

# REALTORS® CONFIDENCE INDEX SURVEY July 2021

National Association of REALTORS®  
Research Group



NATIONAL  
ASSOCIATION OF  
REALTORS®

# REALTORS® CONFIDENCE INDEX SURVEY

## Summary

The REALTORS® Confidence Index (RCI) survey gathers on-the-ground information from REALTORS® based on their real estate transactions in the month. This report presents key results about July 2021 market transactions.

Several metrics indicate that demand is cooling in a moderately strong market. With limited supply in the market, homes typically sold within 17 days (22 days one year ago). The REALTORS® Buyer Traffic Index decreased further from 71 in June to 64 in July (moderately strong conditions) while the REALTORS® Seller Traffic Index remains below 50 which is “weak” traffic compared to the level one year ago. On average, a home sold had more than 4 offers, for which remains unchanged from last month’s survey. REALTORS® expect home prices in the next three months to increase nearly 2% from one year ago compared to 4% outlook in last month’s survey. Respondents expect sales in the next three months to decrease 1% from last year’s sales level compared to the 1% outlook in last month’s survey.

The share of first-time buyers decreased in July towards 30% (31% in the prior month, 34% one year ago). Due to intense competition, the share of cash sales has increased to 23% from one year ago (16% one year ago) and the share of buyers making less than 20% down payment has increased from the prior month to 72% (77% one year ago).

The pandemic continues to impact how people live and work. A higher share of buyers, at 86%, purchased a property in a suburban, small town, rural, or resort area (85% one year ago).

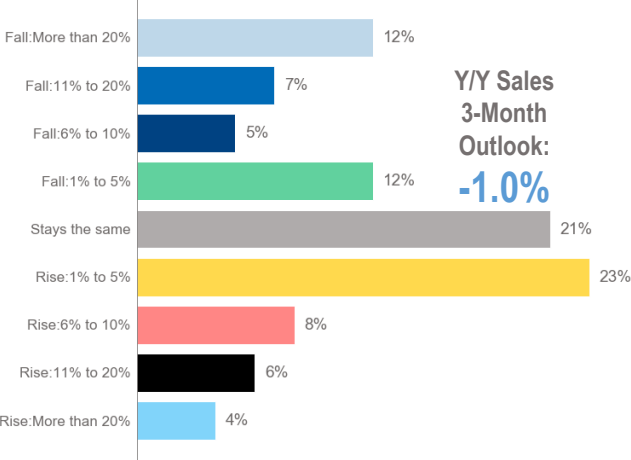
July 2021 REALTORS® Confidence Index Survey Highlights			
Key Market Indicators	Jul-21	Jun-21	Jul-20
RCI Buyer Traffic Index /1	64	71	71
RCI Seller Traffic Index /1	47	45	40
RCI Buyer Traffic Index: 3-Month Outlook /1	56	63	66
RCI Seller Traffic Index: 3-Month Outlook /1	51	53	46
Median days on market	17	17	22
Percent of properties sold in less than 1 month	89	89	68
First-time homebuyers, as percent of sales	30	31	34
Sales for non-primary residence use, as a percent of sales	15	14	15
Cash sales, as percent of sales	23	23	16
Distressed sales, as percent of sales	1	1	1
Market Outlook	Jul-21	Jun-21	Jul-20
Expected percent change in home sales in the next 3 months vs. same period one year ago	-1.0	1.2	-0.1
Expected percent change in home prices in the next 3 months vs. same period one year ago	1.6	3.8	1.7
Expected percent change in home prices in the next 12 months from current month	1.2	0.9	1.3
Percent of respondents who expect an increase in buyer traffic in next 3 months	30	39	46
Percent of respondents who expect an increase in seller traffic in next 3 months	27	32	24
Percent of respondents who had a potential buyer looking for work-from-home features (den, nook, etc.)	58	58	-
Percent of respondents who reported observing a higher share of clients who live in the city who want to purchase a property in the suburb or rural area	34	33	-
Other Market Indicators	Jul-21	Jun-21	Jul-20
Average number of offers received on the most recent sale	4.5	4.4	2.9
Percent of bid offers above the list price	50	55	-
Average number of clients taken on a home tour by agent	4.4	4.7	4.1
Average number of new listings in the month per agent	1.8	1.9	1.8
Percent of buyers who purchased in a suburban, small town, rural, or resort area	86	87	85
Percent of first-time buyers who put down less than 20% down payment	72	71	77
FHA loans as a percent of mortgage financing	14	12	18
Percent of buyers who purchased property based on virtual tour/showing/open house only	10	10	7
Percent of sellers who sold property based on virtual tour/showing/open house only	4	5	7
Percent of buyers who were renting before purchasing a home	39	43	46
Median days to close	30	30	30
Percent of contracts in the past 3 months that were terminated	5	6	6
Percent of contracts in the past 3 months that had delayed settlement	26	23	27

