



2025 Housing Market Forecast



Most areas will still lean toward a seller's market due to limited inventory. However, those markets that have seen a surge in inventory will definitely be more of a buyer's market and will be susceptible to price declines.

Greg McBride
Chief Financial Analyst, Bankrate

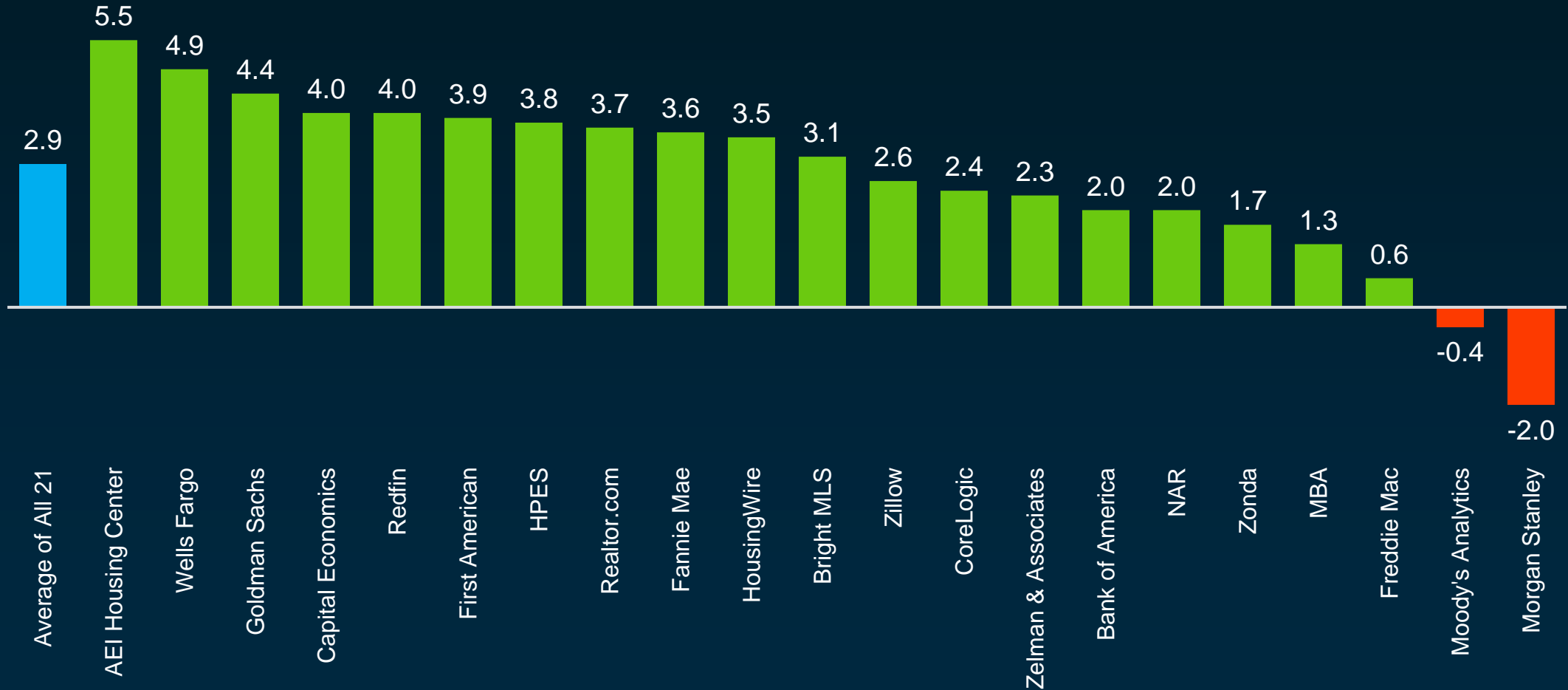


We expect house prices to continue to grow, although at a slower pace.

