2025 PROFILE OF HOME BUYERS AND SELLERS

NATIONAL ASSOCIATION OF REALTORS®

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Introduction

The NATIONAL ASSOCIATION OF REALTORS® Profile of Home Buyers and Sellers is an annual survey of recent home buyers and sellers who recently completed a transaction between July 2024 and June 2025. This flagship report has been published since 1981. The annual report allows industry professionals to gain insight into detailed buying and selling behavior. Each iteration of the report is as unique as the economic, social, and demographic environment in which it is published.

Each year provides new opportunities and challenges for buyers and sellers. From the middle of 2024 through the middle of 2025, the market continued to show extremely limited housing inventory. The inventory entering the housing market was often at unaffordable price points for potential home buyers. During the data collection time period, mortgage interest rates averaged 6.69 percent. As a result of decreased housing affordability and limited housing inventory, potential first-time buyers retreated further from the housing market. Homeowners continued to watch their housing equity grow. The housing market remains divided between an all-time high of all-cash home buyers and an all-time low of first-time buyers.

First-time home buyers in the last year shrank to a historic low of just 21 percent of all buyers. Prior to 2008, the share of first-time buyers had a historical norm of 40 percent. At the same time, the share of first-time buyers is at its lowest level, and the age of first-time buyers has risen to the highest recorded. The median age of first-time buyers is now 40. In the 1980s, the typical first-time home buyer was in their late 20s. First-time buyers who are successful in purchasing cite high rent and student loans as two foremost costs that hold them back from saving. Among the elite first-time buyers who can enter the market, they are most likely to use personal savings (59 percent) or financial assets (26 percent) for their down payment. In past years' reports, a gift or loan from a friend or relative was more common among first-time buyers than financial assets.

Highlighting the rupture in the housing market is the changing landscape for a repeat home buyer. Repeat buyers can enter the housing market with large downpayments (median of 23 percent). Thirty percent paid cash, and did not finance their home. Repeat buyers have continued to earn housing equity as home prices increase. Home sellers have owned their home for an all-time high of 11 years before selling and making a housing trade.

For repeat buyers, this was the same down payment as in 2024, but it is the highest down payment seen since 2003. This year, down payments also grew for first-time buyers. The typical down payment for first-time buyers was 10 percent, which matches the highest share recorded since 1989.

Introduction

Repeat buyers also have the highest median age, at 62, seen in the report's history. As half of repeat home buyers are over the age of 62, they are driven by the desire to purchase a home to be closer to friends and family at 19 percent. It should be noted that while this is the top reason to purchase a home, neighborhood preferences have also changed. Among all buyers, the quality of the neighborhood (59 percent) and convenience to friends and family (47 percent) are the top neighborhood factors. Convenience to the home buyer's job has continued to decline incrementally and is now at 31 percent, down from 52 percent in 2014. The decline in convenience to one's job is notable, as return-to-work orders have become more common among employers between 2024 and 2025.

Among all home buyers, 61 percent are married couples, 21 percent are single women, and nine percent are single men. Among first-time buyers, 25 percent of buyers are single women and 10 percent are single men, as the share of married couples remained flat at 50 percent. The share of home buyers with children under the age of 18 fell to an all-time low of just 24 percent. A reduction of home buyers with children is likely being shaped by a reduction in birth rates and a rise in older repeat buyers. Additionally, a steady share of buyers cite childcare expenses as a barrier to saving for a down payment.

Eighty-eight percent of home buyers purchased their homes through a real estate agent or broker. Home buyers primarily sought help finding the right home to purchase (50 percent) and negotiating the terms of the sale (13 percent). Home buyers also wanted help with price negotiations (12 percent) and help with paperwork (seven percent).

The number of weeks a buyer searched for a home remained steady at 10 weeks compared to last year. Due to limited inventory, it is not surprising that buyers continue to report the most difficult task in the home-buying process is finding the right home to purchase. However, overall, 92 percent of home buyers are satisfied with the buying process.

Ninety-one percent of sellers sold with the assistance of a real estate agent, up from 90 percent last year, and only five percent were FSBO sales, an all-time low. Sellers placed a high priority on the following three tasks: helping market the home to potential buyers, pricing the home competitively, and selling the home within a specific timeframe.

CHAPTER 1

Characteristics of Home Buyers

Chapter 1: Characteristics of Home Buyers

Highlights

Home Buyer Demographics

- **The ages of home buyers reached all-time highs**. The median buyer age increased to a peak of 59 years old, up from 56 last year. The median first-time buyer age increased to 40 this year from 38 last year, while the typical repeat buyer age also rose to 62 from 61.
- The share of married couples decreased to 61 percent of all buyers. The share of single females slightly increased to 21 percent, and the share of single males increased to nine percent. The share of unmarried couples remained consistent this year at six percent.
- Eighty-four percent of recent home buyers identified their ethnicity as White or Caucasian. Six percent of recent buyers identified as Black/African-American, seven percent identified as Hispanic/Latino, four percent identified as Asian/Pacific Islander, and three percent as some other ethnicity.
- Eighty-nine percent of recent home buyers identified as heterosexual, three percent as gay or lesbian, one percent as bisexual, less than one percent preferred to self-describe, and six percent preferred not to answer.

Who Resides in the Home

- **Seventy-six percent of recent buyers did not have a child under the age of 18 in their home. This is the highest share recorded.**
- Fourteen percent of home buyers purchased a multi-generational home. The top reasons for purchasing a multi-generational home were to take care of aging parents (41 percent), cost savings (29 percent), children over the age of 18 moving back home (27 percent), and to spend more time with aging parents (23 percent).

First-time Home Buyers

- **First-time home buyers decreased to 21 percent of the market share (24 percent last year). This year now marks the lowest share since NAR began collecting the data in 1981.** Prior to the Great Recession, the historical norm was 40 percent.

Veteran and Military Home Buyers

- Eighteen percent of recent home buyers (or someone within their home) were veterans, and one percent were active-duty service members.

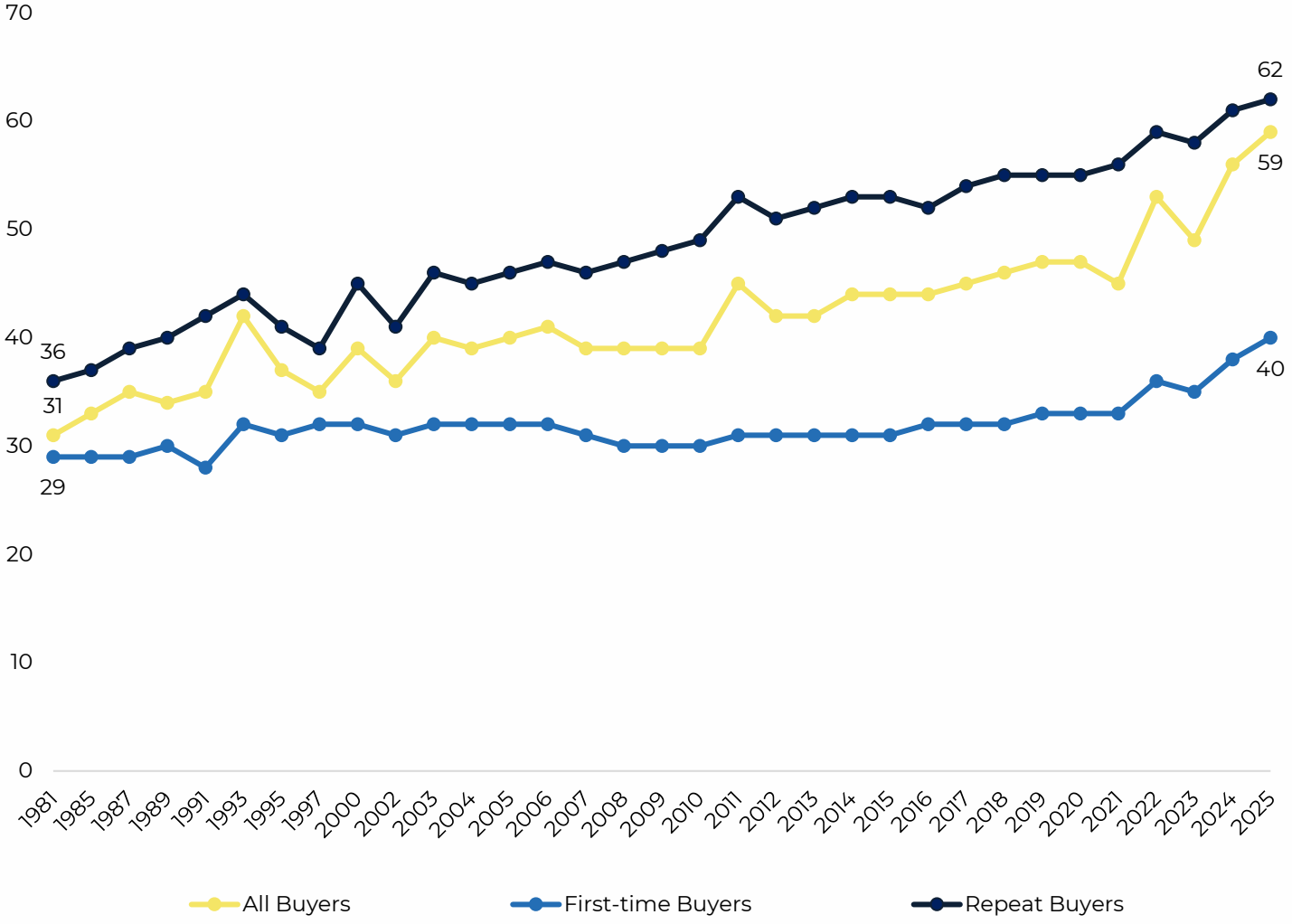
Reasons to Purchase a Home

- At 21 percent, the primary reason for purchasing a home was the desire to own a home of their own. For first-time buyers, this number jumps to 64 percent.
- Forty-five percent of all buyers said that the timing was just right, and they were ready to purchase a home. The second most common reason was that the buyer did not have much choice, and they had to purchase the home when they did (20 percent).

Chapter 1: Characteristics of Home Buyers

Exhibit 1-1 Median Age of Home Buyers, 1981–2025

(Medians)



The median age increased to a peak of 59 years old, up from 56 last year. The median first-time buyer age rose to 40 this year, up from 38 last year, while the typical repeat buyer age increased to 62 from 61 last year. These ages are all record highs.

Chapter 1: Characteristics of Home Buyers

Exhibit 1-2 Age of First-time and Repeat Buyers

(Percentage Distribution)

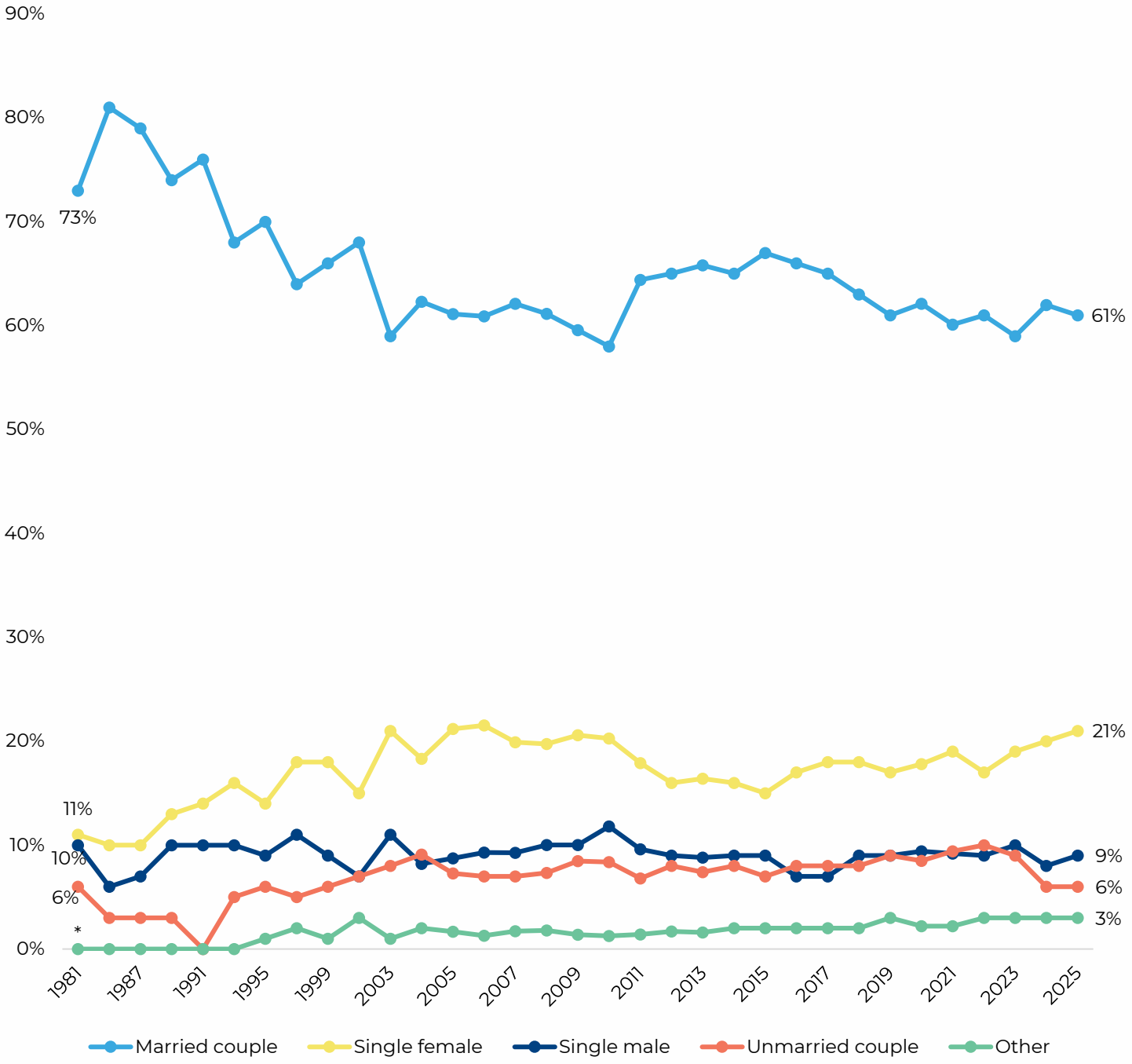
	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
18 to 24 years	2%	4%	2%
25 to 34 years	10%	32%	4%
35 to 44 years	16%	25%	13%
45 to 54 years	15%	16%	15%
55 to 64 years	20%	14%	22%
65 to 74 years	25%	8%	30%
75 years or older	11%	1%	14%
Median age (years)	59	40	62
Married Couple	60	39	62
Single female	59	44	63
Single male	61	39	64
Unmarried Couple	43	32	55
Other	59	46	63

Twenty-five percent of all recent buyers were between the ages of 65 and 74, and 20 percent were between the ages of 55 and 64. Among first-time buyers, 32 percent were between the ages of 25 and 34, and 25 percent were between the ages of 35 and 44.

Chapter 1: Characteristics of Home Buyers

Exhibit 1-3 Adult Composition of Home Buyer Households, 1981–2025

(Percentage Distribution)

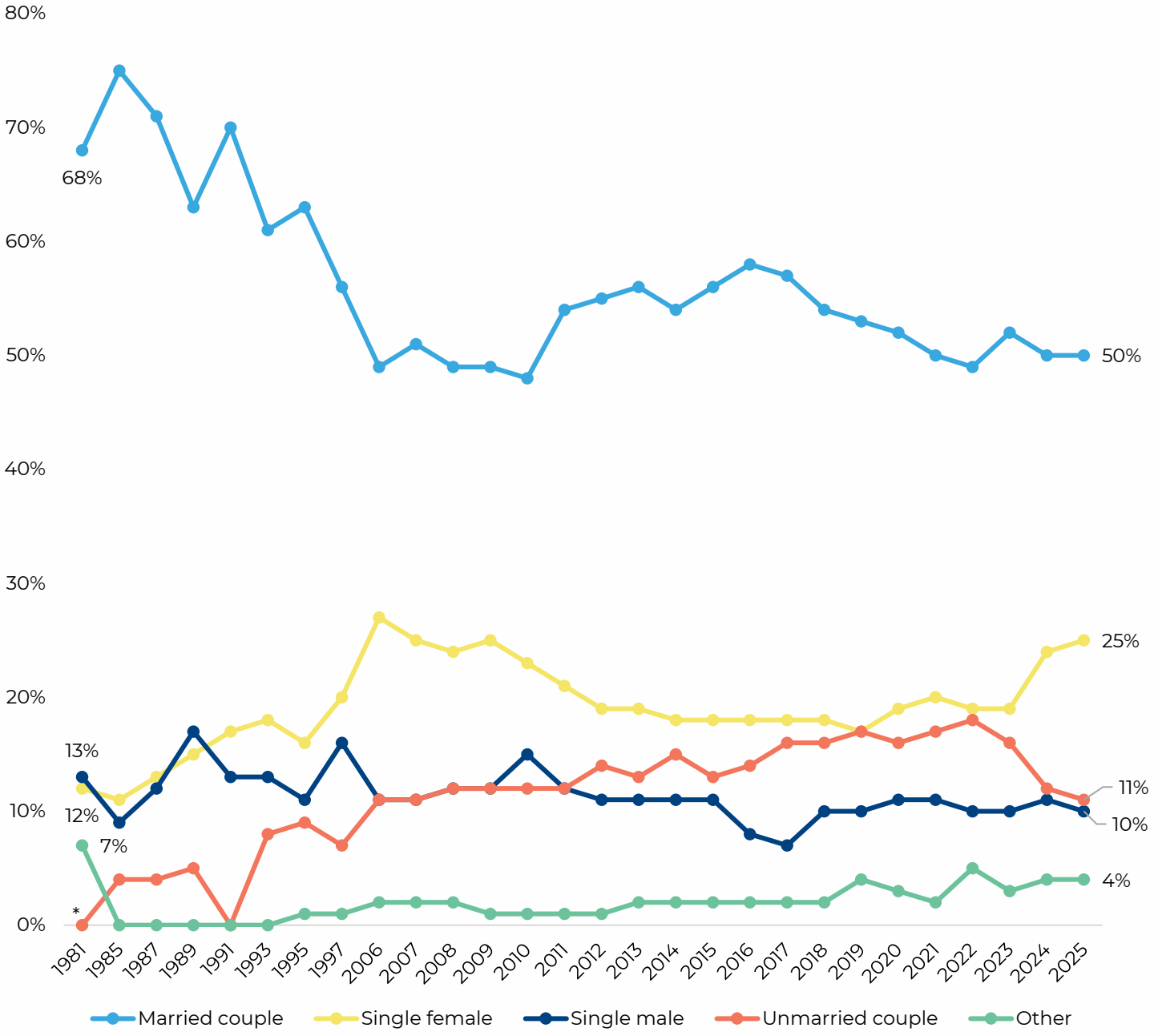


** Less than 1 percent*

The share of married couples decreased to 61 percent of all buyers. The share of single females slightly increased to 21 percent, and the share of single males increased to nine percent. The share of unmarried couples remained consistent this year at six percent.

Exhibit 1-4 Adult Composition of First-Time Home Buyer Households, 1981–2025

(Percentage Distribution)

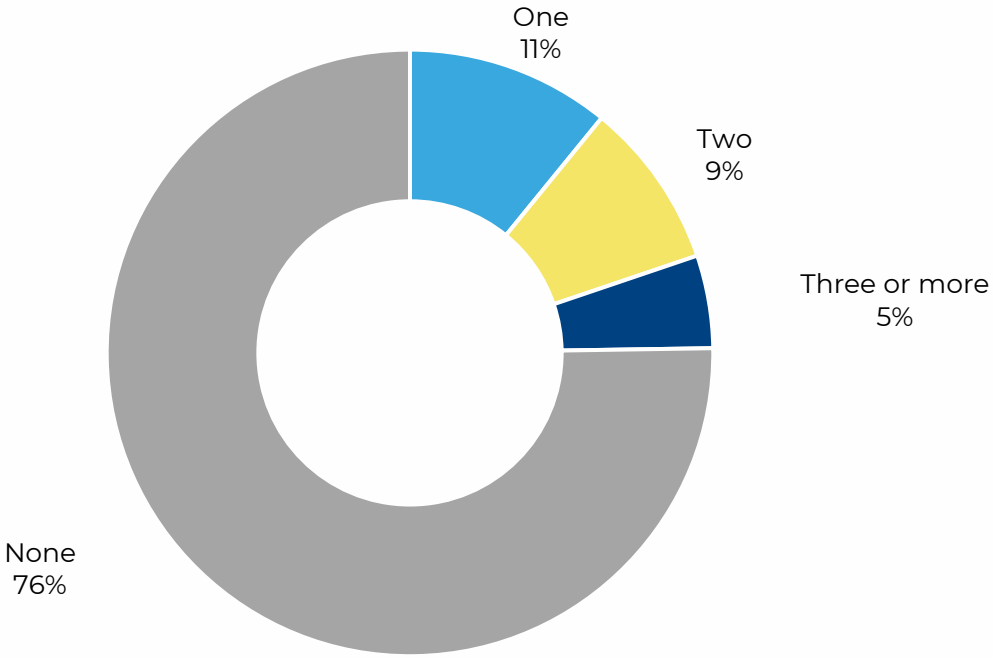


** Less than 1 percent*

The share of first-time buyers who were married couples was 50 percent, remaining consistent from last year. The share of first-time buyers who were single females was 25 percent, while 11 percent were unmarried couples, and 10 percent were single males.

Exhibit 1-5 Number of Children Under the Age of 18 Residing in Household

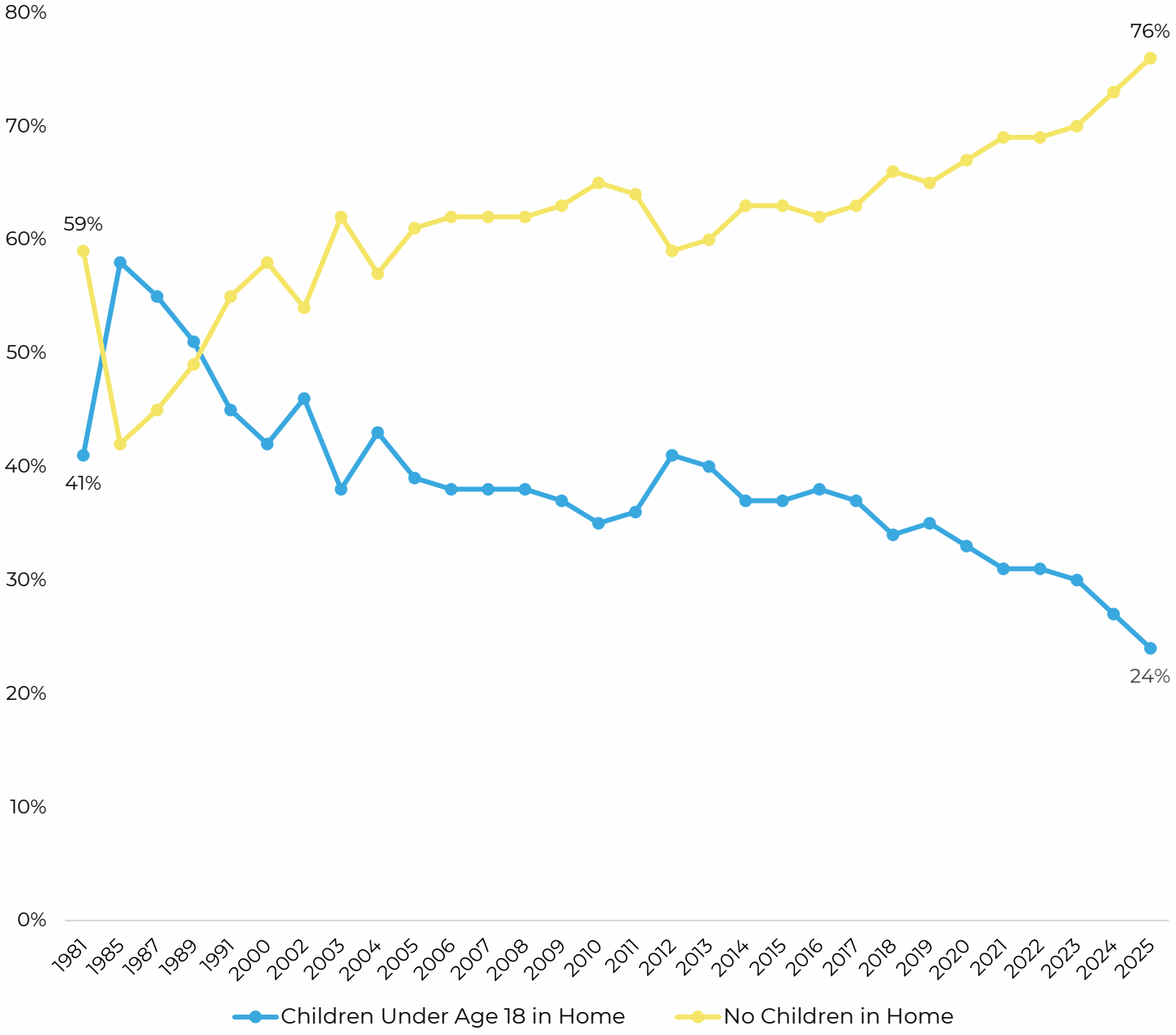
(Percentage Distribution)



Twenty-four percent of all buyers had children under the age of 18 living at home, a historic low. This is down from 27 percent last year and from 58 percent in 1985. This year, 11 percent of home buyers had one child, nine percent had two children, and five percent had three or more children. Thirty-two percent of first-time buyers and 22 percent of repeat buyers had children under the age of 18.

Exhibit 1-6 Share of Home Buyers with Children Under the Age of 18 in Home, 1981–2025

(Percentage Distribution)



Seventy-six percent of all buyers had no children under the age of 18 living at home, up from 73 percent last year. Twenty-four percent of all buyers had children under the age of 18 living at home, a historic low.

Exhibit 1-7 Home Purchased Was a Multi-Generational Home (Will Home Adult Siblings, Adult Children, Parents, and/or Grandparents)

(Percent of Respondents)

	ALL BUYERS
Multi-generational household	14%
REASONS FOR PURCHASE	
Health/Caretaking of aging parents	41%
Cost savings	29%
Children/relatives over 18 moving back into the house	27%
To spend more time with aging parents	23%
Children/relatives over 18 never left home	21%
Wanted a larger home that multiple incomes could afford together	13%
Grandchild living in home	12%
Help reduce childcare costs	6%
None of the above	3%
Other	1%
CHILDREN UNDER 18 RESIDING IN THE HOME	
Health/Caretaking of aging parents	36%
Cost Savings	32%
To spend more time with aging parents	30%
Children/relatives over 18 moving back into the house	25%
Children/relatives over 18 never left home	20%
Grandchild living in home	19%
Wanted a larger home that multiple incomes could afford together	16%
Help reduce childcare costs	11%
None of the above	3%
Other	1%

Fourteen percent of home buyers purchased a multi-generational home—a home that had adult siblings, adult children over the age of 18, parents, and/or grandparents—this is down from 17 percent last year. The top reasons for purchasing a multi-generational home were to take care of aging parents (41 percent), cost savings (29 percent), children over the age of 18 moving back home (27 percent), and to spend more time with aging parents (23 percent). This year's report features two new primary reasons for purchasing a multi-generational home: grandchildren living in the home (12 percent) and to help reduce the cost of childcare (six percent). In multi-generational homes with children under the age of 18, 19 percent have grandchildren living in the home.

Chapter 1: Characteristics of Home Buyers

Exhibit 1-8 Home Buyer Sexual Orientation

(Percentage Distribution)

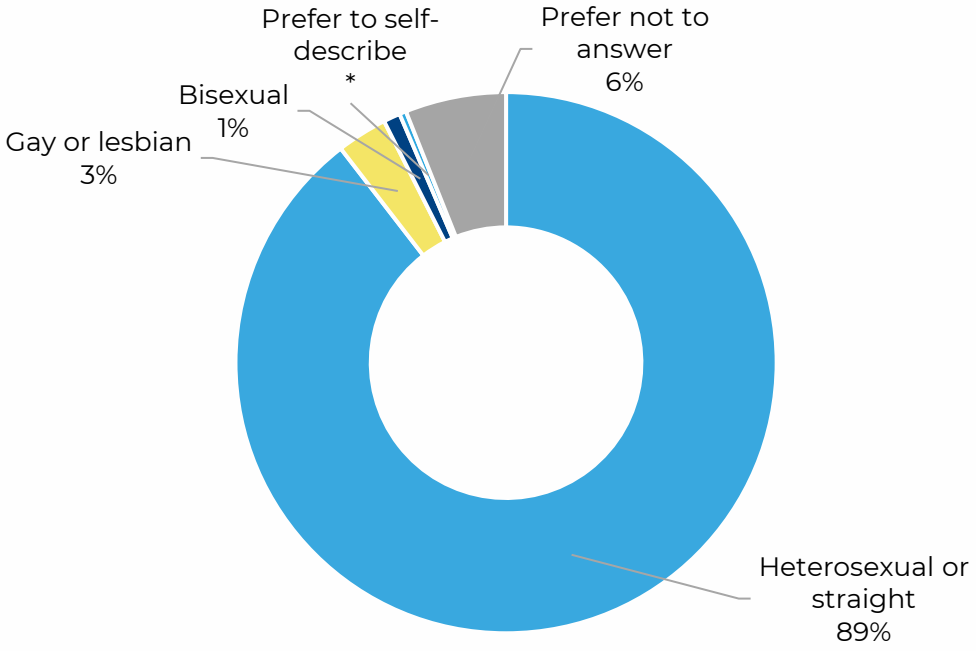
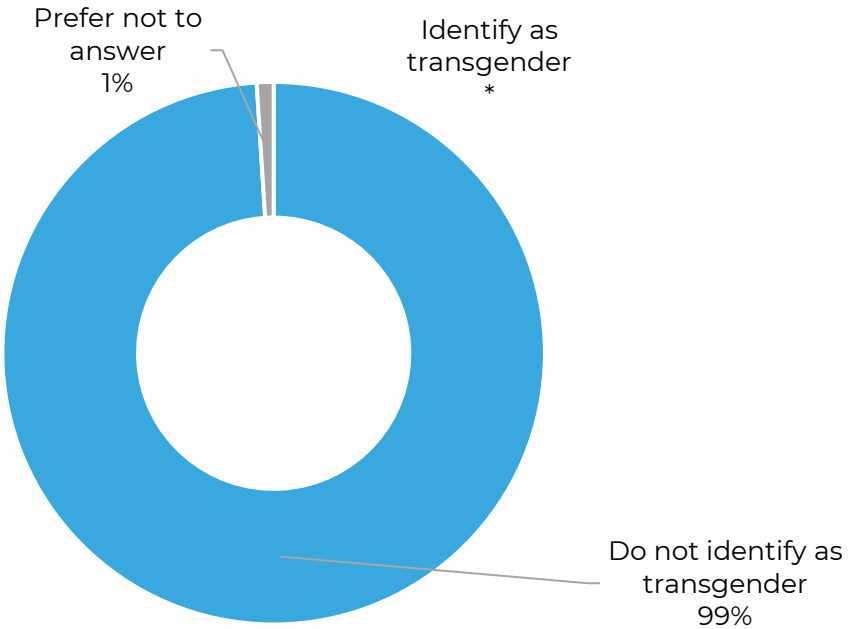


Exhibit 1-9 Home Buyer Identifies as Transgender

(Percentage Distribution)



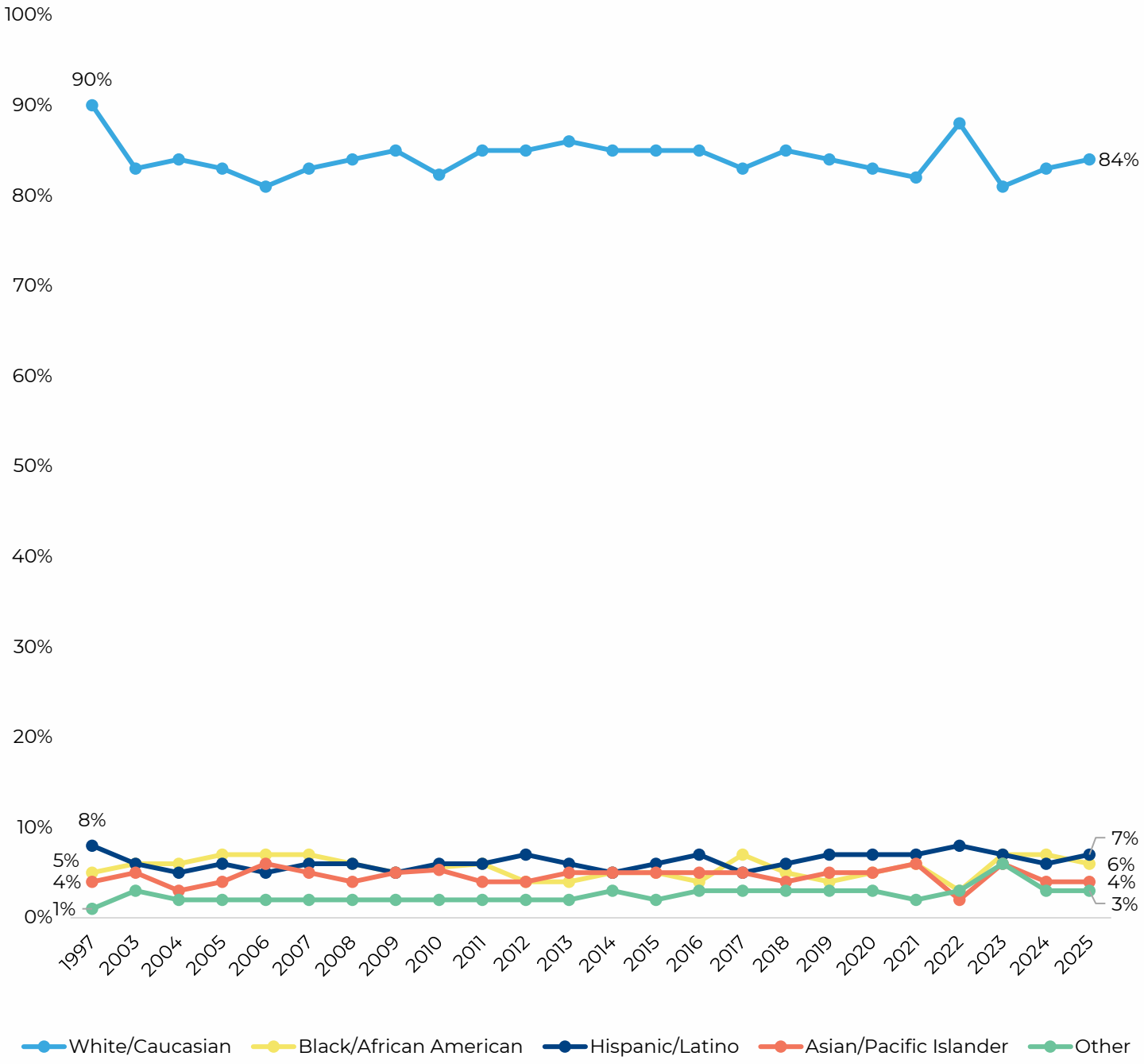
** Less than 1 percent*

Eighty-nine percent of recent home buyers identified as heterosexual, three percent as gay or lesbian, one percent as bisexual, and six percent preferred not to answer. Less than one percent of recent buyers identify as transgender.

