

# Buyer Reaction to the Market

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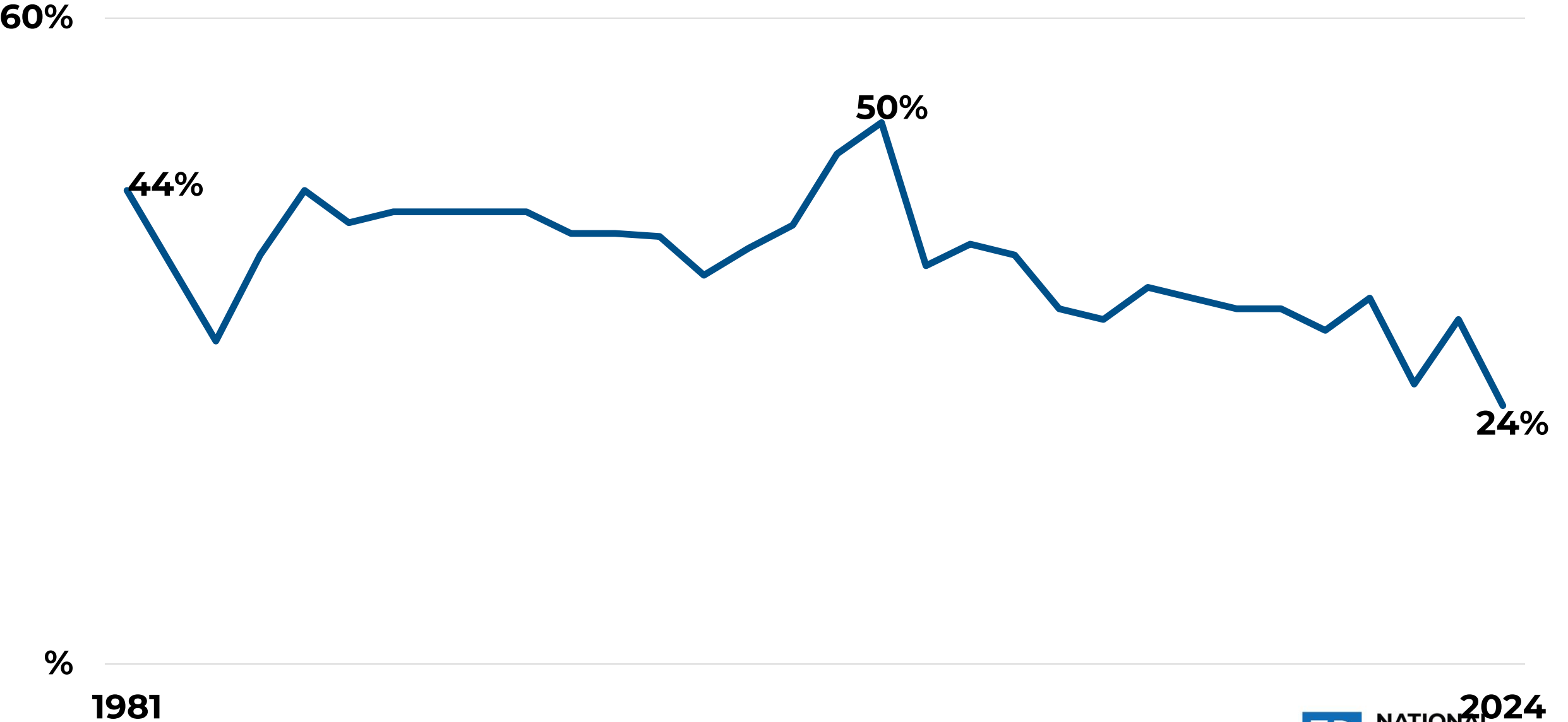




