

Key Real Estate Trends Defining the Market

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Nationwide Housing Forecast

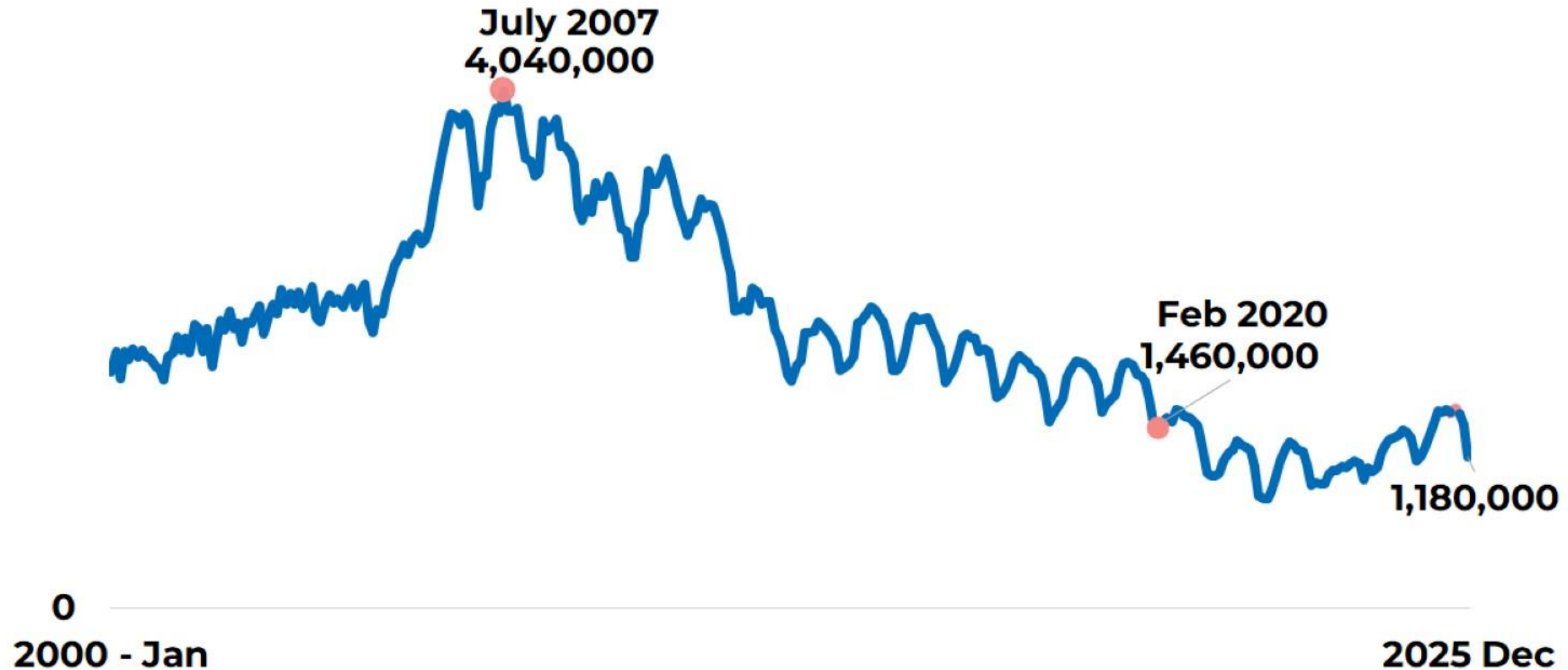
	2025	2026
Existing-Home Sales	+0%	+14%
New Home Sales	-2%	+5%
Median Home Price	+3%	+4%
Mortgage Rate	6.7%	6.0%

