

REALTORS® CONFIDENCE INDEX SURVEY

January 2021

National Association of REALTORS®
Research Group



NATIONAL
ASSOCIATION OF
REALTORS®

REALTORS® CONFIDENCE INDEX SURVEY

Summary

The REALTORS® Confidence Index (RCI) survey gathers on-the-ground information from REALTORS® based on their real estate transactions in the month. This report presents key results about January 2021 market transactions.

Several metrics indicate a stronger buyer market but supply is weak. The REALTORS® Buyer Traffic Index increased from 71 in December 2020 to 76 (very strong conditions) in January 2021 while the REALTORS® Seller Traffic Index remains below 50 which is “weak” traffic compared to the level one year ago. Properties typically sold in 21 days. REALTORS® reported an increase in home tours from the prior month, with an average of four in-person home tours. Every home sold had nearly four offers. On average, REALTORS® expect sales in the next three months to increase 3% from last year’s sales level.

With little supply in the market, homes typically sold within 21 days, a record low since August 2020 (43 days one year ago).

The share of first-time buyers rose to 33% (31% in the prior month, 32% one year ago).

The pandemic continues to impact how people live and work. A higher share of buyers, at 88%, purchased a property in a suburban, small town, rural, or resort area (78% one year ago). Fifty-six percent of REALTORS® reported they had potential buyers looking for work-from-home features such as an extra room, a finished basement, or a bigger home.

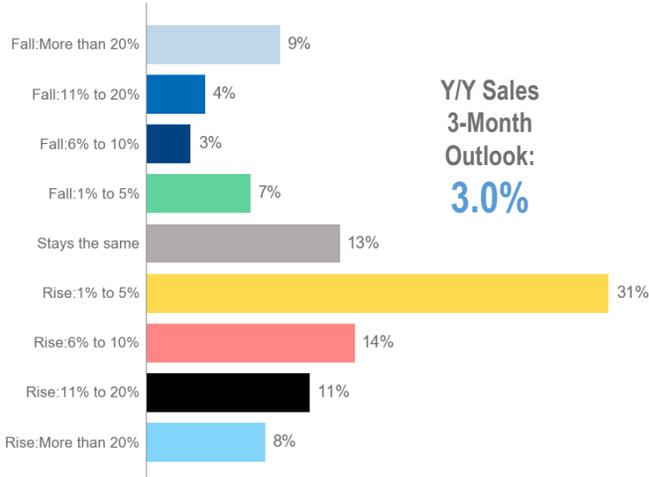
January 2021 REALTORS® Confidence Index Survey Highlights			
	Jan-21	Dec-20	Jan-20
Key Market Indicators			
RCI Buyer Traffic Index /1	76	71	68
RCI Seller Traffic Index /1	35	39	47
RCI Buyer Traffic Index: 3-Month Outlook /1	78	74	-
RCI Seller Traffic Index: 3-Month Outlook /1	49	53	-
Median days on market	21	21	43
Percent of properties sold in less than 1 month	71	70	42
First-time homebuyers, as percent of sales	33	31	32
Sales for non-primary residence use, as a percent of sales	15	14	17
Cash sales, as percent of sales	19	19	21
Distressed sales, as percent of sales	1	1	2
Market Outlook			
Expected percent change in home sales in the next 3 months vs. same period one year ago	3.0	2.4	-
Expected percent change in home prices in the next 3 months vs. same period one year ago	4.9	2.3	-
Expected percent change in home prices in the next 12 months from current month	4.1	2.0	3.1
Percent of respondents who expect an increase in buyer traffic in next 3 months	61	55	-
Percent of respondents who expect an increase in seller traffic in next 3 months	30	31	-
Percent of respondents who had a potential buyer looking for work-from-home features (den, nook, etc.)	56	56	-
Percent of respondents who reported observing a higher share of clients who live in the city who want to purchase a property in the suburb or rural area	36	36	-
Other Market Indicators			
Median days to close	30	30	30
Average number of offers received on the most recent sale	3.7	3.5	2.3
Percent of buyers who purchased property based on virtual tour/showing/open house only	8	6	-
Percent of sellers who sold property based on virtual tour/showing/open house only	4	4	-
Average number of new listings in the month per agent	1.4	1.3	1.6
Average number of clients taken on a home tour by agent	4.0	3.6	4.4
Average number of clients taken on a virtual tour/showing/open house	1.0	0.9	-
Percent of buyers who purchased in a suburban area	48	50	48
Percent of first-time buyers who put down less than 20% down payment	74	68	76
Percent of contracts in the past 3 months that were terminated	6	6	4
Percent of contracts in the past 3 months that had delayed settlement	29	30	22
Percent of buyers who were renting before purchasing a home	45	41	42