# First-time Buyers

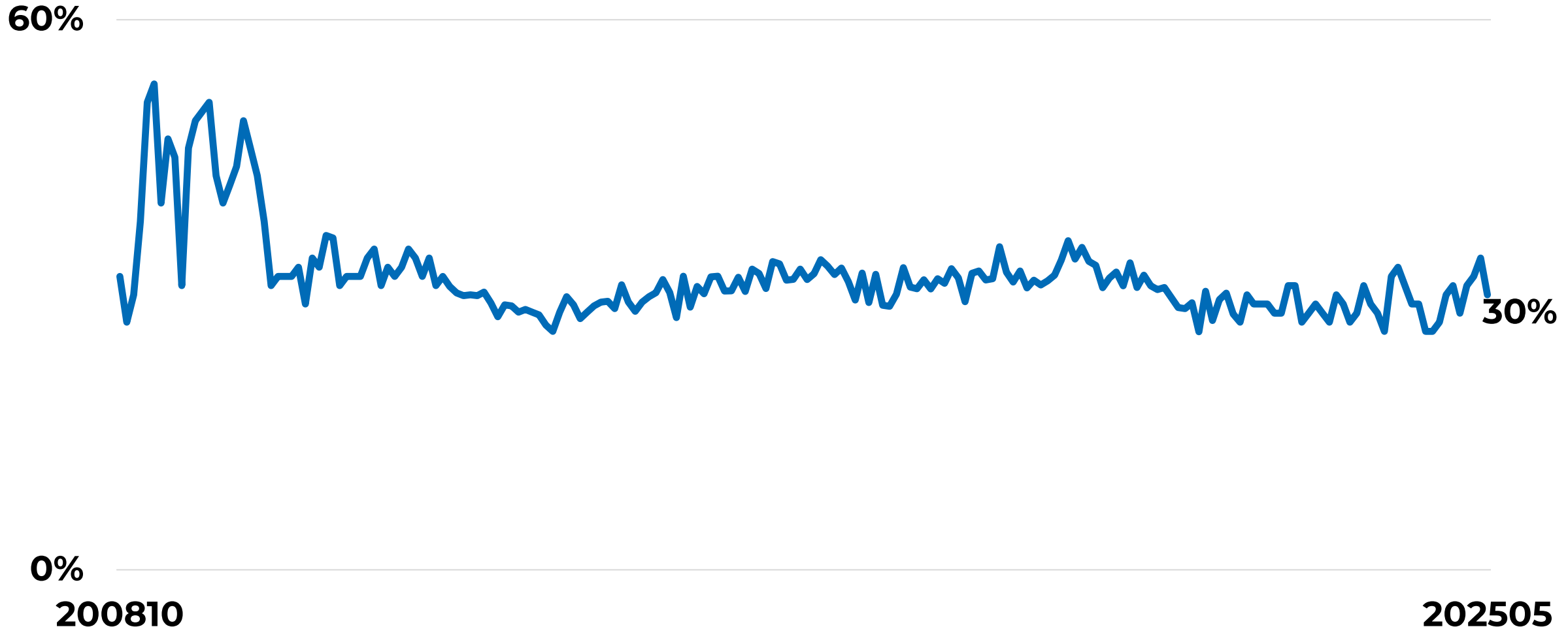


# Annual Share First-time Home Buyers All-Time Low



Source: NAR Profile of Home Buyers and Sellers  
[www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers](http://www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers)

# First-Time Home Buyers Monthly Data Still Lags, But Buyers in a Sweeter Spot



Source: NAR REALTORS® Confidence Index: <https://www.nar.realtor/research-and-statistics/research-reports/realtors-confidence-index>

