

# NAR SentiLock Home Showings Report December 2023

National Association of REALTORS®  
Research Group



**NATIONAL  
ASSOCIATION OF  
REALTORS®**

# NAR SentiLock Home Showings Report

## Summary

---

- ❖ Nationally, Sentrilock home showings were up 5% year-over-year. Showings increased in two of the four regions: The South rose (12%), and the Midwest was up (8%). The Northeast region was down (-5%), followed by the West (-3%).
- ❖ The number of cards, a measure of the number of REALTORS® showing homes, increased by 3% on a year-over-year basis.
- ❖ Showings per card, a measure of the intensity of demand and buyer competition, increased by 2% year-over-year.

Page 3	United States
4	Regional
5	Midwest Region
6	Northeast Region
7	South Region
8	West Region
9	About SentiLock

# NAR SentiLock Home Showings Report

## United States

### Showings up 5% Y/Y in December

In December 2023, U.S. showings were up 5% year-over-year, with 453,616 showings, according to data from SentiLock, LLC., a lockbox company. The pace of showing activity has declined compared to last month, November 2023.

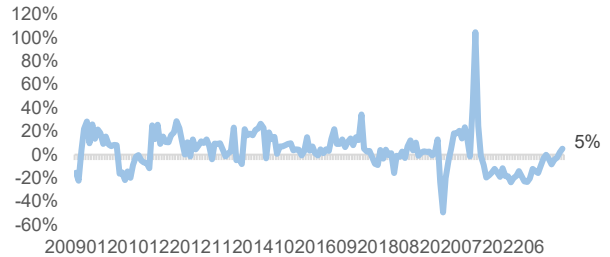
### SentiLock Cards Inclined 3% Y/Y

The total number of U.S. SentiLock cards rose 3% year-over-year to 232,218. SentiLock cards, comprised of SentiKey® and SentiCard®, allow REALTORS® to access the SentiLock® lockbox and are an indicator of the number of REALTORS® who conduct the showing.

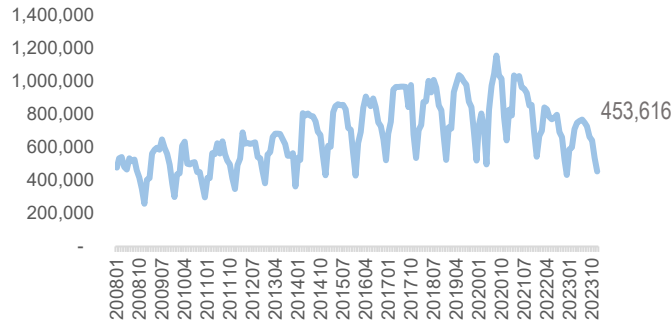
### Showings Per Card Increased by 2% Y/Y

The number of showings per card reflects the strength of buyer interest per listed property. At a national level, showings per card increased 2% year-over-year in December.

