Real Estate Data: Helping You Stand Out

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

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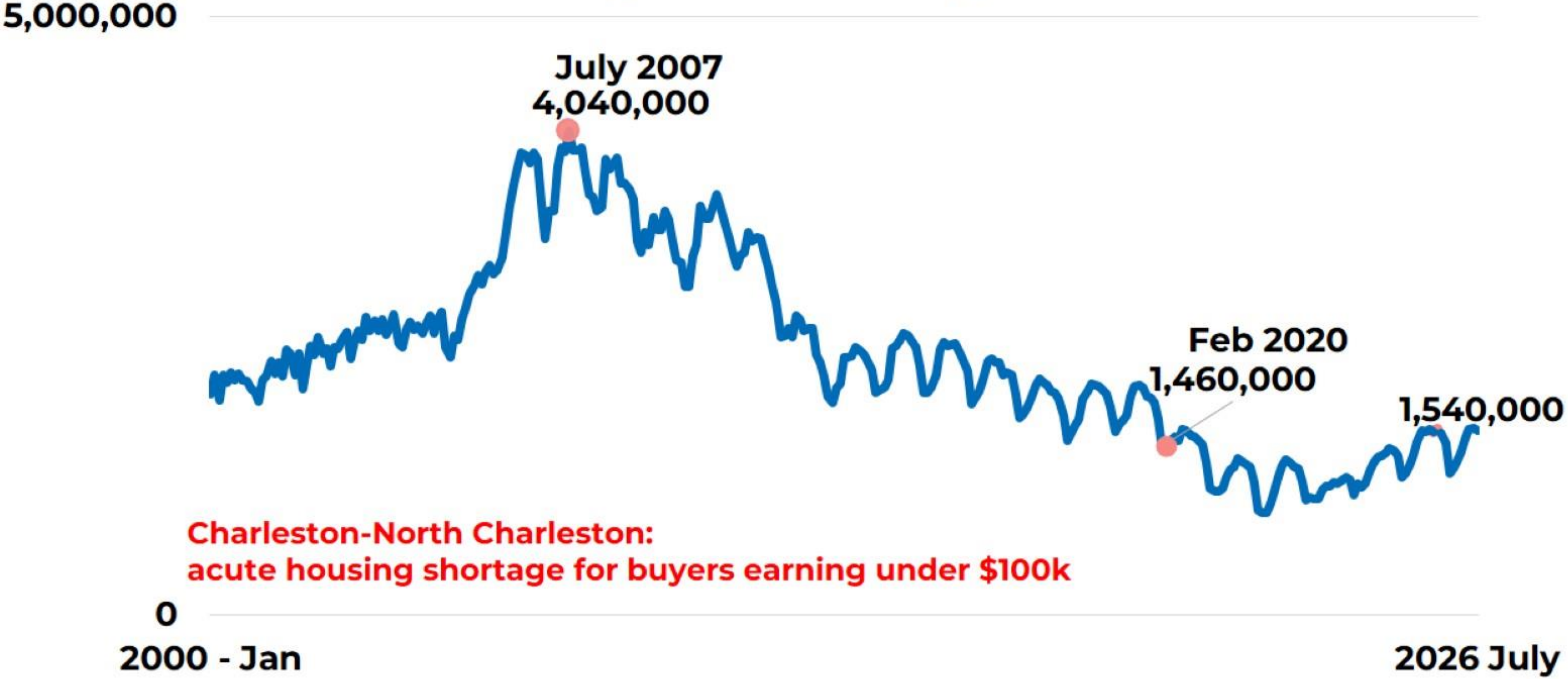
Inventory of Existing Homes



Source: NAR Existing-Home Sales
www.nar.realtor/research-and-statistics/housing-statistics/existing-home-sales

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30-Year Fixed Mortgage Interest Rate

Difference 6.5%-3.5%:
$400k: $586/month

If rates fell from 7%→6% = 2,056 new home buyers estimated in Charleston-North Charleston

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

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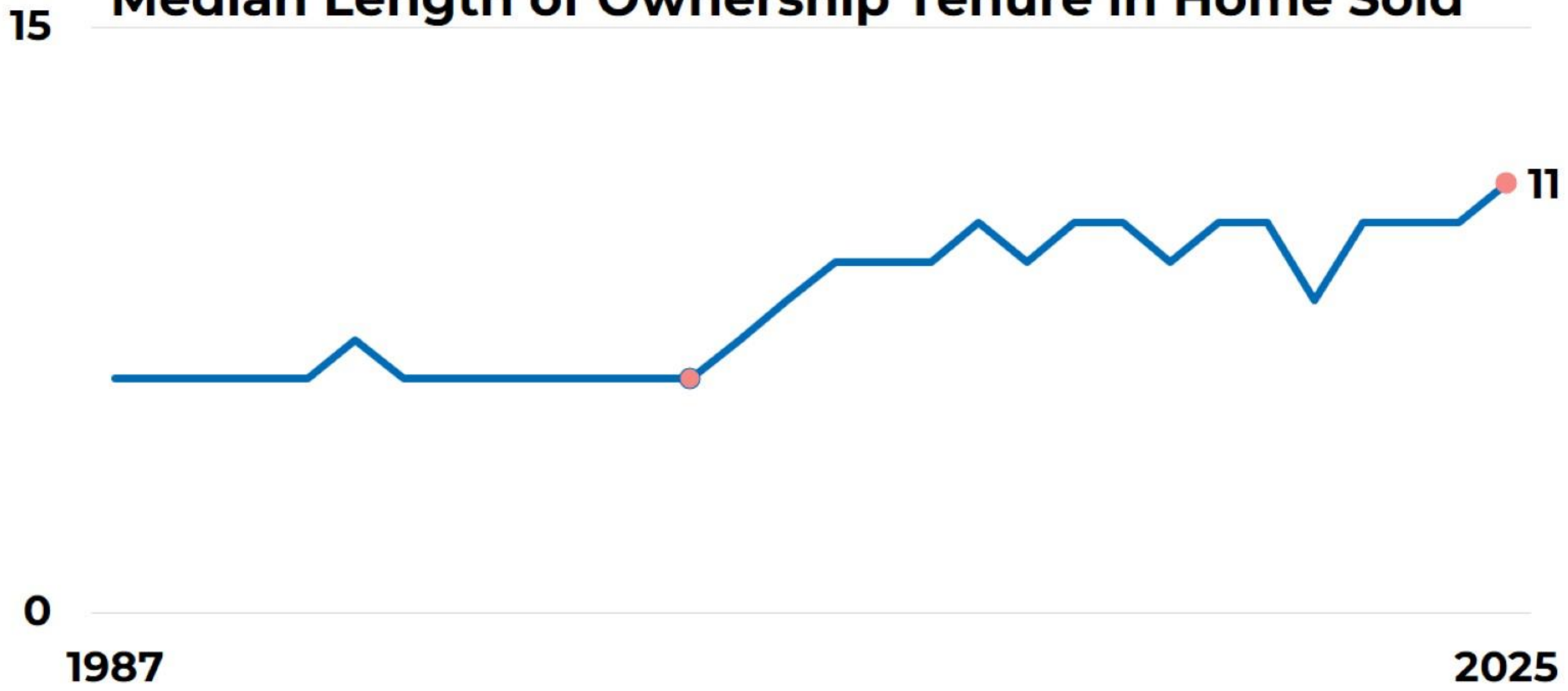
Opportunity: The Owner Who Bought 10 Years Ago: Median Length of Ownership Tenure in Home Sold



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

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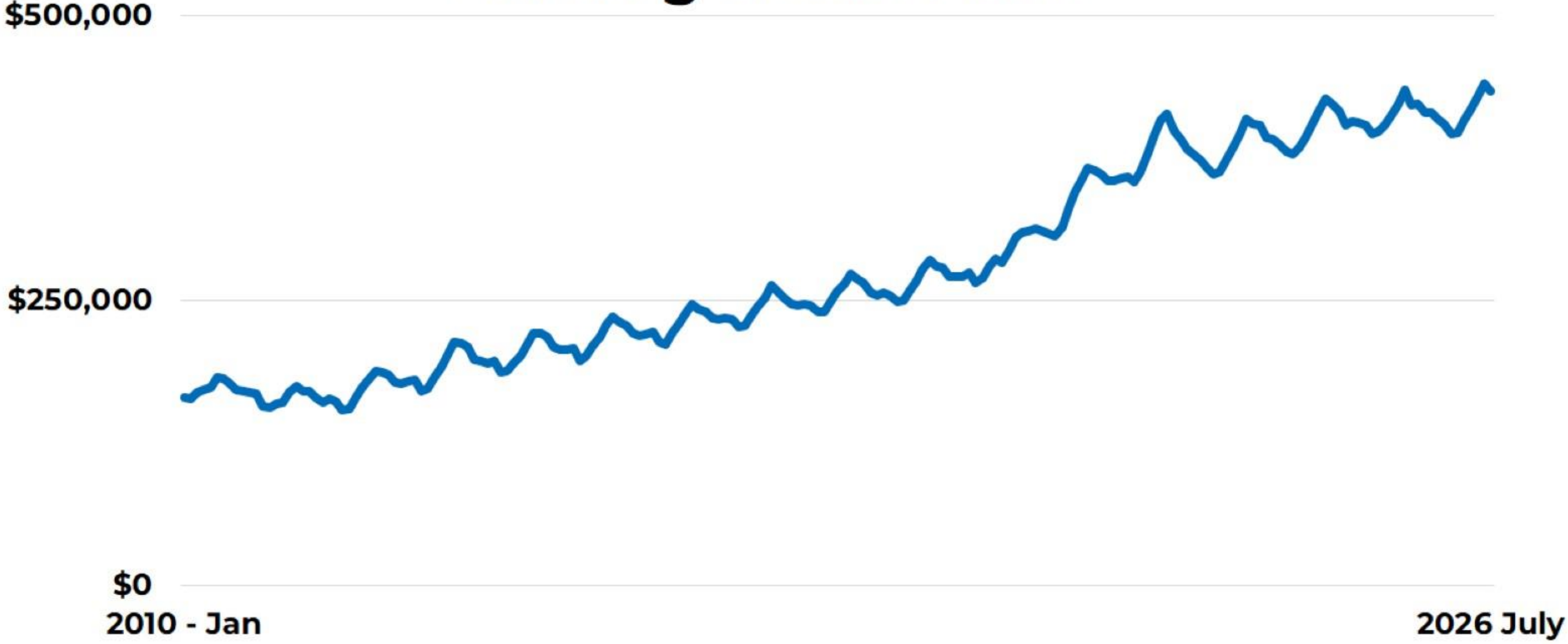
National Median Existing-Home Price



