

Presented By:

David Clapp











# Real Estate and Economic Outlook Midyear NAR Forecast Summit

July 22, 2024

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Chief Economist

National Association of REALTORS®

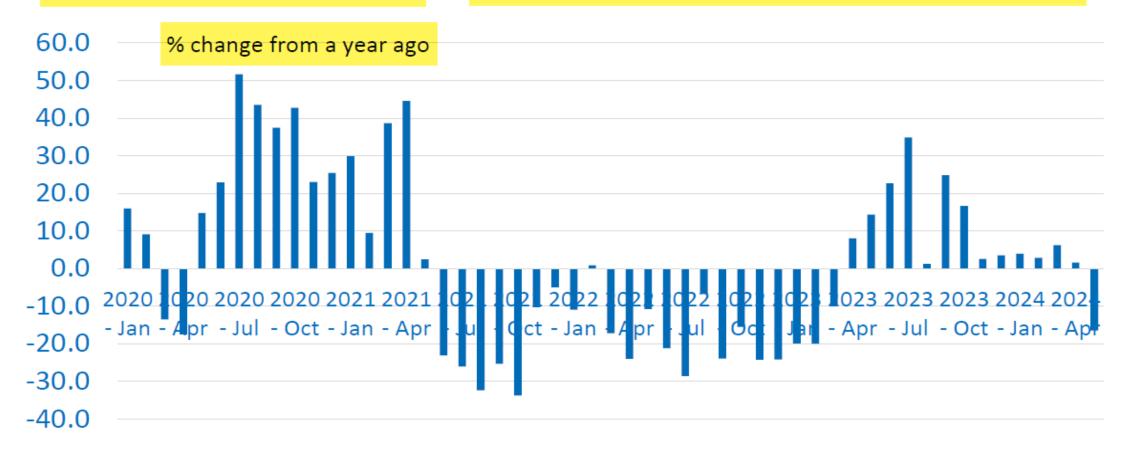


#### Existing Home Sales ... Still down from a year ago





#### New Home Sales ... Mostly up in recent months





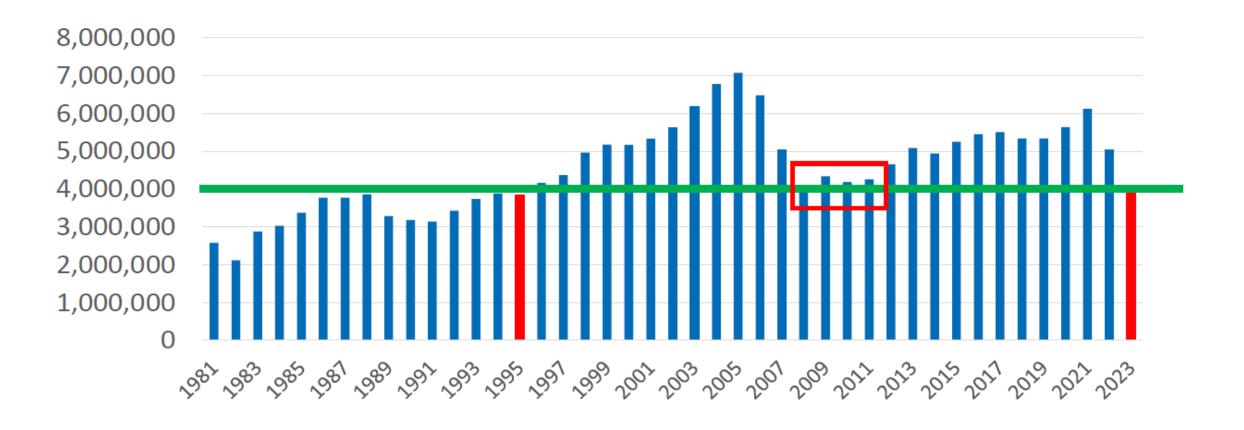
#### 3 years before and after Covid: Existing vs. New Sales

Year	Existing Home Sales	New Home Sales
2017	5.51 m	613 k
2018	5.34 m	617 k
2019	5.34 m	683 k
2020	5.64 m	822 k
2021	6.12 m	771 k
2022	5.03 m	641 k
2023	4.09 m	666 k
2024 so far	Same as last year	Same as last year

Source: NAR and Census

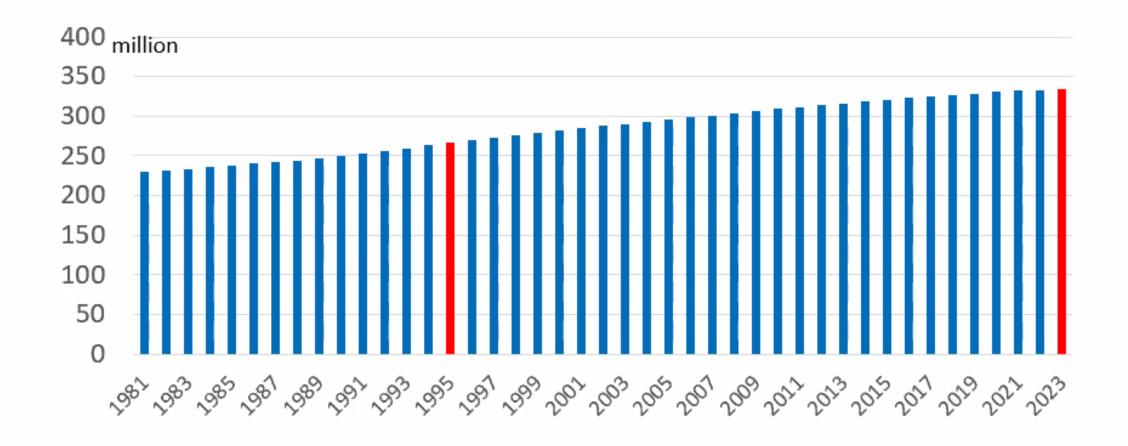


#### **Annual Existing Home Sales: Worst Year since 1995**



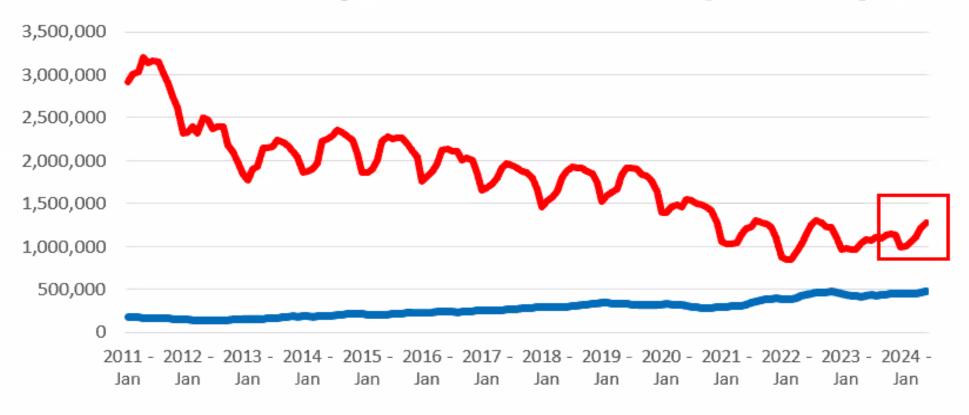


#### U.S. Population ... 70 million more people





#### Inventory of Existing Homes Finally Turning Up Inventory of New Homes Up and Up





# Delayed Sellers Cannot Wait Longer What happened over 2 years ... lock-in effect to be less strong over time

- 7 million new-born babies
- 3 million marriages
- 1.5 million divorces
- 7 million turn 65 years old
- 4 million deaths
- 6 million net new jobs
- T50 million job switches