¹ An index greater than 50 means more respondents reported conditions as “strong” compared to one year ago than “weak.” An index of 50 indicates a balance of respondents who viewed conditions as “strong” or “weak.”

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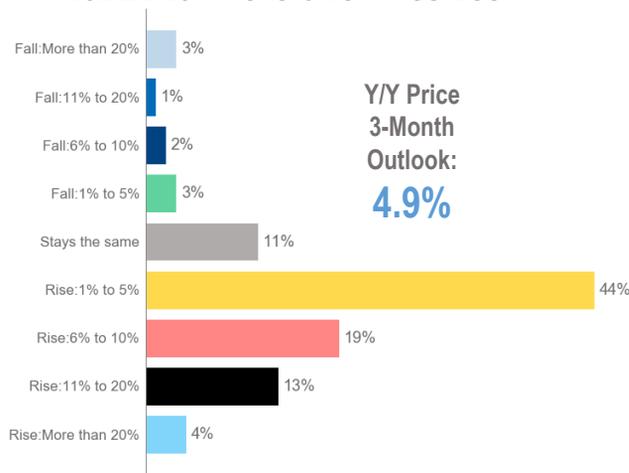
Realtors® Market Expectations

SALES VOLUME: 3 MONTH OUTLOOK



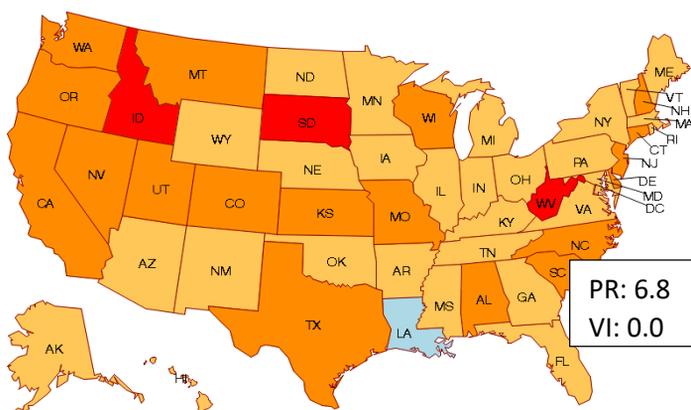
**Y/Y Sales
3-Month
Outlook:
3.0%**

PRICE EXPECTATIONS: 3 MONTH OUTLOOK



**Y/Y Price
3-Month
Outlook:
4.9%**

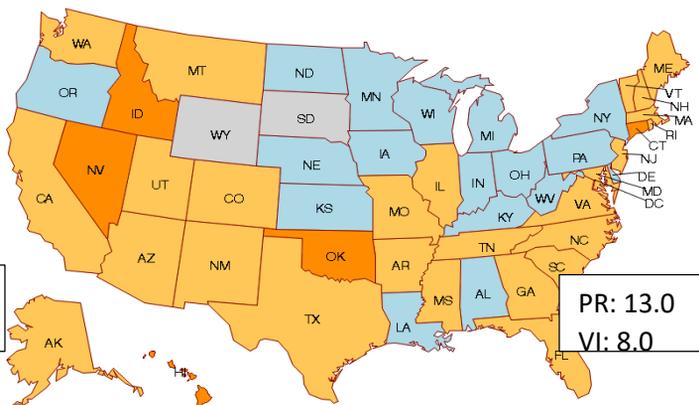
REALTORS® MEDIAN EXPECTED PRICE CHANGE WITHIN THE NEXT 3 MONTHS, Y/Y PERCENT CHANGE