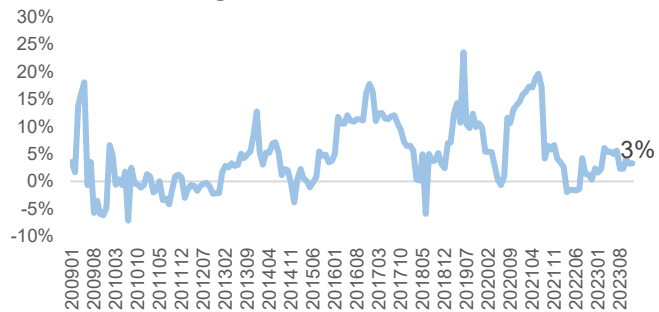
U.S. Y/Y Change in Showings



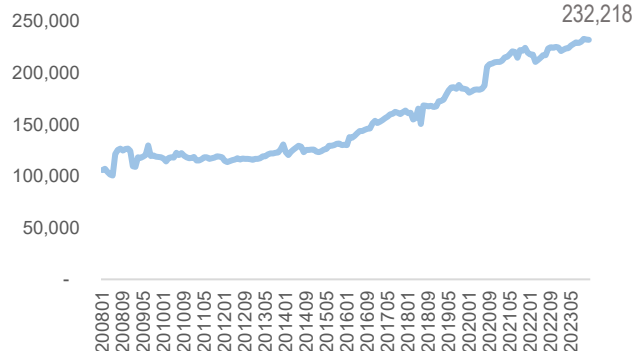
U.S. Showings



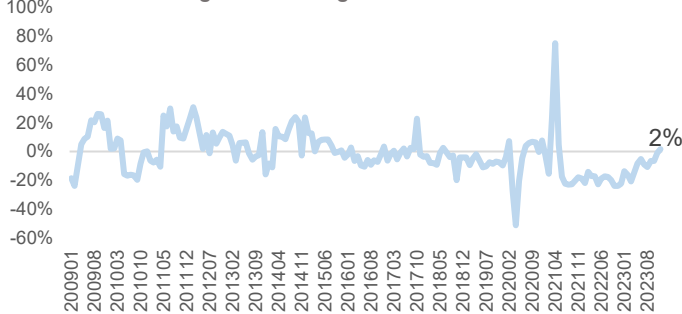
U.S. Y/Y Change in Cards



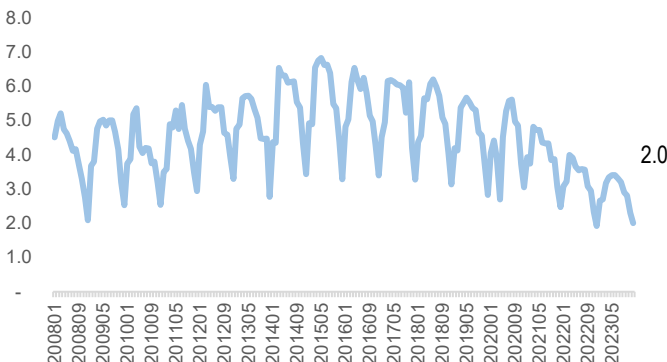
U.S. Cards



U.S. Y/Y Change in Showings Per Card



U.S. Showings Per Card



# NAR SentiLock Home Showings Report

## Regional

### Two of the four Regions Saw Y/Y Showings Increase

Two of the four regions saw an increase in showings on a year-over-year basis in December: South (12%) and Midwest (5%). Showings were down in the Northeast (-5%) and the West (-3%).

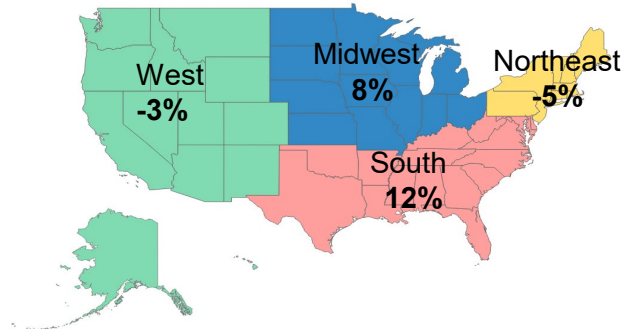
### Y/Y SentiLock Cards Increased In Two of the Four Regions

Cards on a y/y basis were up in the South (10%), followed by the Midwest (2%). Cards were down in the Northeast (-16%), followed by the West, which was down (-2%).

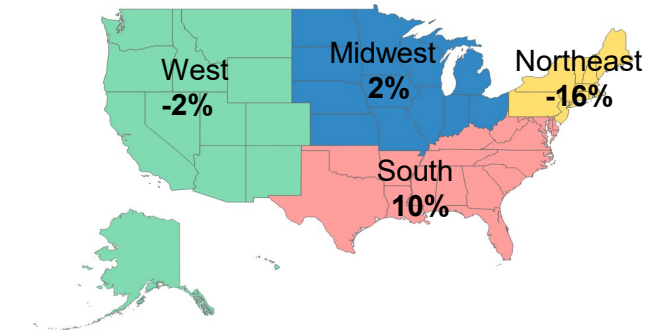
### Showings Per Card Increased In Three of the Four Regions On A Y/Y Basis

Three of the four regions saw a year-over-year increase in showings per card in December. The West had the only decline of (-1%). The Northeast had the biggest increase (13%), followed by the Midwest (6%). The South region had the smallest gain of (2%).