Chapter 1: Characteristics of Home Buyers

Exhibit 1-10 Race/Ethnicity of Home Buyer, 1997–2025

(Percent of Respondents)



Note: Respondents were permitted to select as many races and ethnicities as they felt applicable. The percentage distribution may therefore sum to more than 100 percent

Eighty-four percent of recent home buyers identified their ethnicity as White or Caucasian. Seven percent identified as Hispanic/Latino, six percent of recent buyers identified as Black/African-American, four percent identified as Asian/Pacific Islander, and three percent as some other ethnicity.

Chapter 1: Characteristics of Home Buyers

Exhibit 1-11 Race/Ethnicity of First-time and Repeat Buyers

(Percent of Respondents)

	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
White/Caucasian	84%	71%	88%
Black/African-American	6%	12%	4%
Hispanic/Latino	7%	10%	6%
Asian/Pacific Islander	4%	8%	3%
Other	3%	4%	2%

Note: Respondents were permitted to select as many races and ethnicities as they felt applicable. The percentage distribution may therefore sum to more than 100 percent

Thirty-four percent of first-time home buyers identified as non-White/Caucasian, compared to 15 percent of repeat buyers.

Exhibit 1-12 Primary Language Spoken In First-time And Repeat Buyer Households

(Percentage Distribution)

	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
English	97%	95%	97%
Other	3%	5%	3%

Ninety-seven percent of home buyers primarily spoke English. Five percent of first-time buyers, compared to three percent of repeat buyers, reported speaking a language other than English as their primary language.

Exhibit 1-13 National Origin of First-time And Repeat Buyers

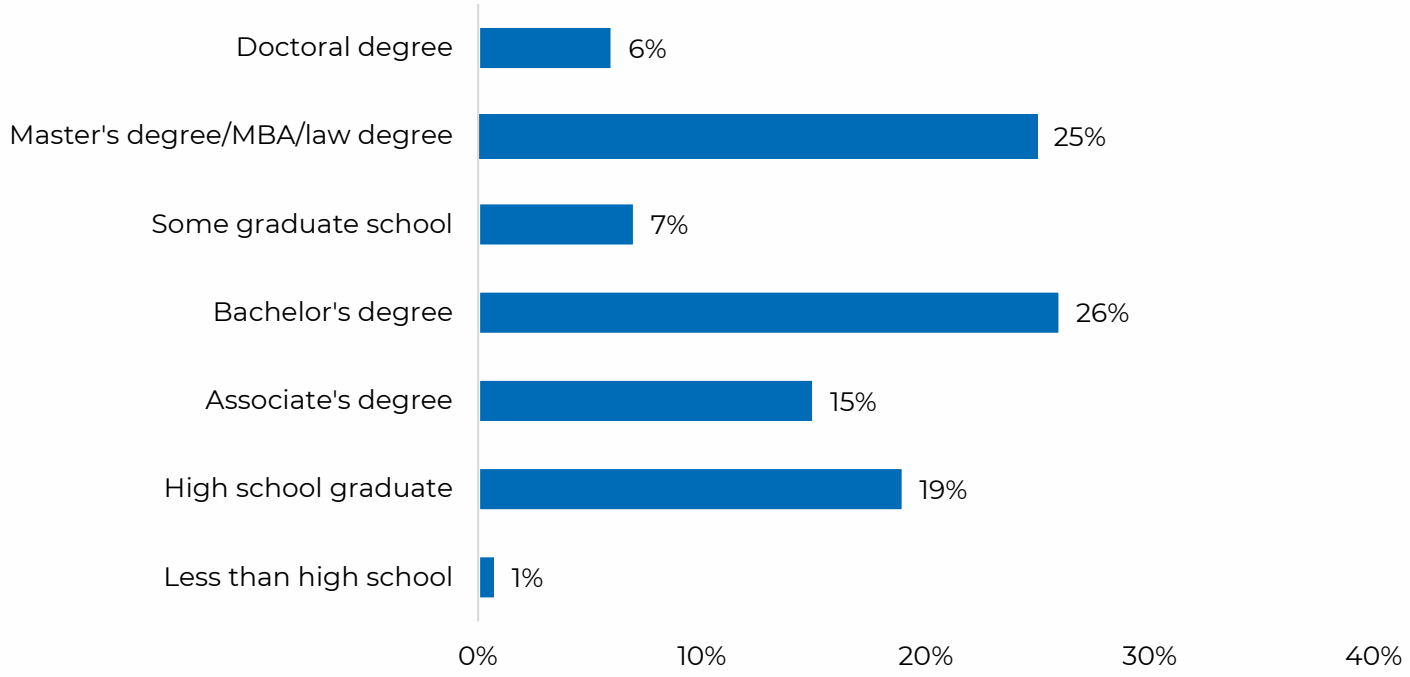
(Percentage Distribution)

	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
Born in the U.S.	92%	89%	93%
Not born in the U.S.	8%	11%	7%

Ninety-two percent of buyers reported that they were born in the United States. Eleven percent of first-time home buyers and seven percent of repeat buyers reported being born outside of the United States.

Exhibit 1-14 Highest Education Achieved by Household Head

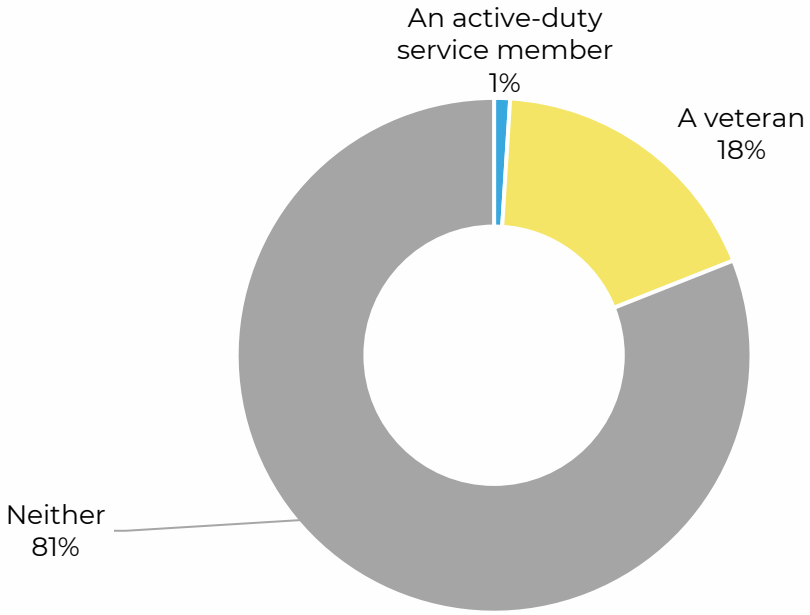
(Percentage Distribution)



Twenty-six percent of recent buyers held a Bachelor's degree, and 25 percent held a Master's degree/MBA/law degree.

Exhibit 1-15 Self or Spouse/Partner is Active Military or Veteran

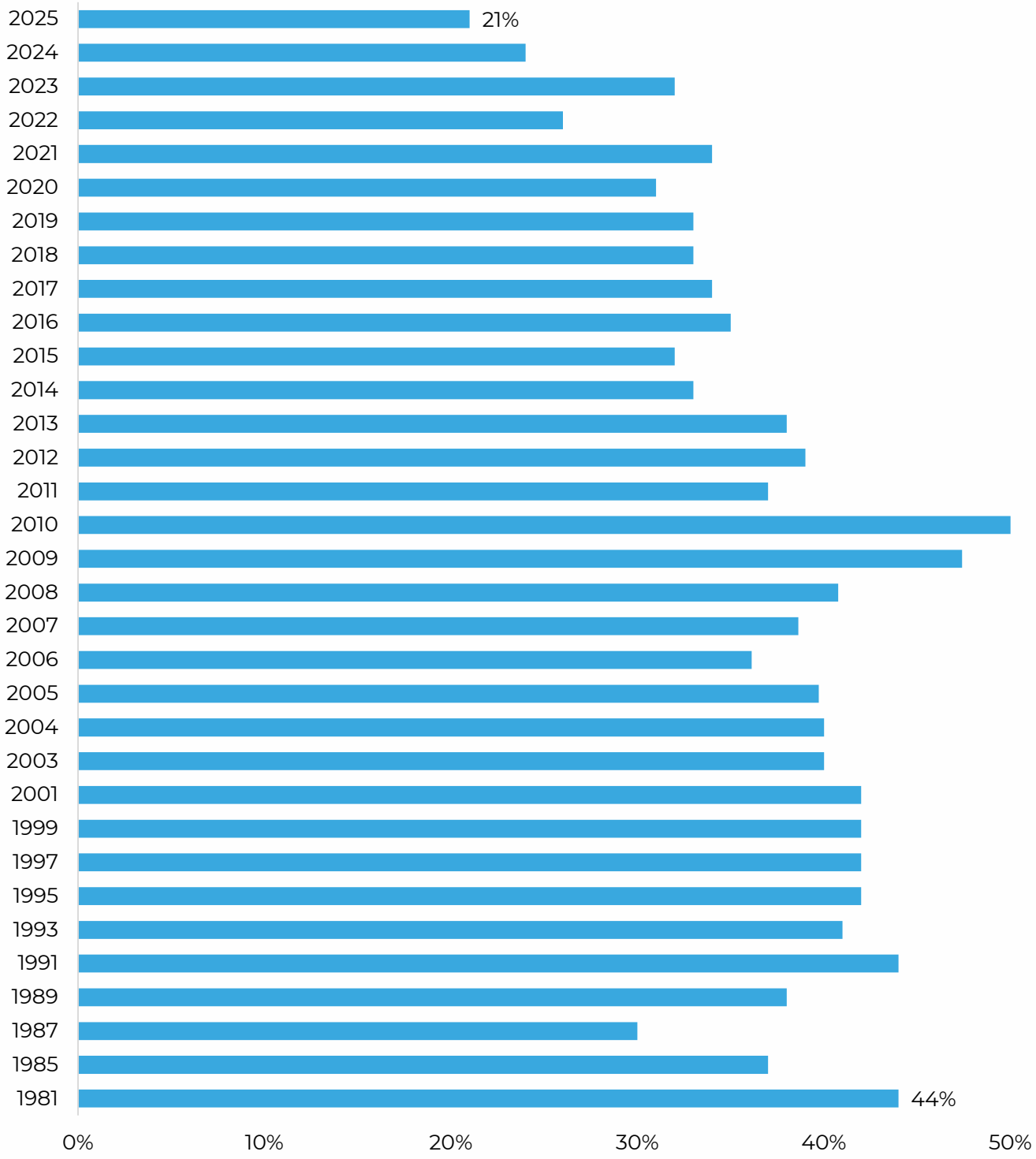
(Percentage Distribution)



Among recent home buyers (or someone within their home), 18 percent were veterans, and one percent were active-duty service members.

Exhibit 1-16 First-Time Home Buyers, 1981–2025

(Percentage Distribution)



First-time home buyers decreased to 21 percent of the market share (24 percent last year). This year now marks the lowest share since NAR began collecting the data in 1981. Prior to 2008, the historical norm of first-time buyers was 40 percent.

Exhibit 1-17 Household Income of First-time and Repeat Buyers, 2024

(Percentage Distribution)

	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
Less than $55,000	16%	21%	16%
$55,000 to $74,999	13%	17%	12%
$75,000 to $99,999	15%	15%	15%
$100,000 to $199,999	38%	38%	38%
$200,000 or more	18%	10%	20%
Median income (2024)	$109,000	$94,400	$111,700

The median household income for 2024 rose to $109,000 from $108,800. First-time buyers had a median household income of $94,400, down from $97,000, while repeat buyers had a median household income of $111,700, down from $114,300.

Exhibit 1-18 Median Household Income of Household Compositions by First-time and Repeat Buyers, 2024

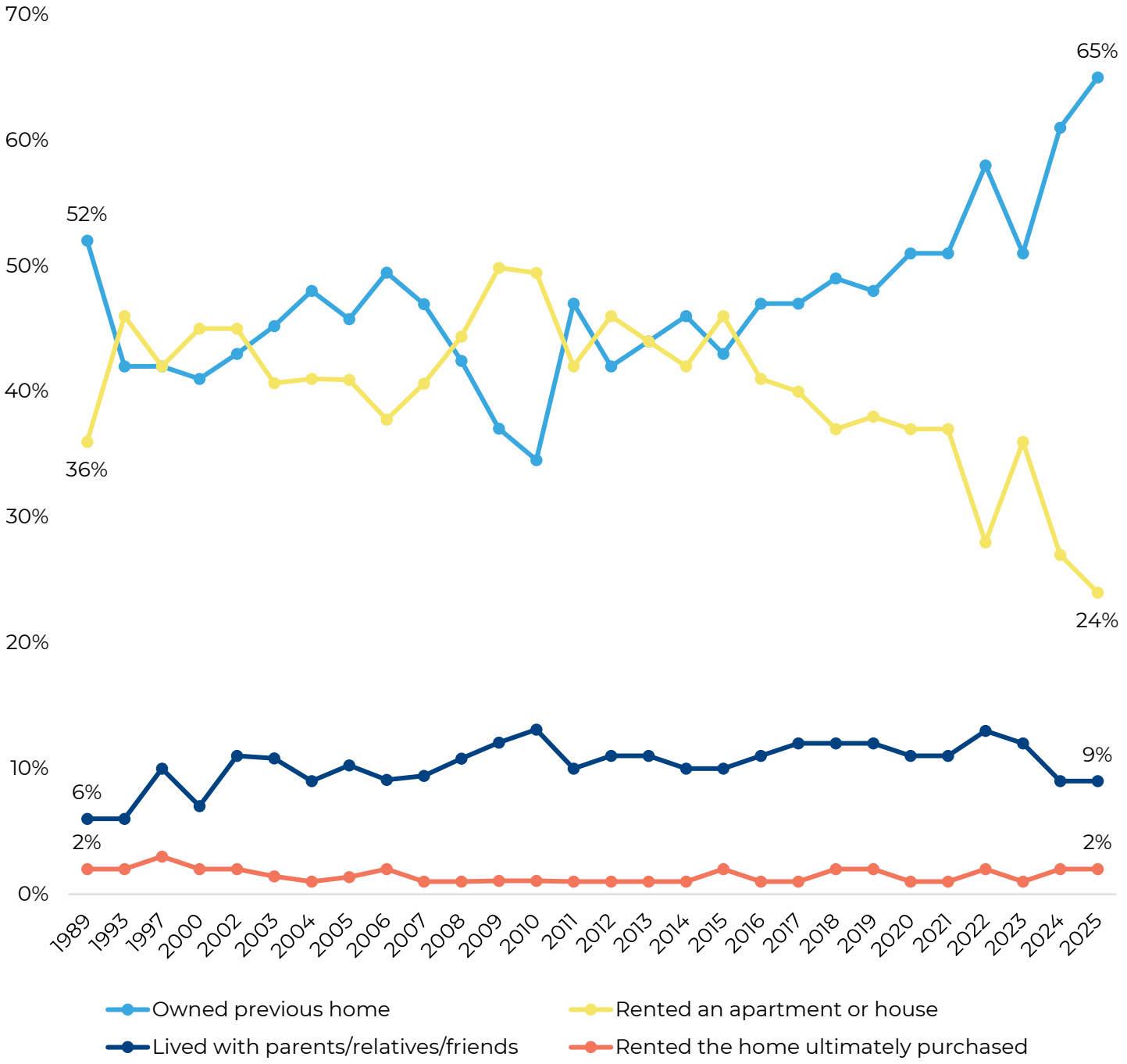
(Medians)

	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
Married couple	$125,000	$111,100	$129,200
Single female	$76,400	$73,000	$78,800
Single male	$79,300	$66,400	$80,000
Unmarried couple	$116,000	$108,300	$127,100
Other	$83,900	$70,000	$88,000

Median household income was highest among married couples, while single female buyers had the lowest median household incomes among all household compositions.

Exhibit 1-19 Prior Living Arrangement, 1989–2025

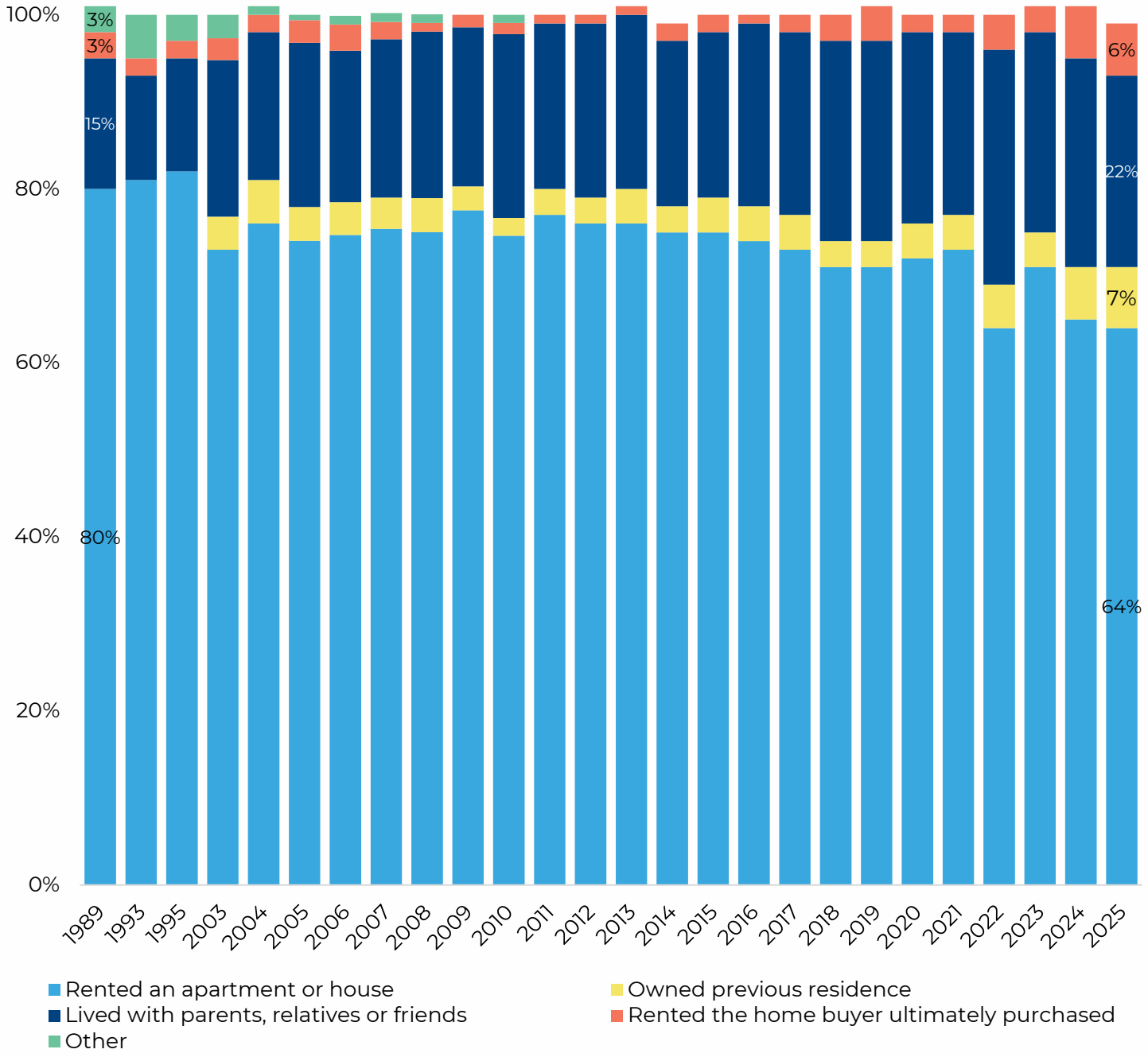
(Percentage Distribution)



Recent home buyers were more likely to own their previous home (65 percent) than they were to rent a home or an apartment (24 percent).

Exhibit 1-20 Prior Living Arrangement of First-Time Buyers, 1989–2025

(Percentage Distribution)



Sixty-four percent of first-time home buyers rented their previous living arrangement, and 22 percent lived with friends or family. The share of first-time buyers who lived with friends or family before purchasing decreased slightly from last year, when it was 24 percent, but is up from a low of 12 percent in 1993.

Exhibit 1-21 Primary Reason for Purchasing a Home, First-time and Repeat Buyers

(Percentage Distribution)

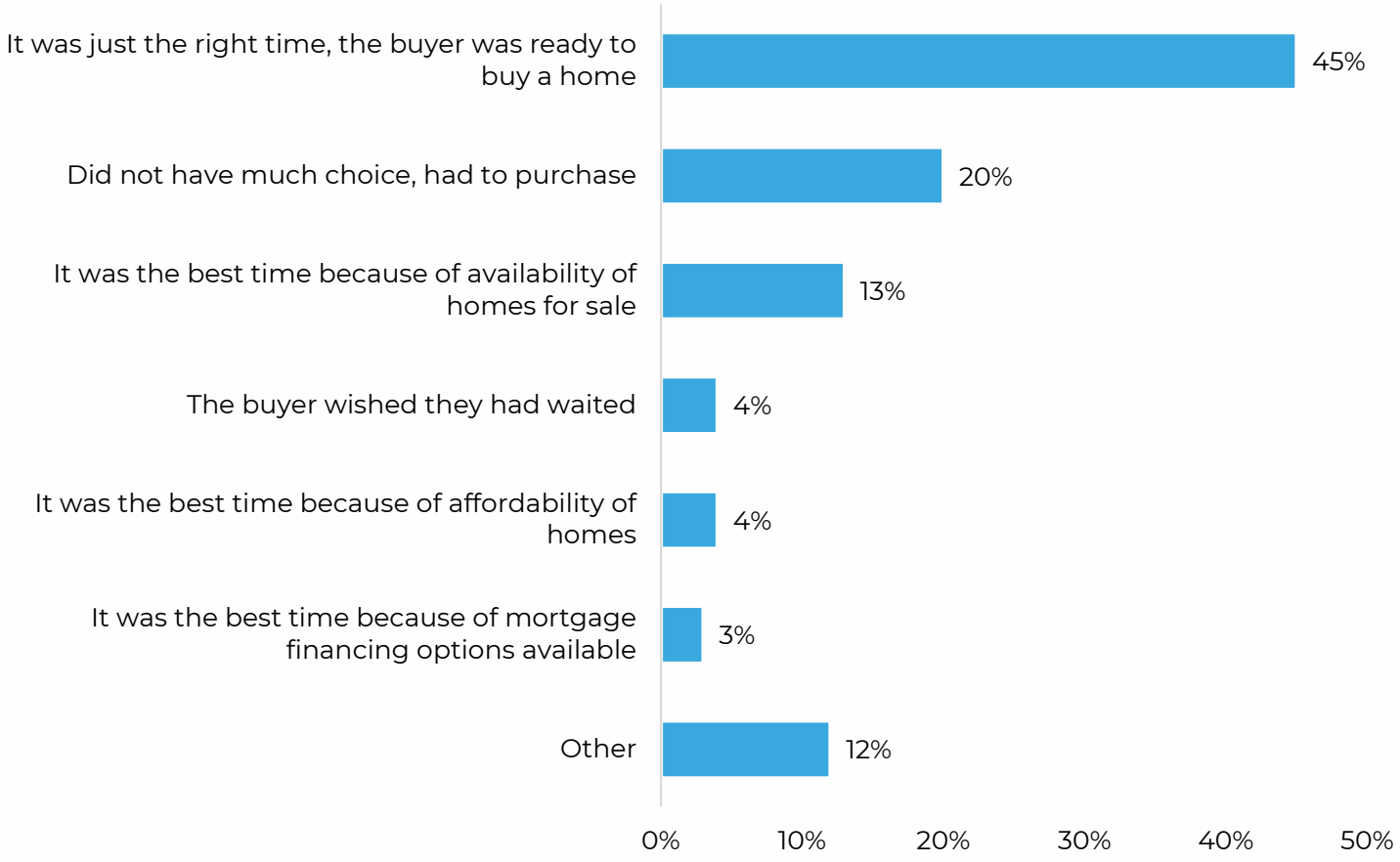
	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
Desire to own a home of own	21%	64%	9%
Desire to be closer to family/friends/relatives	16%	3%	19%
Desire for larger home	10%	3%	12%
Desire for smaller home	8%	1%	10%
Desire for a home in a better area	7%	4%	9%
Change in family situation (e.g. marriage, birth of child, divorce, etc.)	7%	7%	7%
Retirement	7%	2%	8%
Job-related relocation or move	5%	2%	5%
Desire to be closer to job/school/transit	2%	1%	2%
Financial security	2%	3%	1%
Affordability of homes	2%	1%	2%
Better weather conditions	1%	*	2%
Desire for a newly built or custom-built home	1%	*	2%
Establish a household	1%	2%	1%
Desire for better home for pet(s)	1%	1%	1%

** Less than 1 percent*

Recent home buyers typically bought for the following reasons: the desire to own a home of their own (21 percent), the desire to be closer to friends and family (16 percent), and the desire for a larger home (10 percent). Sixty-four percent of first-time buyers purchased for the desire to own a home of their own.

Exhibit 1-22 Primary Reason for the Timing of Home Purchase

(Percentage Distribution)



Forty-five percent of all buyers said that the timing was just right, and they were ready to purchase a home. The second most common reason was that the buyer did not have much choice, and they had to purchase the home when they did (20 percent), followed by the belief that it was the best time because of the availability of homes for sale (13 percent).

Exhibit 1-23 Other Homes Owned

(Percentage Distribution)

	ALL BUYERS
Recently purchased home only	82%
One or more investment properties	8%
Previous homes that buyer is trying to sell	3%
One or more vacation homes	4%
Other	2%

The number of recent home buyers who own more than one home was 18 percent, a slight increase from 2024.

CHAPTER 2

Characteristics of Homes Purchased

Chapter 2: Characteristics of Homes Purchased

Highlights

New Versus Previously-Owned Home and Age of Home

- Twelve percent of buyers purchased a new home, and 88 percent of buyers purchased a previously owned home.
- Recent buyers who purchased new homes were most often looking to avoid renovations and problems with plumbing or electricity at 48 percent. Buyers who purchased previously-owned homes considered them a better value at 32 percent.
- Buyers typically purchased a home that was built in 1994. This is a rebound after the last two years, during which buyers typically purchased homes built in the 1980s.

Home Type and Size

- Detached single-family homes continued to be the most common home type for recent buyers at 76 percent, followed by townhouses or row houses at seven percent.
- Recent buyers typically purchased a home that was 1,900 square feet with three bedrooms and two bathrooms.

Senior-Related Housing

- Senior-related housing remained at 17 percent of buyers over the age of 60 this year. Among buyers over 60 who recently purchased senior-related housing, 60 percent purchased a detached single-family home, and 52 percent bought in a suburb or subdivision.

Distance Moved

- The median distance between the home that recent buyers purchased and the home they moved from was 20 miles. This is down from the 2022 report of 50 miles, but **remains elevated** from the distance of 15 miles seen from 2018 to 2021.

Location of Home Purchased

- Forty-four percent of all buyers purchased in a suburb/subdivision, 24 percent in a small town, 14 percent in an urban or central city, 15 percent purchased in a rural area, and three percent were purchased in a resort or recreation area.
- Quality of the neighborhood (59 percent), convenience to friends and family (47 percent), and overall home affordability (35 percent) remained the most important factors to recent home buyers when choosing a neighborhood.
- **Convenience to the home buyer's job has continued to decline and is now at 31 percent, down from 34 percent last year and down from 52 percent in 2014.**

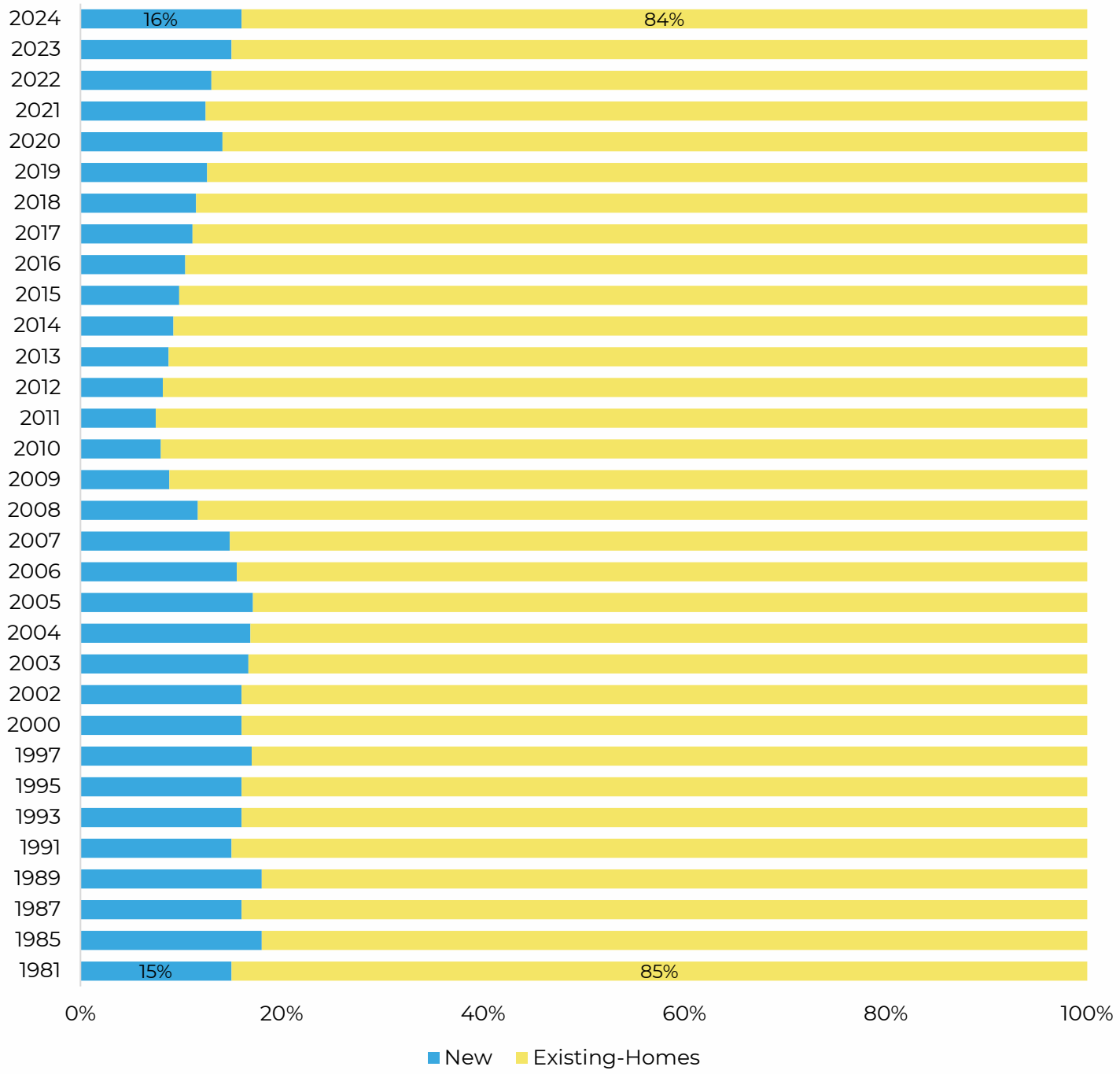
Expected Length of Ownership

- **Overall, buyers expected to live in their homes for a median of 15 years, while 28 percent said that they were never moving.**

Chapter 2: Characteristics of Homes Purchased

Exhibit 2-1 New and Previously Owned Homes Purchased, 1981–2024

(Source: U.S. Census Data for New Homes, National Association of REALTORS® Existing-Home Sales)



The share of new homes purchased increased slightly to 16 percent. Existing–home purchases decreased slightly to 84 percent. This is the same as in 2006, when new home purchases accounted for 16 percent of the market share, while existing homes made up 84 percent.

Chapter 2: Characteristics of Homes Purchased

Exhibit 2-2 Why New and Previously Owned Homes Purchased

(Percent of Respondents)

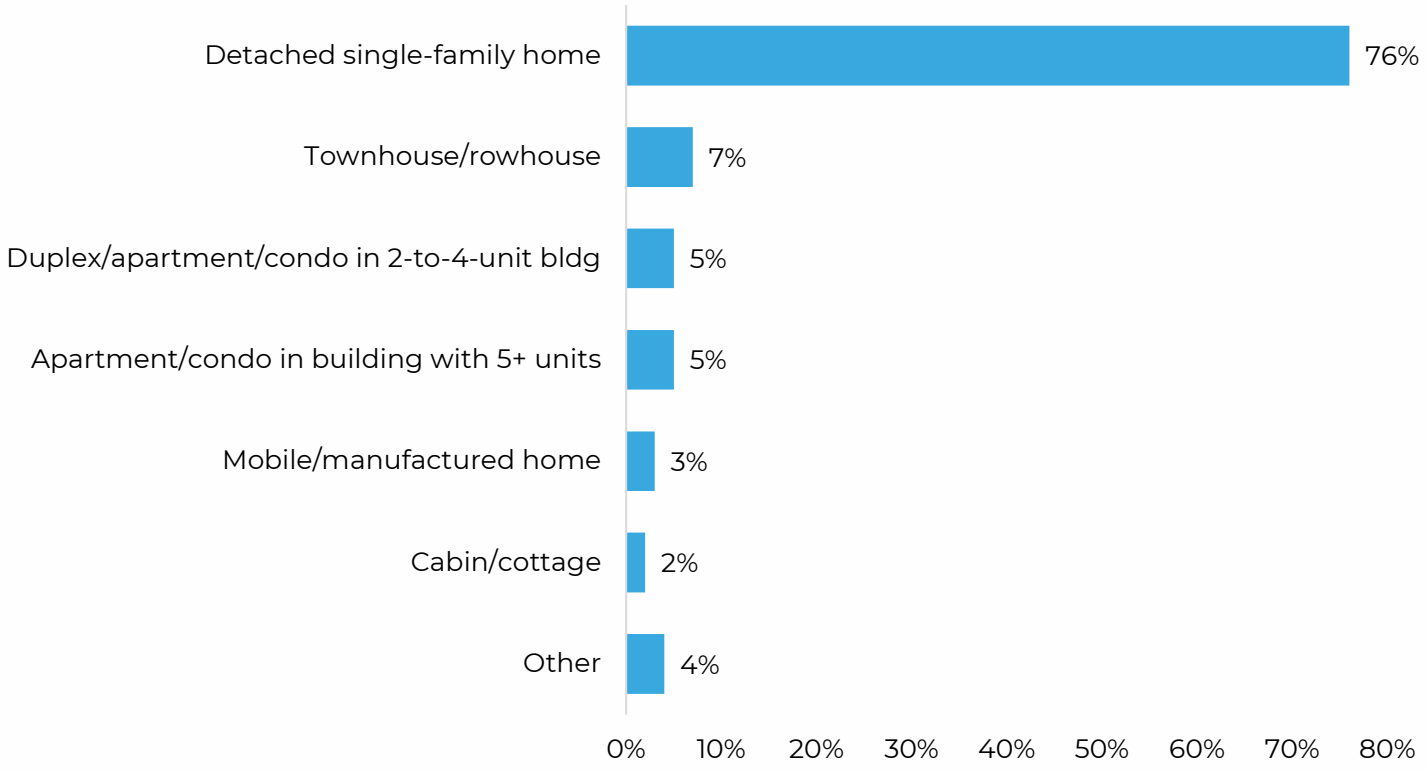
NEW HOME	ALL BUYERS
Avoid renovations or problems with plumbing or electricity	43%
Ability to choose and customize design features	22%
Amenities of new home construction communities	17%
Lack of inventory of previously owned home	10%
Green/energy efficiency	7%
Smart home features	5%
Other	22%
PREVIOUSLY OWNED HOME	**ALL BUYERS**
Better overall value	32%
Better price	29%
More charm and character	20%
Lack of inventory of new homes	11%
Want to DIY a fixer upper	4%
Other	22%

Purchasers of new homes were looking to avoid renovations and problems with plumbing or electricity (43 percent) and wanted the ability to choose and customize design features in their home (22 percent). Buyers who chose a previously-owned home considered it a better overall value (32 percent), a better price (29 percent), and a home with more charm and character (20 percent).