Freddie Mac

2025 Home Price Forecasts

Percent Appreciation as of 1/7/2025



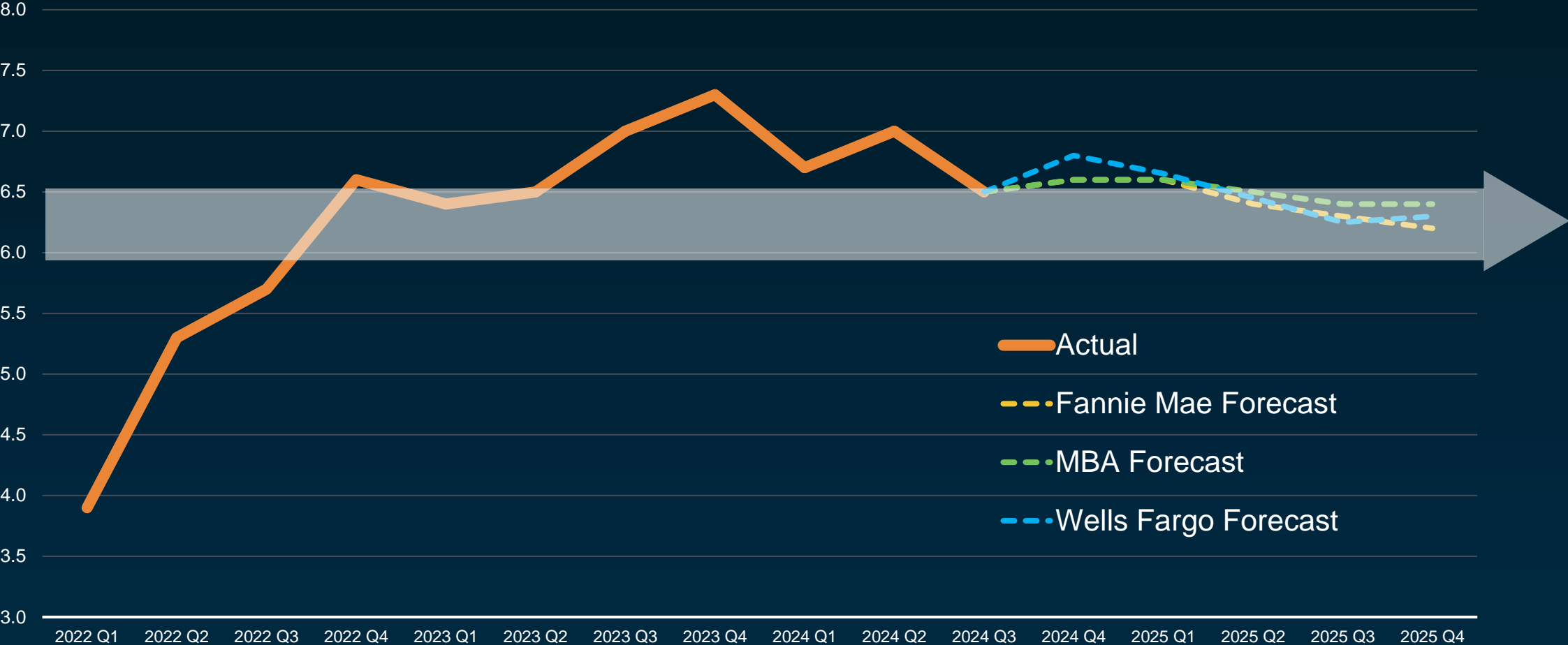


Rates were abnormally low for the better part of 15 years, and they've been abnormally high for the last two. **They're coming down, but where they'll settle out is going to be a level that's higher than what we had seen before 2022.**

Greg McBride
Chief Financial Analyst, Bankrate

Mortgage Rates & Projections

30-Year Fixed Rate as of 1/7/2025



Sources: Fannie Mae, MBA, Wells Fargo

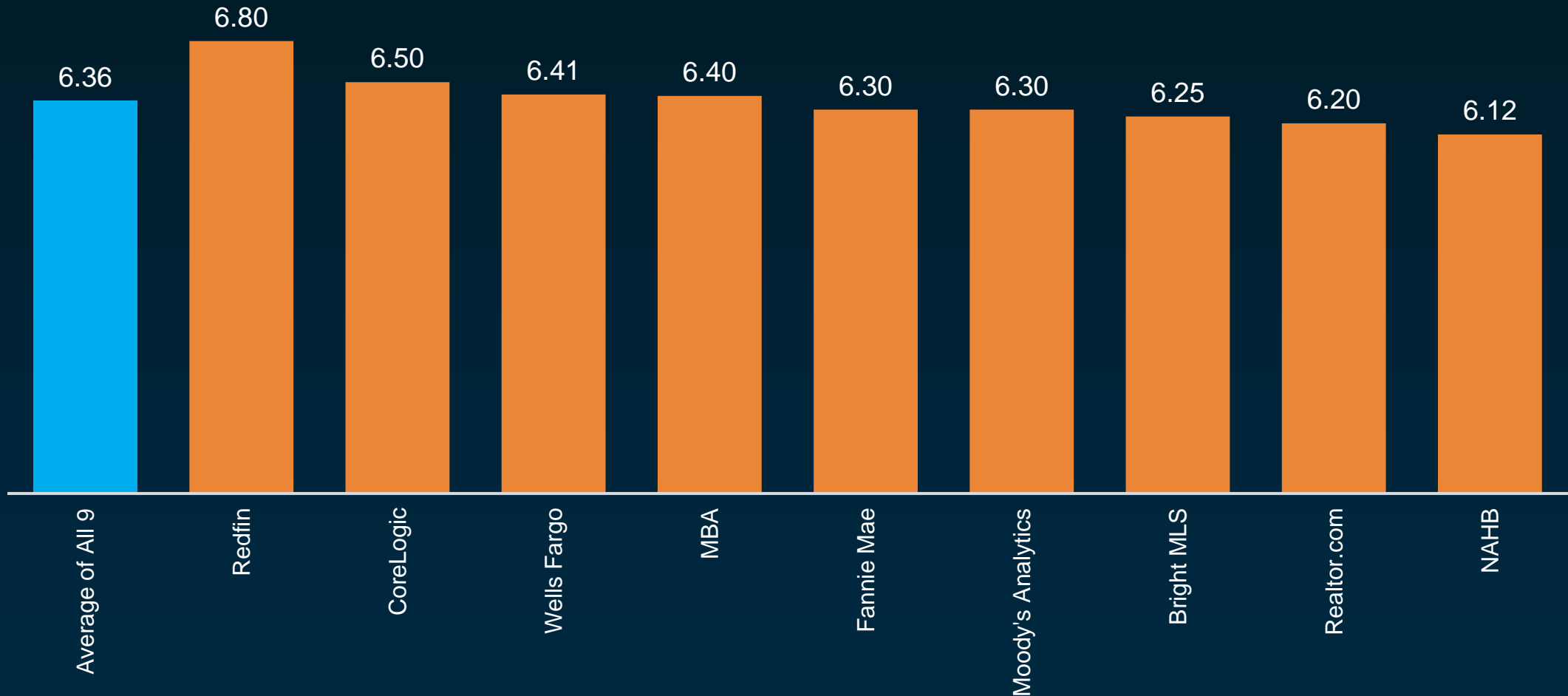


Waiting for lower rates is not guaranteed.
Over time, you'll see prospective homebuyers
just start throwing in the towel.