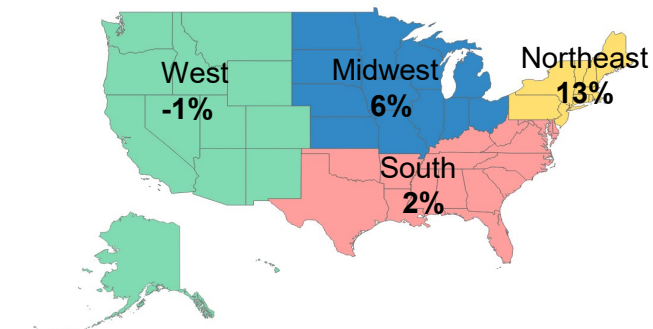
Regional Y/Y Change in Showings



Regional Y/Y Change in Cards



Regional Y/Y Change in Showings Per Card



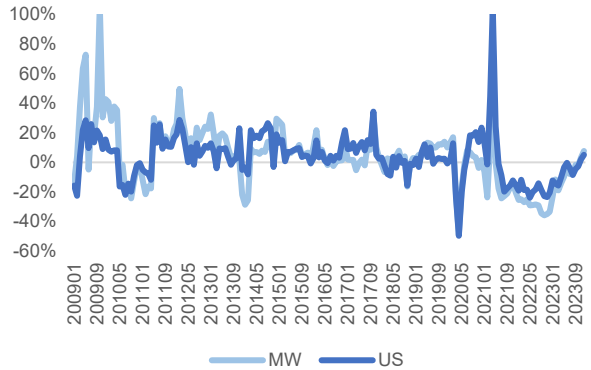
# NAR SentiLock Home Showings Report

## Midwest

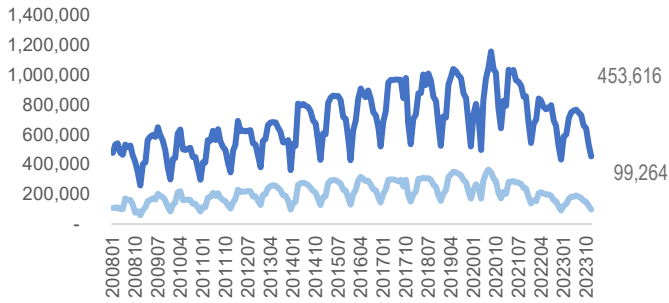
### MW Region Showings Increased 8% Y/Y

Midwest showings increased y/y in December. The December 2023 figure represents an increase of 8% year-over-year. The Midwest totaled 99,264 showings. Midwest region SentiLock cards decreased from last month to 62,475. Showings per card inclined to 1.6. Year-over-year percent change in showings per card increased by 6%.

