

ROSS REALTY GROUP

KELLERWILLIAMS  
*Luxury*  
INTERNATIONAL

# HOUSING UPDATE



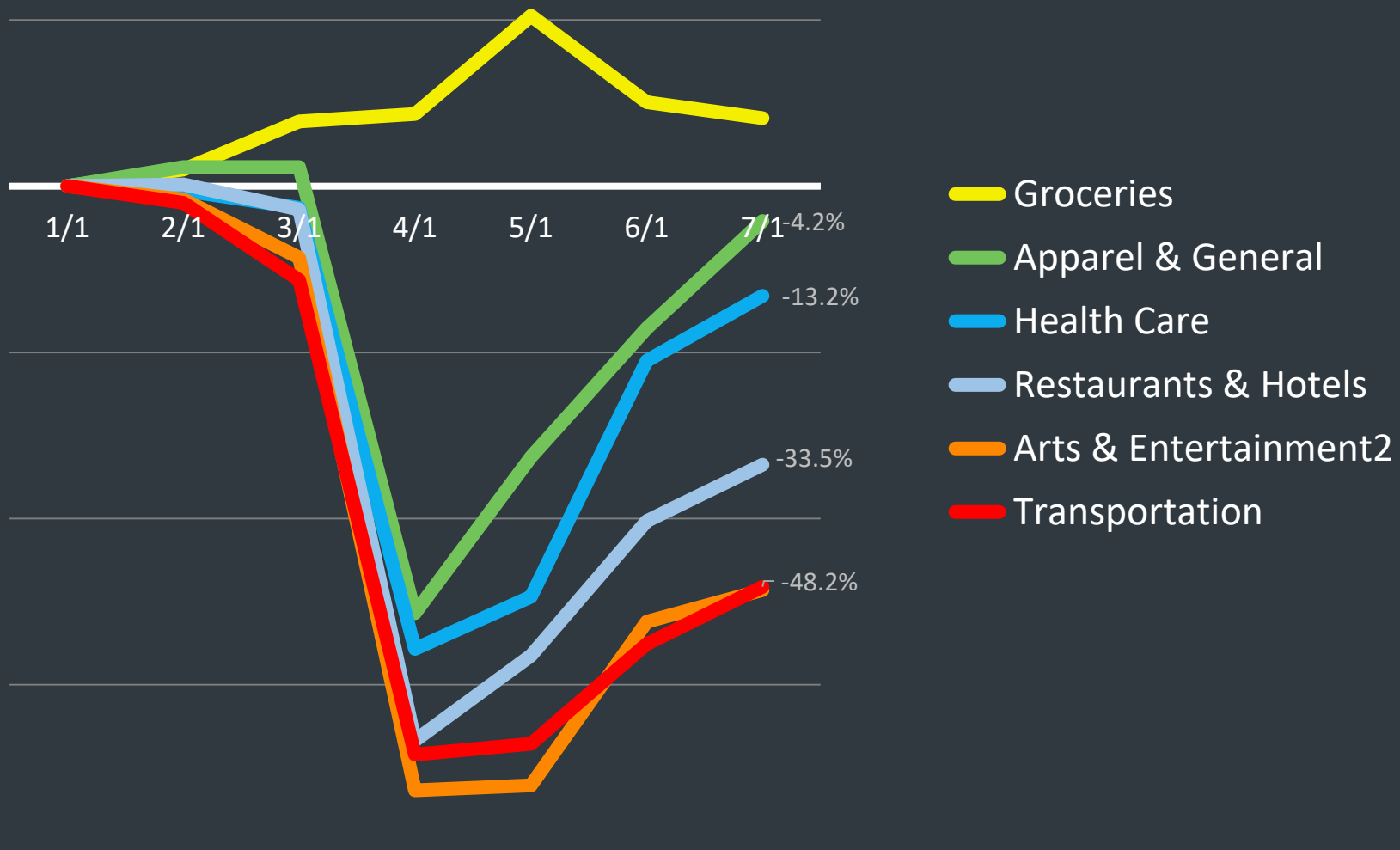
# AUGUST 2020

“A strong economic recovery depends on effective and sustained containment of Covid-19, economists said in the latest monthly survey by The Wall Street Journal, with 91% of business and academic economists agreeing ‘somewhat’ or ‘strongly’ that economic recovery depends on containing the pandemic.”

