members.

Sixty-six percent of U.S. households currently have a pet or plan to get one in the future, proving that pets and their effects on a home, various belongings/toys, and accommodations must be considered for a majority of households. Additionally, **43 percent of households would be willing to move to better accommodate their pet(s)**, demonstrating that this is a priority among consumers. A small percentage, one percent, of recent home buyers said they were prompted to make their purchase by the desire for a better home for their pet(s). When searching for a new home, consumers don't only look for pet-friendly features within the home; **18 percent of recent home buyers said it was very important that their new neighborhood is convenient to a vet and/or outdoor space for their pet(s)**. This is important to consider when marketing a home for sale as potential considerations from prospective buyers.


Given their prevalence, REALTORS® must be equipped to advise their clients regarding their pets throughout the buying and selling process. Within the past year, a median of **38 percent of members' clients have owned a pet, companion animal, or service animal**; and 18 percent of members have represented clients that have moved solely for their animal. Pets are not only important to members

professionally, but also personally. Eighty-one percent of REALTORS® consider themselves animal lovers. Additionally, 14 percent of members volunteer for an organization that helps animals. Among those who consider themselves animal lovers and/or volunteer at an animal organization, 13 percent advertise this to potential clients.

Not only do pets influence certain aspects sought after in homes themselves, but also in communities: **68 percent of REALTORS®' clients say that the animal policy influenced their decision to rent/buy in a particular community**. These animal guidelines are an important aspect to consider in a home purchase, as it can include a significant added expense. **The typical annual pet fee for REALTORS®' clients in single family homes/townhouses and Condos/Co-Ops is \$300, compared to \$400 in rental units**. When finding a home for their clients, the most important feature to members' clients in terms of their animals' situation is a fenced yard, followed by a large enough home for the household and pet, and flooring.

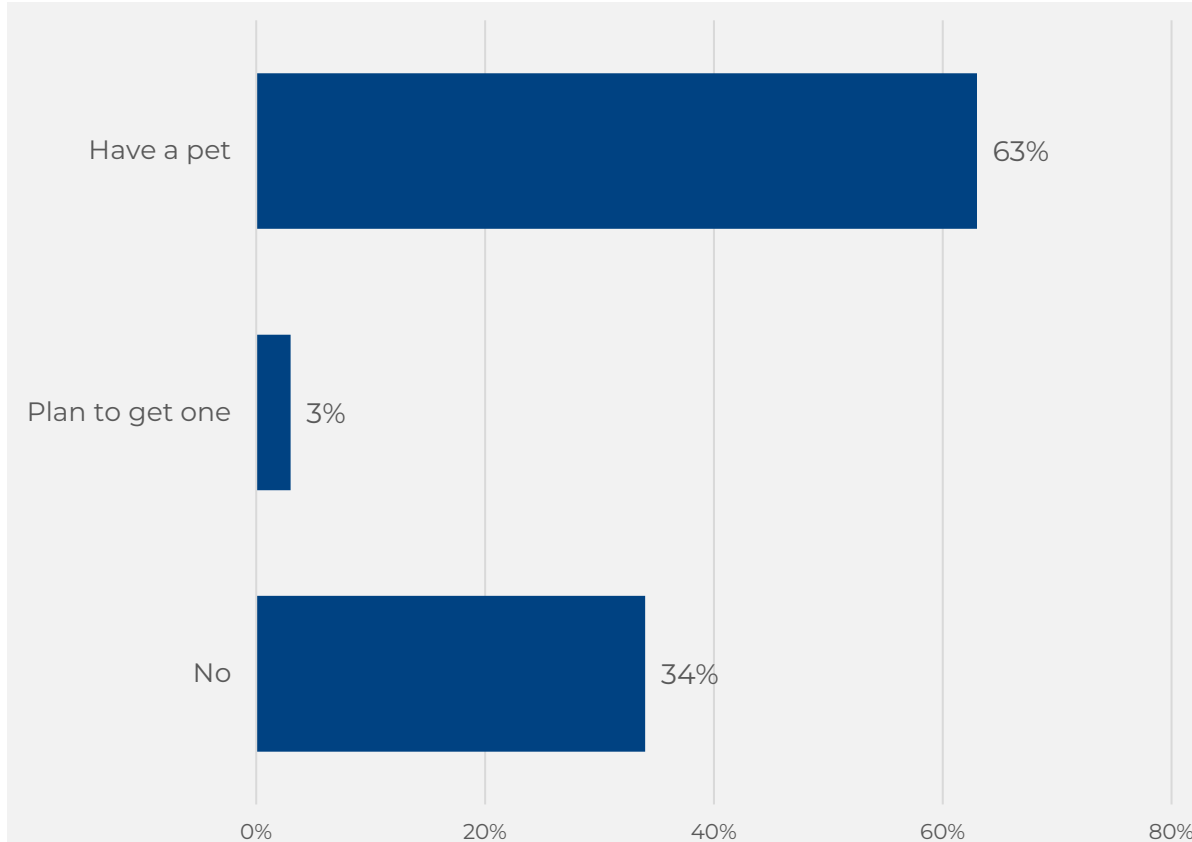
Pets also come into play when REALTORS® are advising in selling a home. The most common pet-related change members make to their seller clients is taking the animal(s) out for showings, followed by replacing anything damaged by the pet(s). **Eighty percent of REALTORS® recommend that their clients remove pets during showings when selling their home**.

While they may not be the top priority for home buyers and sellers, pets are an important aspect and must not be forgotten.

A family of four and a dog are sitting on a wooden porch in front of a house with grey siding. From left to right: a large white fluffy dog with a blue bandana, a young girl with long dark hair wearing a pink and white shirt and blue jeans, a woman with long dark hair wearing a blue top and a light pink cardigan, and a man with a grey beard wearing a red and blue plaid shirt and blue jeans. A young boy is sitting in front of the man, wearing a light blue shirt and blue jeans. The porch has two potted plants with purple flowers. The house has a white door with a wreath and a white mailbox. A blue triangle is in the bottom right corner.