# Actions For Potential First-time Buyers



Go to the sources of knowledge: REALTORS® & mortgage brokers

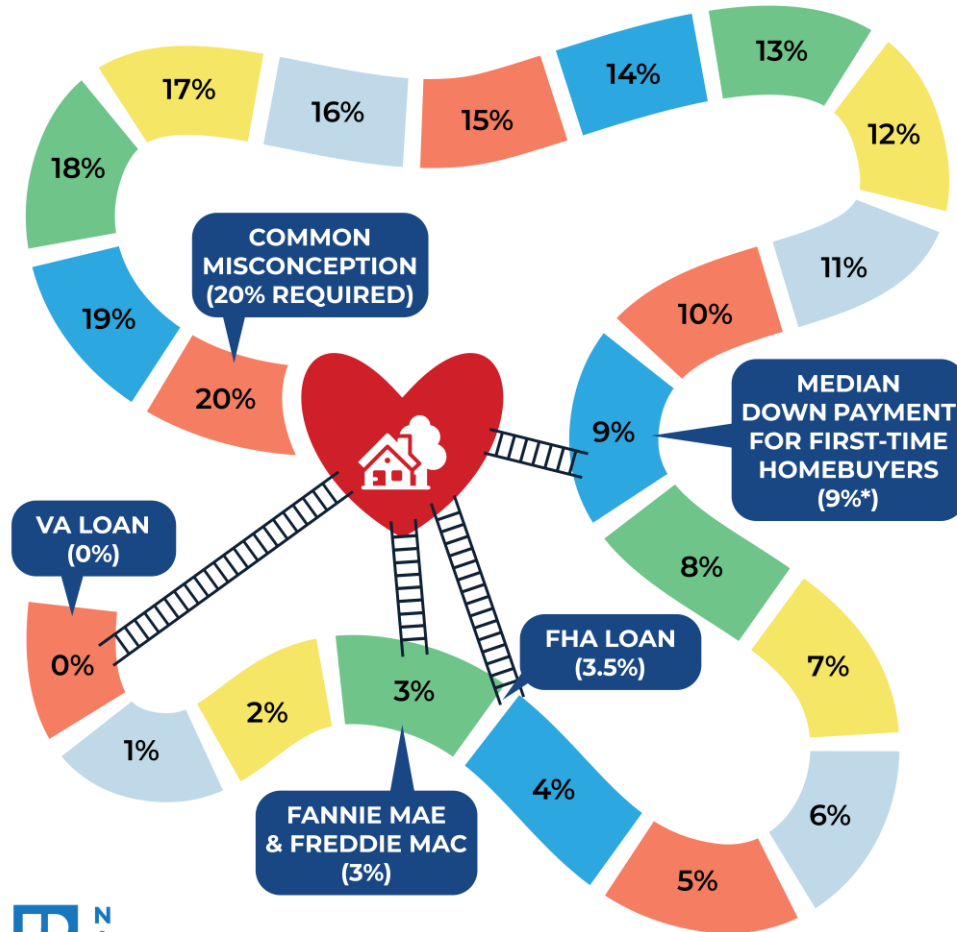
Know all the options: inventory & loans

Double up before/after buying, work on debt-to-income ratio & credit score