Chapter 2: Characteristics of Homes Purchased

Exhibit 2-3 Type of Home Purchased

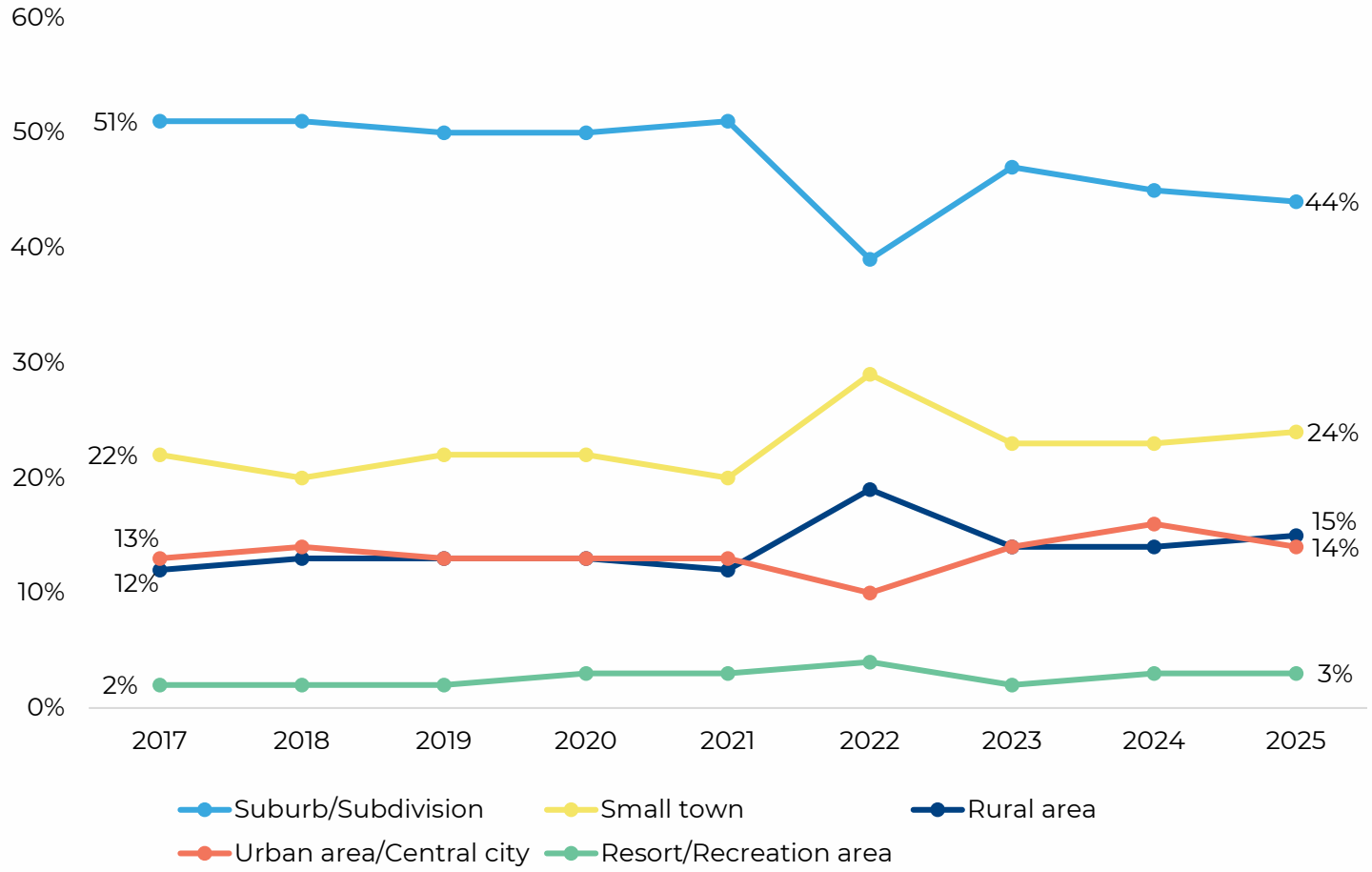
(Percentage Distribution)



Detached single-family homes continued to be the most common home type for recent buyers at 76 percent, followed by townhouses or row houses at seven percent.

Exhibit 2-4 Location of Home Purchased, 2017–2025

(Percentage Distribution)



The largest percentage of homes purchased was in the suburbs/subdivisions and small towns. Forty-four percent of all buyers purchased in a suburb/subdivision, 24 percent in a small town, 15 percent purchased in a rural area, and 14 percent in an urban or central city. Three percent were purchased in a resort or recreation area.

Exhibit 2-5 Senior-Related Housing by Type of Home Purchased and Location

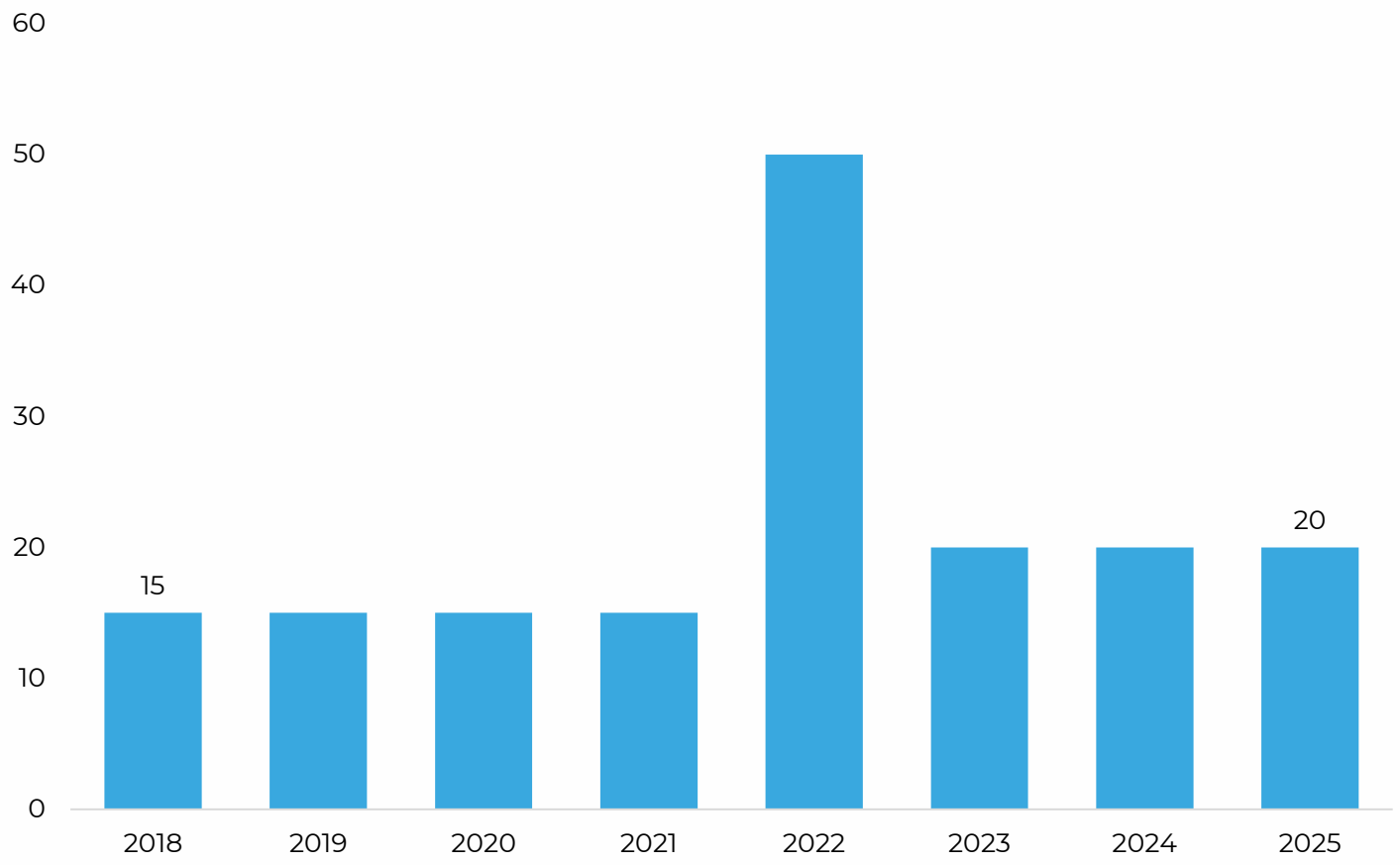
(Percent of Respondents)

	ALL BUYERS OVER 60
Share who purchased a home in senior-related housing	17%
BUYERS OVER 60 WHO PURCHASED SENIOR-RELATED HOUSING	
TYPE OF HOME PURCHASED	
Detached single-family home	60%
Duplex/apartment/condo in 2-to-4-unit building	14%
Townhouse/row house	11%
Apartment/condo in building with 5 or more units	6%
Other	9%
LOCATION	
Suburb/ Subdivision	52%
Small town	19%
Resort/ Recreation area	14%
Urban/ Central city	8%
Rural area	8%

Senior-related housing was at 17 percent of buyers over the age of 60 this year. For buyers over 60 who recently purchased senior-related housing, 60 percent purchased a detached single-family home, and 52 percent bought in a suburb or subdivision. Other home types purchased include duplex/ apartment/condos at 14 percent and townhomes and row homes at 11 percent.

Exhibit 2-6 Distance Between Home Purchased and Previous Residence, 2018–2025

(Median Miles)



The median distance between the home that recent buyers purchased and the home they moved from was 20 miles, the same as last year. This is down from the peak of 50 miles seen in the 2022 report during COVID-19.

Exhibit 2-7 Factors Influencing Neighborhood Choice

(Percentage Distribution)

	ALL BUYERS
Quality of the neighborhood	59%
Convenient to friends/family	47%
Overall affordability of homes	35%
Convenient to job	31%
Convenient to shopping	31%
Design of neighborhood	26%
Convenient to entertainment/leisure activities	21%
Walkability	21%
Convenient to parks/recreational facilities	21%
Convenient to health facilities	21%
Availability of larger lots or acreage	18%
Convenient to vet/outdoor space for pet	16%
Quality of the school district	14%
Convenient to schools	14%
Convenient to airport	9%
Home in a planned community	9%
Access to bike paths	8%
Convenient to public transportation	5%
Other	7%

Quality of the neighborhood (59 percent), convenience to friends and family (47 percent), and overall home affordability (35 percent) remained the most important factors to recent home buyers when choosing a neighborhood. Convenience to the home buyer's job has declined slightly to 31 percent, down from 34 percent last year and 52 percent in 2014.

Chapter 2: Characteristics of Homes Purchased

Exhibit 2-8 Purchase Price Compared with Asking Price

(Percentage Distribution)

PERCENT OF ASKING PRICE	ALL BUYERS
Less than 90%	8%
90% to 94%	13%
95% to 99%	31%
100%	31%
101% to 110%	14%
More than 110%	3%
Median (purchase price as a percent of asking price)	99%

Recent buyers typically purchased their home for a median of 99 percent of the asking price for their home. Seventeen percent of buyers paid more than the asking price for their home.

Exhibit 2-9 Size of Home Purchased, First-Time and Repeat Buyers, and Buyers of New and Previously Owned Homes

(Percentage Distribution)

				BUYERS OF	
	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS	NEW HOMES	PREVIOUSLY OWNED HOMES
1,500 sq ft or less	17%	30%	13%	5%	18%
1,501 to 2,000 sq ft	27%	32%	25%	23%	27%
2,001 to 2,500 sq ft	25%	19%	27%	34%	24%
2,501 to 3,000 sq ft	14%	10%	15%	19%	14%
3,001 sq ft or more	17%	8%	20%	20%	17%
Median (sq ft)	1,900	1,600	2,000	2,000	1,800

This year, recently purchased homes had a median size of 1,900 square feet. The size of homes purchased by repeat buyers was typically larger than those purchased by first-time buyers. The median home size was 1,600 square feet for first-time buyers and 2,000 square feet for repeat buyers. New home buyers purchased homes that were typically 2,000 square feet, while buyers of previously owned homes typically purchased a home that was 1,800 square feet.

Exhibit 2-10 Number of Bedrooms and Bathrooms, by First-Time and Repeat Buyers and Children within Home

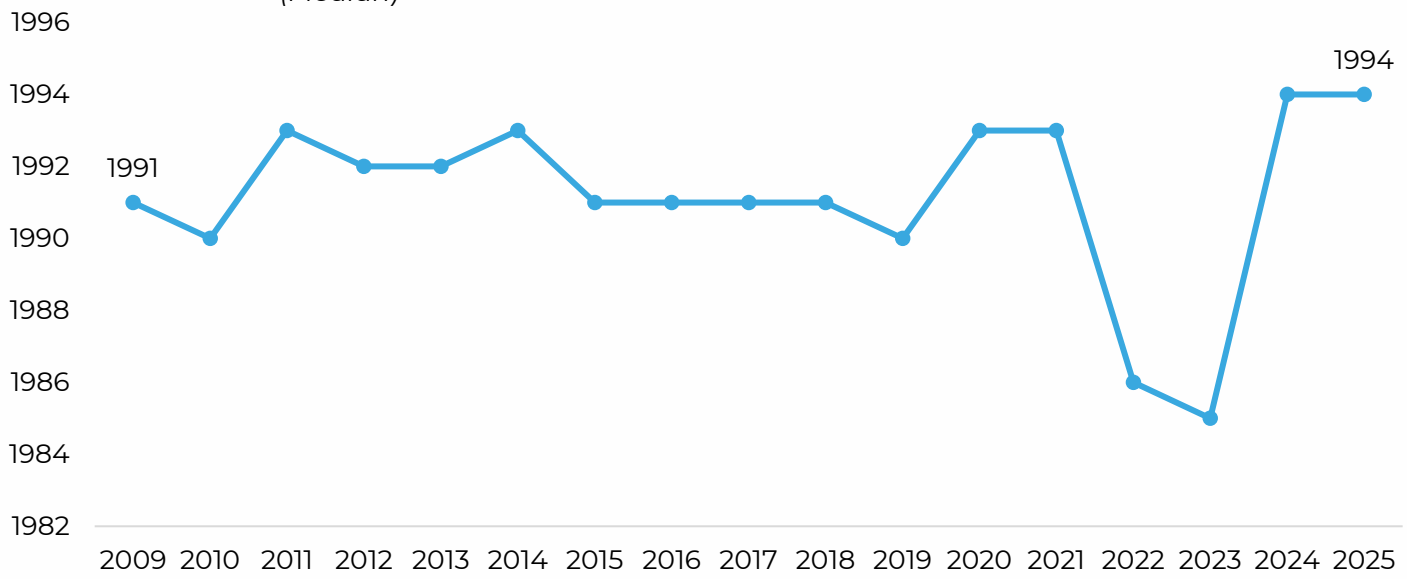
(Percentage Distribution)

				CHILDREN IN HOME	
	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS	CHILDREN UNDER 18 IN HOME	NO CHILDREN IN HOME
One bedroom	2%	4%	1%	0%	2%
Two bedrooms	18%	20%	17%	6%	22%
Three bedrooms or more	80%	76%	81%	93%	76%
Median number of bedrooms	3	3	3	4	3
One full bathroom	16%	31%	12%	13%	17%
Two full bathrooms	60%	56%	61%	54%	62%
Three full bathrooms or more	24%	13%	28%	33%	22%
Median number of full bathrooms	2	2	2	2	2

The typical home purchased had a median of three bedrooms and two bathrooms. Buyers with children under 18 in the home purchased a home with four bedrooms and two bathrooms.

Exhibit 2-11 Year Home Built, 2009–2025

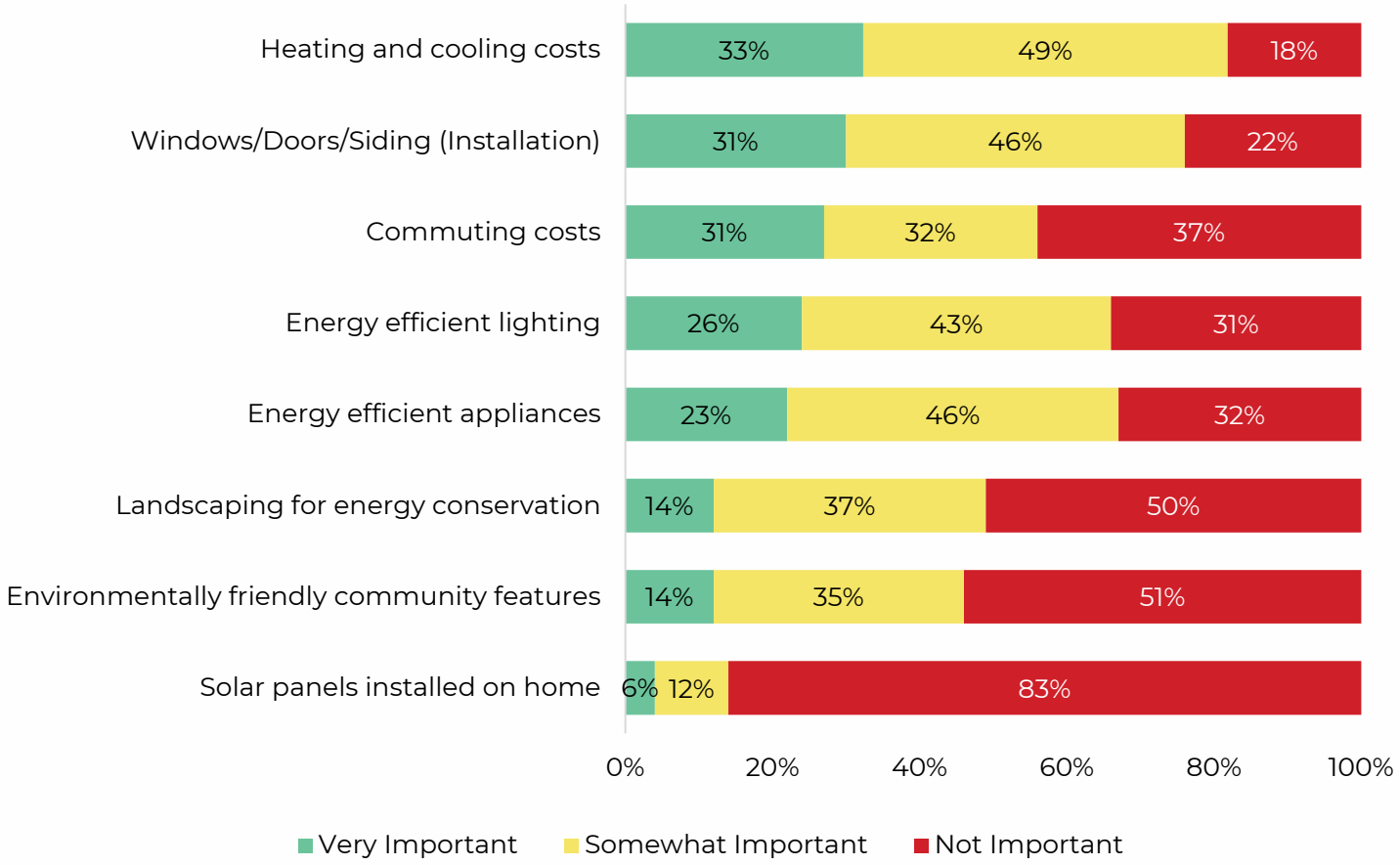
(Median)



The typical home purchased was built in 1994, remaining consistent from the previous year. In 2022 and 2023, the age of homes increased due to limited inventory and a reduction in new homes.

Exhibit 2-12 Importance of Home's Environmentally Friendly Features

(Percentage Distribution)



The most important environmental feature to buyers was heating and cooling costs, which 82 percent of buyers found at least somewhat important. Seventy-seven percent of recent buyers thought their home's windows, doors, and siding were at least somewhat important.

Exhibit 2-13 Characteristics of Home on Which Buyer Compromised, First-Time and Repeat Buyers

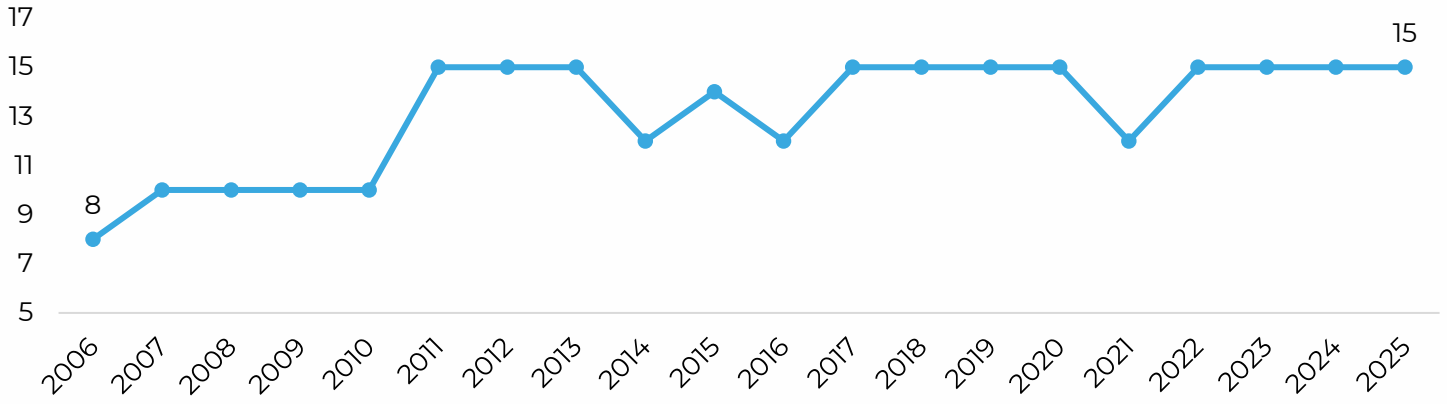
(Percentage Distribution)

	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
Price of home	30%	37%	28%
Condition of home	24%	26%	23%
Size of home	20%	25%	19%
Style of home	17%	21%	16%
Lot size	14%	15%	13%
Distance from job	11%	18%	9%
Distance from friends or family	10%	12%	9%
Quality of the neighborhood	6%	10%	5%
Quality of the schools	2%	4%	2%
Distance from school	2%	3%	1%
None - Made no compromises	30%	24%	31%
Other compromises not listed	10%	9%	10%

When deciding on a home to purchase, recent buyers made compromises on some home characteristics. The most common compromise made was the price of the home at 30 percent and the condition of the home at 24 percent. Thirty percent of buyers said that they made no compromises when purchasing their home.

Exhibit 2-14 Expected Length of Tenure in Home Purchased, 2006–2025

(Median)



The expected tenure in homes remained at a median of 15 years. Between 2006 and 2010, the typical buyer expected to own their home for eight to 10 years. Both first-time and repeat buyers expect to own for 15 years.

Exhibit 2-15 Factors That Could Cause Buyer To Move

(Percent of Respondents)

	ALL BUYERS
Move with life changes (addition to family, marriage, children move out, retirement, etc.)	35%
Never moving - forever home	28%
Household member's health	23%
Move with job or career change	16%
Downsize/smaller house	17%
Want nicer home/added features	15%
May desire better area/neighborhood	14%
Want a larger home	12%
Unfit living conditions due to environmental factors	9%
Will flip home	2%
Other	7%

Thirty-five percent of buyers said they would potentially move due to a life change, such as an addition to the family, marriage, children moving out, or retirement. Twenty-eight percent of buyers said they were never moving and that this is their forever home.

CHAPTER 3

The Home Search Process

Chapter 3: The Home Search Process

Highlights

Home Search Tools

- In 2024, the home-buying process for many started online, with 46 percent of buyers indicating that their first step was to look for properties on the internet. Additionally, 20 percent of all buyers contacted a real estate agent.
- **Real estate agents played a crucial role, with 85 percent of all buyers utilizing their services—the highest of all information sources used.**
- While all buyers use the internet in their search, mobile or tablet devices were also widely used, with 70 percent of buyers relying on these tools.
- Real estate agents were the most useful information source in the home search process.
- Open houses, while not as popular, were still deemed very useful by 43 percent of buyers.
- In the digital space, website features were considered important, with 81 percent of buyers finding photos to be very useful, 77 percent valuing detailed property information, and 57 percent appreciating floor plans.

Length of Search and Where Buyer Finds Home

- Buyers spent a median of 10 weeks searching for a home in 2025.
- Most buyers found their homes through online searches (52 percent), followed by 27 percent who found their property through a real estate agent, and nine percent who discovered their home through a friend, relative, or neighbor.

Most Difficult Step

- **Finding the right property was the most difficult aspect of the home-buying process, with 56 percent of buyers highlighting this difficulty.**
- First-time buyers, in particular, found understanding the process and steps to be a significant challenge at 38 percent.
- Additionally, 31 percent of first-time buyers cited saving for a down payment to be the most difficult step.

Search Satisfaction

- **Overall, the majority of buyers were satisfied with their home-buying experience. In fact, 59 percent reported being very satisfied, while 33 percent expressed being somewhat satisfied with the process.**

Exhibit 3-1 First Step Taken During the Home-Buying Process, by First-Time and Repeat Buyers

(Percentage Distribution)

	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
Looked online for properties for sale	46%	30%	50%
Contacted a real estate agent	20%	15%	21%
Looked online for information about the home buying process	8%	16%	5%
Contacted a bank or mortgage lender	7%	11%	6%
Talked with a friend or relative about home buying process	6%	12%	4%
Drove-by homes/neighborhoods	4%	2%	5%
Visited open houses	3%	3%	3%
Looked up information about different neighborhoods or areas	2%	3%	2%
Contacted a home seller directly	2%	3%	2%
Attended a home buying seminar	1%	3%	*
Contacted builder/visited builder models	1%	1%	1%
Other	1%	2%	1%

** Less than 1 percent*

Forty-six percent of buyers reported that their initial step was looking online for properties for sale, while 20 percent contacted a real estate agent as their first action.

Exhibit 3-2 Information Sources Used in Home Search, by First-Time and Repeat Buyers

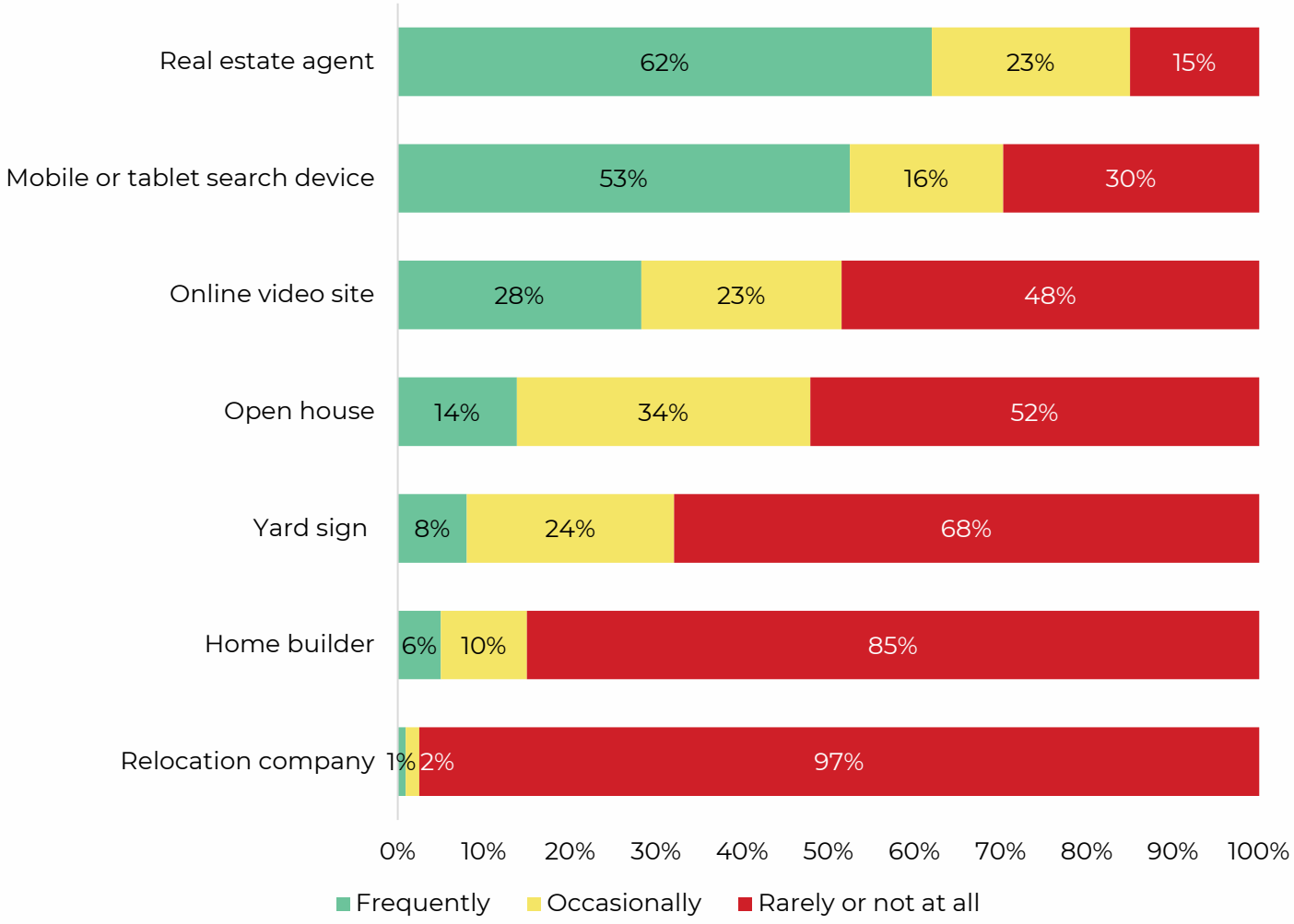
(Percent of Respondents)

	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
Real estate agent	85%	83%	85%
Mobile or tablet search device	70%	73%	70%
Open house	48%	48%	48%
Online video site	52%	41%	54%
Yard sign	32%	32%	32%
Home builder	15%	12%	16%
Relocation company	3%	3%	3%

A significant 85 percent of all buyers utilized a real estate agent, and 70 percent relied on mobile or tablet devices in their search.

Exhibit 3-3 Frequency of Use of Different Information Sources

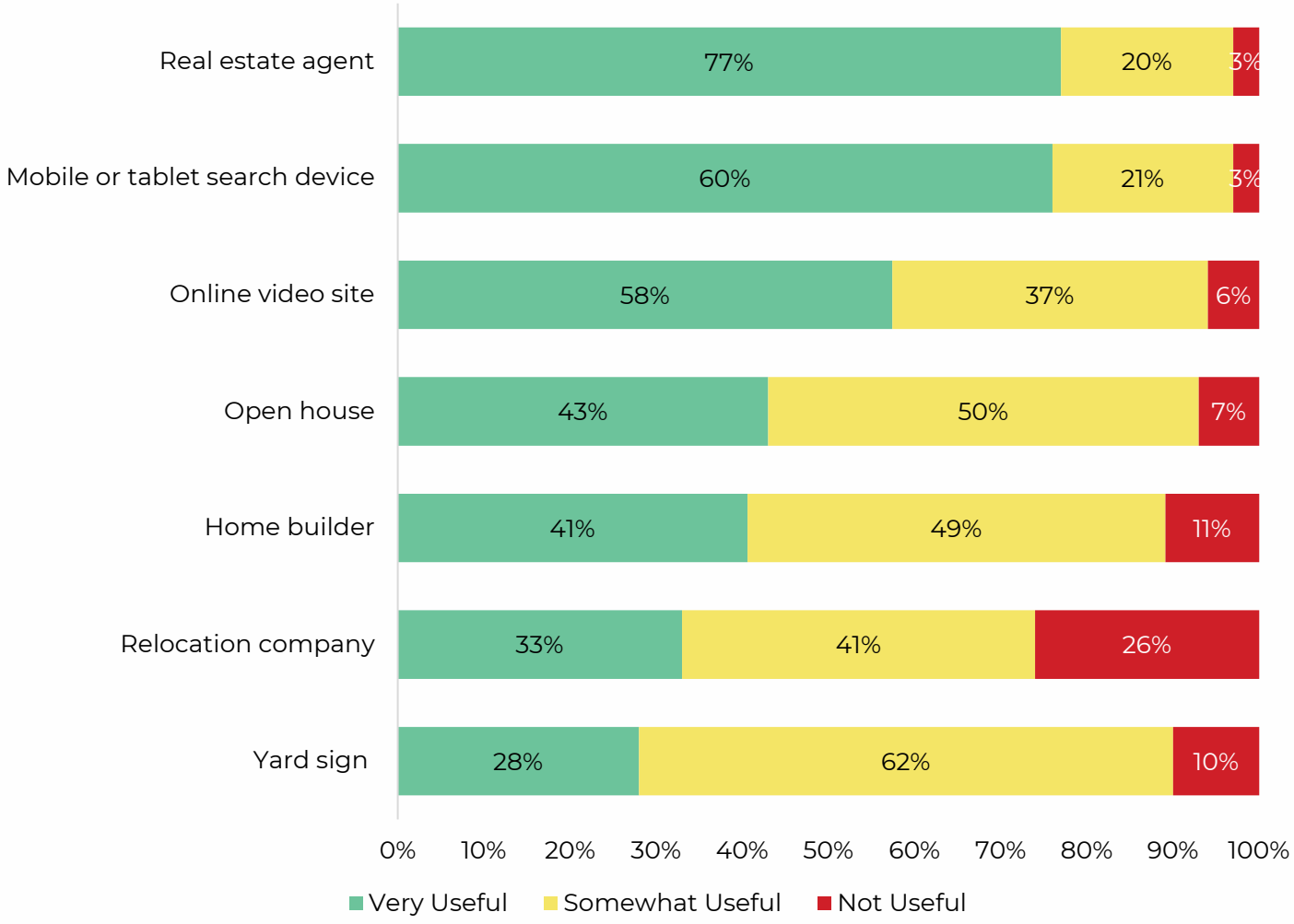
(Percentage Distribution)



Real estate agents were the most frequently used source in the homebuying process (62 percent). Online sources, such as mobile and tablet devices, and online video sites, were also frequently used as information sources.