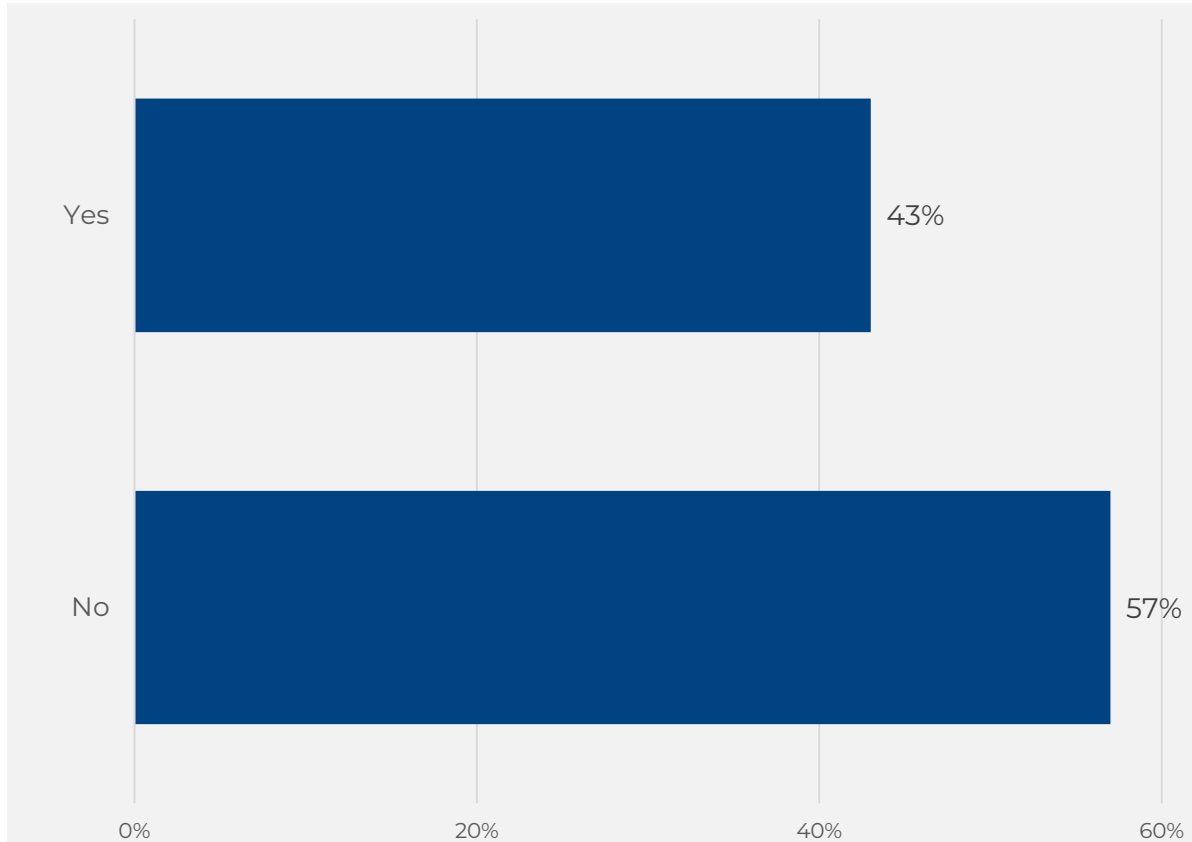
Consumer Actions

Pet Ownership



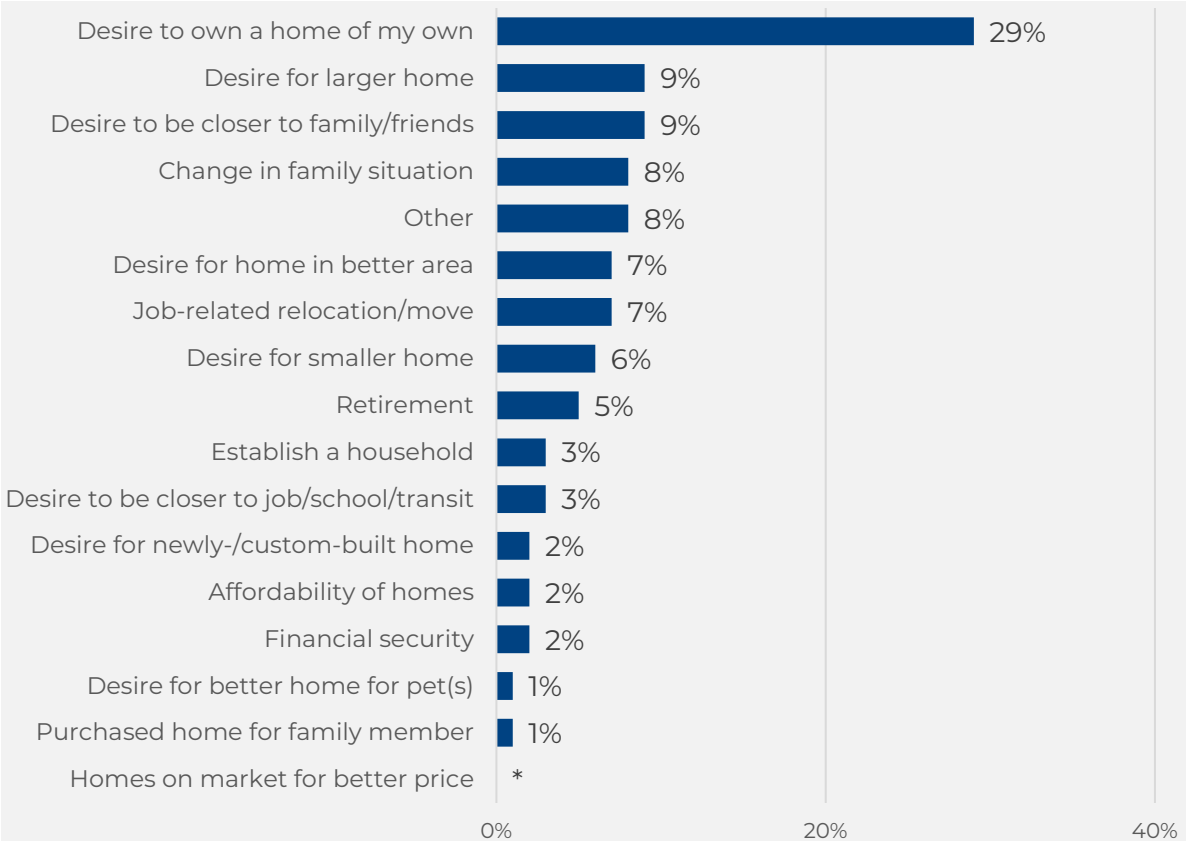
Approximately 66 percent of U.S. households currently own a pet or plan to get one.

