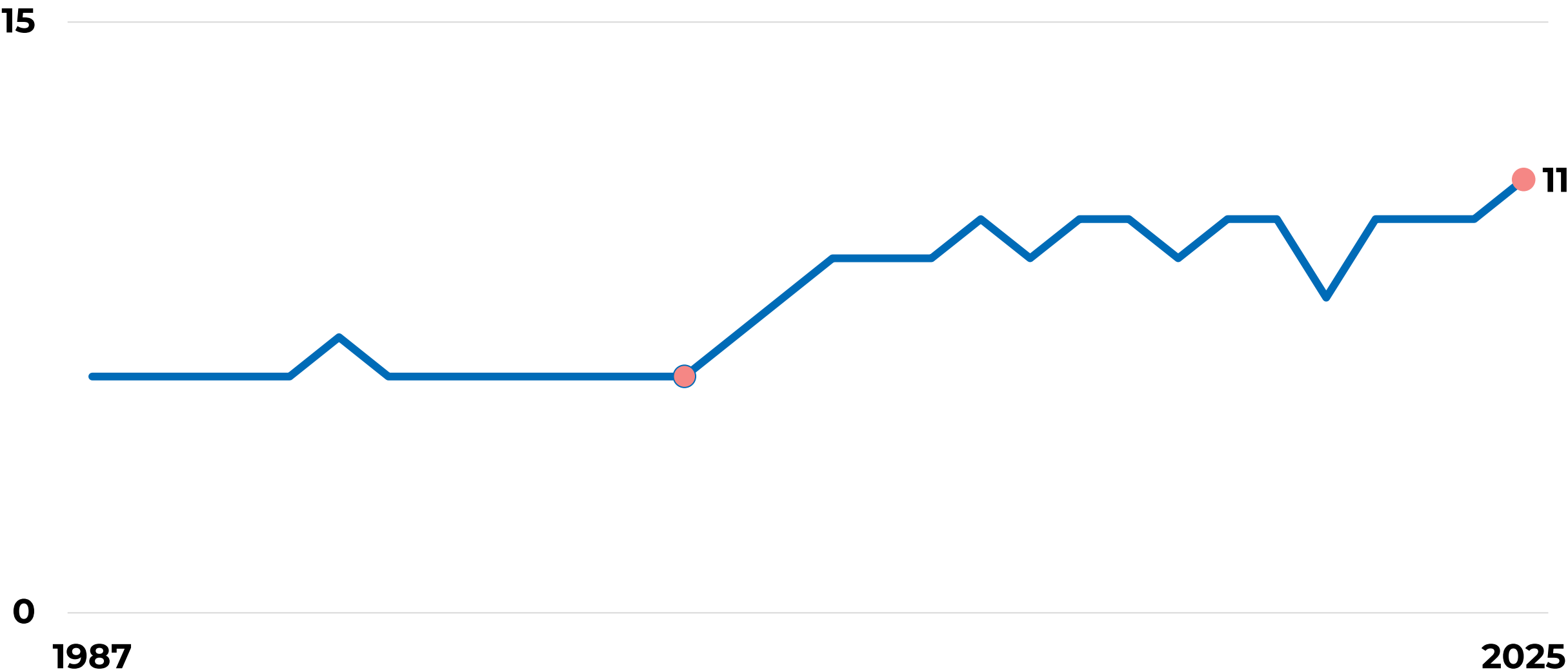


Who is Buying Now?

