

NAR SentiLock Home Showings Report January 2025

National Association of REALTORS®
Research Group



NATIONAL
ASSOCIATION OF
REALTORS®

NAR SentiLock Home Showings Report

Summary

- ❖ Nationally, Sentrilock home showings were up 4% year-over-year. Three of four regions saw an increase in showings year-over-year in January: The Northeast (56%), the West (3%), and the Midwest region (2%). The South region remained flat at 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 (7%) year-over-year.

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NAR SentiLock Home Showings Report

United States

Showings increase 4% Y/Y in January

January 2025 U.S. showings rose 4% year-over-year, with 581,201 showings, according to data from SentiLock, LLC., a lockbox company. The pace of showing activity has declined compared to last month, December 2024.

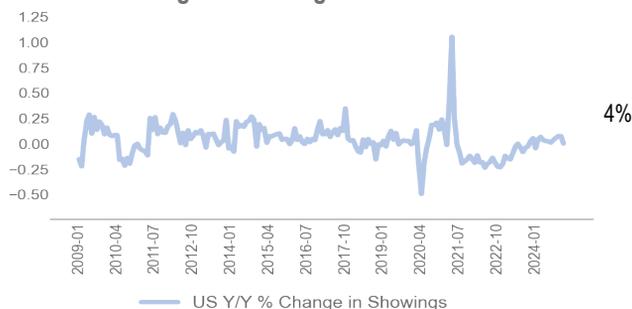
SentiLock Cards Declined 3% Y/Y

Total U.S. SentiLock cards fell 3% year-over-year to 221,028. 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.

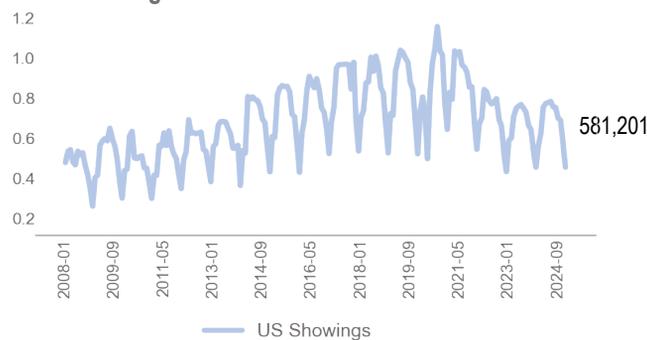
Showings Per Card Showed Rose 7% Y/Y

The number of showings per card reflects the strength of buyer interest per listed property. At a national level, showings per card increased 7% year-over-year in January.