Willing to Move for Pet



Forty-three percent of U.S. households would be willing to move or change their living situation to accommodate their pet.

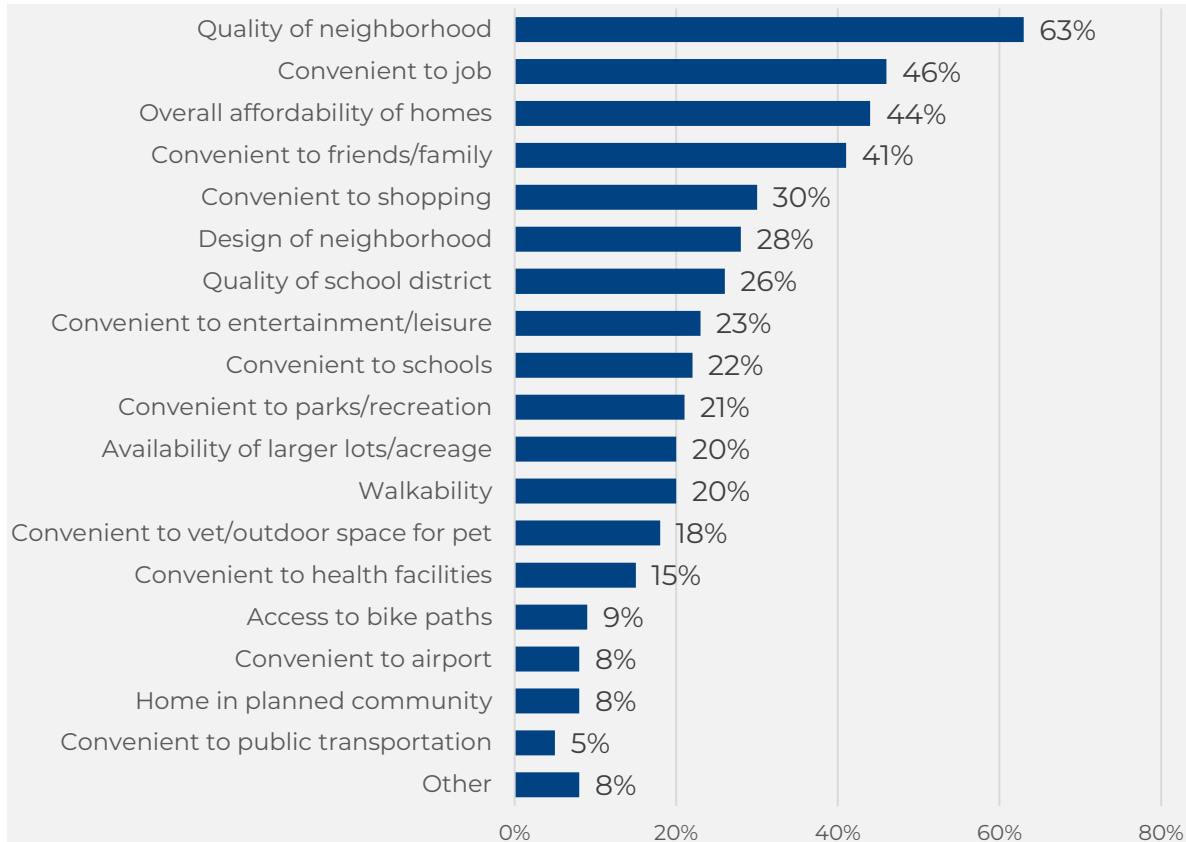
Reasons for Home Purchase



One percent of recent home buyers (four percent of single females and two percent of unmarried couples) made their home purchase for a better home for their pet(s).