Source: NAR Existing-Home Sales https://www.nar.realtor/research-and-statistics/housing-statistics/existing-home-sales
Census/HUD https://www.census.gov/construction/nrs/current/index.html

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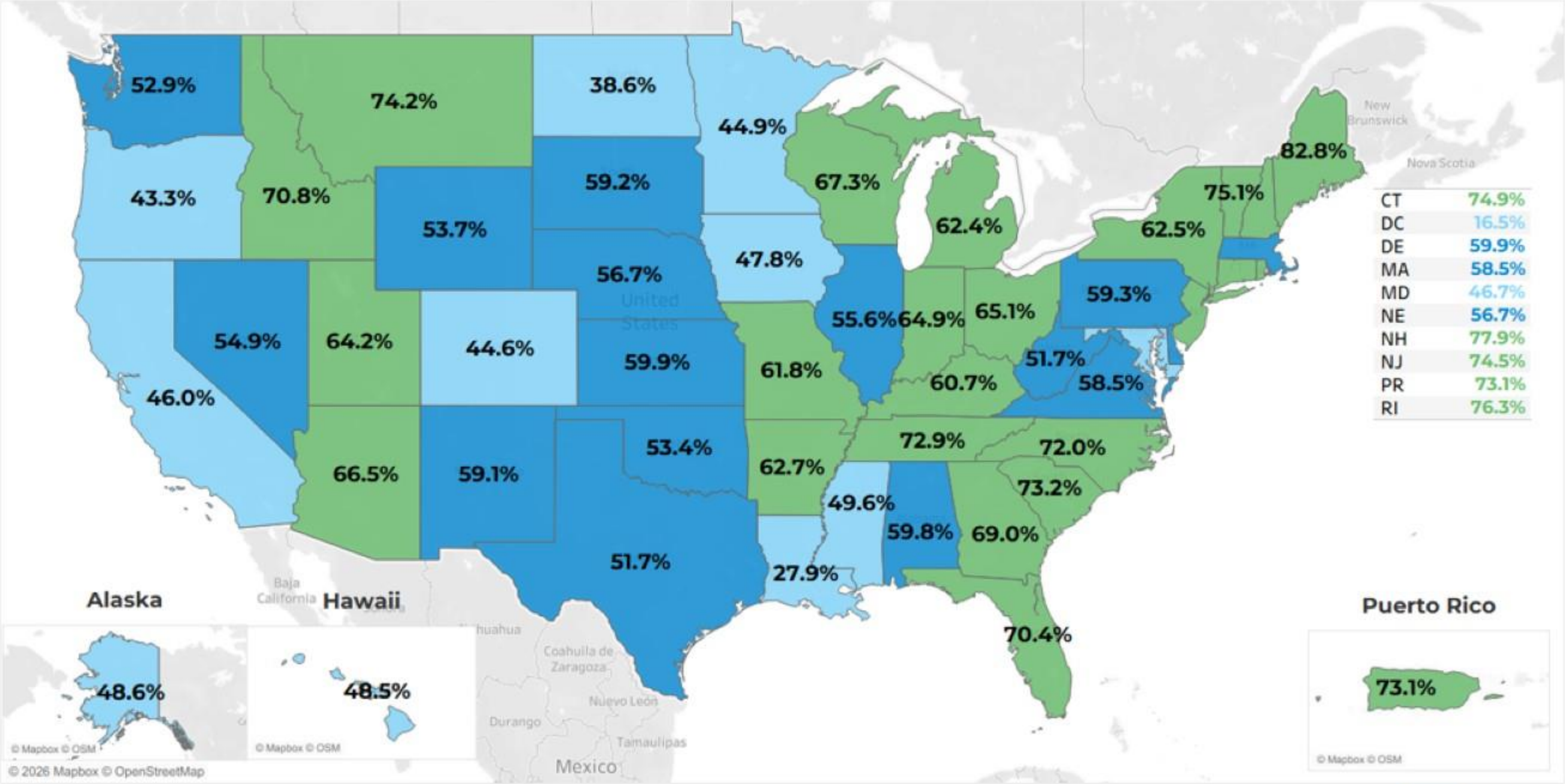
State Home Price Appreciation
% change from 2020 Q1 to 2026 Q1

$197k+ in Charleston-North Charleston in 6 years



Source: NAR Analysis of FHFA data

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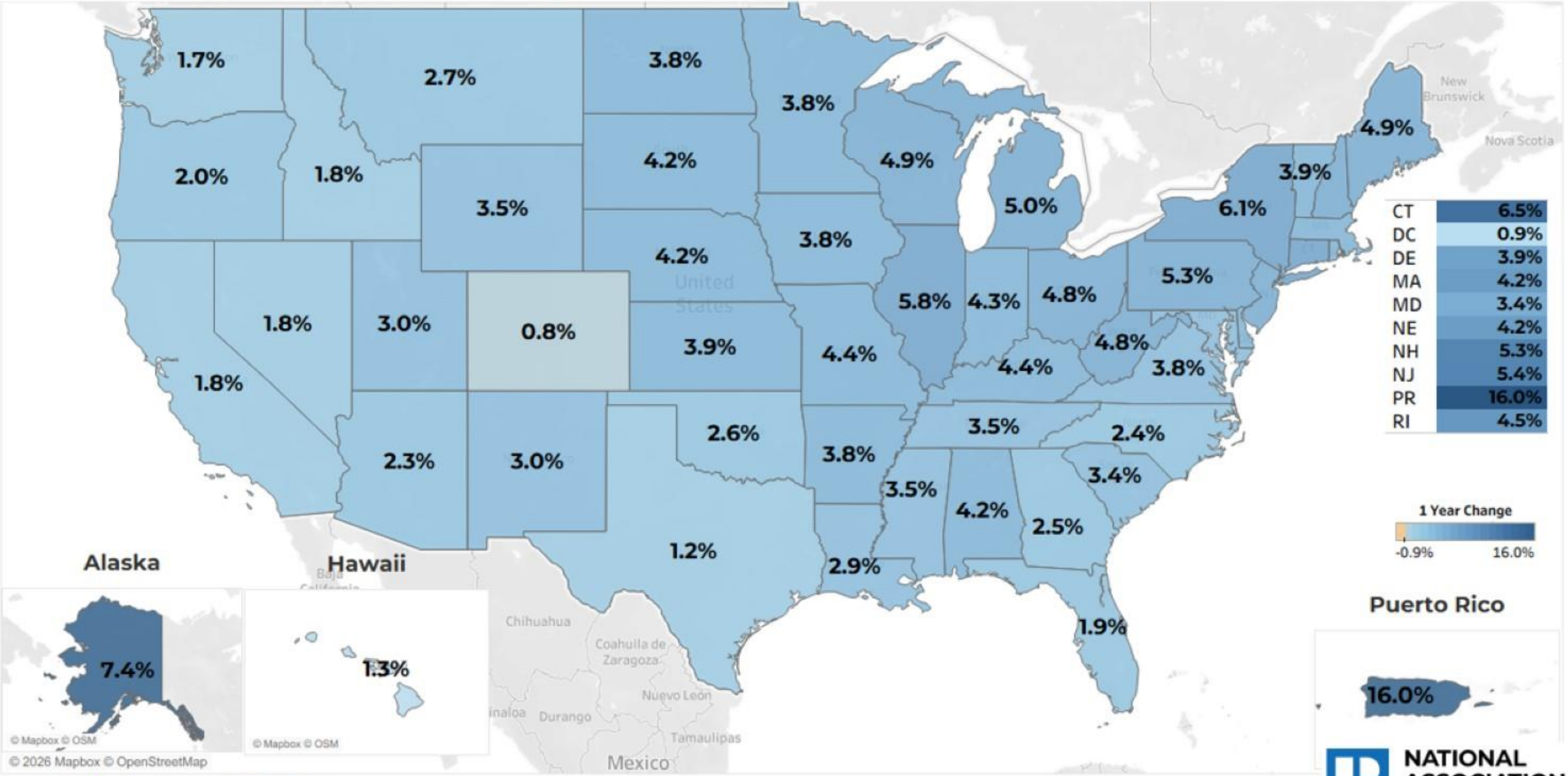
State Home Price Appreciation
% change from 2025 Q1 to 2026 Q1



Source: NAR Analysis of FHFA data

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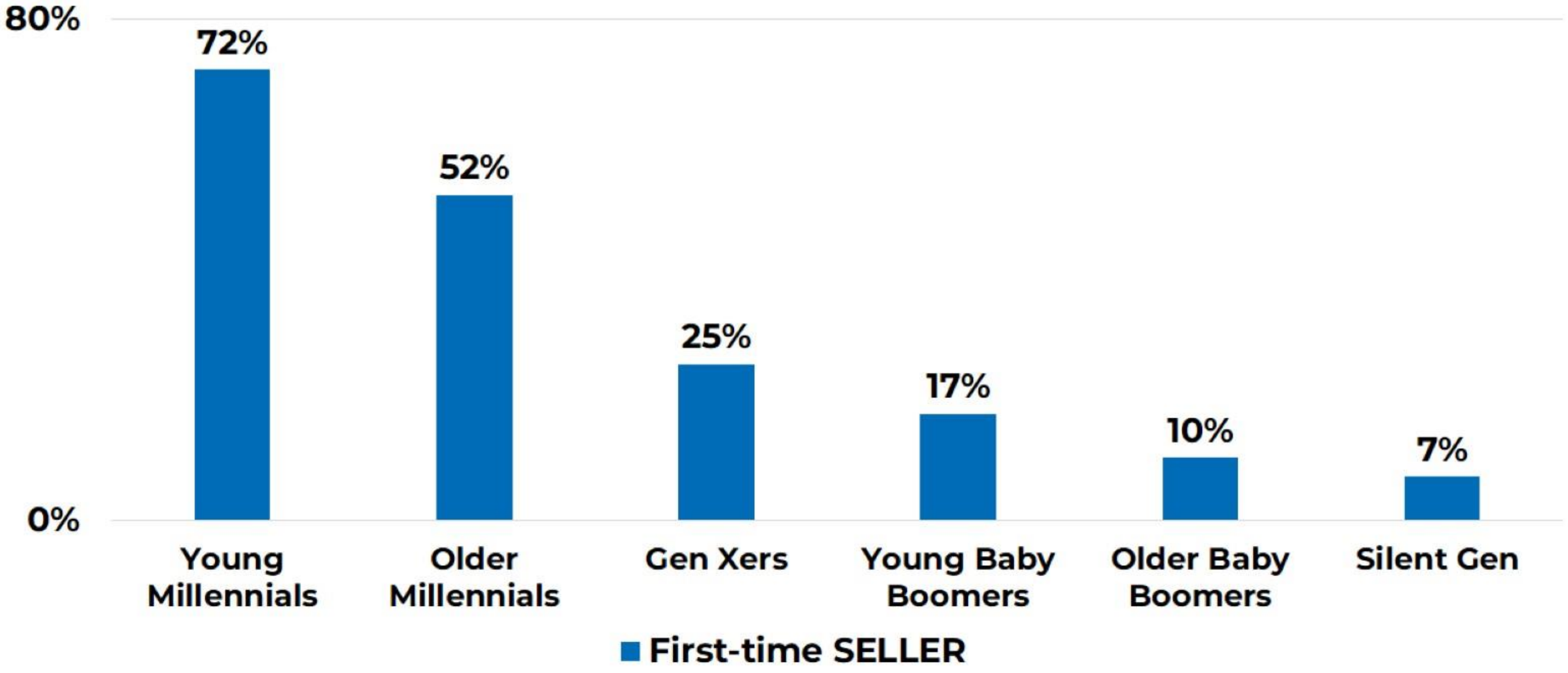
Opportunity: An Owner Who Doesn't Know What Equity Is or How to Find It: Share of First-Time Home Sellers