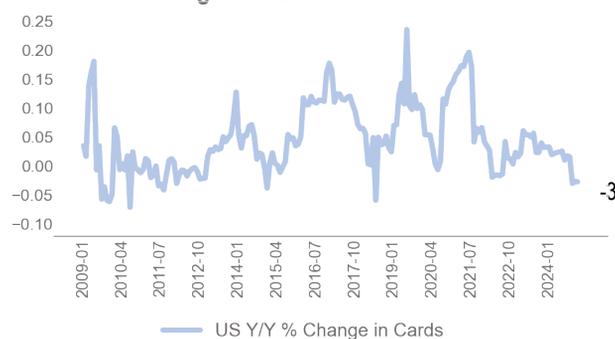
U.S. Y/Y Change in Showings



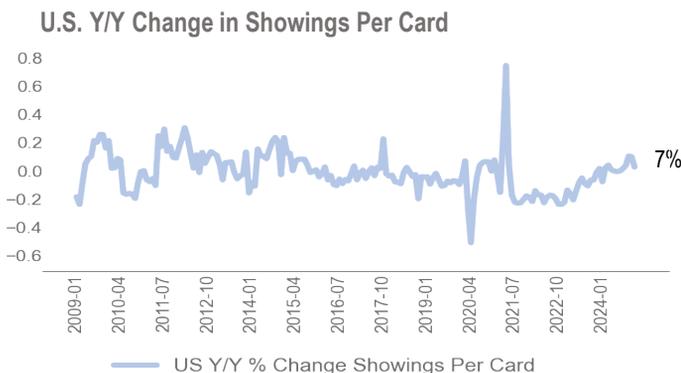
U.S. Showings



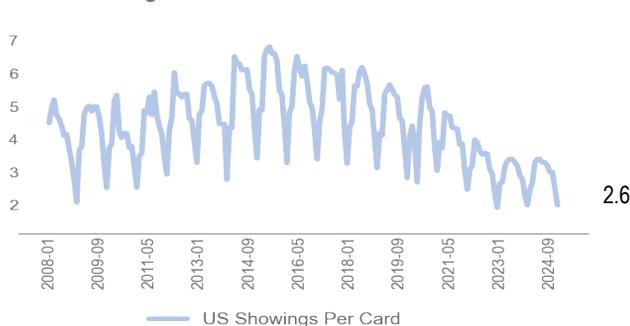
U.S. Y/Y Change in Cards



U.S. Cards



U.S. Showings Per Card



NAR SentiLock Home Showings Report

Regional

Three of Four Regions Saw Y/Y Showings Increase

Three of four regions saw an increase in showings year-over-year in January: The Northeast had the biggest gain (56%), followed by the West (3%) while the Midwest region rose (2%). The South region remained flat at 0%.

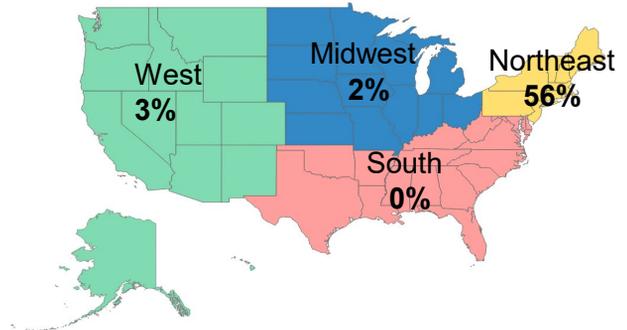
Y/Y SentiLock Cards Decreased In Three of the four Regions

Cards on a y/y basis were down in the Midwest (-4%) and the West (-3%). The South also fell (-3%). The Northeast region had the only increase (1%).

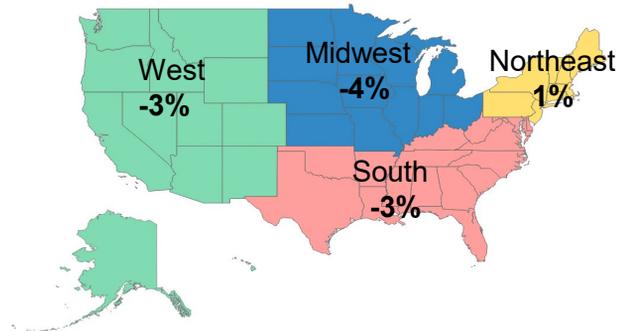
Showings Per Card Increased In All Four Regions On A Y/Y Basis

All four regions saw year-over-year increases in showings per card in January. The Northeast had the biggest increase (54%), followed by the West (11%). The Midwest rose by 6%, and the South region gained 4%.

