

# Hot or Not? Real Estate in a Declining Rate Environment

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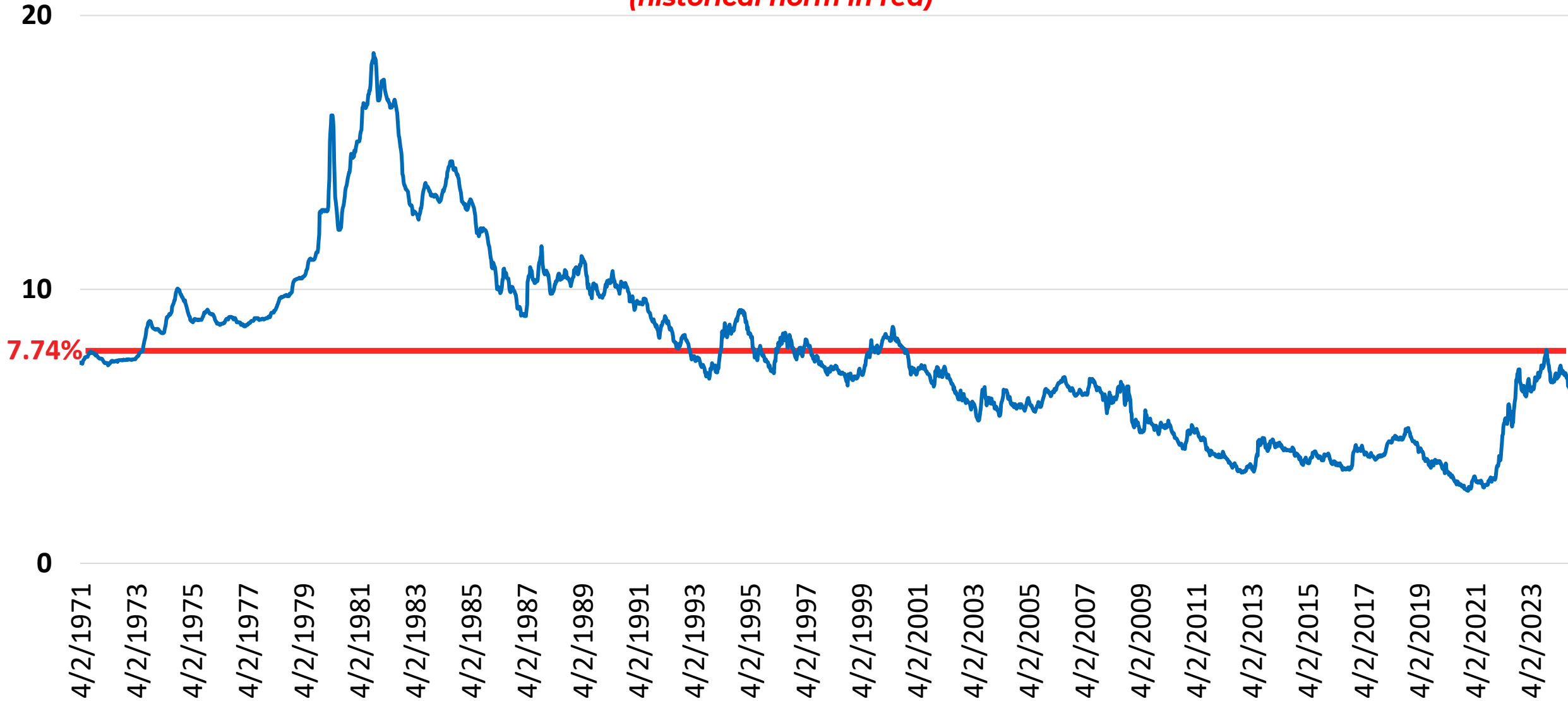
Record High  
Home Price,  
but Worst  
Sales Since  
1995

	1995	2023
<b>Annual existing-home sales</b>	3.85 million	4.09 million
<b>U.S. population</b>	266.6 million	336.0 million
<b>Single-family inventory (December)</b>	1.58 million	870,000
<b>Median annual existing-home sales price</b>	\$114,600 (\$227,826 inflation adjusted)	\$389,800