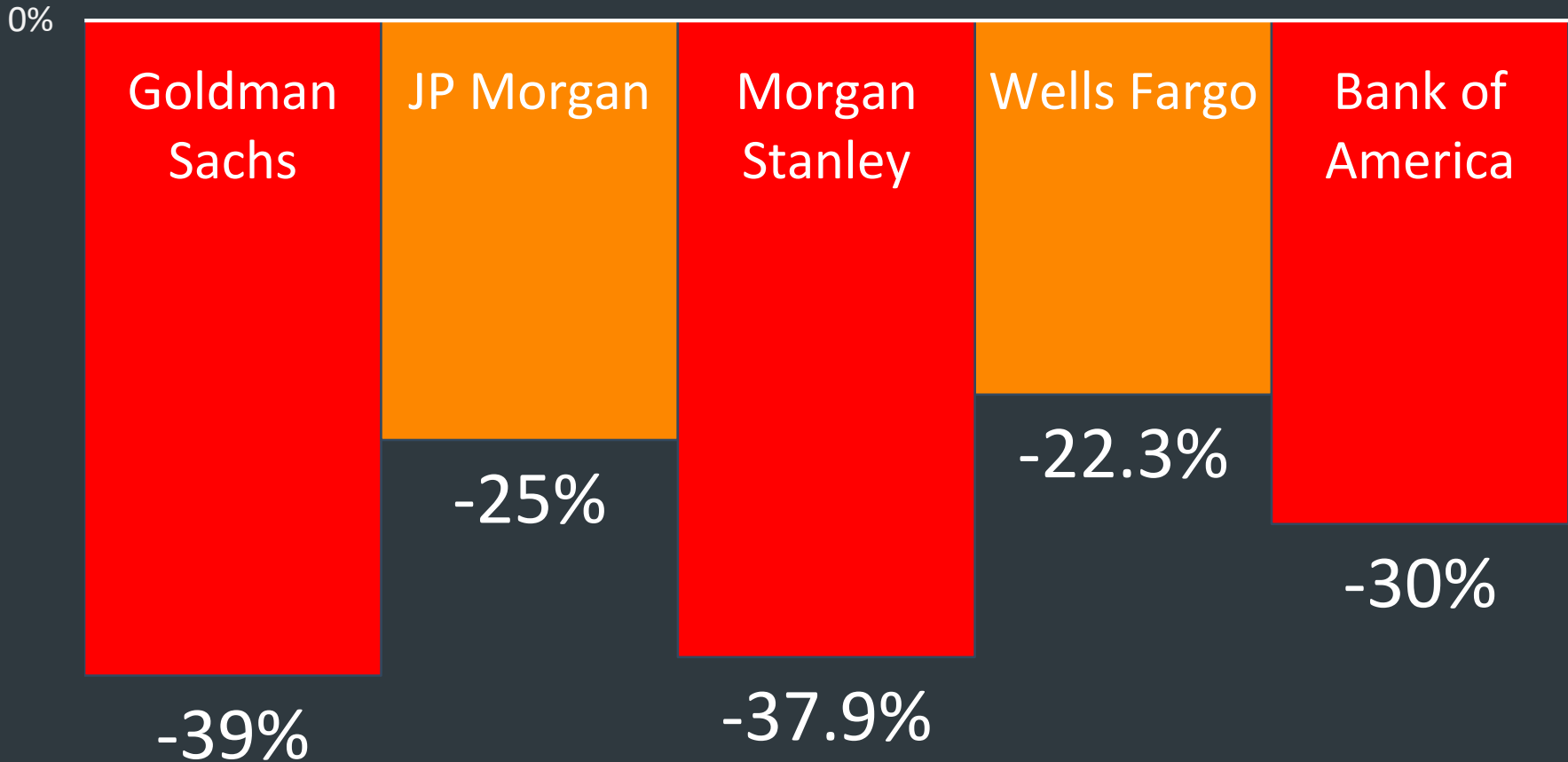
Wall Street Journal



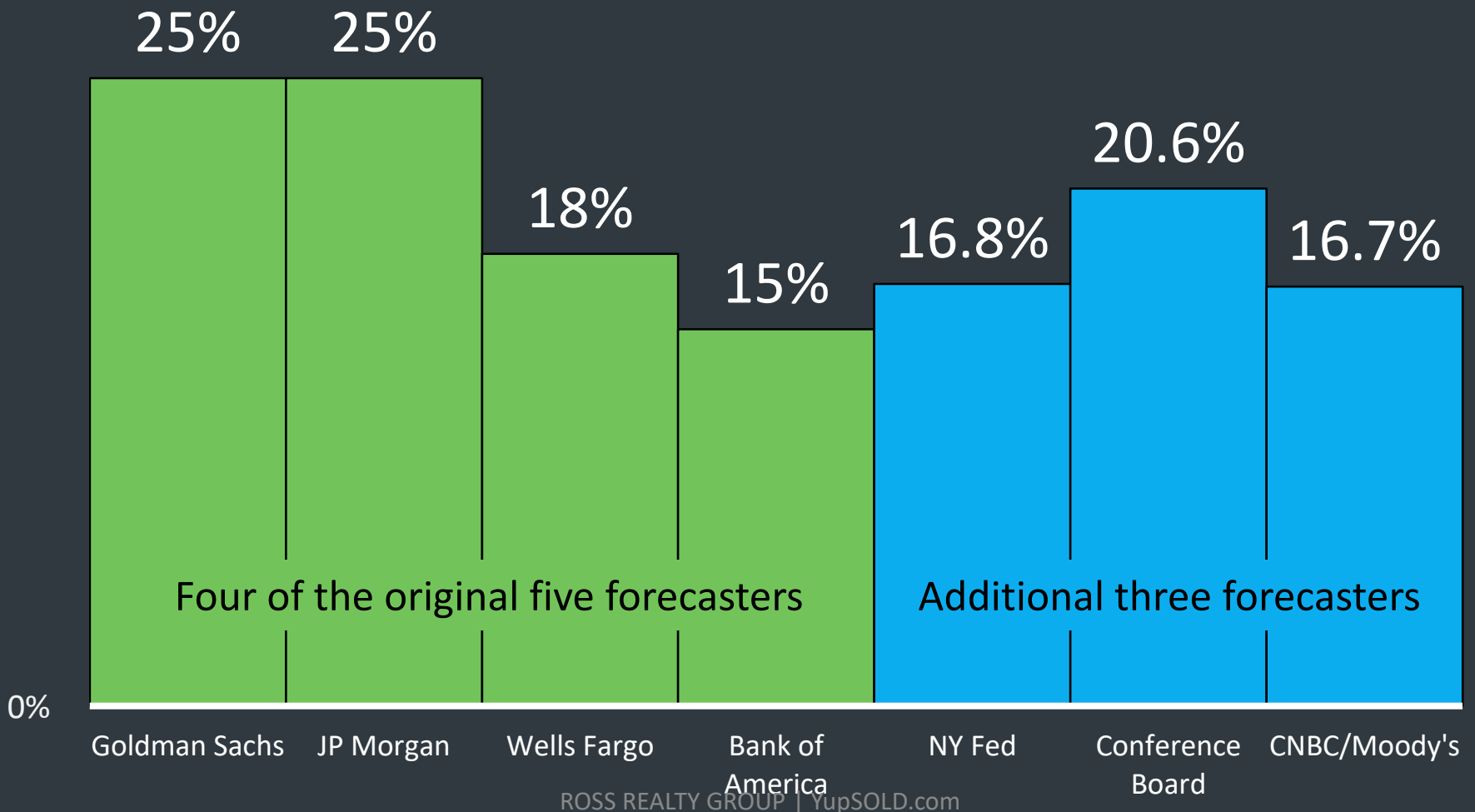
# In the United States, total spending by all consumers as compared to 1/1/2020



# Q2 forecast we delivered in April: The average was **-30.8%**



# What those same analysts and others just forecasted for Q3



“Indeed, the ‘**worst ever**’  
GDP reading could be  
followed by the ‘**best ever**’  
**growth** in the third quarter.”

