

Top Trends in Real Estate

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National Association of REALTORS®**



Record High
Home Price,
but Worst
Sales Since
1995

	1995	2024
Annual existing-home sales	3.85 million	4.06 million
U.S. population	266.6 million	341.1 million
Single-family inventory (December)	1.58 million	1.00 million
Median annual existing-home sales price	\$114,600 (\$241k inflation adjusted)	\$407,500



Inventory of Existing Homes

5,000,000

July 2007
4,040,000

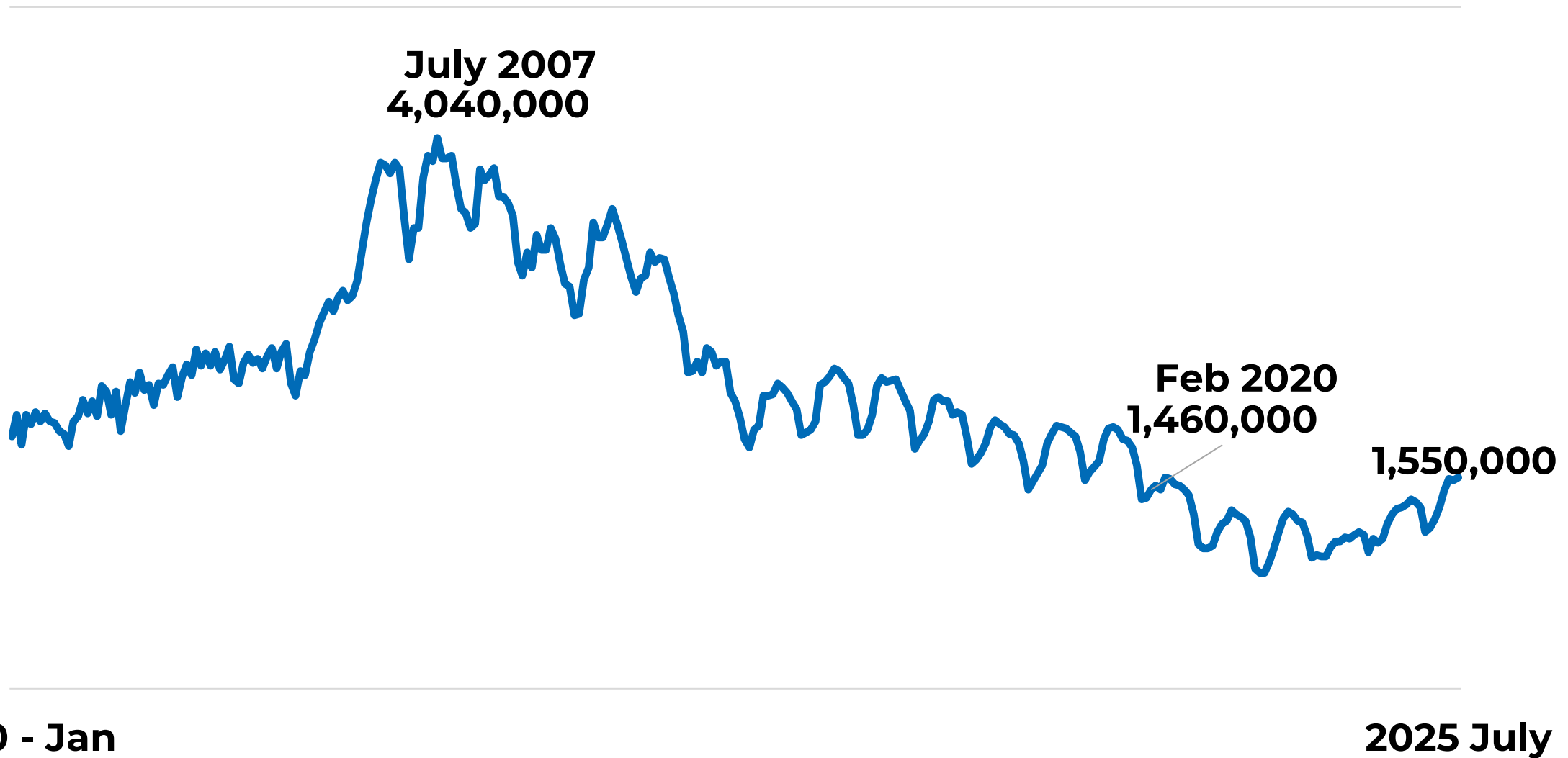
Feb 2020
1,460,000

1,550,000

0

2000 - Jan

2025 July



30-Year Fixed Mortgage Interest Rate

(historical norm in red)



Difference 8%-6.5%:
\$400k: **\$325/month**

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

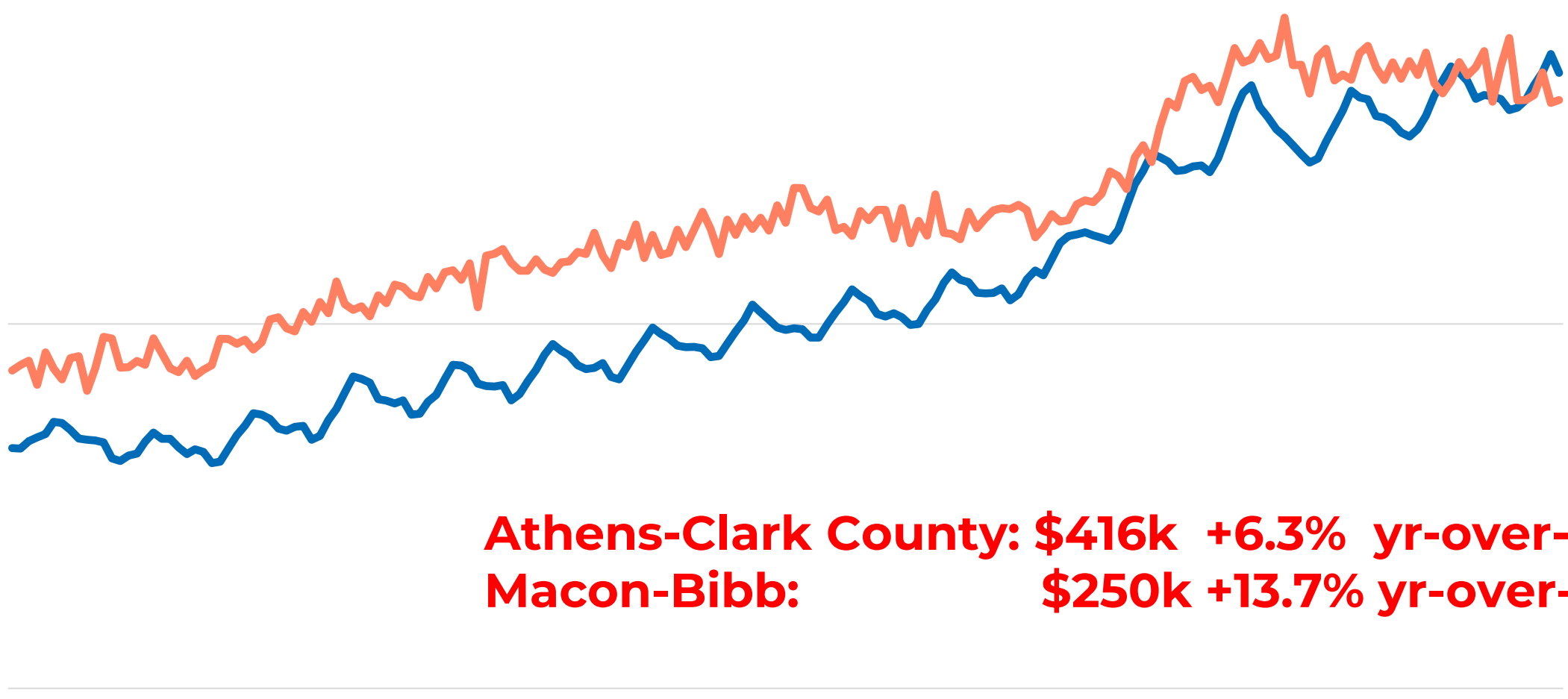
If rates fell from **7%→6%** =
12,604 new home buyers
estimated in **Atlanta Metro**

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

Median Existing-Home Price On Par With New Home Price

\$500,000

\$250,000



Athens-Clark County: \$416k +6.3% yr-over-yr
Macon-Bibb: \$250k +13.7% yr-over-yr