<sup>1</sup> An index greater than 50 means more respondents reported conditions as “strong” compared to one year ago than “weak.” An index of 50 indicates a balance of respondents who viewed conditions as “strong” or “weak.”

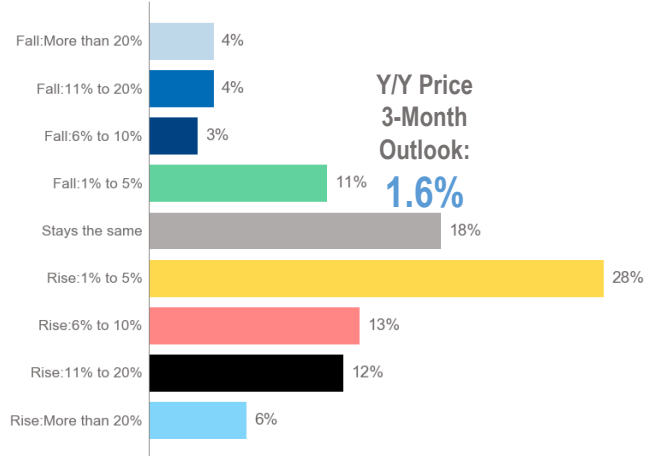
# REALTORS® CONFIDENCE INDEX SURVEY

## Realtors® Market Expectations

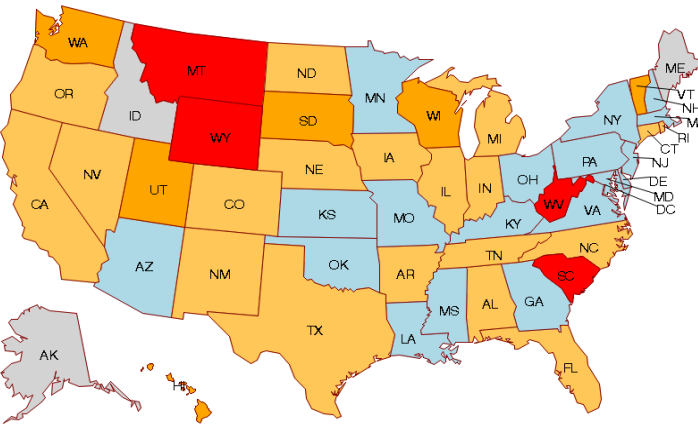
### SALES VOLUME: 3 MONTH OUTLOOK



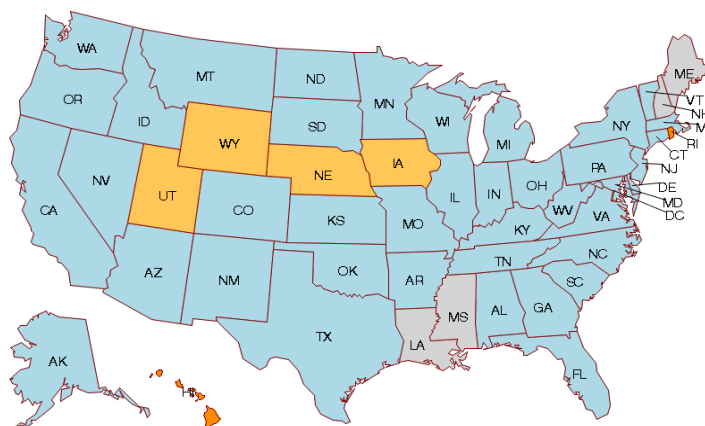
### PRICE EXPECTATIONS: 3 MONTH OUTLOOK



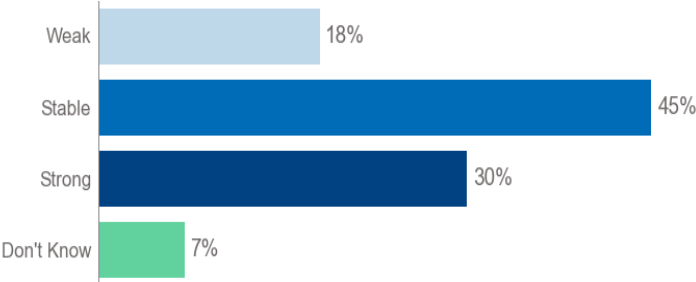
### REALTORS® MEDIAN EXPECTED PRICE CHANGE WITHIN THE NEXT 3 MONTHS. Y/Y PERCENT CHANGE