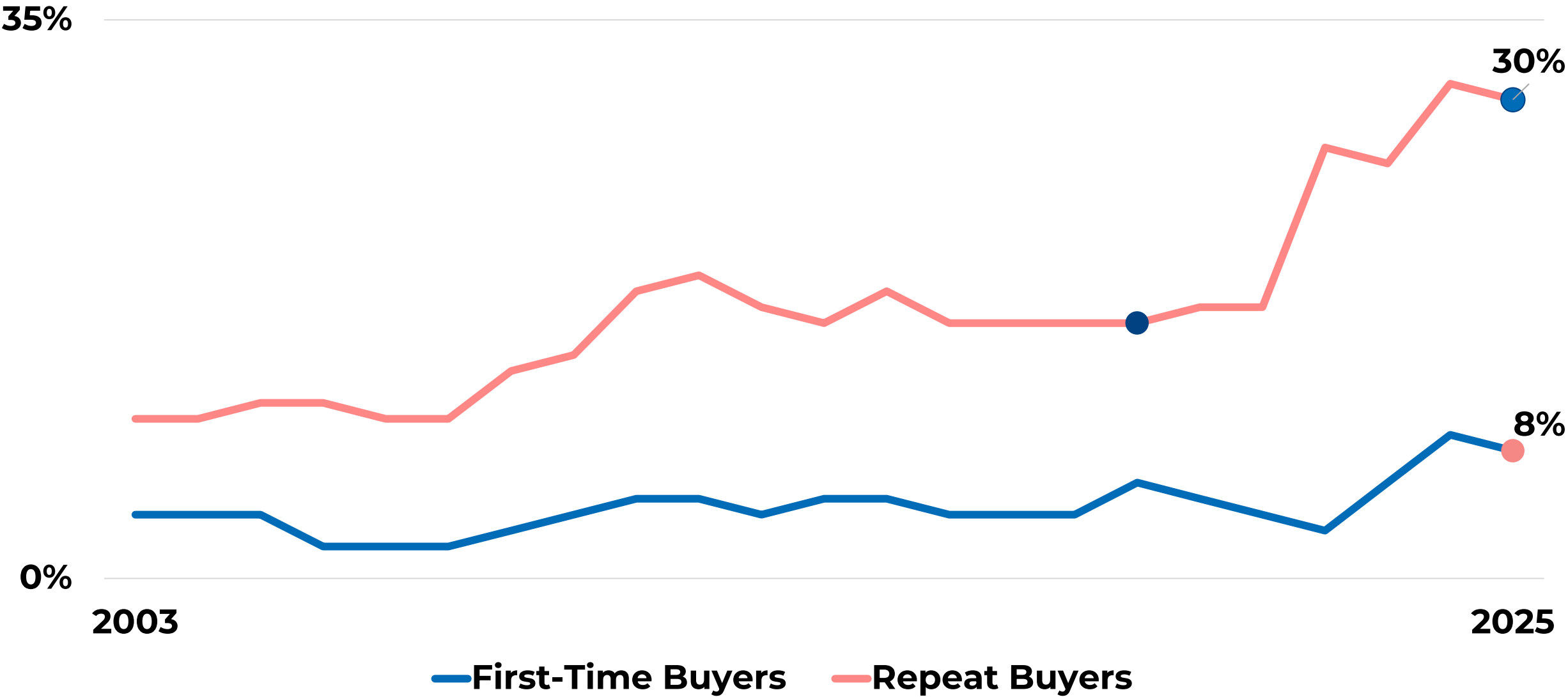
Dr. Jessica Lautz
Deputy Chief Economist & VP of Research
National Association of REALTORS®