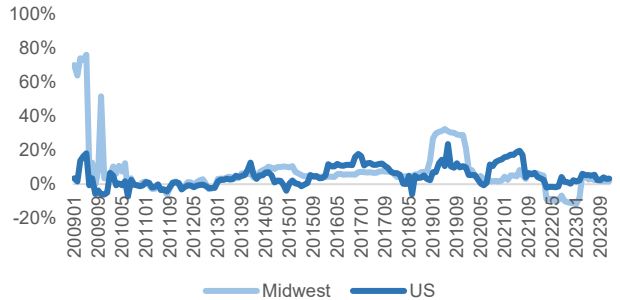
Midwest Y/Y Change in Showings



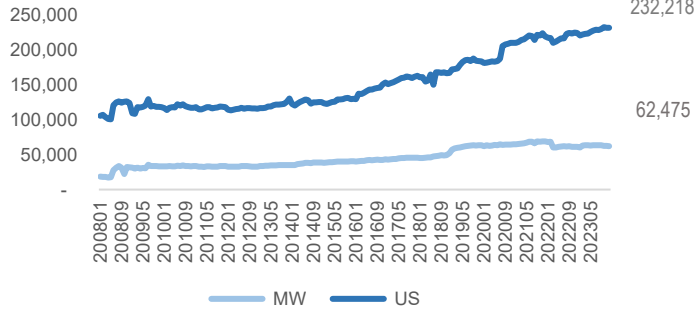
Midwest Showings



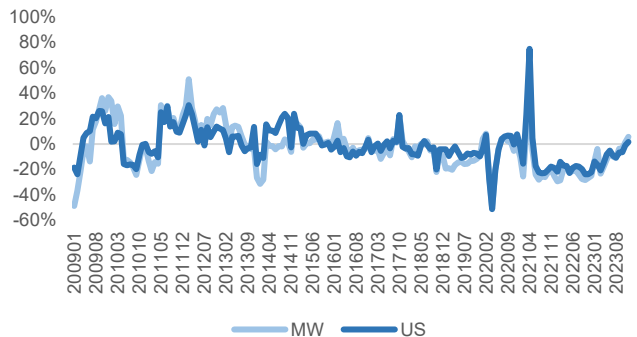
Midwest Y/Y Change in Cards



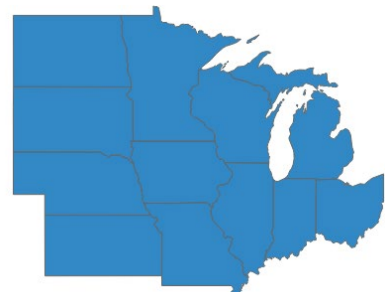
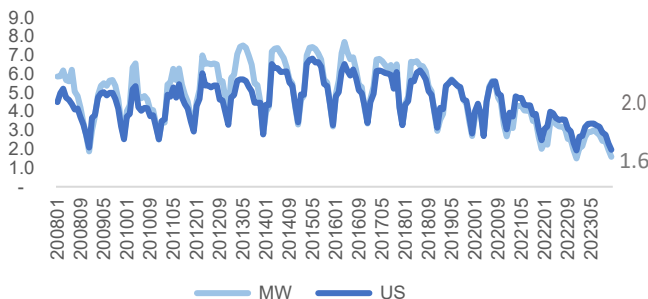
Midwest Cards



Midwest Y/Y Change in Showings Per Card



Midwest Showings Per Card



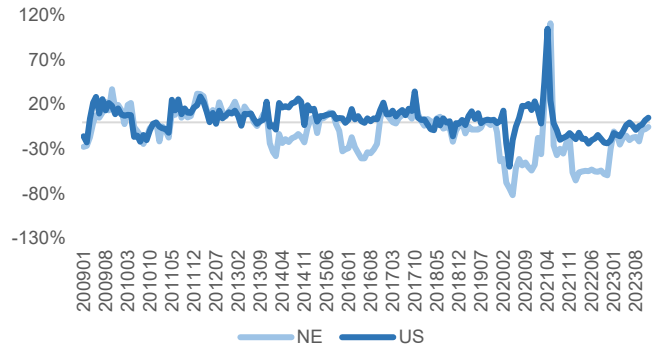
# NAR SentiLock Home Showings Report

## Northeast

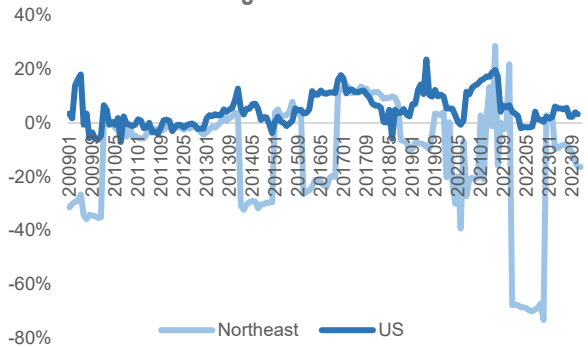
### NE Region Showings Decreased 5 % Y/Y