# 30-Year Fixed Mortgage Interest Rate

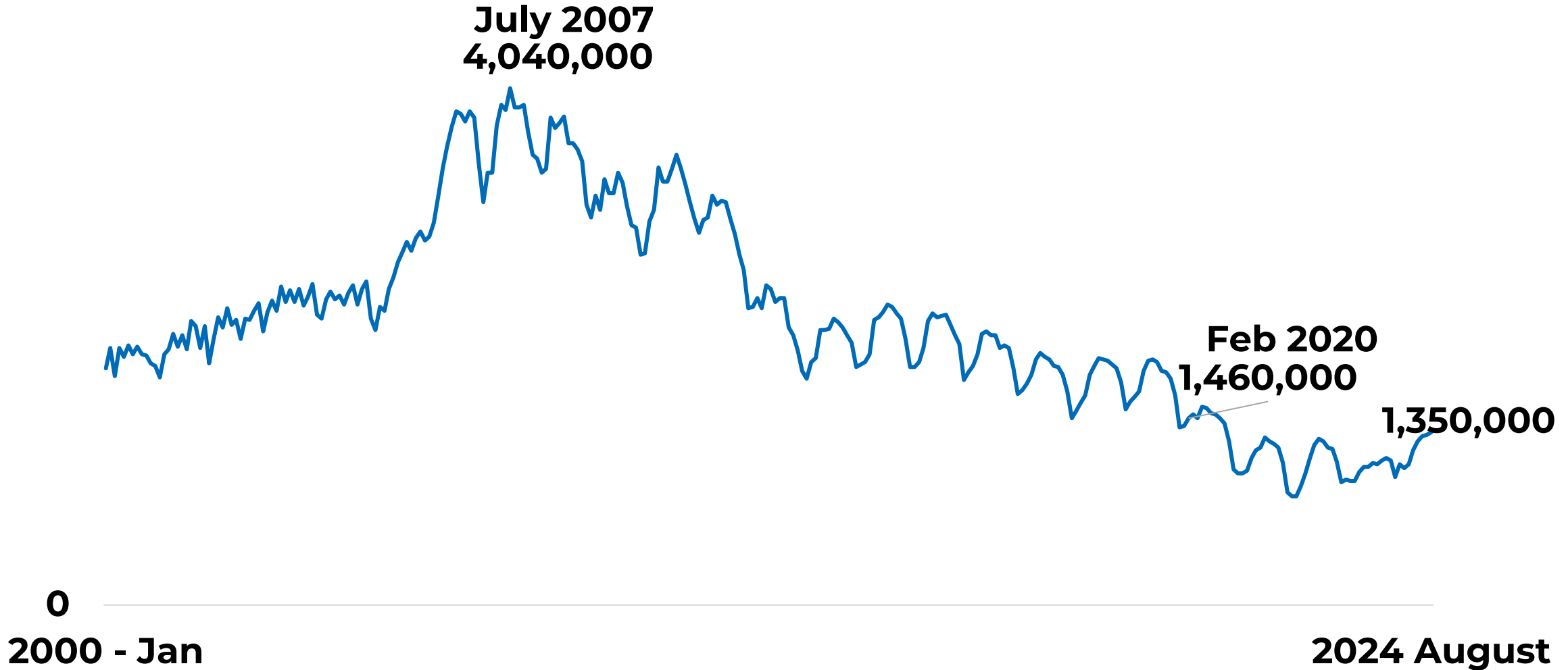
*(historical norm in red)*



Source: Freddie Mac <https://www.freddiemac.com/pmms>

# Inventory of Existing Homes

5,000,000



0

2000 - Jan

2024 August

# All Cash Buyers Trend Higher



Source: REALTORS® Confidence Index: [www.nar.realtor/research-and-statistics/research-reports/realtors-confidence-index](http://www.nar.realtor/research-and-statistics/research-reports/realtors-confidence-index)