Lisa Shalett

Morgan Stanley Chief Investment Officer



*an astonishing  
rebound...*

-Realtor.com

**Shockingly Strong**

-HousingWire

*“Pulled something of a high-wire act in the second quarter”*

-ATTOM Data Solutions

*Stared the pandemic right in  
the eye and hasn't blinked.*

-Zillow



**Has been nothing  
short of remarkable**

-Meyers Research

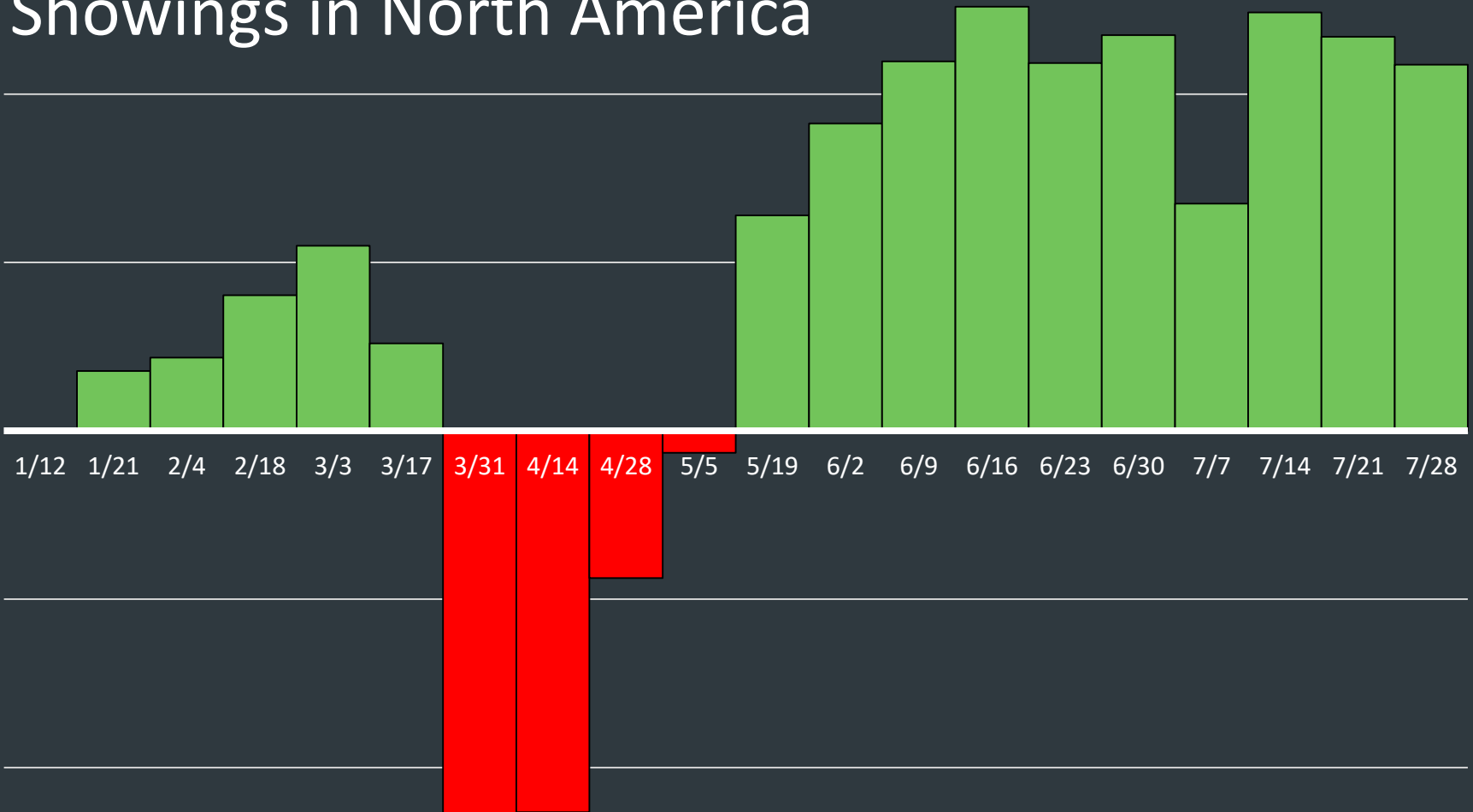
“Despite the crippling and ongoing coronavirus pandemic, millions out of work, a recession, a national reckoning over systemic racism, and a highly contentious presidential election just around the corner, the residential real estate market is staging an astonishing rebound.”

realtor.com





# Showings in North America



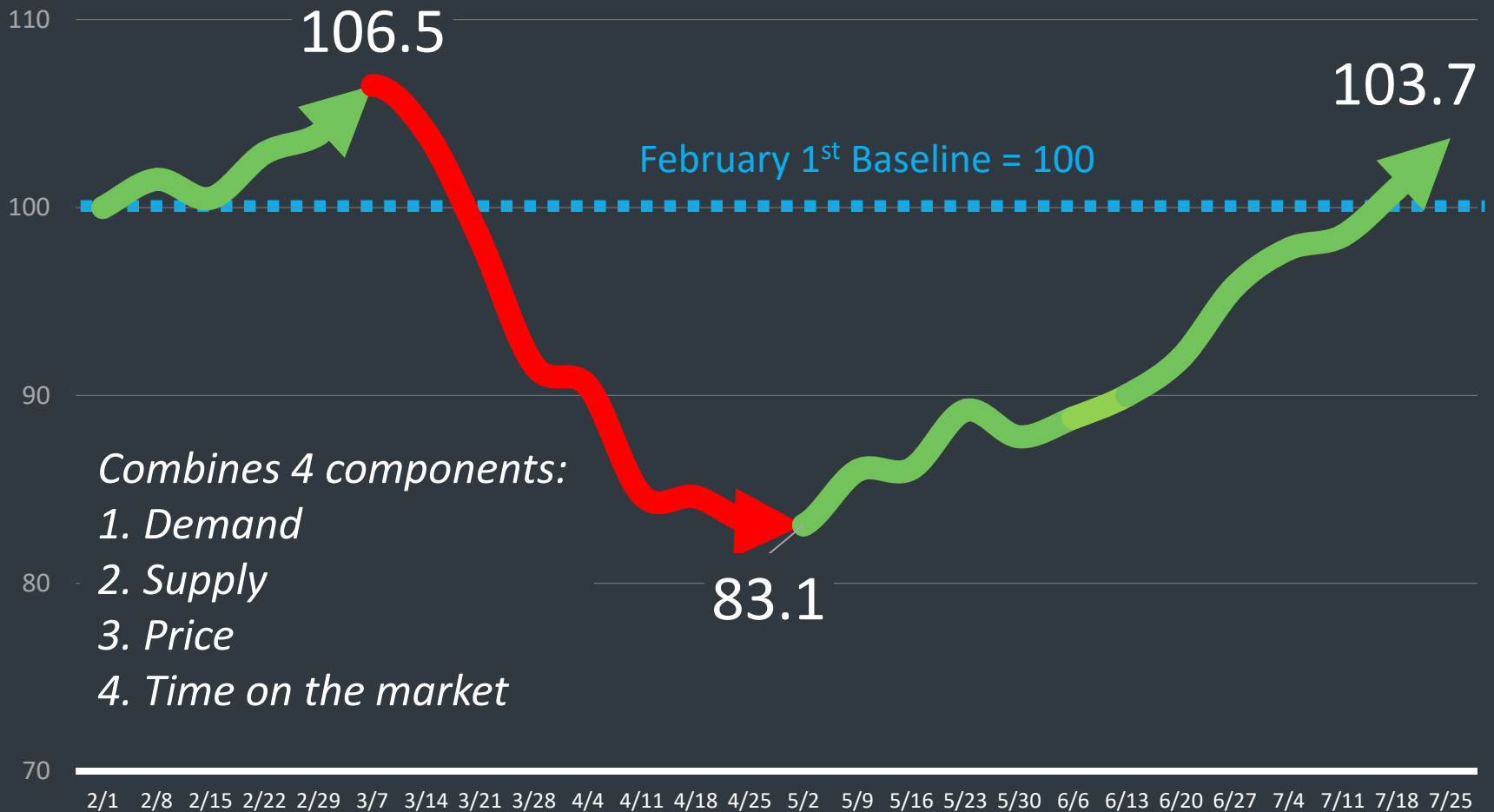
Weekly showings normalized to the first calendar week of January, 7-day moving average.