Source: Home Buyers and Sellers Generational Trends
https://www.nar.realtor/research-and-statistics/research-reports/home-buyer-and-seller-generational-trends

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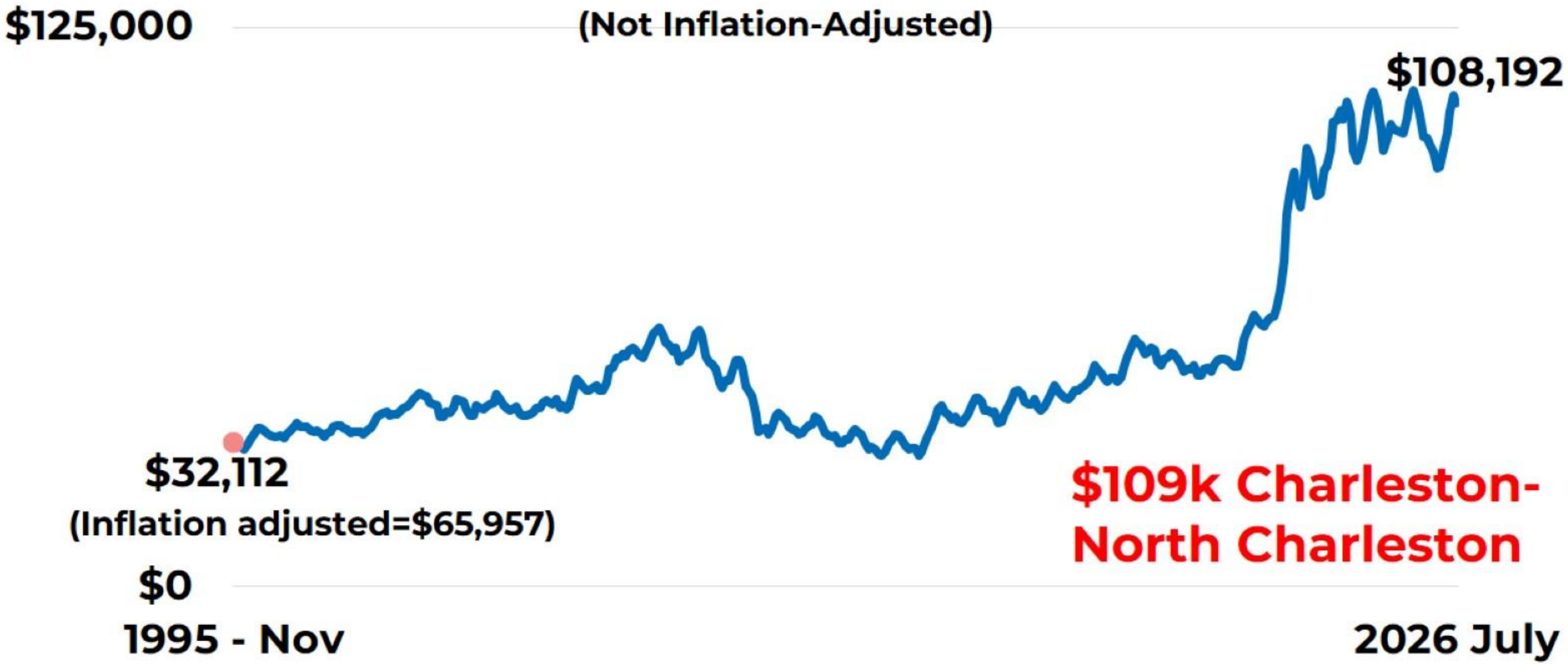
Qualifying Income Needed for Median-Priced Home With 20% Down

(Not Inflation-Adjusted)



Source: NAR Housing Affordability Index
https://www.nar.realtor/research-and-statistics/housing-statistics/housing-affordability-index

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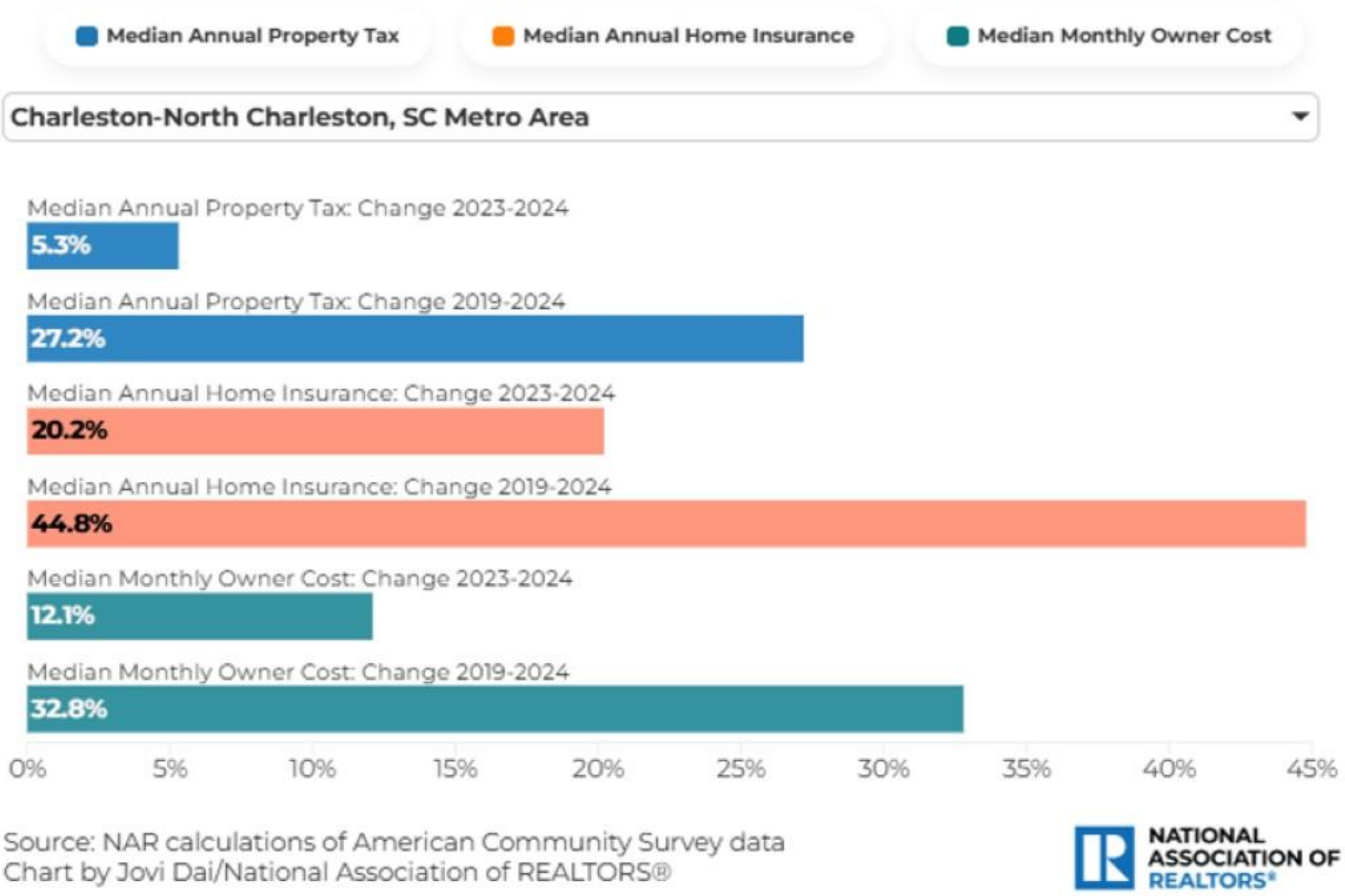
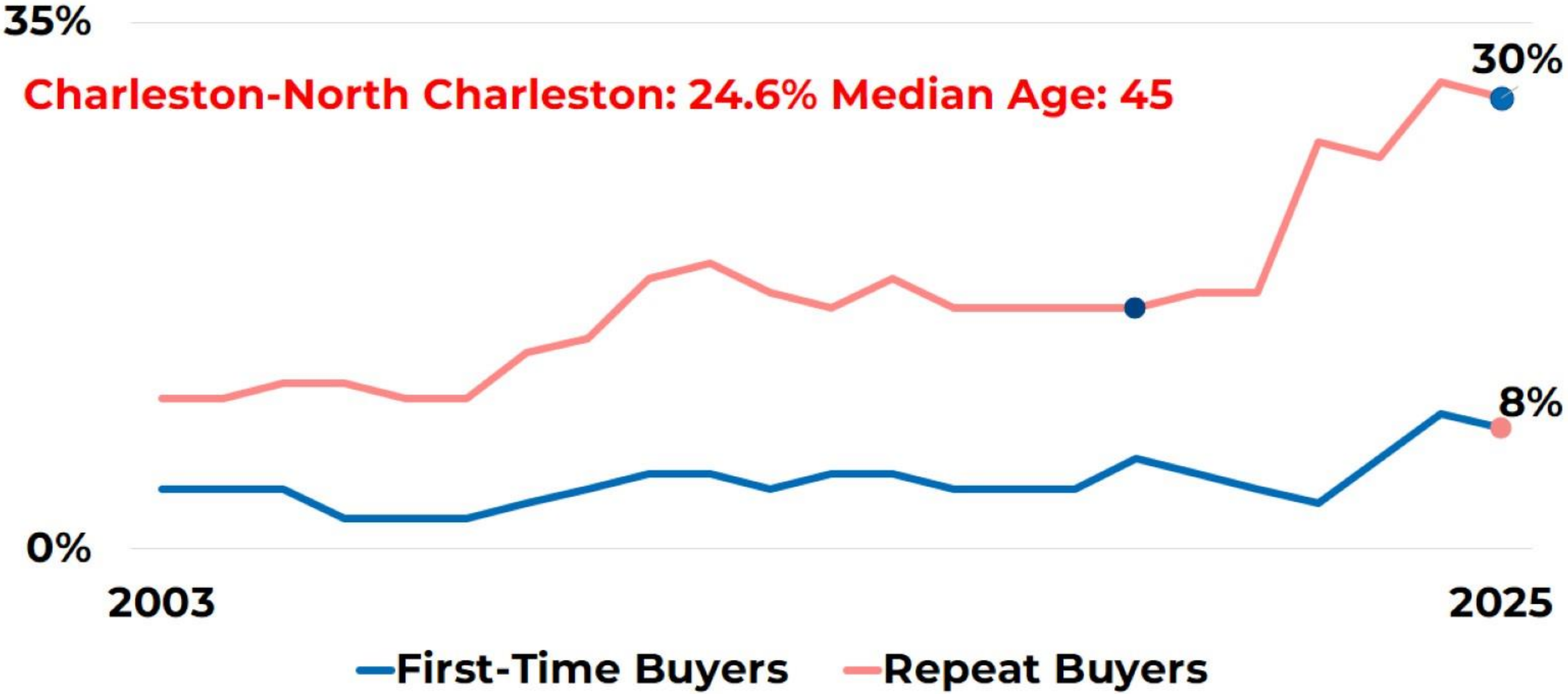
Total Cost of Ownership Has Increased