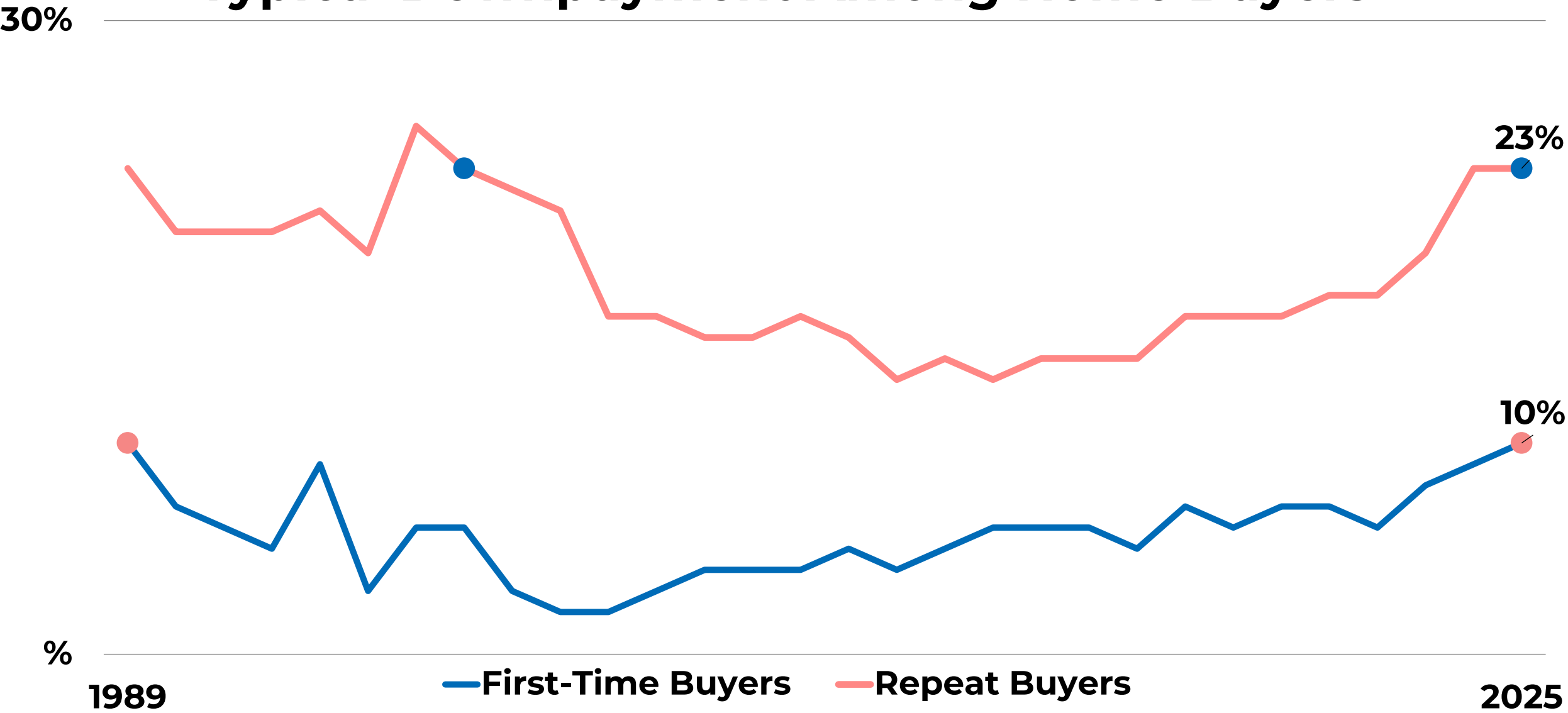
Median Length of Ownership Tenure in Home Sold