\$0

2010 - Jan

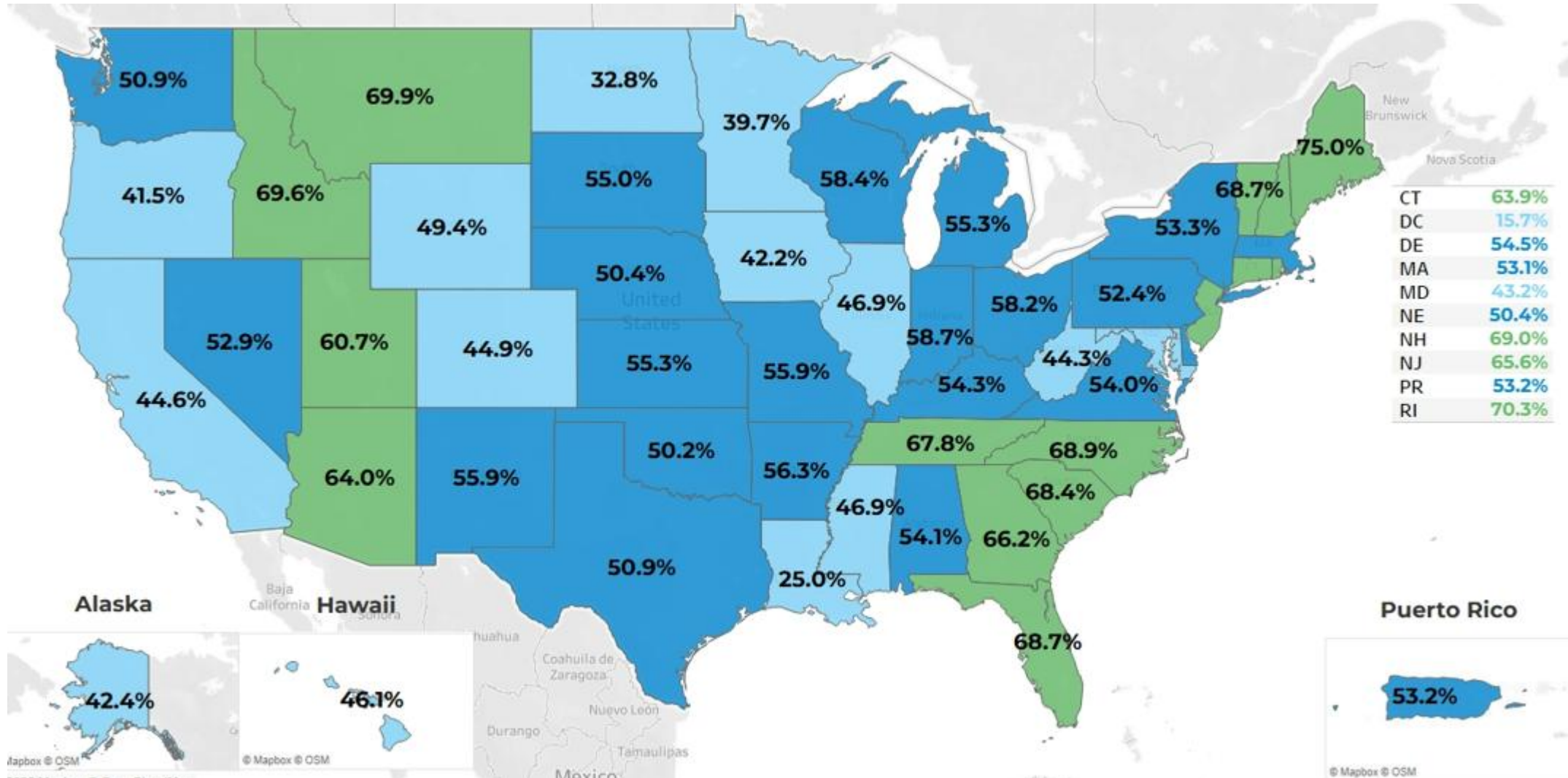
— Existing — New

2025 July

State Home Price Appreciation

% change from 2020 Q1 to 2025 Q1

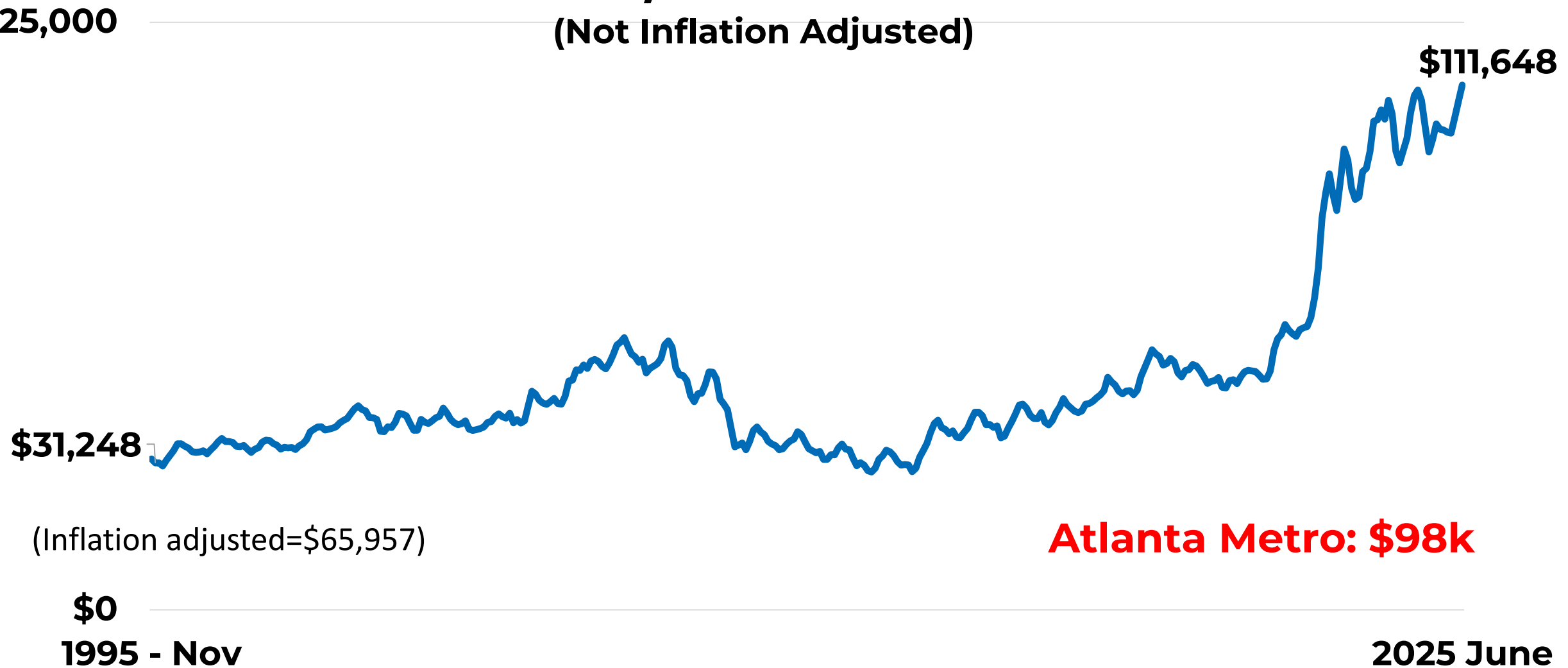
Atlanta Metro Area: \$155k Gained 5 Years