“Whether in terms of pending contract activity or our proprietary buyer demand ratings, the various measures of demand captured in this month’s survey can only be described as shockingly strong, in spite of the resurgence in COVID-19 cases.”

Zelman’s Broker Survey



# The Housing Market Recovery Index

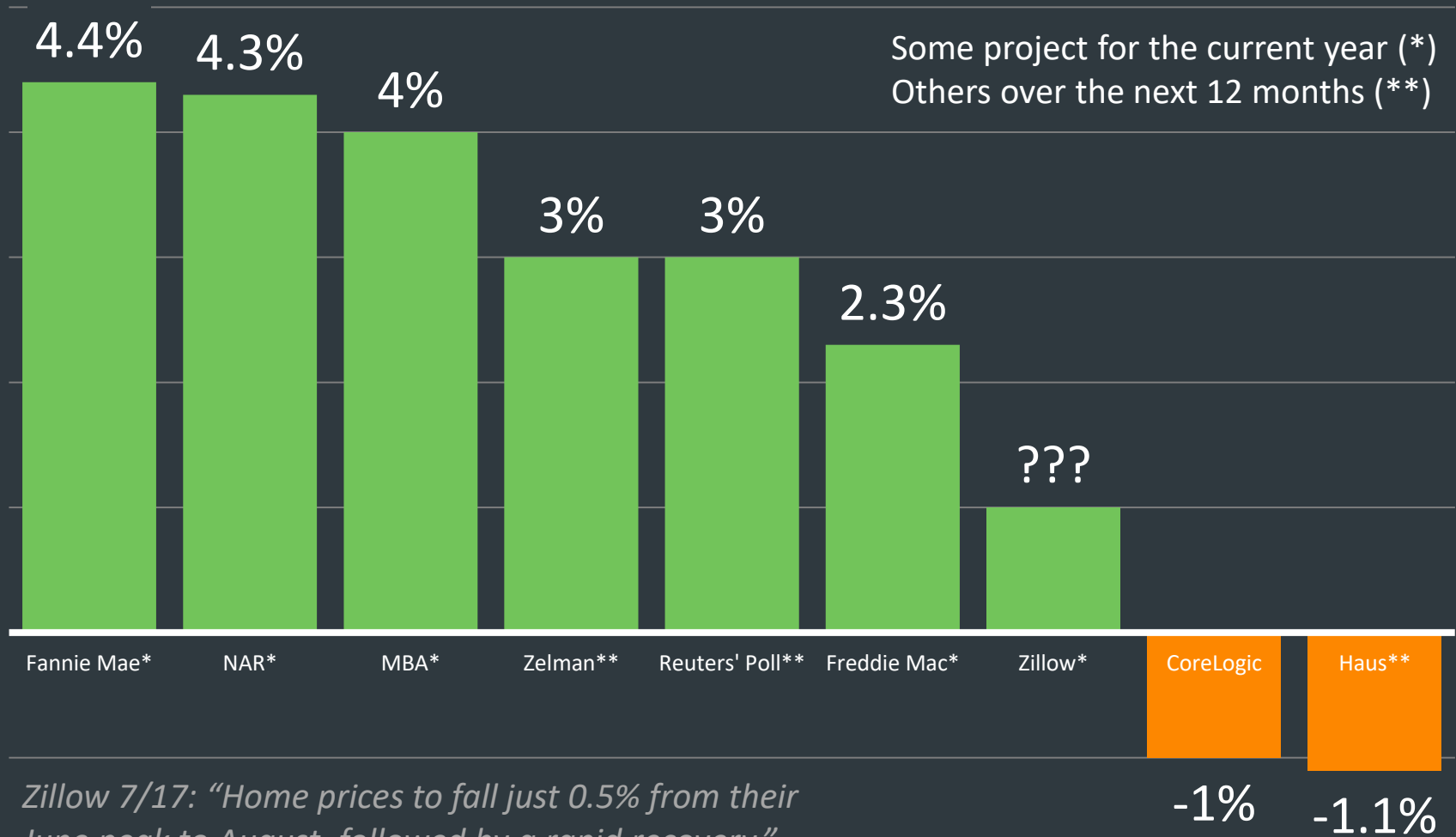


“The pandemic has not stopped the consistent home price growth we have witnessed in recent years.”