Greg McBride
Chief Financial Analyst, Bankrate

2025 30-Year Fixed Mortgage Rate Forecasts

Average Forecast as of 1/7/2025



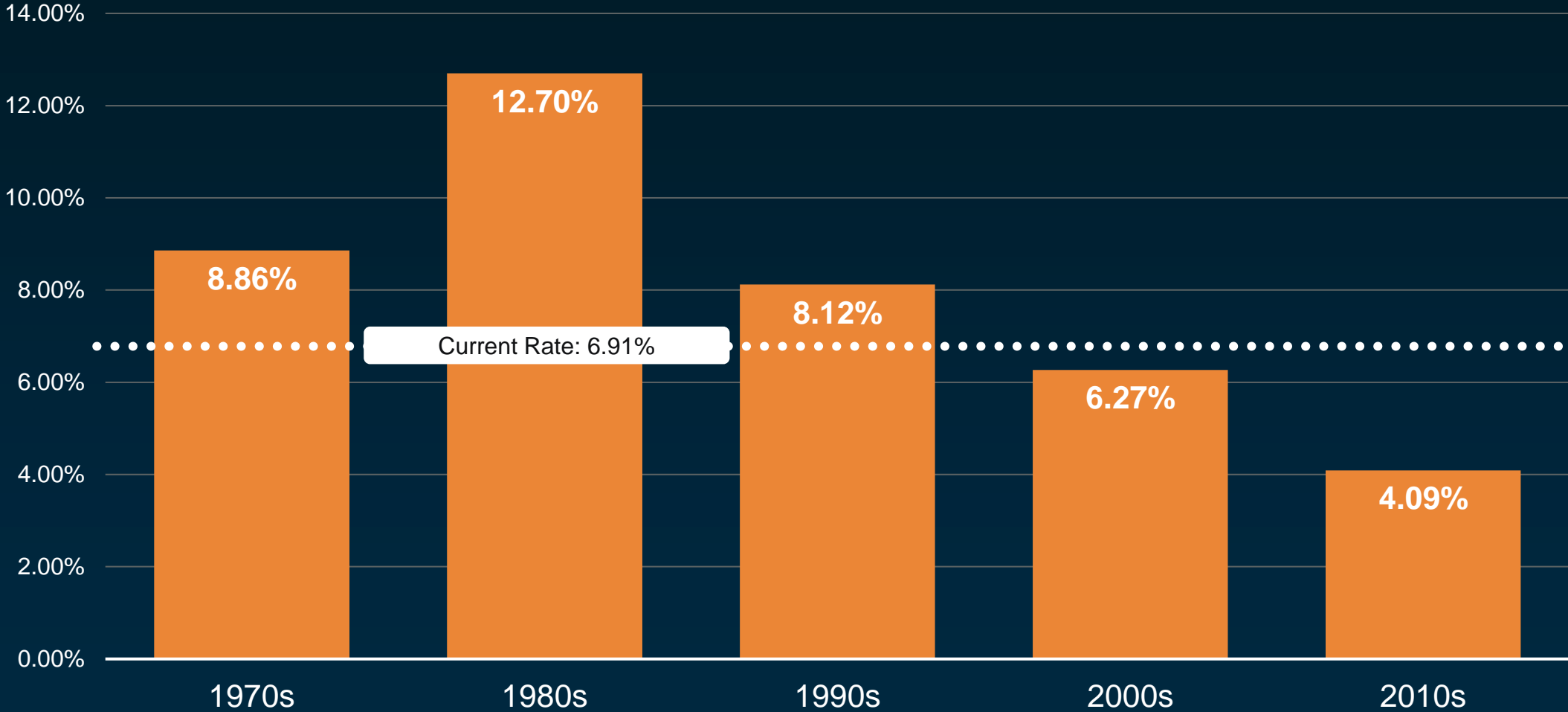


Heightened mortgage rate volatility may present opportunities for would-be homebuyers to take advantage of temporary lows, and we may see stretches where housing activity is boosted by lower rates — but, on average, we expect mortgage rates to remain elevated and a hindrance to activity. **While we think conditions on a national basis will remain challenging, we're seeing meaningful regional differences in market conditions**, and the homebuying experience — as the adage goes — will continue to be a local one.

Mark Palim

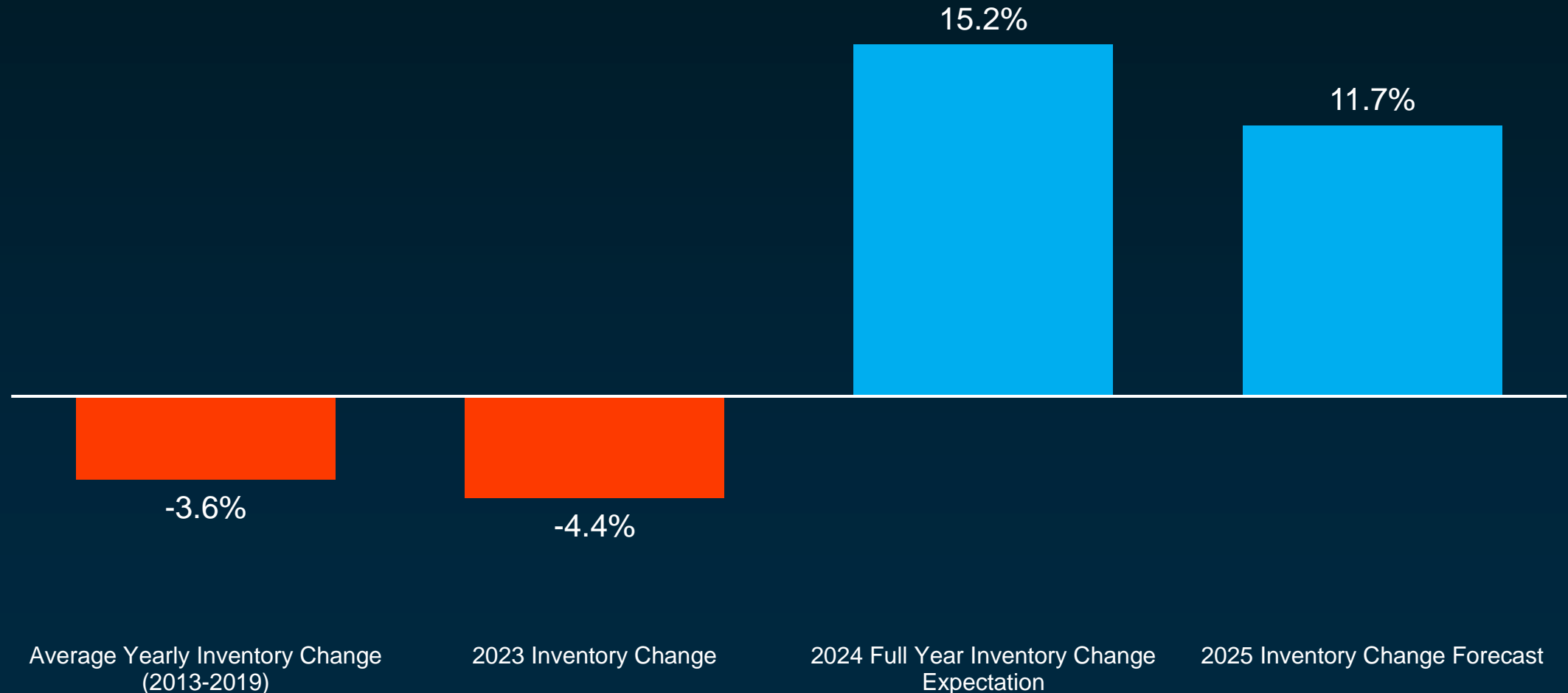
Senior Vice President and Chief Economist, Fannie Mae