Northeast showings decreased y/y in December. NE region showings decreased by 5% year-over-year. The Northeast totaled 3,159 showings in December. Northeast Region Sentrilock cards increased from last month to 2,842. Showings per card fell to 1.1. Year-over-year percent change in showings per card increased by 13%.

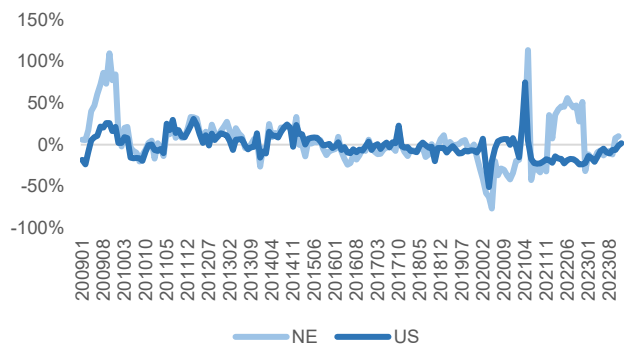
Northeast Y/Y Change in Showings



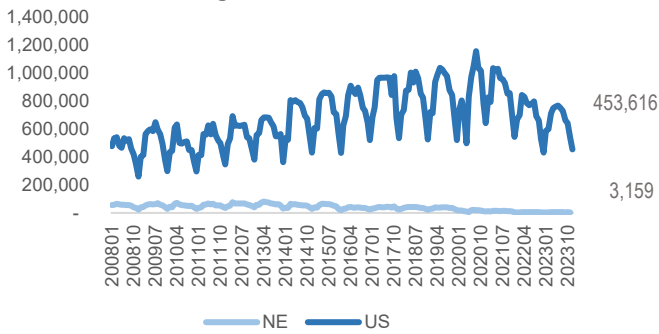
Northeast Y/Y Change in Cards



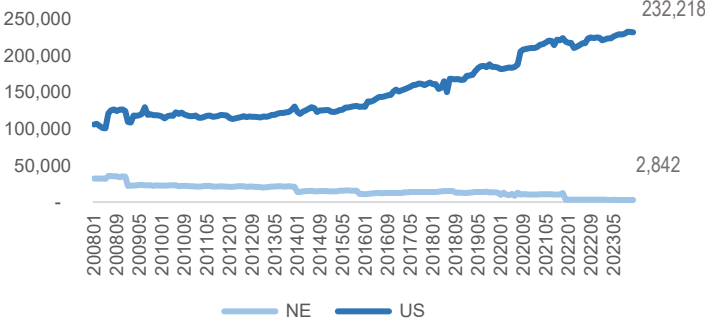
Northeast Y/Y Change in Showings Per Card