Exhibit 3-4 Usefulness of Different Information Sources

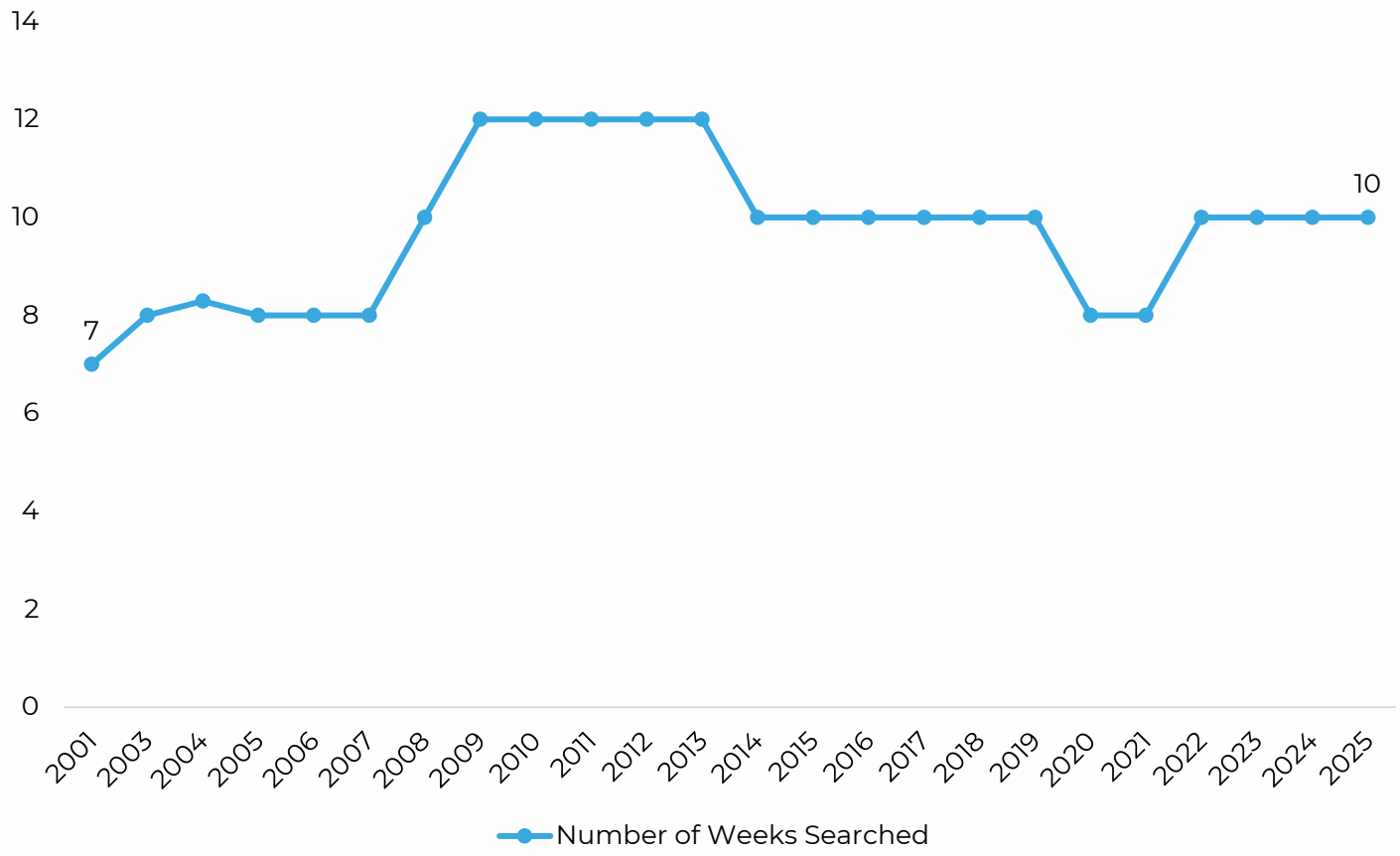
(Percentage Distribution)



Real estate agents were regarded as very useful by 77 percent of buyers, while 60 percent found mobile or tablet devices very useful. Additionally, 58 percent of buyers considered online video sites very useful.

Exhibit 3-5 Length of Home Search, 2001–2025

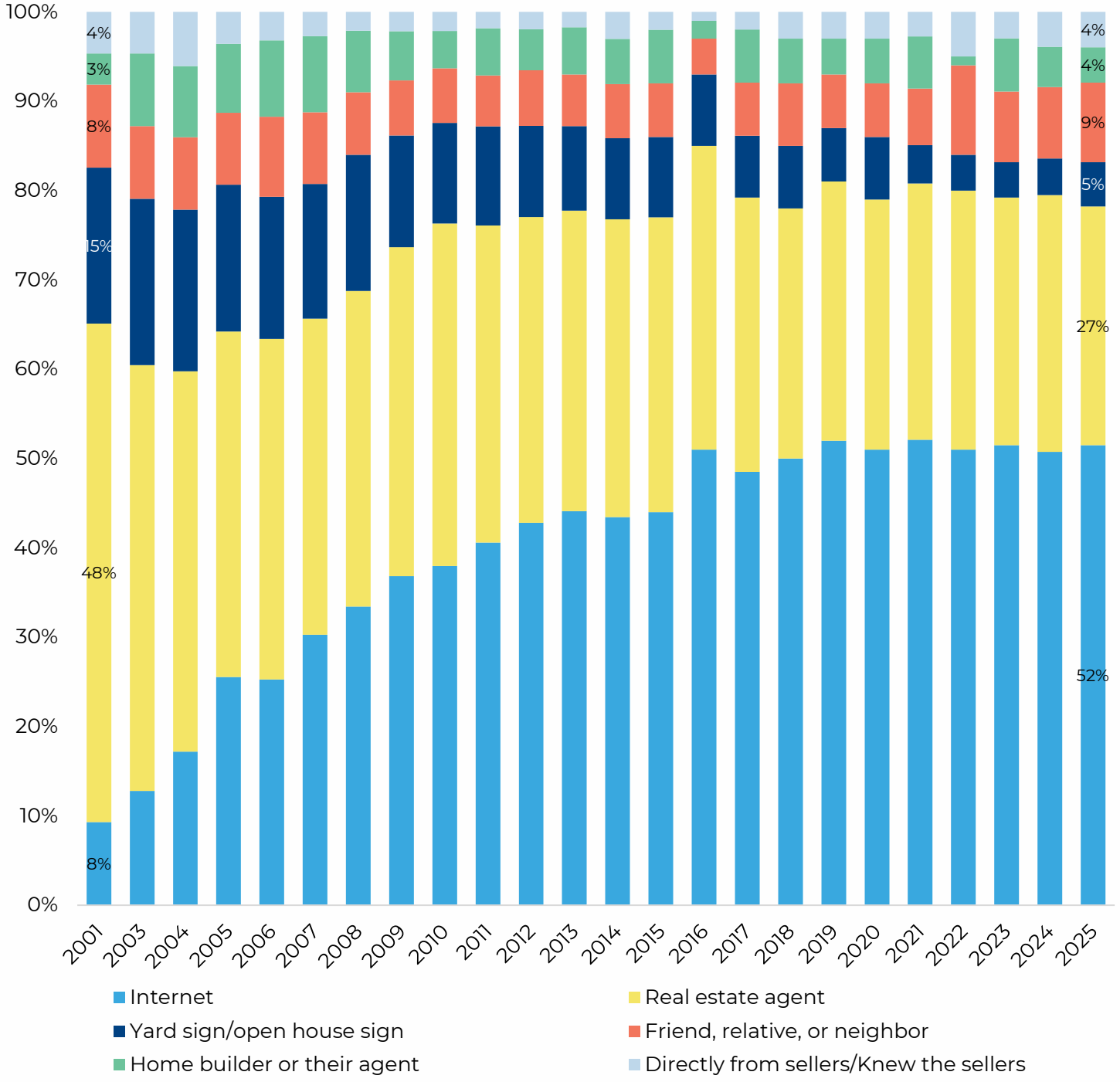
(Medians)



In 2024, the median time buyers spent searching for a home was 10 weeks, the same as last year.

Exhibit 3-6 Where Buyer Found the Home They Purchased, 2001–2025

(Percentage Distribution)



In 2025, 52 percent of buyers found their home on the internet, 27 percent through a real estate agent, and nine percent through a friend, relative, or neighbor.

Exhibit 3-7 Most Difficult Steps of Home Buying Process by First-Time and Repeat Buyers

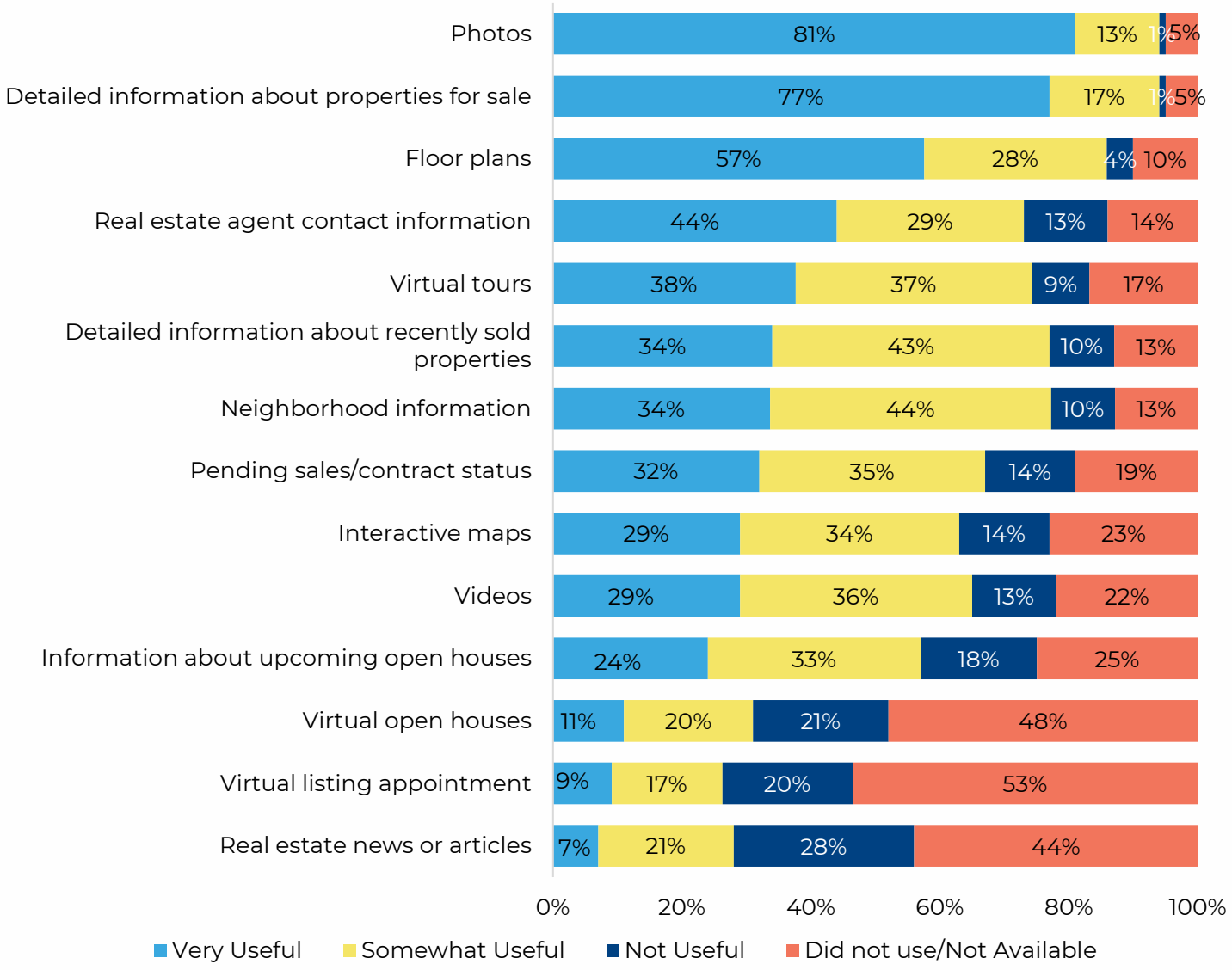
(Percentage Distribution)

	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
Finding the right property	56%	54%	57%
Paperwork	18%	26%	16%
Understanding the process and steps	15%	38%	9%
Saving for the down payment	11%	31%	6%
Getting a mortgage	7%	13%	6%
Appraisal of the property	4%	6%	3%
No difficult steps	19%	10%	21%
Other	7%	6%	7%

The most difficult step reported by 56 percent of buyers was finding the right property. Finding the right property was the most difficult step, regardless of whether the home buyer was a first-time buyer (54 percent) or a repeat buyer (57 percent). Thirty-one percent of first-time buyers cited saving for a down payment to be the most difficult step.

Exhibit 3-8 Value of Website Features

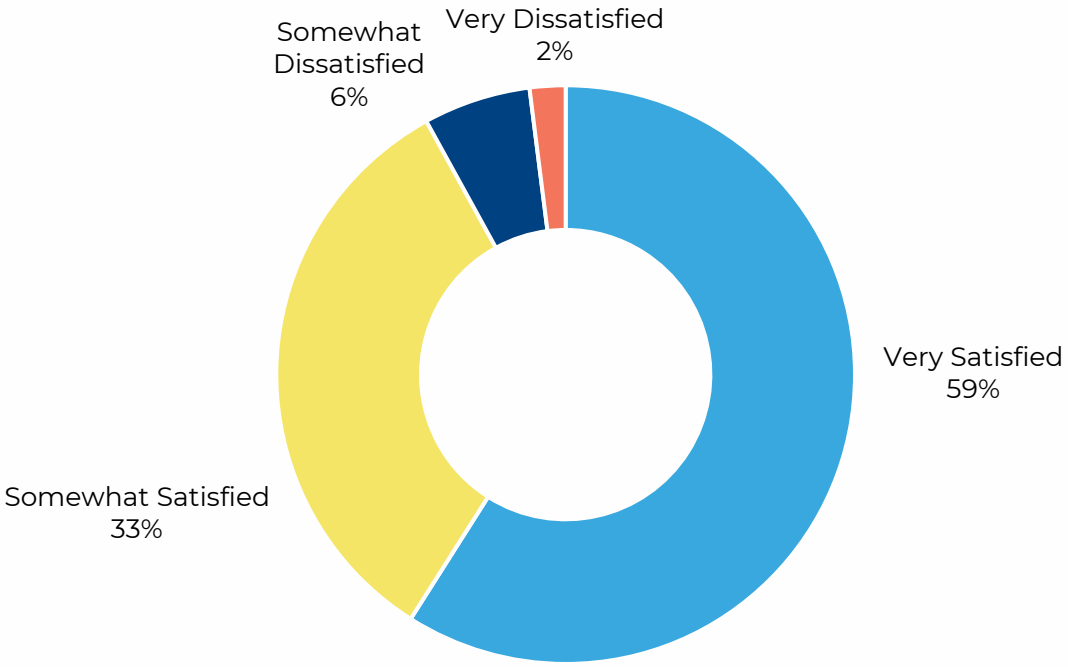
(Percentage Distribution)



Buyers who used the internet during their home search found photos (81 percent), detailed information about properties for sale (77 percent), floor plans (57 percent), real estate contact information (44 percent), and virtual tours (38 percent) to be very useful.

Exhibit 3-9 Satisfaction With Buying Process

(Percentage Distribution)



Overall, 92 percent of buyers were satisfied with the process: 59 percent of buyers reported being very satisfied with the home-buying process, while 33 percent were somewhat satisfied.

CHAPTER 4

Home Buying and Real Estate Professionals

Chapter 4: Home Buying and Real Estate Professionals

Highlights

How the Buyer Purchased Their Home

- **Eighty-eight percent of home purchases were made through a real estate agent or broker**, demonstrating the continued importance of agents in the home-buying process.
- Four percent of buyers purchased their home directly from a builder or builder's agent, and seven percent bought directly from the previous owner.
- When comparing new and previously owned homes, 63 percent of new home buyers used a real estate agent, while a striking **92 percent of buyers of previously owned homes relied on an agent or broker**

What is Wanted and the Benefits of a Real Estate Agent/Broker

- Home buyers primarily sought help finding the right home to purchase (50 percent) and negotiating the terms of the sale (13 percent).
- Over half of all buyers (54 percent) said their agent pointed out unnoticed features/faults with the property. A critical service provided by agents to first-time home buyers was helping them understand the process, with 76 percent reporting that their agent's assistance on this step was invaluable.

How Buyers Found Their Real Estate Agent/Broker

- Real estate agents are frequently referred by personal connections, with 43 percent of all buyers finding their agent through a friend, neighbor, or relative. This trend was especially pronounced among first-time buyers, where 49 percent relied on referrals from their personal network.
- Forty-one percent of repeat buyers found their agent through a referral, and 18 percent used the agent they had previously worked with to buy or sell a home.
- Most buyers interviewed only one agent before making their decision—this was true for 76 percent of repeat buyers and 67 percent of first-time buyers.

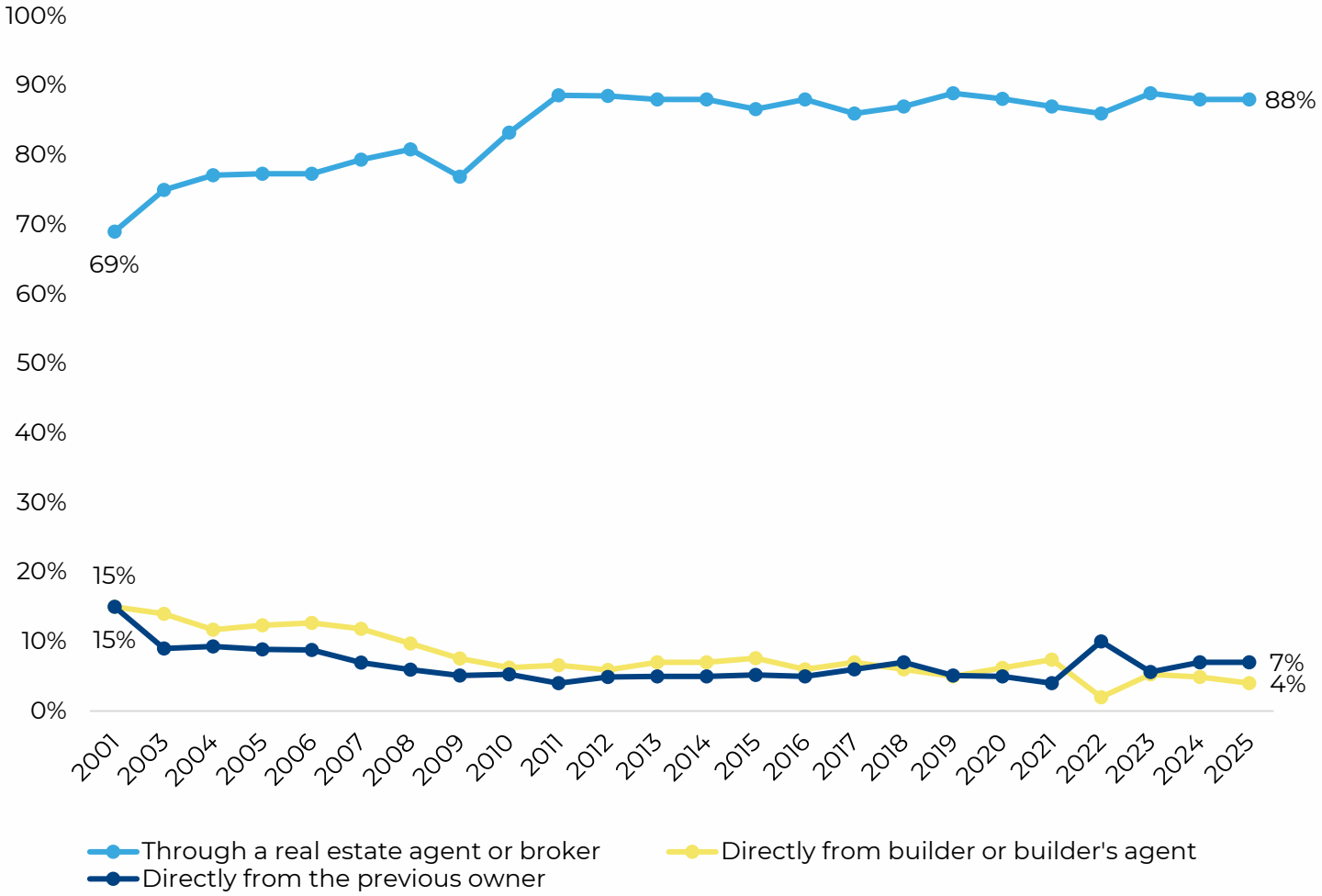
Real Estate Agent/Broker Satisfaction

- At least 89 percent of buyers expressed satisfaction with their agent's responsiveness, knowledge of the purchase process, and honesty and integrity.
- **Ninety-one percent of home buyers would use their agent again or recommend them to others.**
- After purchasing within the last year, **62 percent of home buyers have already recommended their agent.**

Chapter 4: Home Buying and Real Estate Professionals

Exhibit 4-1 Method of Home Purchase, 2001–2025

(Percentage Distribution)



In 2024, 88 percent of home buyers purchased their homes through a real estate agent or broker, while seven percent purchased directly from the previous owner, and four percent bought directly from a builder or builder's agent.

Exhibit 4-2 Method of Home Purchase, New and Previously Owned Homes

(Percentage Distribution)

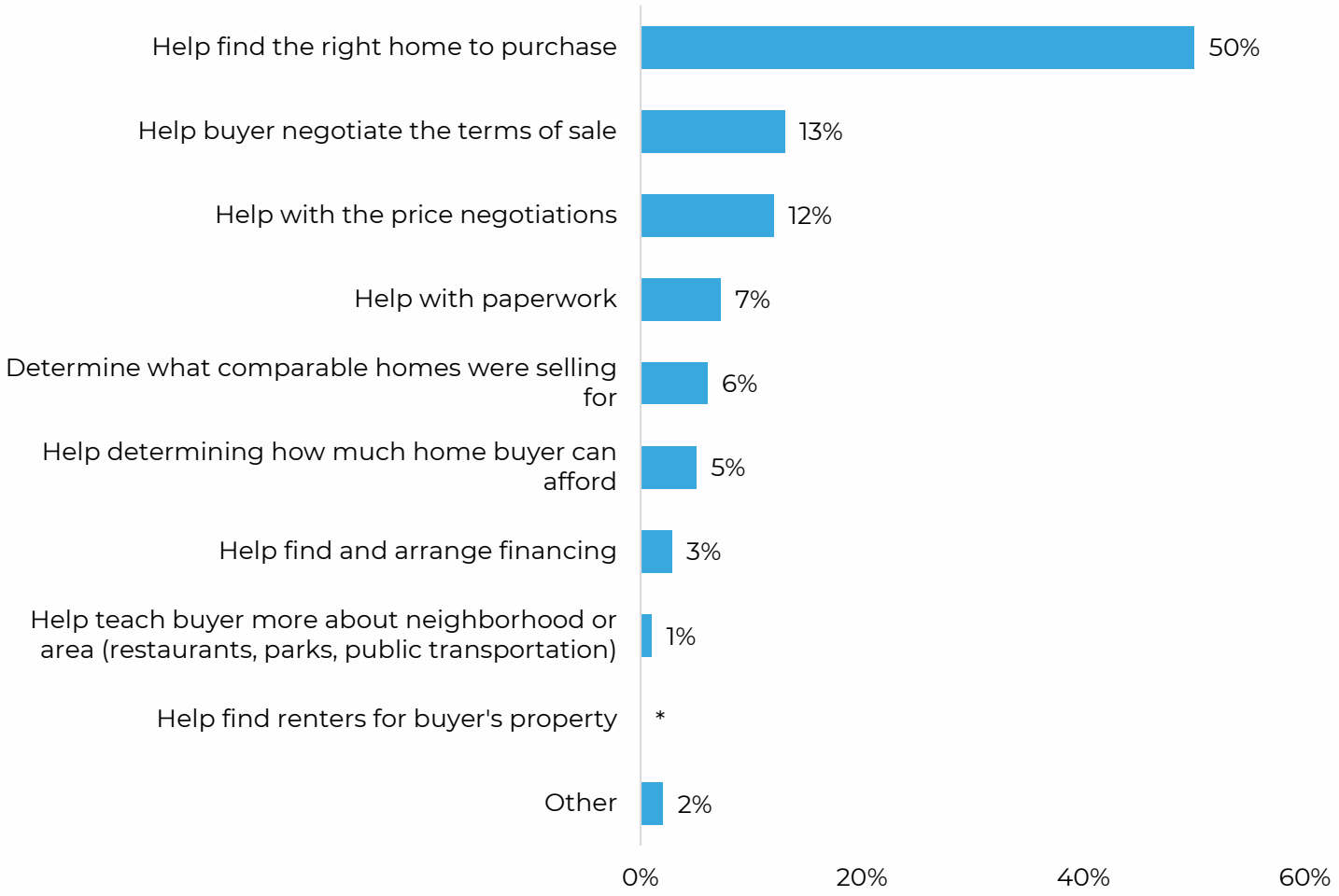
		BUYERS OF	
	ALL BUYERS	NEW HOMES	PREVIOUSLY OWNED HOMES
Through a real estate agent or broker	88%	63%	92%
Directly from builder or builder's agent	4%	35%	NA
Directly from the previous owner	7%	3%	8%
Knew previous owner	5%	2%	6%
Did not know previous owner	2%	1%	2%

NA=Not Applicable

Among new home buyers, 63 percent used a real estate agent or broker to complete their purchase. For buyers of previously owned homes, 92 percent relied on a real estate agent or broker for their transaction.

Exhibit 4-3 What Buyers Want Most From Real Estate Agents

(Percentage Distribution)



** Less than 1 percent*

Buyers indicated that the most desired service from real estate agents was help finding the right home to purchase (50 percent). Other key services included assistance with negotiating the terms of the sale (13 percent) and help with price negotiations (12 percent).

Exhibit 4-4 What Buyers Want Most From Real Estate Agents, First-Time and Repeat Buyers

(Percentage Distribution)

	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
Help find the right home to purchase	50%	46%	52%
Help buyer negotiate the terms of sale	13%	12%	14%
Help with the price negotiations	12%	12%	12%
Help with paperwork	7%	8%	7%
Determine what comparable homes were selling for	6%	4%	6%
Help determining how much home buyer can afford	5%	11%	3%
Help find and arrange financing	3%	4%	2%
Help teach buyer more about neighborhood or area (restaurants, parks, public transportation)	1%	1%	1%
Help find renters for buyer's property	*	*	*
Other	2%	2%	2%

** Less than 1 percent*

Home buyers primarily sought help finding the right home to purchase (50 percent) and negotiating the terms of the sale (13 percent). Home buyers also wanted help with price negotiations (12 percent) and paperwork (seven percent).

Exhibit 4-5 Benefits Provided by Real Estate Agent During Home Purchase Process, First-Time and Repeat Buyers

(Percent of Respondents)

	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
Pointed out unnoticed features/faults with property	54%	56%	54%
Helped buyer understand the process	52%	76%	45%
Negotiated better sales contract terms	45%	49%	43%
Provided a better list of service providers (e.g., home inspector)	44%	45%	43%
Improved buyer's knowledge of search areas	40%	42%	39%
Negotiated a better price	35%	36%	34%
Shortened buyer's home search	27%	33%	26%
Provided better list of mortgage lenders	19%	27%	17%
Expanded buyer's search area	18%	20%	17%
Narrowed buyer's search area	15%	18%	14%
None of the above	7%	4%	7%
Other	3%	2%	3%

Fifty-four percent of buyers reported that their agent pointed out unnoticed features and faults with properties, and 52 percent helped them understand the home-buying process. Among first-time buyers (76 percent), compared to repeat buyers (45 percent) said their agent helped them understand the buying process.

Exhibit 4-6 How Buyer Found Real Estate Agent, First-Time and Repeat Buyers

(Percentage Distribution)

	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
Referred by (or is) a friend, neighbor or relative	43%	49%	41%
Used agent previously to buy or sell a home	15%	3%	18%
Inquired about specific property viewed online	7%	7%	7%
Referred by another real estate agent/broker	7%	8%	6%
Website (without a specific reference)	6%	7%	5%
Referred by another real estate agent/broker	7%	8%	6%
Visited an open house and met agent	5%	6%	5%
Personal contact by agent (telephone, e-mail, etc.)	4%	4%	4%
Saw contact information on For Sale/Open House sign	2%	2%	2%
Referred through employer or relocation company	1%	1%	1%
Walked into or called office and agent was on duty	1%	1%	1%
Saw the agent's social media page without a connection	1%	1%	1%
Mobile or tablet application	1%	1%	1%
Direct mail (newsletter, flyer, postcard, etc.)	*	*	*
Crowdsourcing through social media/knew the person through social media	1%	1%	*
Advertising specialty (calendar, magnet, etc.)	*	*	*
Other	7%	9%	6%

** Less than 1 percent*

A large portion of buyers (43 percent) were referred to their real estate agent by a friend, neighbor, or relative. This method was even more common for first-time buyers (49 percent). Forty-one percent of repeat buyers found their agent through a referral, and 18 percent used the agent they had previously worked with to buy or sell a home.

Exhibit 4-7 How Many Times Buyer Contacted Agent Before Received Response and Original Form of Contact

(Percentage Distribution)

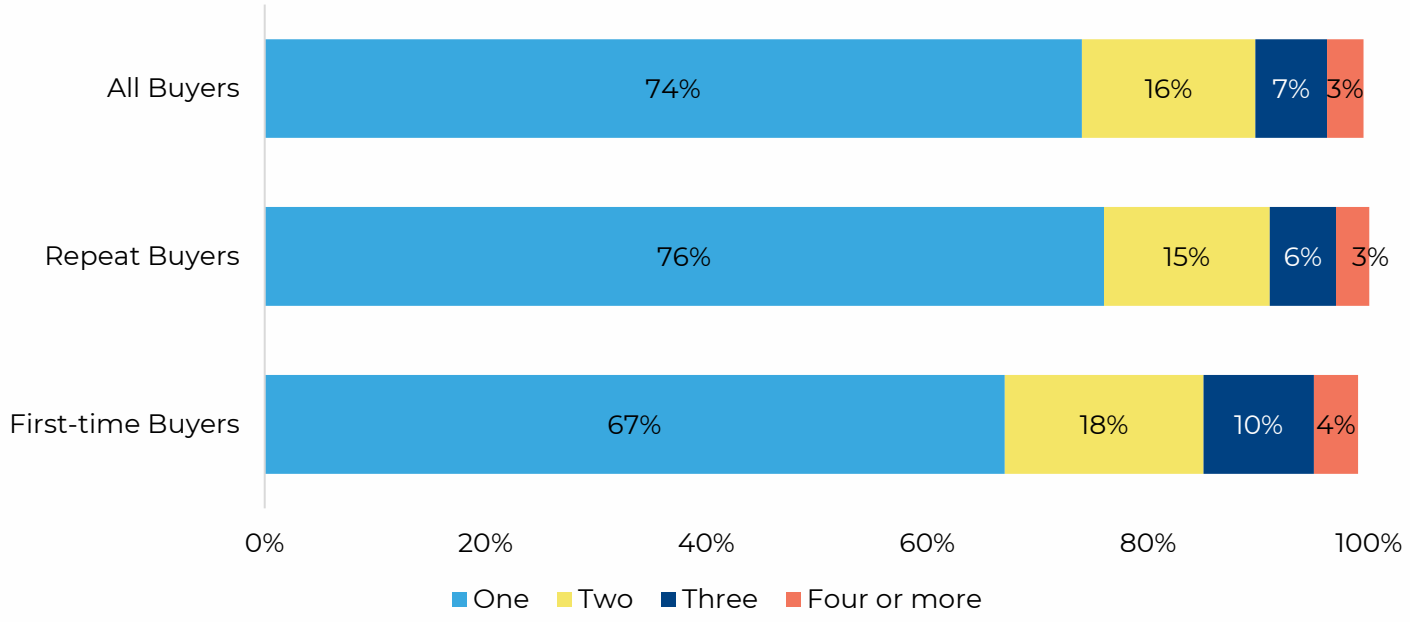
Phone call	26%
Talked to them in person	23%
Ask a friend to put in touch	17%
Inquiry for more information through 3rd party website	11%
E-mail	9%
Text message	8%
Through agent's website	3%
Social Media (Facebook, TikTok, X, LinkedIn, etc.)	3%
Number of Times Contacted (median)	1

Twenty-six percent of buyers made initial contact with their agent by phone, while 23 percent first spoke with their agent in person. Additionally, 17 percent of buyers were introduced to their agent by a friend.

Home buyers typically reached out just once before making contact with a real estate agent.

Exhibit 4-8 Number of Real Estate Agents Interviewed by First-Time and Repeat Buyers

(Percentage Distribution)



Most buyers interviewed only one agent before making their decision—this was true for 76 percent of repeat buyers and 67 percent of first-time buyers. Meanwhile, 16 percent of all buyers interviewed two agents, with a higher rate among first-time buyers (18 percent).

Exhibit 4-9 Importance of Agent Communications

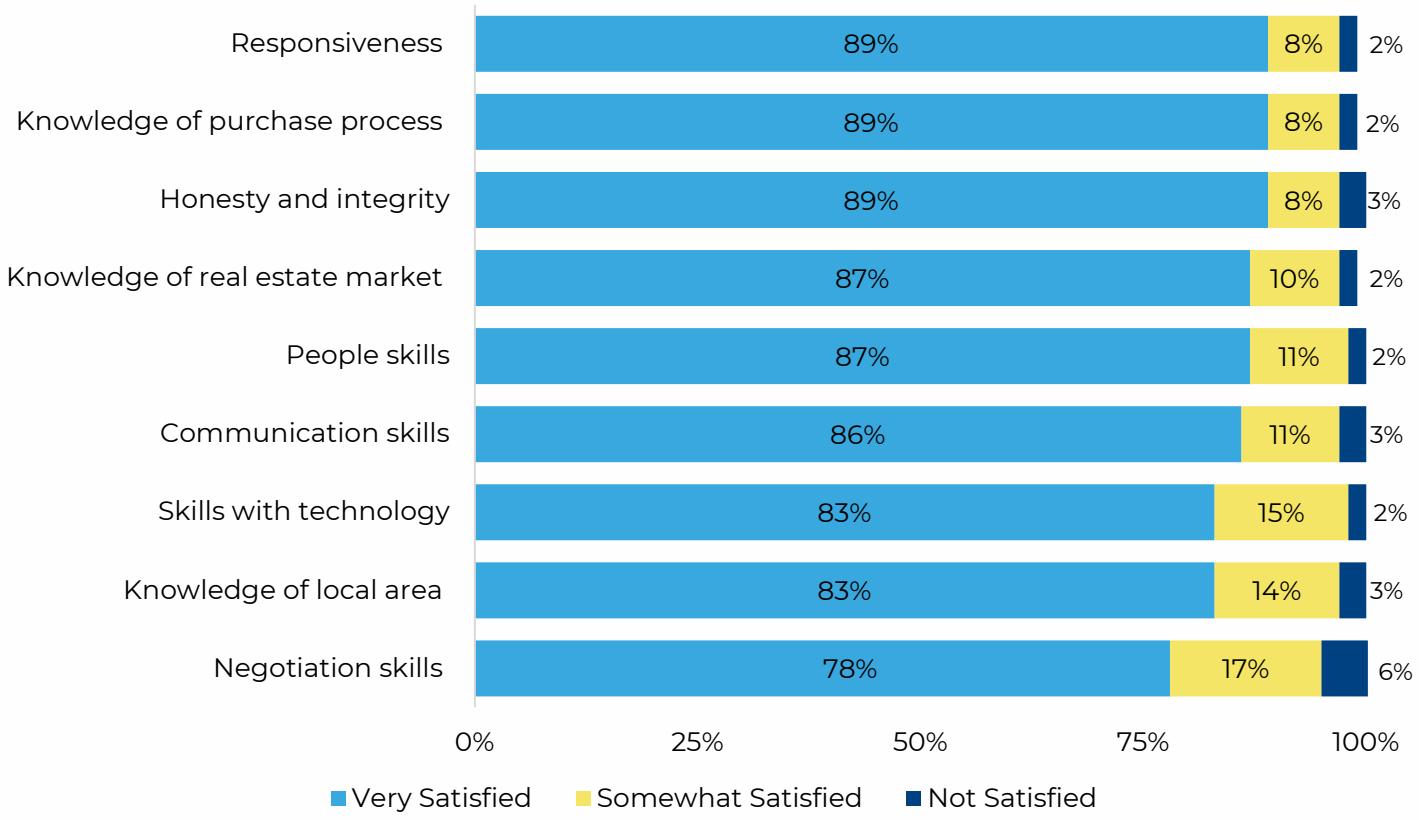
(Percent of Respondents)

	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
Calls personally to inform of activities	72%	67%	73%
Sends property info and communicates via text message	72%	75%	72%
Sends postings as soon as a property is listed/the price changes/under contract	68%	64%	69%
Can send market reports on recent listings and sales	49%	45%	51%
Sends me emails about specific needs	47%	52%	46%
Has a website	29%	27%	30%
Has a mobile site to show properties	25%	27%	24%
Is active on social media	15%	15%	15%
Active in local community/volunteerism	14%	14%	14%
Sends an email newsletter	7%	9%	7%
Advertises in newspapers	2%	2%	2%
Has a blog	1%	1%	1%

Seventy-two percent of all buyers valued personal calls to inform them of activities. Seventy-two percent of home buyers also valued their real estate agent sending property info and communicating via text messages, with this being more important among first-time buyers at 75 percent.