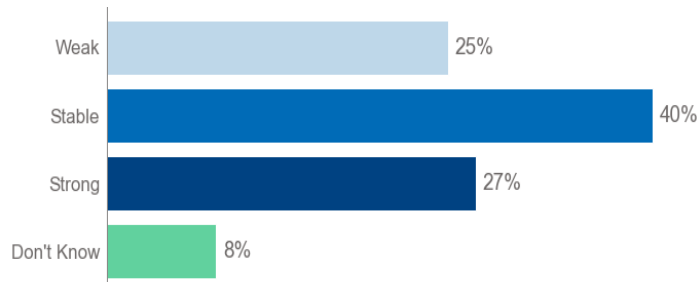
### REALTORS® MEDIAN EXPECTED SALES CHANGE WITHIN THE NEXT 3 MONTHS. Y/Y PERCENT CHANGE



### REALTORS® EXPECTATION ON BUYER TRAFFIC WITHIN THE NEXT 3 MONTHS



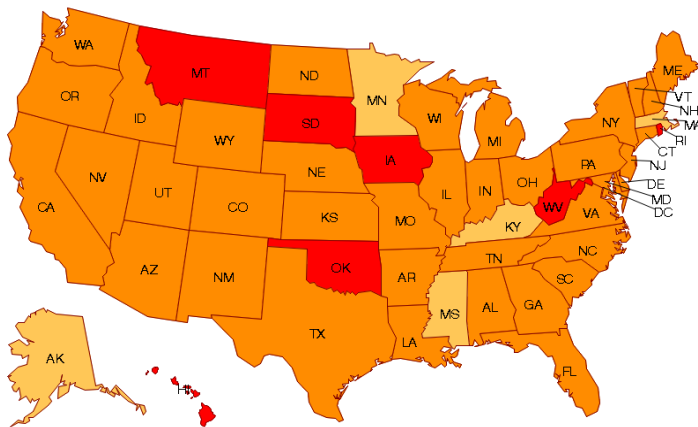
### REALTORS® EXPECTATION ON SELLER TRAFFIC WITHIN THE NEXT 3 MONTHS



# REALTORS® CONFIDENCE INDEX SURVEY

## Market Conditions

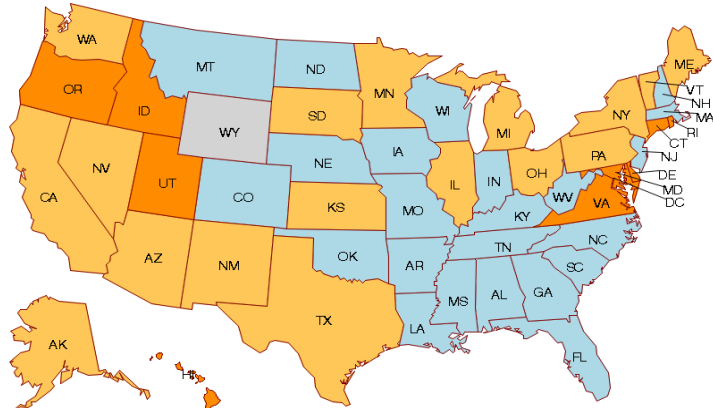
REALTORS® BUYER TRAFFIC INDEX



REALTORS® Buyer Traffic Index

Stable (45+ to 55) Moderately Strong (55+ to 75)  
Very Strong (75+)