Quicken Loans



# Large Range of Projections on Future Home Prices

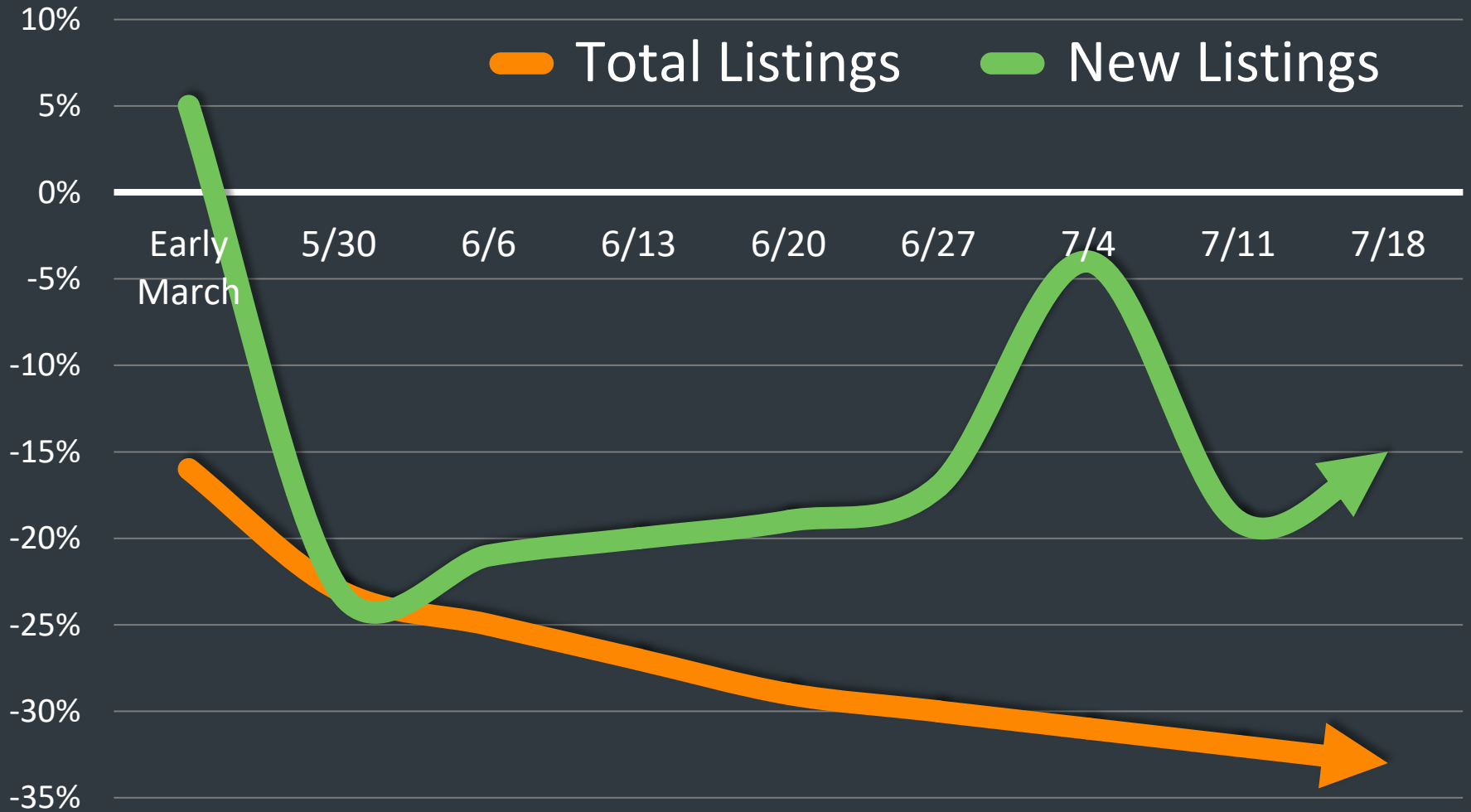


“Last month’s forecast of a 6.6% home price decline through May 2021 has been revised as projected unemployment rates through 2020 showed improvement. The recent rebound of home sales suggests **the pandemic did not derail home buyers**, who continue to be motivated by historically low mortgage rates. This, coupled with the declining supply of homes for sale, **could shield home price growth from the impacts of the current economic uncertainty**. As a result, the latest forecast reports home **prices will decline a moderate 1% between June 2020 and June 2021.**”

CoreLogic



# Year-Over-Year Change in Listings



“Summer home buying season is off to a roaring start. As buyers flooded into the market, realtor.com monthly traffic hit an all-time high of **86 million unique users in June 2020**, breaking May's record of 85 million unique users.”