Exhibit 4-10 Satisfaction With Real Estate Agent Skills and Qualities

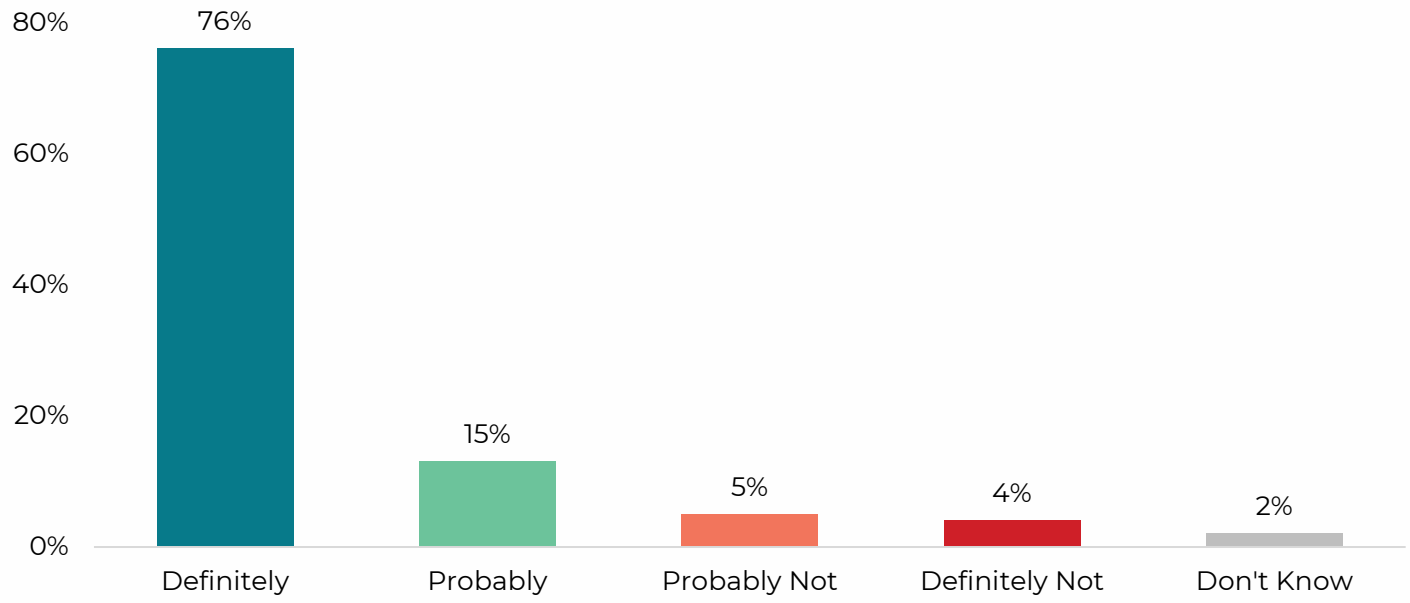
(Percentage Distribution)



Satisfaction with real estate agents' skills and qualities was overwhelmingly positive. At least 89 percent of buyers expressed satisfaction with their agent's responsiveness, knowledge of the purchase process, and honesty and integrity.

Exhibit 4-11 Would Buyer Use Real Estate Agent Again or Recommend to Others

(Percentage Distribution)



Ninety-one percent of home buyers would use their agent again or recommend them to others, with 76 percent saying they definitely would.

Exhibit 4-12 How Many Times Buyer Recommended Typical Agent

(Percentage Distribution)

	ALL BUYERS
None	38%
One time	15%
Two times	19%
Three times	10%
Four or more times	18%
Times recommended since buying (median)	1

After purchasing within the last year, 62 percent of home buyers have already recommended their agent. Eighteen percent of buyers reported recommending their agent four or more times to others, while 19 percent have recommended their agent two times.

CHAPTER 5

Financing the Home Purchase

Chapter 5: Financing the Home Purchase

Highlights

Buyers Who Financed Their Home, All-Cash Buyers

- Seventy-four percent of all buyers financed their homes, the same as last year. First-time buyers were more likely to finance their purchase at 92 percent, while only 70 percent of repeat buyers financed.
- The median percent financed for first-time buyers was 90 percent, down slightly from 91 percent. The median percent financed for repeat buyers was 77 percent, the same as last year.
- Twenty-six percent of home buyers paid cash for their home, continuing an **all-time high for all-cash buyers**.
- In 2025, the median down payment among all buyers was 19 percent, 10 percent for first-time home buyers, and 23 percent for repeat buyers. **This is the highest down payment for first-time buyers since 1989 and the highest down payment for repeat buyers since 2003.**

Sources of Down Payment

- Forty-six percent of recent home buyers used their savings to finance their home purchase, down from 49 percent last year.
- **Twenty-six percent of first-time buyers used financial assets such as a 401k, stocks, IRA or cryptocurrency as their downpayment.** Twenty-two percent of first-time buyers used a gift or loan from a relative or friend for their down payment, though savings were most common at 59 percent.

Type of Mortgage, Type of Loan

- Eighty-seven percent of all buyers used a fixed-rate mortgage. Eighty-three percent of first-time buyers, and 88 percent of repeat buyers, use a fixed-rate mortgage.
- Fifty-one percent of first-time buyers utilized a conventional loan to finance their home, 28 percent used an FHA loan, and eight percent used a VA loan. The share of first-time buyers using an FHA loan has declined from 55 percent in 2009 to 28 percent in 2025.

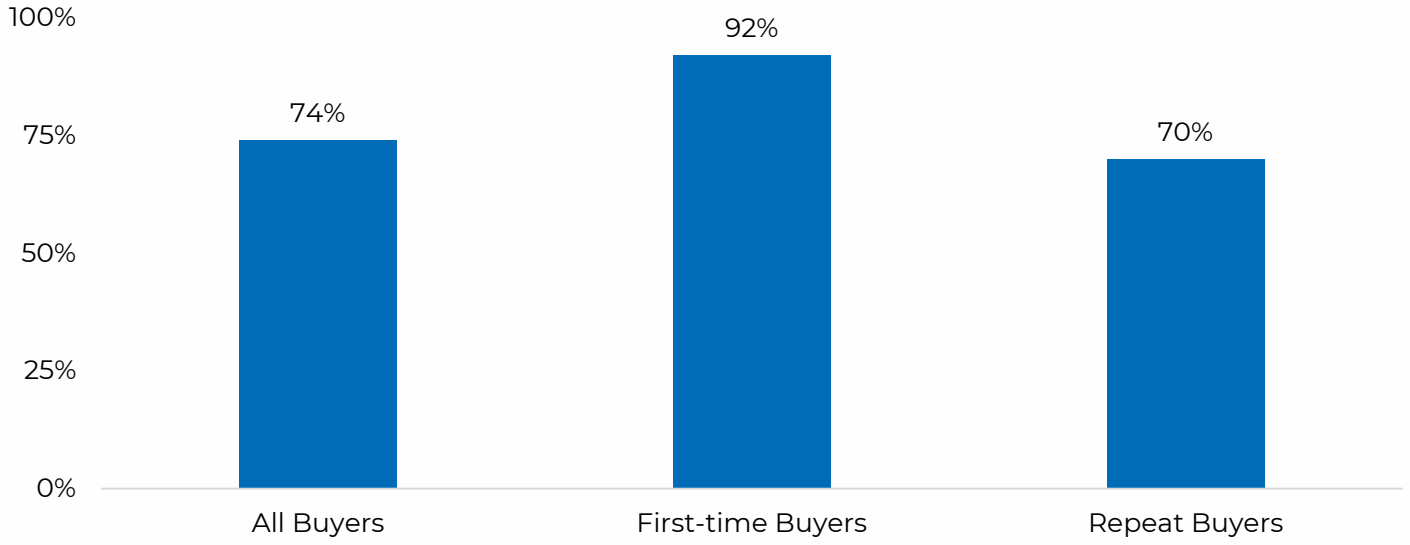
Buyers' View of Homes as a Financial Investment

- Buyers continue to see purchasing a home as a good financial investment. Seventy-nine percent reported believing that a home purchase is a good investment, and among those buyers, 35 percent said it was better than owning stock.

Chapter 5: Financing the Home Purchase

Exhibit 5-1 Buyers Who Financed Their Home Purchase

(Percentage Distribution)



Seventy-four percent of all buyers financed their homes, the same as last year. First-time buyers were more likely to finance their purchase at 92 percent, while only 70 percent of repeat buyers financed.

Exhibit 5-2 Percent of Homes Financed by First-Time and Repeat Buyers

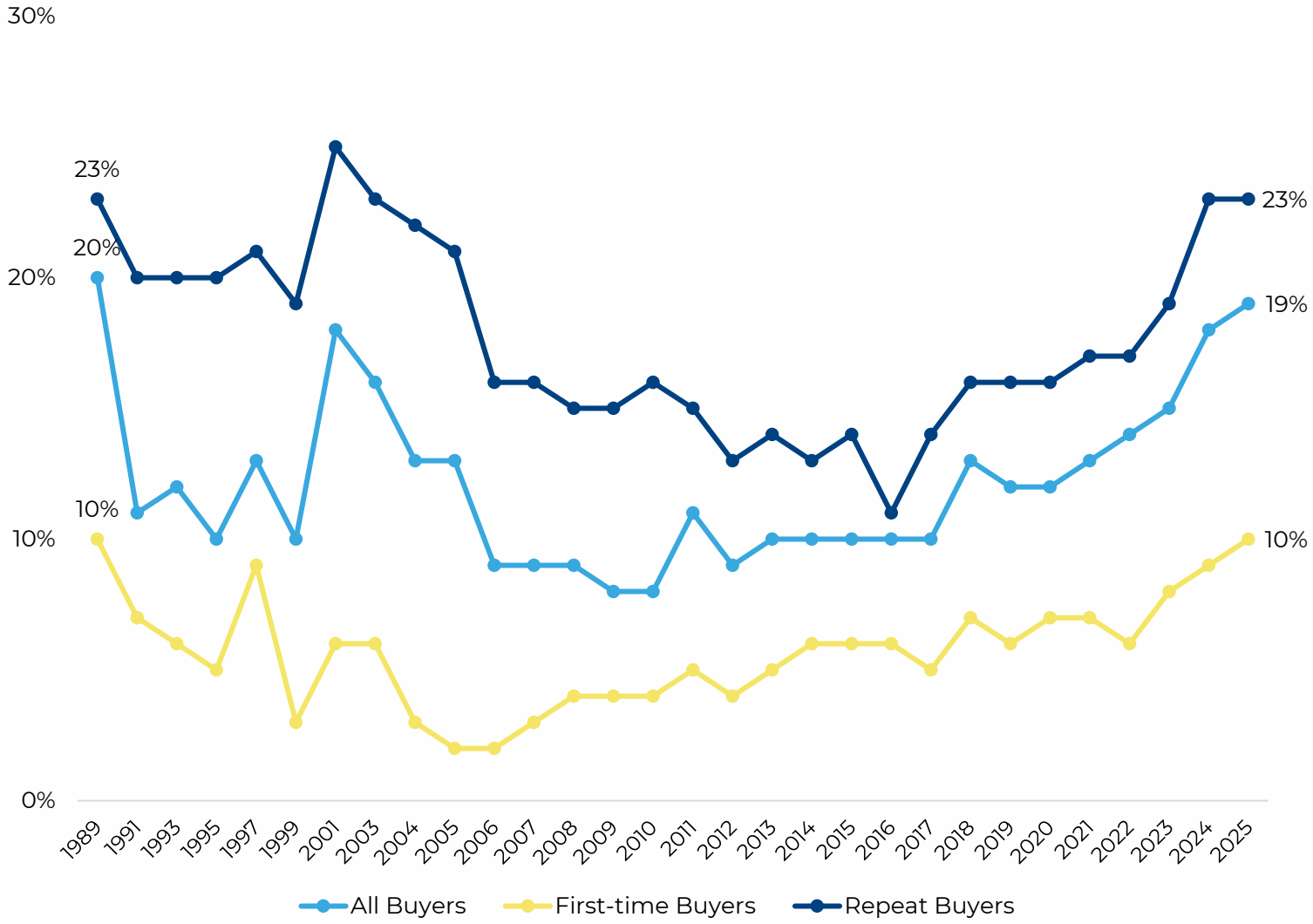
(Percentage Distribution)

	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
Less than 50%	20%	14%	22%
50% to 59%	8%	4%	9%
60% to 69%	7%	4%	8%
70% to 79%	13%	9%	15%
80% to 89%	19%	19%	19%
90% to 94%	10%	13%	9%
95% to 99%	12%	20%	9%
100% – Financed the entire purchase price with a mortgage	11%	18%	9%
Median percent financed	81%	90%	77%

This year, 11 percent of buyers financed 100 percent of their entire purchase price with a mortgage, the same as last year. The median percent financed for first-time buyers was 90 percent, down slightly from 91 percent. The median percent financed for repeat buyers was 77 percent, which is the same as last year.

Exhibit 5-3 Median Percent Down Payment by First-Time and Repeat Buyers, 1989–2025

(Medians)



In 2025, the median down payment among all buyers was 19 percent, 10 percent for first-time home buyers, and 23 percent for repeat buyers. This is the highest down payment for first-time buyers since 1989 and the highest down payment for repeat buyers since 2003.

Exhibit 5-4 Sources of Down Payment, First-Time and Repeat Buyers

(Respondents Among Those Who Made a Down Payment)

	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
Savings	46%	59%	42%
Proceeds from sale of primary residence	44%	7%	54%
Gift from relative or friend	8%	19%	5%
Sale of stocks or bonds	7%	10%	7%
401k/pension fund including a loan	6%	11%	5%
Inheritance	5%	8%	4%
Individual Retirement Account (IRA)	3%	4%	3%
Proceeds from sale of real estate other than primary residence	3%	1%	3%
Loan from relative or friend	2%	3%	1%
Equity from primary residence buyer continues to own	2%	1%	3%
Community/government down payment assistance program	2%	6%	1%
Tax refund	1%	3%	1%
Loan from financial institution other than a mortgage	1%	1%	1%
Loan or financial assistance from source other than employer	1%	2%	*
Sale of cryptocurrency	*	1%	*
Loan or financial assistance through employer	*	*	*

Forty-six percent of recent home buyers used their savings to finance their home purchase, down from 49 percent last year. For repeat buyers, the proceeds from the sale of a primary residence were the most commonly cited way of financing a home purchase at 54 percent, down from 58 percent last year. Twenty-six percent of first-time buyers used financial assets such as stocks, bonds, 401k, IRAs, or cryptocurrency. First-time buyers also cited using savings (59 percent) and a gift or loan from a relative or friend (22 percent).

Exhibit 5-5 Expenses That Delayed Saving for a Down Payment or Saving for a Home Purchase, by First-Time and Repeat Buyers

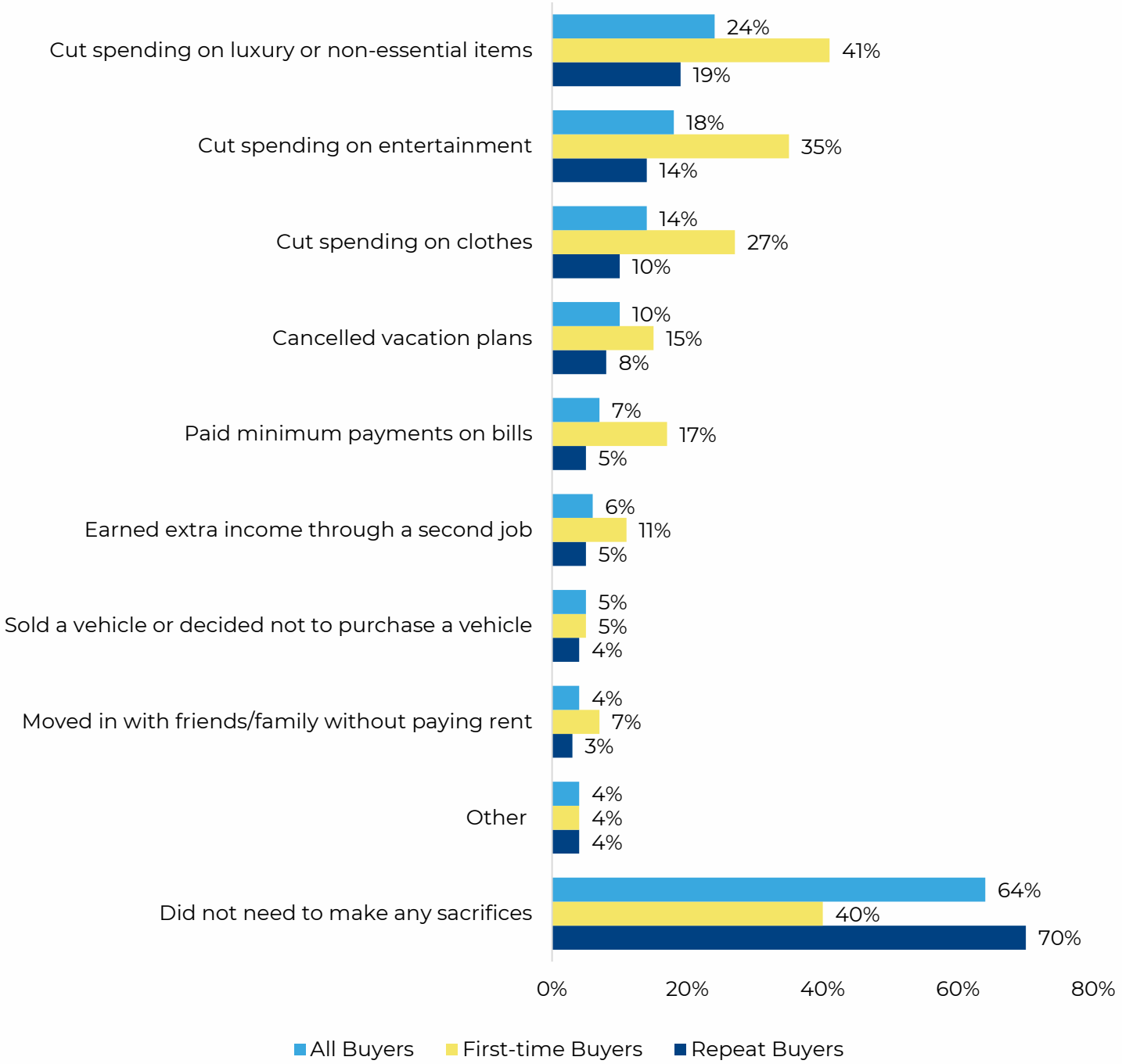
(Percent of Respondents Who Reported Saving for a Down Payment was Difficult)

	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
Share Saving for Down Payment was Most Difficult Task in Buying Process:	11%	31%	6%
DEBT THAT DELAYED SAVING			
High rent/current mortgage payment	46%	49%	41%
Credit card debt	37%	37%	37%
Student loans	36%	43%	25%
Car loan	29%	29%	30%
Health care costs	16%	16%	17%
Childcare expenses	14%	10%	20%
Other	19%	17%	22%
Median Years Debt Delayed Home Purchase Among Those Who Had Difficulty Saving	3	4	2

Eleven percent of all buyers cited their most difficult step in the home-buying process as saving for a down payment, while this was higher among first-time buyers at 31 percent. These buyers were asked what expenses made saving for a down payment difficult. Forty-six percent reported high rent or a current mortgage payment, 37 percent cited credit card debt, 36 percent mentioned student loans, and 29 percent pointed to a car loan. Among home buyers who had children under the age of 18, the share who cited childcare expenses jumps to 21 percent.

Exhibit 5-6 Sacrifices Made To Purchase Home, by First-Time and Repeat Buyers

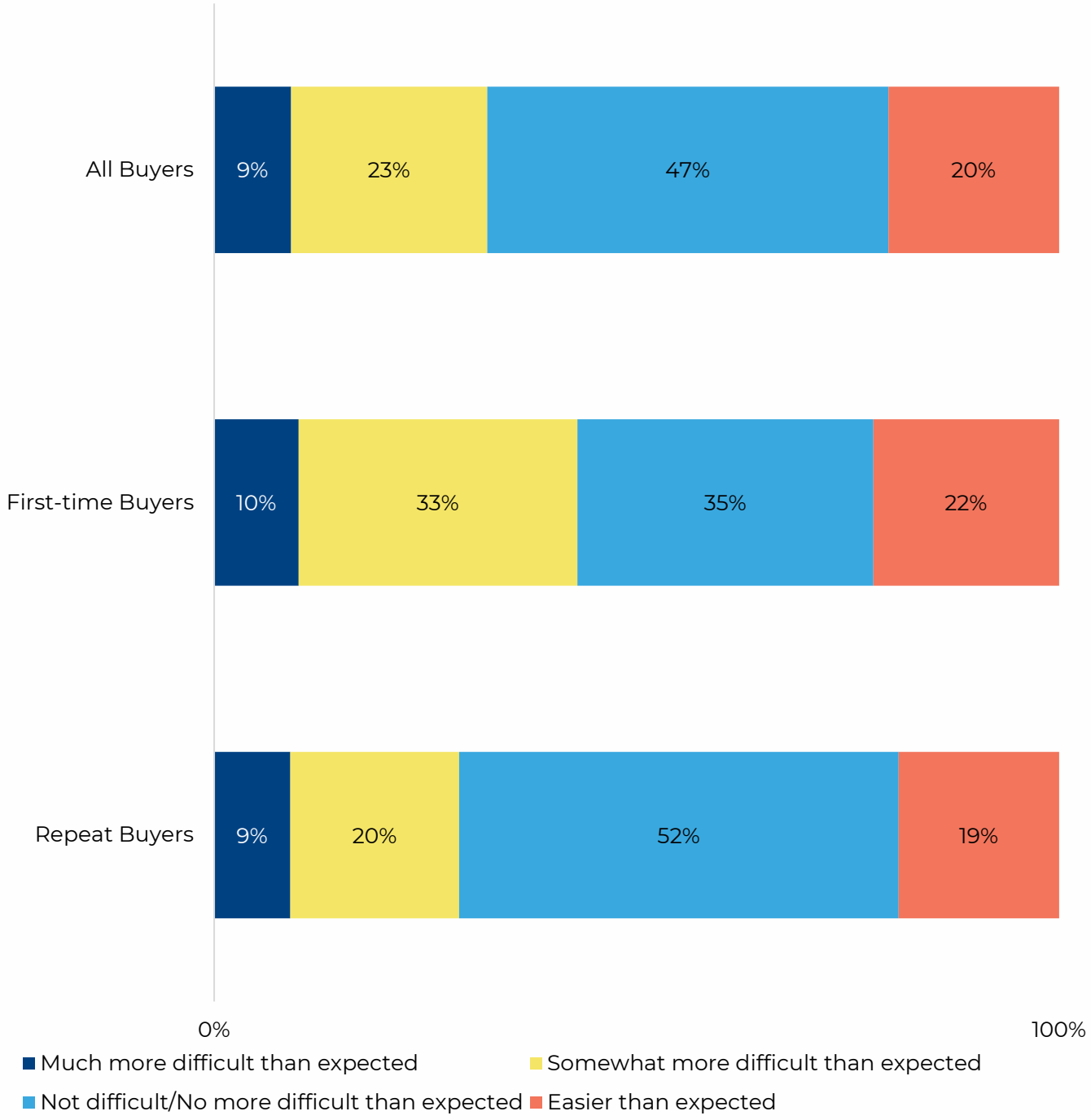
(Percent of Respondents)



Sixty-four percent of buyers did not need to make any sacrifices to purchase their home. For all buyers, the most common sacrifices reported were a cut in spending on luxury or non-essential items (24 percent), a cut in spending on entertainment (18 percent), and a cut in spending on clothes (14 percent).

Exhibit 5-7 Difficulty of Mortgage Application and Approval Process

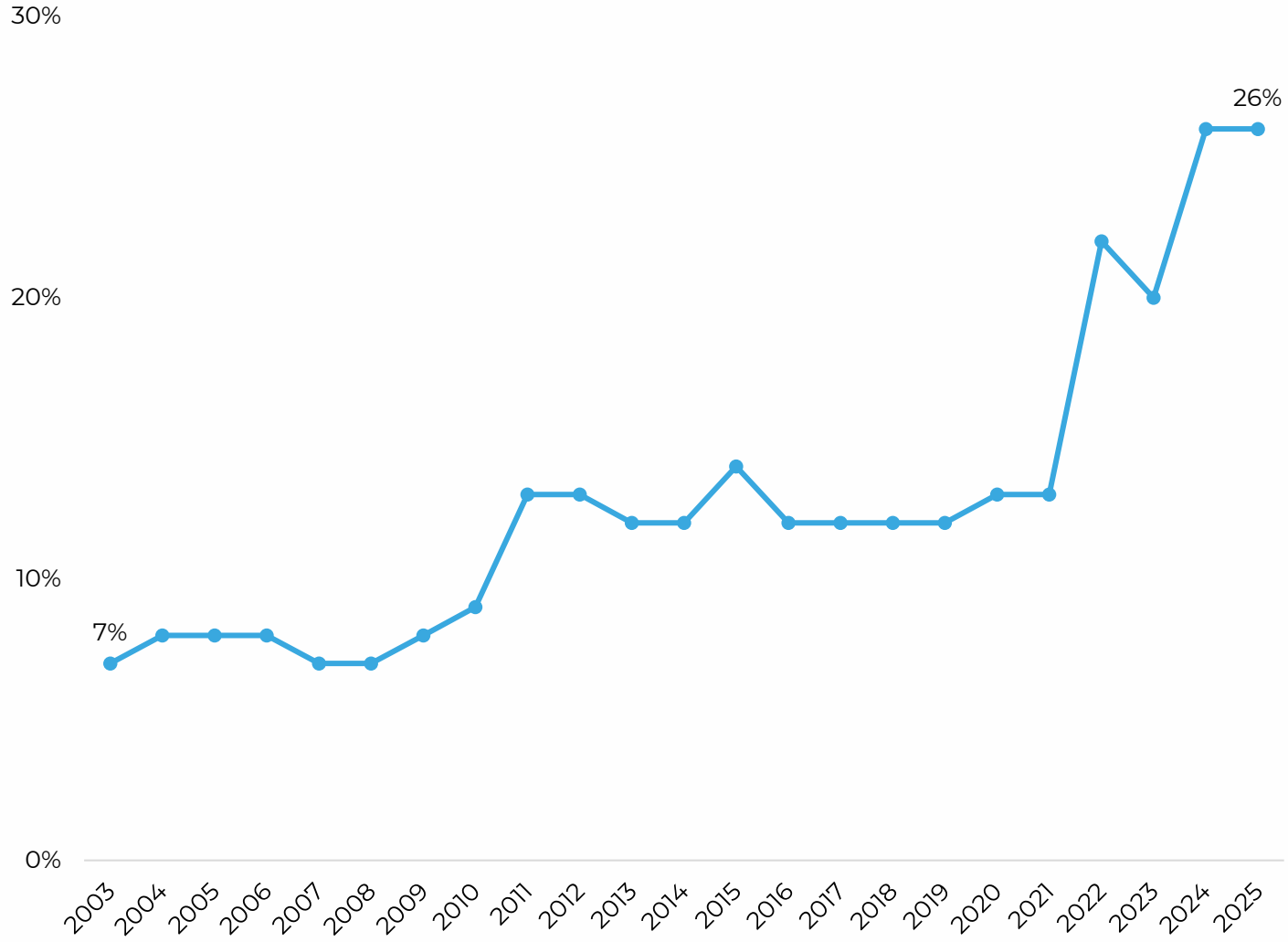
(Percentage Distribution Among Those Who Financed Their Home Purchase)



Thirty-two percent of buyers said the mortgage application process was somewhat or much more difficult than expected, and 20 percent said it was easier than expected. Forty-three percent of first-time buyers said that the mortgage application and approval process was somewhat or much more difficult than expected, compared to 29 percent of repeat buyers.

Exhibit 5-8 All-Cash Buyers, 2003–2025

(Percentage Distribution)



Twenty-six percent of home buyers paid cash for their home, continuing an all-time high for all-cash buyers. In the 2023 report, 20 percent of buyers paid with cash for their home. Between 2003 and 2010, under 10 percent of buyers did not finance their home purchase.

Exhibit 5-9 Buyer Mortgage Application Had Been Rejected From Mortgage Lender

(Percentage Distribution)

	ALL BUYERS
Have had application denied	4%
Median number of times application was denied	2
BUYERS REASONS WHY REJECTED BY MORTAGE LENDER	
Debt-to-income ratio	45%
Low credit score	24%
Not enough money in reserves	13%
Income was unable to be verified	10%
Insufficient down payment	8%
Too soon after refinancing another property	2%
Don't know	7%
Other	22%

** Less than 1 percent*

Four percent of successful home buyers had their mortgage applications rejected by a lender before securing a mortgage. They typically had a median of two rejections. The most common reasons buyers reported being rejected were because of their debt-to-income ratio (45 percent), low credit score (24 percent), not enough money in reserves (13 percent), and because their income could not be verified (10 percent).

Exhibit 5-10 Buyers Who Have Student Loan Debt, by First-Time and Repeat Buyers

(Percentage Distribution)

	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
Have student loan debt	16%	33%	11%
Median amount of student loan debt	$30,000	$30,400	$30,000

Overall, 16 percent of buyers carry student loan debt, with this figure rising to 33 percent among first-time home buyers and falling to 11 percent for repeat buyers. The median amount of student debt held by home buyers was $30,000.

Exhibit 5-11 Buyer Previously Sold a Distressed Property (Short Sale or Foreclosure)

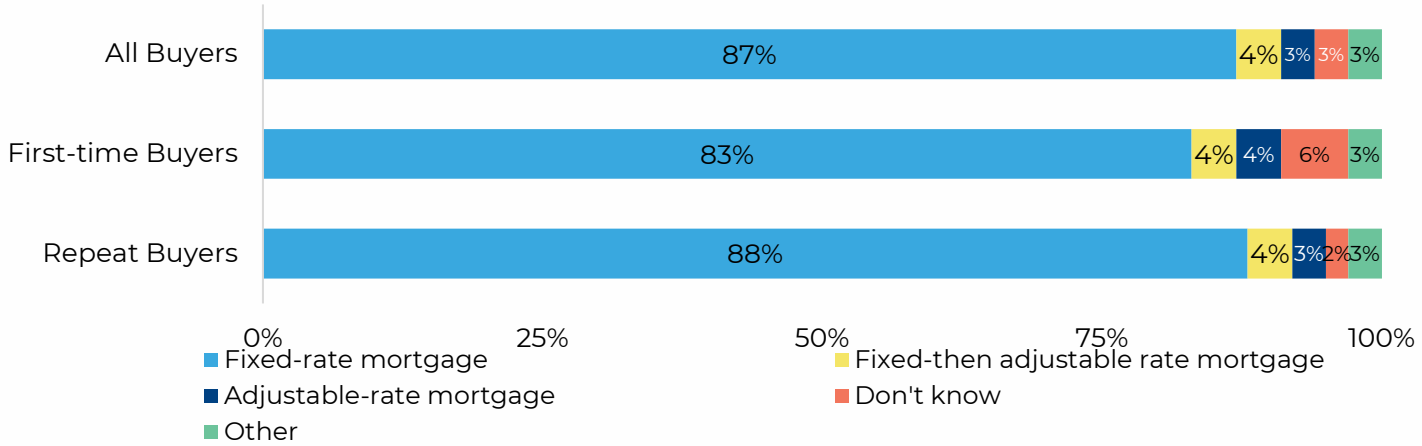
(Percentage Distribution)

	ALL BUYERS
Previously had a distressed property sale	7%
Median year of sale	2012

Seven percent of recent buyers had previously sold a distressed property. The median year in which buyers previously sold a distressed property was 2012.

Exhibit 5-12 Type of Mortgage, First-Time and Repeat Buyers

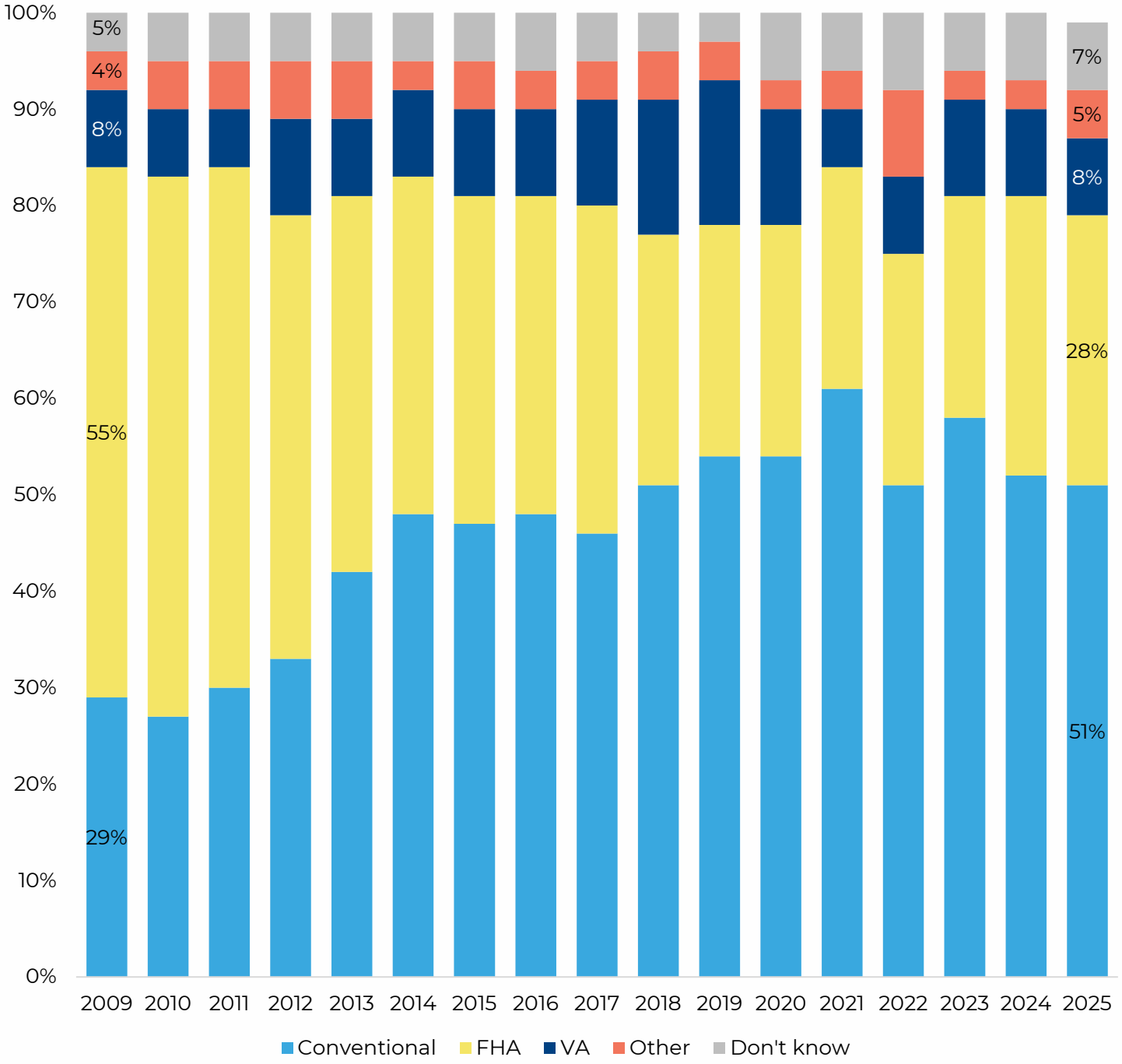
(Percentage Distribution Among Those Who Financed Their Home Purchase)



Eighty-seven percent of all buyers used a fixed-rate mortgage. Eighty-three percent of first-time buyers, and 88 percent of repeat buyers, use a fixed-rate mortgage.