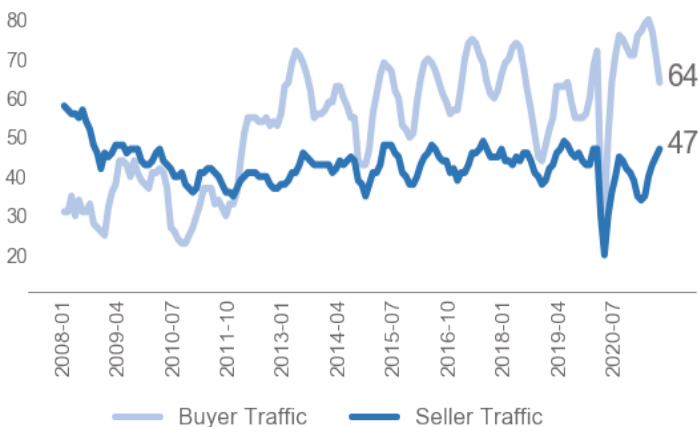
REALTORS® SELLER TRAFFIC INDEX



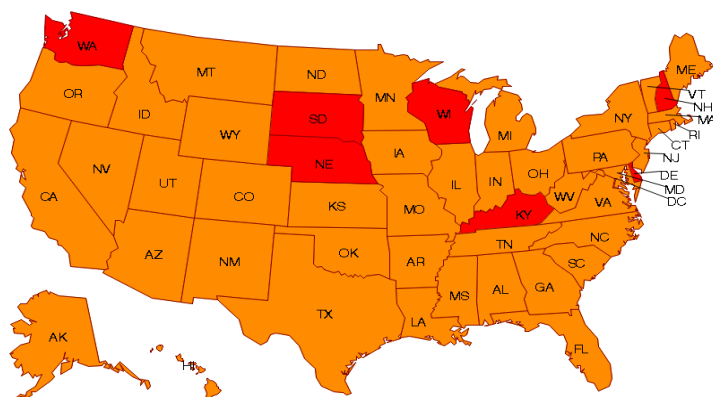
REALTORS® Seller Traffic Index

Very Weak (0 to 25) Weak (25+ to 45)  
Stable (45+ to 55) Moderately Strong (55+ to 75)

REALTORS® BUYER AND SELLER TRAFFIC INDICES



MEDIAN DAYS ON THE MARKET



Median Days on Market Reported by REALTORS®

Within 15 16 to 30

MEDIAN DAYS ON THE MARKET



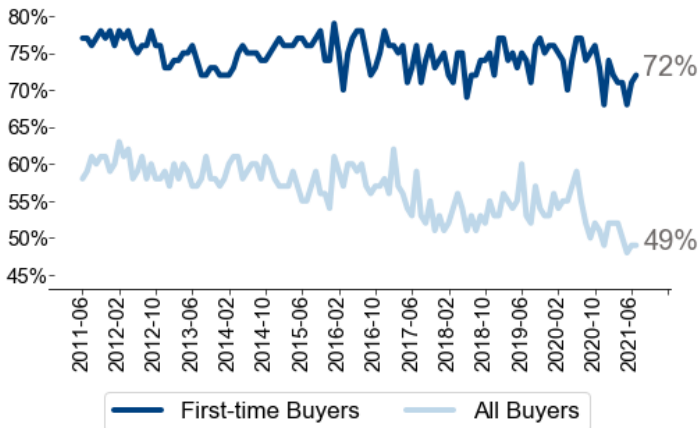
FIRST-TIME BUYERS AS PERCENTAGE OF RESIDENTIAL SALES



# REALTORS® CONFIDENCE INDEX SURVEY

## Market Conditions

NON-CASH BUYERS WHO PUT DOWN LESS THAN 20 PERCENT FOR DOWN PAYMENT



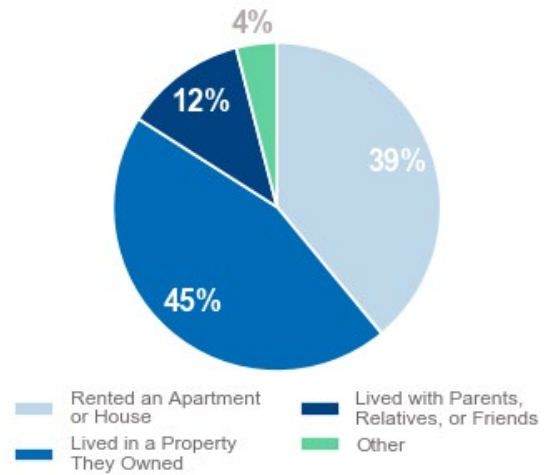
CASH SALES AS PERCENTAGE OF RESIDENTIAL SALES