* = less than 1%

Most Important Neighborhood Factors

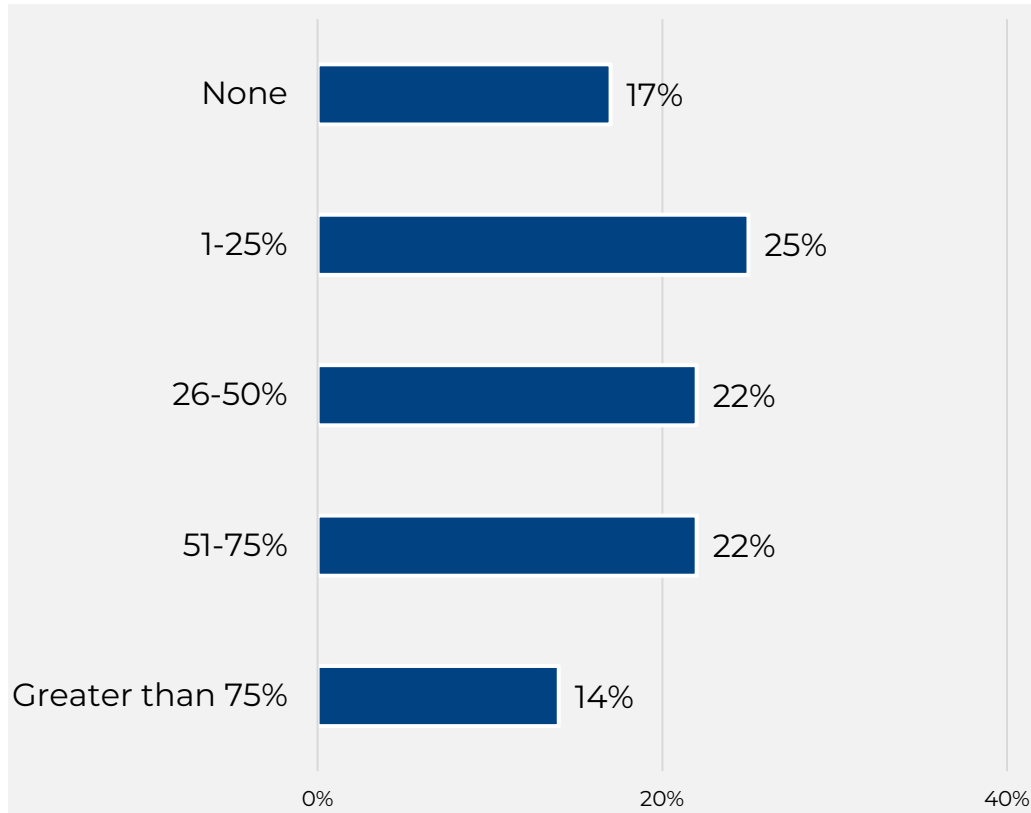


Eighteen percent of recent home buyers said it was very important that their new neighborhood be convenient to a vet and/or outdoor space for their pet(s).



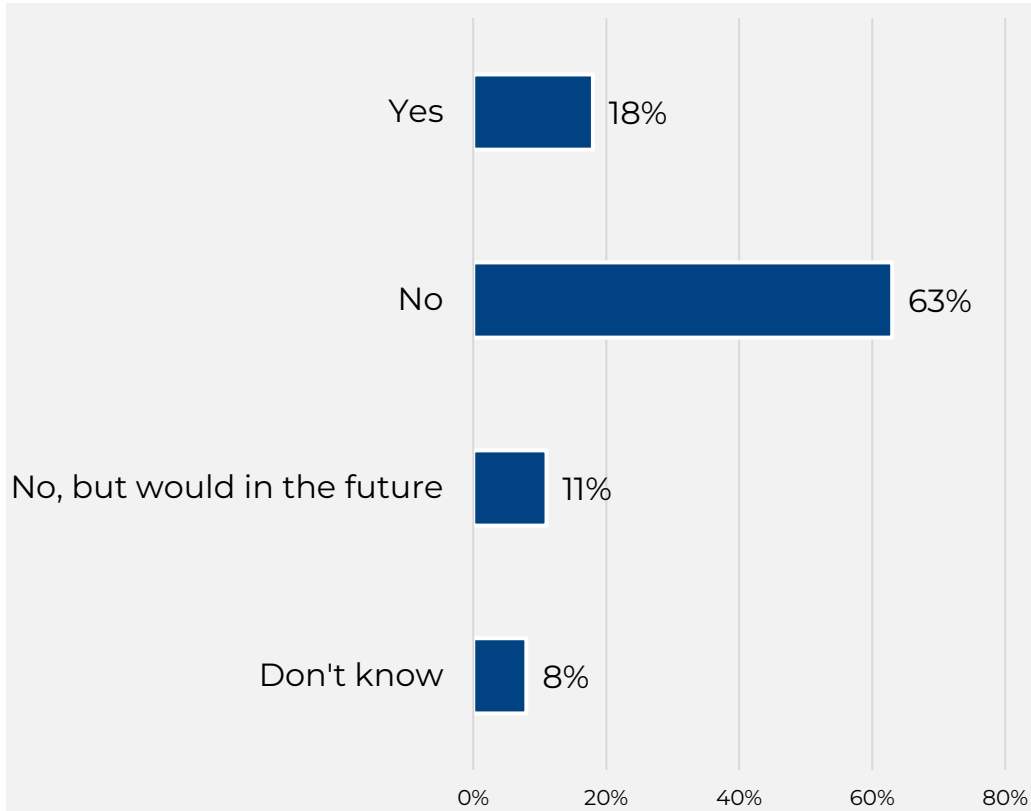
REALTOR® Actions

Clients with Animals



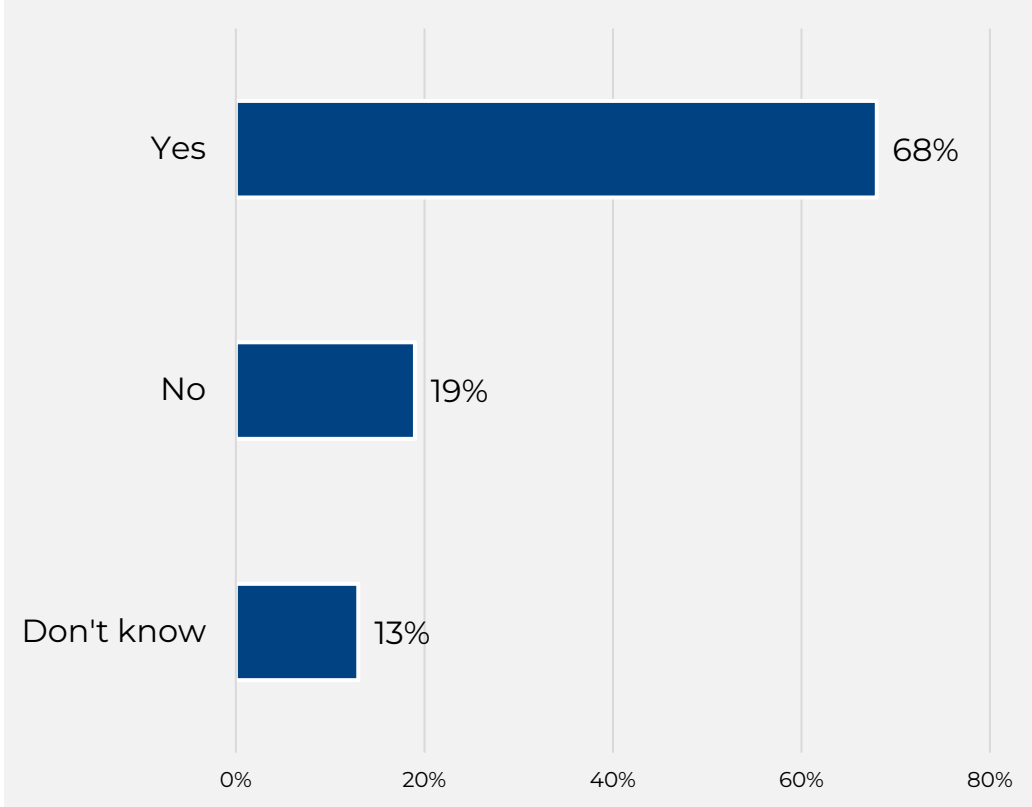
Within the past year, a median of 38 percent of REALTORS®' clients have owned a pet, companion animal, or service animal.