# Share Distressed Sales (Foreclosures/Short Sales)



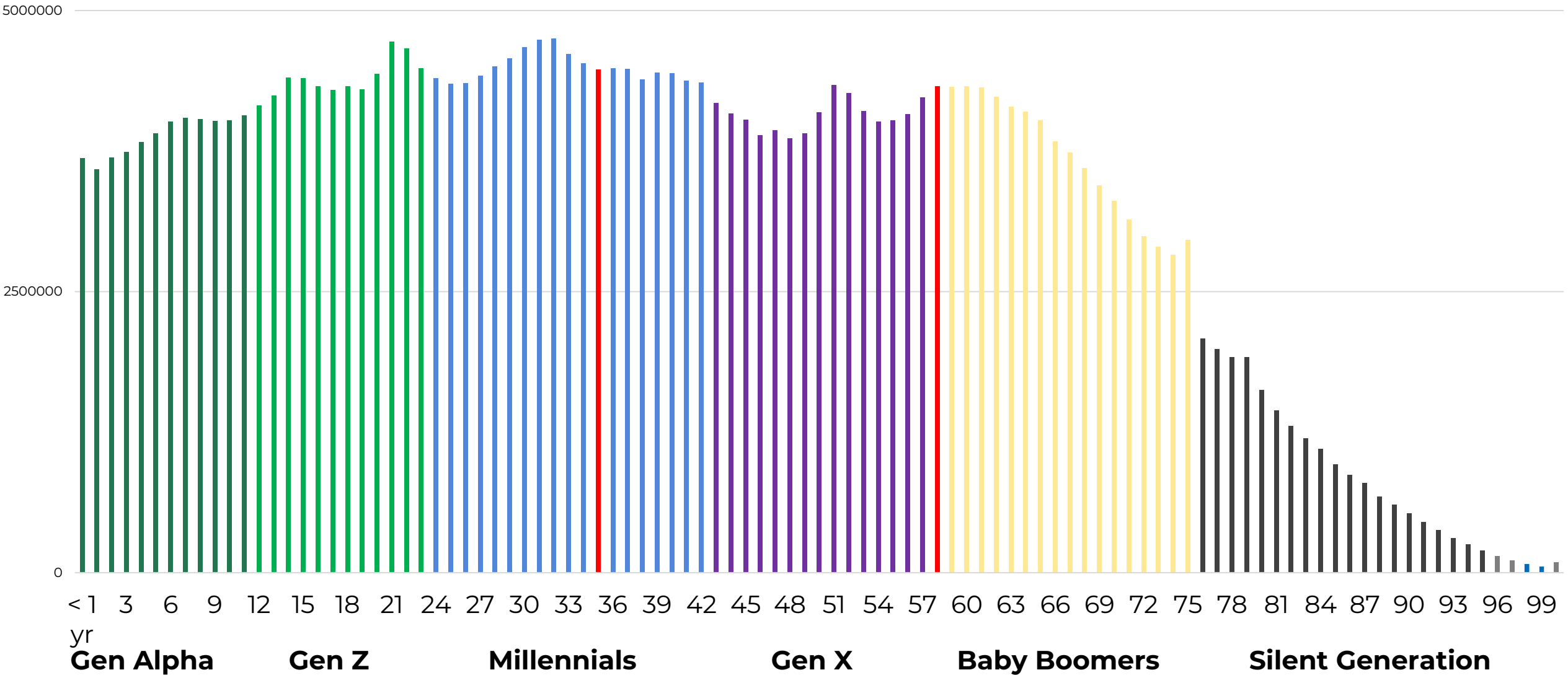
Source: REALTORS® Confidence Index: [www.nar.realtor/research-and-statistics/research-reports/realtors-confidence-index](http://www.nar.realtor/research-and-statistics/research-reports/realtors-confidence-index)



# Demographic Changes



# U.S. Population by Age (in 2022)



Source: Millennials Still Underperforming Amid Gains in Homeownership Rate

[www.nar.realtor/blogs/economists-outlook/millennials-still-underperforming-amid-gains-in-homeownership-rate](https://www.nar.realtor/blogs/economists-outlook/millennials-still-underperforming-amid-gains-in-homeownership-rate)

# All the Single Ladies



One-fifth all buyers

Among repeat buyers 1/3 paid with cash

Caregivers, townhouses/condos, financial priority

# Baby Bust Among Buyers



—Children Under Age 18 in Home

Source: 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)