Median Expected Price Change in Next 3 Months from One Year Ago Among REALTOR® Respondents

0+% to 2% 2+% to 4% 4+% to 6% 6+% to 10%

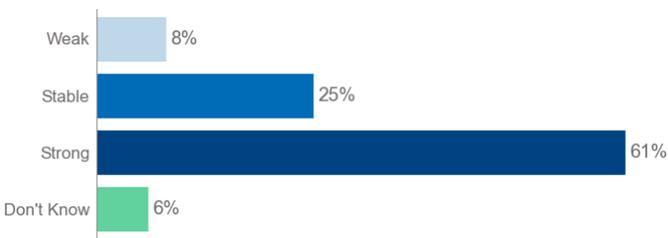
REALTORS® MEDIAN EXPECTED SALES CHANGE WITHIN THE NEXT 3 MONTHS, Y/Y PERCENT CHANGE



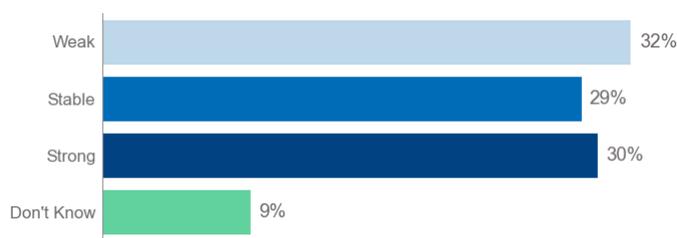
Median Expected Sales Change in Next 3 Months from One Year Ago Among REALTOR® Respondents

Less than 0% 0+% to 2% 2+% to 4% 4+% to 6% 6+% to 8%

REALTORS® EXPECTATION ON BUYER TRAFFIC WITHIN THE NEXT 3 MONTHS



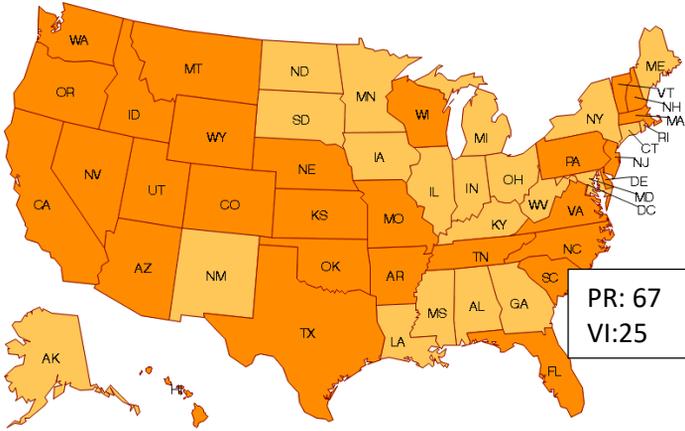
REALTORS® EXPECTATION ON SELLER TRAFFIC WITHIN THE NEXT 3 MONTHS



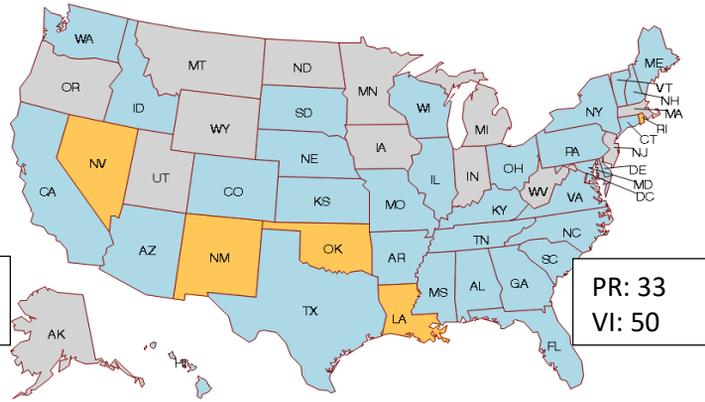
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Market Conditions