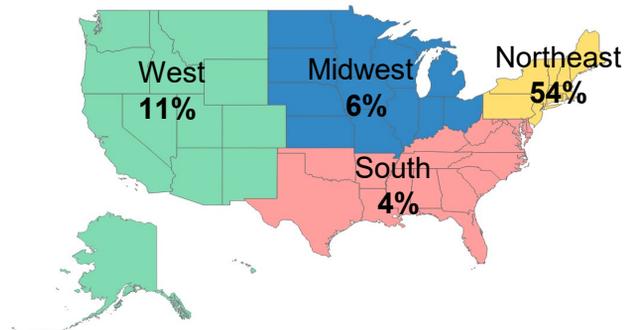
Regional Y/Y Change in Showings



Regional Y/Y Change in Cards



Regional Y/Y Change in Showings Per Card



NAR SentiLock Home Showings Report

Midwest

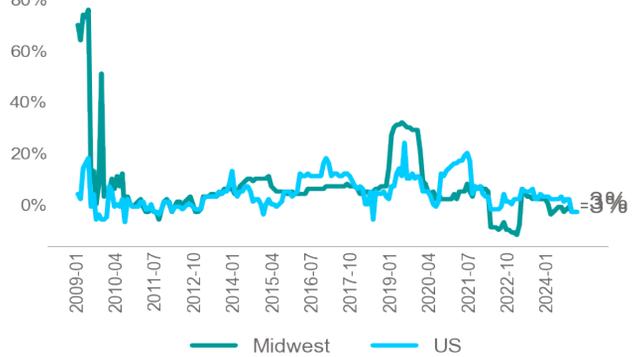
MW Region Showings Rose 2% Y/Y

Midwest showings increased by 2% y/y in January. The Midwest totaled 91,706 showings. Midwest region Sentrilock cards decreased from last month to 58,644. Showings per card increased to 1.9. The year-over-year percent change in showings per card increased by 6%.