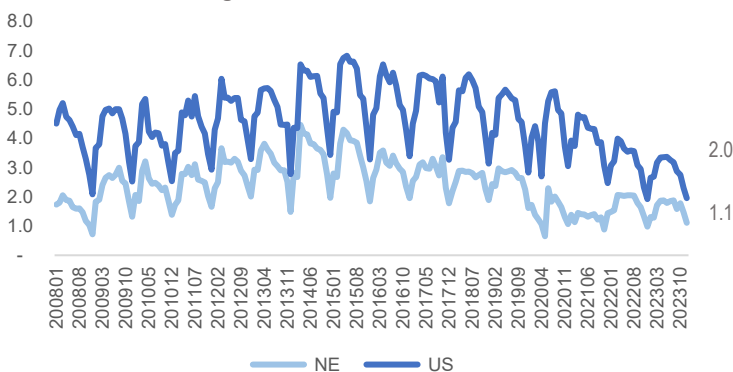
Northeast Showings



Northeast Cards



Northeast Showings Per Card



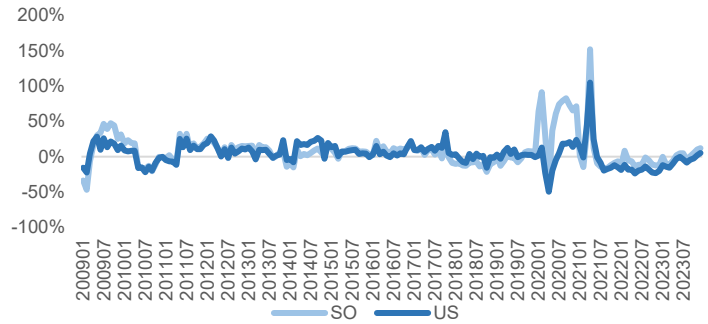
# NAR SentiLock Home Showings Report

## South

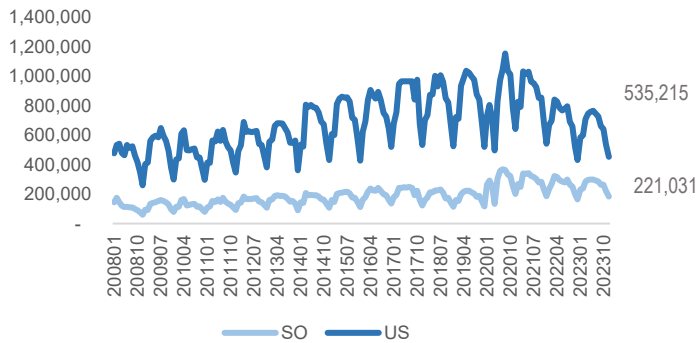
### SO Region Showings inclined 12% Y/Y

Showings in the South inclined in December 2023 by 12% from the same period a year ago. The South totaled 183,289 showings in December. South Region Sentrilock cards decreased to 92,852. Showings per card decreased to 2.0, equal to the national level. Year-over-year percent change in showings per card increased by 2%.