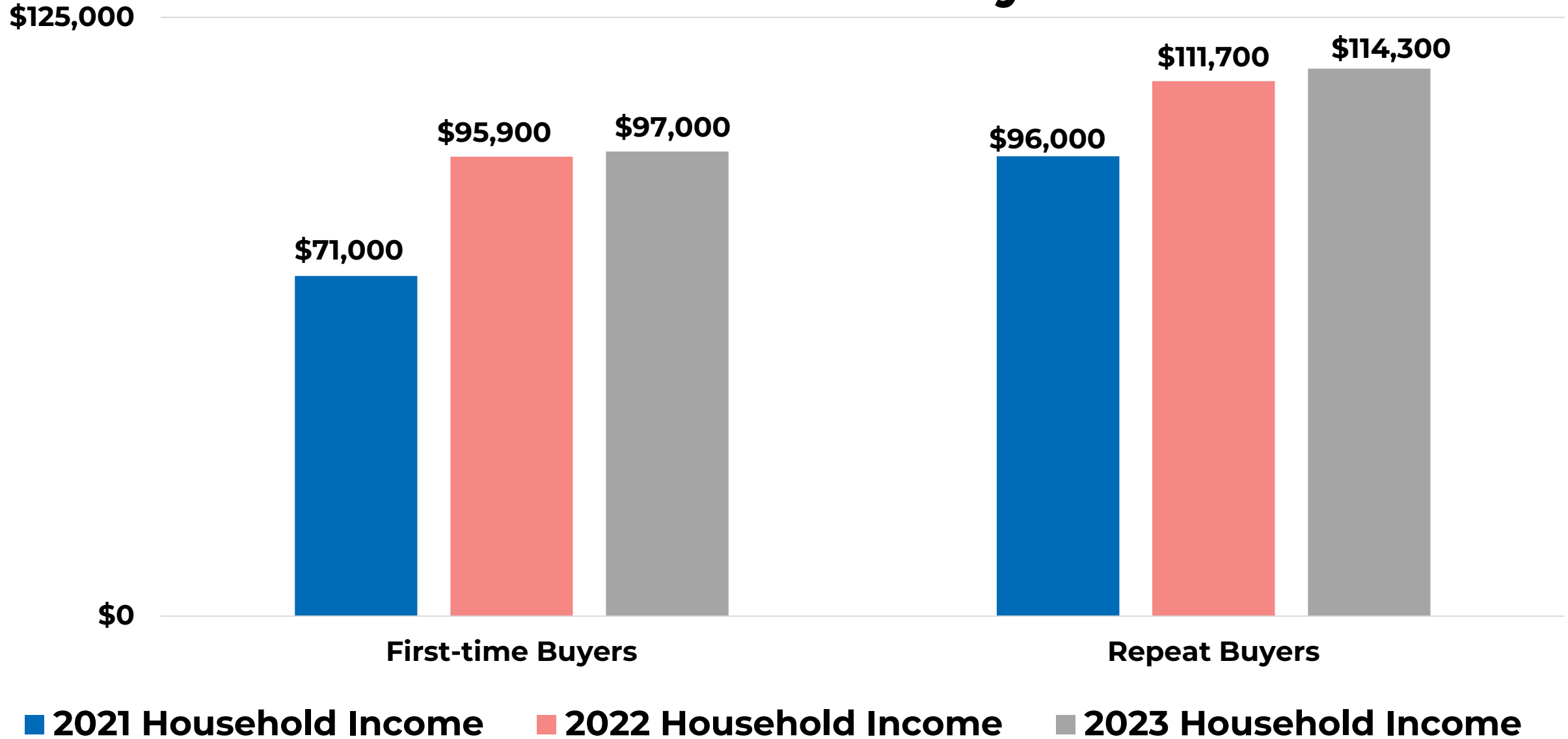
Source: NAR Analysis of FHFA data

Qualifying Income Needed for Median Priced Home W/20% Down

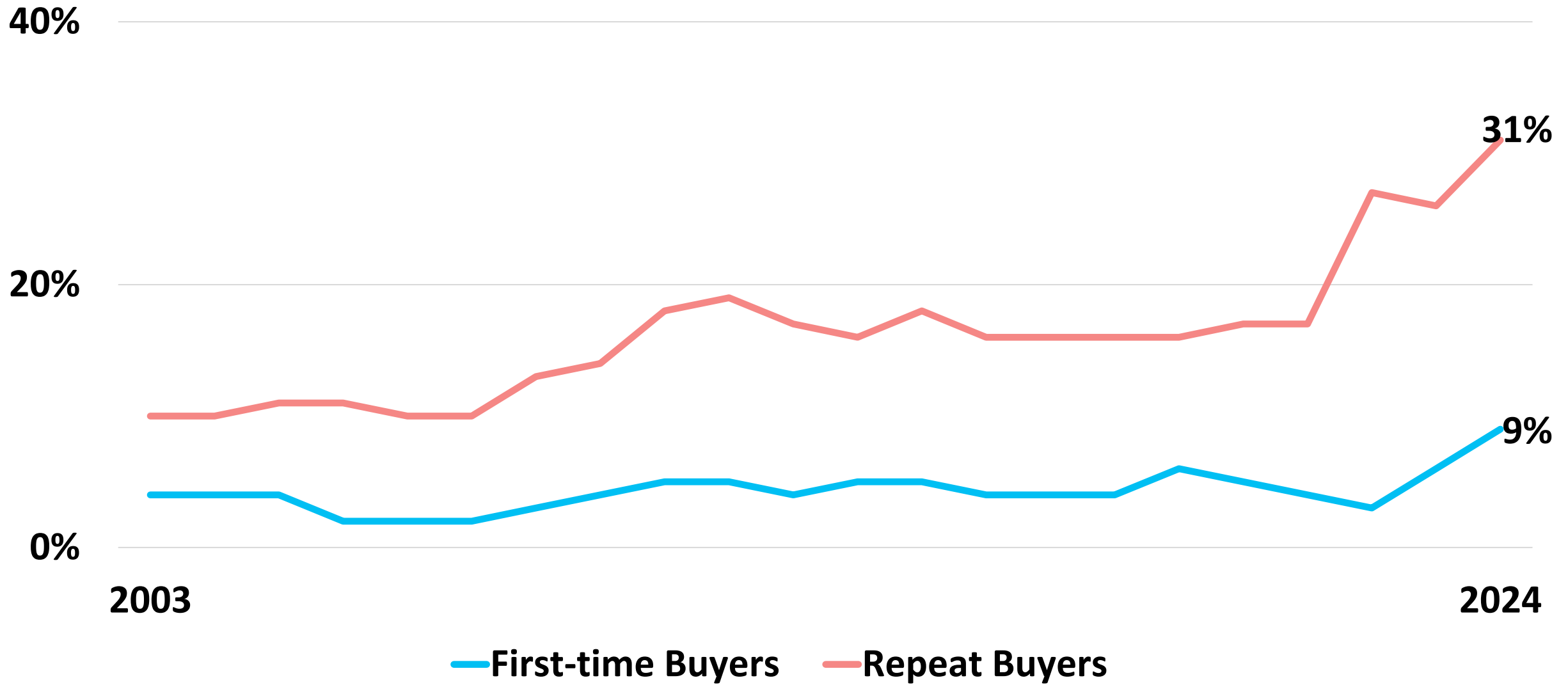
(Not Inflation Adjusted)