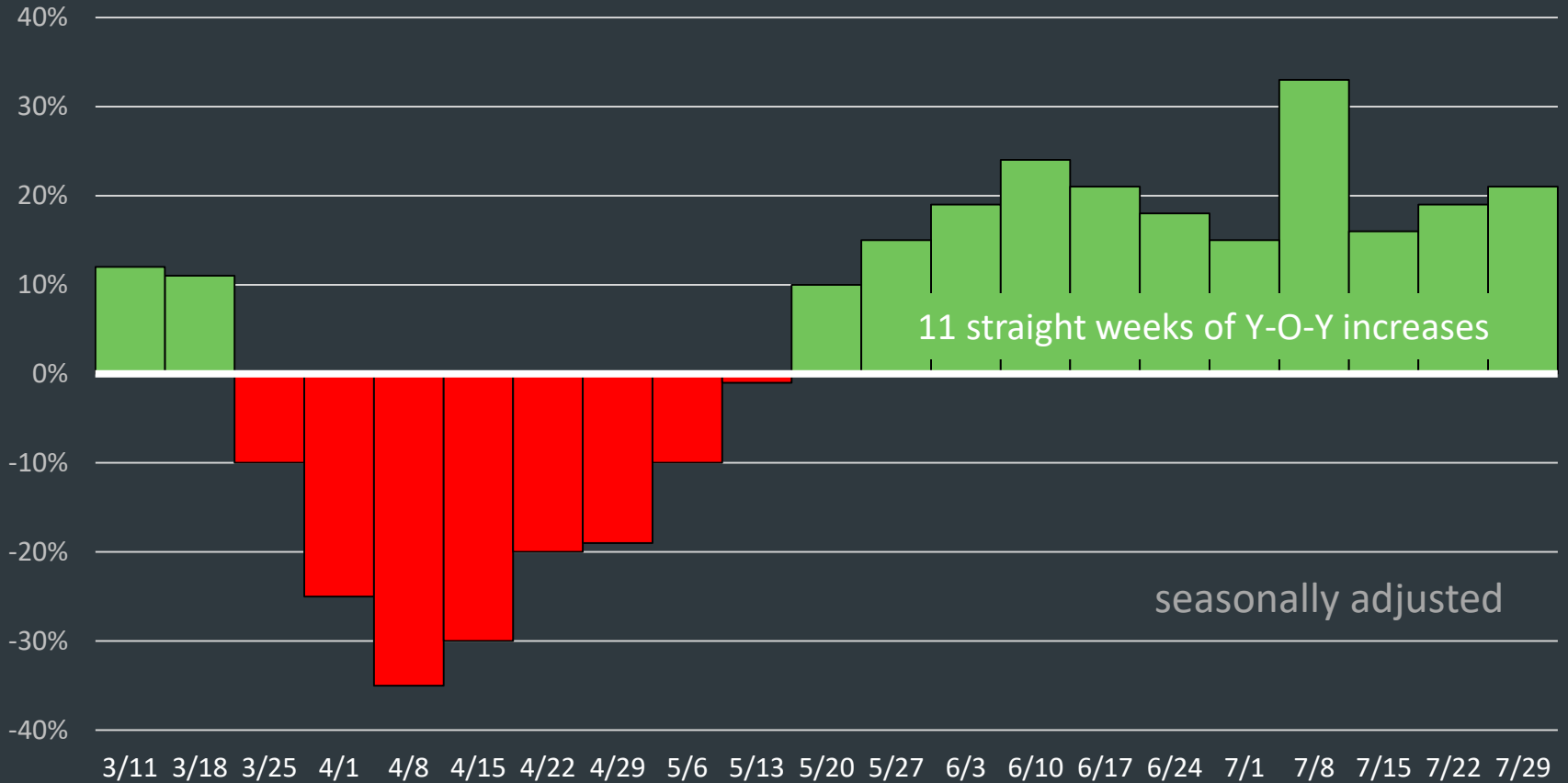
move.com





# Purchase Applications

## Year-Over-Year Difference



“... Of American adults considering a future home purchase in the second quarter of 2020, about half (49%) are not simply planning it, they are actively engaged in the process to find a home. That is a significantly higher share than the comparable figure a year ago (41%), which suggests that the COVID-19 crisis and its accompanying record-low mortgage rates have converted some prospective buyers into active buyers.”

NAHB



## April Survey

What they said they need in their next home:

1. More interior space
2. More outdoor space
3. Updated kitchen
4. Better technology

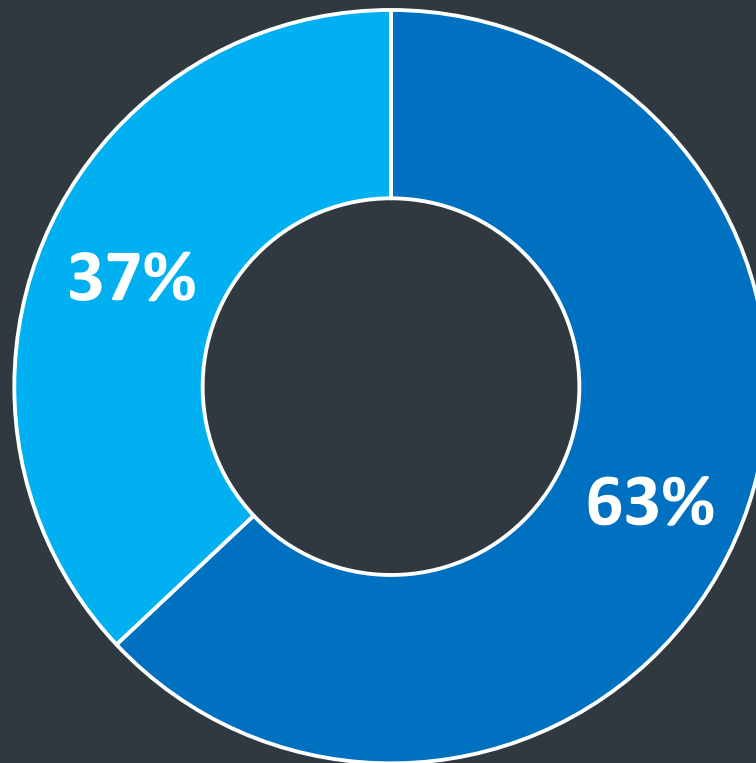
## July Survey

Top 4 reasons people are actually moving:

1. More interior space
2. Desire to own
3. Move from city to suburbs
4. More outdoor space

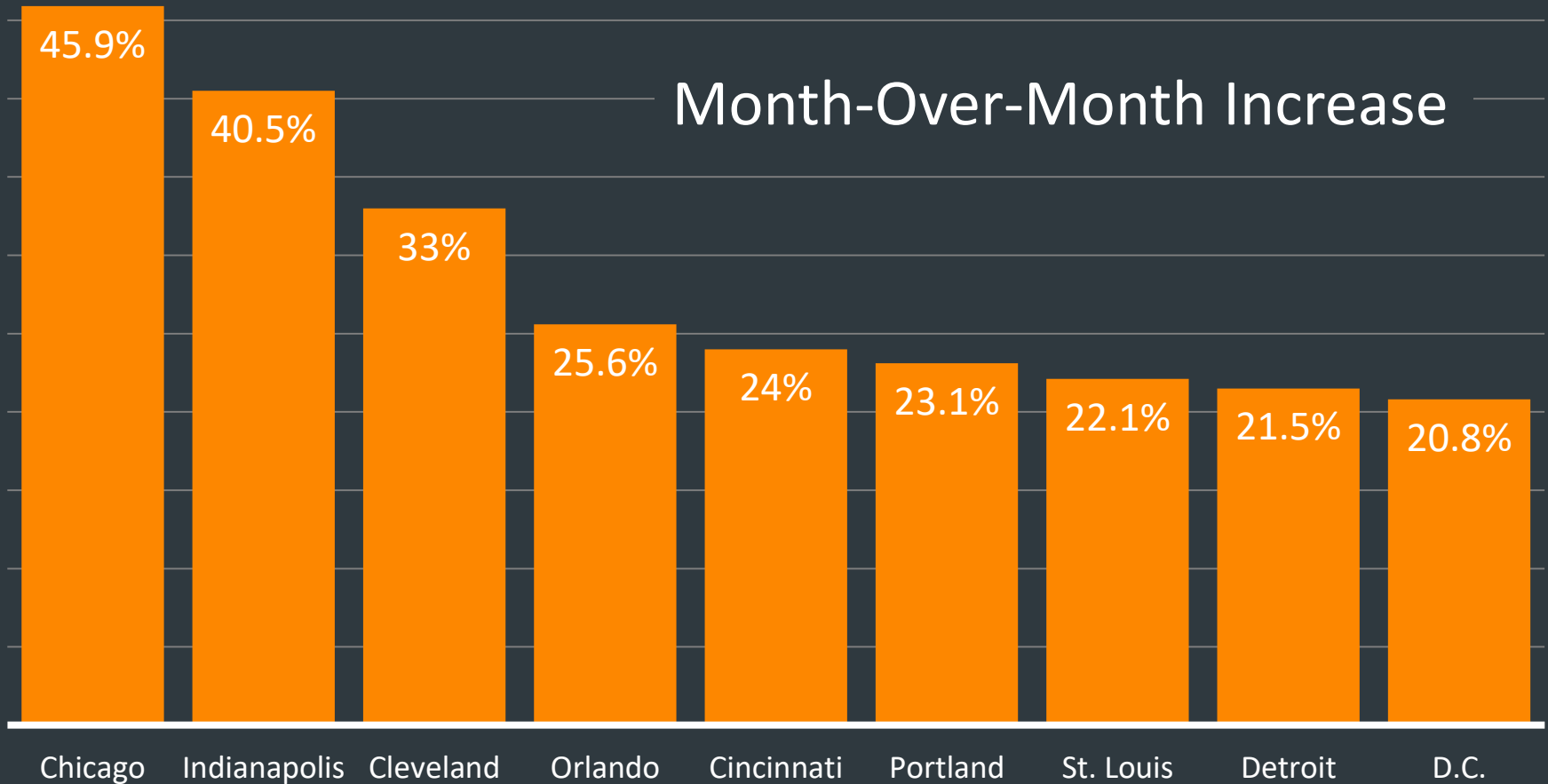
# Plan to Buy Home Due to Remote Work Ability