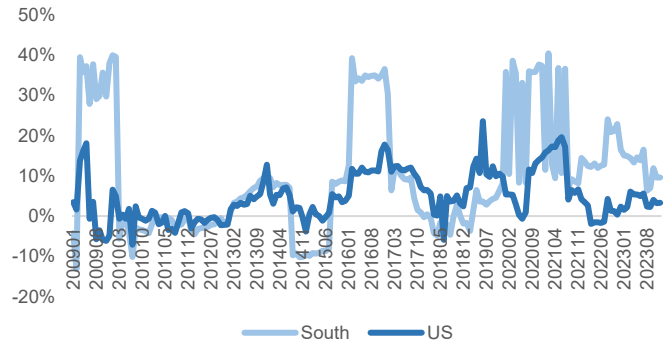
South Y/Y Change in Showings



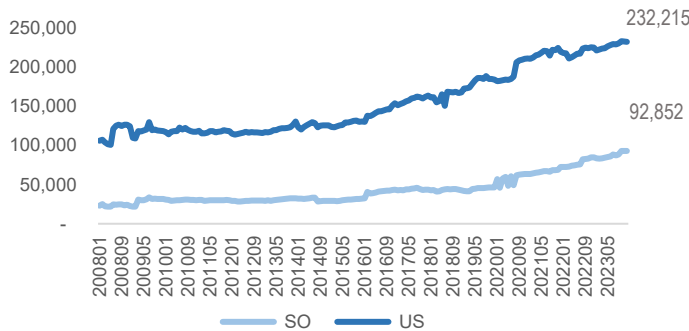
South Showings



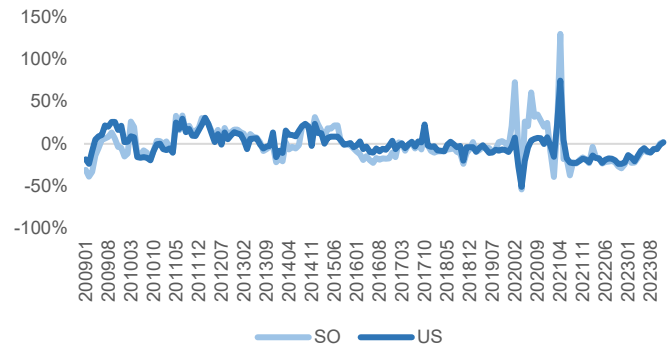
South Y/Y Change in Cards



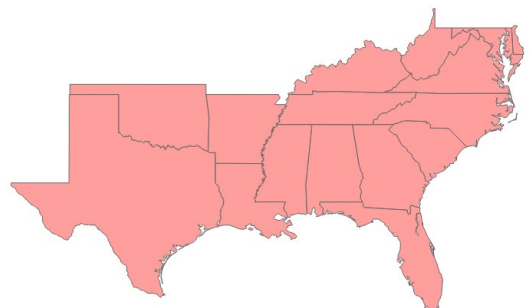
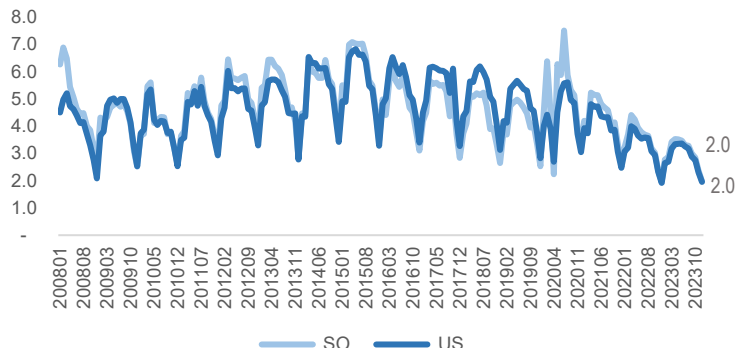
South Cards



South Y/Y Change in Showings Per Card



South Showings Per Card



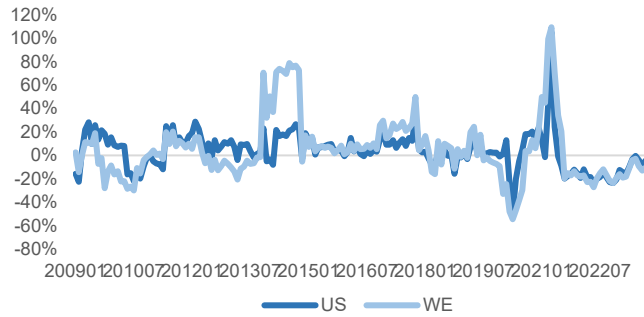
# NAR SentiLock Home Showings Report

## West

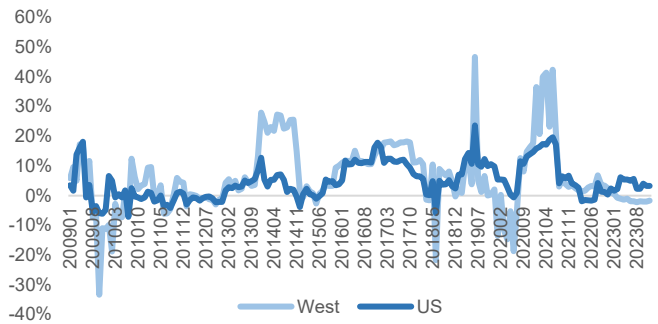
### WE Region Showings Decreased 3% Y/Y

Showings in the West decreased y/y in December. Showings decreased by 3% year-over-year. The West totaled 167,904 showings in December. West Region Sentrilock cards decreased to 74,049. Showings per card totaled (2.3) and were the highest amongst regions. Y/Y percent change in showings per card was -1%.