All-Cash Buyers

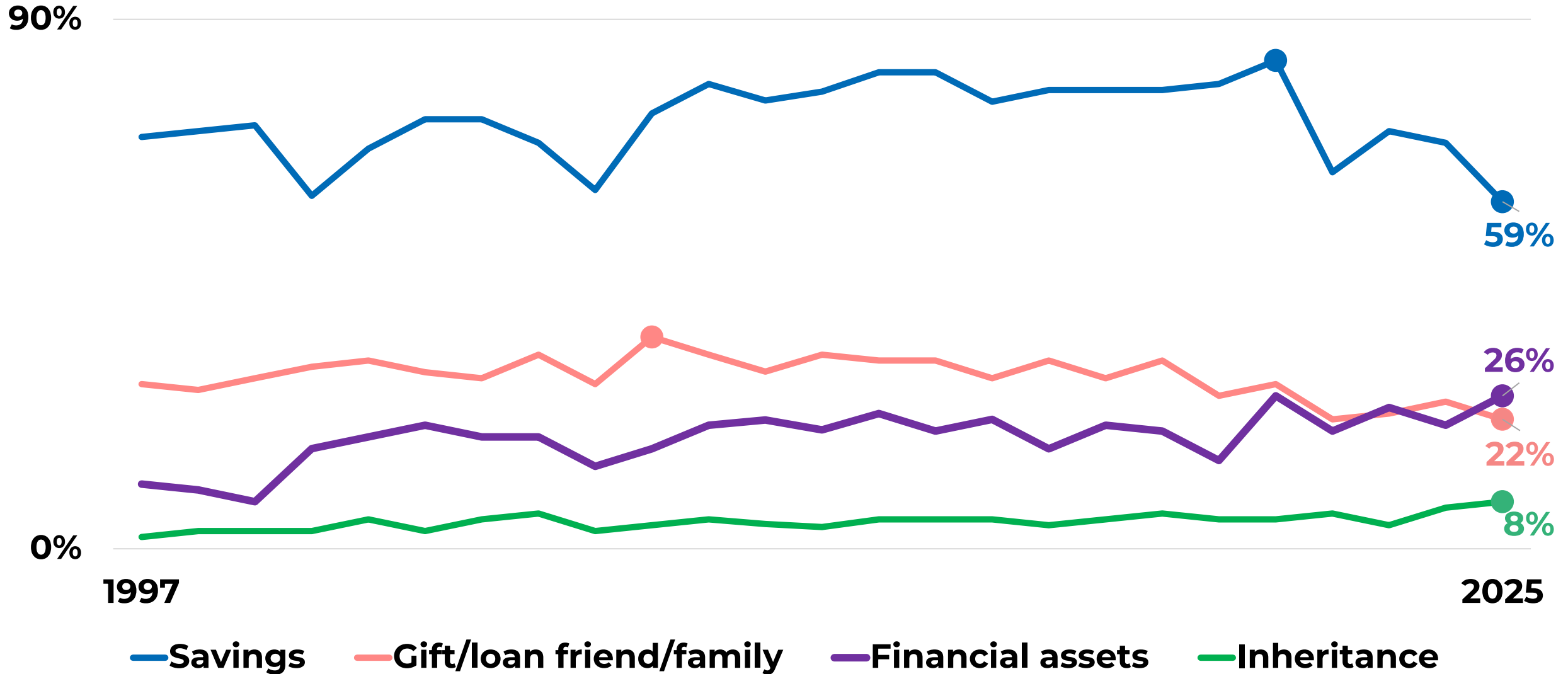


Typical Downpayment Among Home Buyers



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

First-Time Buyer Source of Downpayment



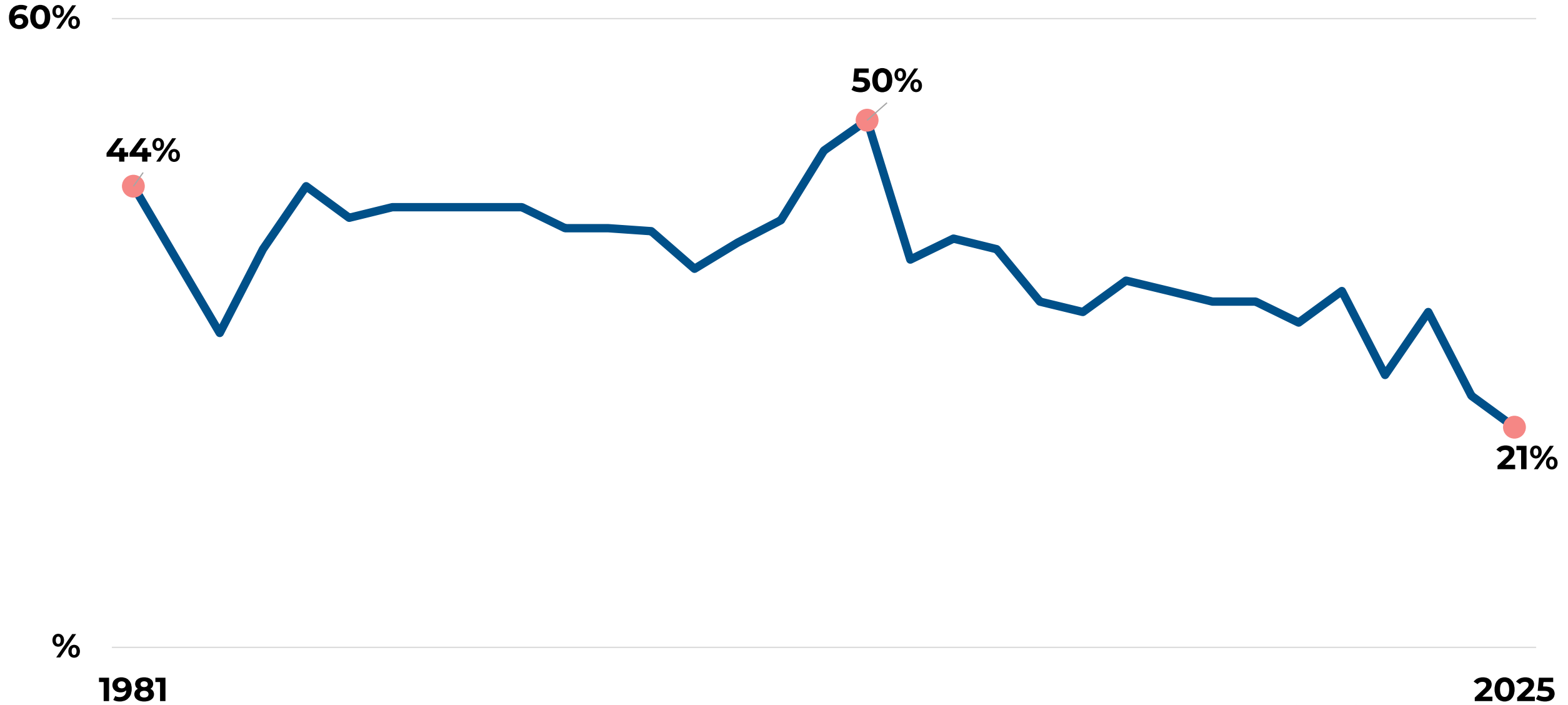
Source: Profile of Home Buyers and Sellers