■ Yes ■ No



# Surge in Urban High-End Listings

Month-Over-Month Increase



“As states, cities, and counties around the country slowly reopen, **we predict The Great American Move**. For safety reasons, financial prospects, life change improvements, personal comfort, and employment, we expect a surge in household and business relocations over the **next few months that will provide new, strategic opportunities for the real estate market.**”

John Burns Consulting



## Q2 2020 U.S. Home Sales Report

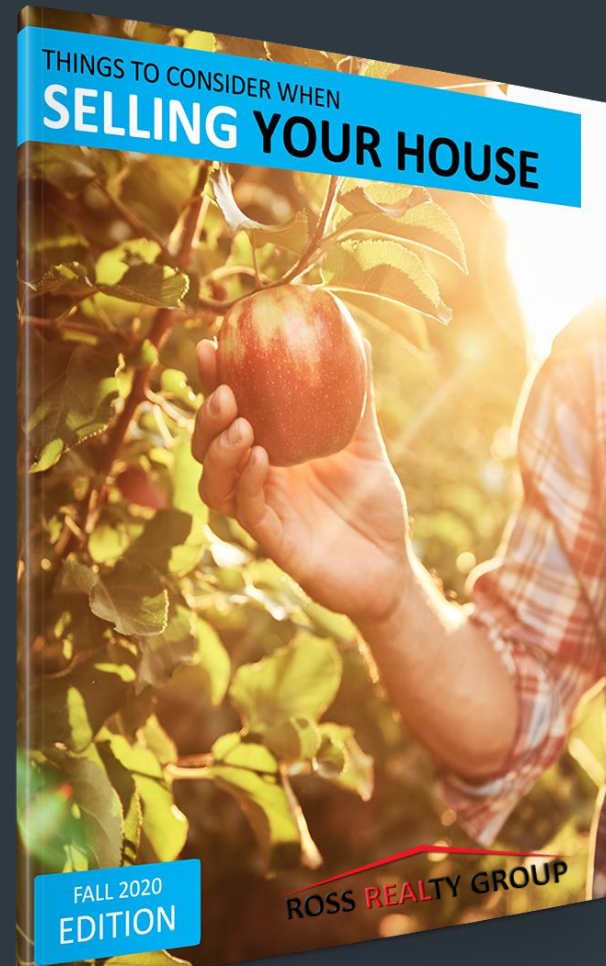
“Home sellers nationwide realized a gain of \$75,971 on the typical sale, up from the \$66,500 in the first quarter of 2020 and from \$65,250 in the second quarter of last year. The latest figure, based on median purchase and resale prices, marked yet another peak level of raw profits in the United States since the housing market began recovering from the Great Recession in 2012.”