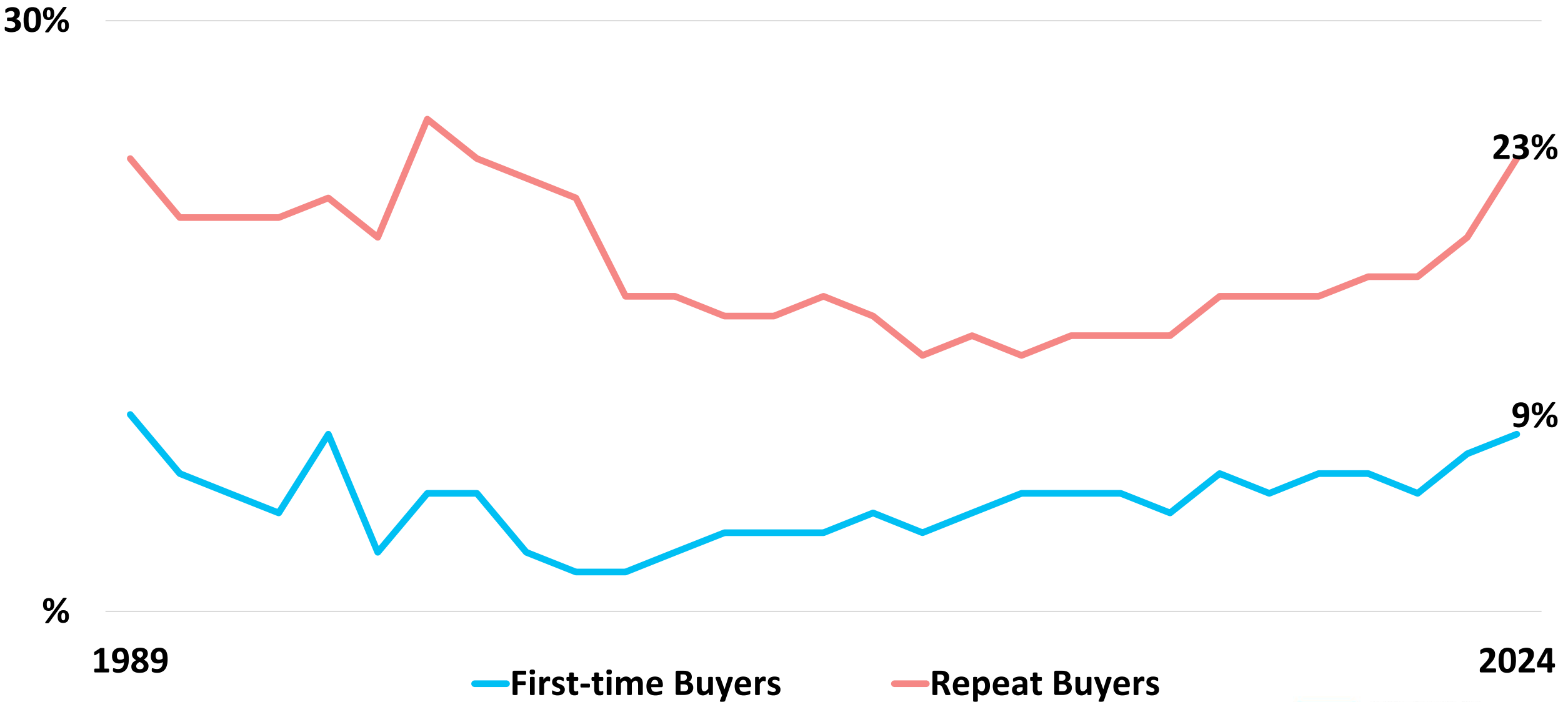
Income of Home Buyers



All Cash Buyers Hit All-time High



Downpayments Trend Higher



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

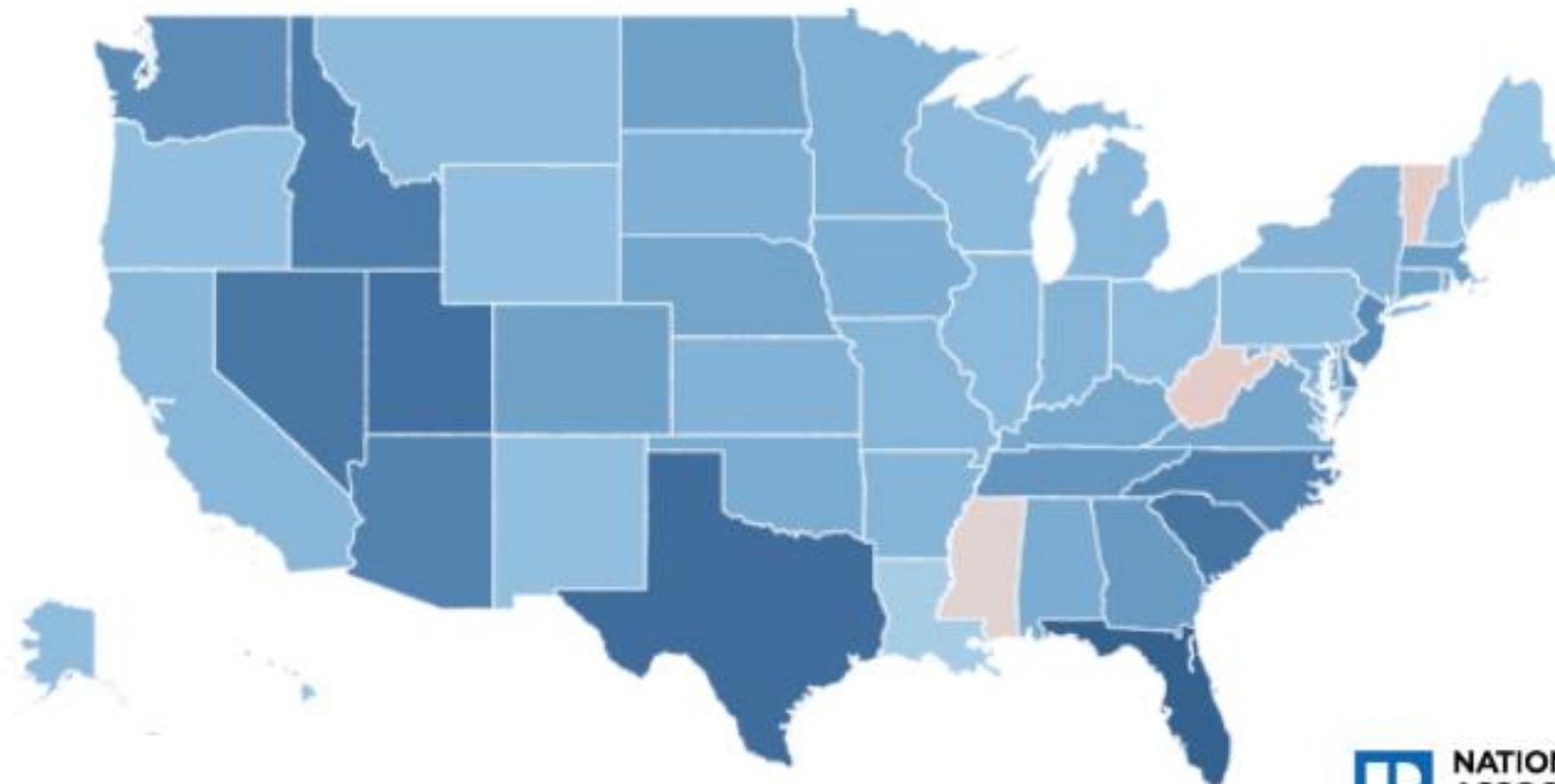


On the Move



Sunbelt and Mountain States Lead Population Growth

GA State Gained 116k and 1.1% Population



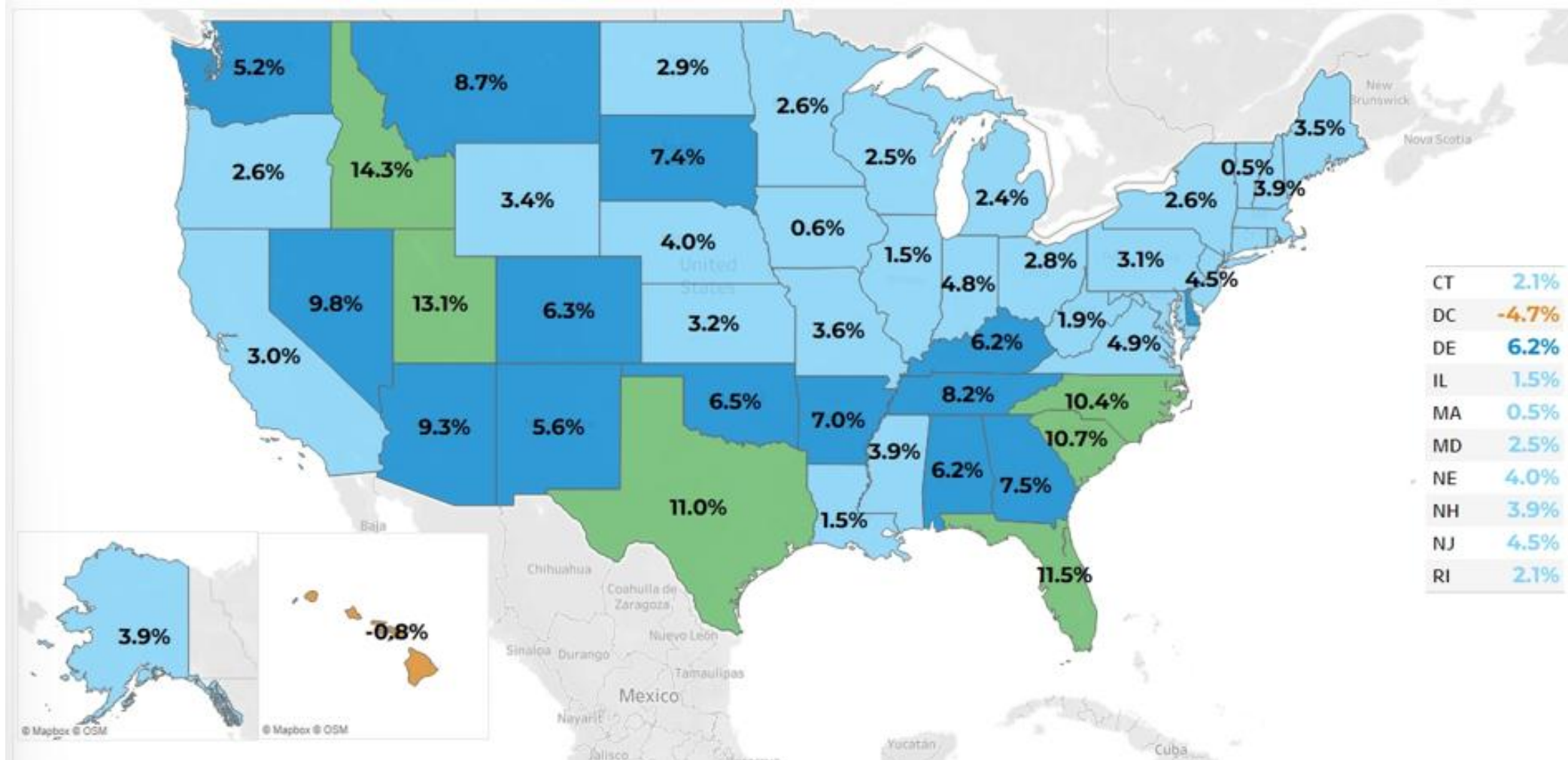
Source: U.S. Census Bureau, Vintage 2024 Population Estimates

Source: Behind the Numbers: Top 15 States for Population and Migration Trends in 2024 <https://www.nar.realtor/blogs/economists-outlook/behind-the-numbers-top-15-states-for-population-and-migration-trends-in-2024>

Sunbelt and Mountain States Lead *Job Growth*

(% change from March 2020 to June 2025)