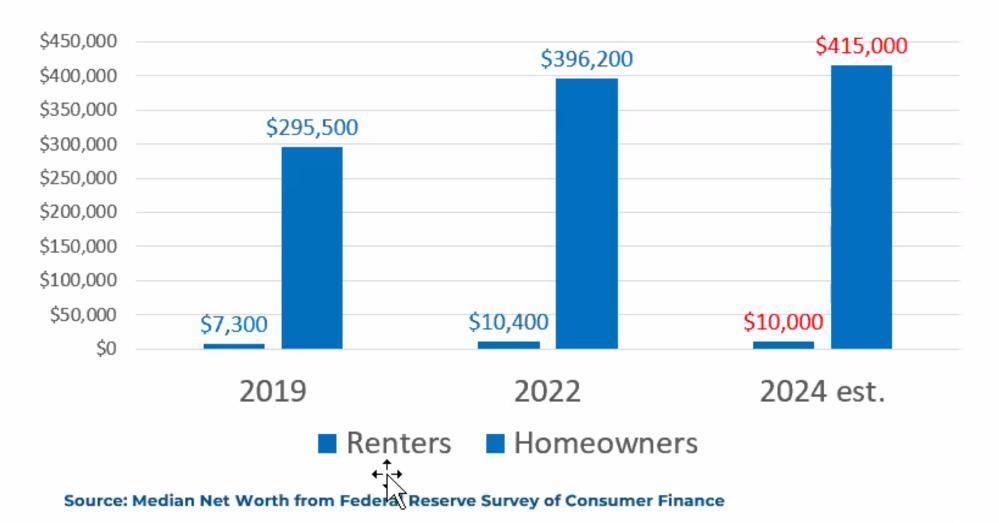


# The Larger Price Cuts the Longer the Days on Market (June 2024)

Days on Market	Price cut on Pending	Price cut on Closing	
0 to 14	4.0%	4.8%	
15 to 21	4.1%	5.3%	
22 to 30	4.3%	5.9%	
31 to 60	4.9%	6.8%	
61 to 90`	6.0%	8.3%	
91 to 120	6.9%	9.6%	
120 +	9.1%	12.2%	