Research low downpayment options

# ALL ROADS LEAD TO HOME

## COMMON DOWN PAYMENTS



# Use NAR Research Infographics

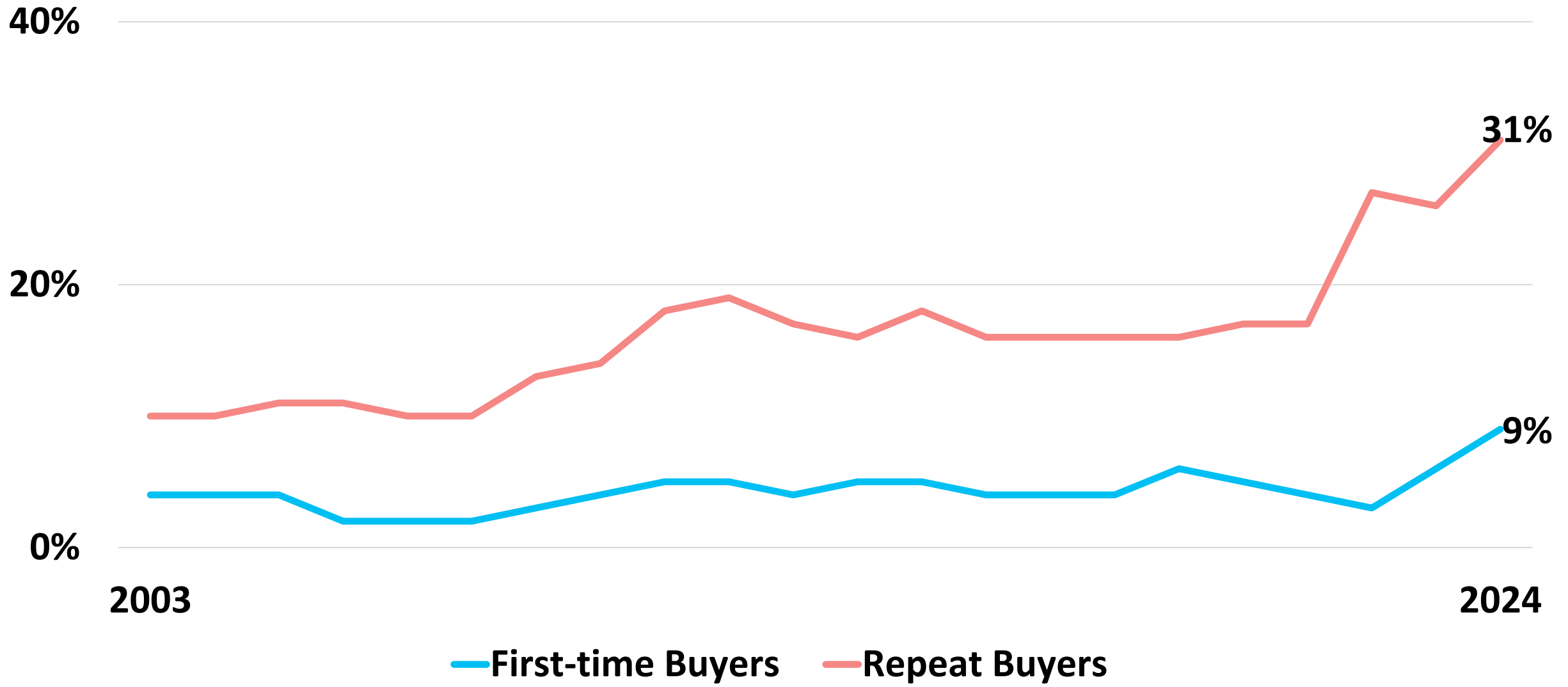




# All Cash Buyers

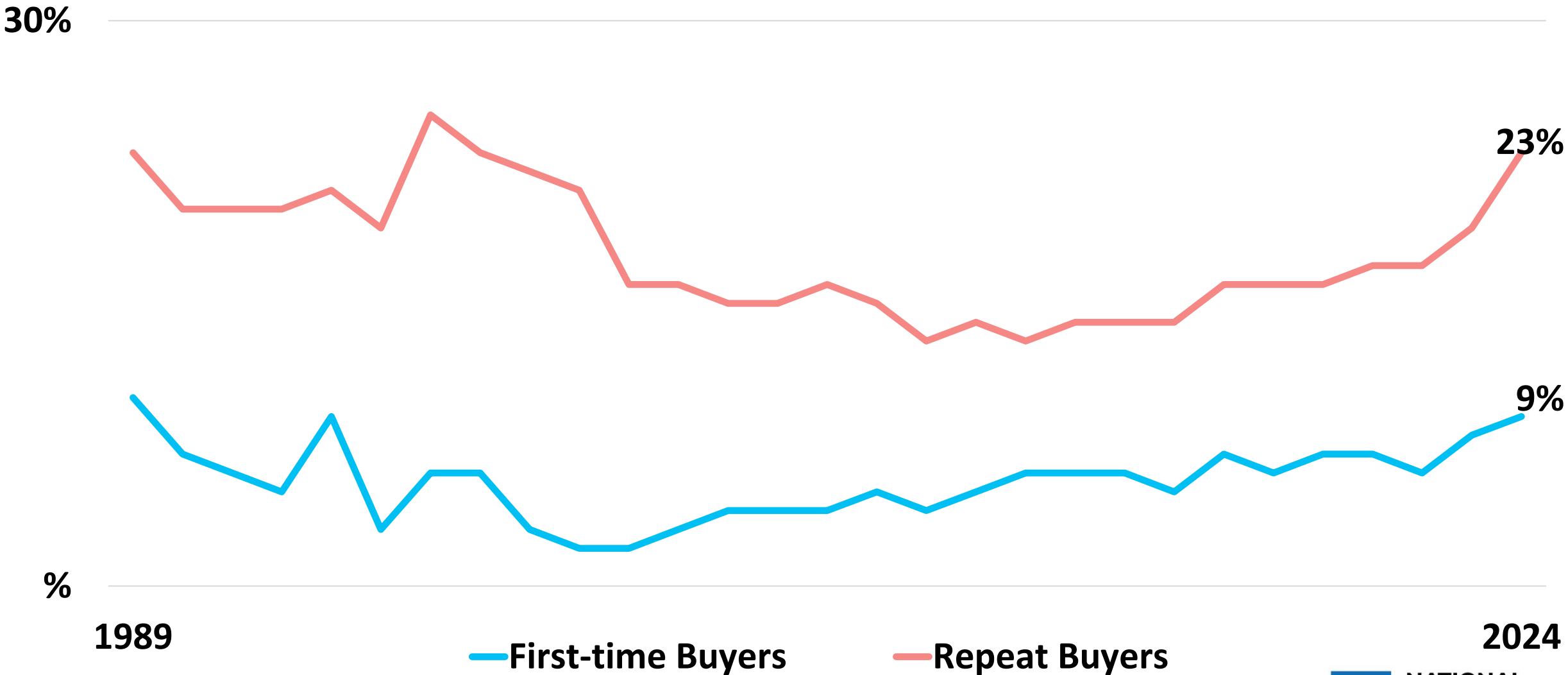