www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers

Generational Warfare



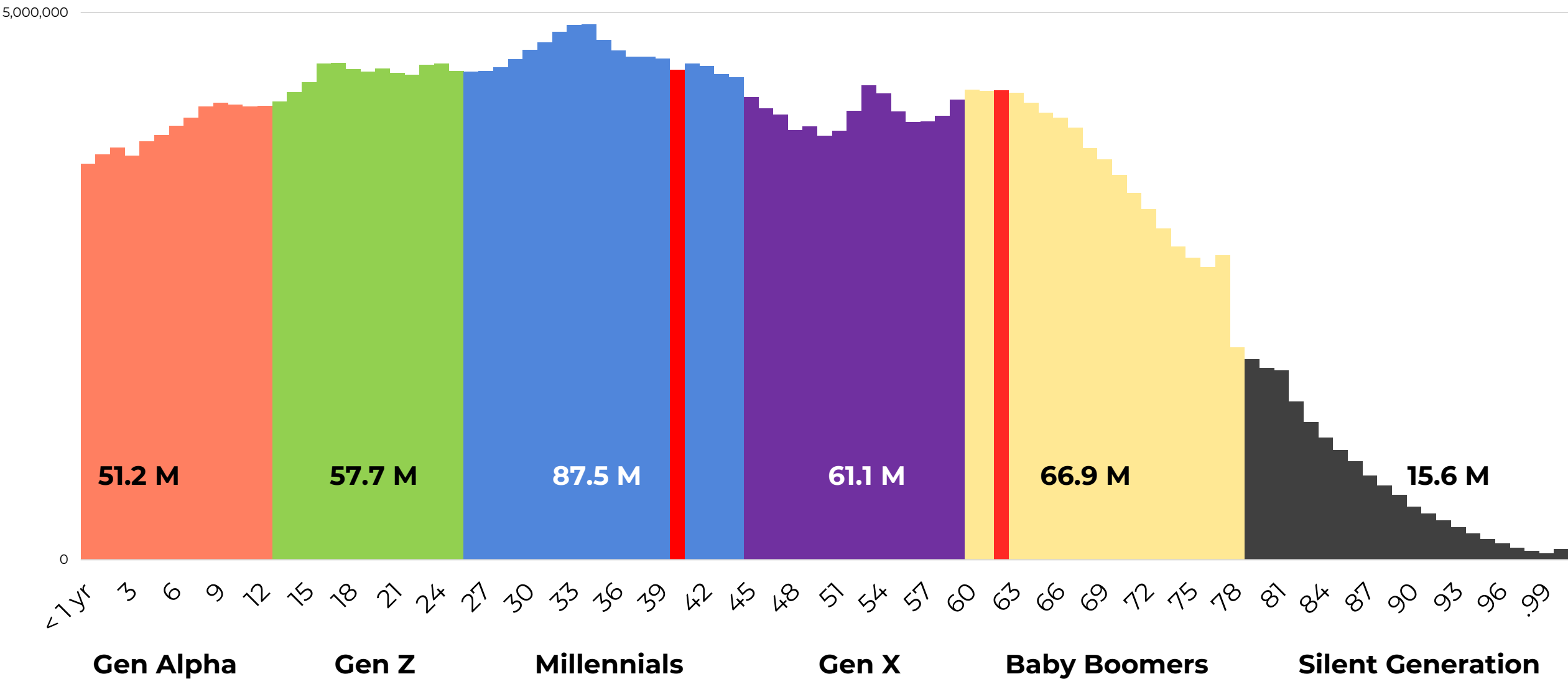
First-Time Home Buyers Hit All-Time Low



Source: Profile of Home Buyers and Sellers

www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers

U.S. Population by Age (in 2024)



Source: ACS PUMS 2024, Young Buyers Continue to Be Fenced Out of Homeownership
<https://www.nar.realtor/blogs/economists-outlook/young-buyers-continue-to-be-fenced-out-of-homeownership>