DISTRESSED PROPERTY SALES BY PROPERTY TYPE



LIVING STATUS OF HOMEBUYERS At the Time of Purchase



AVERAGE NUMBER OF OFFERS RECEIVED ON THE MOST RECENT CLOSED SALE



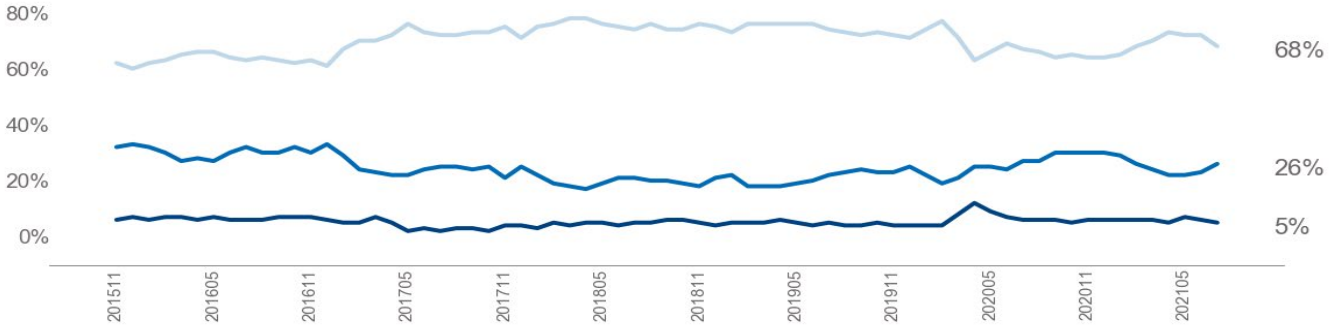
AVERAGE NUMBER OF CLIENTS TAKEN ON A HOME TOUR BY AGENT



# REALTORS® CONFIDENCE INDEX SURVEY

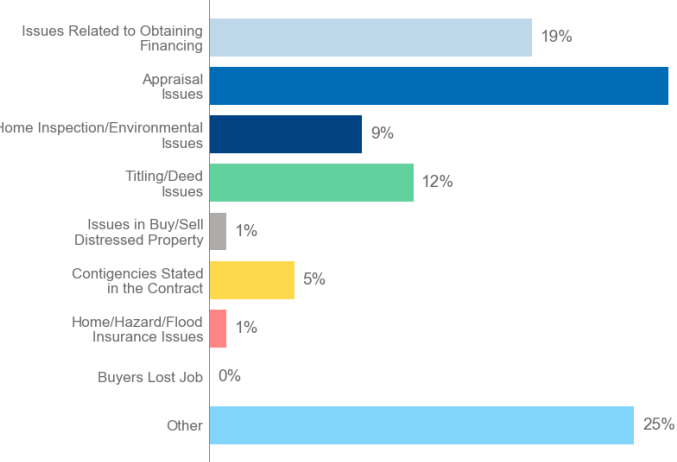
## Issues Affecting Buyers and Sellers

### CONTRACT SETTLEMENT

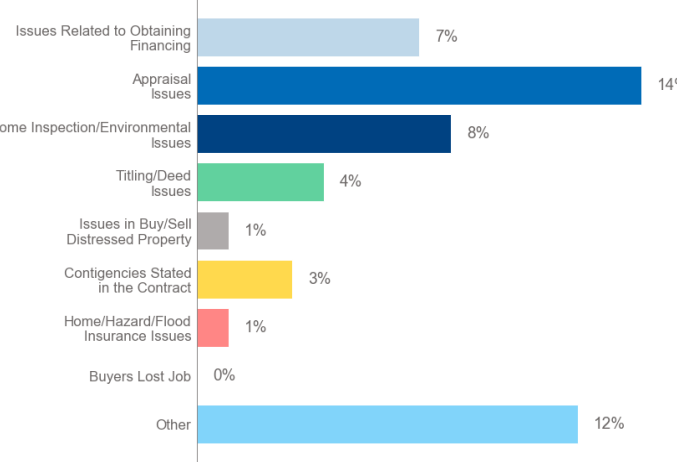


— Contract Was Settled on Time    — Contract Was Delayed but Eventually Went into Settlement    — Contract Was Terminated