TOP HOT SPOTS 2026



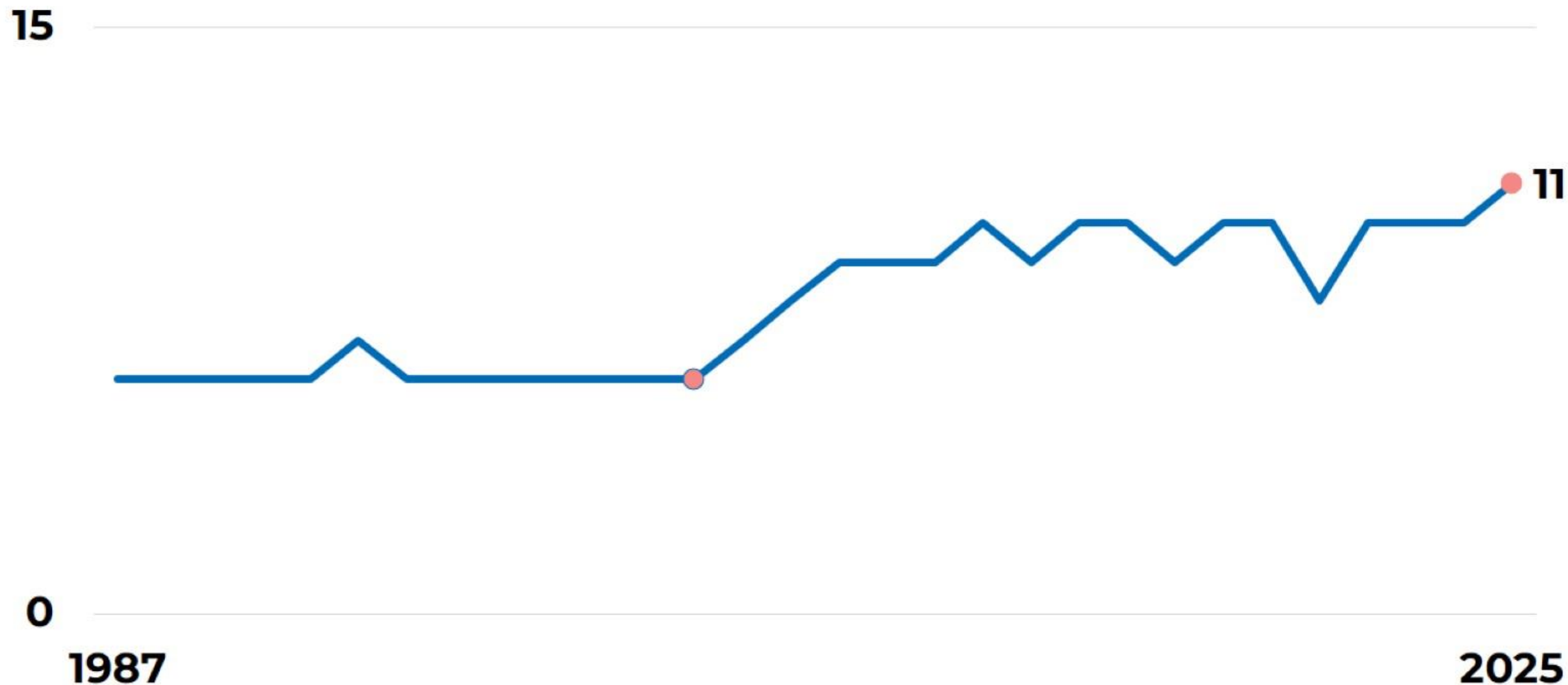
Inventory of Existing Homes

5,000,000



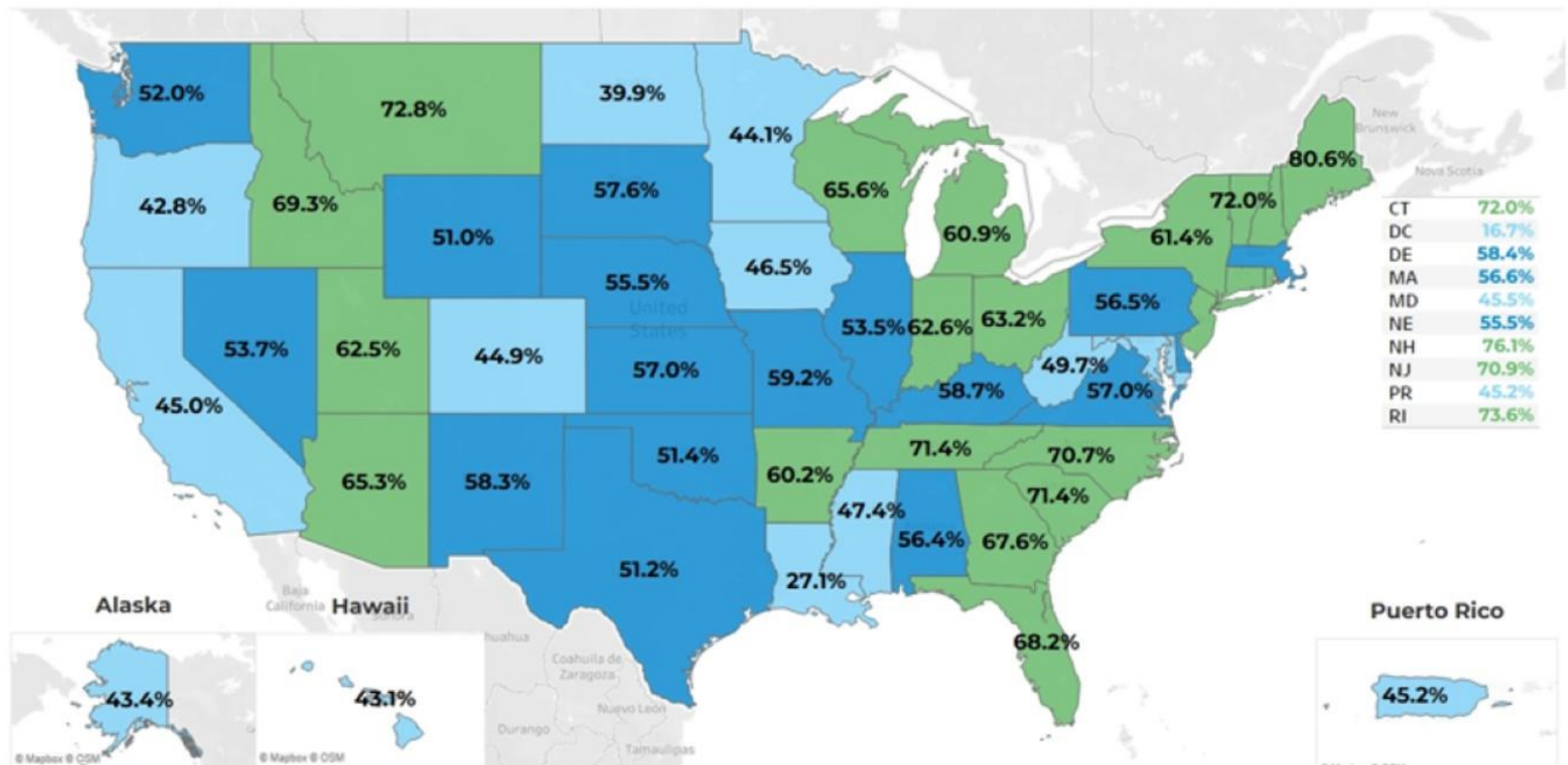
Source: NAR Existing-Home Sales
www.nar.realtor/research-and-statistics/housing-statistics/existing-home-sales

Median Length of Ownership Tenure in Home Sold



State Home Price Appreciation

% change from 2020 Q1 to 2025 Q3



Source: NAR Analysis of FHFA data

Qualifying Income Needed for Median-Priced Home With 20% Down (Not Inflation Adjusted)

\$125,000

\$97,104

\$32,112

(Inflation adjusted=\$65,957)