Demographic Changes



First-Time Buyers: Household Composition

	1985	2025
Married Couples	75%	50%
Single Women	11	25
Unmarried Couples	4	11
Single Men	9	10
Other (roommates)	0	4

Source: Just the Facts, Ma'am: Single Women Home Buyers Since 1981

<https://www.nar.realtor/blogs/economists-outlook/just-the-facts-maam-single-women-home-buyers-since-1981>

Baby Bust Among Buyers



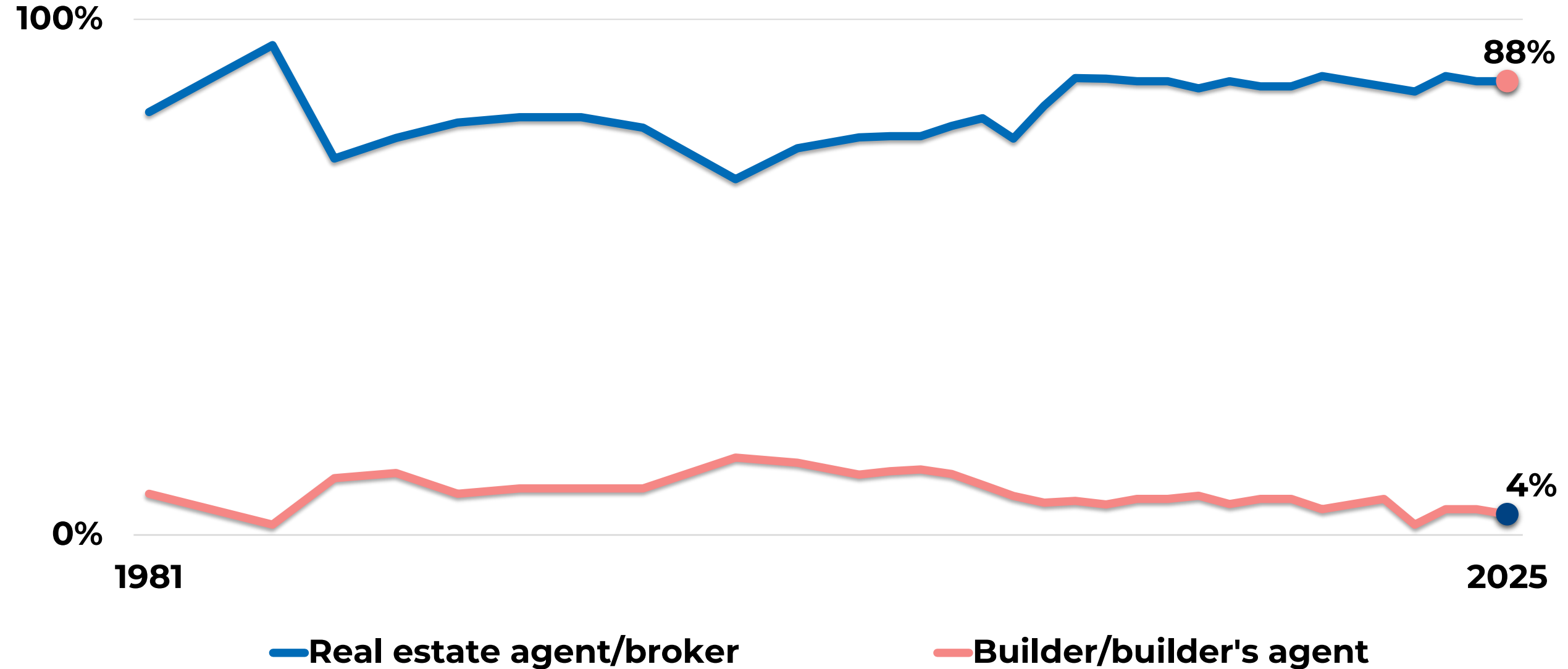
Source: Profile of Home Buyers and Sellers

