

Home Seller Survey Key Findings

Data Sheet

March 2021

Coldwell Banker Real Estate LLC

Real Estate's Roaring 20s

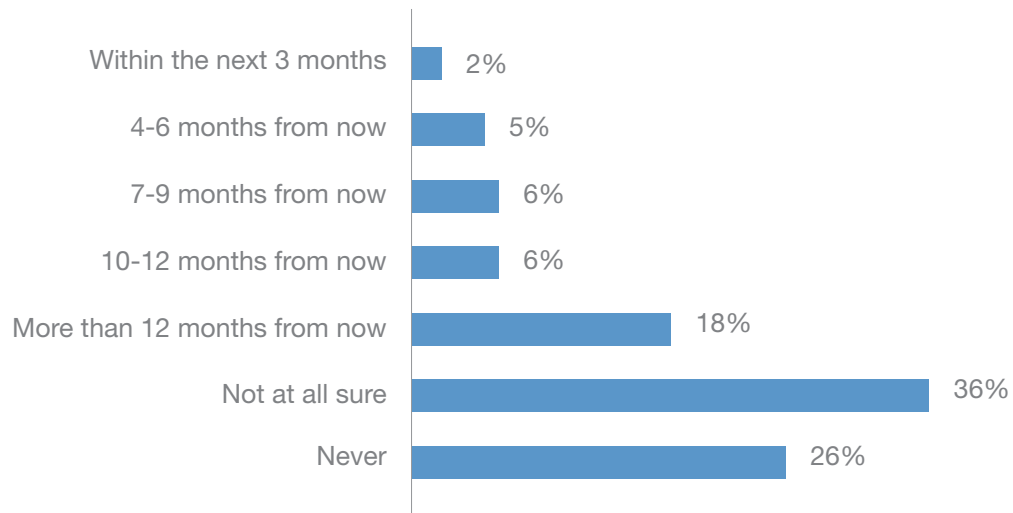
The spring home buying and selling season is heating up. With record low inventory on the market, Coldwell Banker commissioned a survey of homeowners about their plans to list their homes. Conducted online by The Harris Poll in February 2021 among over 1,300 U.S. homeowners, the survey reflects on homeowners' plans to sell, where they are going and their top concerns.

Americans Are on the Move

- **One in five of homeowners (20%) say they plan to sell their current home in the next 12 months.** Over a third (36%) are not at all sure when they plan to sell their current home.
- **This is even more prominent among younger homeowners:** Younger homeowners (ages 18-34 and 35-44) are more likely to say they plan to sell their home in the next 12 months than their older counterparts (39% 18-34, and 36% 35-44, vs. 19% 45-54, 6% 55-64 and 2% 65+).

When do you plan to sell your current home?

Respondent base: Homeowners



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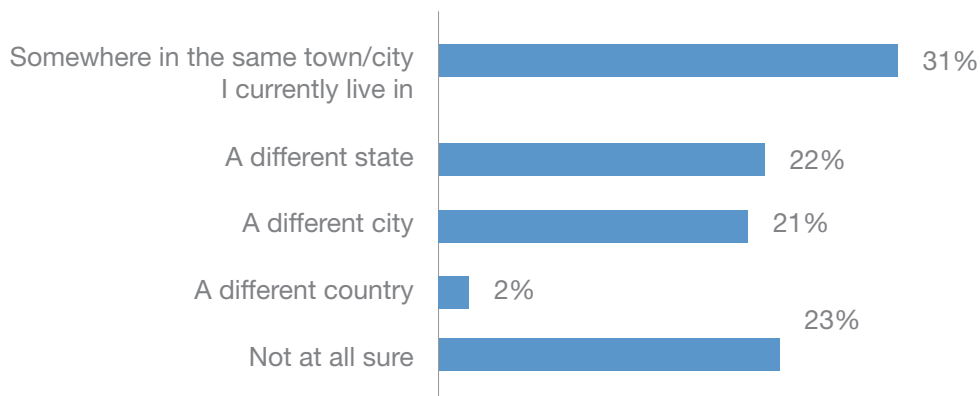
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Relocating

- **In addition to a new home, many are seeking out a new location too.** Among homeowners who plan to sell their home in the future, 43% say they would move to a different state or city, while 31% say they plan to move somewhere in the same town or city they currently live in. Among homeowners who plan to sell in the next 12 months, 38% say they plan to move somewhere in the same town/city they currently live in, however, 57% say they would plan to move to a different city or state.