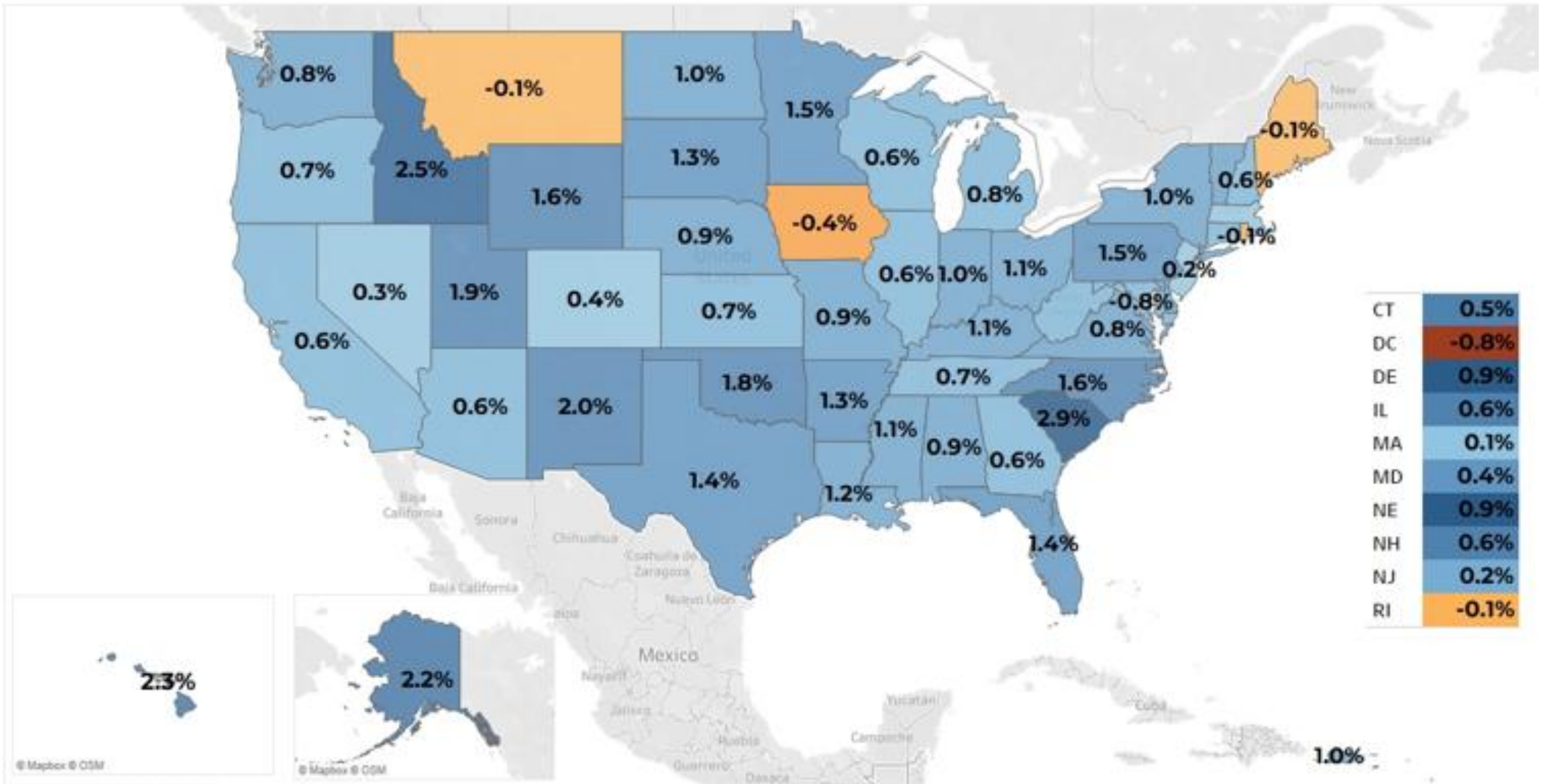
Atlanta Area *Unemployment Rate*: 3.3%



Source: NAR Analysis of BLS data

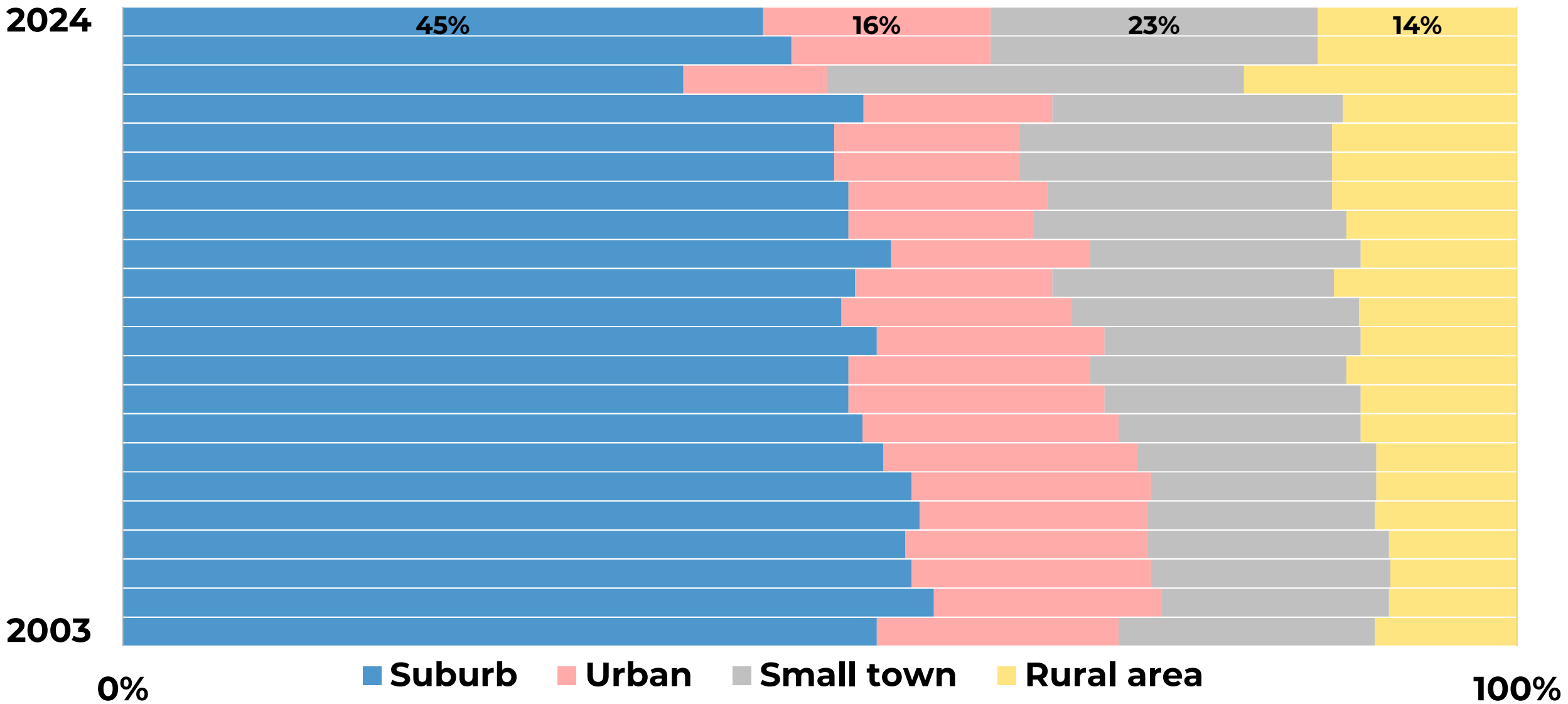
Job Gains Over One Year - to Assess Recent Momentum

(% change from June 2024 to June 2025)



Source: NAR Analysis of BLS data

Suburbs & Small Towns Most Popular, but Urban Areas Hit 10 Year High

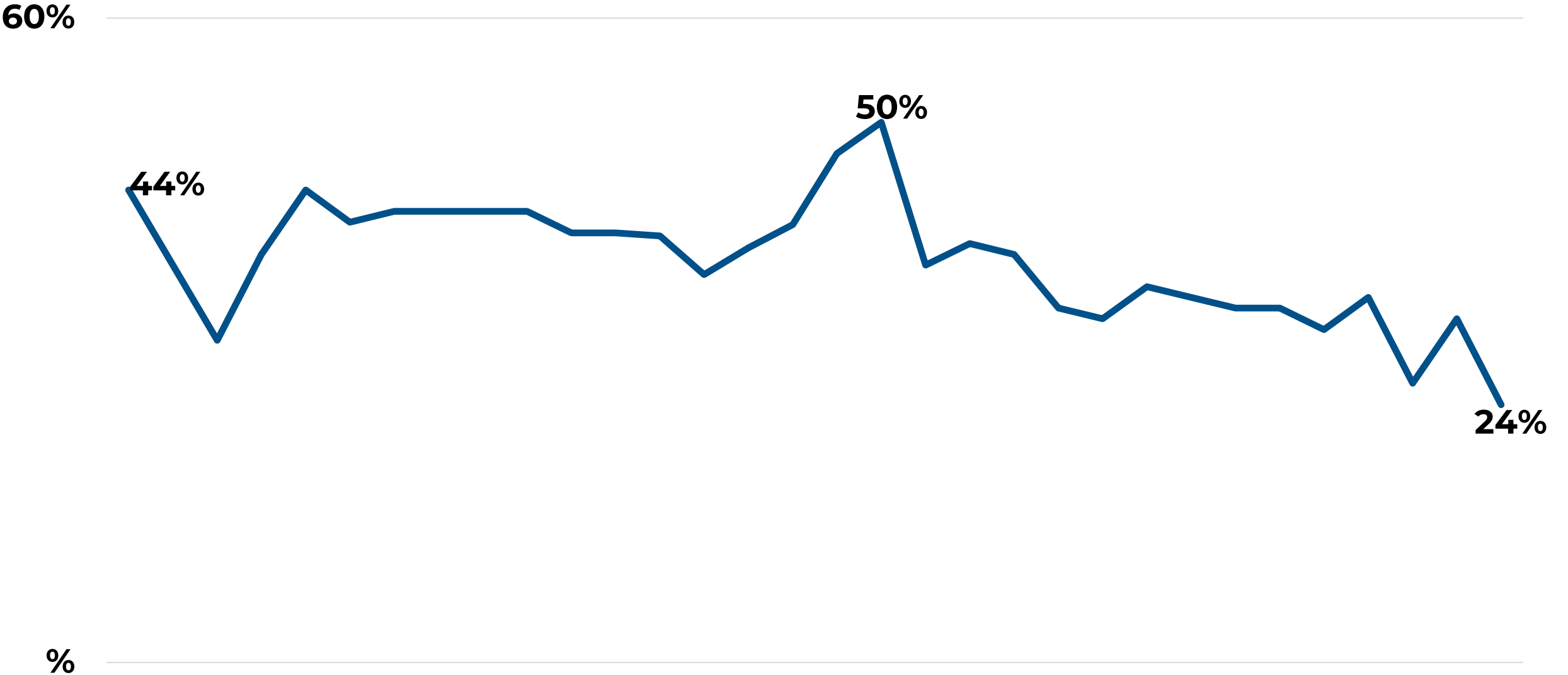


Source: Profile of Home Buyers and Sellers www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers