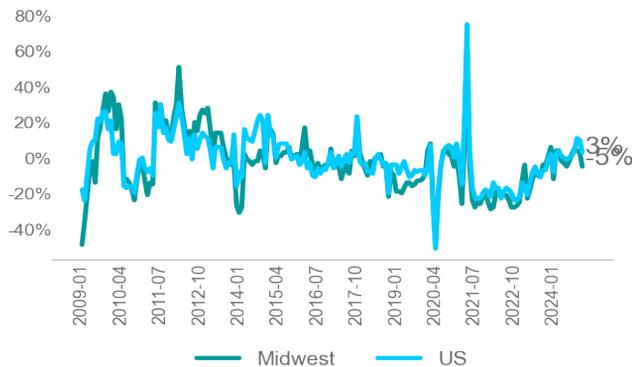
Midwest Y/Y Change in Showings



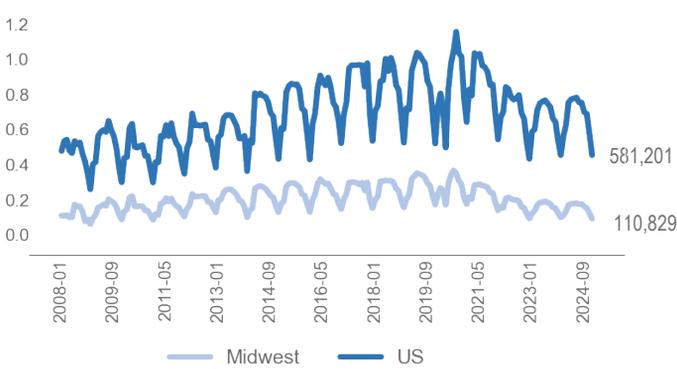
Midwest Y/Y Change in Cards



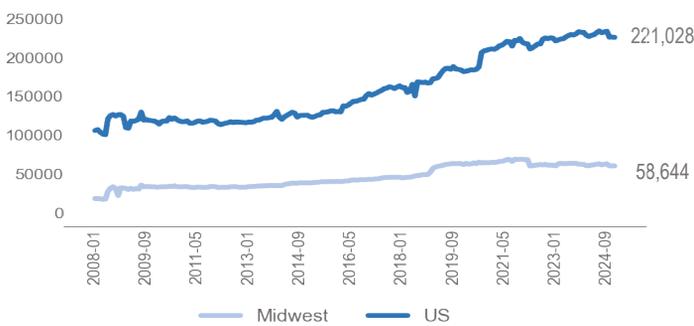
Midwest Y/Y Change in Showings Per Card



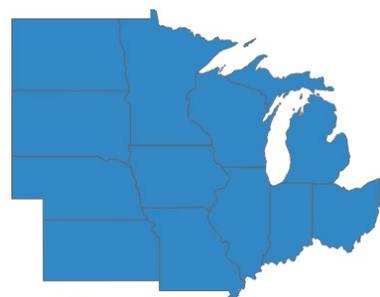
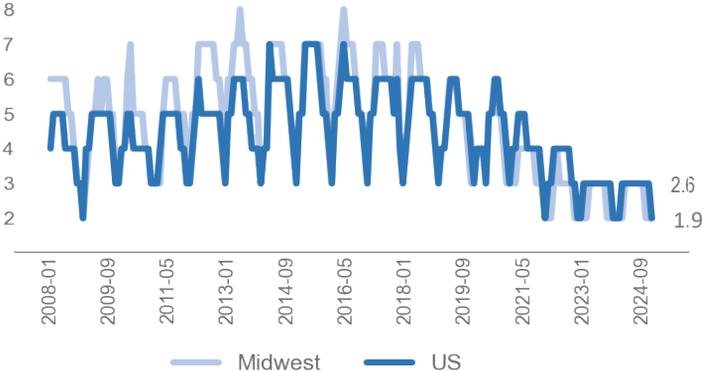
Midwest Showings



Midwest Cards



Midwest Showings Per Card



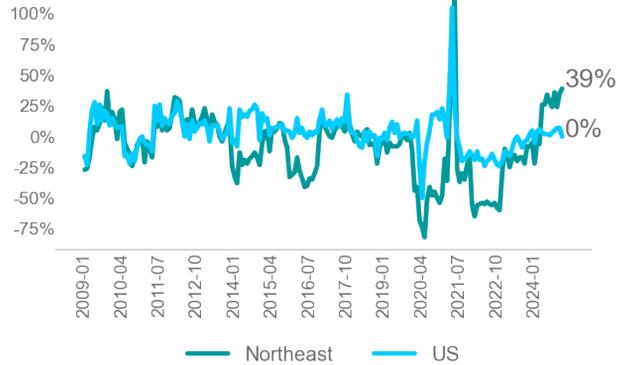
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Northeast

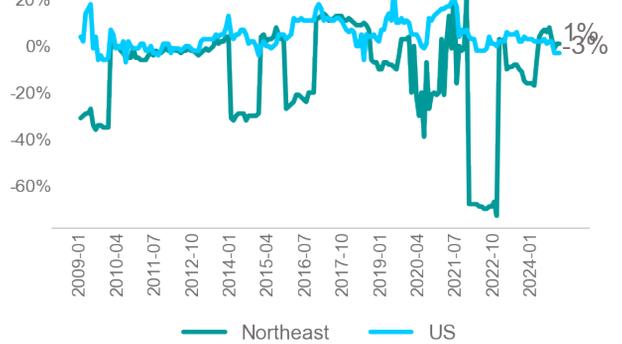
NE Region Showings Increased 56% Y/Y

Northeast region showings increased 56% year-over-year in January. The Northeast totaled 5,352 showings in January. Northeast Region Sentrilock cards decreased from last month to 2,855. Showings per card was 1.9. Year-over-year percent change in showings per card showed an increase of (54%).

