

5 Real Estate Statistics

Your Clients Need to Know for 2021

There's strength in statistics! Keep your clients confident and informed by sharing these five key data points about the real estate market while also supplying context.

Inventory Levels*



Total inventory:

1.23 MILLION UNITS¹

Unsold inventory:

2.5-MONTH SUPPLY¹



Context: This indicates how much housing supply is on the market and how long it would take to sell every listing. Currently, the market favors sellers, since inventory is low and demand outweighs supply.

Home Prices*



Median existing-home price:

\$350,300¹
+ 23.6%
year-over-year¹



Context: Prices are at record highs, increasing due to tight inventory and high buyer demand. Once new homes hit the market, prices will begin to level off.

Days on the Market*



Homes typically spend:

17 DAYS on the market.¹

89% of homes sold are on the market for less than a month.¹



Context: Buyers in this market must be prepared to compete. Sellers should remember that despite this quick turnaround, an overpriced property will take longer to sell.

Home Offers*



5 Average number of offers on recent closed sale.²

In September 2020:

3 OFFERS³

54%
OF OFFERS



were above asking price.

Context: This data demonstrates how competitive the marketplace is. Multiple offers are the current new normal, giving buyers less flexibility when they put in a bid.

Buyer's Search**



Home buying process: In 2020:

96 DAYS⁴

91 DAYS⁴

Average number of homes toured: **14**⁴



Context: While things are quick for sellers, buyers have a longer road ahead in this competitive environment. It is unlikely that they will score the first house they visit.

For regular access to well-researched, professionally-designed real estate reports and statistics to share with clients, check out Buffini & Company **Referral Maker**[®] **PRO** Membership.

*As of May 2021 **As of March 2021

SOURCES: 1. "Existing-Home Sales Experience Slight Skid of 0.9% in May," National Association of REALTORS[®], June 2021.

2. "REALTORS Confidence Index Survey May 2021," National Association of REALTORS[®], June 2021.

3. "REALTORS Confidence Index Survey September 2020," National Association of REALTORS[®], October 2020.

4. Lily Katz, "The Trials of a 2021 Homebuyer: More Money, More Competition and More Home Tours," Redfin, March 2021.

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