Source: Beyond Principal and Interest: The Escrow Effect Your Mortgage is Fixed, but Your Costs Aren't
https://www.nar.realtor/blogs/economists-outlook/beyond-principal-and-interest-the-escrow-effect

All-Cash 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
Where Are Buyers Paying Cash for Homes?
https://www.nar.realtor/blogs/economists-outlook/where-are-buyers-paying-cash-for-homes

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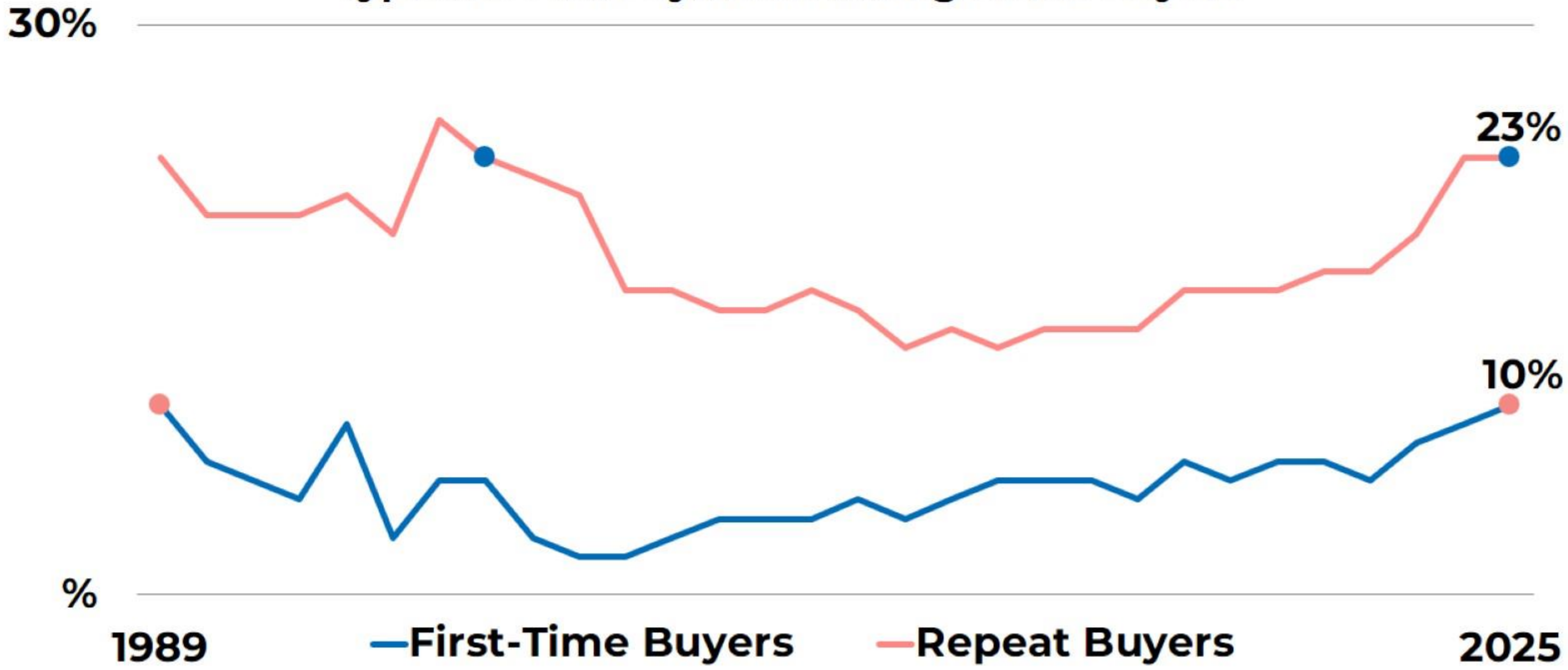
Opportunity: First-time Buyer Who Thinks 20% is ONLY WAY: Typical Down Payment Among Home Buyers



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

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On the Move

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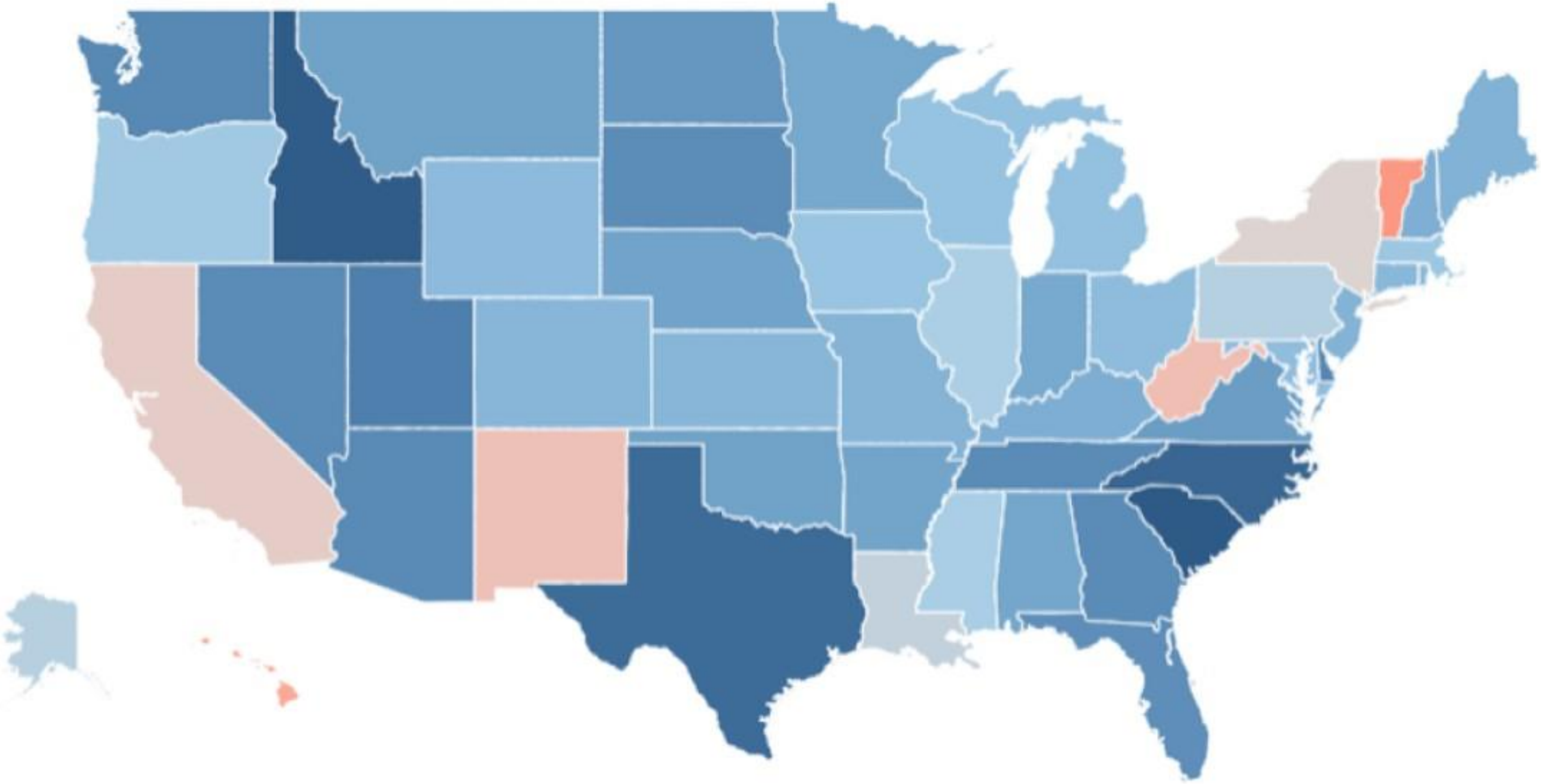
Sunbelt and Mountain States Lead Population Growth in Percent Change