Northeast Y/Y Change in Showings



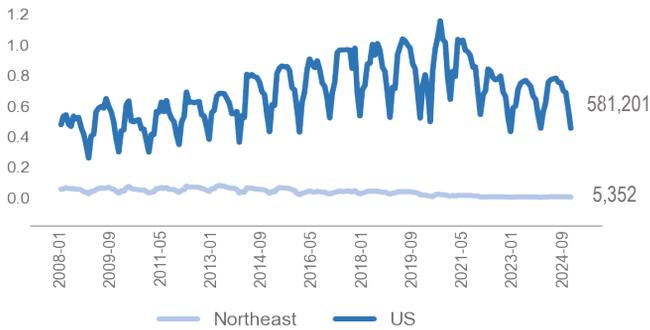
Northeast Y/Y Change in Cards



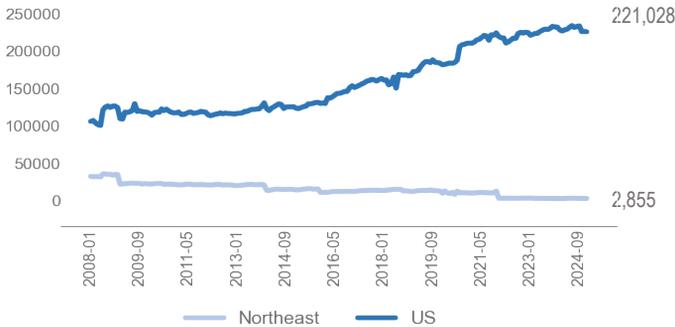
Northeast Y/Y Change in Showings Per Card



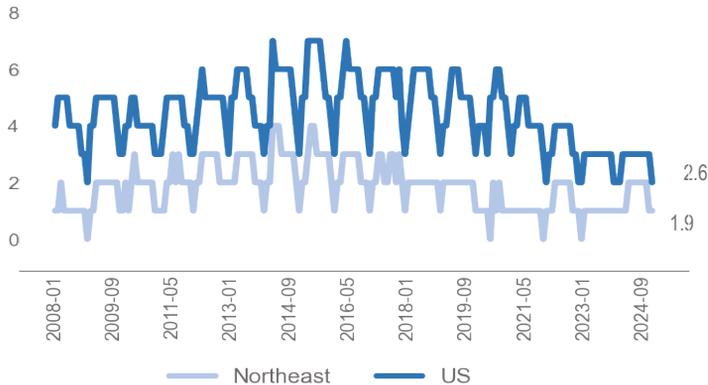
Northeast Showings



Northeast Cards



Northeast Showings Per Card



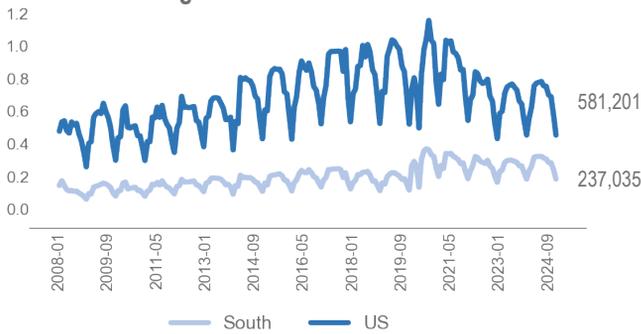
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South

SO Region Showings Flat 0% Y/Y

Showings in the South were flat in January 2025 at 0% from the same period a year ago. The South totaled 237,035 showings in January. South Region Sentrilock cards increased to 89,489. Showings per card totaled 2.6, equal to the national level. Year-over-year percent change in showings per card rose 4%.