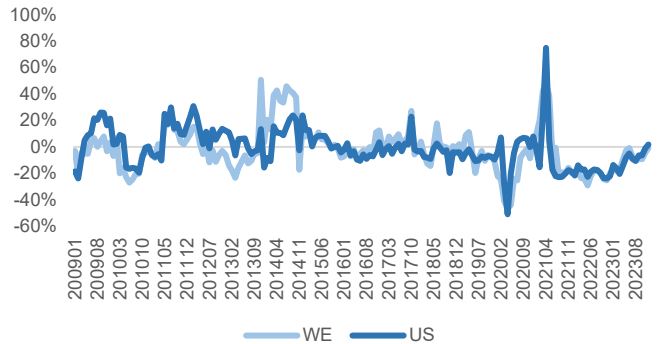
West Y/Y Change in Showings



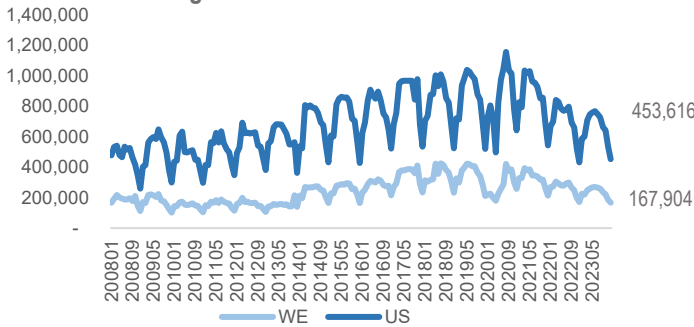
West Y/Y Change in Cards



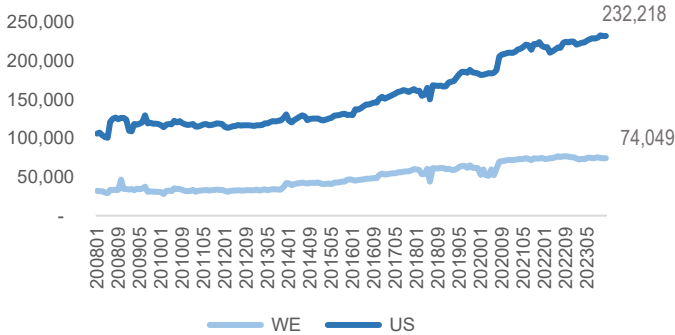
West Y/Y Change in Showings Per Card



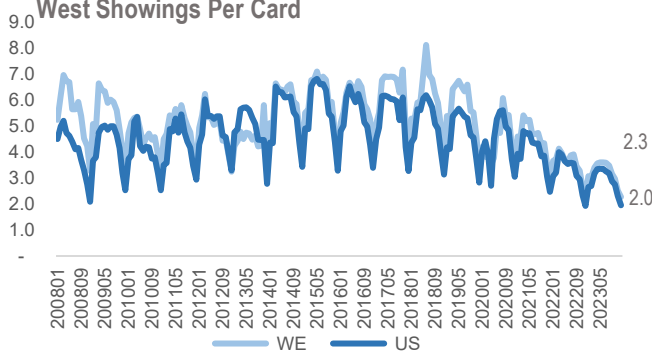
West Showings



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.

## NAR SentiLock Home Showings Project Team

Lawrence Yun, PhD, Chief Economist and Senior Vice President of Research

Michael Hyman, Research Data Specialist

Meredith Dunn, Research Manager

# NAR SentiLock Home Showings Report

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.

## **NATIONAL ASSOCIATION OF REALTORS® RESEARCH GROUP**

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®**

Research Group  
500 New Jersey Avenue, NW  
Washington, DC 20001  
202-383-1000  
[data@nar.realtor](mailto:data@nar.realtor)

©2024 National Association of REALTORS®  
All Rights Reserved.

May not be reprinted in whole or in part without permission of the National Association of REALTORS®.

For reprint information, contact [data@nar.realtor](mailto:data@nar.realtor)