SC State Population Gained +80k and 1.5% Population Change



Source: U.S. Census Bureau, Vintage 2025 Population Estimates

Source: Behind the Numbers: Top 15 States for Population and Migration Trends in 2025
https://www.nar.realtor/blogs/economists-outlook/top-15-states-for-population-and-migration-trends-in-2025-the-south-leads-the-midwest-gains

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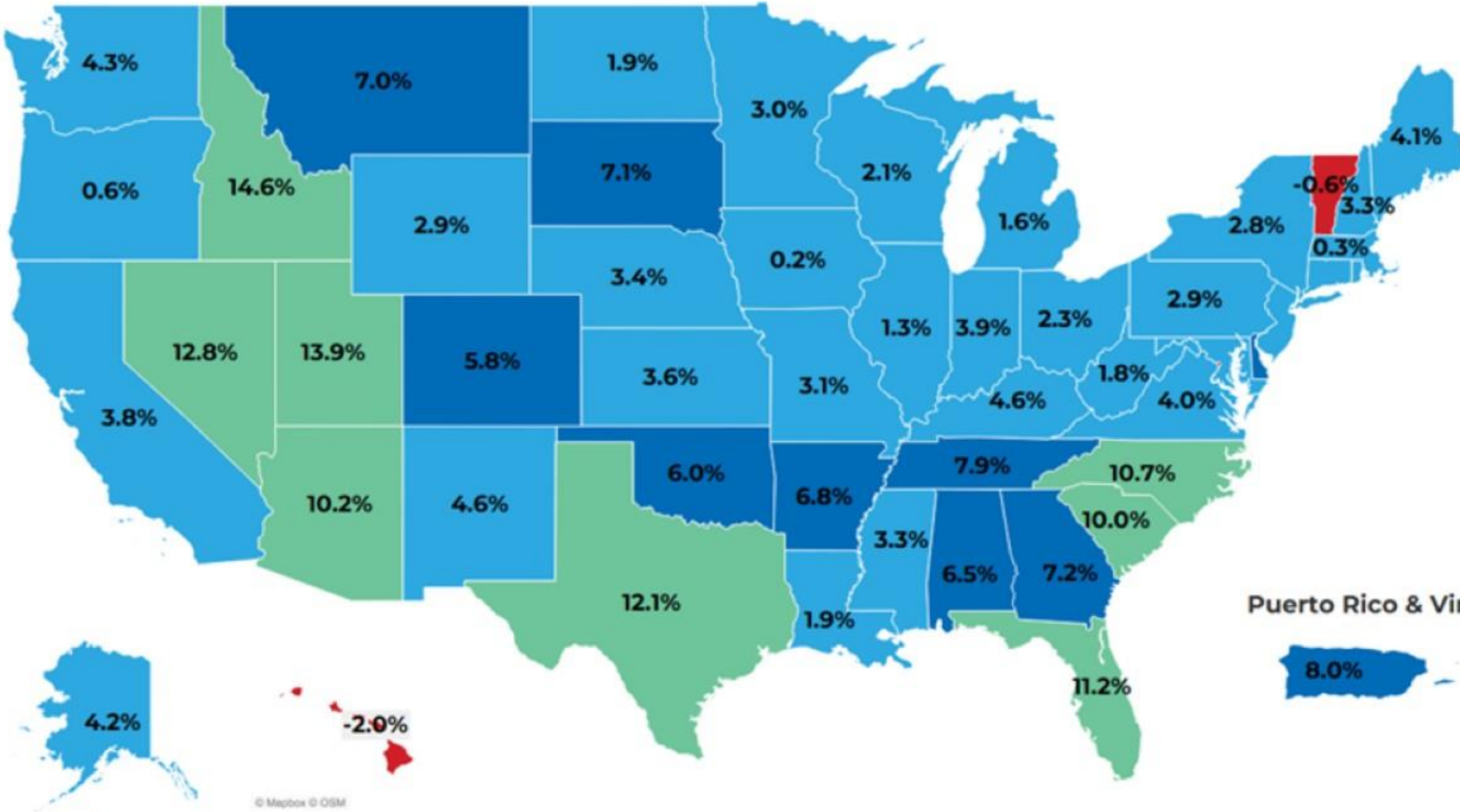
Employment Growth
February 2020-June 2026



CT	2.6%
DC	-10.0%
DE	7.4%
IL	1.3%
MA	0.3%
MD	1.2%
NE	3.4%
NH	3.3%
NJ	4.6%
RI	2.3%

Source: U.S. Bureau of Labor Statistics

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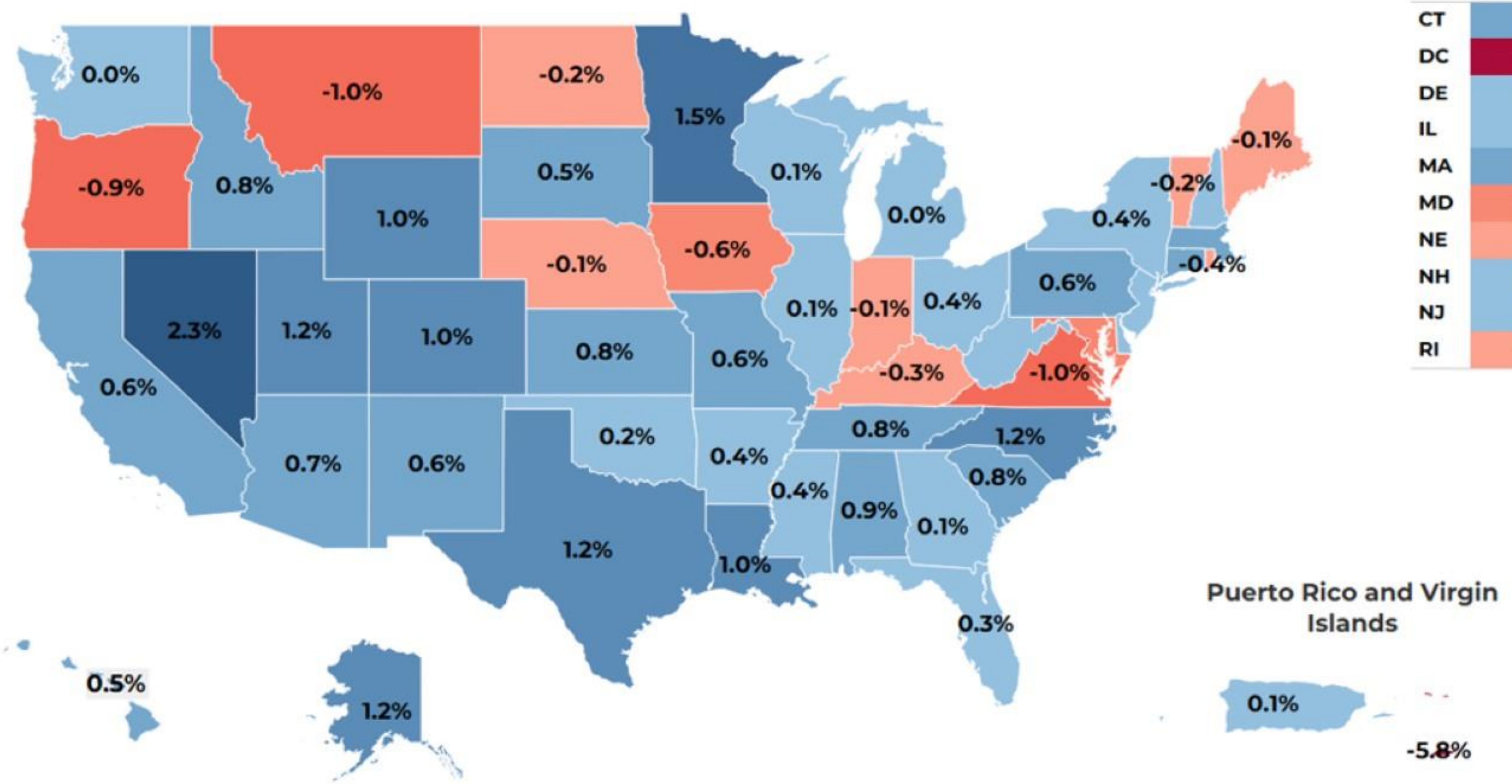
Employment Growth
June 2025-June 2026



CT	0.5%
DC	-4.8%
DE	0.3%
IL	0.1%
MA	0.5%
MD	-0.7%
NE	-0.1%
NH	0.3%
NJ	0.2%
RI	-0.4%

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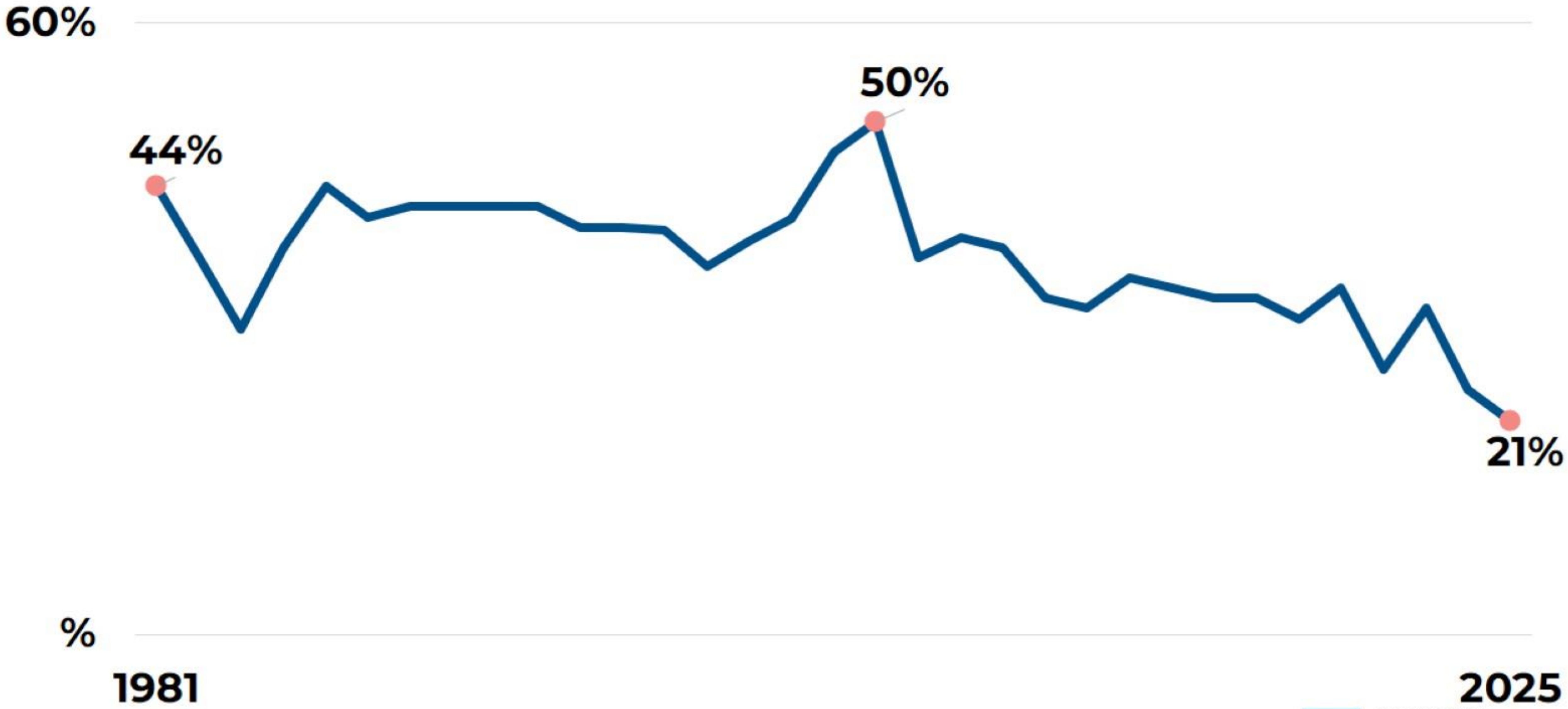
Generational Warfare