Exhibit 5-13 Type of Loan for First-Time Buyers, 2009–2025

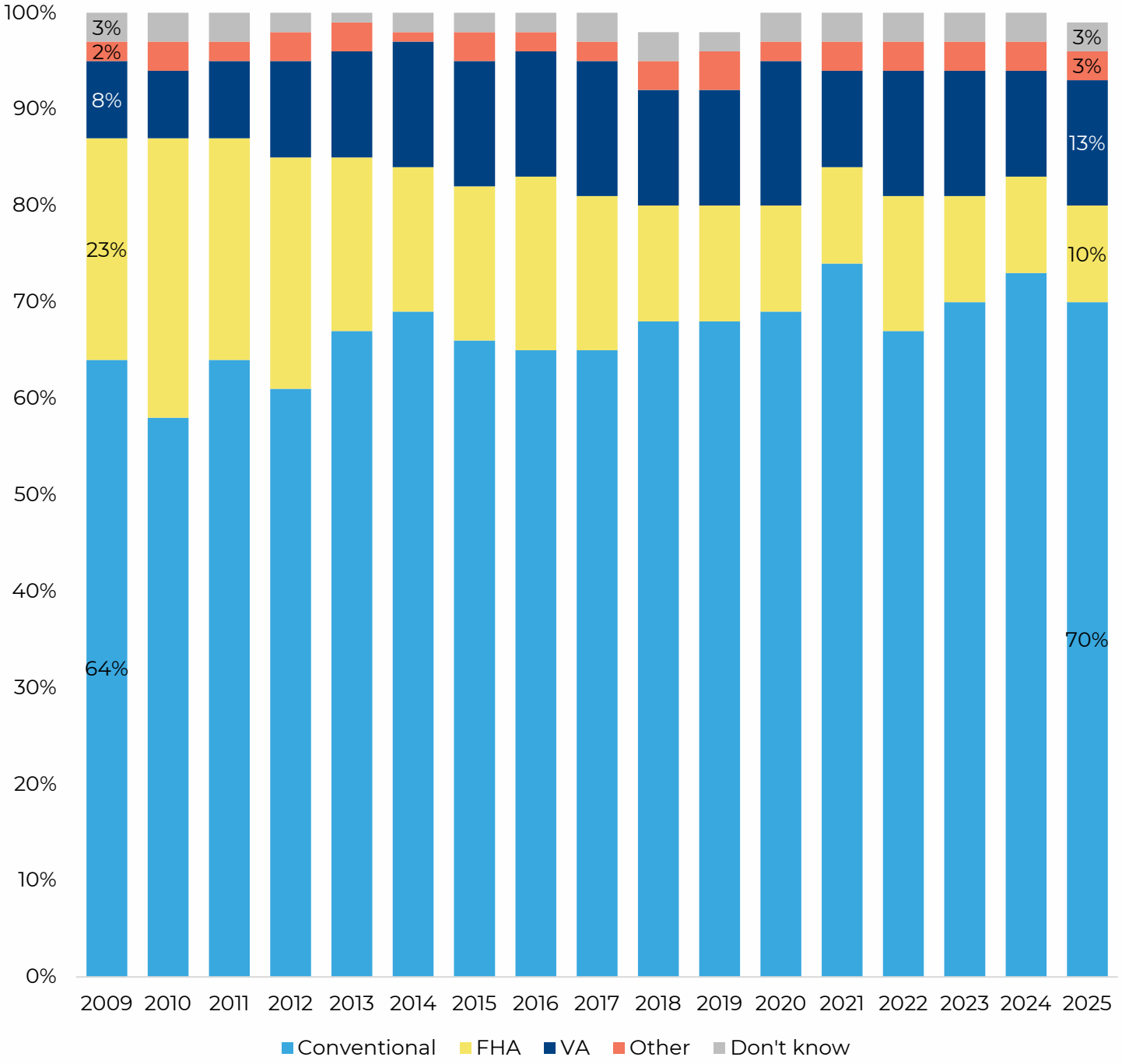
(Percentage Distribution Among Those Who Financed Their Home Purchase)



Fifty-one percent of first-time buyers utilized a conventional loan to finance their home, 28 percent used an FHA loan, and eight percent used a VA loan. The share of first-time buyers using an FHA loan has declined from 55 percent in 2009 to 28 percent in 2025.

Exhibit 5-14 Type of Loan for Repeat Buyers, 2009–2025

(Percentage Distribution Among Those Who Financed Their Home Purchase)



Seventy percent of repeat buyers utilized a conventional loan to finance their home. Ten percent of repeat buyers reported securing an FHA loan, and 13 percent used a VA loan. While the share of repeat buyers using a VA loan has stayed relatively steady, the share of buyers using an FHA loan has dropped by more than half.

Exhibit 5-15 Buyers' View of Homes as a Financial Investment

(Percentage Distribution)

	ALL BUYERS
Good financial investment	79%
Better than stocks	35%
About as good as stocks	30%
Not as good as stocks	14%
Not a good financial investment	5%
Don't know	16%

Buyers continue to see purchasing a home as a good financial investment. Seventy-nine percent reported believing that a home purchase is a good investment, and 35 percent said it was better than owning stock. Only five percent reported that it was not a good financial investment.

CHAPTER 6

Home Sellers and their Selling Experience

Chapter 6: Home Sellers and their Selling Experience

Highlights

Home Seller Characteristics

- The typical age of home sellers was 64 this year and is the **highest ever recorded.**
- The share of married couples selling their home was 68 percent this year, a decrease from 69 percent last year. The share of single females who sold their homes increased this year to 20 percent.
- Of all homes sold on the market, 81 percent did not have children under the age of 18 residing in the home.

Home Sold Versus Home Purchased

- Nineteen percent of home sellers purchased a home in a region other than the one in which they sold a home. Sixty-six percent of home sellers moved within the same state, and 15 percent remained in the same region.
- Thirty-four percent of sellers traded up and purchased a home that was larger in size than what they previously owned, 32 percent bought a home that was similar in size, and 32 percent traded down and purchased a home that was smaller in size.
- Fifty percent of all sellers purchased a newer home than their previous home. Twenty-eight percent purchased a home of the same age, and 26 percent purchased an older home.
- For all sellers, the most commonly cited reason for selling their home was the desire to move closer to friends and family (26 percent), followed by the home was too small (10 percent), the home was too large (10 percent), and a change in family situation (eight percent).

Tenure in Home

- The median number of years a **seller owned their home was 11 years an all-time high.** Tenure is up from 10 last year. From 2000 to 2008 the tenure in the home was only six years.

Sales Price, Time on the Market, Incentives to Prospective Buyers

- For recently sold homes, the final sales price was a median of 99 percent of the final listing price.
- For all sellers, time on the market this year was a median of four weeks, one week longer than last year.

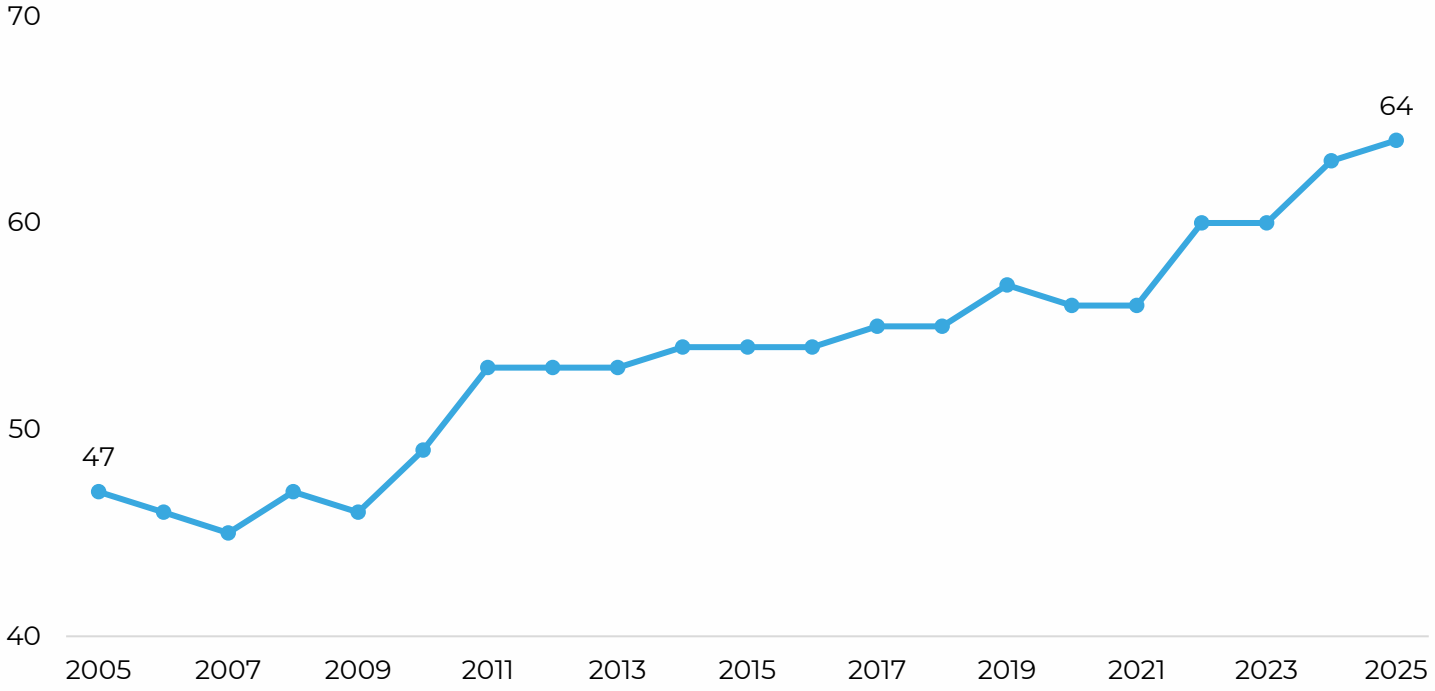
Satisfaction With the Sales Process

- Sixty-six percent of sellers were very satisfied with the selling process. Twenty-four percent were somewhat satisfied.

Chapter 6: Home Sellers and their Selling Experience

Exhibit 6-1 Median Age of Home Sellers, 2005–2025

(Median Age)



The typical age of home sellers was 64 this year, up from 63 last year, and the highest recorded in this data set. In 2005, the typical home seller was 47.

Exhibit 6-2 Household Income of Home Sellers, 2024

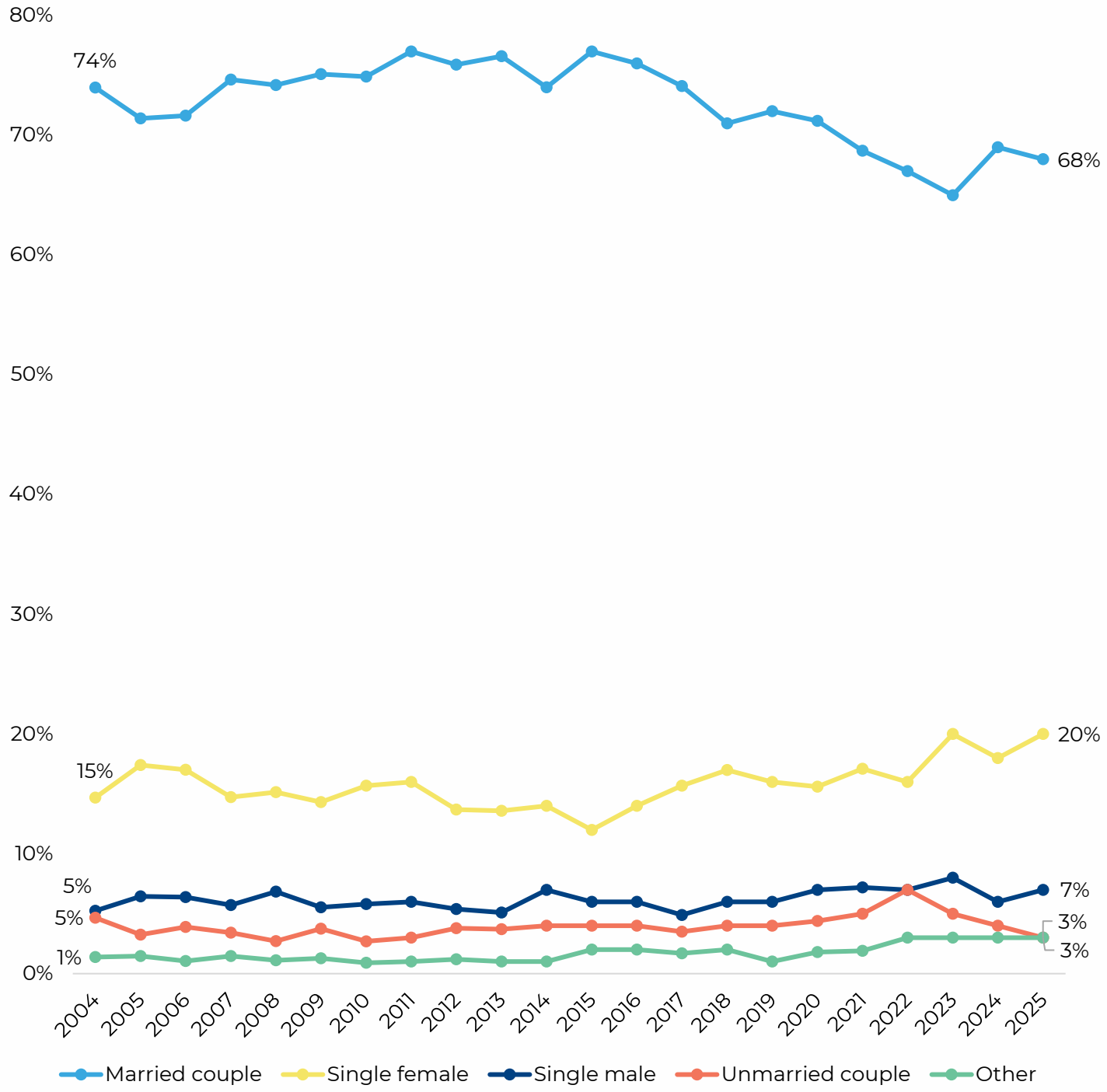
(Percentage Distribution)

	ALL SELLERS
Less than $54,999	15%
$55,000 to $74,999	12%
$75,000 to $99,999	15%
$100,000 to $199,999	38%
$200,000 or more	20%
Median household income (2024)	$112,400

The median household income in 2024 for the typical seller was $112,400, down slightly from $112,500 last year.

Exhibit 6-3 Adult Composition of Home Seller Households, 2004–2025

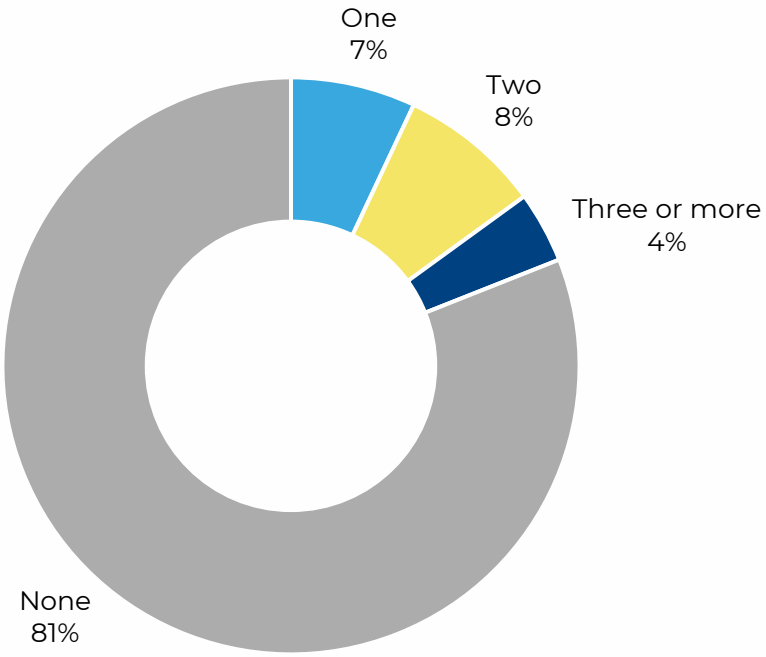
(Percentage Distribution)



The share of married couples selling their home was 68 percent this year, a decrease from 69 percent last year. The percentage of single females who sold their homes increased this year to 20 percent.

Exhibit 6-4 Number of Children Under the Age of 18 Residing in Home Seller Household

(Percentage Distribution of Home Seller Households)



Of all homes sold on the market, 81 percent did not have children under the age of 18 residing in the home, an increase from 77 percent last year. Seven percent of home sellers had one child, eight percent had two children, and four percent had three or more children.

Exhibit 6-5 Race/Ethnicity of Home Sellers

(Percent of Respondents)

White/Caucasian	90%
Hispanic/Latino	5%
Black/African-American	3%
Asian/Pacific Islander	2%
Other	2%

Note: Respondents were permitted to select as many races and ethnicities as they felt applicable. The percentage distribution may therefore sum to more than 100 percent

Of all sellers, 90 percent identified as White or Caucasian, five percent identified as Hispanic/Latino, three percent identified as Black/African-American, and two percent identified as Asian/Pacific Islander.

Exhibit 6-6 Primary Language Spoken in Home Seller Household

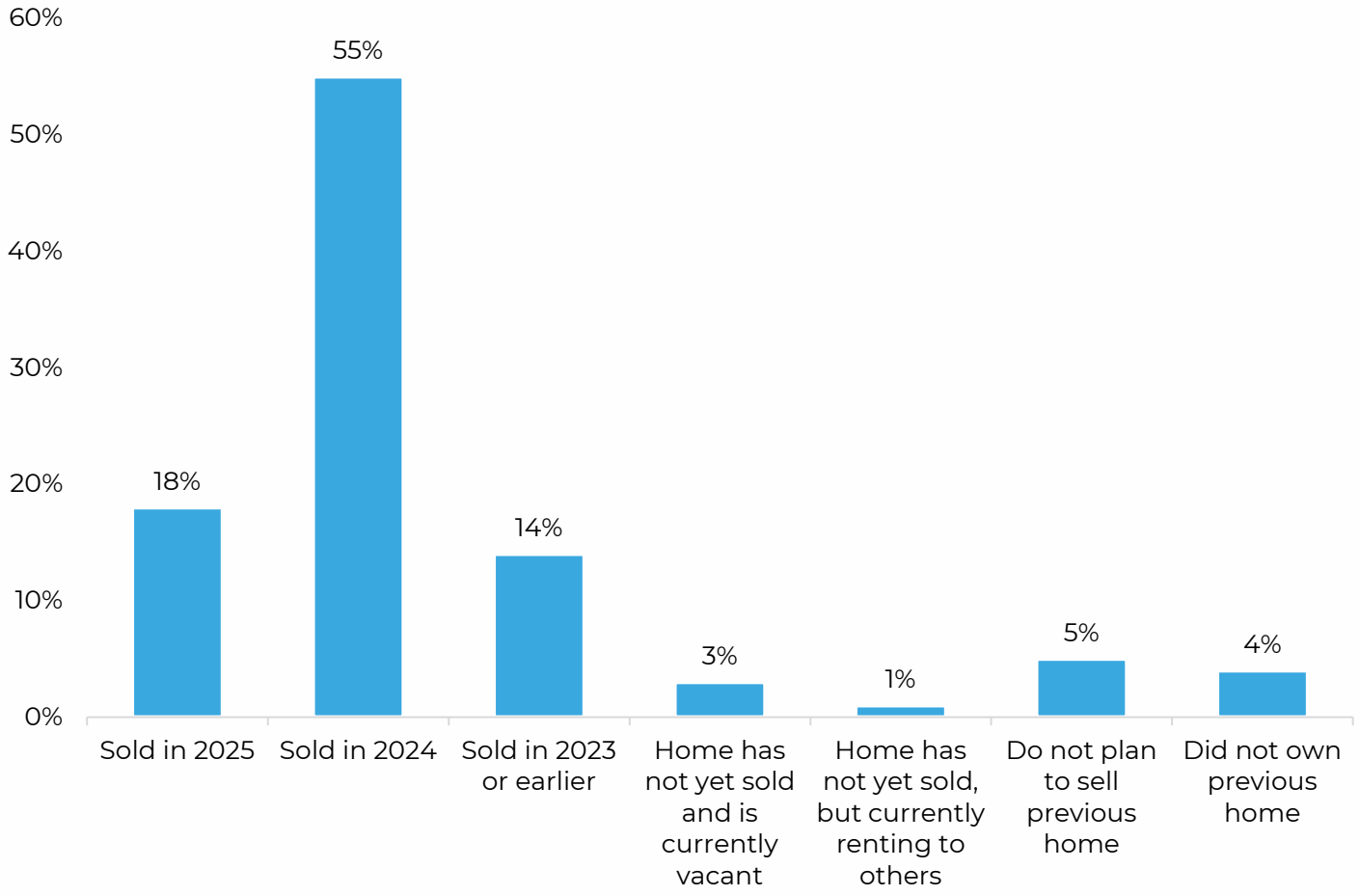
(Percentage Distribution)

English	98%
Other	2%

Among all sellers, 98 percent of households speak English as their primary language.

Exhibit 6-7 Home Selling Situation Among Sellers/Potential Sellers

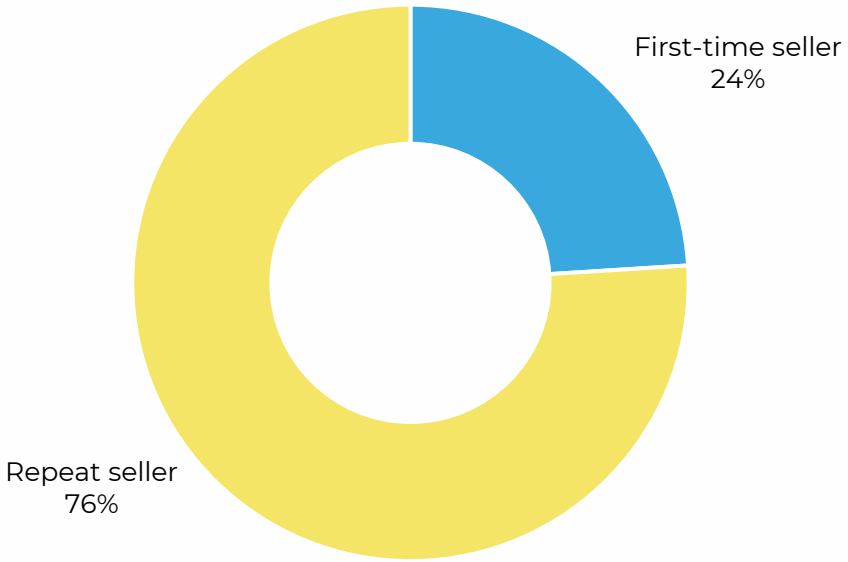
(Percentage Distribution)



For sellers/potential sellers, 18 percent sold their home in 2025, 55 percent in 2024, 14 percent sold in 2023 or earlier, and only three percent have not yet been able to sell. Five percent of potential sellers did not plan to sell their previous home.

Exhibit 6-8 First-Time or Repeat Seller

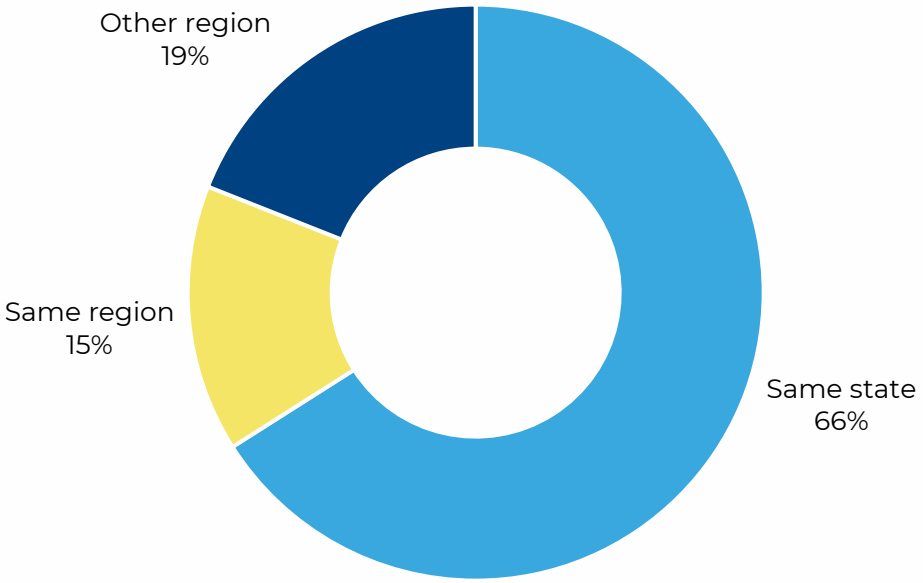
(Percentage Distribution)



Seventy-six percent were repeat sellers, and the share of first-time home sellers was 24 percent.

Exhibit 6-9 Proximity of Home Sold to Home Purchased

(Percentage Distribution)



Nineteen percent of home sellers in 2025 reported purchasing a home in a different region than the one in which they sold their home. Sixty-six percent of home sellers moved within the same state, and 15 percent remained in the same region.

Exhibit 6-10 Type of Home Sold, by Location

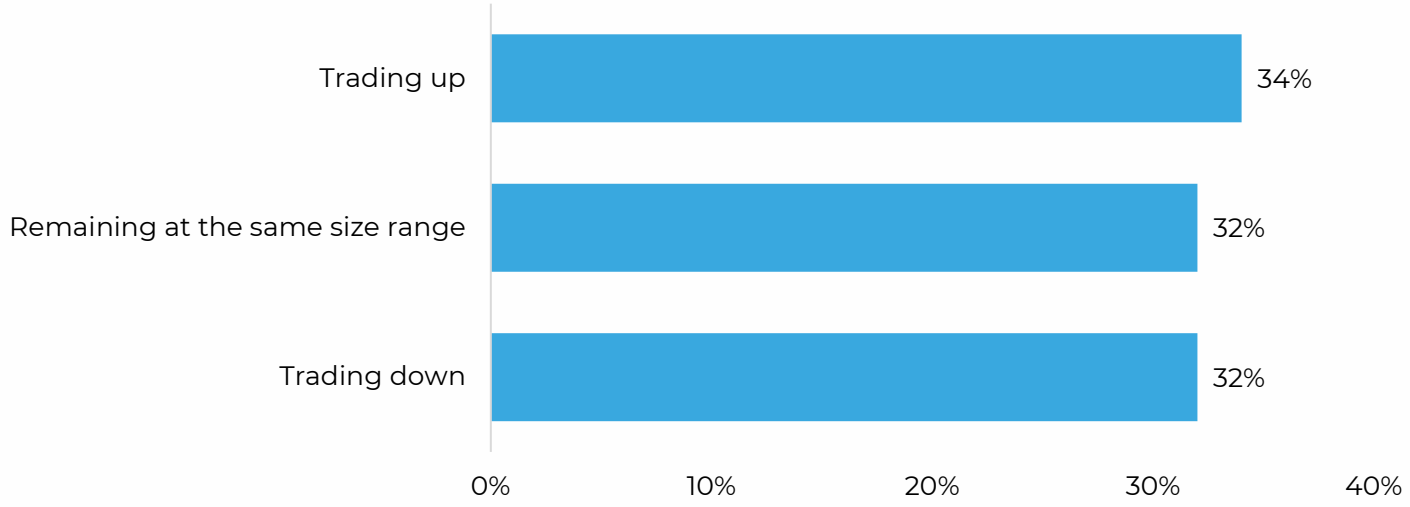
(Percentage Distribution)

Detached single-family home	82%
Townhouse/row house	5%
Duplex/apartment/condo in 2-to-4-unit building	4%
Apartment/condo in a building with 5 or more units	4%
Other	6%

Detached single-family homes were the most common homes sold at 82 percent, a slight increase from 81 percent last year. Townhomes and row houses sold at five percent, and duplex/apartment/condo with two to four units or five or more units both sold at four percent.

Exhibit 6-11 Size of Home Purchased Compared to Home Recently Sold

(Percentage Distribution)



Thirty-four percent of sellers traded up and purchased a home that was larger in size than what they previously owned, 32 percent bought a home that was similar in size, and 32 percent traded down and purchased a home that was smaller in size.

Exhibit 6-12 Size of Home Purchased Compared to Home Recently Sold, by Age of Seller

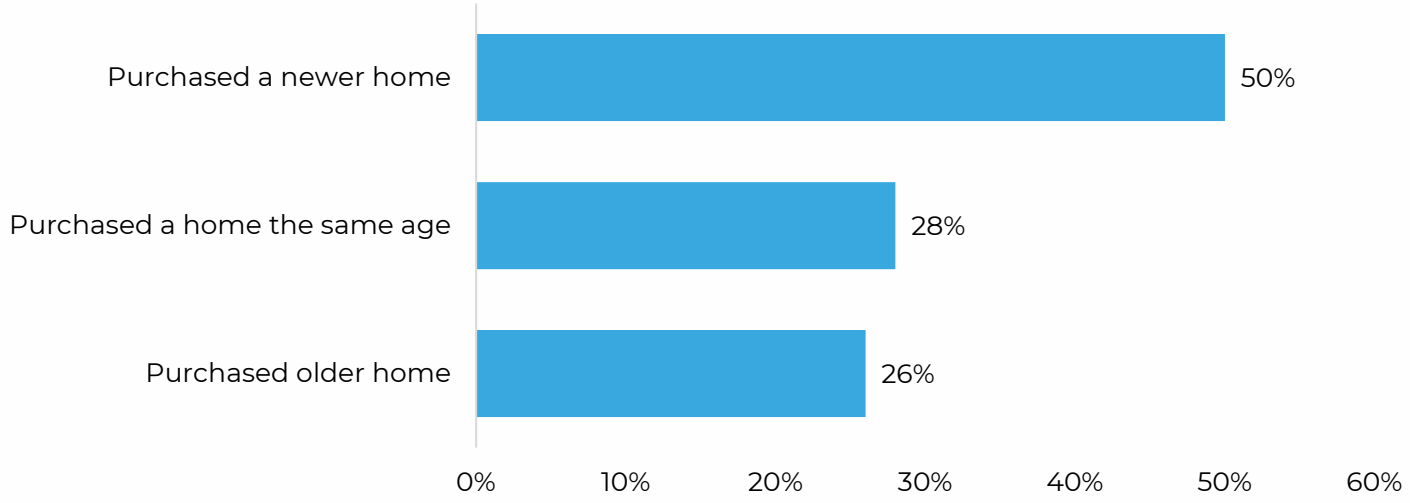
(Median Square Feet)

	SIZE OF HOME SOLD	SIZE OF HOME PURCHASED	DIFFERENCE
18 to 34 years	1,600	2,000	400
35 to 44 years	1,900	2,400	500
45 to 54 years	2,000	2,200	200
55 to 64 years	2,100	2,000	-100
65 to 74 years	2,000	1,900	-100
75 years or older	2,100	1,800	-300

There is a strong relationship between the age of the home seller and the housing trade. Generally, sellers under the age of 55 tend to buy larger homes, while sellers over the age of 55 tend to buy smaller homes than the ones they sold.

Exhibit 6-13 Age of Home Purchased Compared to Home Recently Sold

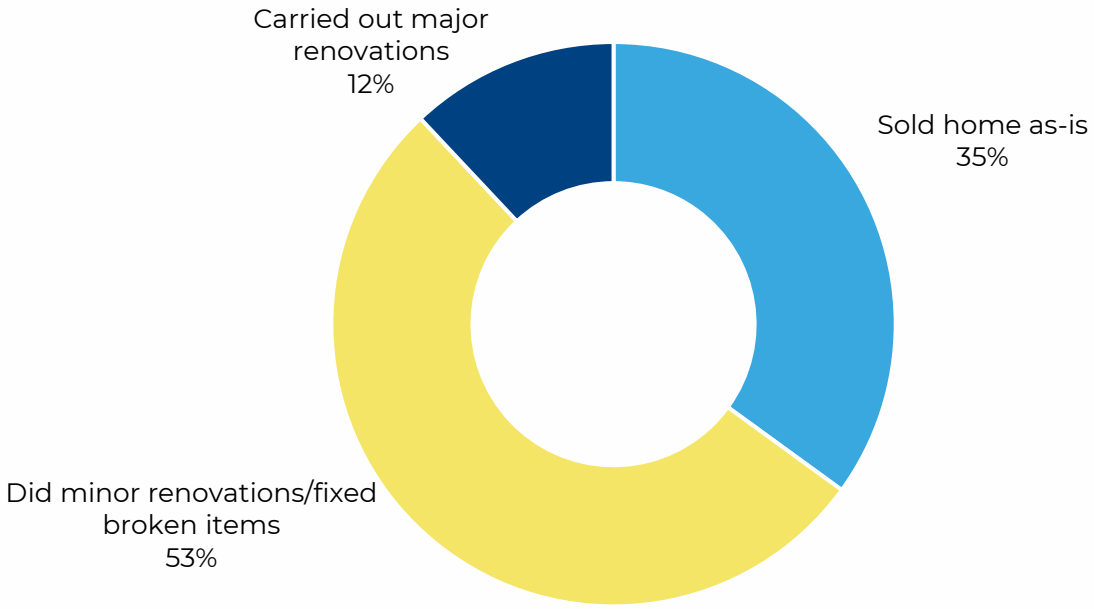
(Percentage Distribution)



Fifty percent of all sellers purchased a home that was newer than their previous home. Twenty-eight percent purchased a home of the same age, and 26 percent purchased an older home.

Exhibit 6-14 Condition of Home Sold

(Percentage Distribution)



Fifty-three percent of home sellers said they did minor renovations/fixed broken items before selling. Thirty-five percent of home sellers reported selling their home as-is.