#### **Wealth Comparison between Owners and Renters**



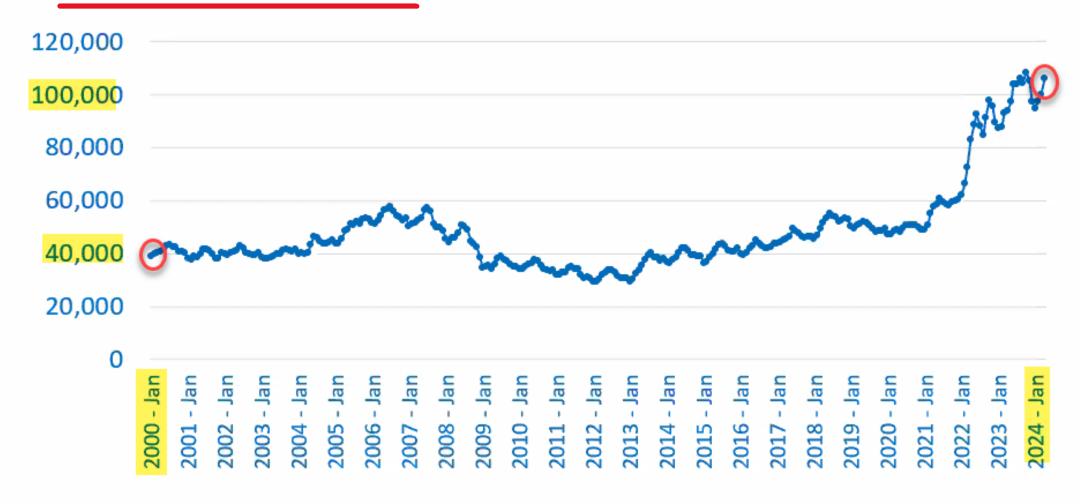


#### **Monthly Payment** to Buy Median Priced Home



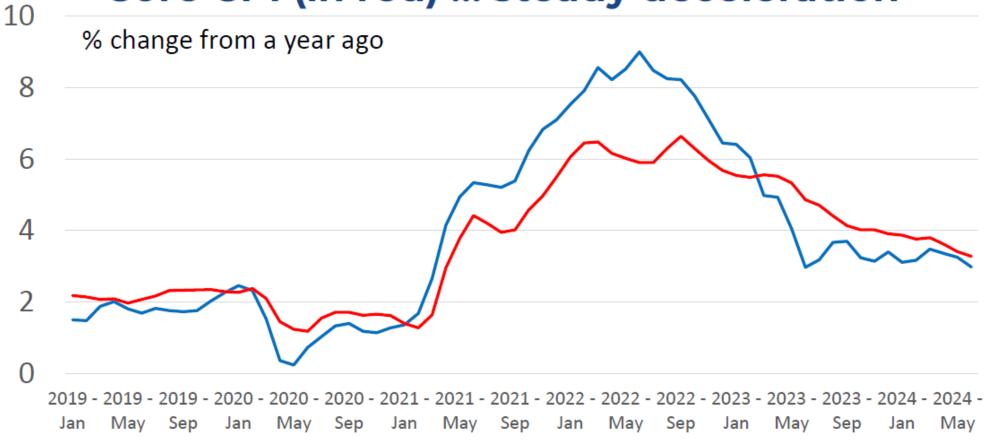


#### **Income Required** to Buy Median Priced Home





# Fed is waiting for CPI to reach 2% CPI ... 3.0% in June Core CPI (in red) ... steady deceleration



Source: BLS



#### **Upcoming Rent Growth should be Calmer**

**Future CPI should be Calmer** 

The Fed can cut interest rates ... 6 to 8 rounds

But

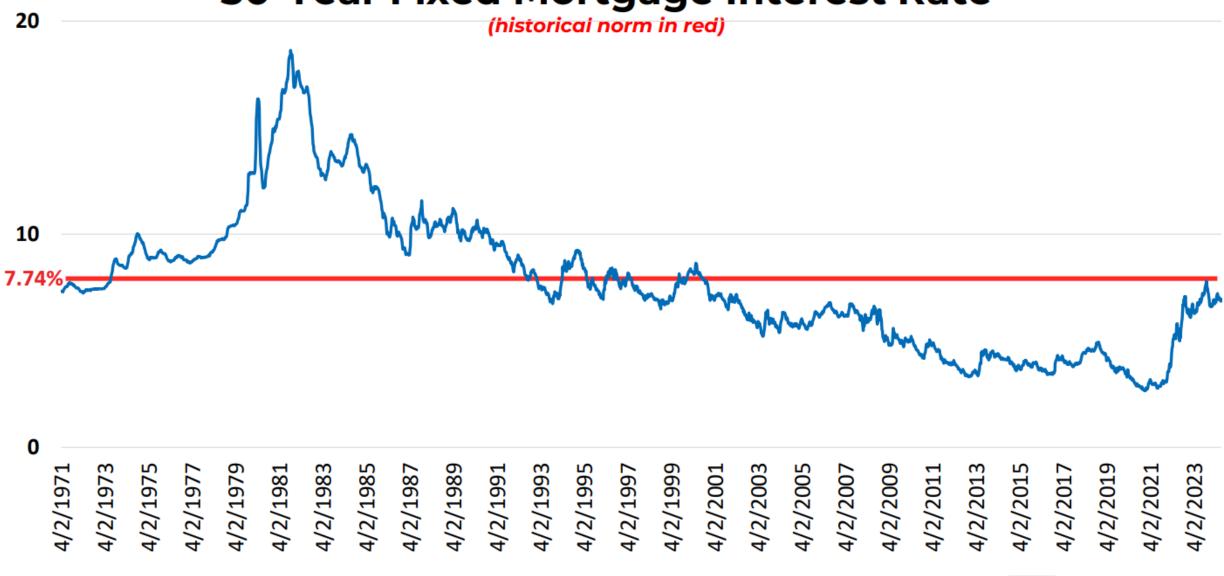
Further Pivot could be limited by Budget Deficit

Future Rent (in 2-3 years) could accelerate





#### **30-Year Fixed Mortgage Interest Rate**



Source: Freddie Mac <a href="https://www.freddiemac.com/pmms">https://www.freddiemac.com/pmms</a>



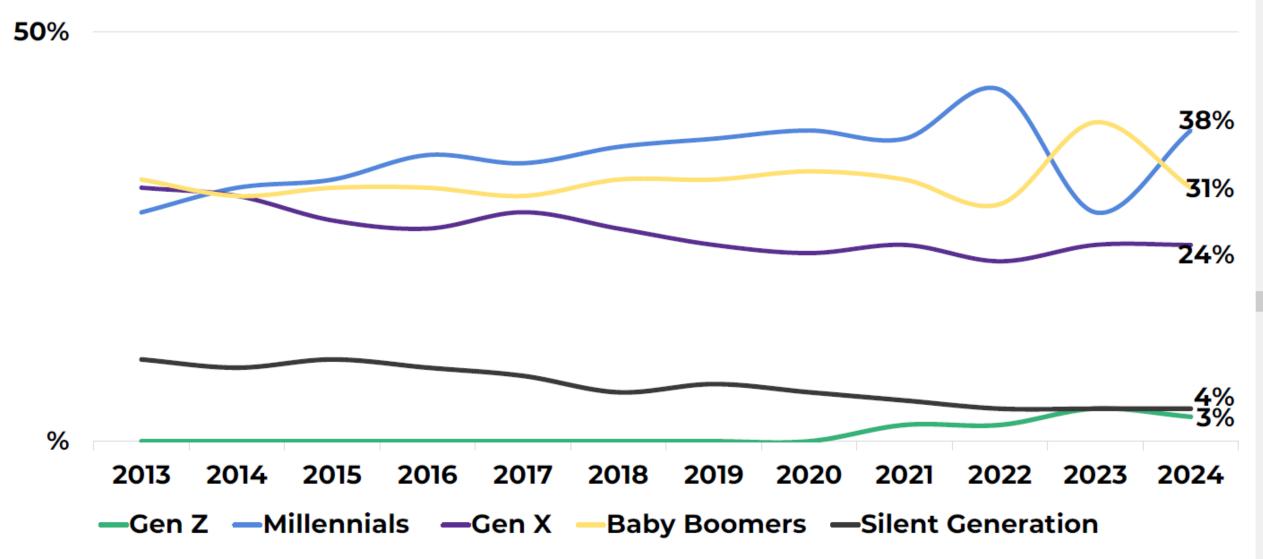
#### Share of Built for Rent Among All Single-Family Housing Starts 1974-2023



Source: NAR Analysis on Census The Survey of Construction



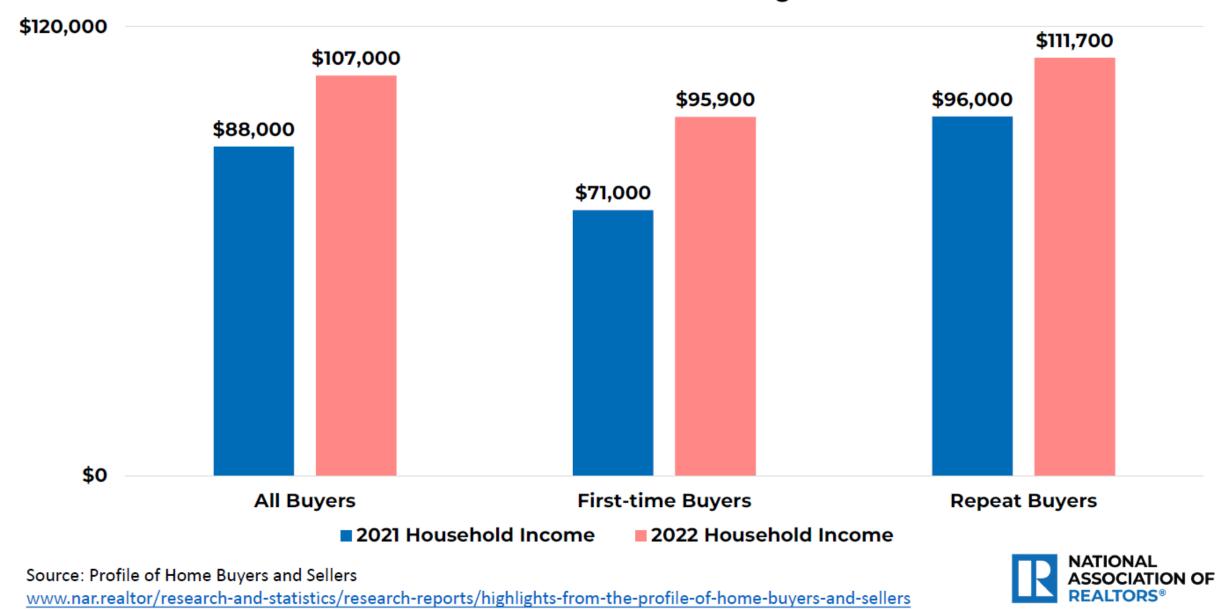
#### Millennials Overtake Baby Boomers Again