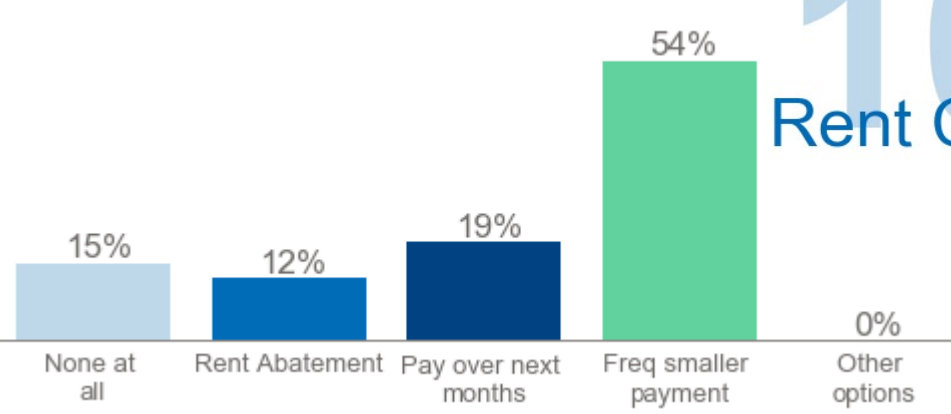
### PROBLEMS ENCOUNTERED FOR DELAYED CONTRACT



### PROBLEMS ENCOUNTERED FOR TERMINATED CONTRACTS<sup>1</sup>



### RENT OPTIONS OFFERED TO ASSIST RESIDENTIAL TENANTS



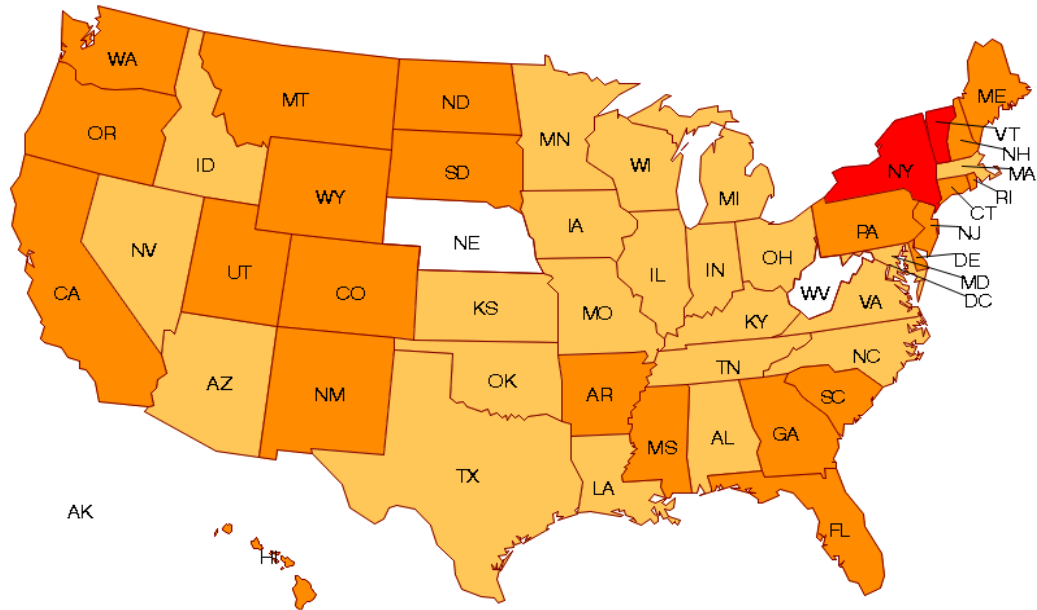
**100%**  
Rent Collected

<sup>1</sup> Multiple responses are allowed.