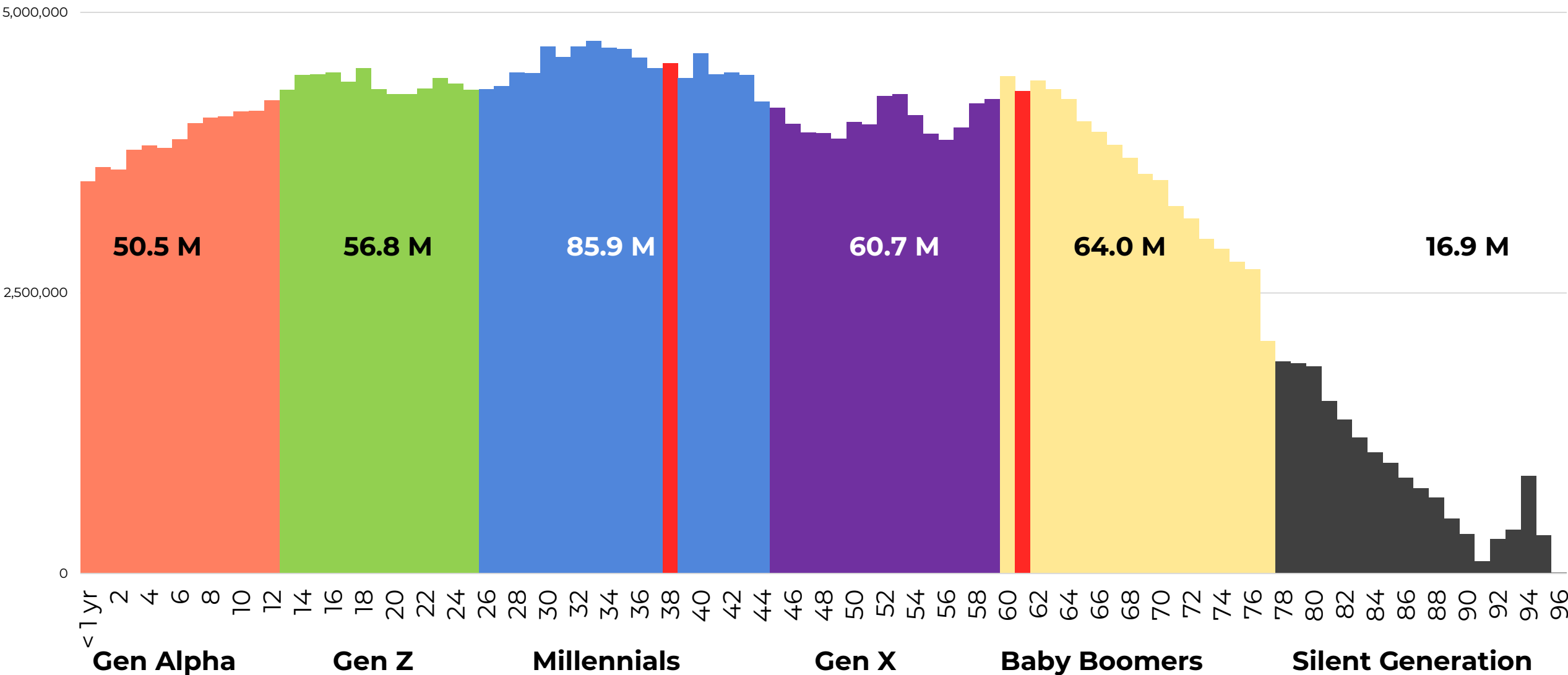
Generational Warfare



First-time Home Buyers Hit All-Time Low



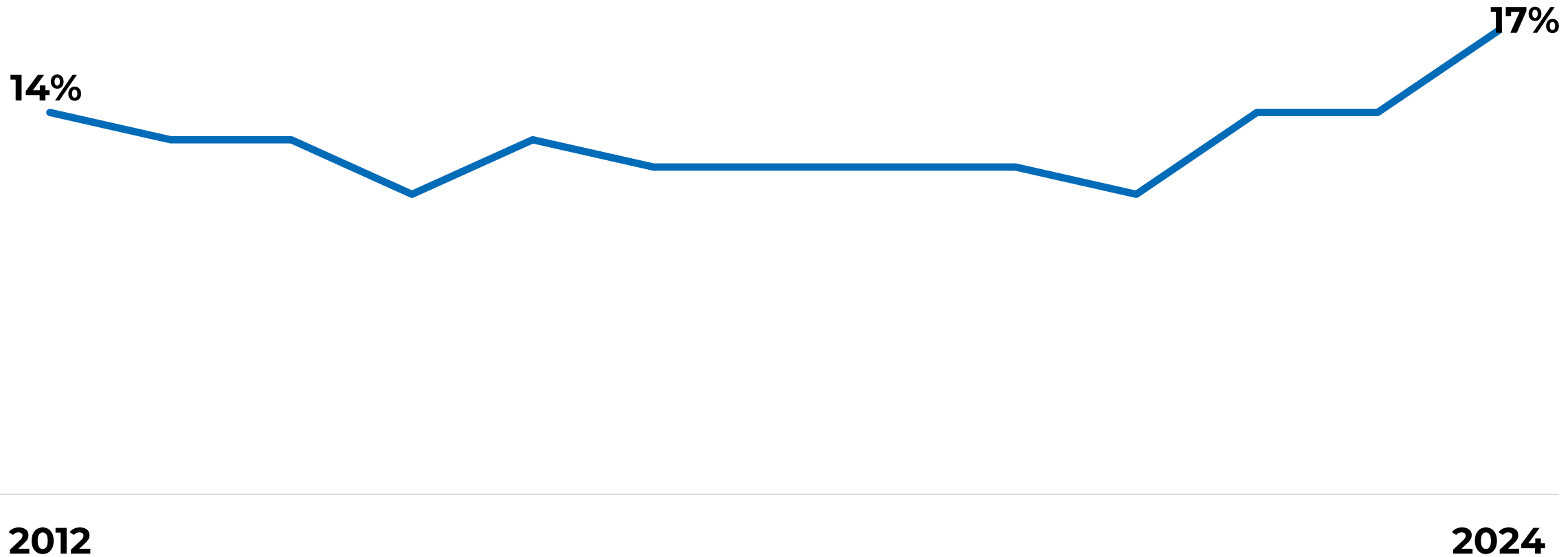
U.S. Population by Age (in 2023)



Source: ACS PUMS 2023, 2024 Profile of Home Buyers and Sellers <https://www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers>