\$0

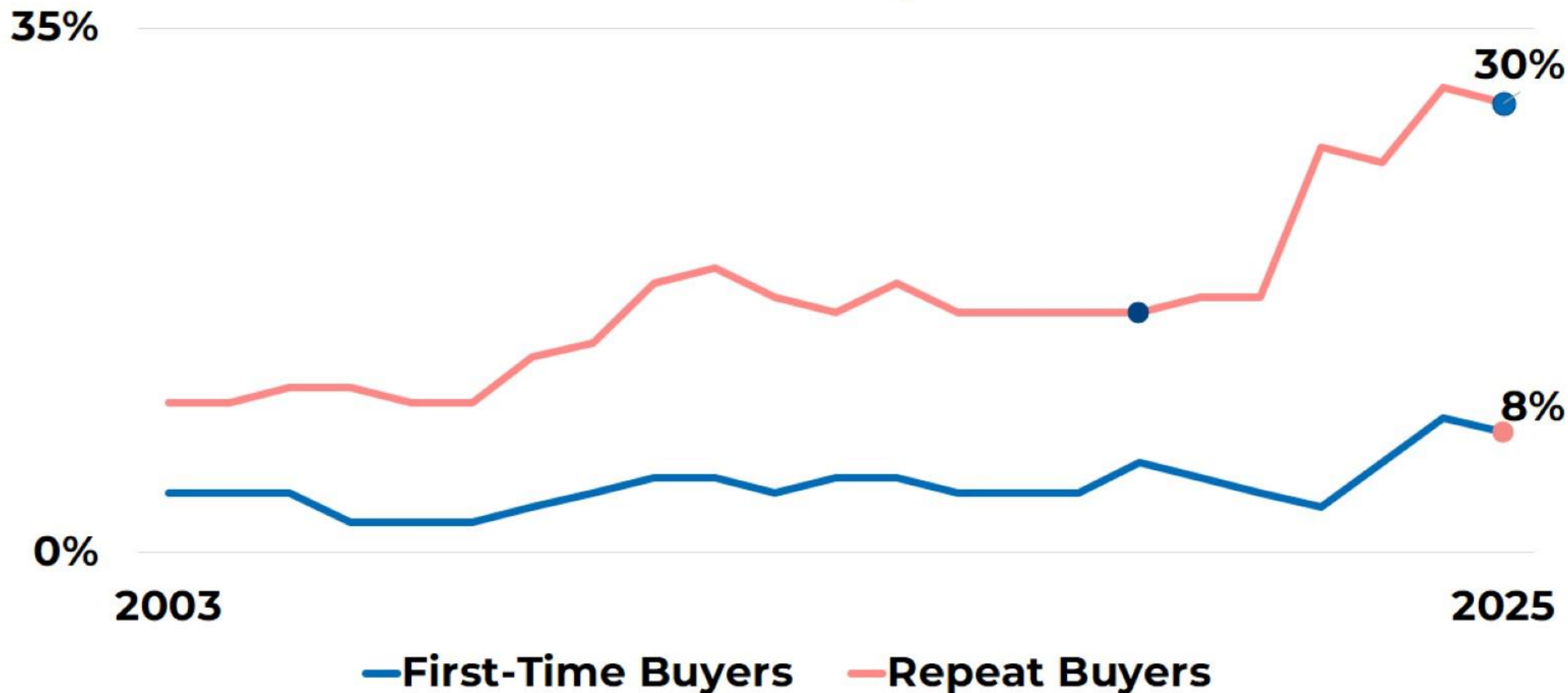
1995 - Nov

2025 Dec

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



All-Cash Buyers



Source: Profile of Home Buyers and Sellers

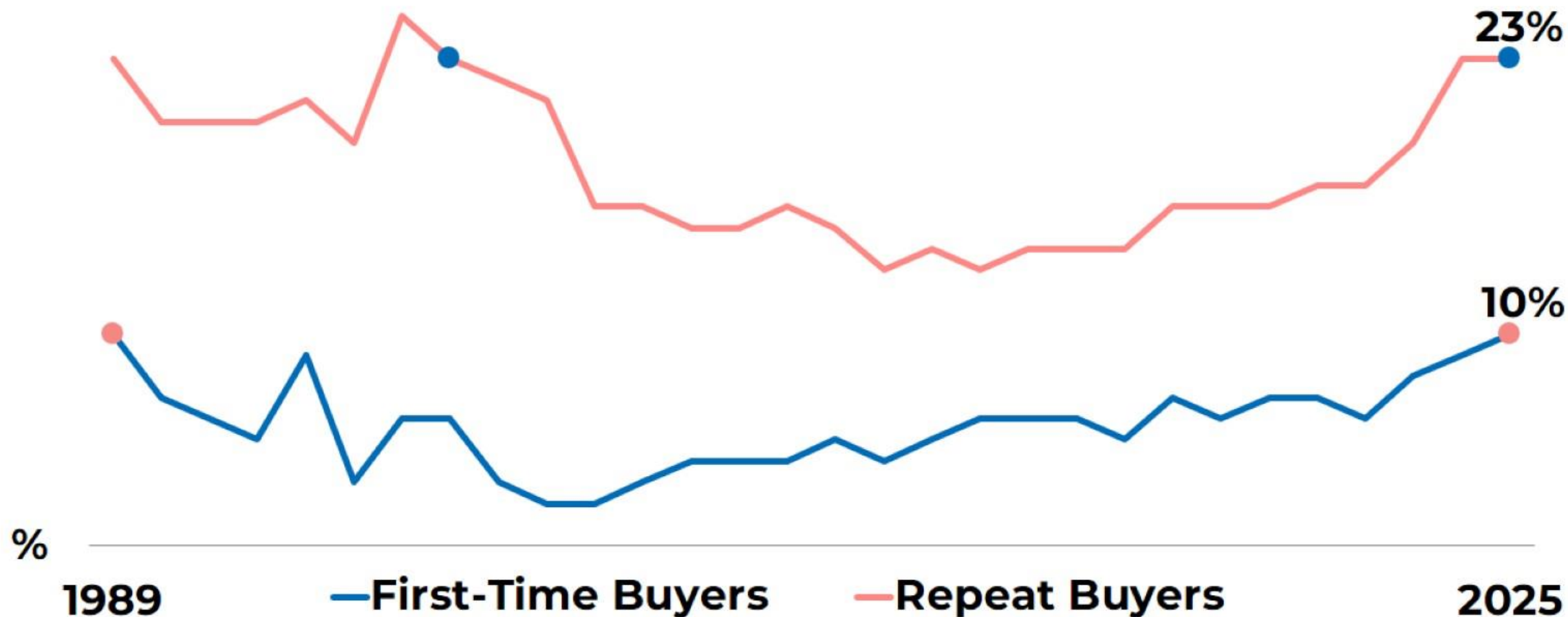
www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers

Where Are Buyers Paying Cash for Homes?

<https://www.nar.realtor/blogs/economists-outlook/where-are-buyers-paying-cash-for-homes>

Typical Downpayment Among Home Buyers

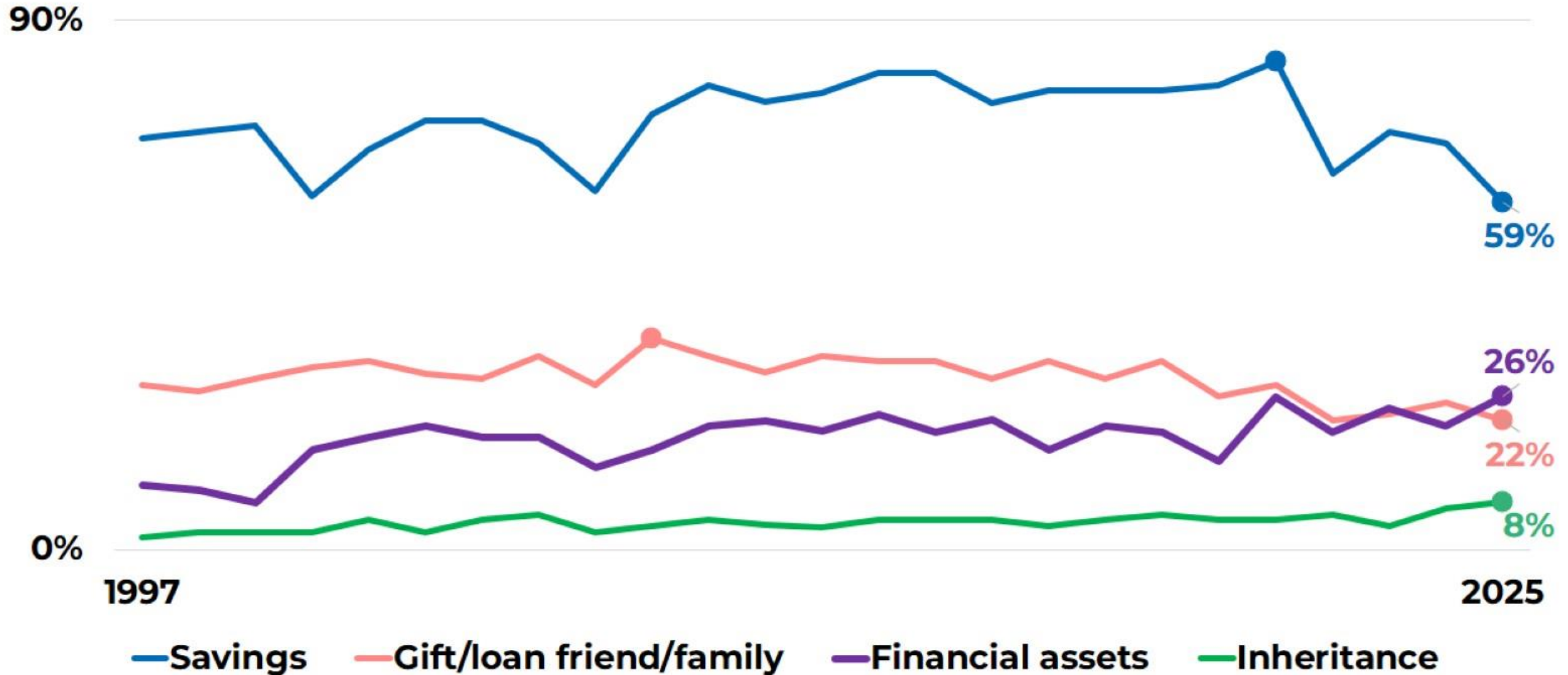
30%