Moving Solely for Animal



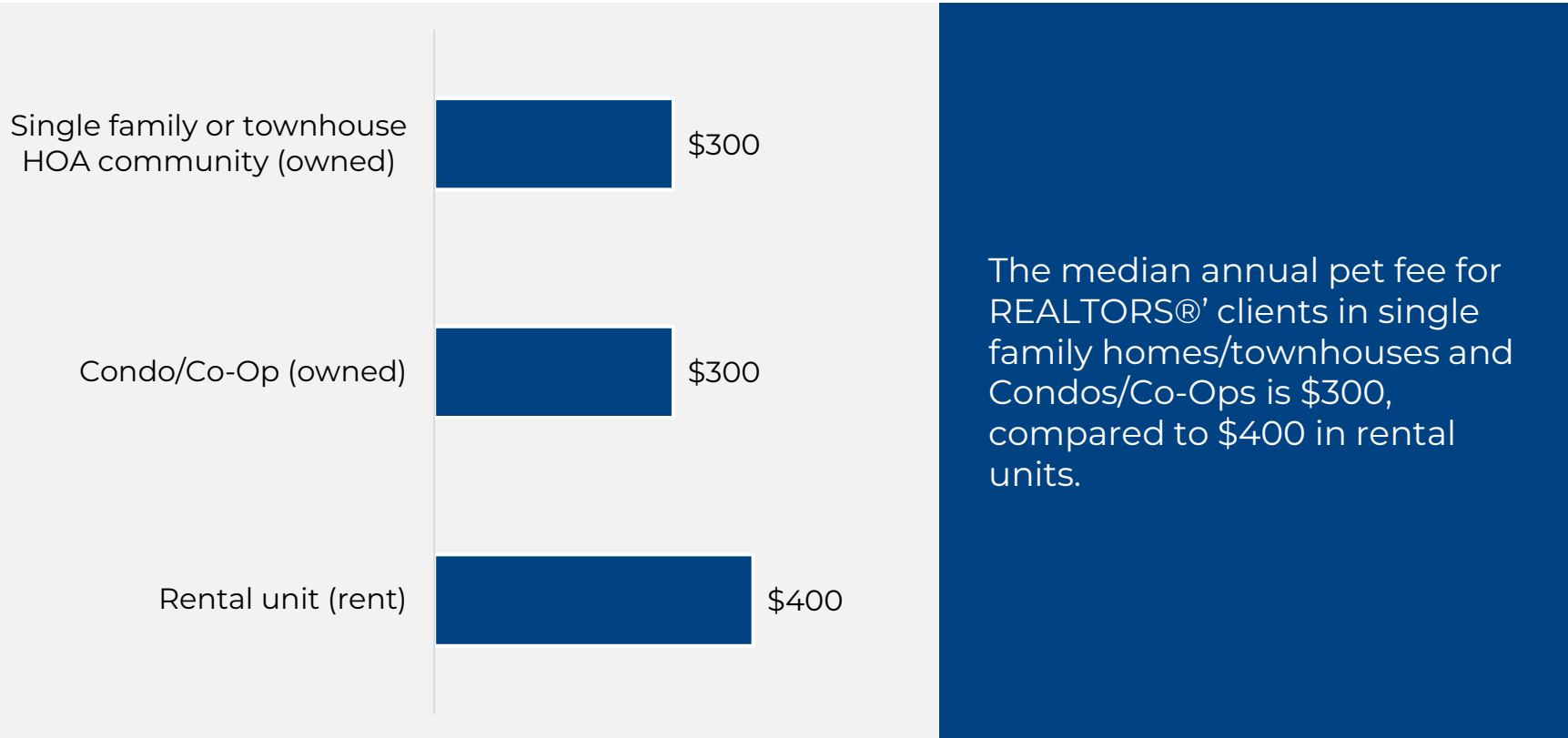
Eighteen percent of REALTORS® have represented clients that moved solely because of their animal.