First-Time Home Buyers Hit All-Time Low



Source: How NAR Research Collects First-Time Buyer Data and Why It Matters
https://www.nar.realtor/blogs/economists-outlook/how-nar-research-collects-first-time-buyer-data-and-why-it-matters

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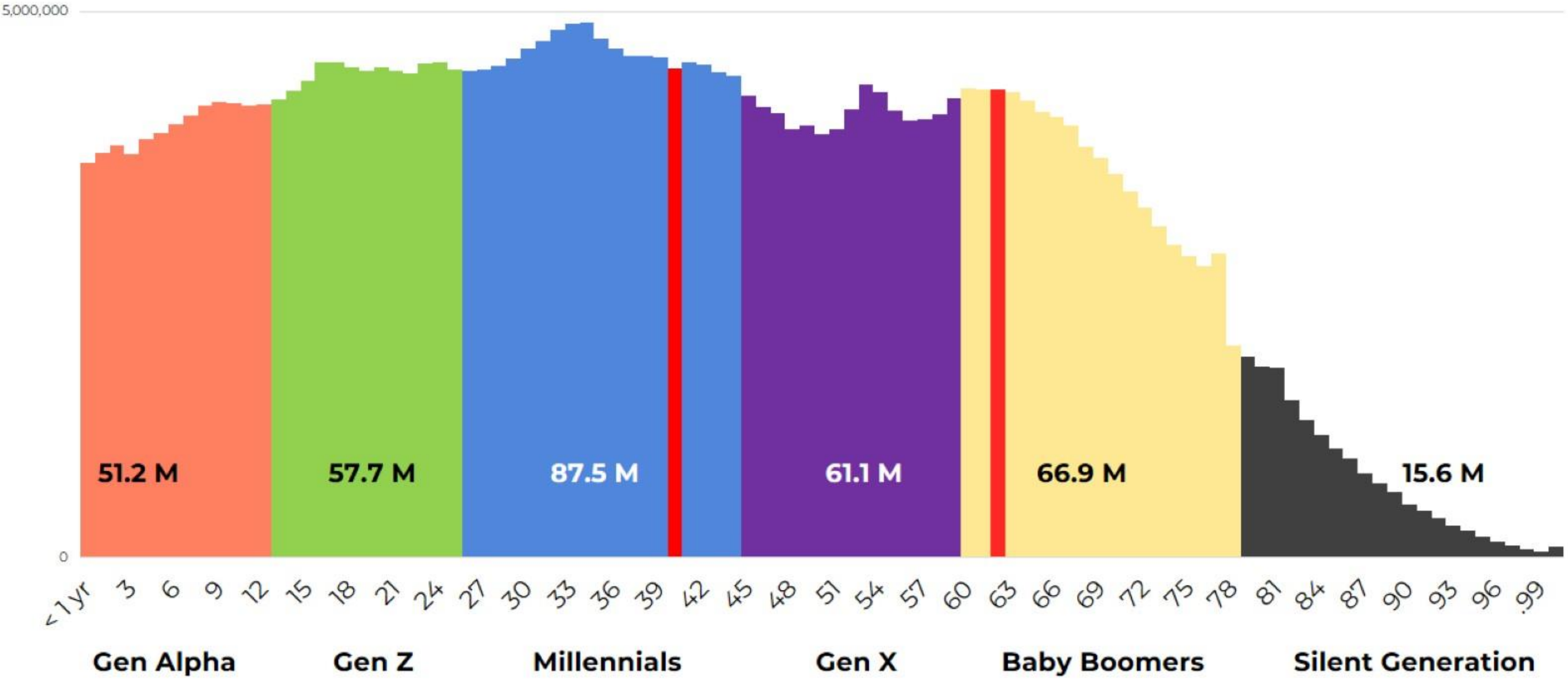
U.S. Population by Age (in 2024)



Source: How NAR Research Collects First-Time Buyer Data and Why It Matters
https://www.nar.realtor/blogs/economists-outlook/how-nar-research-collects-first-time-buyer-data-and-why-it-matters

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Opportunity: The Gen Zer Who Learned About Avocado Toast & Student Debt When They Were In Middle School

	Gen Z Home Buyer	Young Millennial Home Buyer
Share Overall	**4%**	**11%**
Share With Student Debt	31%	39%
Downpayment Source:		
Community/government down payment assistance program	14%	4%
Financial Assets	22%	20%
Gift/Loan Friends/Family	16%	26%

Source: Home Buyers and Sellers Generational Trends
https://www.nar.realtor/research-and-statistics/research-reports/home-buyer-and-seller-generational-trends

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Growth in Multi-Generational Homeownership

Leading Reasons:

- Young Adults Boomeranging Home
- Aging Parents Living with Adult Children
- Cost savings/Cost of Caregiving

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Demographic Changes: DINKS, SINKS, and Roomies

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Opportunity: The Dude Who Thinks He Has to Wait Till Partnered: First-Time Buyers: Household Composition

	1985	2025	Change
Married Couples	75%	50%	-25%
Single Women	11	25	+14%
Unmarried Couples	4	11	+7%
Single Men	9	10	+1%
Other (roommates)	0	4	+4%

Source: For Galentine's Day, Celebrating Single Women Buyers and Opportunities for Single Men Buyers
https://www.nar.realtor/blogs/economists-outlook/for-galentines-day-celebrating-single-women-buyers-and-opportunities-for-single-men-buyers

Opportunity: The DINK/SINK Renter: Share of Buyers With Kids Under 18

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

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Opportunity: The Renter Who Adopted a Dog, Cat(s), Reptile, Birds, or Got Really Into Fish

- 71% of households of have pets
- $158 Billion spent on pets in 2025
- 16% of home buyers factored in pets to neighborhood choice

Source: Pets Drive Home Buying
https://www.nar.realtor/blogs/economists-outlook/pets-drive-home-buying

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Agent Role

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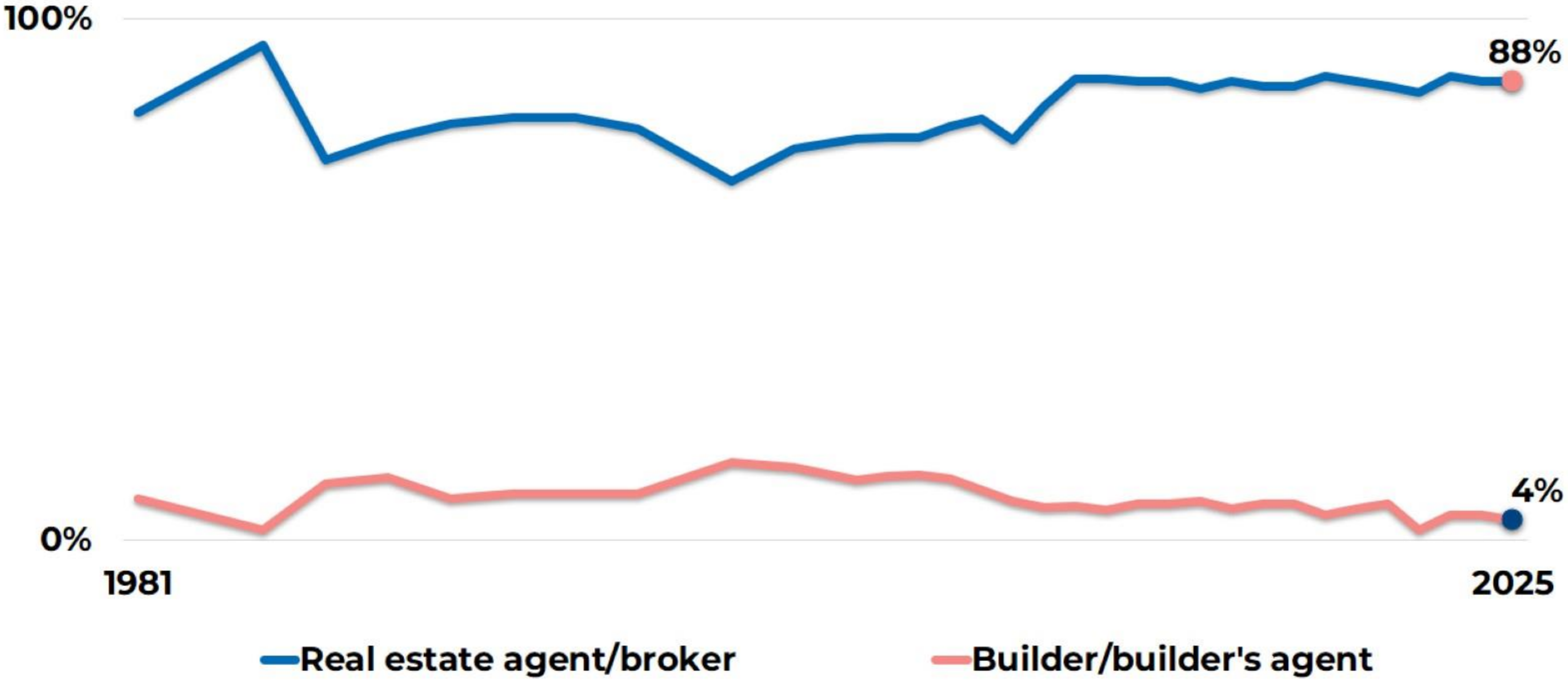
Buyer Use of Agents