Multi-Generational Home Buyers Hit All-Time High

25%



Source: Profile of Home Buyers and Sellers

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

Demographic Changes



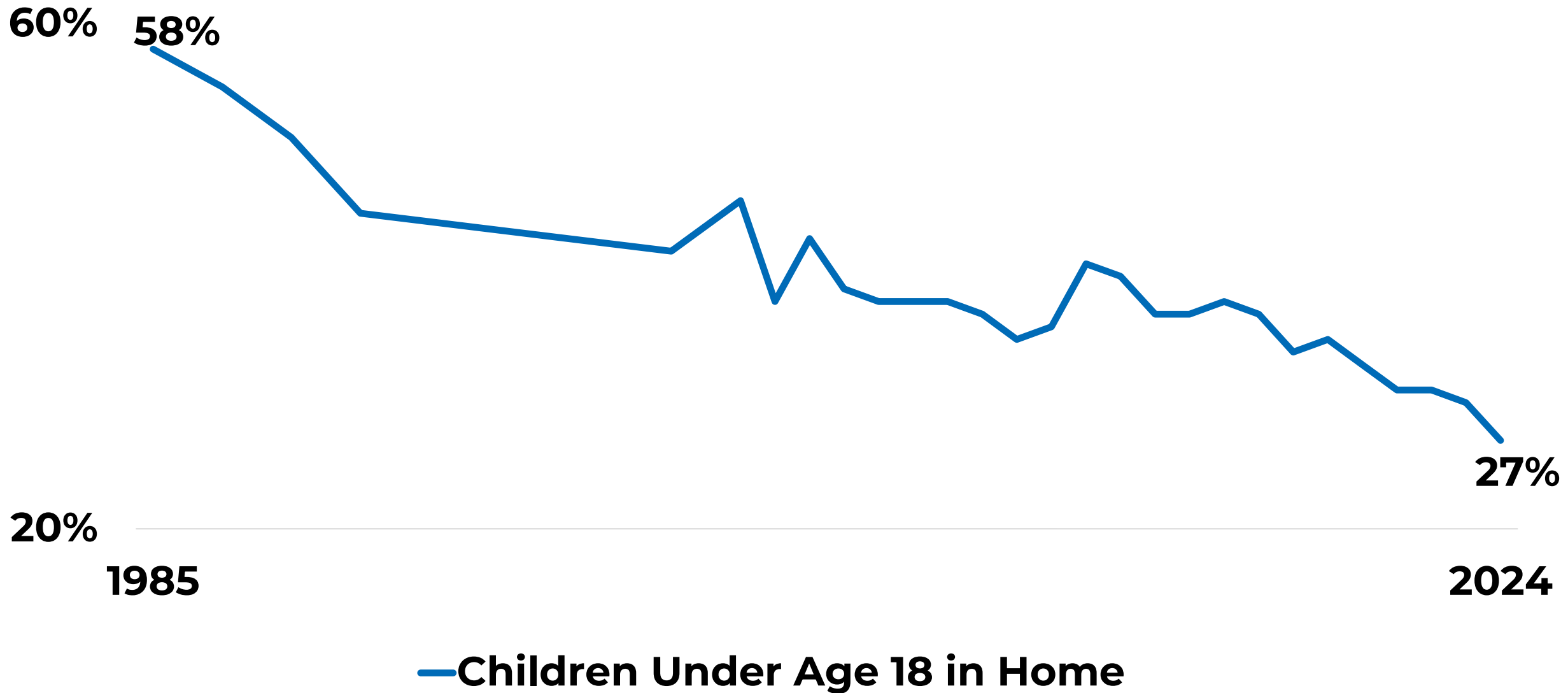
First-time Buyers: Household Composition

	1985	2024
Married Couples	75%	50%
Single Women	11	24
Unmarried Couples	4	12
Single Men	9	11
Other (roommates)	0	4

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

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

Baby Bust Among Buyers



Source: Profile of Home Buyers and Sellers

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

Fur Babies Are Housing Deciders



71% of households have pets

\$152 Billion spent on pets in 2024

16% of home buyers factored in pets to neighborhood choice

Source: A Stunning Stat for International Cat Day: There Are More American Households with Pets Than Children
<https://www.nar.realtor/blogs/economists-outlook/a-stunning-stat-for-international-cat-day-there-are-more-american-households-with-pets-than-children>



Agent Role

Investment in Local Communities

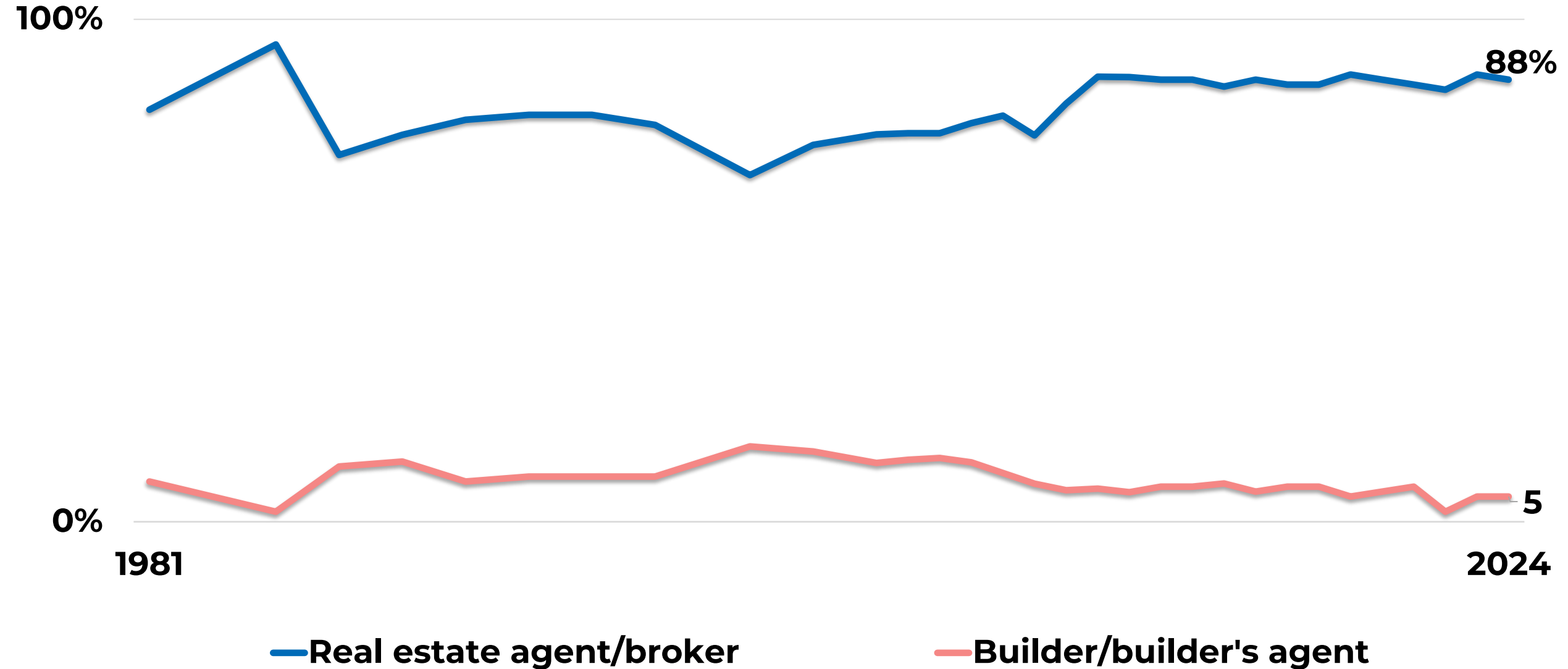
69% of REALTOR® volunteer monthly

Volunteers median 8 hours per month

86% of REALTOR® made donations last year

Source: CARE Report: Community Aid and Real Estate <https://www.nar.realtor/research-and-statistics/research-reports/care-report-community-aid-and-real-estate>

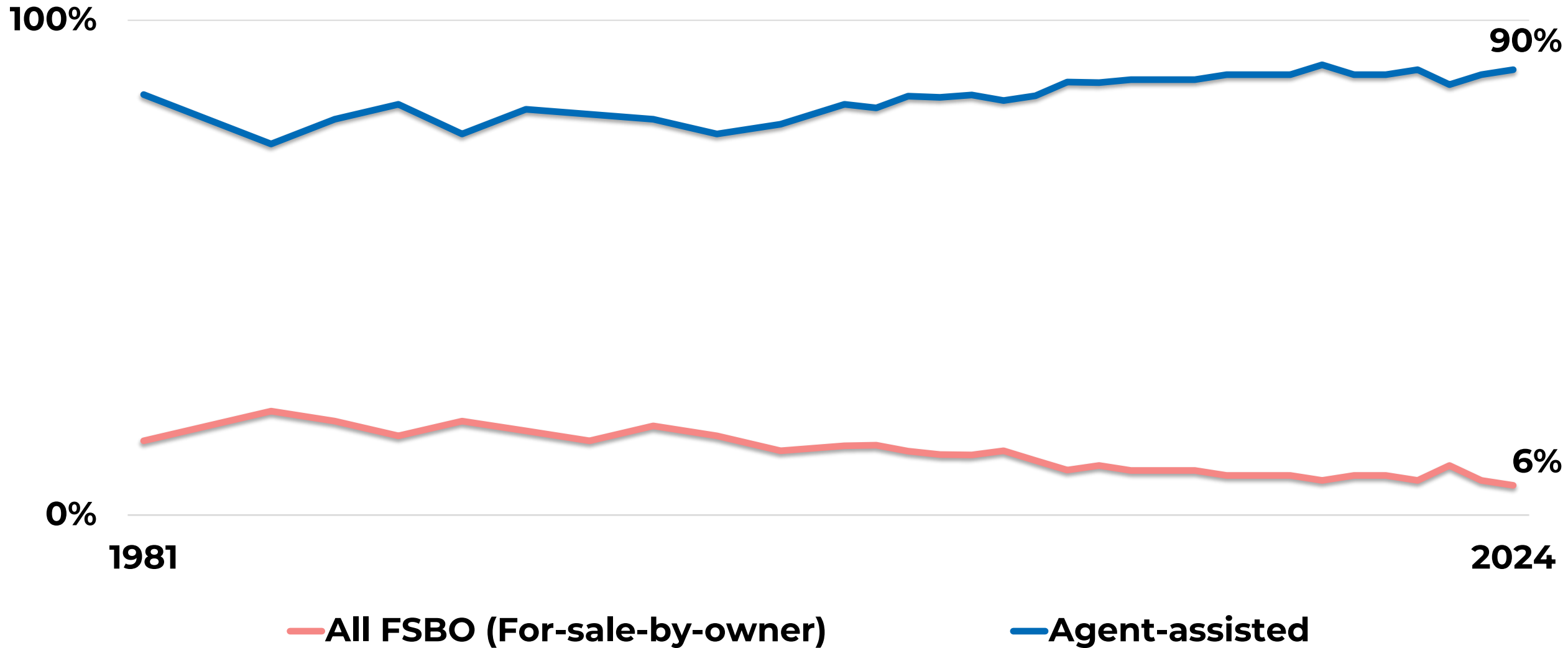
Buyer Use Agents



Source: Profile of Home Buyers and Sellers

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

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



Source: Profile of Home Buyers and Sellers

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

Net Worth and Impact to GDP



Median Net Worth

\$450,000

\$430,000

\$396,200

\$295,500

\$0

Homeowner

Renter

■ 2019 ■ 2022 ■ 2025 est.