Exhibit 6-15 Primary Reason for Selling Previous Home, by Miles Moved

(Percentage Distribution)

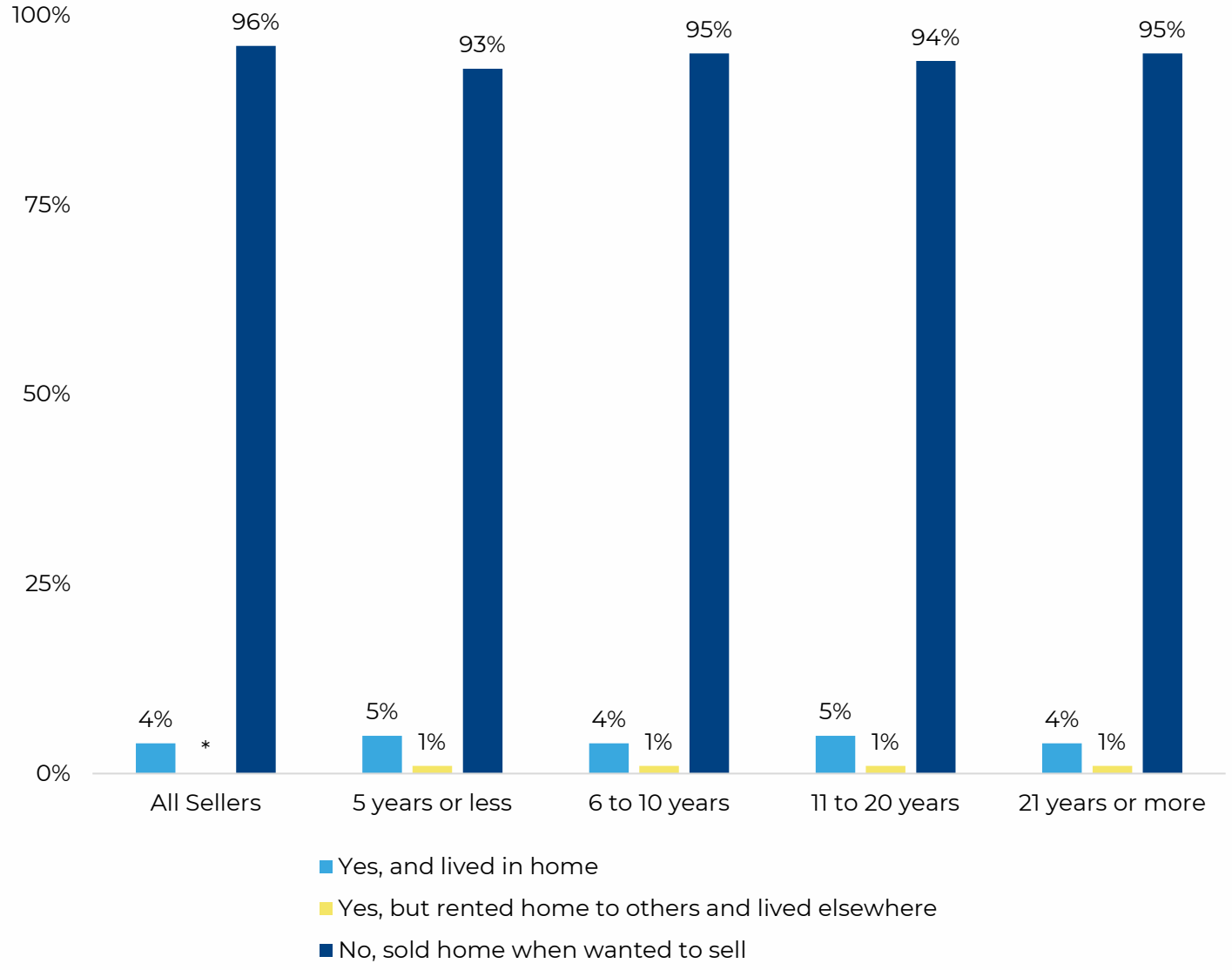
	ALL SELLERS	10 miles or less	11 to 50 miles	51 to 100 miles	101 miles or more
Want to move closer to friends or family	26%	6%	18%	45%	44%
Home is too small	10%	22%	11%	4%	1%
Home is too large	10%	18%	13%	4%	3%
Change in family situation (e.g., marriage, birth of a child, divorce)	8%	10%	11%	6%	4%
Neighborhood has become less desirable	7%	9%	11%	7%	3%
Moving due to retirement	7%	2%	4%	8%	12%
Job relocation	6%	1%	2%	5%	13%
Upkeep of home is too difficult due to health or financial limitations	5%	8%	5%	*	2%
Want to move closer to current job	3%	1%	5%	5%	2%
Can not afford the mortgage and other expenses of owning home	2%	2%	3%	3%	2%
Politics of state/neighbors	2%	1%	2%	2%	3%
HOA rules	2%	3%	2%	2%	1%
Schools became less desirable	1%	1%	1%	*	*
Home insurance cost	1%	*	1%	1%	1%
Unfit living conditions due to environmental factors	*	*	*	*	*
To avoid possible foreclosure	*	*	*	*	*
Other	11%	14%	11%	8%	8%

** Less than 1 percent*

For all sellers, the most commonly cited reason for selling their home was the desire to move closer to friends and family (26 percent), followed by the home was too small (10 percent), the home was too large (10 percent), and a change in family situation (eight percent).

Exhibit 6-16 Seller Wanted To Sell Earlier but Waited or Stalled Because Home Was Worth Less than Mortgage, by Tenure in Home

(Percentage Distribution)

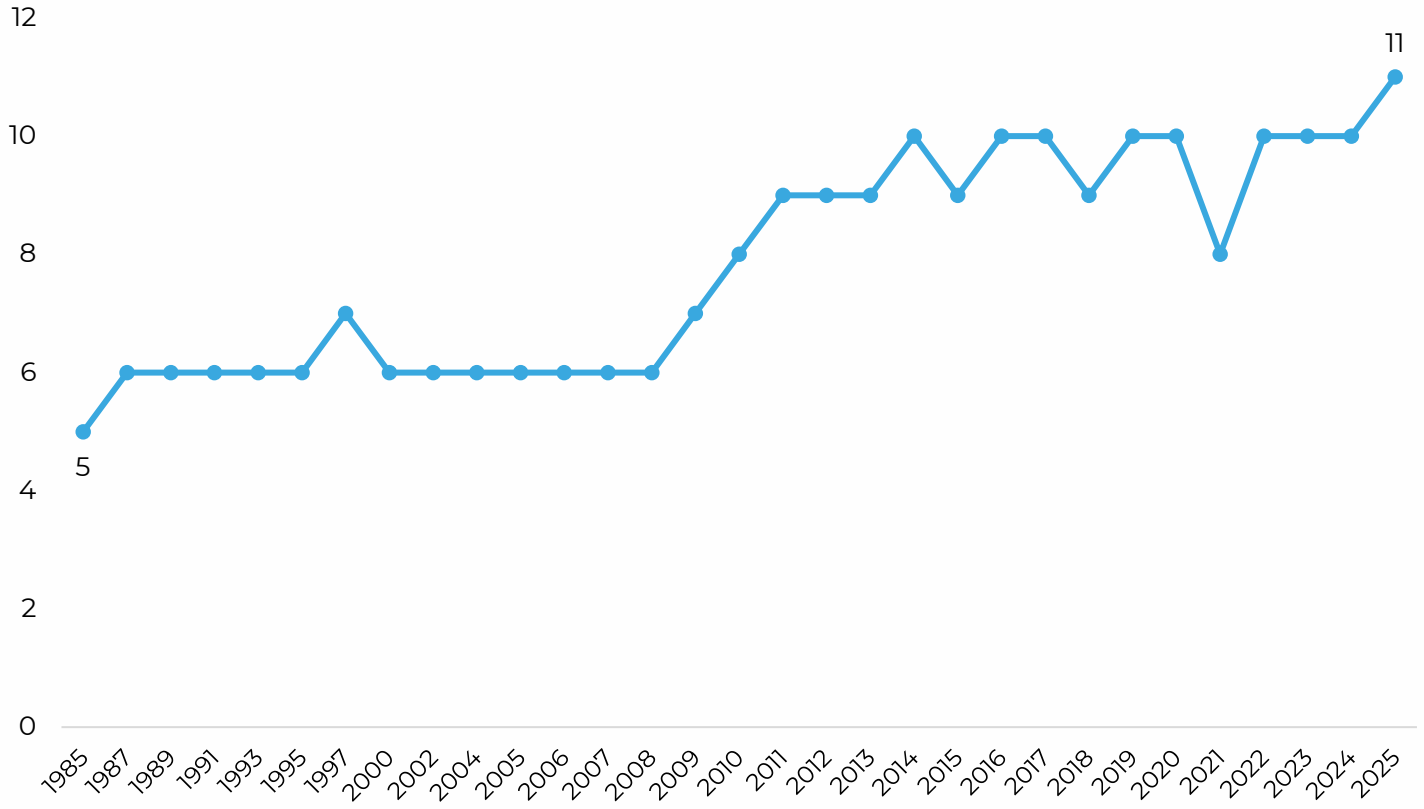


** Less than 1 percent*

Ninety-six percent were able to sell when they wanted to. Six percent of those who purchased their home within the last five years reported stalling or waiting to sell the home.

Exhibit 6-17 Median Seller Tenure in Home, 1985–2025

(Median Years)



The median number of years a seller owned their home was 11 years an all-time high. Tenure is up from 10 last year. From 2000 to 2008 the tenure in the home was only six years.

Exhibit 6-18 Distance Between Home Purchased and Home Recently Sold, by First-Time and Repeat Sellers

(Percentage Distribution)

	ALL SELLERS	FIRST-TIME SELLERS	REPEAT SELLERS
5 miles or less	20%	22%	19%
6 to 10 miles	12%	15%	11%
11 to 15 miles	7%	5%	7%
16 to 20 miles	6%	7%	5%
21 to 50 miles	11%	10%	11%
51 to 100 miles	7%	9%	7%
101 to 500 miles	15%	14%	15%
501 to 1,000 miles	11%	8%	11%
1,001 miles or more	12%	9%	13%
Median (miles)	30	22	35

The purchasing habits of sellers led them to buy further from where they previously lived, moving a median of 30 miles away. First-time sellers moved at a median of 22 miles, while repeat sellers moved a median of 35 miles.

Exhibit 6-19 Sales Price Compared with Listing Price

(Percentage Distribution of Sales Price as a Percent of Listing Price)

	ALL SELLERS
Less than 90%	9%
90% to 94%	13%
95% to 99%	29%
100%	28%
101% to 110%	15%
More than 110%	6%
Median (sales price as a percent of listing price)	99%

For recently sold homes, the final sales price was a median of 99 percent of the final listing price.

Exhibit 6-20 Number of Weeks Recently Sold Home Was on the Market

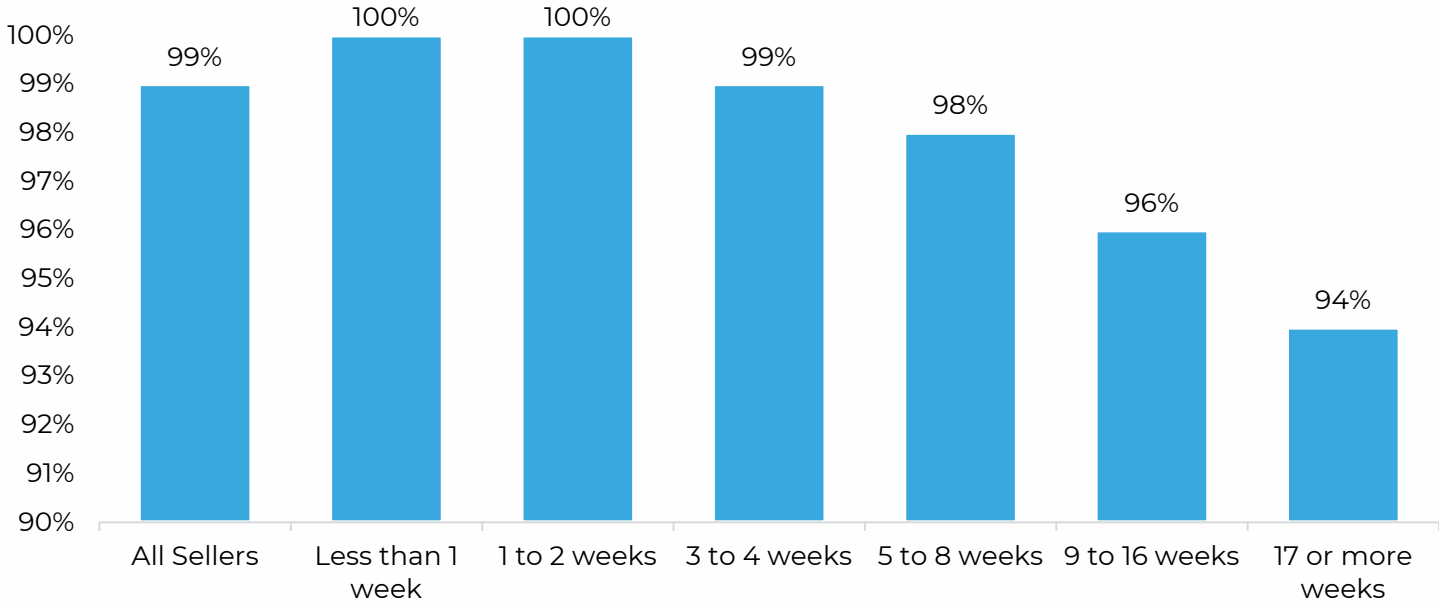
(Percentage Distribution)

	ALL SELLERS
Less than 1 week	9%
1 to 2 weeks	34%
3 to 4 weeks	15%
5 to 6 weeks	8%
7 to 8 weeks	7%
9 to 10 weeks	4%
11 to 12 weeks	6%
13 to 16 weeks	5%
17 to 24 weeks	7%
25 to 36 weeks	4%
37 to 52 weeks	2%
53 or more weeks	1%
Median weeks	4

For all sellers, time on the market this year was a median of four weeks, one week longer than last year. Nearly one in ten homes sold in under one week.

Exhibit 6-21 Sales Price Compared with Listing Price, by Number of Weeks Home Was on the Market

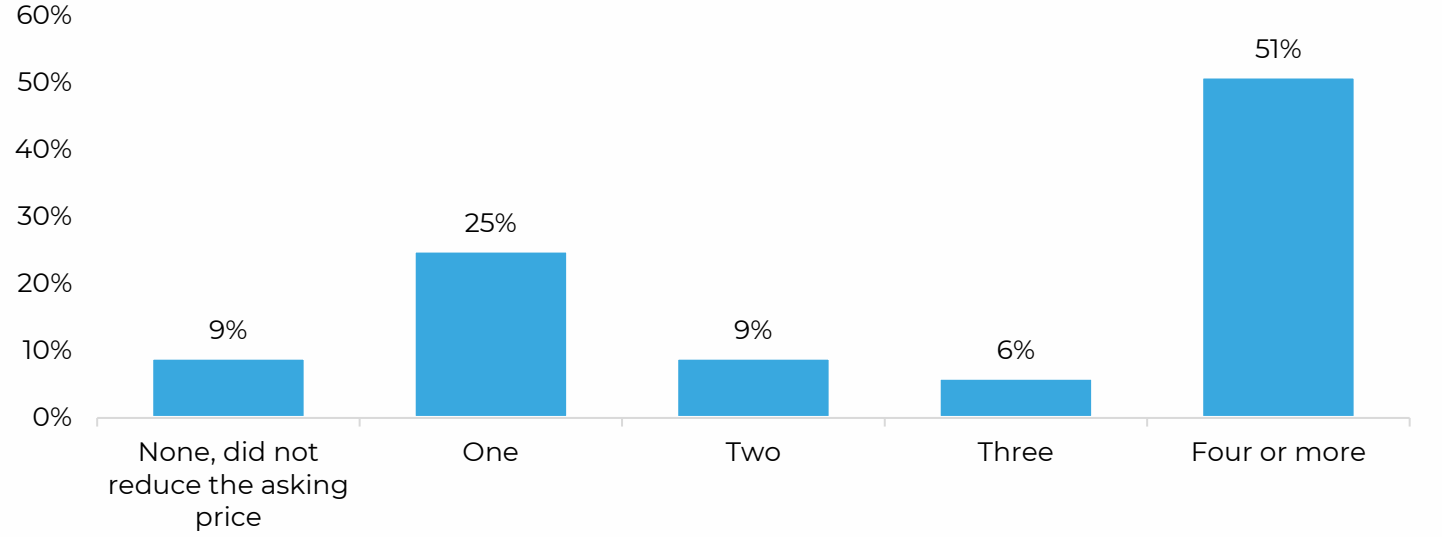
(Medians)



Time on the market and the ratio of the sales price to the listing price have a strong relationship; generally, the longer a home is on the market, the greater the discount from the listing price upon sale. Homes that were on the market for two weeks or less received a median of 100 percent of their asking price.

Exhibit 6-22 Number of Times Asking Price Was Reduced

(Percentage Distribution)



Nine percent of sellers did not reduce the asking price, while 25 percent of sellers reduced the asking price just once.

Exhibit 6-23 Incentives Offered to Attract Buyers

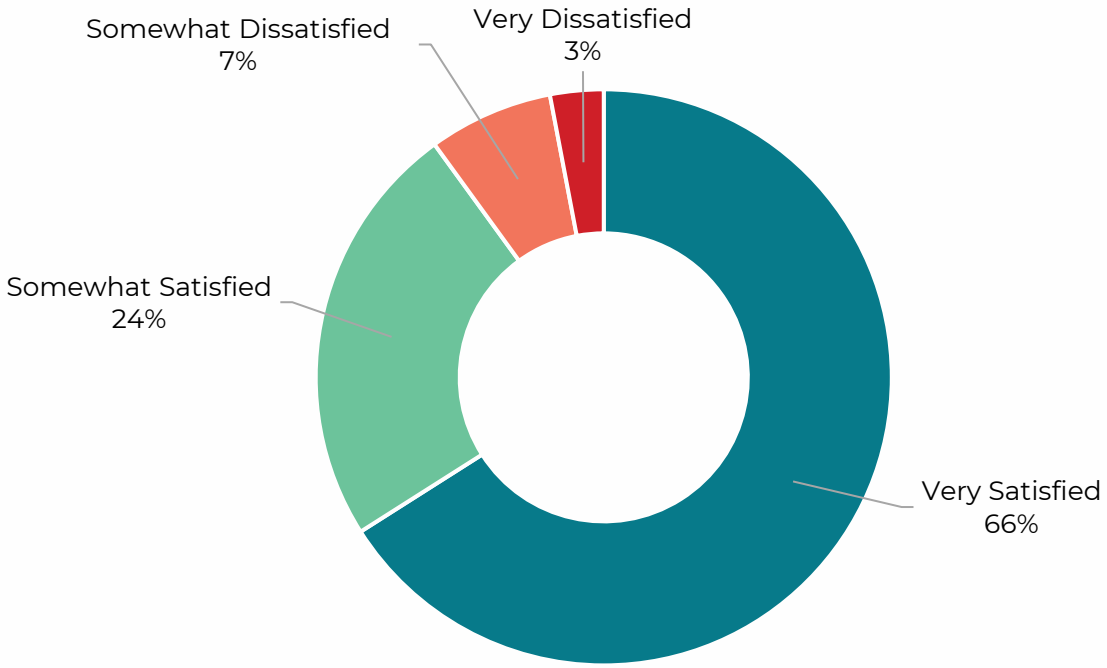
(Percent of Respondents)

	ALL SELLERS
None	73%
Assistance with closing costs	11%
Home warranty policies	9%
Credit toward remodeling or repairs	7%
Other incentives, such as a car, flat screen TV, etc.	5%
Mortgage rate buydown	1%
Assistance with condo association fees	*
Other	3%

Given the buyer demand and lack of housing inventory, only 27 percent of all sellers offered incentives to attract buyers, an increase from 24 percent last year. Assistance with closing costs and home warranty policies were the top two listed incentives when selling a home.

Exhibit 6-24 Satisfaction with the Selling Process

(Percentage Distribution)



Sixty-six percent of sellers were very satisfied with the selling process. Twenty-four percent were somewhat satisfied.

CHAPTER 7

Home Selling and Real Estate Professionals

Chapter 7: Home Selling and Real Estate Professionals

Highlights

Method of Home Sale

- **Ninety-one percent of sellers sold with the assistance of a real estate agent**, up from 90 percent last year. This is an all-time high and was last seen in 2018. **Only five percent were FSBO sales, an all-time low**.
- Among sellers who knew the buyer, 38 percent sold their homes themselves. In contrast, 96 percent of sellers who did not know the buyer were assisted by an agent.

Finding a Real Estate Agent

- **Sixty-six percent of recent sellers used an agent that was referred to them or used an agent they had worked with in the past** to buy or sell a home.
- Eighty percent of recent sellers contacted only one agent before finding the right agent they worked with to sell their home.
- Fifty-one percent of recent home sellers used the same real estate agent to represent them when purchasing or selling their home. That number jumps to 72 percent for sellers within 10 miles of their home purchase.

What Sellers Most Want and Factors for Choosing an Agent

- Eighty-six percent of sellers reported that their agents provided a broad range of services within the home sale. Seven percent of sellers note that their agent only provided a limited set of services, and seven percent said their agent listed the home on the MLS but performed few other services.
- Sellers placed a high priority on the following three tasks: help market the home to potential buyers (23 percent), price the home competitively (19 percent), and sell the home within a specific timeframe (19 percent).
- The **real estate agent's reputation** remains the most important factor when sellers select an agent to sell their home (35 percent), and an agent's trustworthiness and honesty (22 percent).

Methods Used to Market the Home

- Real estate agents listed homes on MLSs first and foremost (85 percent). They also posted yard signs (67 percent), hosted open houses (59 percent), listed on Realtor.com® (50 percent), listed the home on their own website (49 percent), listed on third-party aggregators (46 percent), and listed on their company's website (42 percent).

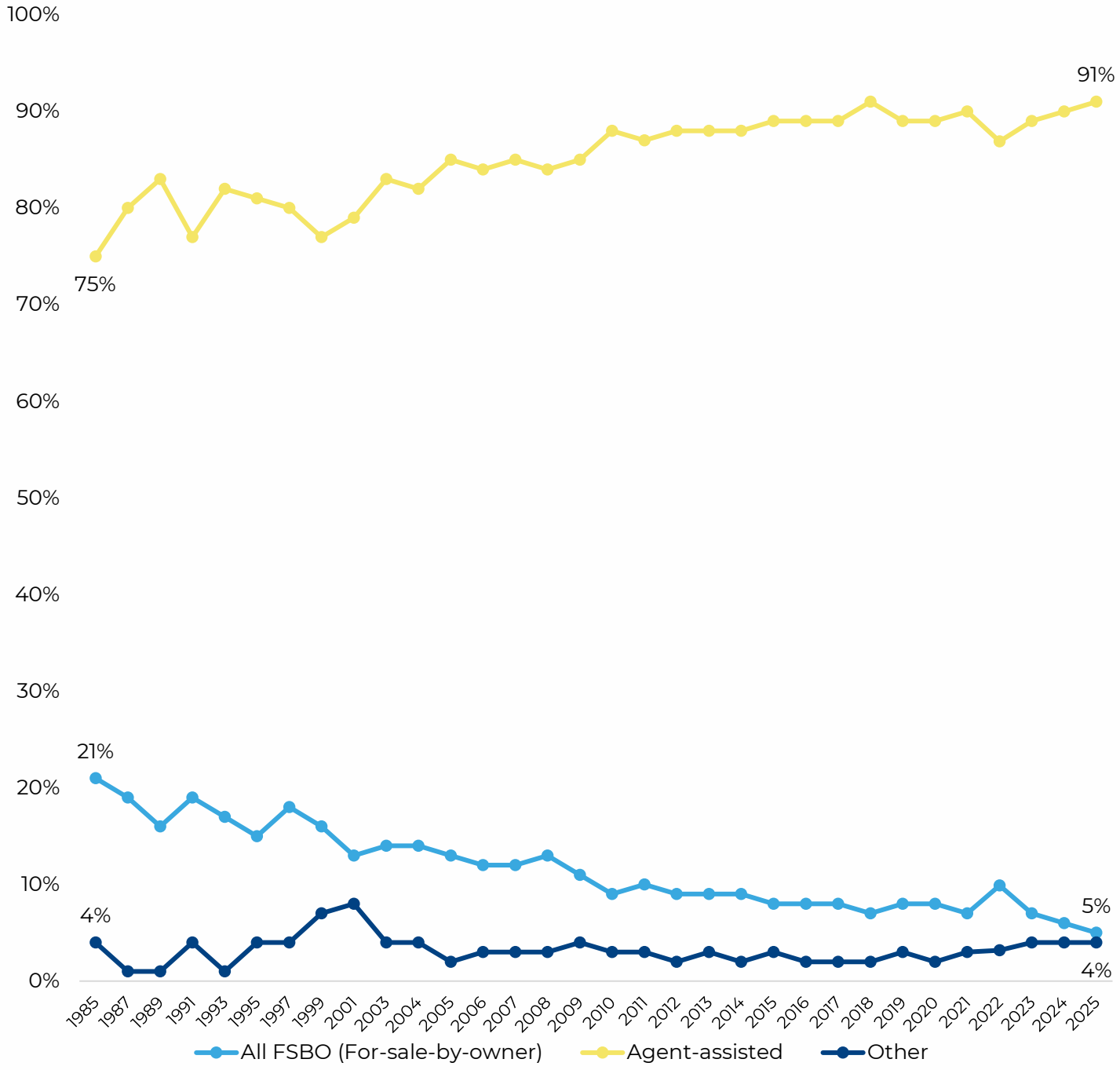
Agent Satisfaction

- **Most sellers—87 percent—**said that they would definitely (75 percent) or probably (12 percent) recommend their agent for future services.
- Nearly two-thirds of sellers have recommended their agent at least once since selling their home in the last year.

Chapter 7: Home Selling and Real Estate Professionals

Exhibit 7-1 FSBO and Agent-Assisted Sales, 1981–2025

(Percentage Distribution)



Ninety-one percent of sellers sold with the assistance of a real estate agent, up from 90 percent last year. This is an all-time high and was last seen in 2018. Only five percent were FSBO sales, an all-time low.

Exhibit 7-2 Method Used To Find Real Estate Agent

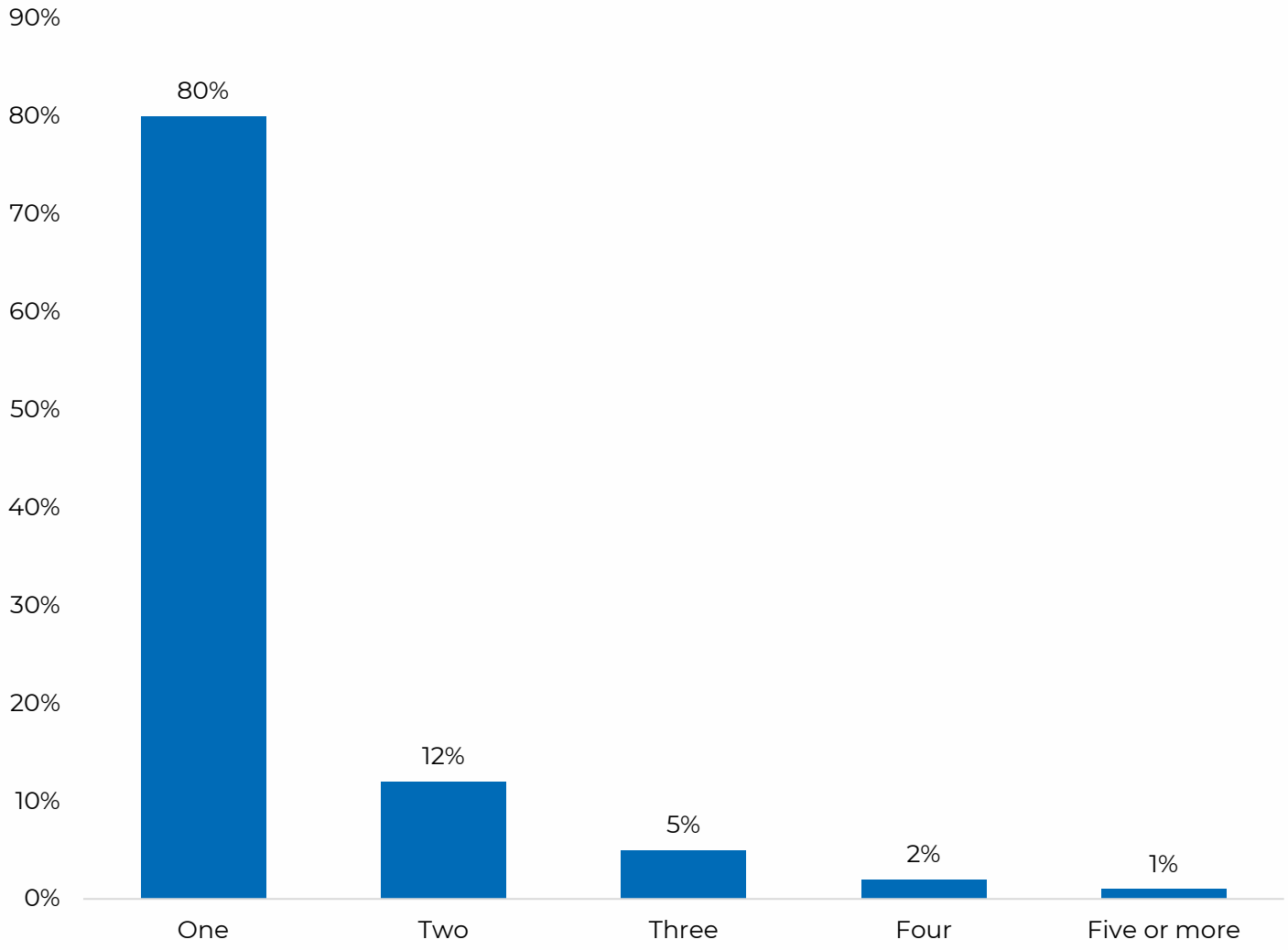
(Percentage Distribution)

	ALL SELLERS
Referred by (or is) a friend, neighbor or relative	37%
Used agent previously to buy or sell a home	29%
Personal contact by agent (telephone, e-mail, etc.)	5%
Website (without a specific reference)	4%
Referred by another real estate agent/broker	4%
Visited an open house and met agent	3%
Direct mail (newsletter, flyer, postcard, etc.)	2%
Saw contact information on For Sale/Open House sign	2%
Walked into or called office and agent was on duty	2%
Referred through employer or relocation company	1%
Saw the agent's social media page without a connection	1%
Advertising specialty (calendar, magnet, etc.)	1%
Crowdsourcing through social media/knew the person through social media	1%
Other	11%

Sixty-six percent of recent sellers used an agent that was referred to them or used an agent they had worked with in the past to buy or sell a home.

Exhibit 7-3 Number of Agents Contacted Before Selecting One To Assist With Sale of Home

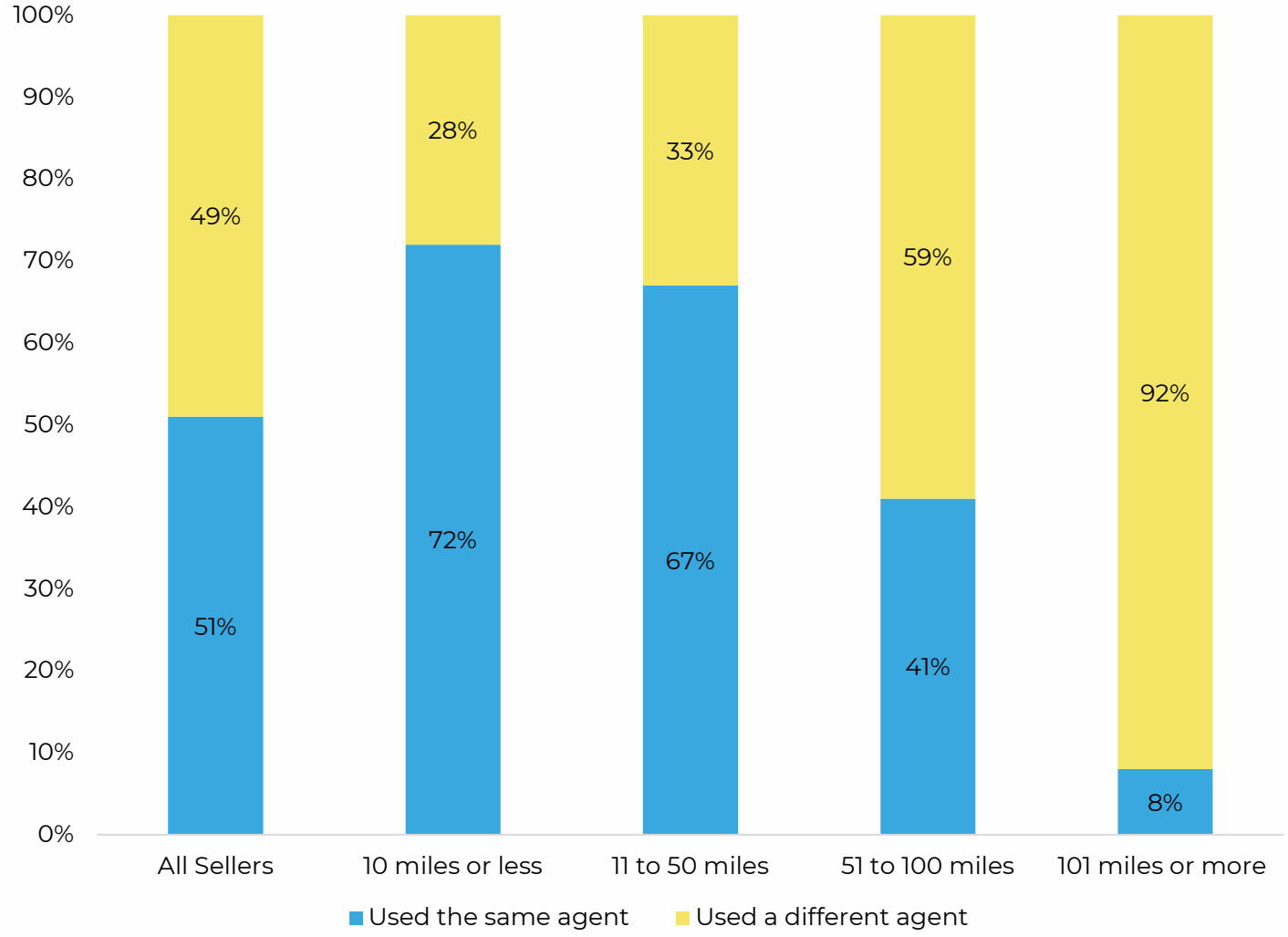
(Percentage Distribution)



Eighty percent of recent sellers contacted only one agent before finding the right one to work with to sell their home, consistent with data from last year.