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

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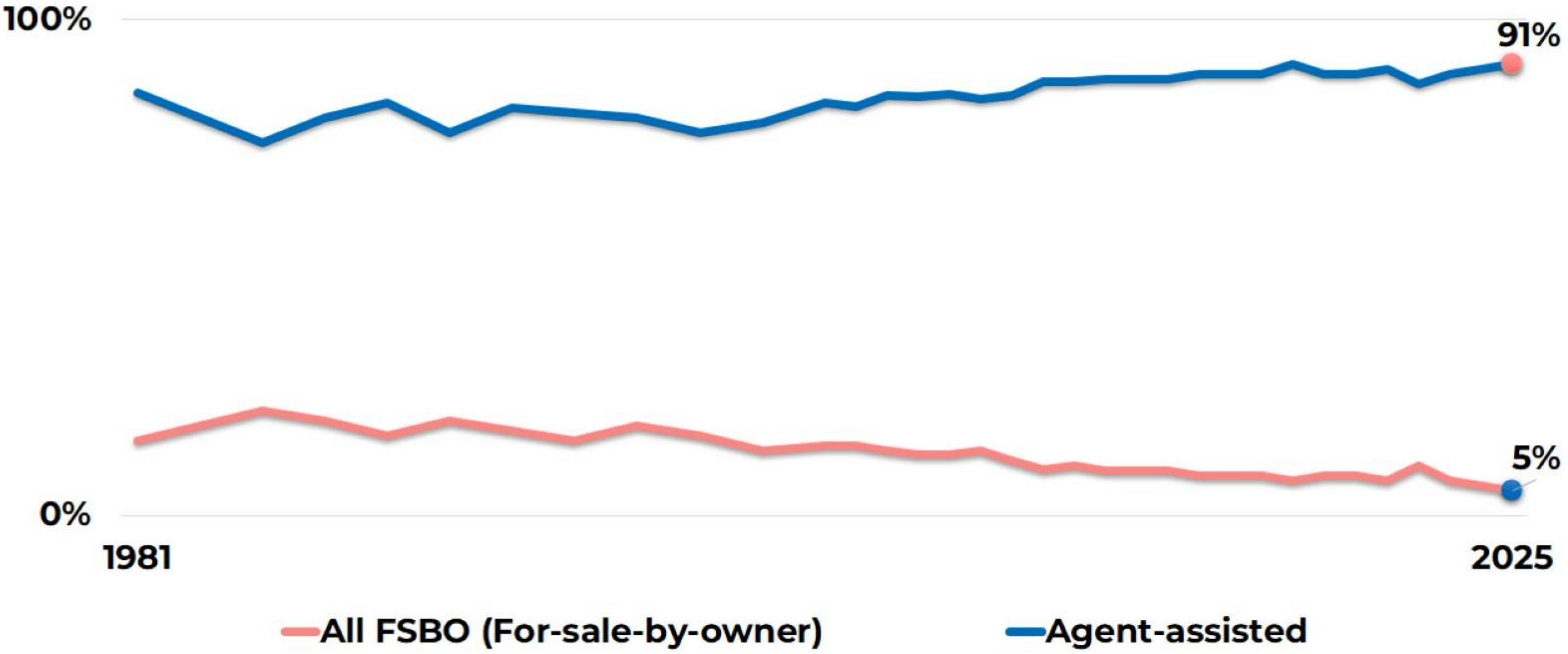
Seller's Agent Use High, FSBO All-Time Low



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

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Owners' Net Worth and Impact to GDP

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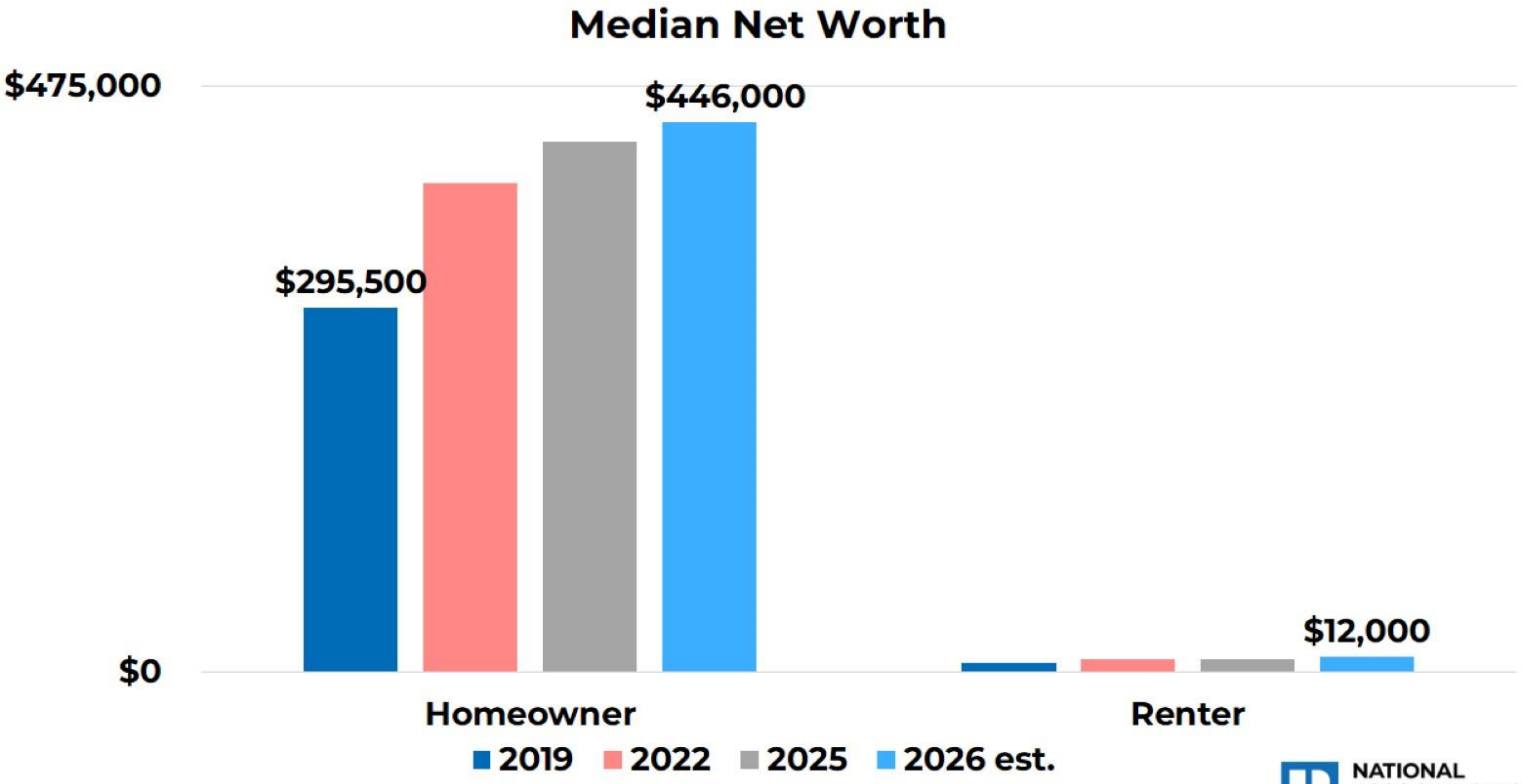
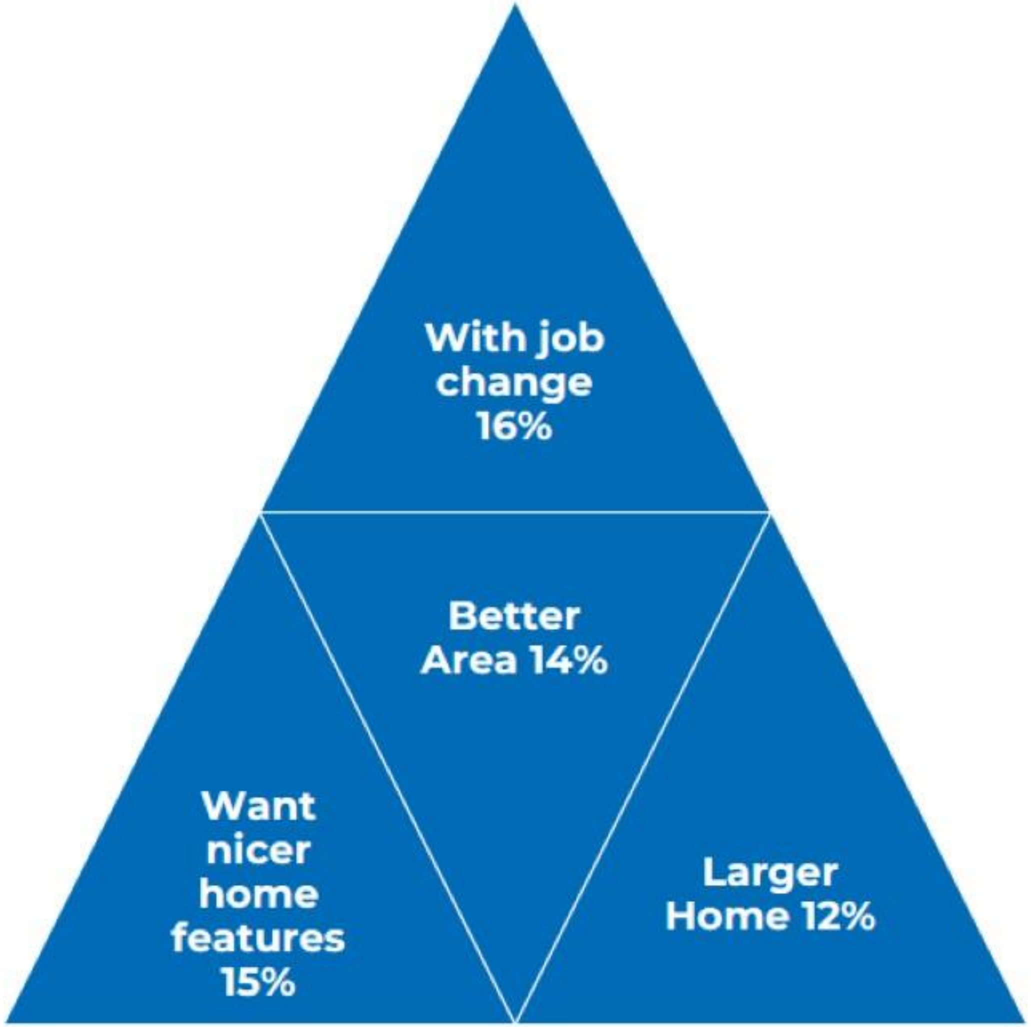