# All Cash Buyers Hit All-time High





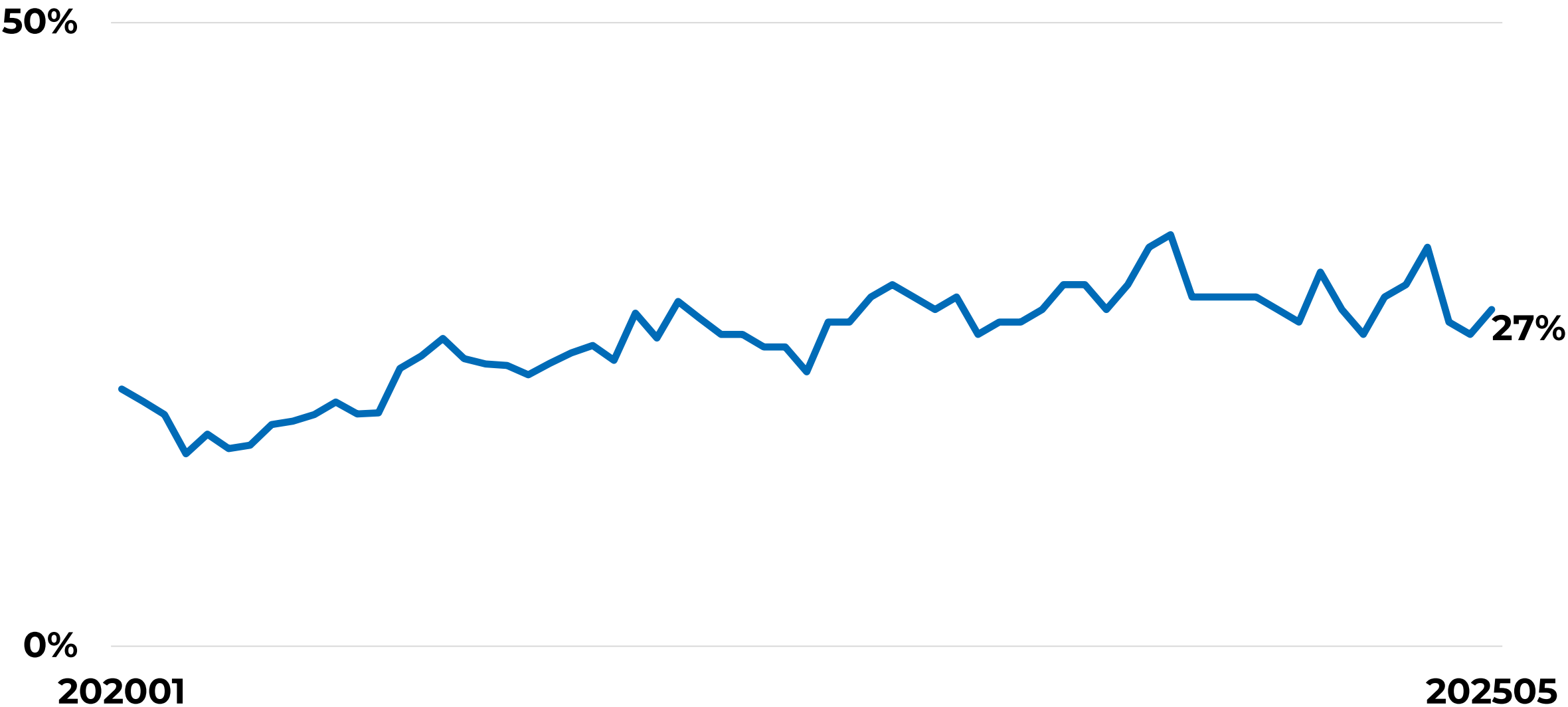
# Downpayments Trend Higher



Source: Profile of Home Buyers and Sellers [www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers](https://www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers)



