



# NATIONAL ASSOCIATION OF REALTORS® # Surveys

NAR's Research Division offers many surveys on different aspects of real estate that are relevant to any real estate professional or those who want to stay informed on the latest trends. Some of Research's most significant survey projects include:

➤ **NAR PROFILE OF HOME BUYERS AND SELLERS**

Who is buying and selling homes these days – how old are they, and why are they selling or buying? To what extent do they use the services of a real estate professional? What role does the Internet play in the process? These questions and many more are answered in this annual survey of recent home buyers and sellers. Purchase it here:

<http://www.realtor.org/prodser.nsf/Research>

➤ **NAR MEMBER PROFILE**

Who are REALTORS®? Economic, demographic, education, tenure, agency relationship and compensation of REALTORS® are broken down in this user-friendly survey. In addition, this report takes an in-depth look at office affiliation, type of firm, and use of the Internet and technology. This unique tool provides answers in a simple-to-use format, designed to allow easy comparisons with previous studies, using a mix of charts, graphs and tables. Purchase it here:

<http://www.realtor.org/prodser.nsf/Research>

➤ **PROFILE OF INTERNATIONAL HOME BUYING ACTIVITY**

We live in a global marketplace. While all real estate is local, not all property buyers are. A significant share of home purchases are made by people whose primary residence is outside of the U.S. Find out which are the top five countries of origin for foreign home buyers and how these buyers are utilizing the services of REALTORS®.

<http://www.realtor.org/research/research/reportsintl>

➤ **LOCAL MARKET REPORTS**

These 155 separate local markets reports reflect data available through the first quarter of 2010 and provide insights into the nation's largest metropolitan housing markets. These market-by-market reports were updated in May 2010 and are available online to members only. Find your state here:

<http://www.realtor.org/research/research/metrohomepriceanalysisreports>

➤ **FOREIGN INVESTMENT IN U.S. REAL ESTATE REPORT**

This 19-page report covers foreign investment in U.S. real estate with a breakdown of the major countries with significant holdings. The report explains that prospects are good for continued healthy investment in U.S. real estate, given the strength of foreign currencies in relation to the U.S. dollar. An overview of today's market and a forecast for the coming year are included.

<http://www.realtor.org/research/research/reportsintl>

➤ **STATE-BY-STATE INTERNATIONAL BUSINESS ACTIVITY REPORTS**

These downloadable 14-page reports look at international business activity by state, including the number of foreigners arriving from various countries, homeownership rates, and top exports.

Find your state here:

<http://www.realtor.org/research/research/reportsintl>

➤ **NAR PROFILE OF BUYER'S HOME FEATURE PREFERENCES**

What are the home features that buyers considered most crucial during their home search process? This survey answers this crucial question and many more about what buyers most look for in purchasing a new home. The survey also includes regional and demographic analysis as well as the incremental dollar values buyers place on particular features. Purchase it here:

<http://www.realtor.org/prodser.nsf/Research>

➤ **NAR INVESTMENT AND VACATION HOME BUYERS SURVEY**

While most buyers purchase a home to use as their primary residence, a significant share also purchases vacation or investment properties. Because the purchase of a non-primary residence is often influenced by different factors than the purchase of a primary residence, it is important to understand how changes in the market environment affect each segment. This survey estimates the number of home sales that fall into each category and tracks how sales and prices in each vary over time. Purchase it here:

<http://www.realtor.org/prodser.nsf/Research>

➤ **NAR PRESENTATION MODULES**

Free for members to use, these condensed PowerPoint presentations and accompanying talking points break down the results of our most popular surveys to provide a plug-and-play presentation that members can use to explain the latest NAR survey data. Become a housing market guru quickly by downloading the modules at:

<http://www.realtor.org/research/research/researchpresentationmodules>