REALTORS® BUYER TRAFFIC INDEX



REALTORS® SELLER TRAFFIC INDEX



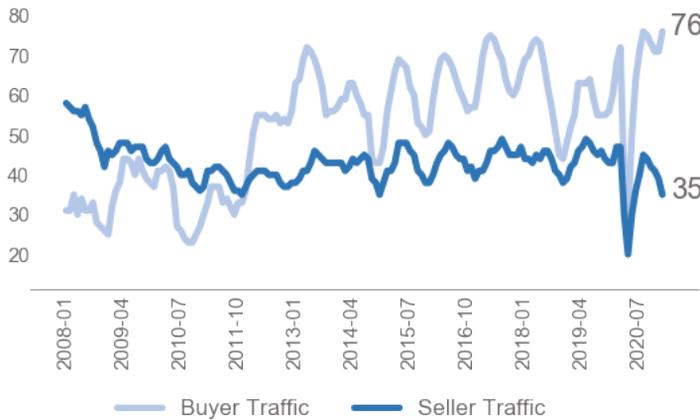
REALTORS® Buyer Traffic Index

Moderately Strong (55+ to 75) Very Strong (75+)

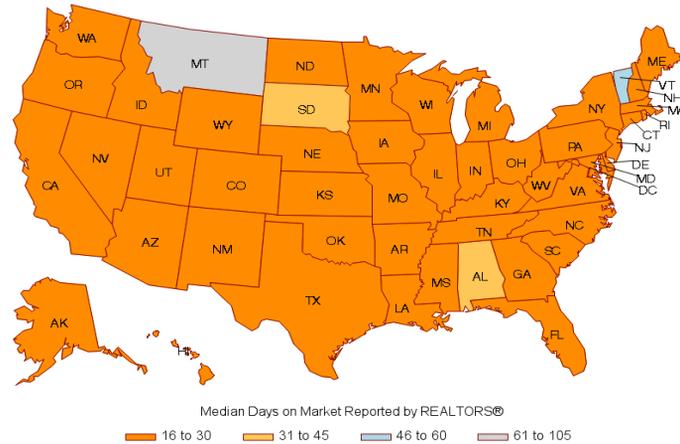
REALTORS® Seller Traffic Index

Very Weak (0 to 25) Weak (25+ to 45) Stable (45+ to 55)

REALTORS® BUYER AND SELLER TRAFFIC INDICES



MEDIAN DAYS ON THE MARKET



Median Days on Market Reported by REALTORS®

16 to 30 31 to 45 46 to 60 61 to 105

MEDIAN DAYS ON THE MARKET



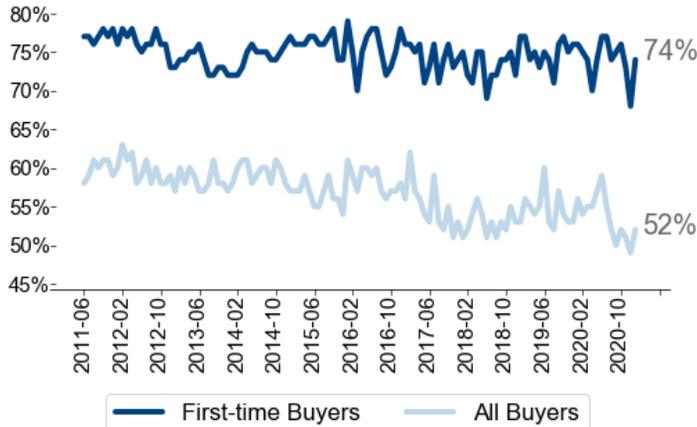
FIRST-TIME BUYERS AS PERCENTAGE OF RESIDENTIAL SALES