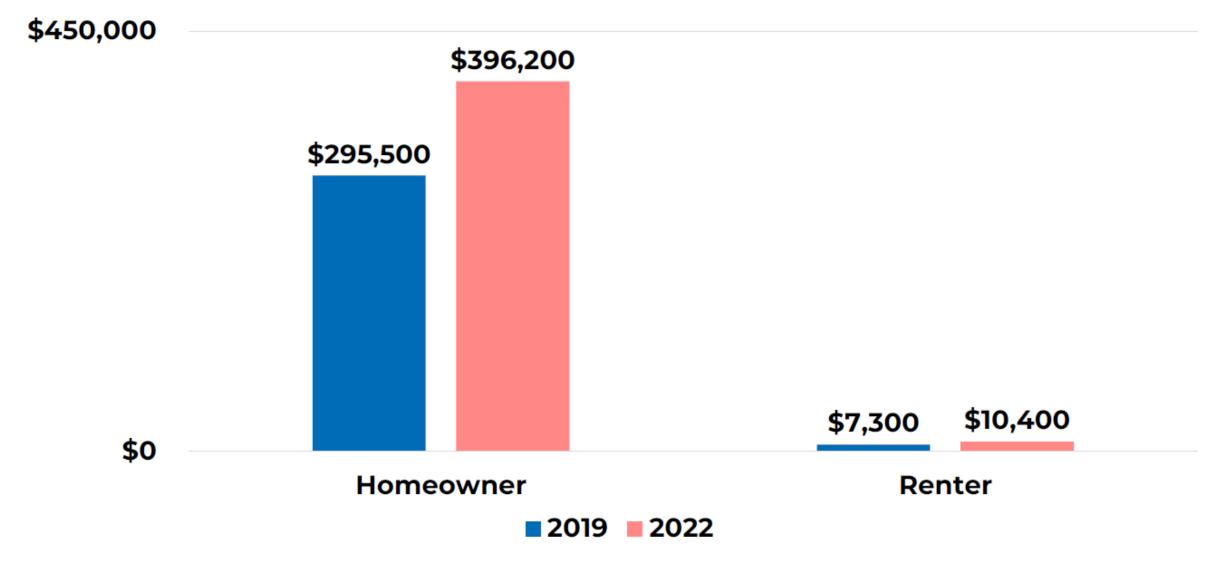
Source: Home Buyers and Sellers Generational Trends <u>www.nar.realtor/research-and-statistics/research-reports/home-buyer-and-seller-generational-trends</u>



#### **Income of Home Buyers**

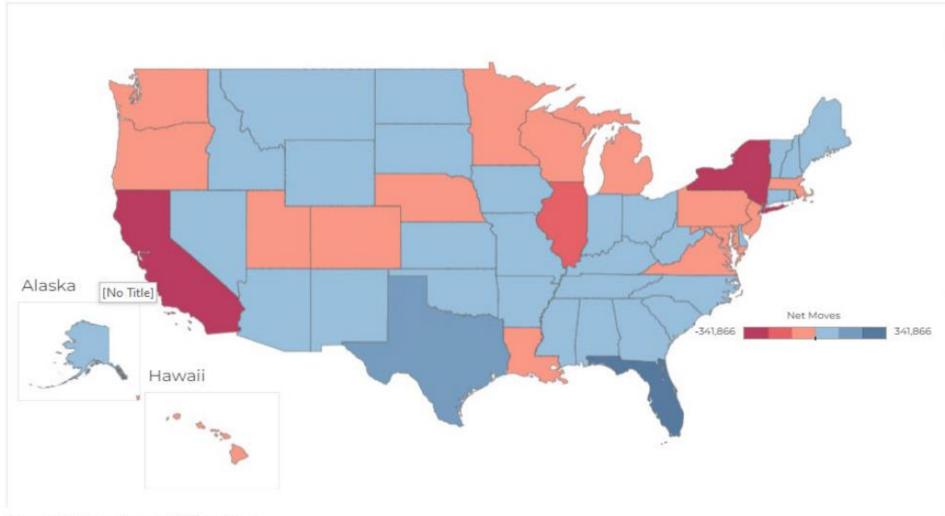








#### Domestic Net Migration, 2022



Sources: U.S. Census Bureau, NAR Calculations

#### Top 10 States with Positive Net Migration

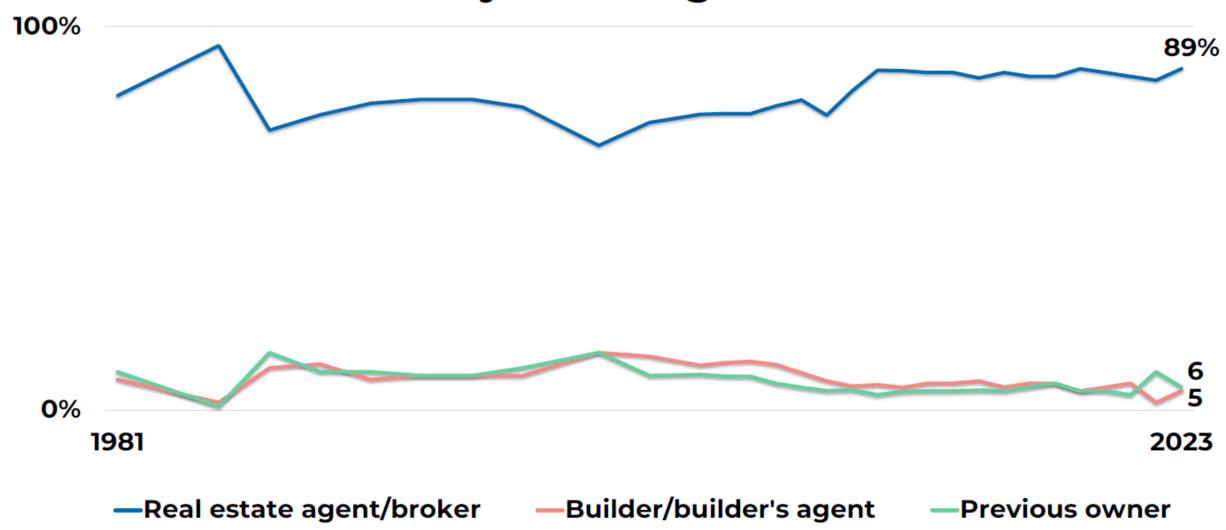
Florida	249,064
Texas	174,261
North Carolina	82,160
Arizona	77,995
Georgia	74,520
South Carolina	65,309
Connecticut	56,582
Tennessee	43,300
Alabama	36,369
Oklahoma	32,006