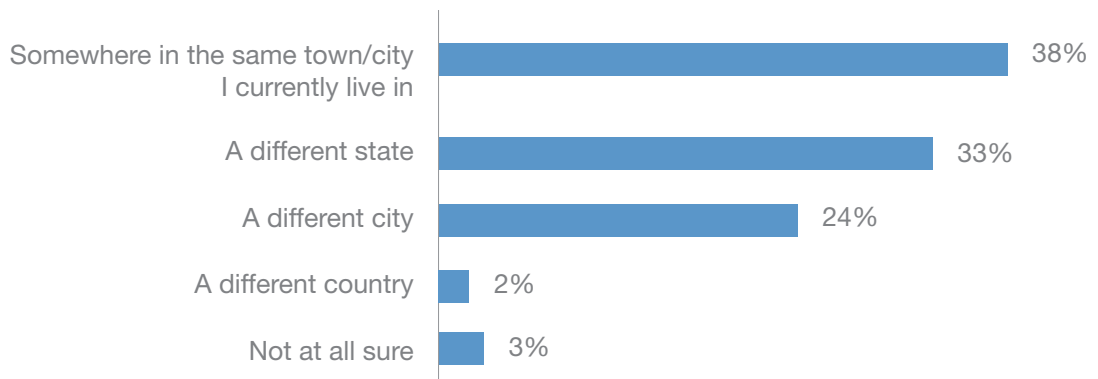
You mentioned you plan to sell your home in the future. Where do you plan to move to after you sell?

Respondent base: Homeowners who plan to sell their home in the future



You mentioned you plan to sell your home in the future. Where do you plan to move to after you sell?

Respondent base: Homeowners who plan to sell their home in the next 12M



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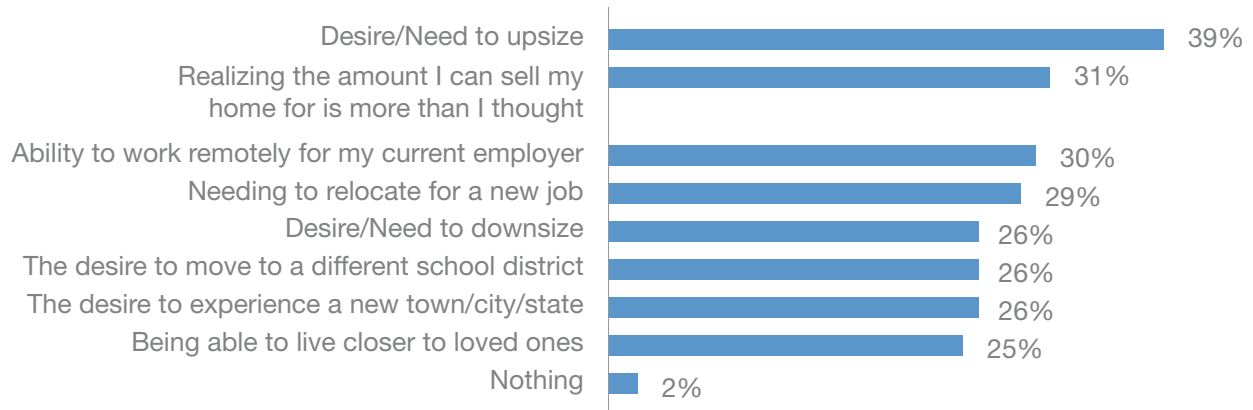
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Motivations

- **The most common motivation for listing their home for sale among those who plan to sell in the next 12 months is the desire/need to upsize (39%).** Other top motivations include realizing the amount they can sell their home for is more than they thought (31%) and the ability to work remotely for their current employer (30%).

Regardless of whether or not you plan to sell your current home, which of the following would motivate you to list your home for sale? Please select all that apply.