# All Cash Buyers on a Monthly Basis High



Source: NAR REALTORS® Confidence Index: <https://www.nar.realtor/research-and-statistics/research-reports/realtors-confidence-index>

# Actions For Potential All Cash Buyers



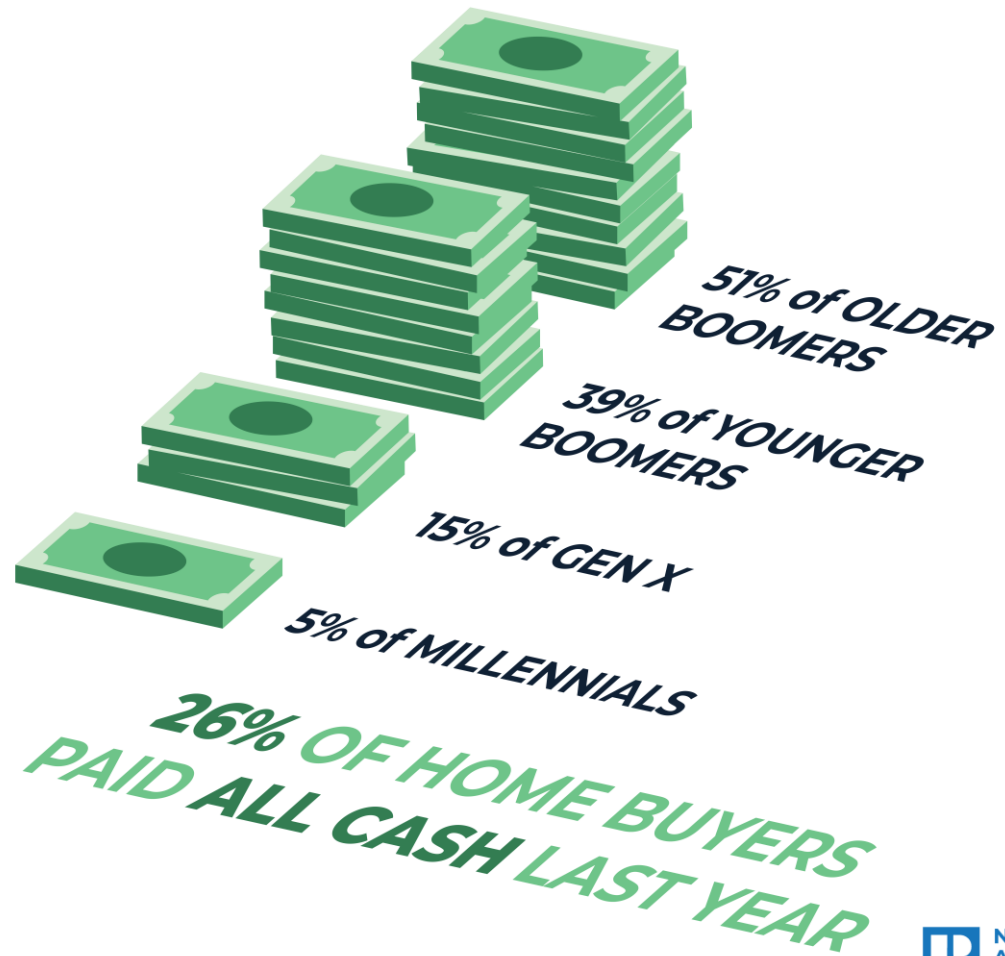
Do homeowners know how much equity they have?

Who has been in their home 10 years?