#### Top 10 States with Negative Net Migration

California	-341,866
New York	-244,137
Illinois	-115,719
New Jersey	-92,083
Maryland	-65,622
Massachusetts	-43,567
Louisiana	-30,567
Oregon	-29,370
Utah	-17,949
Pennsylvania	-15,999



#### **Buyer Use Agents**

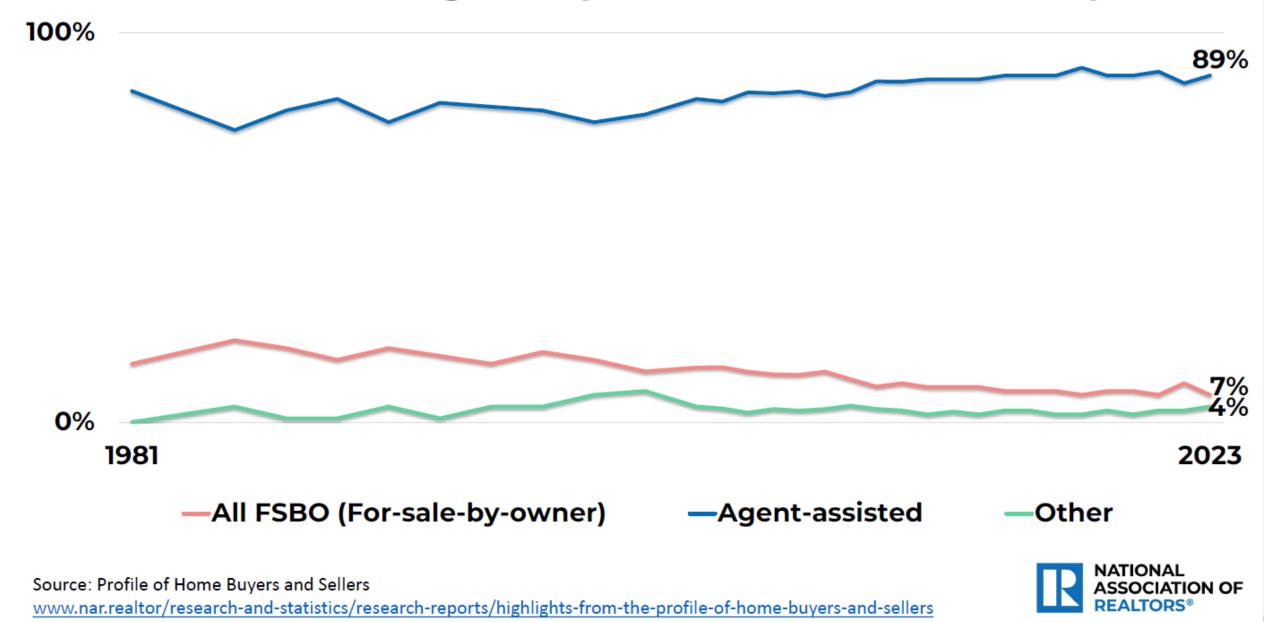


Source: Profile of Home Buyers and Sellers

 $\underline{www.nar.realtor/research-and\text{-}statistics/research-reports/highlights\text{-}from\text{-}the\text{-}profile\text{-}of\text{-}home\text{-}buyers\text{-}and\text{-}sellers}$ 



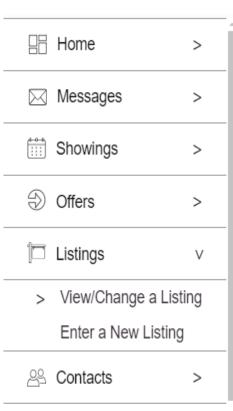
#### Sellers Use Agents (Full-Service Even More)