# Fur Babies Are Housing Deciders



66% of households of have pets

\$147 Billion spent on pets in 2023

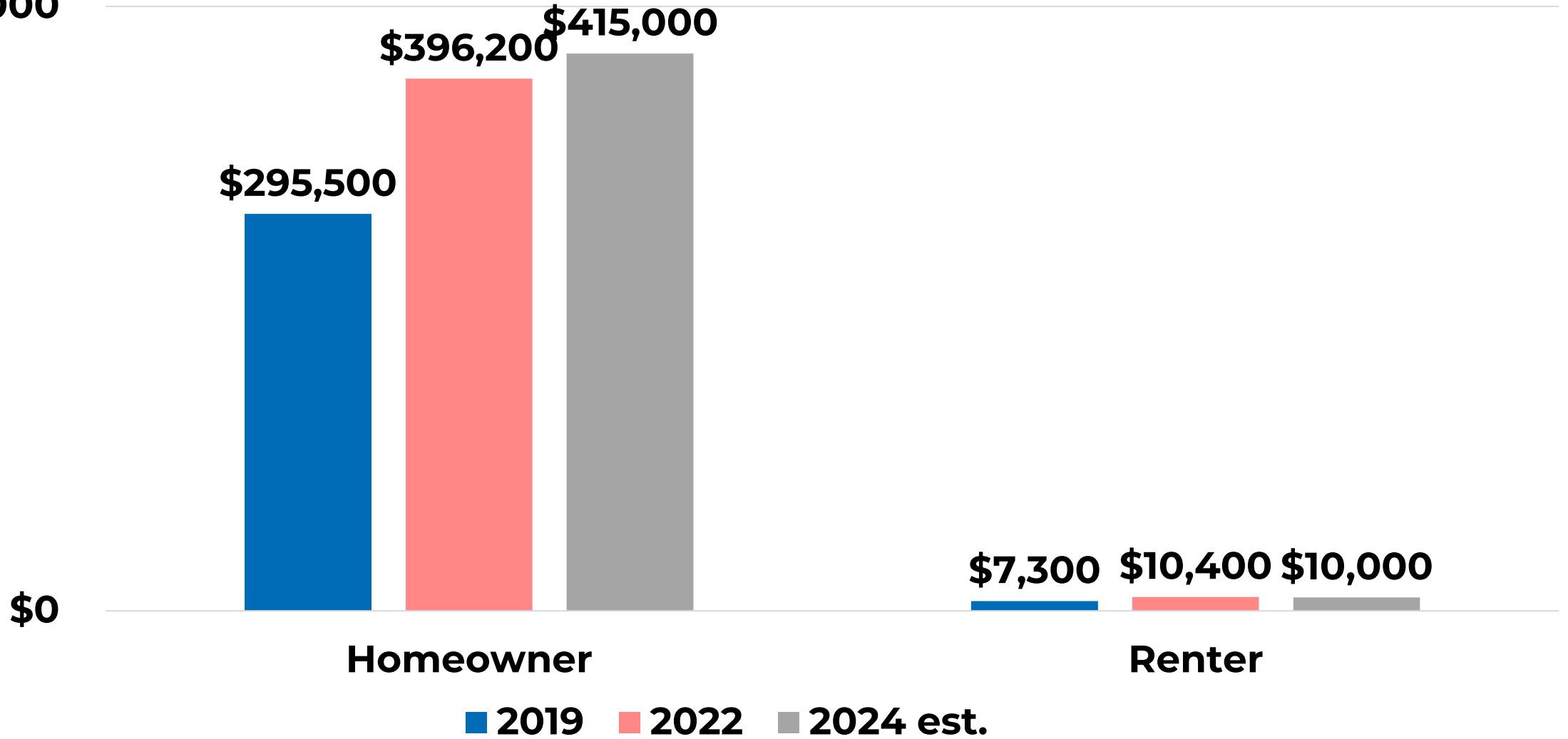
19% of home buyers factored in pets to neighborhood choice

# Net Worth and Impact to GDP



# Median Net Worth

\$450,000



\$0

Homeowner

Renter

■ 2019 ■ 2022 ■ 2024 est.

# THE ECONOMIC IMPACT OF A TYPICAL HOME SALE

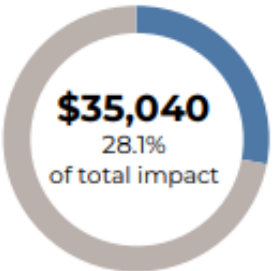
in the United States

The real estate industry accounted for **\$4.9** trillion or **17.8%** of the gross state product in 2023.

### TOTAL ECONOMIC IMPACT

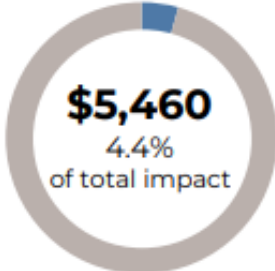
**\$124,800**

Income generated from  
real estate industries



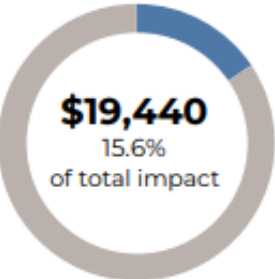
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Expenditures related  
to home purchase



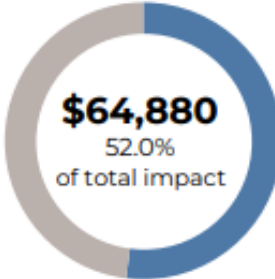
+

Multiplier of housing  
related expenditures



+

New home  
construction



# THANK YOU.

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