Mortgage Rates by Decade



Inventory Should Continue To Grow This Year

Year-Over-Year Existing Home For-Sale Inventory Change





Mortgage rates have averaged above 6% for the past 24 months. Buyers are no longer waiting for or expecting mortgage rates to fall substantially. Furthermore, **buyers are in a better position to negotiate as the market shifts away from a seller's market.**

Lawrence Yun
Chief Economist, NAR

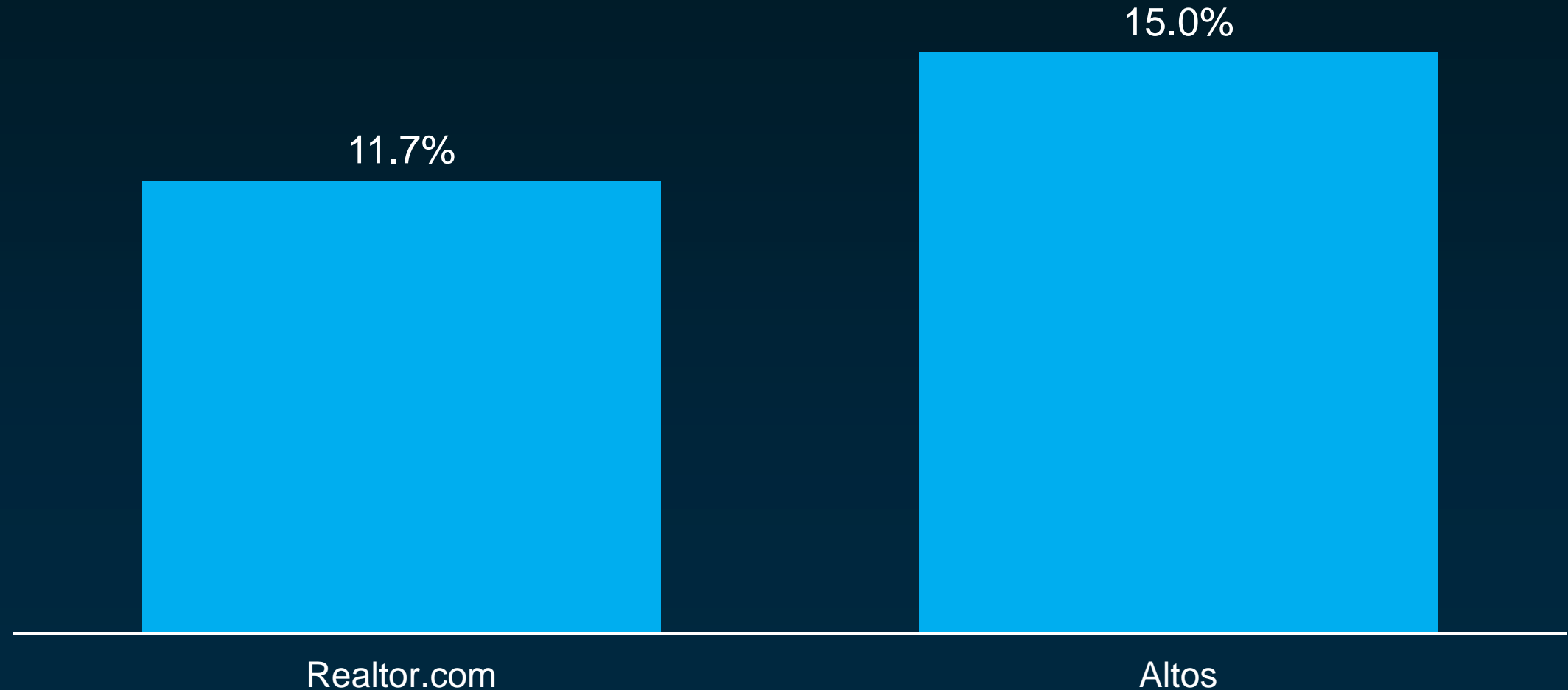


2025 is poised to continue the trend of rising inventory across the country. We'll probably finish 2025 with 15% more homes available than we have now.