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Market Conditions

NON-CASH BUYERS WHO PUT DOWN LESS THAN 20 PERCENT FOR DOWN PAYMENT



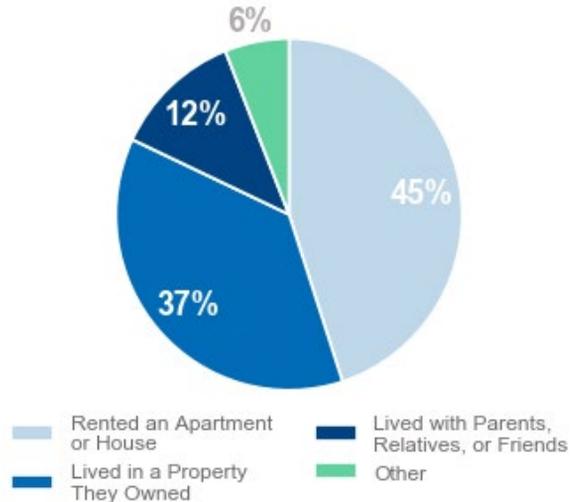
CASH SALES AS PERCENTAGE OF RESIDENTIAL SALES



DISTRESSED PROPERTY SALES BY PROPERTY TYPE



LIVING STATUS OF HOMEBUYERS



AVERAGE NUMBER OF OFFERS RECEIVED ON THE MOST RECENT CLOSED SALE

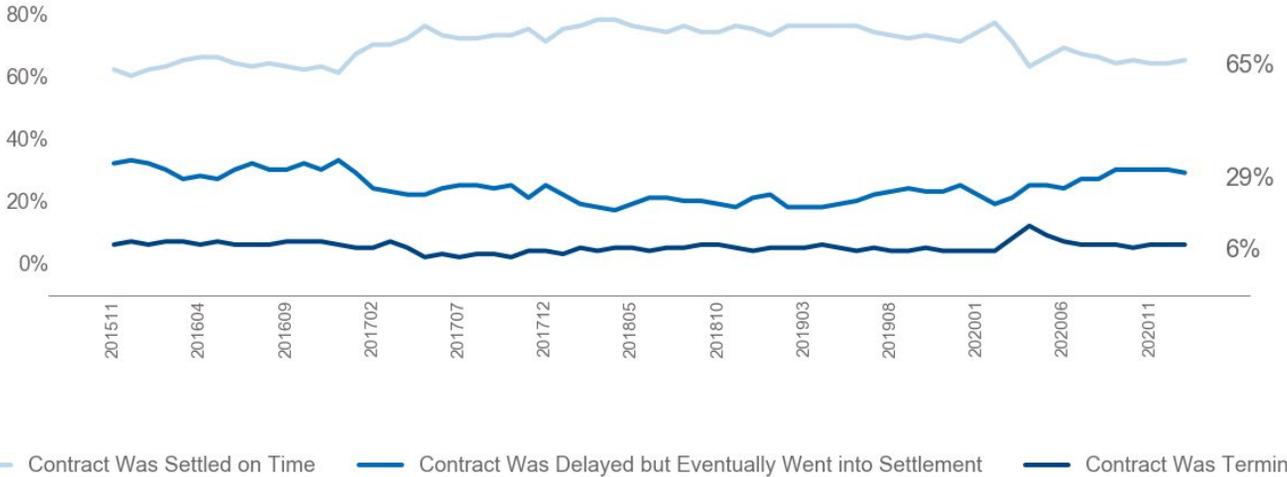


AVERAGE NUMBER OF CLIENTS TAKEN ON A HOME TOUR BY AGENT

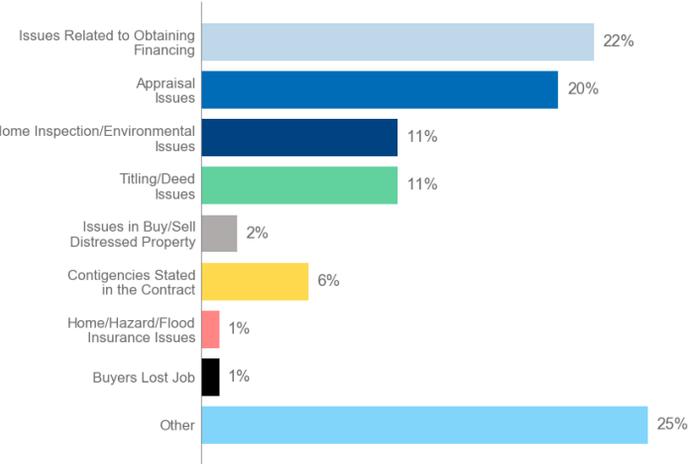


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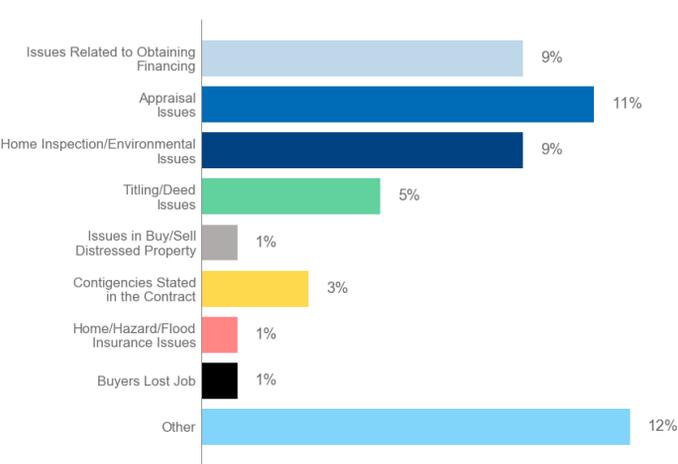
Issues Affecting Buyers and Sellers



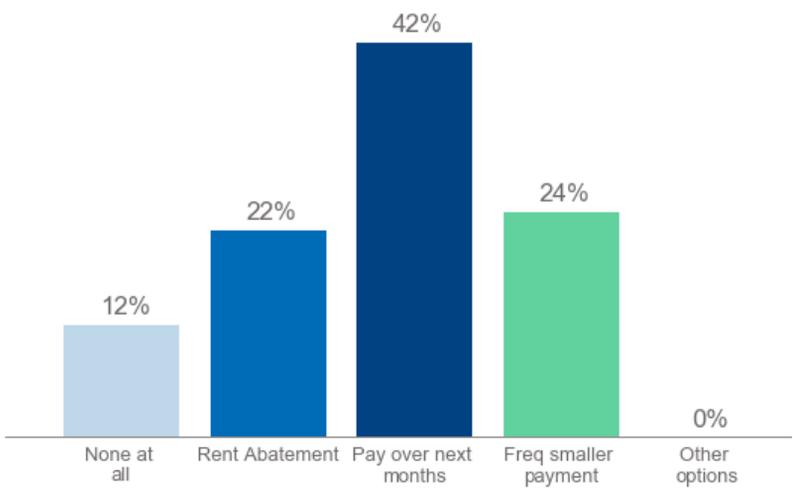
PROBLEMS ENCOUNTERED FOR DELAYED CONTRACT



PROBLEMS ENCOUNTERED FOR TERMINATED CONTRACTS¹



RENT OPTIONS OFFERED TO ASSIST RESIDENTIAL TENANTS



98%
Rent Collected

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About the *RCI Survey*

- The *RCI Survey* gathers information from REALTORS® about local market conditions based on their client interactions and the characteristics of their most recent sales for the month.
- The January 2021 survey was sent to 50,000 REALTORS® who were selected from NAR's more than 1.4 million members through simple random sampling and to 6,715 respondents in the previous three surveys who provided their email addresses.
- There were 4,041 respondents to the online survey which ran from February 1-8, 2021, of which 1,809 had a client. Among those who had a client, the survey's maximum margin of error for proportion estimates is two percent at the 95 percent confidence level. The margins of error for subgroups are larger.
- NAR weights the responses by a factor that aligns the sample distribution of responses to the distribution of NAR membership.

The *REALTORS® Confidence Index* is provided by NAR solely for use as a reference. Resale of any part of this data is prohibited without NAR's prior written consent. For questions on this report or to purchase the RCI series, please email: Data@realtors.org

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NATIONAL ASSOCIATION OF REALTORS®

The National Association of REALTORS®, “The Voice for Real Estate,” is America’s largest trade association, representing 1.4 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.

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