Exhibit 7-4 Seller Used Same Real Estate Agent for Their Home Purchase, by Miles Moved

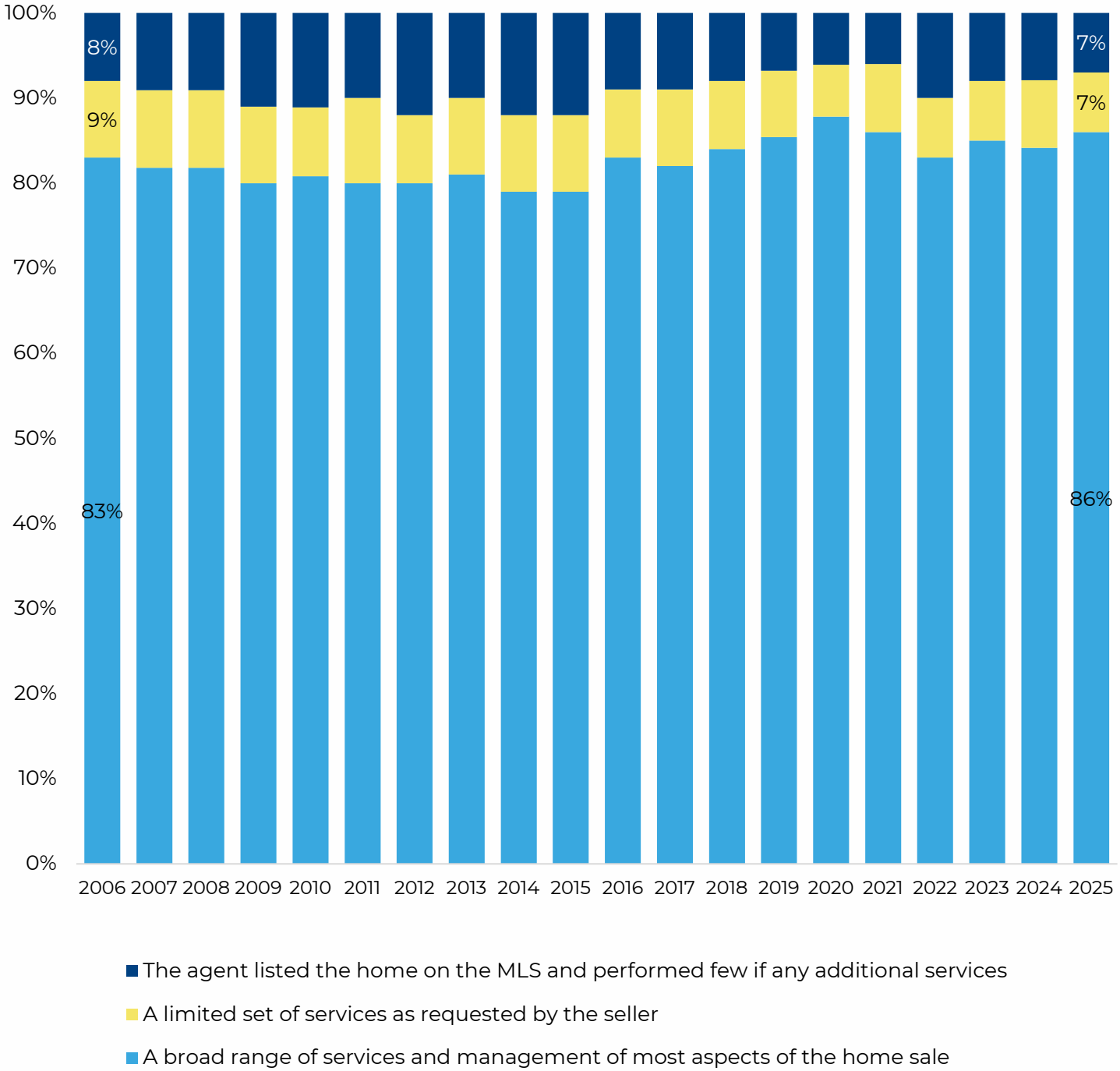
(Percentage Distribution Among Sellers Who Used an Agent to Purchase a Home)



Fifty-one percent of recent home sellers used the same real estate agent to represent them when purchasing their home as when selling their home. That number jumps to 72 percent for all sellers within 10 miles of their home purchase. If the seller was more than 50 miles away, they typically used a different agent for each real estate transaction.

Exhibit 7-5 Level of Service Provided by the Real Estate Agent, 2006–2025

(Percentage Distribution)



Real estate agents provide a wide range of services and manage most aspects of the home sale. Eighty-six percent of sellers reported that their agents provided a broad range of services within the home sale. Seven percent of sellers note that their agent only provided a limited set of services, and seven percent said their agent listed the home on the MLS but performed few other services.

Exhibit 7-6 What Sellers Most Want from Real Estate Agents

(Percentage Distribution)

	ALL SELLERS
Help seller market home to potential buyers	23%
Help price home competitively	19%
Help sell the home within specific timeframe	19%
Help seller find ways to fix up home to sell it for more	13%
Help find a buyer for home	12%
Help with negotiation and dealing with buyers	6%
Help with paperwork/inspections/preparing for settlement	4%
Help seller see homes available to purchase	2%
Help create and post videos to provide tour of home	*
Other	1%

** Less than 1 percent*

Sellers placed a high priority on the following three tasks: help with marketing the home to potential buyers (23 percent), pricing the home competitively (19 percent), and selling the home within a specific timeframe (19 percent). In recent years, help with competitively pricing and marketing the home to potential buyers has consistently remained at the top of the list. Thirteen percent of sellers wanted their agent to help them find ways to fix up their home for sale.

Exhibit 7-7 Most Important Factor in Choosing a Real Estate Agent To Sell Home, by Level of Service Provided by the Agent

(Percentage Distribution)

	ALL SELLERS
Reputation of agent	35%
Agent is honest and trustworthy	22%
Agent is friend or family member	15%
Agent's knowledge of the neighborhood	11%
Agent has caring personality/good listener	5%
Agent's commission	4%
Agent's association with a particular firm	2%
Agent seems 100% accessible because of use of technology like tablet or smartphone	1%
Professional designations held by agent	1%
Other	4%

The reputation of the real estate agent remains the most important factor when sellers selected an agent to sell their home (35 percent). Sellers also placed value on the agent's trustworthiness and honesty (22 percent) and whether the agent was a friend or family member (15 percent).

Exhibit 7-8 Methods Real Estate Agent Used To Market Home

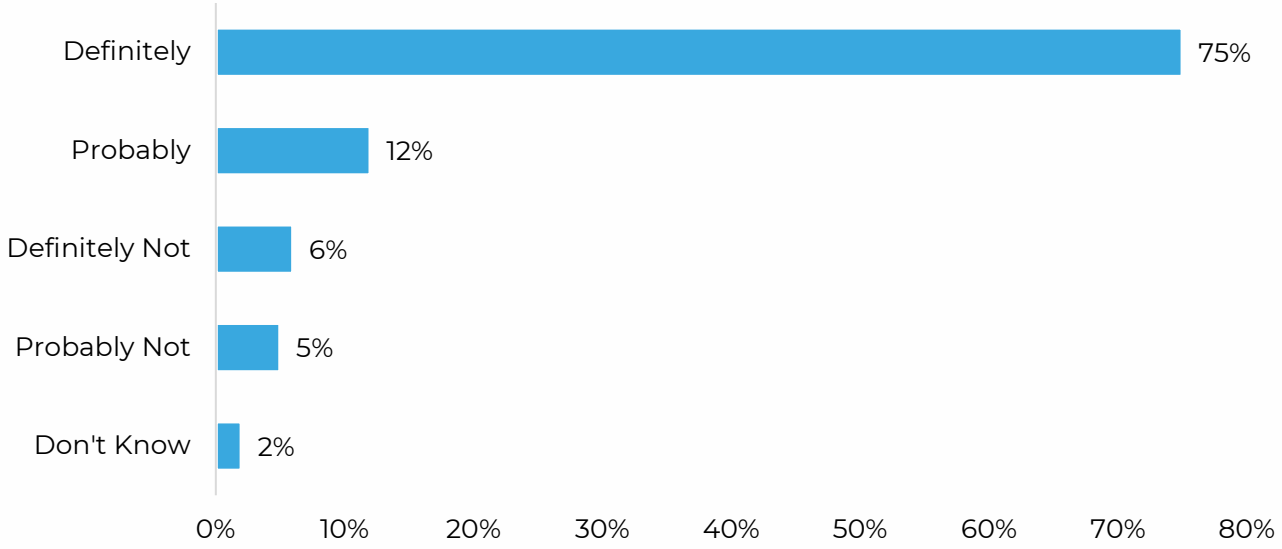
(Percent of Respondents Among Sellers Who Used an Agent)

	ALL HOMES
Multiple Listing Service (MLS) website	85%
Yard sign	67%
Open house	59%
Realtor.com®	50%
Real estate agent website	49%
Third party aggregator	46%
Real estate company website	42%
Social networking websites (e.g. Facebook, X, Instagram, etc.)	23%
Virtual tours	20%
Direct mail (flyers, postcards, etc.)	9%
Other websites with real estate listings	6%
Video hosting websites	5%
Virtual open houses	5%
Real estate magazine website	4%
Online classified ads	4%
Other	4%

Real estate agents market homes in a variety of ways. Real estate agents listed homes on MLSs first and foremost (85 percent). They also posted yard signs (67 percent), hosted open houses (59 percent), listed on Realtor.com® (50 percent), listed the home on their own website (49 percent), listed on third-party aggregators (46 percent), and listed on their company's website (42 percent). Real estate agents also listed homes on social media (23 percent).

Exhibit 7-9 Would Seller Use Real Estate Agent Again or Recommend to Others

(Percentage Distribution)



Client referrals and repeat business were the predominant sources of business for real estate agents. Most sellers—87 percent—said that they would definitely (75 percent) or probably (12 percent) recommend their agent for future services.

Exhibit 7-10 How Many Times Seller Recommended Typical Agent

(Percentage Distribution)

	ALL SELLERS
None	35%
One time	12%
Two times	18%
Three times	11%
Four or more times	24%
Times recommended since buying (median)	2

Sixty-five percent of sellers have recommended their agent at least once since selling their home in the last year. Twenty-four percent of sellers recommended their agent four or more times since selling their home.

Exhibit 7-11 Buyer and Seller Relationship, by Method of Sale

(Percentage Distribution)

BUYER AND SELLER RELATIONSHIP	ALL SELLERS	SELLER KNEW BUYERS	SELLER DID NOT KNOW BUYER
Sold home using an agent or broker	91%	46%	96%
Seller used agent/broker only	90%	45%	95%
Seller first tried to sell it themselves, but then used an agent	1%	1%	1%
Received quote from iBuyer, but sold with real estate agent/broker	*	*	*
For-sale-by-owner (FSBO)	5%	38%	2%
Sold home without using a real estate agent or broker	5%	36%	2%
First listed with an agent, but then sold home themselves	*	2%	*
Sold home to a homebuying company	1%	2%	1%
Sold it through an iBuyer program	*	*	*
Other	2%	13%	1%

** Less than 1 percent*

Among sellers who knew the buyer, 38 percent sold their homes themselves. In contrast, 96 percent of sellers who did not know the buyer sold through an agent.

CHAPTER 8

For-Sale-by-Owner (FSBO) Sellers

Chapter 8: For-Sale-by-Owner (FSBO) Sellers

Highlights

FSBO and Agent-Assisted Sales

- Ninety-one percent of sellers sold with the assistance of a real estate agent, up from 90 percent last year, and only five percent were FSBO sales. The share of **FSBO sellers was at a historical low**.

Characteristics of Homes Sold

- FSBO homes were more likely to be mobile or manufactured homes at 16 percent. Four percent of townhouses/rowhouses were FSBO homes. sales.
- FSBOs typically sell for less than the selling price of other homes; FSBO homes sold for a median of $360,000 in 2024 (down from $380,000 in 2023), still **far lower than the median selling price of all homes**, which was $420,000. Agent-assisted homes sold for a median of $425,000.

The Selling Process for FSBO Sales

- The most common way FSBO owners priced their home was by recent homes sold in the area (50%), followed by an appraisal (41%), online home evaluation tools (16%), the profit the seller needed from the sale (15%), and a presentation from an agent who the seller did not use (15%).
- FSBOs did not commonly use incentives to sell their homes (90 percent of all FSBOs did not offer any incentives).

Reasons for FSBOs, Marketing, and Sellers' Experience

- For 30 percent of all FSBO sellers, the **main reason to sell via FSBO was that they sold to a relative, friend, or neighbor**. Twenty-eight percent of all FSBO sellers did not want to pay a commission or fee.
- Forty percent of all FSBO sellers did not actively market their home.
- Getting the price right (17 percent), preparing or fixing up the home for sale (12 percent), and selling within the length of time planned (10 percent) were the most difficult steps for FSBO sellers.
- Eighty-nine percent of successful FSBO sellers who knew the buyer were very satisfied with the process of selling their home.

Chapter 8: For-Sale-by-Owner (FSBO) Sellers

Exhibit 8-1 FSBO and Agent-Assisted Sales, by Location

(Percentage Distribution)

		SELLERS WHO SOLD A HOME IN A				
	ALL SELLERS	SUBURB/ SUBDIVISION	SMALL TOWN	URBAN/ CENTRAL CITY	RURAL AREA	RESORT/ RECREATION AREA
For-sale-by-owner (FSBO)	5%	3%	6%	4%	10%	9%
Seller knew buyer	3%	2%	3%	2%	6%	4%
Seller did not know buyer	2%	1%	3%	2%	4%	5%
Agent-assisted	91%	94%	91%	93%	87%	90%
Other	4%	3%	2%	3%	3%	1%

Ninety-one percent of sellers sold with the assistance of a real estate agent, up from 90 percent last year, and only five percent were FSBO sales. In 1981, FSBO sales accounted for as much as 15 percent of sales. In 1985, FSBO sales peaked in the data set at 21 percent of all sales. This year, three percent of FSBO sellers knew the buyer, and two percent of FSBO buyers and sellers had no previous relationship. FSBO sales were highest in rural areas at 10 percent and in resort/recreation areas at nine percent, compared to only three percent in suburban areas or subdivisions. Ninety-four percent of sales in suburbs or subdivisions were agent-assisted.

Exhibit 8-2 FSBO and Agent-Assisted Sales, by Type of Home Sold

(Percentage Distribution)

	ALL SELLERS	DETACHED SINGLE-FAMILY HOME	TOWNHOUSE/ ROW HOUSE	DUPLEX/ APARTMENT/ CONDO IN 2 TO 4 UNIT BUILDING	APARTMENT/ CONDO IN A BUILDING WITH 5 OR MORE UNITS	MOBILE/ MANUFACTURED HOME
For-sale-by-owner (FSBO)	5%	5%	4%	7%	5%	16%
Seller knew buyer	3%	3%	3%	3%	4%	9%
Seller did not know buyer	2%	2%	1%	4%	1%	7%
Agent-assisted	91%	93%	93%	90%	93%	79%
Other	4%	3%	3%	3%	2%	6%

** Less than 1 percent*

Five percent of all homes sold in 2025 were FSBO homes. FSBO homes were most common among mobile or manufactured homes at 16 percent. Five percent of detached single-family homes were FSBO homes. Ninety-three percent of detached single-family homes, townhouses/row houses, and apartments/condos in a building with five or more units were agent-assisted sales.

Exhibit 8-3 Selling Price, FSBO and Agent-Assisted Sellers

(Percentage Distribution)

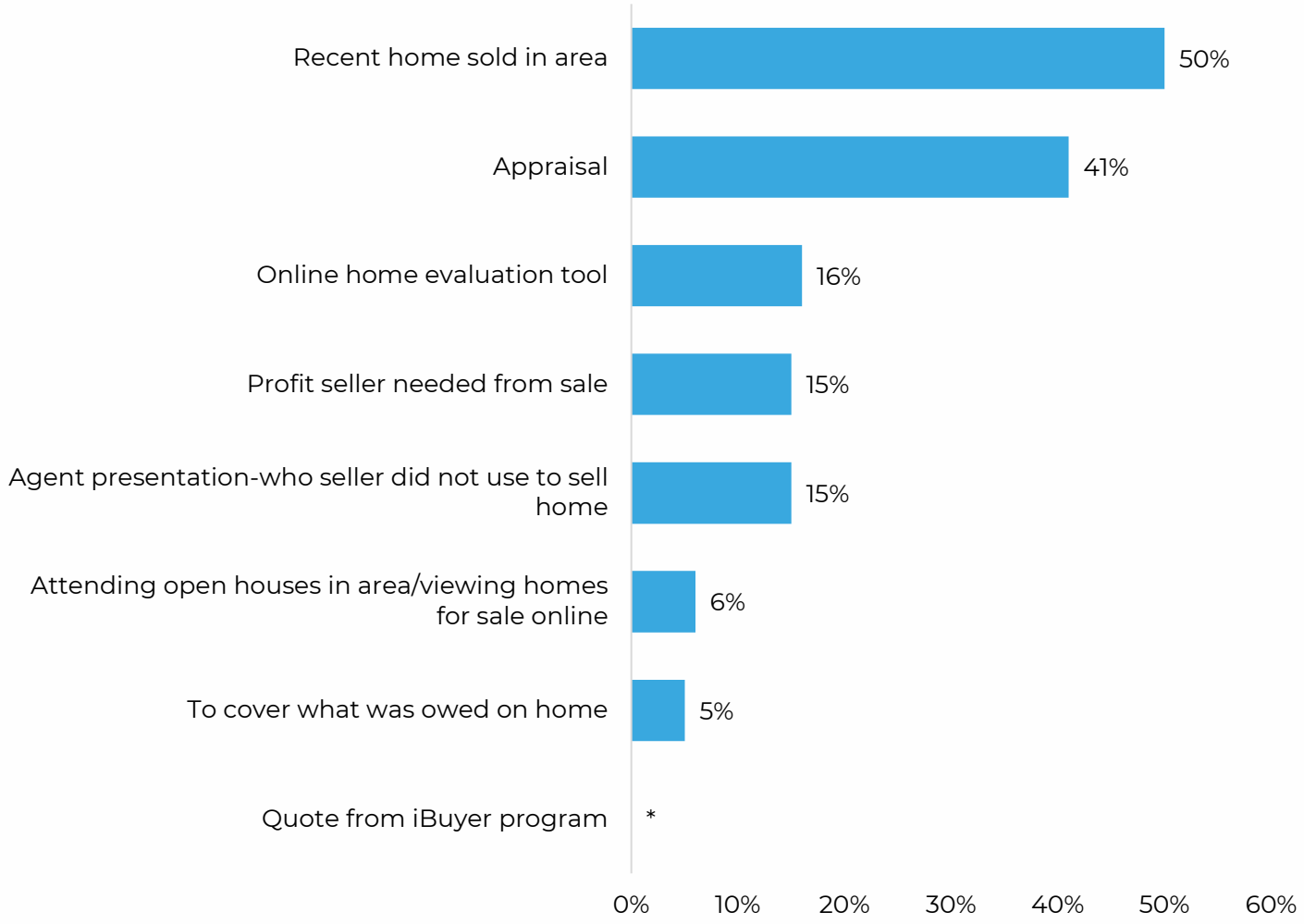
	FSBO			AGENT-ASSISTED	
	ALL FSBO	SELLER KNEW BUYER	SELLER DID NOT KNOW BUYER	AGENT-ASSISTED ONLY	FIRST FSBO, THEN AGENT-ASSISTED
Median selling price	$360,00	$360,000	$372,200	$425,000	$425,000
SALES PRICE COMPARED WITH ASKING PRICE:					
Less than 95%	13%	8%	19%	24%	22%
95% to 99%	19%	15%	23%	23%	30%
100%	57%	65%	47%	38%	25%
101% to 110%	6%	6%	7%	13%	16%
More than 110%	5%	6%	4%	3%	7%
Median (sales price as a percent of asking price)	100%	100%	100%	100%	99%
NUMBER OF TIMES ASKING PRICE WAS REDUCED:					
None	39%	56%	16%	23%	6%
One	25%	22%	31%	20%	26%
Two	7%	4%	11%	6%	10%
Three or more	27%	18%	42%	51%	58%
Time on the Market (median weeks)	1	0	2	3	4

** Less than 1 percent*

FSBOs typically sell for less than the selling price of other homes; FSBO homes sold at a median of $360,000 in 2023 (down from $380,000 in 2023), and still far lower than the median selling price of all homes at $420,000. Agent-assisted homes sold for a median of $425,000.

Exhibit 8-4 How FSBO Seller Determined Asking Price of Home Sold

(Percentage Distribution)



** Less than 1 percent*

FSBO sellers priced their homes using a number of different sources and methods. The most common way FSBO owners priced their home was by recent homes sold in the area (50%), followed by an appraisal (41%), online home evaluation tools (16%), the profit the seller needed from the sale (15%), and a presentation from an agent who the seller did not use (15%).

Exhibit 8-5 Incentives Offered To Attract Buyers, FSBO and Agent-Assisted Sellers

(Percentage Distribution)

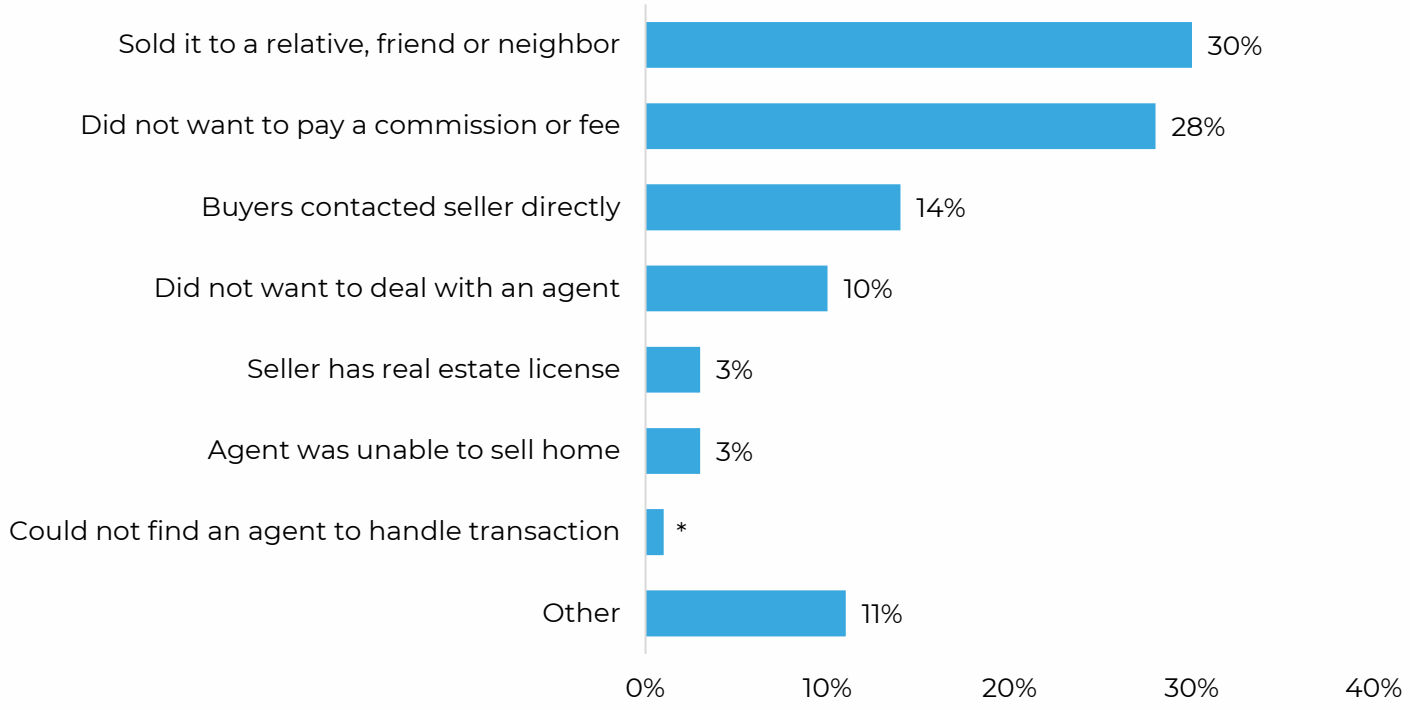
	ALL FSBO	AGENT-ASSISTED
None	90%	72%
Assistance with closing costs	7%	11%
Home warranty policies	3%	10%
Other incentives, such as a car, flat screen TV, etc.	2%	6%
Credit toward remodeling or repairs	2%	7%
Mortgage rate buydown	2%	1%
Assistance with condo association fees	*	*
Other	1%	3%

** Less than 1 percent*

It was less common for FSBOs to use incentives to sell their homes (90 percent of all FSBOs did not offer any incentives). FBSO sellers offered assistance with closing costs (seven percent) and home warranty policies (three percent) to sell their homes. Agent-assisted sellers offered assistance with closing costs (11 percent) and home warranty policies (10 percent) to help sell their homes.

Exhibit 8-6 Most Important Reason for Selling Home as FSBO

(Percentage Distribution)

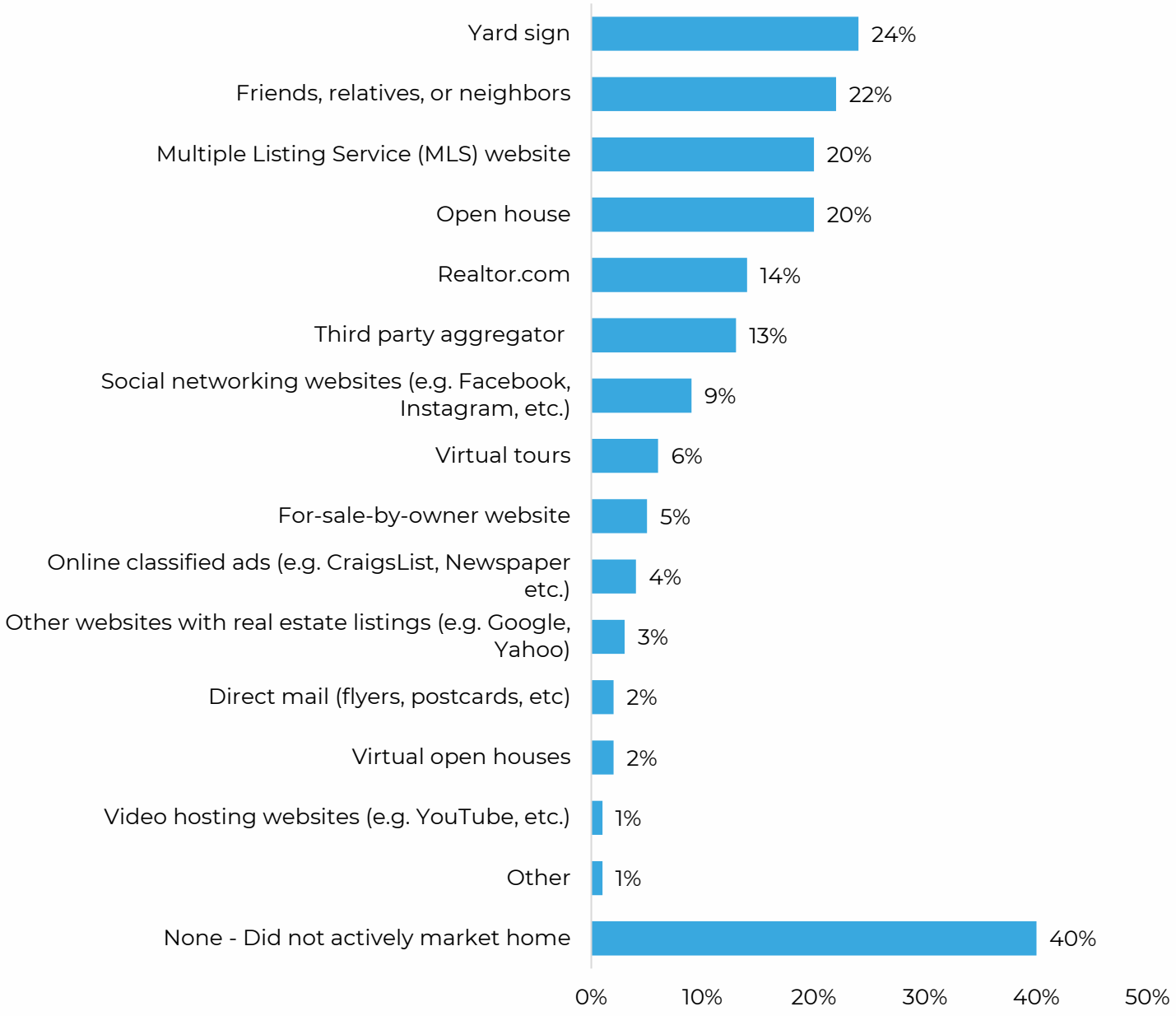


** Less than 1 percent*

For 30 percent of all FSBO sellers, the main reason to sell via FSBO was that they sold to a relative, friend, or neighbor. Twenty-eight percent of all FSBO sellers did not want to pay a commission or fee. For 14 percent of FSBO sellers, the buyer contacted the seller directly to purchase the home.

Exhibit 8-7 Method Used by FSBO Sellers To Market Home

(Percent of Respondents)



Using yard signs, friends, relatives, or neighbors, the MLS, and open houses were the most common marketing methods for FSBOs. Forty percent of all FSBO sellers did not actively market their home.

Chapter 8: For-Sale-by-Owner (FSBO) Sellers

Exhibit 8-8 Most Difficult Task for FSBO Sellers

(Percentage Distribution)

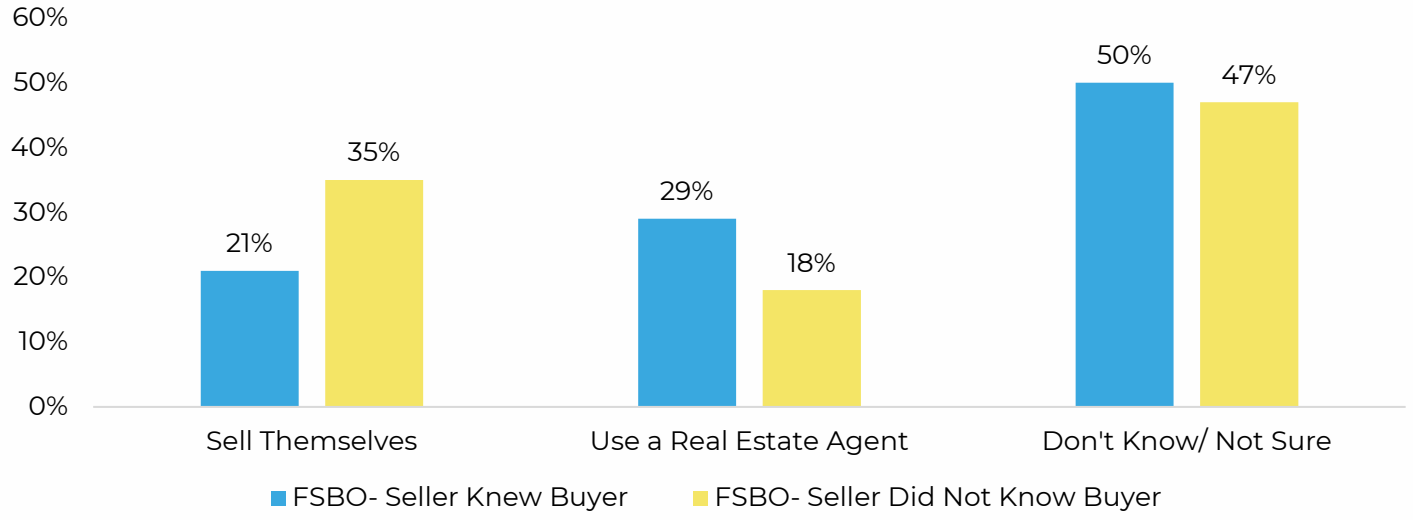
	ALL FSBO
Getting the price right	17%
Preparing or fixing up the home for sale	12%
Selling within the length of time planned	10%
Understanding and performing paperwork	7%
Having enough time to devote to all aspects of the sale	4%
Attracting potential buyers	4%
Helping buyer obtain financing	3%
Other	2%
None/Nothing	42%

** Less than 1 percent*

Getting the price right (17 percent), preparing or fixing up the home for sale (12 percent), and selling within the length of time planned (10 percent) were the most difficult steps for FSBO sellers.

Exhibit 8-9 How FSBO Sellers Will Sell Their Current Home

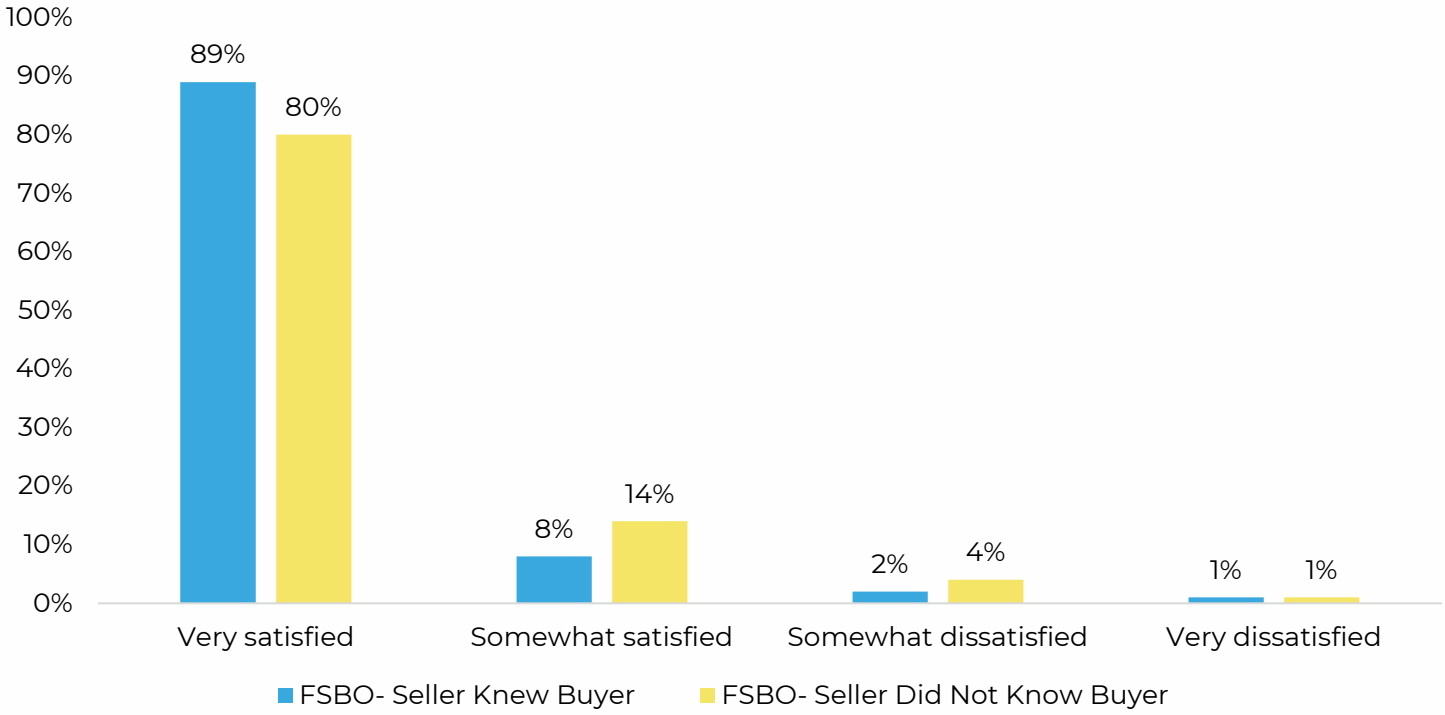
(Percentage Distribution)



For FSBO sellers who knew the buyer, 29 percent said they would use an agent to sell their current home. Of FSBO sellers who did not know the buyer, 35 percent said they would sell their current home themselves.

Exhibit 8-10 FSBO Sellers Satisfaction Process of Selling Home

(Percentage Distribution)



Eighty-nine percent of successful FSBO sellers who knew the buyer were very satisfied with the process of selling their home. Four percent of FSBO sellers who did not know the buyer were somewhat dissatisfied.

Methodology Among Recent Buyers and Sellers

In July 2025, NAR mailed out a 120-question survey to 173,250 recent home buyers, using a random sample weighted to be representative of sales on a geographic basis. The recent home buyers had to have purchased a primary residence home between July 2024 and June 2025. A total of 6,103 responses were received from primary residence buyers. After accounting for undeliverable questionnaires, the survey had an adjusted response rate of 3.5 percent. Data gathered in the report is based on primary residence home buyers. According to the REALTORS® Confidence Index, 84 percent of home buyers were purchasing as primary residences in 2024, accounting for 4,746,000 homes sold that year (among new and existing homes). Using that calculation, the sample at the 95 percent confidence level has a confidence interval of plus or minus 1.25%.

Respondents had the option to fill out the survey via hard copy or online. The online survey was available in English and Spanish.

Consumer names and addresses were obtained from Melissa Data Corporation, a firm that maintains an extensive database of recent home buyers. Information about sellers comes from those buyers who have also sold a home.

All information in this Profile is characteristic of the 12-month period ending June 2025, with the exception of income data, which are reported for 2024. In some sections, comparisons are also given for results obtained in previous surveys. Not all results are directly comparable due to changes in questionnaire design and sample size. The median is the primary statistical measure used throughout this report. Due to rounding and omissions for space, percentage distributions may not add to 100 percent.

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