# REALTORS® CONFIDENCE INDEX SURVEY

## Issues Affecting Buyers, Sellers, and Renters

### REALTORS® PERCENT OF CITY BUYERS PURCHASING IN SUBURBS



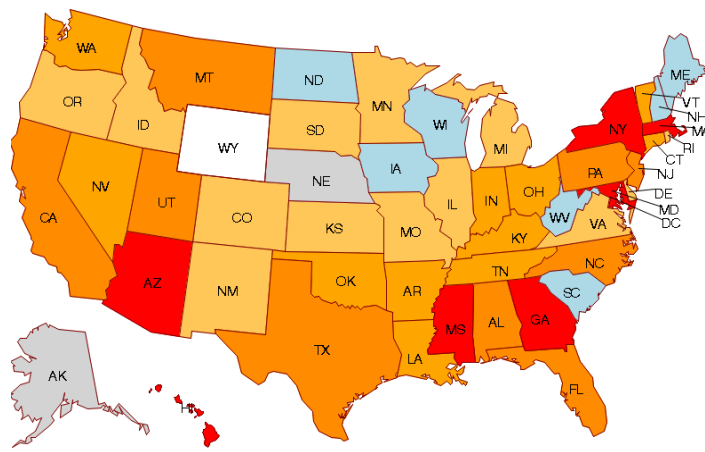
Percent of REALTORS® Respondents Who Reported Higher Share of City Buyers Purchasing in Suburbs

<=25%
  >25% to 50%
  >50% to 70%

### REALTOR® CONCERNS



### AVERAGE NUMBER OF OFFERS RECEIVED ON SOLD HOMES



Average Number of Offers Received on Homes Sold

1
  2
  3
  4
  5
  5+

# REALTORS® CONFIDENCE INDEX SURVEY

## About the *RCI Survey*

---

- The *RCI Survey* gathers information from REALTORS® about local market conditions based on their client interactions and the characteristics of their most recent sales for the month.
- The June 2021 survey was sent to 50,000 REALTORS® who were selected from NAR's more than 1.5 million members through simple random sampling and to 5,011 respondents in the previous three surveys who provided their email addresses.
- There were 2,793 respondents to the online survey which ran from August 2-9, 2021, of which 1,519 had a client. Among those who had a client, the survey's maximum margin of error for proportion estimates is two percent at the 95 percent confidence level. The margins of error for subgroups are larger.
- NAR weights the responses by a factor that aligns the sample distribution of responses to the distribution of NAR membership.

The *REALTORS® Confidence Index* is provided by NAR solely for use as a reference. Resale of any part of this data is prohibited without NAR's prior written consent. For questions on this report or to purchase the RCI series, please email: [Data@realtors.org](mailto:Data@realtors.org)

### Follow NAR Research on:



[https://twitter.com/nar\\_research](https://twitter.com/nar_research)



<https://www.facebook.com/narresearchgroup>



<https://www.pinterest.com/narresearch/>



<https://instagram.com/narresearch/>



# REALTORS® CONFIDENCE INDEX SURVEY



**NATIONAL  
ASSOCIATION OF  
REALTORS®**

The National Association of REALTORS®, “The Voice for Real Estate,” is America’s largest trade association, representing 1.4 million members, including NAR’s institutes, societies and councils, involved in all aspects of the real estate industry. NAR membership includes brokers, salespeople, property managers, appraisers, counselors and others engaged in both residential and commercial real estate.

The term REALTOR® is a registered collective membership mark that identifies a real estate professional who is a member of the National Association of REALTORS® and subscribes to its strict Code of Ethics.

Working for America’s property owners, the National Association provides a facility for professional development, research and exchange of information among its members and to the public and government for the purpose of preserving the free enterprise system and the right to own real property.

## **NATIONAL ASSOCIATION OF REALTORS®**

### **RESEARCH GROUP**

The Mission of the National Association of REALTORS® Research Group is to collect and disseminate timely, accurate and comprehensive real estate data and to conduct economic analysis in order to inform and engage members, consumers, and policymakers and the media in a professional and accessible manner.

### **RCI Lead Team**

Lawrence Yun, PhD, Chief Economist and Senior Vice President of Research  
 Gay Cororaton, Senior Economist and Director of Housing and Commercial Research  
 Brandon Hardin, Research Economist  
 Anna Schnerre, Research Associate, Business Insights  
 Meredith Dunn, Research Manager

## **NATIONAL ASSOCIATION OF REALTORS®**

Research Group  
 500 New Jersey Avenue, NW  
 Washington, DC 20001  
 202-383-1000  
[data@realtors.org](mailto:data@realtors.org)

©2021 National Association of REALTORS®

All Rights Reserved.

May not be reprinted in whole or in part without permission of the National Association of REALTORS®.

For reprint information, contact [data@realtors.org](mailto:data@realtors.org).