Community Animal Policy Influence on Home Decision



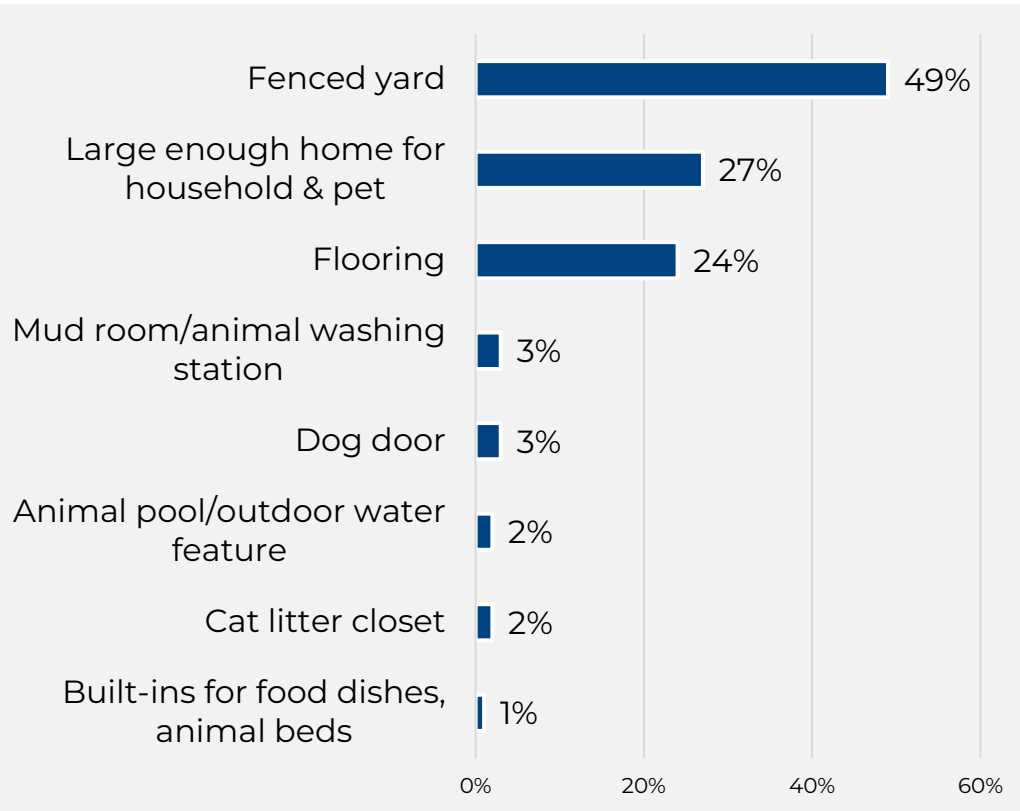
Sixty-eight percent of members said that community animal policies influenced their clients' decision to rent/buy in a particular community.

Annual Pet Fees



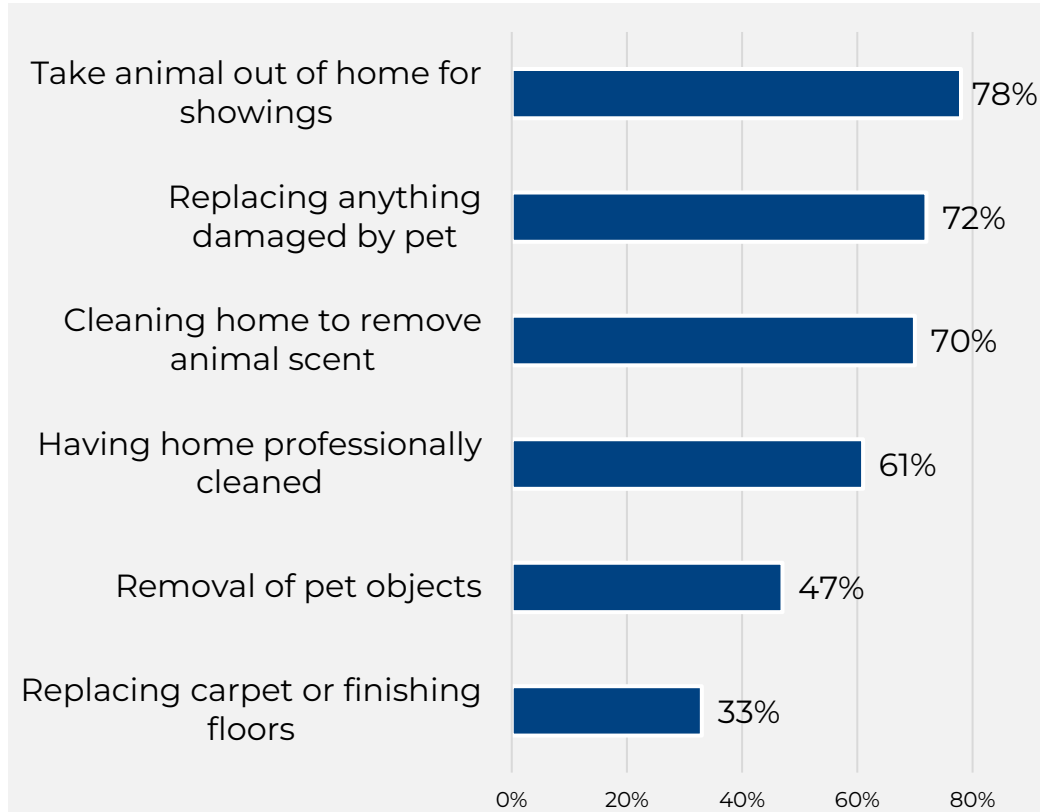
The median annual pet fee for REALTORS®' clients in single family homes/townhouses and Condos/Co-Ops is \$300, compared to \$400 in rental units.

Very Important Pet Aspects in Home Search



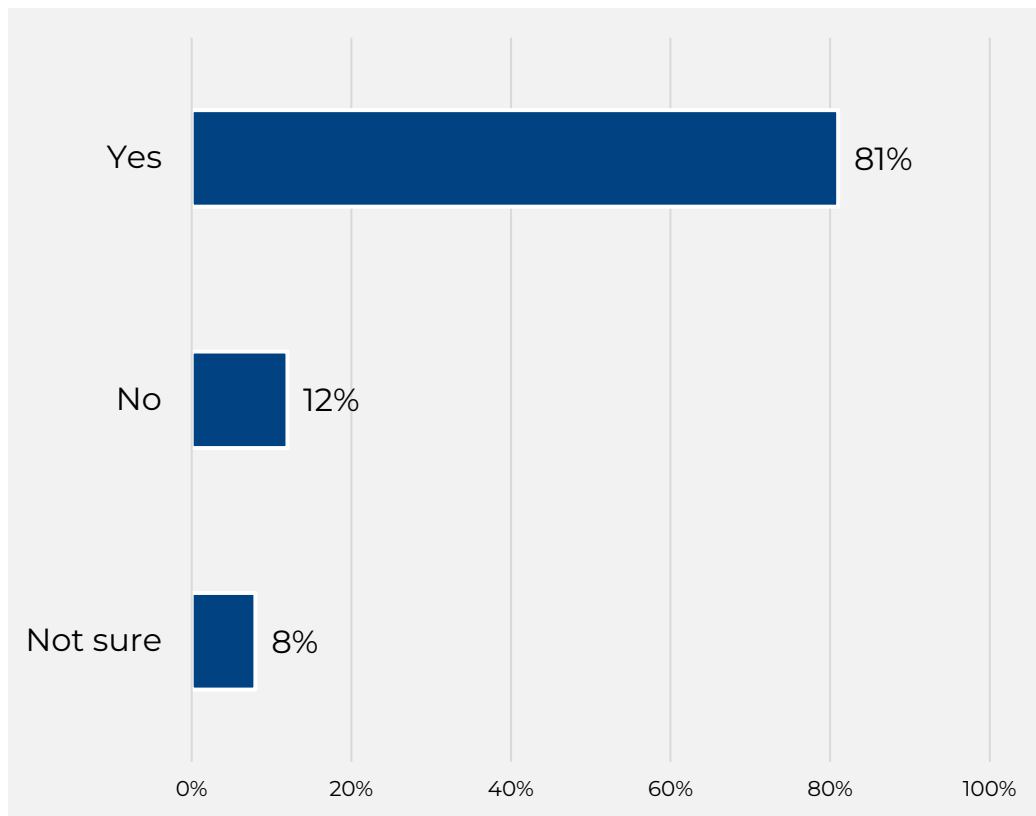
When finding a home for their clients, the most important feature to members' clients in terms of their animals' living situation is a fenced yard, followed by a large enough home for the household and pet, and flooring.