Mike Simonsen
Founder, Altos Research

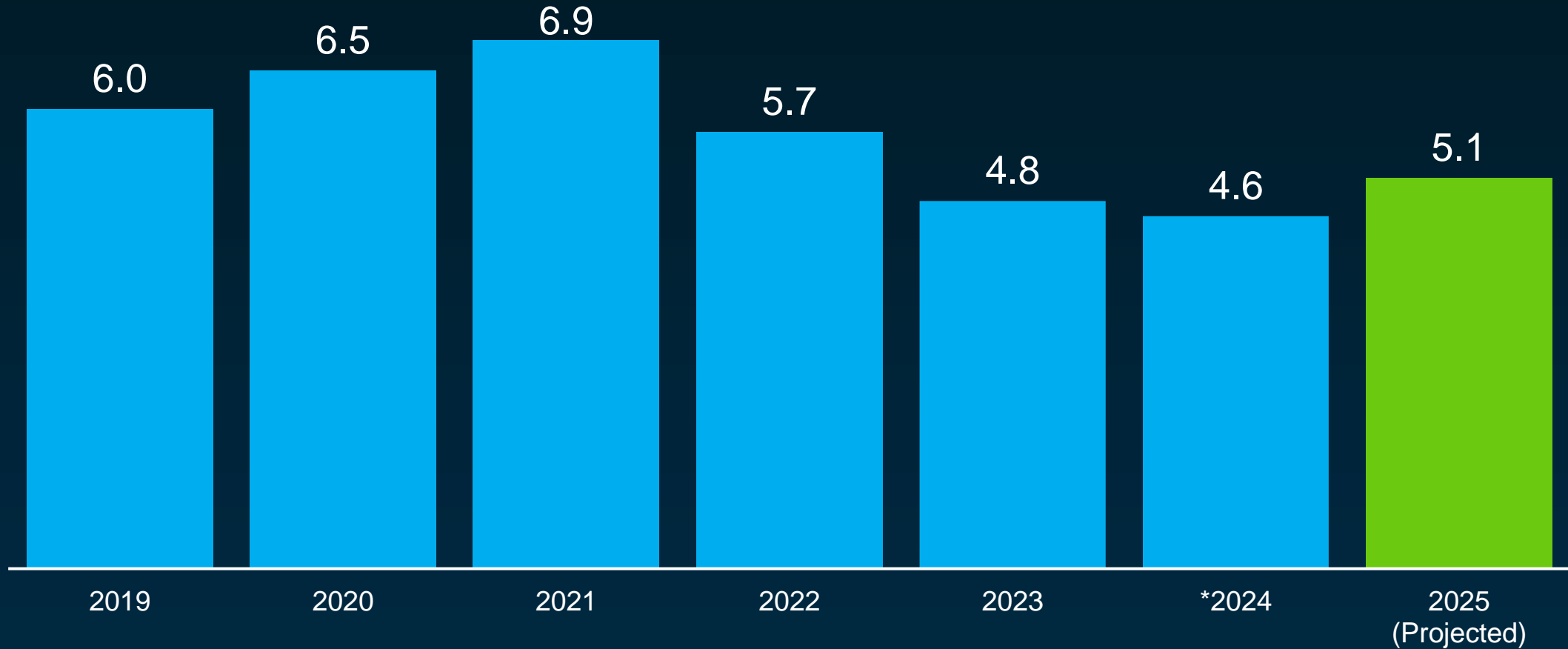
2025 Existing Home For-Sale Inventory Forecasts

Year-over-Year Percent Increase



Total Home Sales Forecast To Rise

In Millions, 2019–2025



**The 2024 total home sales number is based on the latest data and is subject to change.*



The complexities of the current conditions mean that, now more than ever, it's smart to lean on the guidance of an experienced local real estate agent. If you want to enter the housing market in 2025, whether as a buyer or a seller, let a pro lead the way for you.



**What Do You Believe About
The Year Ahead?**



Unlocking Opportunities in 2025

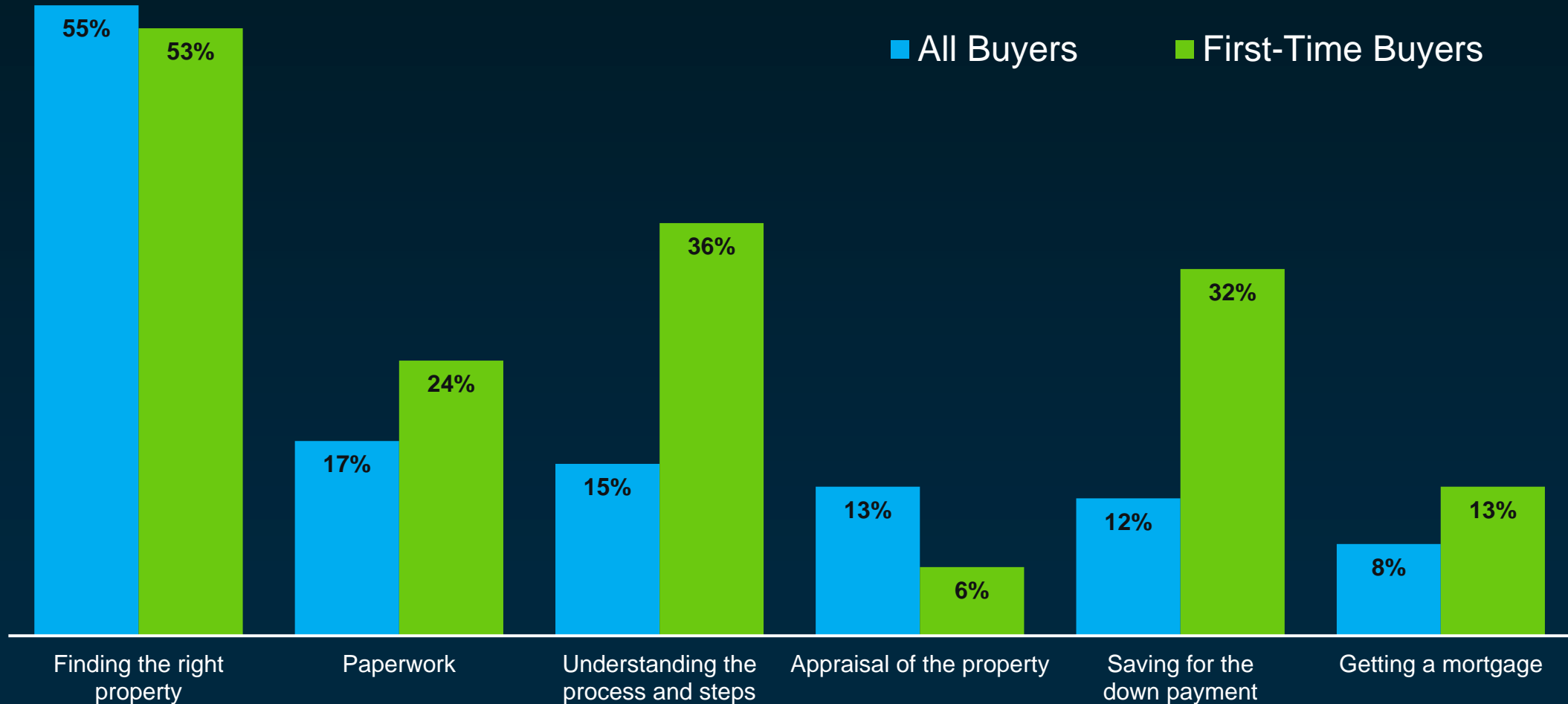


Fewer Agents + More Sales = An Opportunity for You

The best way to take advantage of that opportunity? *Be sure you're providing what buyers and sellers most want and need.*

1. What do they struggle with?
2. What do they most want?

What Are the Most Difficult Steps of the Homebuying Process?