Source: Profile of Home Buyers and Sellers

www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers

First-Time Buyer Source of Downpayment



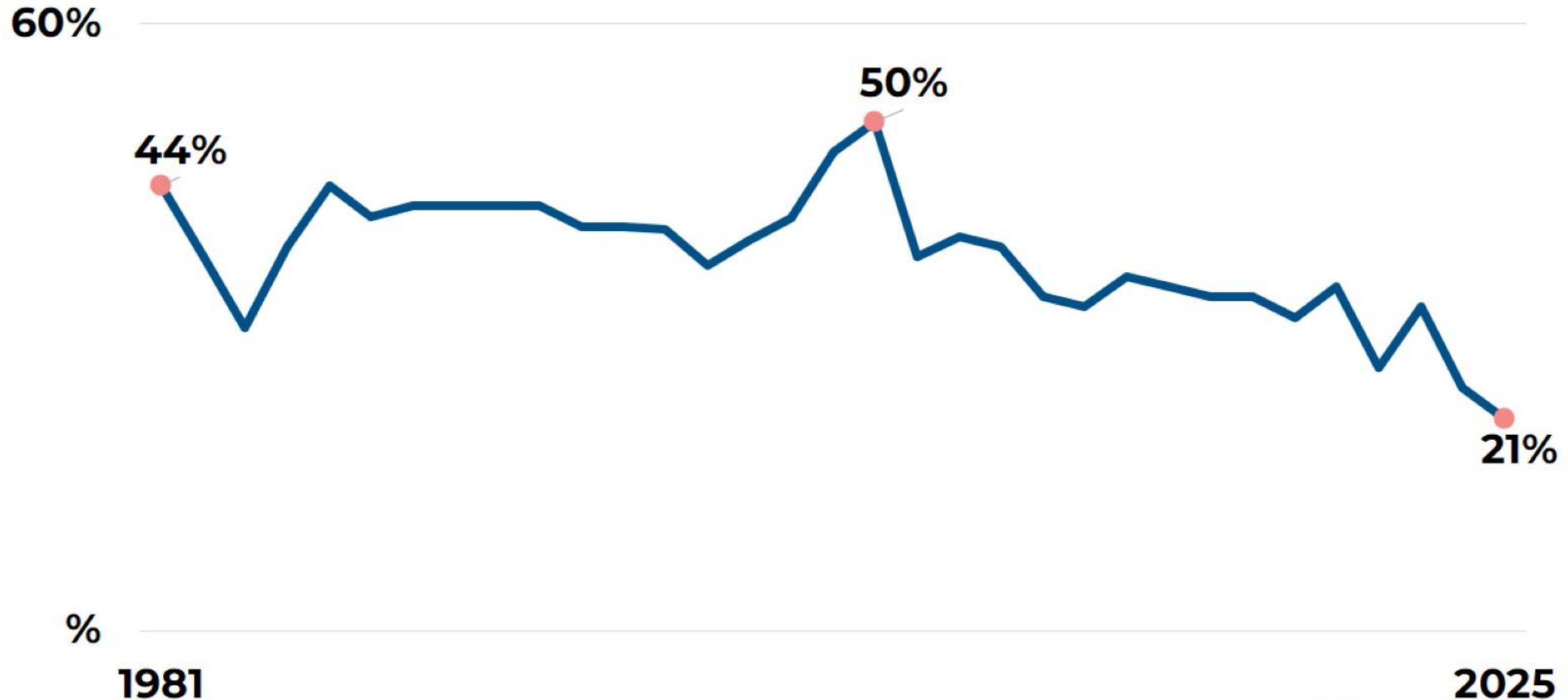
Source: Profile of Home Buyers and Sellers