ATTOM



# Fall 2020 Buyer & Seller Guides

Coming September 4<sup>th</sup>





# Resources

Slide	Slide Title	Link
2	WSJ Quote	<a href="https://www.wsj.com/articles/wsj-survey-strong-u-s-recovery-depends-on-effective-covid-19-response-11594303200(subscription%20required)">https://www.wsj.com/articles/wsj-survey-strong-u-s-recovery-depends-on-effective-covid-19-response-11594303200(subscription required)</a>
3	Total Spending by Consumers	<a href="https://www.tracktherecovery.org/">https://www.tracktherecovery.org/</a>   <a href="https://opportunityinsights.org/">https://opportunityinsights.org/</a>
4	April's Q2 Forecast	<a href="https://www.car.org/en/knowledge/multimedialibrary/webinars/market">https://www.car.org/en/knowledge/multimedialibrary/webinars/market</a> <a href="https://www.zerohedge.com/markets/worst-over-goldman-finds-us-economy-now-through-trough">https://www.zerohedge.com/markets/worst-over-goldman-finds-us-economy-now-through-trough</a>
5	New Q3 Forecast	<a href="https://markets.businessinsider.com/news/stocks/economic-outlook-goldman-cuts-us-gdp-estimate-growth-expectations-q3-2020-7-1029369080#">https://markets.businessinsider.com/news/stocks/economic-outlook-goldman-cuts-us-gdp-estimate-growth-expectations-q3-2020-7-1029369080#</a> <a href="https://www.newyorkfed.org/research/policy/nowcast">https://www.newyorkfed.org/research/policy/nowcast</a> <a href="https://www.cnbc.com/rapid-update/">https://www.cnbc.com/rapid-update/</a> <a href="https://conference-board.org/research/us-forecast">https://conference-board.org/research/us-forecast</a> <a href="https://www.calculatedriskblog.com/2020/07/early-q3-gdp-forecasts.html">https://www.calculatedriskblog.com/2020/07/early-q3-gdp-forecasts.html</a> <a href="https://www08.wellsfargomedia.com/assets/pdf/commercial/insights/economics/monthly-outlook/monthly-20200709.pdf">https://www08.wellsfargomedia.com/assets/pdf/commercial/insights/economics/monthly-outlook/monthly-20200709.pdf</a> <a href="https://am.jpmorgan.com/us/en/asset-management/gim/adv/insights/market-insights/weekly-economic-update">https://am.jpmorgan.com/us/en/asset-management/gim/adv/insights/market-insights/weekly-economic-update</a>
6	Shalett Quote	<a href="https://www.morganstanley.com/ideas/spike-cases-affects-outlook">https://www.morganstanley.com/ideas/spike-cases-affects-outlook</a>
8	realtor.com Quote	<a href="https://www.realtor.com/news/trends/housing-market-rebounds/">https://www.realtor.com/news/trends/housing-market-rebounds/</a>
9	Showings in North America	<a href="https://www.showingtime.com/impact-of-coronavirus/">https://www.showingtime.com/impact-of-coronavirus/</a>
10	Zelman's Broker Survey	file:///C:/Users/Steve%20Harney/Downloads/I-RESurvey20200727a.pdf (subscription required)
11	Housing Market Recovery Index	<a href="https://news.move.com/2020-07-23-Realtor-com-R-Weekly-Recovery-Report-U-S-Housing-Market-has-Recovered-from-the-Initial-Shock-of-COVID">https://news.move.com/2020-07-23-Realtor-com-R-Weekly-Recovery-Report-U-S-Housing-Market-has-Recovered-from-the-Initial-Shock-of-COVID</a>

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12	Quicken Loans Quote	<a href="https://themreport.com/daily-dose/07-28-2020/home-price-increases-decelerate">https://themreport.com/daily-dose/07-28-2020/home-price-increases-decelerate</a>
13	Home Price Projections	<a href="https://www.reuters.com/article/us-usa-property-poll/u-s-housing-set-to-ride-out-the-pandemics-economic-storm-reuters-poll-idUSKBN23T00R">https://www.reuters.com/article/us-usa-property-poll/u-s-housing-set-to-ride-out-the-pandemics-economic-storm-reuters-poll-idUSKBN23T00R</a> <a href="http://www.freddiemac.com/fmac-resources/research/pdf/202004-Forecast.pdf">http://www.freddiemac.com/fmac-resources/research/pdf/202004-Forecast.pdf</a> <a href="https://www.fanniemae.com/resources/file/research/emma/pdf/Housing_Forecast_071420.pdf">https://www.fanniemae.com/resources/file/research/emma/pdf/Housing_Forecast_071420.pdf</a> <a href="https://www.nar.realtor/sites/default/files/documents/forecast-Q2-2020-us-economic-outlook-06-29-2020.pdf">https://www.nar.realtor/sites/default/files/documents/forecast-Q2-2020-us-economic-outlook-06-29-2020.pdf</a> <a href="https://www.mba.org/news-research-and-resources/research-and-economics/forecasts-and-commentary">https://www.mba.org/news-research-and-resources/research-and-economics/forecasts-and-commentary</a> www.zelmanassociates.com (subscription required) <a href="https://www.corelogic.com/insights-download/home-price-index.aspx">https://www.corelogic.com/insights-download/home-price-index.aspx</a>
14	CoreLogic Quote	<a href="https://www.corelogic.com/insights-download/home-price-index.aspx">https://www.corelogic.com/insights-download/home-price-index.aspx</a>
15	YOY Change in Listings	<a href="https://news.move.com/2020-07-23-Realtor-com-R-Weekly-Recovery-Report-U-S-Housing-Market-has-Recovered-from-the-Initial-Shock-of-COVID">https://news.move.com/2020-07-23-Realtor-com-R-Weekly-Recovery-Report-U-S-Housing-Market-has-Recovered-from-the-Initial-Shock-of-COVID</a>
16	move.com Quote	<a href="https://news.move.com/2020-07-09-Realtor-com-R-Weekly-Recovery-Report-Record-Breaking-Traffic-Signals-Summer-Buying-Season-is-Here">https://news.move.com/2020-07-09-Realtor-com-R-Weekly-Recovery-Report-Record-Breaking-Traffic-Signals-Summer-Buying-Season-is-Here</a>
17	Purchase Applications	<a href="https://www.mba.org/news-research-and-resources/newsroom">https://www.mba.org/news-research-and-resources/newsroom</a>
18	NAHB Quote	<a href="http://eyeonhousing.org/2020/07/low-mortgage-rates-convert-prospective-buyers-into-active-buyers/">http://eyeonhousing.org/2020/07/low-mortgage-rates-convert-prospective-buyers-into-active-buyers/</a>

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19	realtor.com Surveys	<a href="https://www.realtor.com/research/top-consumer-home-features-coronavirus/https://3xlsey17pnzh3nf35w1wwnug-wpengine.netdna-ssl.com/wp-content/uploads/2020/06/real-estate-top-agent-insights-for-q2-2020.pdf">https://www.realtor.com/research/top-consumer-home-features-coronavirus/https://3xlsey17pnzh3nf35w1wwnug-wpengine.netdna-ssl.com/wp-content/uploads/2020/06/real-estate-top-agent-insights-for-q2-2020.pdf</a>
20	Buying Due to Remote Work	<a href="https://www.realtor.com/research/home-buying-2020-remote-work-post-covid/">https://www.realtor.com/research/home-buying-2020-remote-work-post-covid/</a>
21	Urban High-End Listings	<a href="http://zillow.mediaroom.com/index.php?s=28775&amp;item=137617">http://zillow.mediaroom.com/index.php?s=28775&amp;item=137617</a>
22	John Burns Consulting Quote	<a href="https://www.realestateconsulting.com/the-great-american-move/">https://www.realestateconsulting.com/the-great-american-move/</a>
23	ATTOM Quote	<a href="https://www.attomdata.com/news/market-trends/home-sales-prices/attom-data-solutions-q2-2020-u-s-home-sales-report/">https://www.attomdata.com/news/market-trends/home-sales-prices/attom-data-solutions-q2-2020-u-s-home-sales-report/</a>