Biggest reason to move is not jobs...it's family



## GENERATIONAL DIVIDE AMONG **ALL CASH** BUYERS



**Use NAR  
Research  
Infographics**



# Misinformation

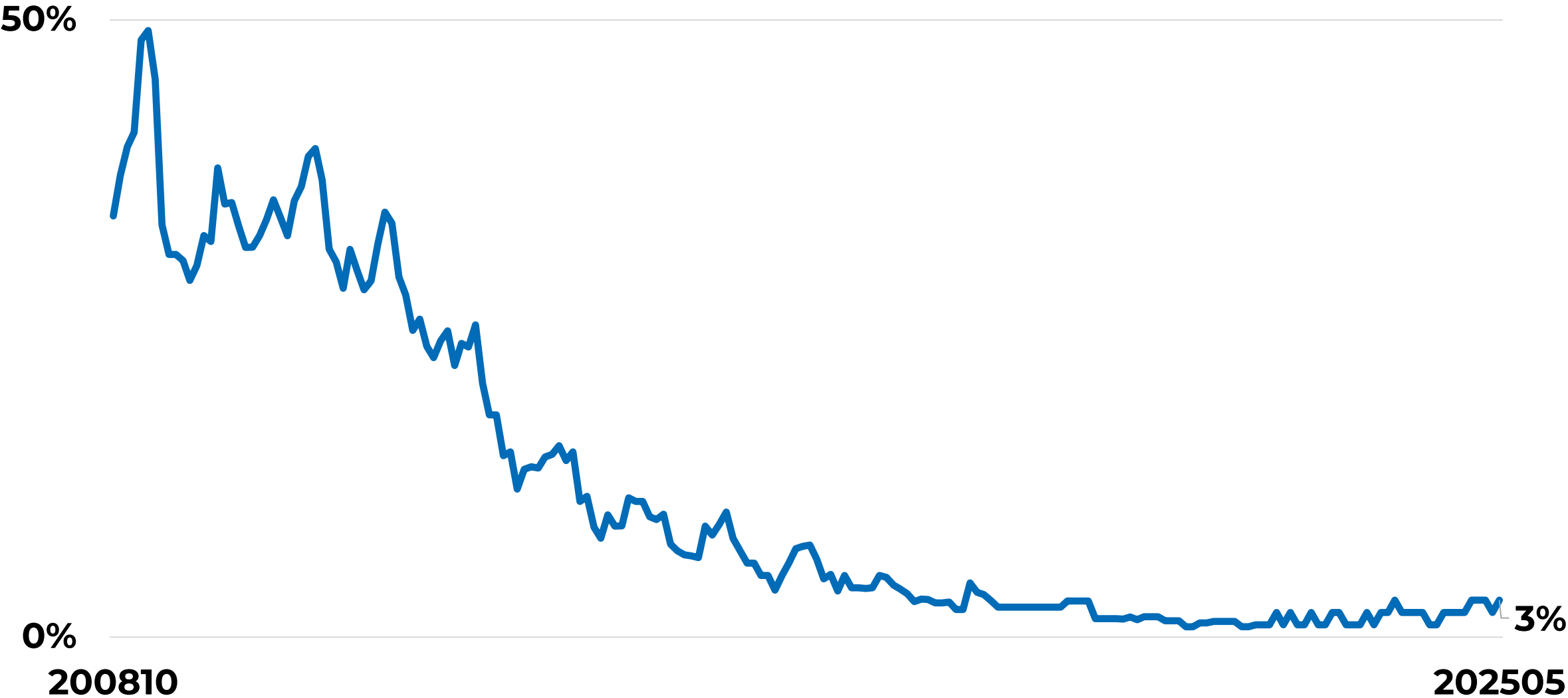


# Biggest Current Myths

- Distressed sales are up
- Cancellations are rampant
- There are no listings
- There are a lot of listings (and in my price range)
- Rates will go back down to 2% or 3%

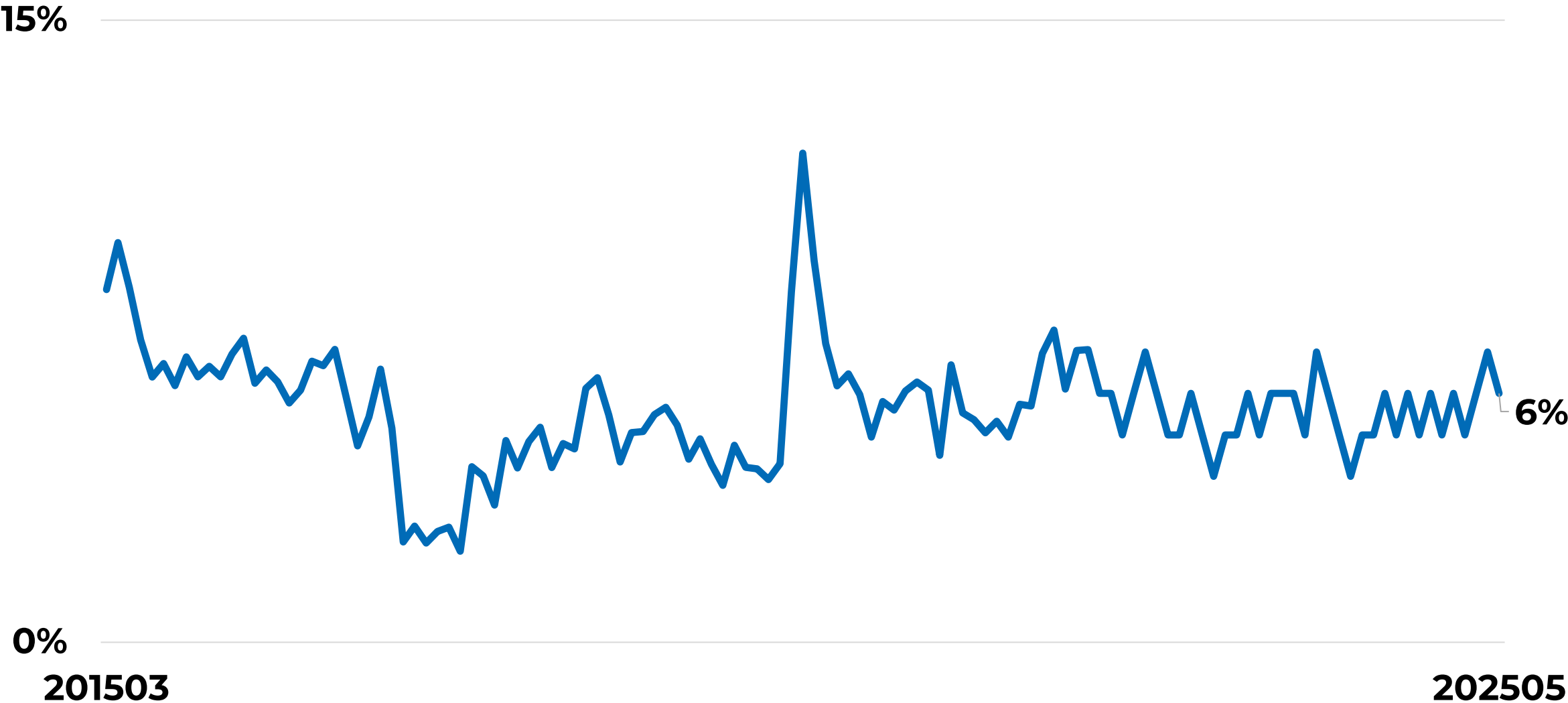


# Share of REALTORS® With a Distressed Sale



Source: NAR REALTORS® Confidence Index: <https://www.nar.realtor/research-and-statistics/research-reports/realtors-confidence-index>

# Share of REALTORS® With A Terminated Contract



Source: NAR REALTORS® Confidence Index: <https://www.nar.realtor/research-and-statistics/research-reports/realtors-confidence-index>



# How to Combat Reels, Videos, and Mom & Dad



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Ask the Economist: [AskTheEconomist@nar.realtor](mailto:AskTheEconomist@nar.realtor)



**MAY 2025**  
**REALTORS® CONFIDENCE INDEX:**  
**SUBDUED SPRING**

**MAY 2024**   **vs.**   **MAY 2025**

**DAYS ON MARKET**

**24**      **27**

**AVERAGE OFFERS PER LISTED HOME**

**2.8**      **2.5**

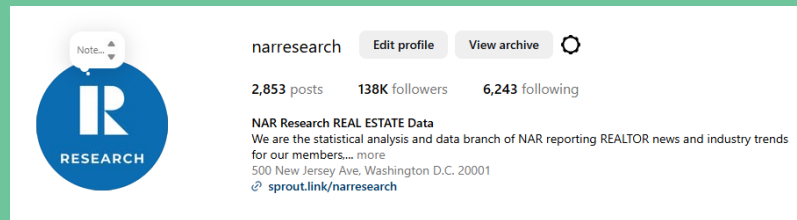
**PERCENT OF PROPERTIES SOLD ABOVE LIST PRICE**

**30%**      **28%**



**Use NAR  
Research  
Infographics**





<https://linktr.ee/narresearch>

# NAR Research Social Media

- Four Channels (and counting):
  - X (formerly Twitter)
  - Facebook
  - LinkedIn
  - Instagram
  - Blue Sky coming soon
- Daily updates
- Latest reports, data, and analyses