www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers

Generational Warfare



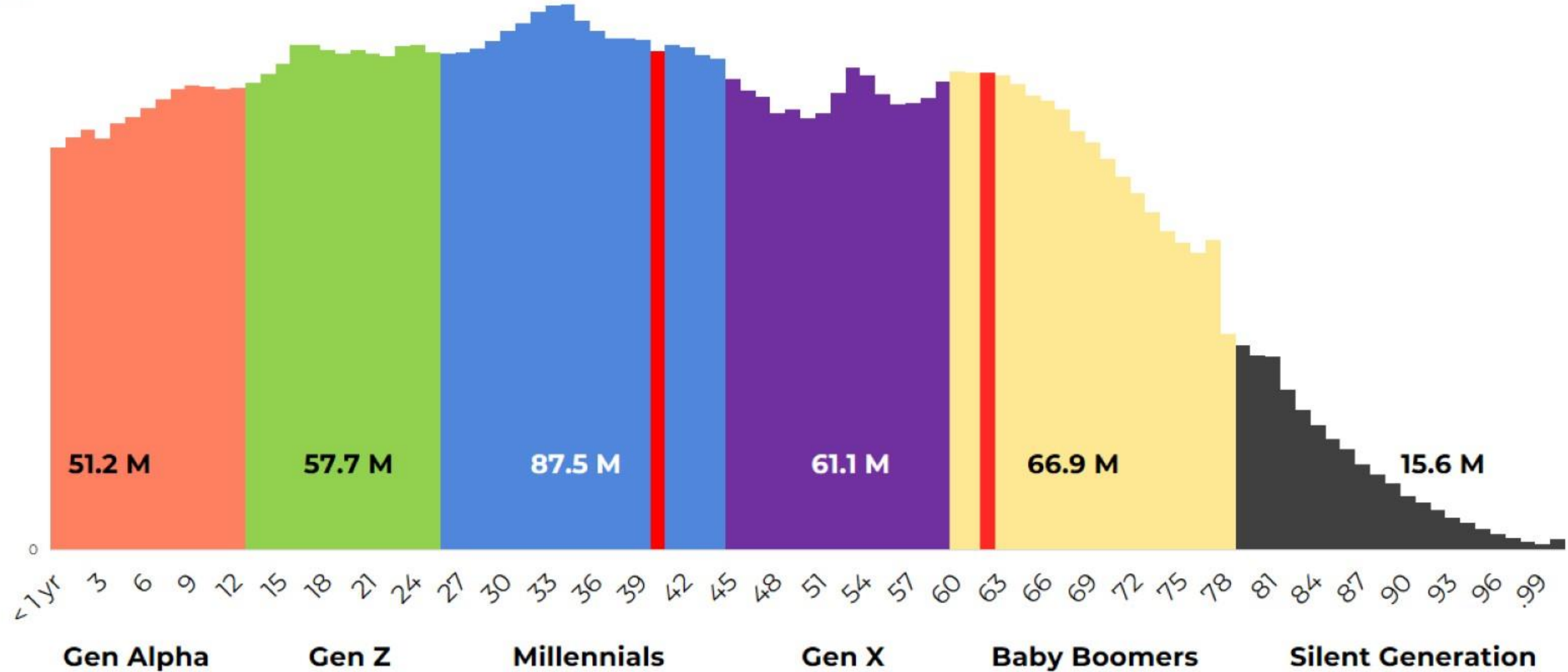
First-Time Home Buyers Hit All-Time Low



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>

U.S. Population by Age (in 2024)

5,000,000



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>

Demographic Changes: DINKS and SINKS and Roomies



First-Time Buyers: Household Composition

	1985	2025
Married Couples	75%	50%
Single Women	11	25
Unmarried Couples	4	11
Single Men	9	10
Other (roommates)	0	4

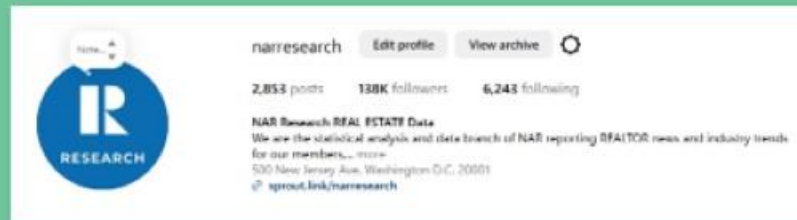
Source: Just the Facts, Ma'am: Single Women Home Buyers Since 1981

<https://www.nar.realtor/blogs/economists-outlook/just-the-facts-maam-single-women-home-buyers-since-1981>

Baby Bust Among 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



<https://linktr.ee/narresearch>

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