

Help finding the right home was what buyers wanted most when choosing an agent at 52%.

41% of buyers used an agent that was referred to them by a friend, neighbor, or relative.

90% of buyers would use their agent again or recommend their agent to others.

75% of recent sellers contacted only one agent before finding the one they worked with to sell their home.

66% of sellers found their agent through a referral from a friend, neighbor, or relative.

70% said that they would recommend their agent for future services.

Finding a Home

44%

The first step 44% of recent home buyers took in the home buying process was to look online at properties for sale.

87%

87% of recent buyers found their real estate agent to be a very useful information source.

10

Buyers typically searched for 10 weeks and looked at a median of 9 homes.



Aspiring Buyers

57%

57% of non-owners believe it would be at least somewhat difficult to become a homeowner based on their current financial situation.

78%

78% of non-owners believe homeownership is a good financial decision.

75%

Non-owners believe homeownership is part of their American Dream, at 75%.



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Highlights: 2019 Profile of Home Buyers and Sellers



Home Buyers

33%

33% of recent home buyers were first-time home buyers.

47

The typical home buyer was 47.

89%

89% of buyers recently purchased their home through an agent or broker.

29%

29% of buyers' primary reason for buying was the desire to own their own home.

Home Sellers

57

The typical home seller was 57.

89%

89% of sellers worked with a real estate agent to sell their home.

34%

34% of sellers offered incentives to attract buyers.

99%

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



Working with a REALTOR®

Home Buyers



Home Sellers