Respondent base: Homeowners that plan to sell in the next 12M



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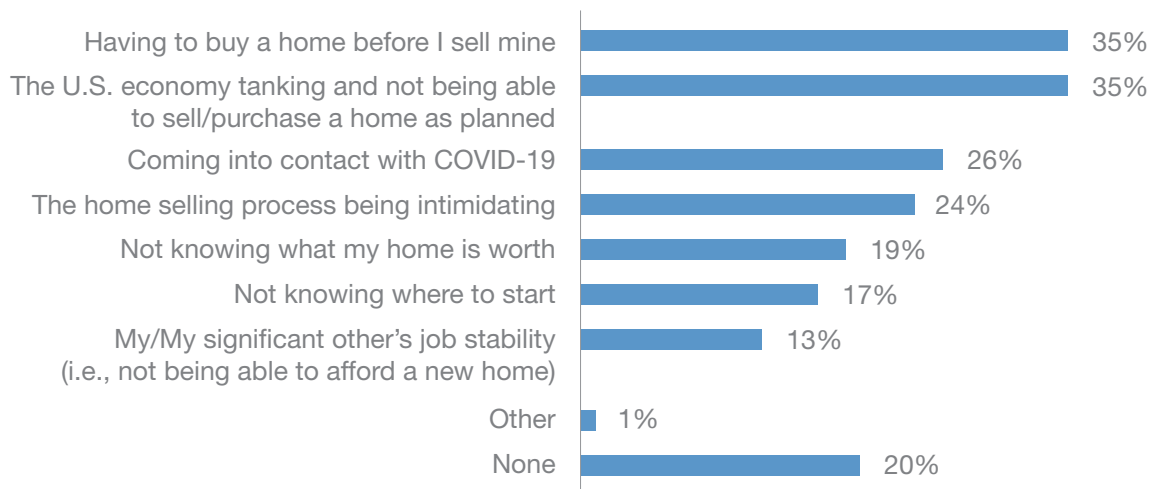
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Common Concerns

- **Homeowners, including those planning to sell in the next 12 months, have concerns about selling in an unprecedented market.** If they were selling their home today, top concerns about listing their home among homeowners are: having to buy a home before selling their own (35%) and the U.S. economy tanking and not being able to sell/purchase a home as planned (35%). For those planning to sell in the next 12 months, the U.S. economy tanking and not being able to sell/purchase a home as planned (38%) and coming into contact with COVID-19 (34%) are the concerns they would have if they were selling today.
- **Younger homeowners are more likely to have certain concerns.** Younger homeowners are more likely to have the following concerns about listing their home today compared to some of their older counterparts:
 - the process being intimidating (35% 35-44, vs. 23% 45-54, 20% 55-64 and 15% 65+)
 - not knowing what their home is worth (27% 18-34, vs. 12% 55-64 and 15% 65+)
 - not knowing where to start (28% 18-34 and 22% 35-44, vs. 12% 55-64 and 8% 65+)

If you were to sell your home today, which of the following concerns would you have about listing your home for sale? Please select all that apply.

Respondent base: Homeowners



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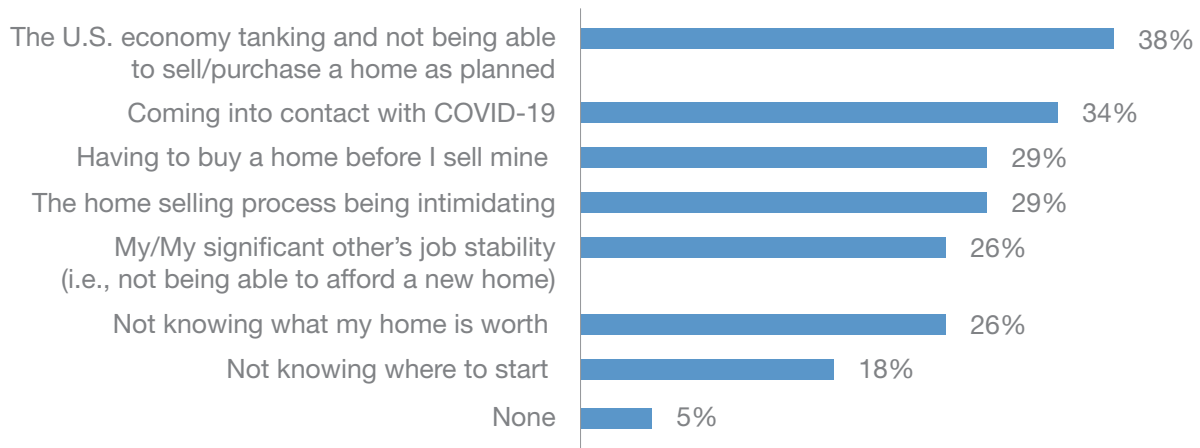
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If you were to sell your home today, which of the following concerns would you have about listing your home for sale? Please select all that apply.

Respondent base: Homeowners that plan to sell their home in 12M



Survey Methodology

This survey was conducted online within the United States by The Harris Poll on behalf of Coldwell Banker from February 23-25, 2021 among 1,356 U.S. homeowners ages 18 and older, among whom 991 plan to sell their home in the future and 236 plan to sell their home in the next 12 months. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact Caroline Tobin at CTobin@gscommunications.com.