Pet-Related Changes for Sellers



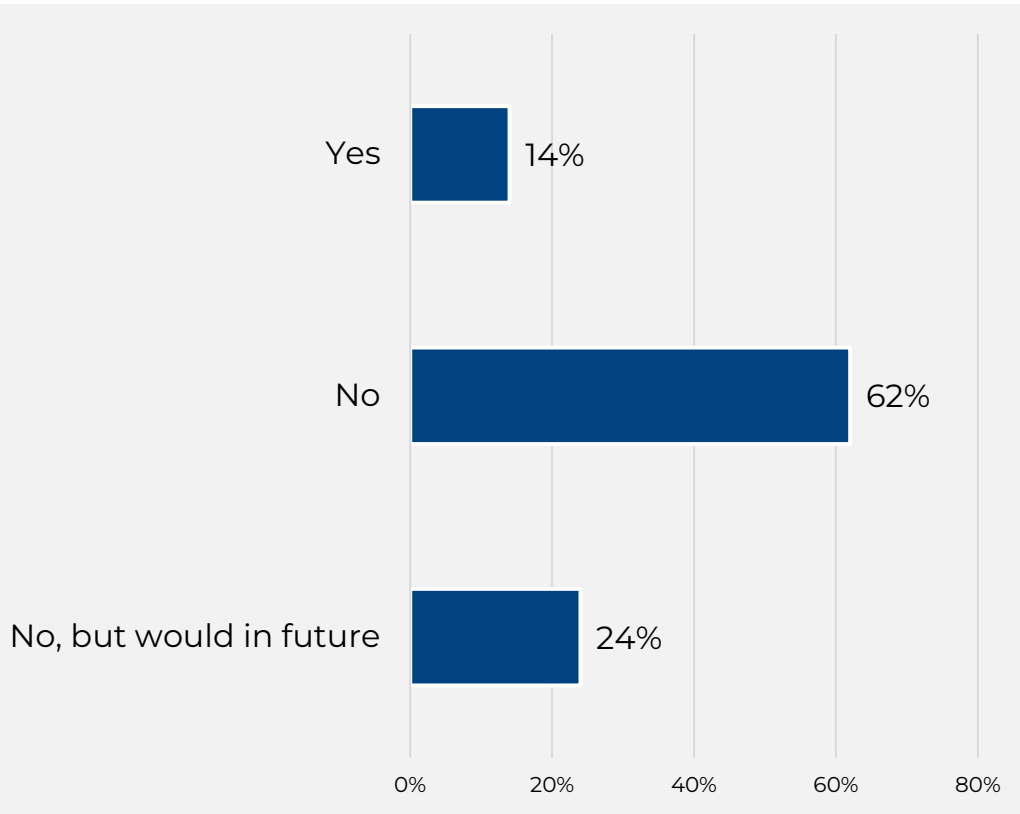
The most common pet-related change members always or often make to their seller clients is taking the animal(s) out for showings, followed by replacing anything damaged by the pet(s).

Animal Lovers



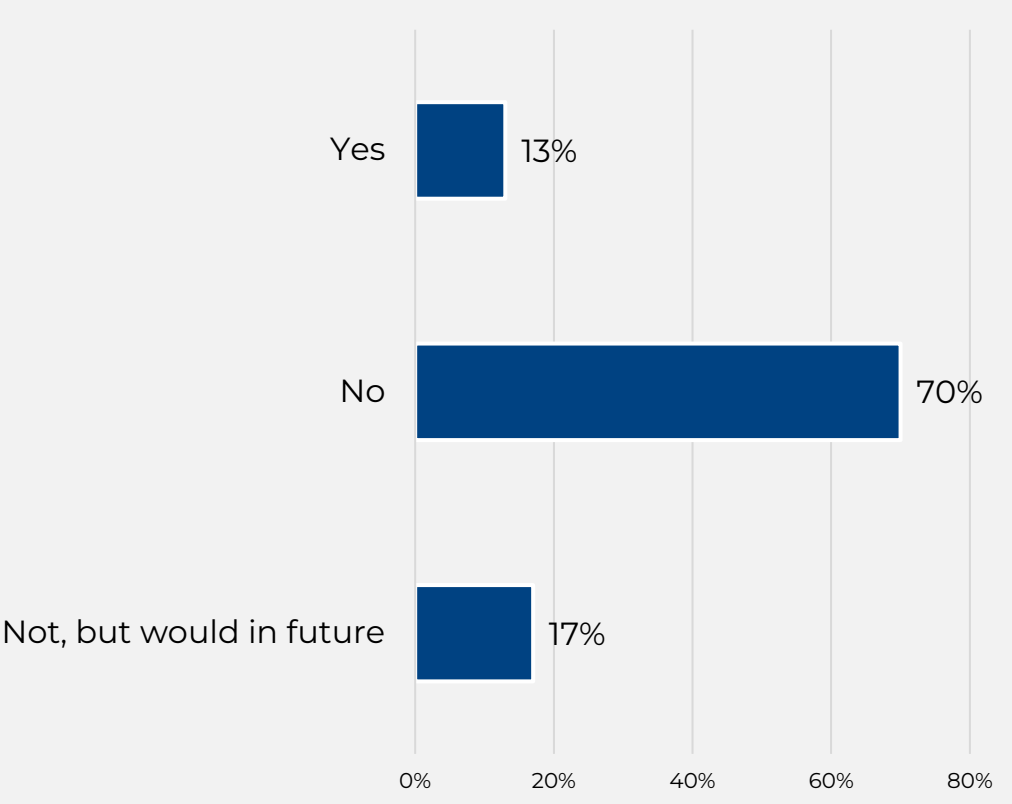
Eighty-one percent of REALTORS® consider themselves animal lovers.