www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers

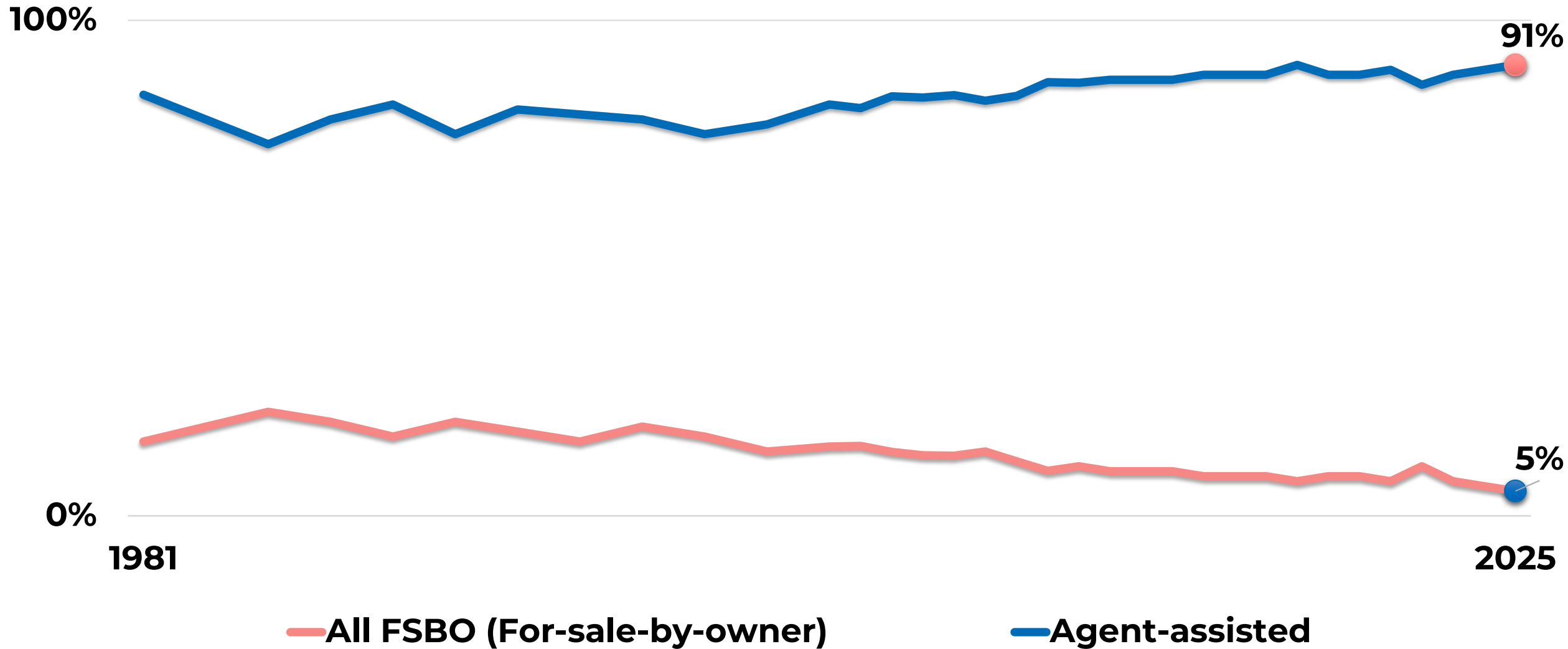


Agent Role

Buyer Use of Agents



Seller's Agent Use High, FSBO All-Time Low



Source: Profile of Home Buyers and Sellers

www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers