

September 2025 Monthly Research Update



**NATIONAL
ASSOCIATION OF
REALTORS®**

REALTORS® are members of the National Association of REALTORS®.

Data

Existing-Home Sales – Existing-home sales remained essentially the same in August, ticking down by 0.2% from July. Month-over-month sales increased in the Midwest and West, and fell in the Northeast and South. Year-over-year, sales rose in the Midwest and South, and fell in the Northeast and West.

Pending Home Sales – Pending home sales in August increased by 4.0% from the prior month and rose 3.8% year-over-year. Pending sales rose month-over-month in the Midwest, South, and West, and declined in the Northeast. Year-over-year, sales increased in all regions.

Housing Affordability Index – The housing affordability index rose slightly to 98.8 in July from 95.0 in June. An index above 100 means that a family with a median income has more than the income required to afford a median-priced home.

REALTORS® Confidence Index – Days on market lengthened to 31 days. Number of offers on a listed home rebounded to 2.5. Investors jumped to the highest level last seen in February 2024.

Metro Market Statistics – Use the data visualization to get your local area's most recent housing, demographic, economic, and affordability statistics.



How REALTORS® Can Use This:

REALTORS® can use existing-home sales and pending home sales data to gauge current demand trends and anticipate market shifts. They can also utilize the affordability and quarterly data to identify pricing patterns and assess buyer capacity across different regions to adapt strategies for their clients.

Ask The Economist

Ask the Economist: What Will Happen to Mortgage Rates If Fannie Mae and Freddie Mac Go Public?

NAR Chief Economist Lawrence Yun explains how Fannie Mae and Freddie Mac loans would be different without a government guarantee

Ask the Economist: How Will VantageScore 4.0 Impact Mortgages?

NAR Chief Economist Lawrence Yun talks about how VantageScore 4.0 will lead to more people qualifying for mortgages.

Ask the Economist: How Does the Current Market Compare to the 2008 Housing Market Crash?

NAR Chief Economist Lawrence Yun explains how today's housing market differs from the 2008 housing market crash.



How REALTORS® Can Use This:

“Ask the Economist” is a new video series that gives REALTORS® a quick, easy-to-digest update straight from NAR’s Research Team on new economic trends and market activity. REALTORS® can use this in listing appointments to show buyers/sellers they’re up-to-date on interest rates, housing inventory, etc.; buyer consultations to explain why now might be a good time to act or wait based on real data; email follow-ups: “Here’s what NAR’s latest economist update says about local trends.”

Reports

August 2025 Commercial Real Estate Market Insights

In July 2025, the Federal Reserve held its benchmark rate at 4.5% for the fifth consecutive meeting, holding steady after last year's cuts. Inflation was virtually unchanged at 2.7%, remaining above the Fed's 2% goal. Job growth weakened, with payrolls up just 73,000 after sharp downward revisions in May and June, while unemployment edged up to 4.2%. The economy, however, showed some resilience, with GDP rebounding 3% in Q2, driven by stronger consumer spending and lower imports. With the labor market cooling, the Federal Reserve is anticipated to cut the rates as soon as September, eventually easing borrowing costs in the commercial real estate market.

Residential Real Estate Market Snapshot

In July, inventory levels reached their highest point since the 2020 lockdown, and wage growth outpaced the rise in home prices. With more inventory available and stable mortgage rates hovering around the mid-6% range, buyers were able to negotiate better prices. The increase in inventory improved affordability, which in turn led to increased sales activity. Nevertheless, leading indicators such as the Mortgage Purchase Index and Pending Home Sales suggest that the market will start to cool down as summer comes to an end next month.

Highlights from the NAR Member Profile

Each year, NAR surveys a random sampling of its members, asking about their business characteristics, business activity, income and expenses, office and firm affiliation, use of technology for work, and demographic characteristics—**login required**.



How REALTORS® Can Use This:

REALTORS® can leverage NAR reports to provide clients with data-driven insights on specific market conditions and equip themselves with important knowledge about the market. This empowers members to assist buyers and sellers in making informed decisions regarding timing, pricing, and location.

Articles on the Economy

Mi Casa, Mi Futuro: Exploring the Path to Hispanic Homeownership

For many Hispanic/Latino home buyers, choosing where to live is deeply rooted in the value of community—especially the presence of friends and family.

Tracking Unemployment Insurance Claims, Week of September 6, 2025

In the week ending September 6, initial claims for unemployment insurance benefits reached a seasonally adjusted level of 263,000.

Foreign Investment in the US: Growing, but Slower

Data shows that foreign investment has a direct impact on the real estate market, both commercial and residential.

Instant Reaction: Jobs, September 5, 2025

The weakening job market assures several rounds of short-term interest rate cuts by the Fed in the upcoming months.

Instant Reaction: Mortgage Rates, September 4, 2025

Mortgage rates have dropped to the lowest level since October 2024. This widens the pool of buyers who can afford to purchase a home.



How REALTORS® Can Use This:

REALTORS® can use the Economists' Outlook blog to stay updated on experts' commentary, economic forecasts, housing market outlooks, and regional trends, and then use these insights to help clients on timing purchases or sales based on anticipated market movement. By sharing analysis of the housing market and translating it into consumer-friendly guidance, agents can build credibility and empower their clients to navigate the housing market with confidence.



As America's largest trade association, the National Association of REALTORS® is involved in all aspects of 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. For free consumer guides about navigating the homebuying and selling transaction processes – from written buyer agreements to negotiating compensation – visit facts.realtor.

**NATIONAL ASSOCIATION OF REALTORS®
Research Group**

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.

To find out about other products from NAR's Research Group, visit nar.realtor/research-and-statistics.

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