#### Real-Time Availability

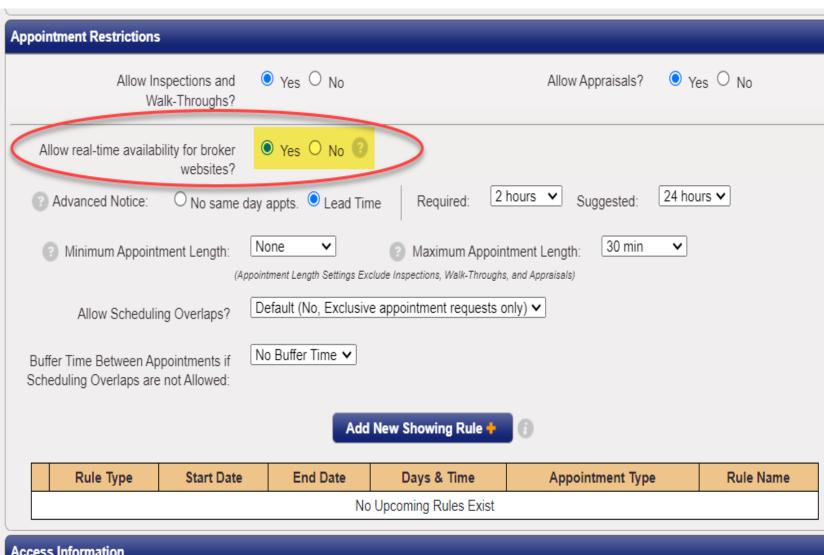


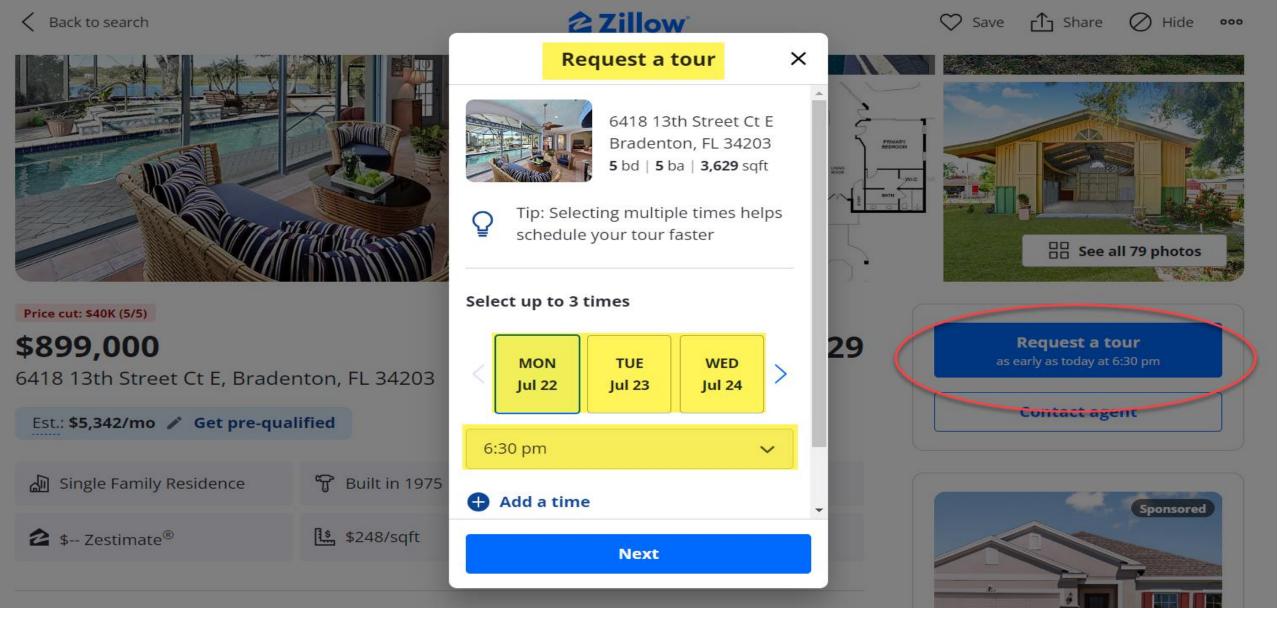


Feedback

>







"the agent name" requested an appointment using ShowingTime Appointment Center Plus

Notice "ShowingTime Appointment Center Plus"





Our records indicate that one or more of your listings mention compensation/concession. Stellar MLS will remove all fields related to compensation and the data contained in those fields as part of the mandatory requirement to remove all mentions of compensation in Matrix. Compliance with the rules and the requirements of the NAR Settlement ensures protection for not only Stellar MLS but each of our agents and brokers. To complete our compliance efforts, we need your diligent attention to manage changes on your listings that reference compensation in open text fields.

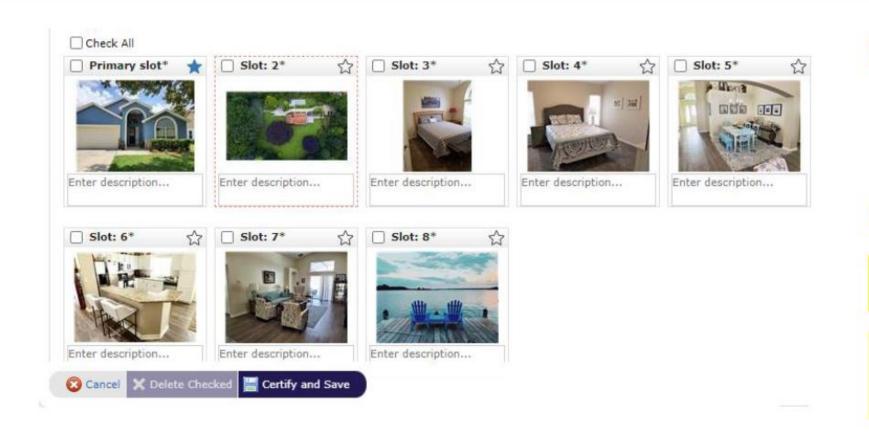
- Brokers and agents, please be sure to remove all mentions of compensation and commission from Public and Realtor Remarks, Driving Directions, Showing Comments, photos, attachments, and any other free-flow text field in Matrix.
- Please note that failure to remove all mentions of compensation and commission from your listing(s) before August 6, 2024, will result in an automatic \$500 fine for first-time offenders and possible account suspension.

## Listing Photos | Media Privacy

- ✓ APPLIES to OFF-MARKET PROPERTIES
- ✓ Listing Agent / Broker selects one photo that will remain visible outside the MLS.
- ✓As an MLS subscriber, you will have access to ALL photos in the MLS through Matrix. This media privacy setting is only for offmarket properties visible to the public!



## Matrix Media Privacy - Photos



By default, the photo in the primary slot will be the photo selected for external exposure after the property goes off the market.

This External Photo may be changed by clicking the star in the top right corner of the photo. This needs to be done BEFORE the property goes off market.

Only one photo may be selected and must adhere to the rules and regulations.

## **Attachments**

#### 3 Options:

#### Public -

Visible inside and outside of Stellar MLS even when Property is off market

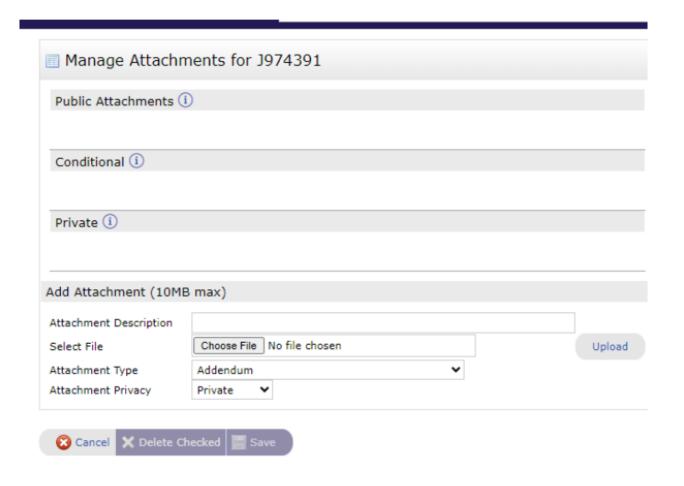
#### Private -

Only visible to Stellar MLS users, no public visibility

#### Conditional -

Will be public, visible inside and outside Stellar MLS, until the property goes off market then move to private, only visible to Stellar MLS Subscribers

## **Attachments**



Adding Attachments to a Listing:

- Attachments default to private status.
  - Only visible to customers of the MLS.
- •To make attachments visible outside the MLS:
  - Listing agent must select "public."
  - Attachments remain visible after the property goes off market
- To make attachments public-facing while on market and private after:
  - Listing agent selects the conditional option.
  - Only available to Stellar MLS subscribers.

#### **Future-Focused: Seller Concessions in Matrix**

July 11, 2024

By now, you have likely heard the term **concession**. But what exactly does this mean for you as a Stellar MLS customer?

Concessions refer to financial contributions made by the seller to cover some of the buyer's costs in a real estate transaction. Concessions may include, but are not limited to, closing costs, appraisal fees, and inspection fees.

#### **New Concession Fields in Matrix**

On July 23, 2024, Stellar MLS will launch new optional Seller Concession fields in Matrix, allowing sellers to disclose concessions towards closing costs to buyers.