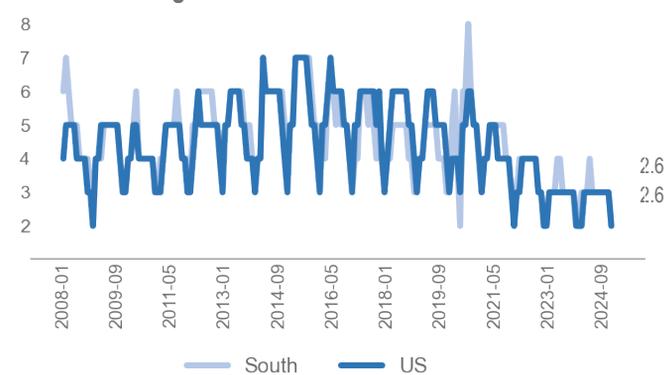
South Showings



South Cards



South Showings Per Card



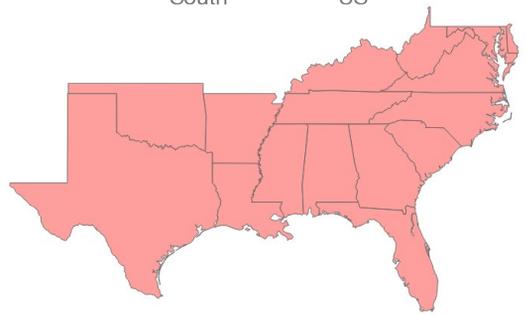
South Y/Y Change in Showings



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 increased 3% year-over-year in January. The West totaled 227,985 showings in January. West Region Sentrilock cards increased to 70,040. Showings per card totaled (3.3) and were the highest amongst regions. Y/Y, the percent change in showings per card was up 11%.

West Y/Y Change in Showings



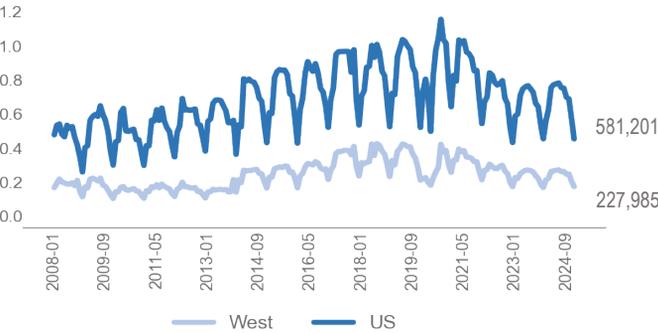
West Y/Y Change in Cards



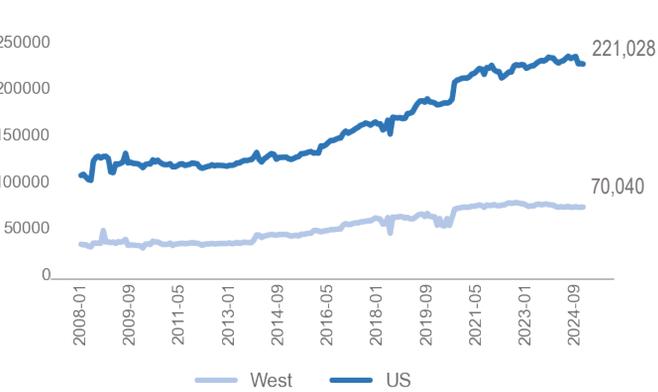
West Y/Y Change in Showings Per Card



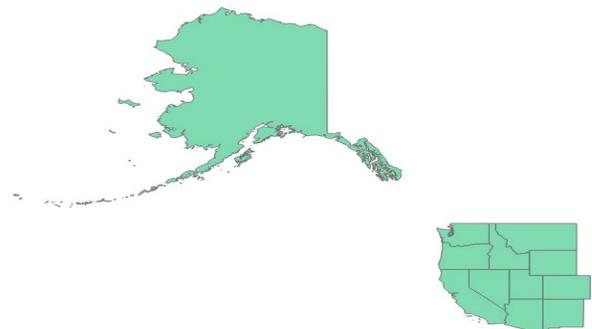
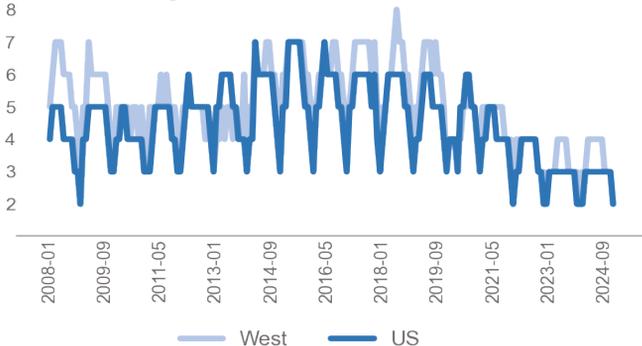
West Showings



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.

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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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