Younger home buyers are more likely to say that one of the most difficult steps in the homebuying process—behind finding a property and saving for the down payment—is understanding the real estate process and the steps they need to take, the study finds.

NAR

What Do Buyers Want Most from a Real Estate Agent?





The role of a buyer's agent is to act as the homebuyer's guide on their real estate journey. **Their primary responsibility is to help house-hunters find the home that best suits their needs and budget, ticking as many boxes as possible on their wish list.**

Bankrate

What Do Sellers Want Most from a Real Estate Agent?



Help seller market home to potential buyers

22%



Help price home competitively

20%



Help sell the home within specific timeframe

18%



Help seller find ways to fix up home to sell it for more

15%



Help find a buyer for home

13%

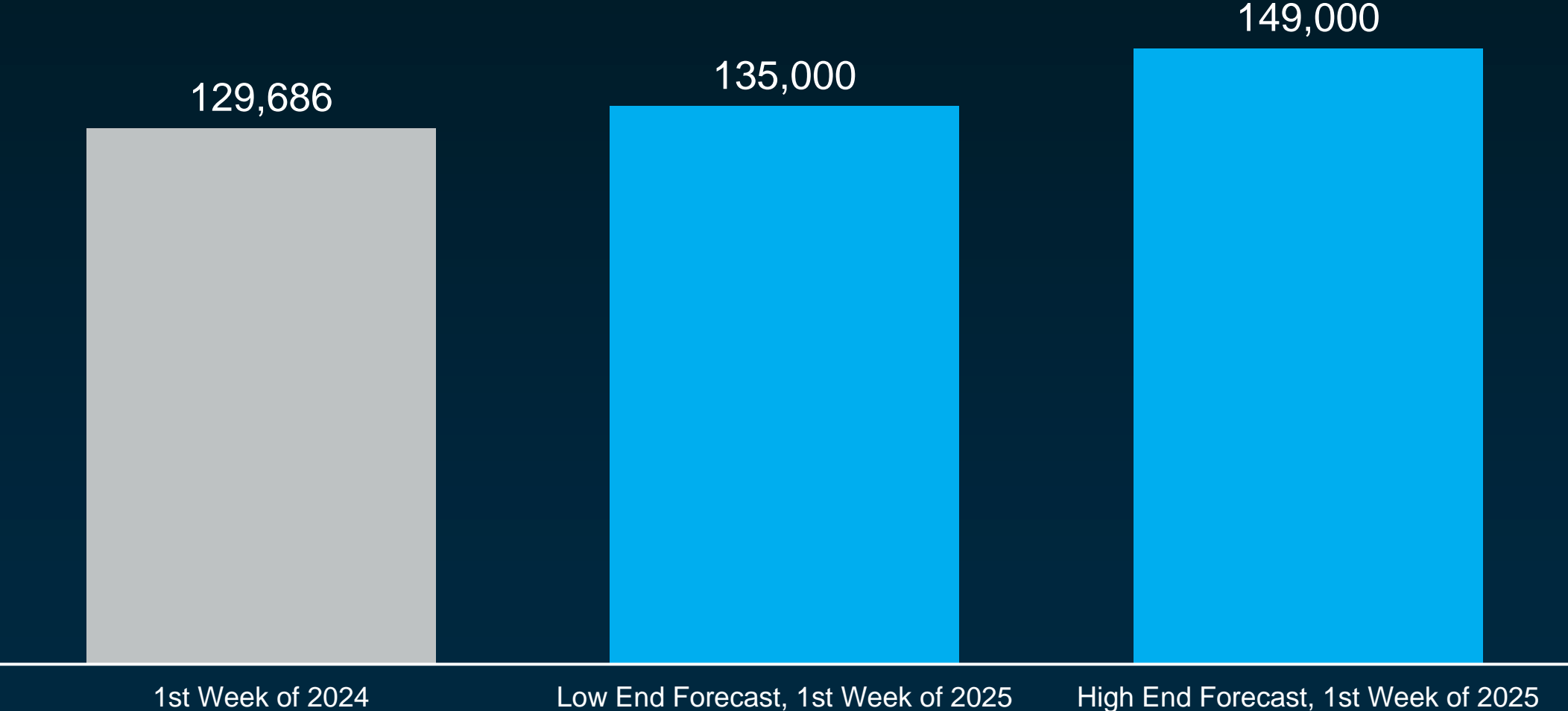
How Can You Get Started Right Now?