Source: Board of Governors of the Federal Reserve System, The 2022 Survey of Consumer Finances
https://www.federalreserve.gov/econres/scfindex.htm

Opportunity: The HENRYS Moving to the Top Of the Pyramid: Top Factors Buyers Said Would Cause Them to Move



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

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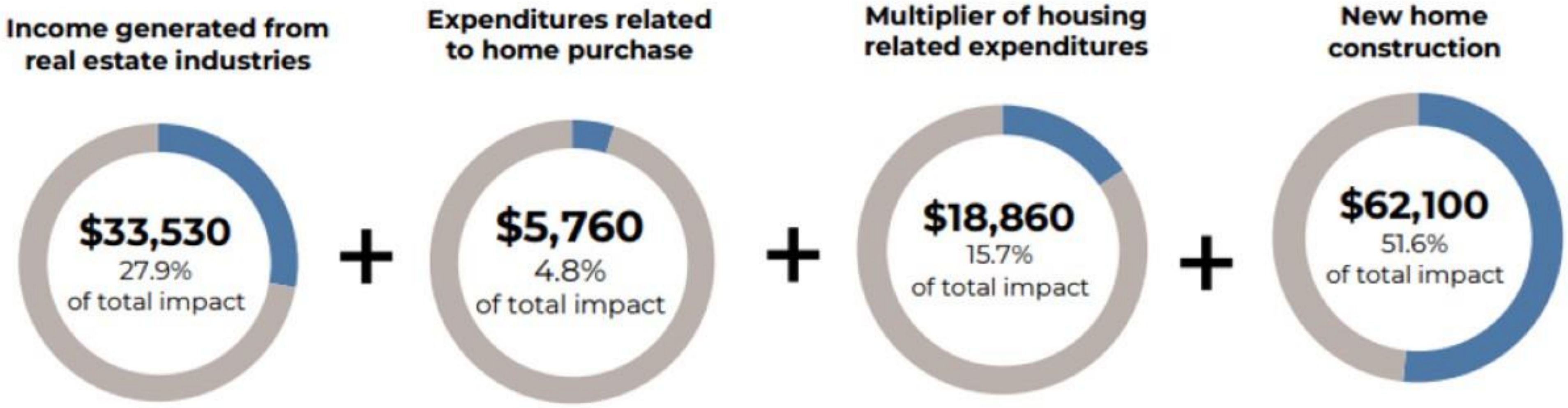
Economic Impact of a Home Sale:
SC: $120,250



Real estate industry accounted for:
$80.3 Billion or 21.2% in SC

Source: State by State Economic Impact Reports https://www.nar.realtor/reports/state-by-state-economic-impact-of-real-estate-activity

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Resources To Stand Out From The Pride

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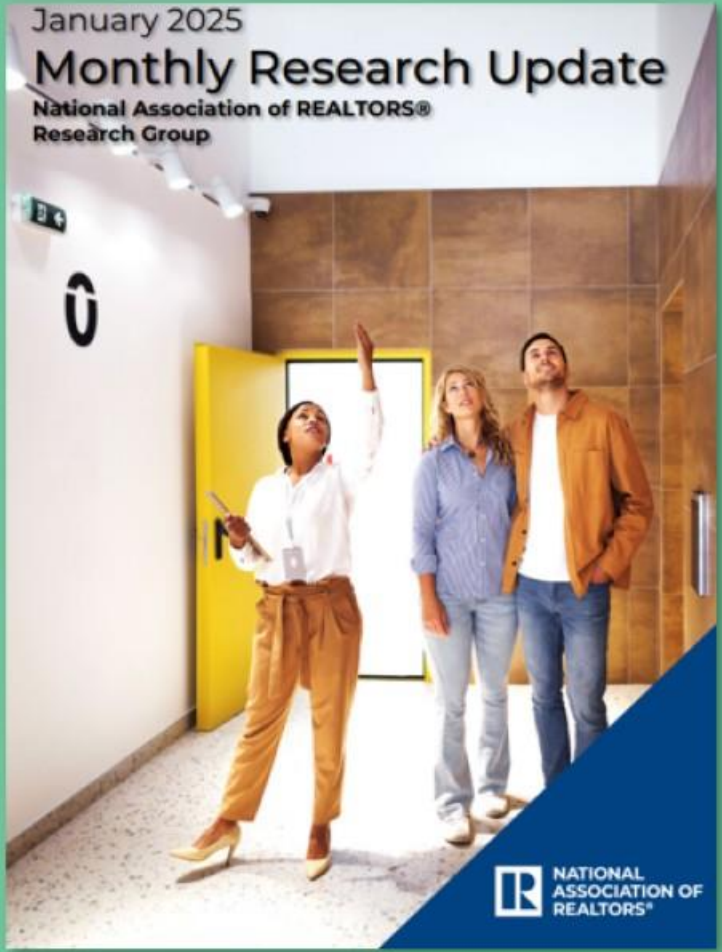

https://www.nar.realtor/research-and-statistics/research-reports/research-update

Monthly Research Update

Updated Monthly with All New Research:

- Existing-Home Sales Data
- Pending Home Sales Data
- Housing Affordability Index
- REALTORS® Confidence Index
- New reports such as: Profile of Home Buyers and Sellers, the Member Profile, Commercial Reports
- All blog posts on topical content such as Migration Trends, Housing Shortage Tracker, Single Women Home Buyers
- New commentary from the Chief Economist and Deputy Chief Economist

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Metro Market Statistics

NOW LIVE

NAR Market Statistics Dashboard gives REALTORS® exclusive access to monthly local data on

- ✓ impact analysis of lower rates
- ✓ housing affordability
- ✓ price, sales, & listing trends
- ✓ economic conditions
- ✓ buyer profile
- ✓ and more

with breakdowns by age, race/ethnicity, and income.

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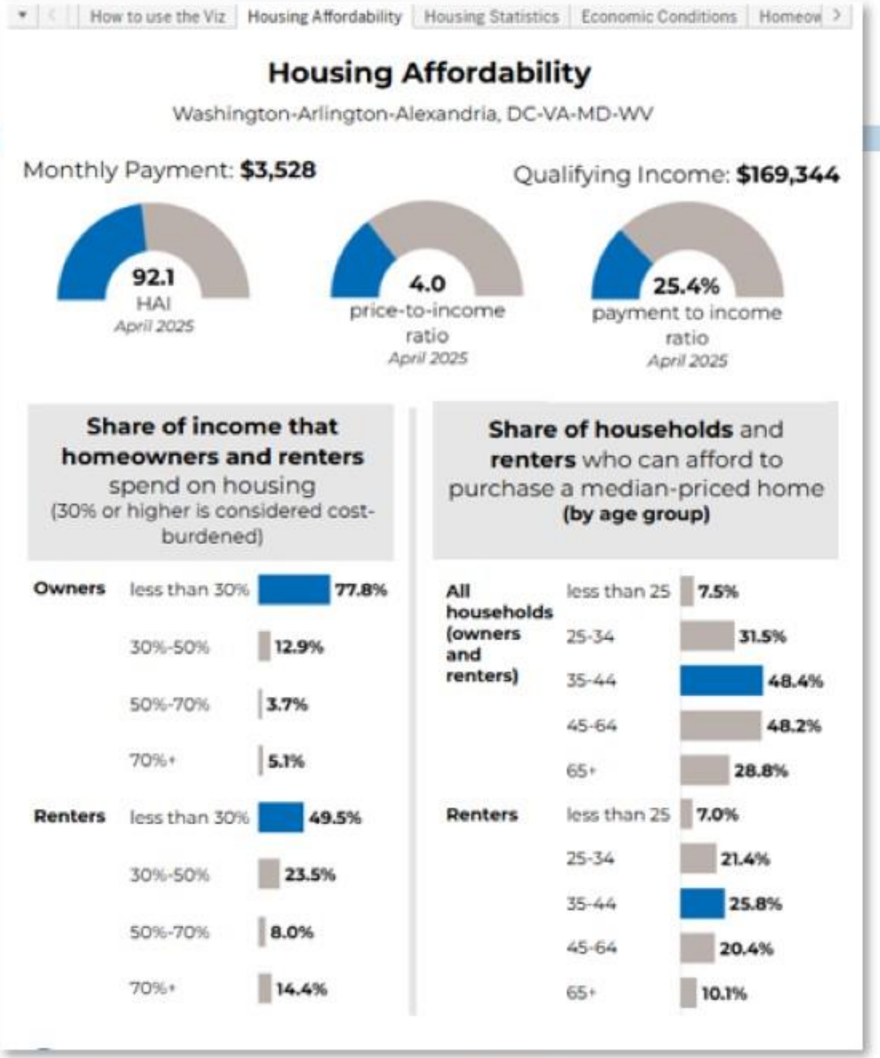

https://www.nar.realtor/research-and-statistics/housing-statistics/metro-market-statistics

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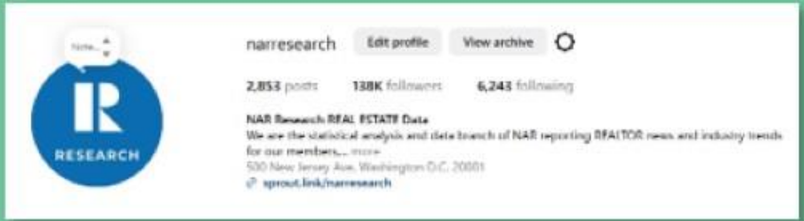

https://linktr.ee/narresearch

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  - Facebook
  - LinkedIn
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We Want YOUR Feedback

- Email us questions for Ask the Economist videos
- Suggestions for new research
- Questions NAR Research should tackle

- We want to hear from you!

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