#### Firm Facts About Concession Fields

- Concession fields are optional. You can select Yes or No or leave it blank.
- Concession fields are not a replacement for compensation fields and cannot be used to disclose compensation. They are another alternative for you to communicate and understand transaction costs effectively.
- The new concession fields are not to be used to disclose compensation information. Any violation of this rule after August 6, 2024, will result in an automatic \$500 fine for first offenders.
- Concessions fields in the MLS will not be searchable and cannot be added to saved searches or a search grid.

MEDIA Published July 17, 2024 8:30am EDT

# Florida dominates list of best cities for first-time homebuyers while California sinks to the bottom

New WalletHub study ranks best US real estate markets for first-time homebuyers

"Florida cities generally offer better affordability, more attractive real estate markets and a higher quality of life, making them more favorable for first-time homebuyers. In contrast, California cities face challenges such as higher living costs, real estate taxes, and potentially less favorable quality of life metrics, making homeownership less accessible for first-time buyers in the state," Happe explained.



A new WalletHub study ranked the best and worst cities for first-time homebuyers in the U.S. (Fox News)



or similar properties that the Buyer is seeking.

#### BUYER REPRESENTATION AGREEMENT

/ W	'e("Buyer") hereby engage and grants
oca oelo	<b>E/MAX Alliance Group</b> ("Broker") the sole and exclusive right to work with represent the Buyer for the purpose of ting, touring, negotiating, and securing the acquisition of residential real property in the State of Florida as described w. Acquisition includes any purchase, option, exchange, lease or other acquisition of ownership or equity interest in real perty.
1.	<b>Term:</b> This Agreement shall begin on, 20 and will automatically end at 11:59 p.m. on, 20 ("Term"). However, the Term shall be automatically extended until closing or termination of <u>Purchase</u> Contract if Buyer is in a pending transaction at the end of the Term.
2.	
	In the geographic area(s) of:
3.	Broker's Duties: Broker will exercise good faith efforts to: 1) locate and present suitable properties to Buyer; 2)

prepare, negotiate, and secure a contract to purchase a suitable property; and 3) cooperate with any real estate licensee working with a seller to facilitate and complete the purchase of the property. Buyer acknowledges and consents to

Broker working with other potential buyers that may consider, make offers on, or seek to acquire an interest in the same

- 4. **Buyer's Duties**: Buyer agrees to work exclusively with Broker and its associate(s) (and not with any other real estate broker, licensee, or seller) for the purpose of acquiring suitable real property during the term of this Agreement. Buyer agrees to: 1) if financing, obtain pre-qualification or pre-approval from a lender prior to viewing properties; 2) read the terms of any purchase and sale agreement and any other document(s) Buyer may sign and comply with the obligations and deadlines contained therein; 3) inspect the physical condition of the property and notify Broker in writing of any unacceptable conditions relating to the property; 4) if financing, use diligent efforts to obtain loan approval; and 5) consult with appropriate professionals regarding any legal, tax, environmental, engineering, foreign reporting requirements or any other specialized advise. Buyer is not under any obligation to purchase a property at any time during the term of this Agreement. 6) Buyer will bring to the attention of Broker any available properties that Buyer may become aware of, and have an interest in. 7) Buyer will at first opportunity advise an owner or real estate licensee that Buyer is working with and represented exclusively by Broker.
- 6. **Exclusion of Properties:** If this box is checked \_\_\_\_\_ Buyer authorizes Broker to NOT show them Properties where there is no brokerage/builder offer of compensation, or there is no reasonable expectation that the Buyer's Broker compensation can be negotiated to be paid by the Seller. Buyer Initials \_\_\_\_\_\_

	that unlawfully discriminates on the basis of race, color, religion, sex, handicap, familial status, country of national origin or any other category protected under federal, state, or local law.
10.	Broker will act as a Transaction Broker. Broker will deal honestly and fairly, will account for all funds; will use skill, care, and diligence in the transaction; will disclose all known facts that materially affect the value of the residential property which are not readily observable to the Buyer; will present all offers and counter offers in a timely manner unless directed otherwise in writing; and will have a limited confidentiality with Buyer unless waived in writing.  Broker will act as a Single Agent with Consent to Transition to a Transaction Broker. Buyer must execute the separate Single Agent Disclosure with Consent to Transition to Transaction Broker.
11.	Additional Terms:

9. Fair Housing: Broker adheres to the principles expressed in the Fair Housing Act and will not participate in any act.

- 12. **Dispute Resolution:** Any controversy or claim arising out of or relating to this Agreement shall be settled by first discussing the matter with a Managing Broker of RE/MAX Alliance Group, if not resolved, next than by litigation. Each party shall be responsible for their own costs, including mediation and legal fees. If litigation arises out of this Agreement, the prevailing party shall be entitled to recover from the non-prevailing party costs and fees including reasonable attorney's fees incurred in conducting the litigation.
- 13. **Modifications:** This Agreement cannot be changed except by written agreement signed by both parties. Electronic signatures will be acceptable and binding.

BY SIGNING THIS AGREEMENT, THE BROKER AND BUYER ACKNOWLEDGE THEY HAVE READ, UNDERSTAND AND AGREE TO BE LEGALLY BOUND BY THE TERMS AND PROVISIONS CONTAINED HEREIN.

BUYER	DATE
Address:	Zip
Email:	Mobile #
BUYER	DATE
Address:	
Email:	Mobile #
Authorized Associate or Broker	DATE
Email:	Mobile #