**There's One More Enormous
Opportunity To Build Momentum
at the Beginning of 2025:**

Expired Listings

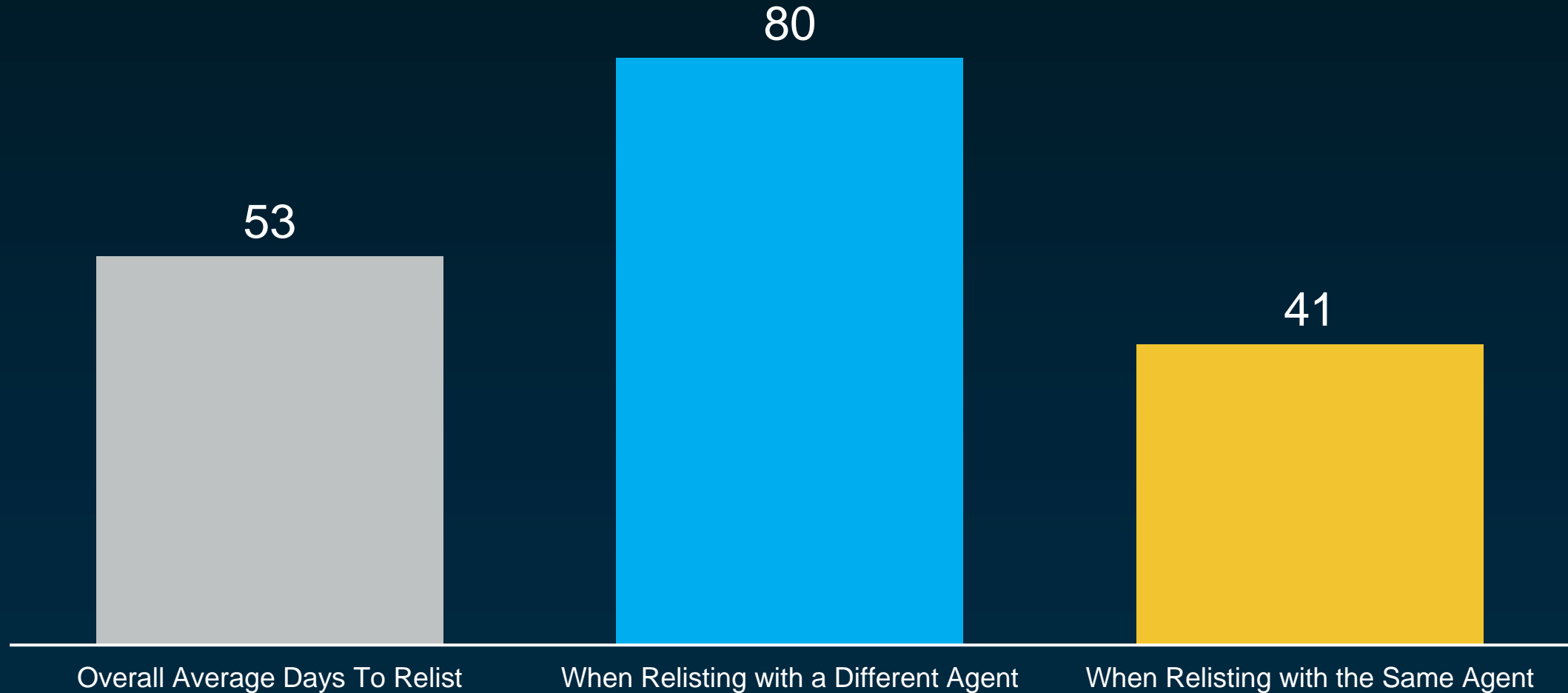
Expect an Increase in Expired Listings

Expired, Cancelled, or Withdrawn Listings,
1st Week of '24 vs 1st Week of '25 Forecasts