\$7,300

\$10,400

\$10,000

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

THE ECONOMIC IMPACT OF A TYPICAL HOME SALE

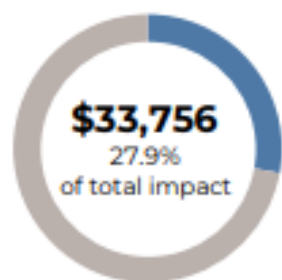
in Georgia

The real estate industry accounted for **\$154.6** billion or **18.6%** of the gross state product in 2024.

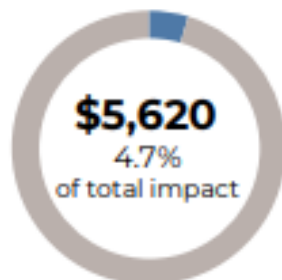
TOTAL ECONOMIC IMPACT

\$120,800

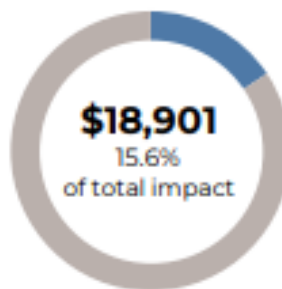
Income generated from
real estate industries



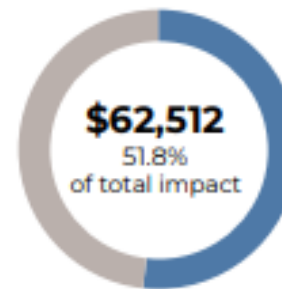
Expenditures related
to home purchase



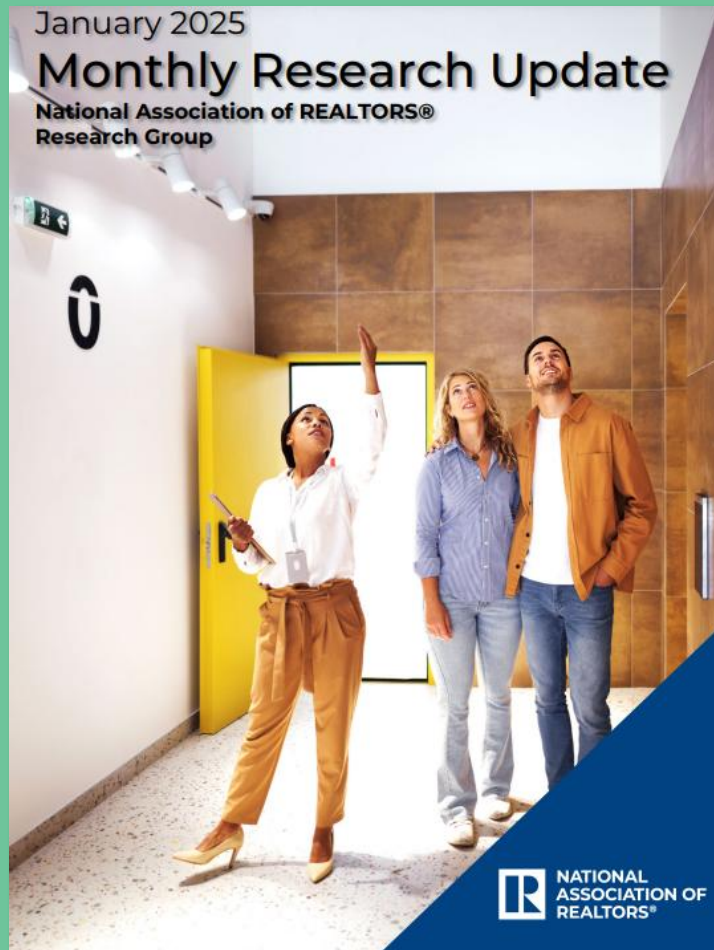
Multiplier of housing
related expenditures



New home
construction



Additional NAR Research Offerings



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

Monthly Research Update

Updated Monthly with All New Research:

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

Residential Real Estate Market Snapshot Report

January 2025

National Association of REALTORS®
Research Group



<https://www.nar.realtor/research-and-statistics/research-reports/residential-real-estate-market-snapshot>

Residential Real Estate Market Snapshot

Updated Monthly:

- Existing-Home Sales
- Pending Home Sales
- Interest Rates
- Inventory & Affordability
- New Construction
- GDP
- Inflation
- Consumer Spending
- Employment and Unemployment

Metro Market Statistics

NOW LIVE

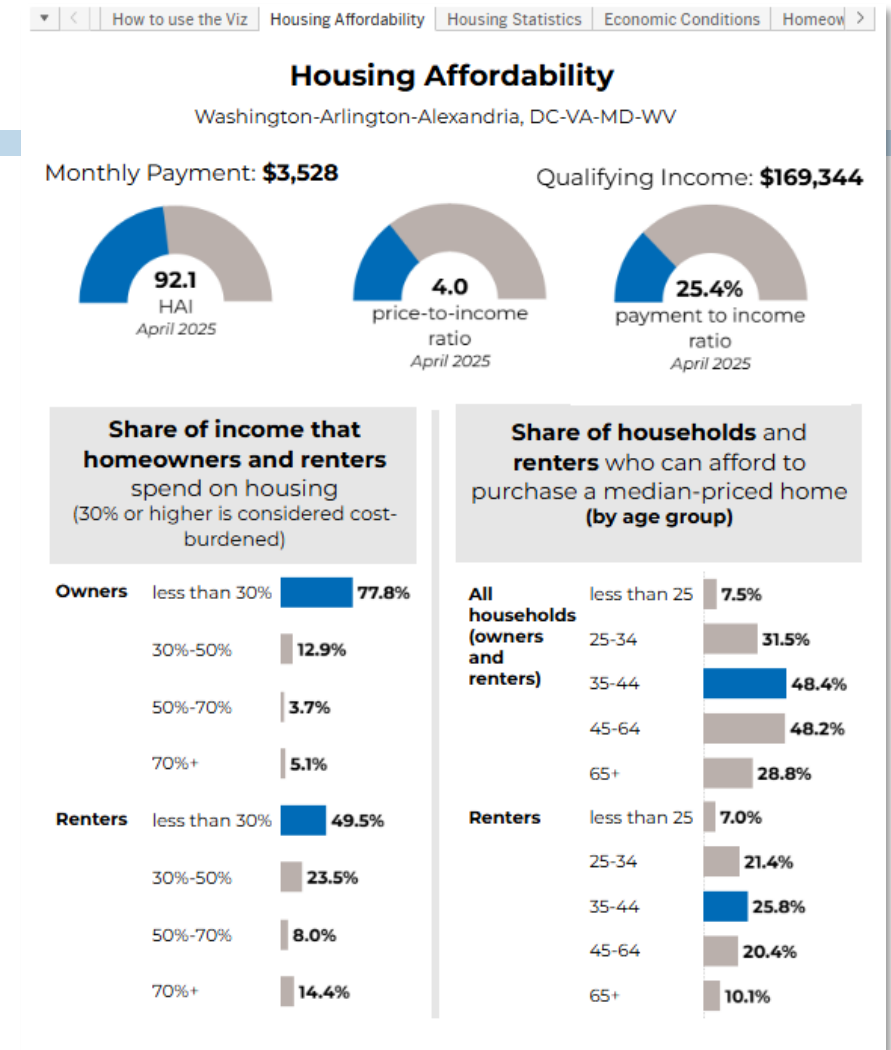
NAR Market Statistics Dashboard
gives REALTORS® exclusive
access to **monthly local data** on

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

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

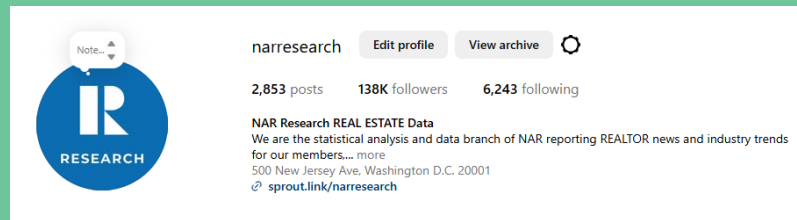


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<https://www.nar.realtor/research-and-statistics/housing-statistics/metro-market-statistics>





<https://linktr.ee/narresearch>

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 - X (formerly Twitter)
 - Facebook
 - LinkedIn
 - Instagram
 - Blue Sky coming soon
- Daily updates
- Latest reports, data, and analyses