#### BUYER REPRESENTATION AGREEMENT

I/W	'e("Buyer") hereby engage and grant
to R	E/MAX Alliance Group ("Broker") the sole and exclusive right to represent the Buyer for the purpose of locating
touri	ing, negotiating, and securing the acquisition of real property in the State of Florida as described below. Acquisition
inch	ides any purchase, option, exchange, lease or other acquisition of ownership or equity interest in real property.
1.	Term: This Agreement shall begin on, 20and will automatically end at 11:59 p.m. on
	20("Term"). However, the Term shall be automatically extended until closing or termination of <u>Purchase</u> Contract
_	if Buyer is in a pending transaction at the end of the Term.
2.	Property: Any real property introduced to Buyer by Broker shall be referred to as "Property" and subject to the Agreement. Buyer indicates that their current focus, subject to change, is Residential Land Commercial
	Other
	In the geographic area(s) of:
3.	Broker's Duties: Broker will exercise good faith efforts to: 1) locate and present suitable properties to Buyer; 2 prepare, negotiate, and secure a contract to purchase a suitable property; and 3) cooperate with any real estate license
	working with a seller to facilitate and complete the purchase of the property. Buyer acknowledges and consents t Broker working with other potential buyers that may consider, make offers on, or seek to acquire an interest in the sam or similar properties that the Buyer is seeking.
4	Buyer's Duties: Buyer agrees to work exclusively with Broker and its associate(s) (and not with any other real estat
٦.	broker, licensee, or seller) for the purpose of acquiring suitable real property during the term of this Agreement. Buye
	agrees to: 1) if financing, obtain pre-qualification or pre-approval from a lender prior to viewing properties: 2) read th
	terms of any purchase and sale agreement and any other document(s) Buyer may sign and comply with the obligation
	and deadlines contained therein; 3) inspect the physical condition of the property and notify Broker in writing of an
	unacceptable conditions relating to the property; 4) if financing, use diligent efforts to obtain loan approval; and 5
	consult with appropriate professionals regarding any legal, tax, environmental, engineering, foreign reporting
	requirements or any other specialized advise. Buyer is not under any obligation to purchase a property at any time durin
	the term of this Agreement. 6) Buyer will bring to the attention of Broker any available properties that Buyer ma
	become aware of, and have an interest in. 7) Buyer will at first opportunity advise an owner or real estate licensee that
	Buyer is working with and represented exclusively by Broker.
5.	Broker Compensation: Broker compensation is not set by law and is fully negotiable. Broker will seek to be pai
	compensation from the listing broker under a brokerage builder offer of compensation or through negotiations with th
	Seller in the contract for purchase. In the event, the commission being paid by the listing broker or seller does no
	completely satisfy the Broker's compensation equal to \$ or % (if left blank 3%) of the total
	purchase price of the Property, additionally any builder or Seller paid bonuses equal to \$ or %
	plus \$ (if left blank \$395.00) ("Broker's Compensation"), then Buyer agrees to pay Broker the difference
	at the time and as a condition of closing. If Broker is compensated by an owner or a real estate broker who i
	working with an owner, such compensation does not compromise Broker's duties to Buyer. Broker may no
	receive compensation from any source that exceeds the amount or rate agreed to with Buyer in this Agreemen
	However, Buyer agrees that Broker may receive separate compensation from owner of the property for service
	rendered to owner by Broker, for which Buyer will not be responsible.
6.	Exclusion of Properties: If this box is checked Buyer authorizes Broker to NOT show them Properties when
	there is no brokerage/builder offer of compensation, or there is no reasonable expectation that the Buyer's Broke
	compensation can be negotiated to be paid by the Seller. Buyer Initials
7.	Early Termination: Buyer or Broker may terminate this Agreement at any time prior to Broker negotiating an offer(s
	to purchase a property for Buyer by delivering written notice to the other. Any properties introduced by RE/MAX
	Alliance Group, or identified in paragraph 2.6 above, shall be covered by this Agreement regardless of early termination
8.	Buyer Declaration: Buyer acknowledges and warrants that he/she is not already subject to or bound by an Exclusiv
	Durrer Dynkarage Agraement with our other broker in the State of Florida

Fair Housing: Broker adheres to the principles expressed in the Fair Housing Act and will not participate in any act
that unlawfully discriminates on the basis of race, color, religion, sex, handicap, familial status, country of national

origin or any other category protected under federal, state, or local law.

manner unless directed otherwise in writing; and will have writing.	se all known facts that materially affect the value of the e Buyer; will present all offers and counter offers in a timely e a limited confidentiality with Buyer unless waived in ransition to a Transaction Broker. Buyer must execute the
11. Additional Terms:	
not resolved, next than by litigation. Each party shall be r	X Alliance Group, if not resolved, next than by mediation, if responsible for their own costs, including mediation and legal ling party shall be entitled to recover from the non-prevailing incurred in conducting the litigation.
BY SIGNING THIS AGREEMENT, THE BROKER A UNDERSTAND AND AGREE TO BE LEGALLY BOUN HEREIN.	ND BUYER ACKNOWLEDGE THEY HAVE READ, ID BY THE TERMS AND PROVISIONS CONTAINED
BUYER	DATE
Address:	Zip
Email:	Mobile #
BUYER	DATE
Address:	Zip
Email:	Mobile #
Authorized Associate or Broker	DATE
Email:	Mobile #

Rev 7-19-24



#### **BUYER REAL PROPERTY INFORMATION & AGREEMENT**

CLOSING COSTS: I (We) understand and agree lender or closing agent will provide an estimate of RE/MAX Alliance Group.	0.		0 00
SERVICE PROVIDERS: RMAG does not warrant or to Buyer in connection with property acquisition.  Signature of Buyer	guarantee products or s	services provided by any third party whom RM Signature of Buyer	IAG, at Buyer's request, refers or recommends  Date
Print Name of Buyer	_	Print Name of Buyer	

Rev 7/19/2023

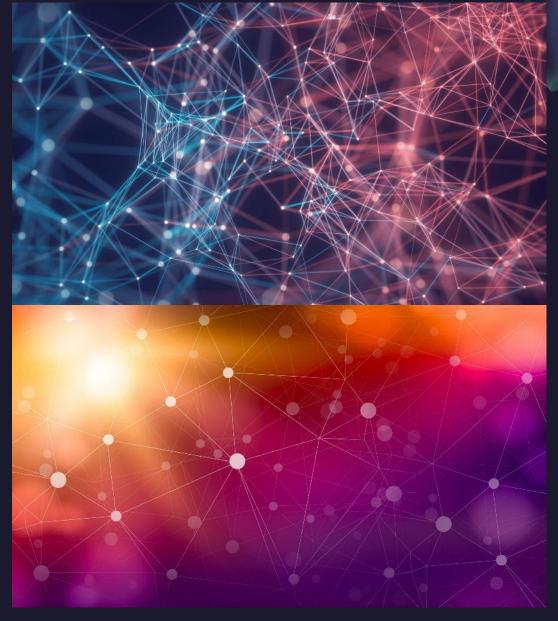
### RE/MAX Alliance Group Upcoming Training

#### Our Changing Landscape! Your world is about to change on August 17, 2024, Are You Ready???

- Buyer Representation, let's discuss what that means to you!
- How will compensation change and evolve in the future?
- What are the options of how we can get paid in the future?
- How will you Sell the value of your services in the future?
- What does the discussion with the Seller about compensation look like in the future?
- How will listing agents make offers of compensation if it can't be in the MLS?
- What if the Seller is not willing to pay compensation to Buyer's agent? Do I work for free?
- Is it acceptable to negotiate compensation in the Contract? Can it be considered a COE Violation?
- How do we handle existing Listing as of August 17, 2024.
- Detailed Review of the NEW FORMS available to help us navigate all of the above?

# OTHER NEWS OF INTEREST

# NOW, GO MAKE IT A GREAT DAY!!



Tuesday, February 2, 20XX Sample Footer Text