Volunteering at Animal Organizations



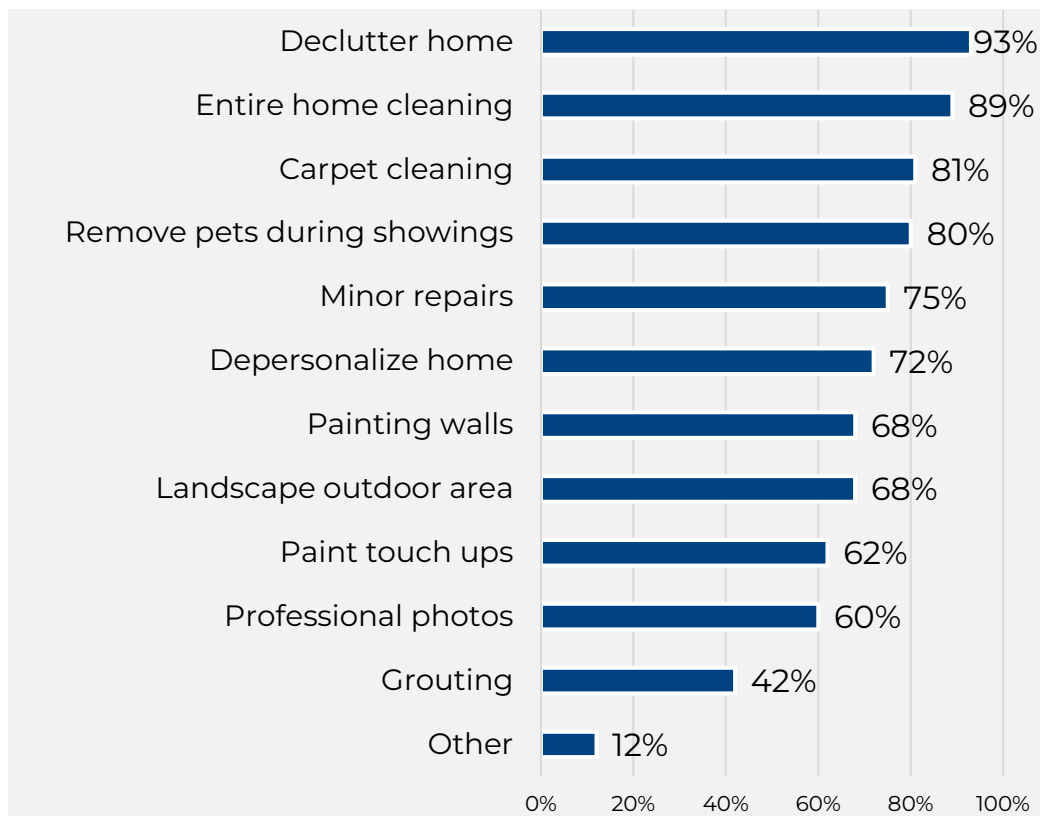
Fourteen percent of REALTORS® volunteer for an organization that helps animals.

Advertising Animal Lovers to Potential Clients



Among REALTORS® who consider themselves animal lovers and/or volunteer at an animal organization, 13 percent advertise this to potential clients.

Home Improvement Items Recommended to Sellers



Eighty percent of REALTORS® recommend that their clients remove pets during showings when selling their home.

Methodology

Consumer Actions

HOME Survey

The survey was conducted by an established survey research firm, TechnoMetrica Market Intelligence. Each month, January through March 2020, a sample of U.S. households was surveyed via random-digit dial, including cell phones and land lines. Using a computer-assisted telephone interviewing (CATI) system, TechnoMetrica conducts interviews from their call center. Regional quotas are used, based on four census regions and nine census divisions.

Each month approximately 900 qualified households responded to the survey. The data compiled for this report and is based on 2,710 completed telephone interviews. For monthly results, the margin of error for the survey is +/-3.3 percentage points at the 95% confidence level.

Home Buyer and Seller Survey

In July 2019, NAR mailed out a 125-question survey using a random sample weighted to be representative of sales on a geographic basis to 159,750 recent home buyers. The recent home buyers had to have purchased a primary residence home between July of 2018 and June of 2019. A total 5,870 responses were received from primary residence buyers. After accounting for undeliverable questionnaires, the survey had an adjusted response rate of 3.7 percent.

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REALTOR® Actions

Housing Omnibus Survey

In February and March 2020, NAR invited a random sample of 104,009 active REALTORS® to fill out an online survey. A total of 4,532 useable responses were received for an overall response rate of 4.4 percent. At the 95 percent confidence level, the margin of error is plus-or-minus 1.87 percent.

Home Staging Survey

In February 2019, NAR invited a random sample of 48,728 active REALTORS® to fill out an online survey. A total of 2,076 useable responses were received for an overall response rate of 4.2 percent. At the 95 percent confidence level, the margin of error is plus-or-minus 2.15 percent.





The National Association of REALTORS® is America's largest trade association, representing more than 1.4 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 produce timely, data-driven market analysis and authoritative business intelligence to serve members, and inform consumers, policymakers and the media in a professional and accessible manner.

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