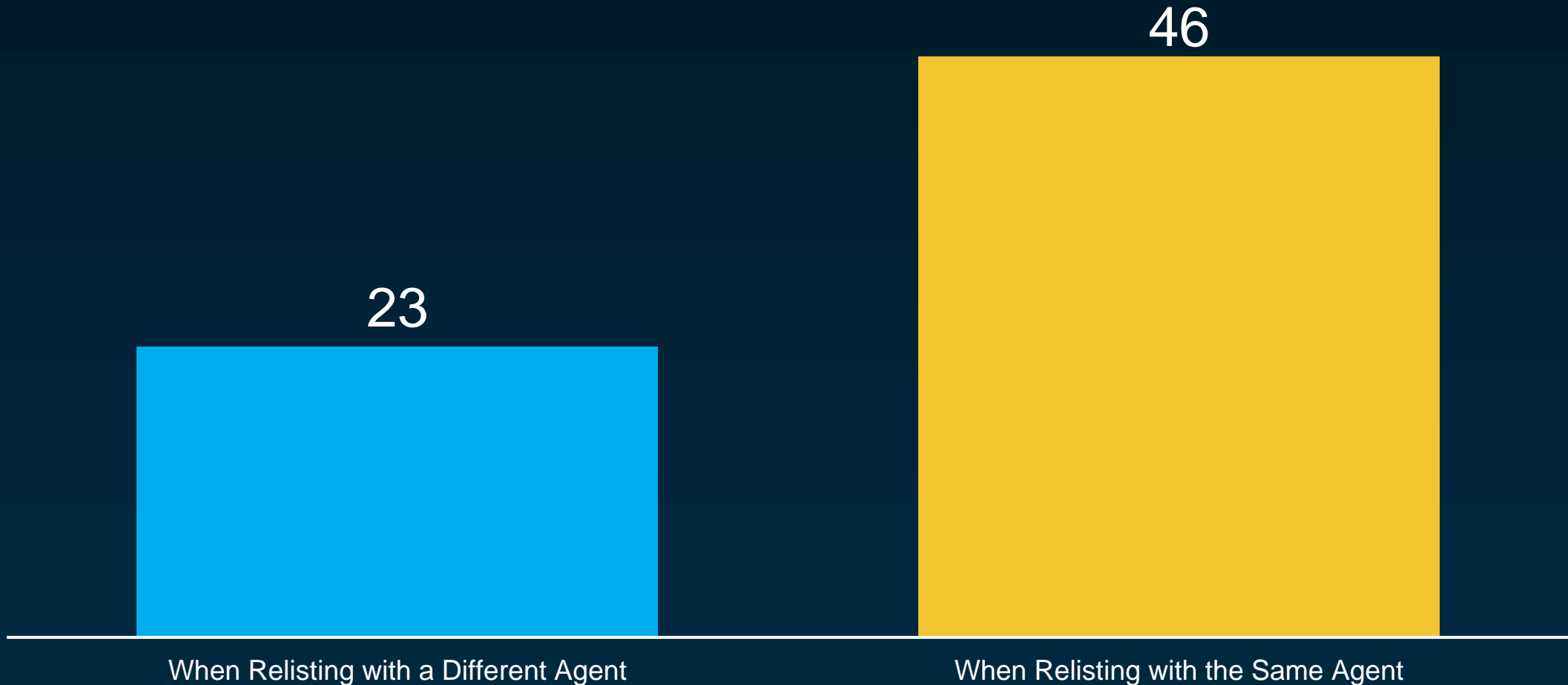


You Have a Window of Opportunity

Average Days Before Relisting, Homes that Expired 1st Week of 2024

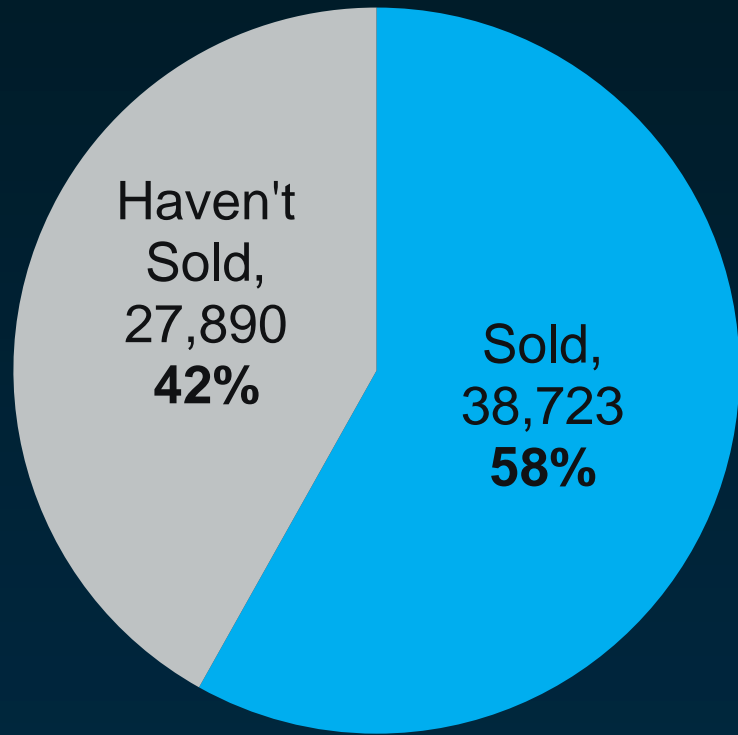


Average Days To Sell Once It's Relisted With A New Agent vs The Same Agent



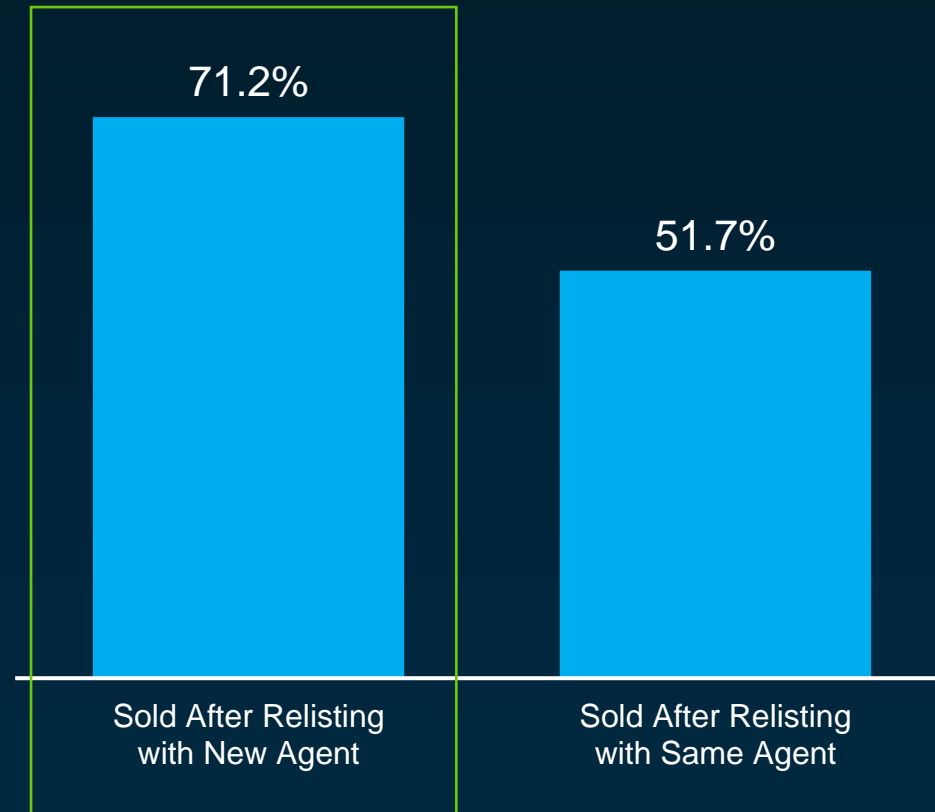
Most of the Relisted Homes Have Sold

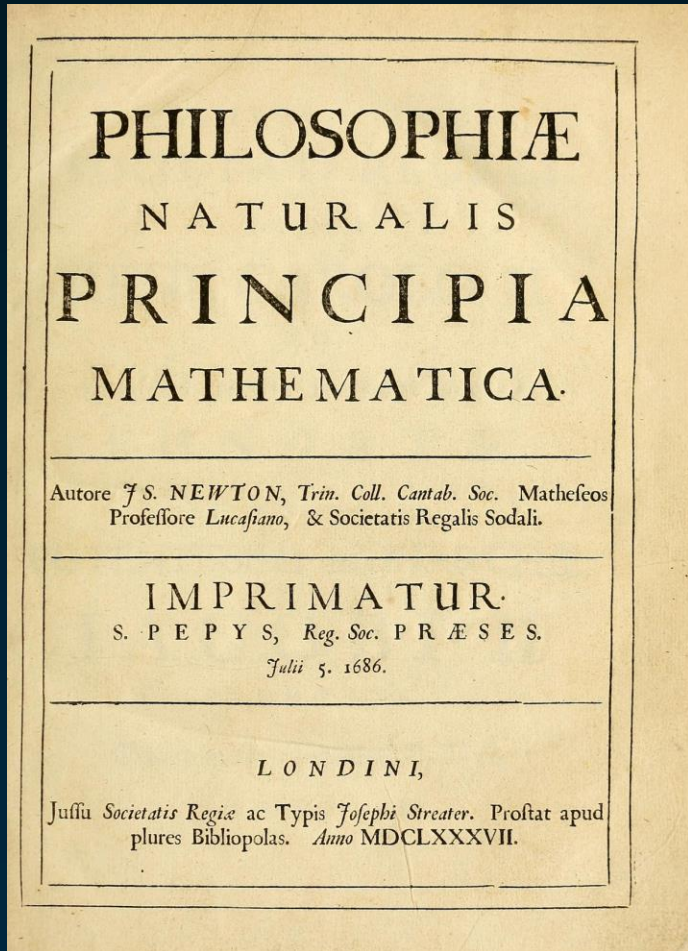
Expired, Cancelled, and Withdrawn Listings, January 1–7, 2024



Of the 66,613 homes that were relisted, **58% have sold.**

Sellers Had a 37.7% Better Chance of Selling if They Relisted with a Different Agent
Sales Success Rate





Published in 1687 by Sir Issac Newton

An object in motion stays in motion unless acted upon by an outside force.