

2020

REAL ESTATE AGENT FACTS

While the year has been anything but normal, the residential real estate market has been booming heading into December.

FACT

1

ZILLOW HOME VALUE INDEX



\$262,604

(November 2020)

Source: Zillow

FACT

2

U.S. HOME VALUE GROWTH



6.6%

Source: Zillow

FACT

3

PERCENTAGE OF BUYERS WHO HIRE AGENTS ON RECOMMENDATION



41%

Source: National Association of REALTORS®

FACT

4

LICENSED AGENTS IN THE U.S.

+2 MILLION



Source: Zillow

FACT

5

PERCENTAGE OF WOMEN REALTORS®



67%

Source: National Association of REALTORS®

FACT

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MOST POPULAR SOCIAL MEDIA PLATFORM AMONGST REALTORS®



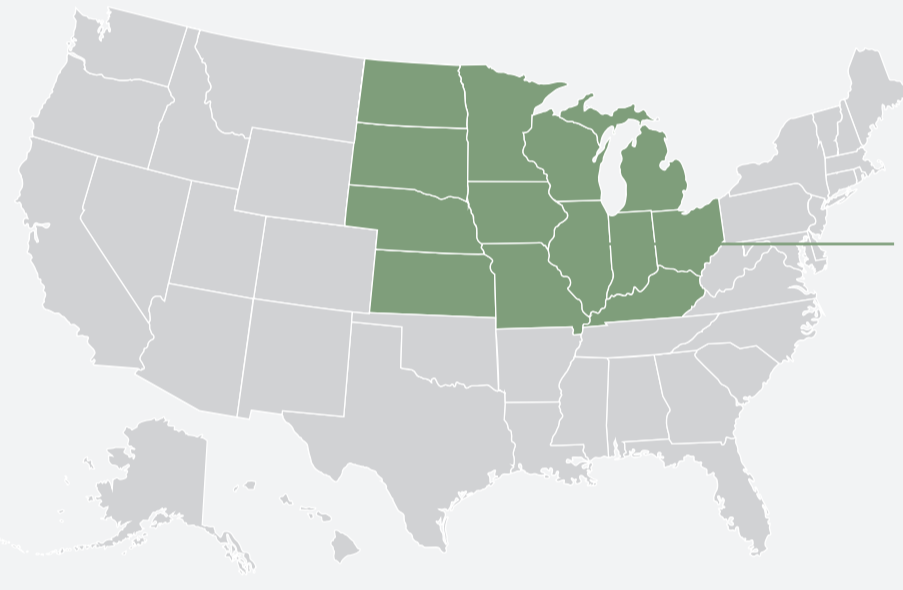
FACEBOOK

Source: National Association of REALTORS®

FACT

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U.S. REGION WITH HIGHEST HOME OWNERSHIP



MIDWEST
(71%)

Source: Census.Gov

FACT

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BIGGEST HOMEBUYERS MARKET SHARE BY GENERATION



38% MILLENNIALS

Source: National Association of REALTORS®

FACT

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PERCENTAGE OF U.S. MARKET WHO ARE FIRST-TIME HOMEBUYERS

33%



Source: National Association of REALTORS®

FACT

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TYPICAL HOME SELLER DEMOGRAPHICS

56

YEARS OLD

\$107,100

MEDIAN HOUSEHOLD INCOME

Source: National Association of REALTORS®

FACT

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PERCENTAGE OF RENTERS WHO PURCHASE THE HOME



2%

Source: National Association of REALTORS®

FACT

12

AVERAGE TIME HOMEBUYERS TAKE TO PURCHASE



10 WEEKS

Source: National Association of REALTORS®

FACT

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BIGGEST PROBLEM FOR HOMEBUYERS



PAPERWORK

Source: National Association of REALTORS®

FACT

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HOW LONG IT TOOK TO SELL HOME



3 WEEKS

Source: National Association of REALTORS®

FACT

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SELLERS WHO WOULD USE THE SAME AGENT AGAIN



74%

Source: National Association of REALTORS®

FACT

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SELLERS WHO WERE ASSISTED BY AN AGENT



89%

Source: National Association of REALTORS®