

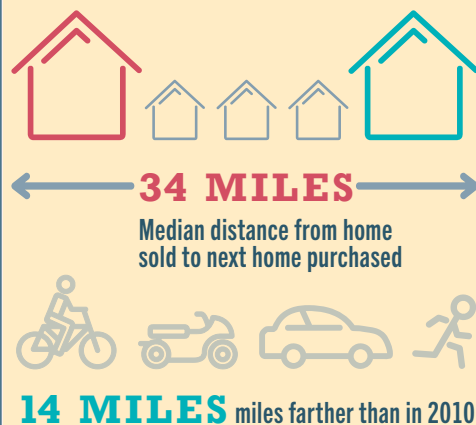
TEXAS HOMESSELLERS

Who They Are and What They Want

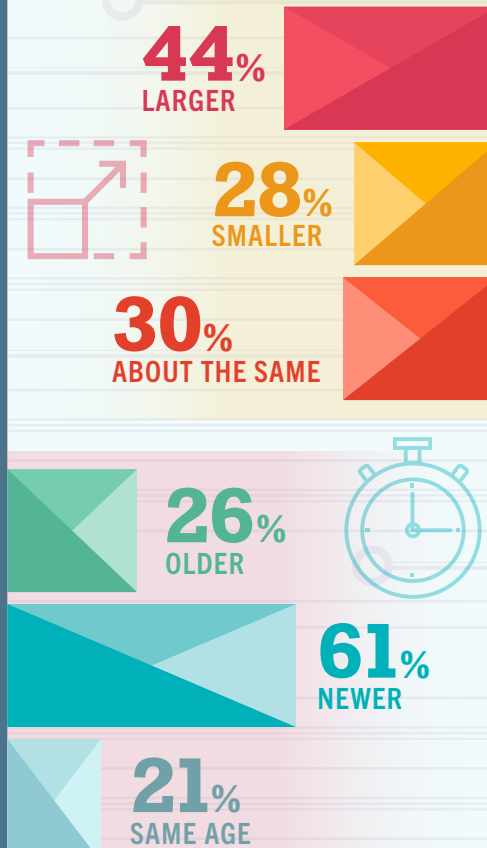
The previous issue of *Texas REALTOR*® featured survey results about Texas homebuyers from the 2020 *Profile of Texas Homebuyers and Sellers*, a Texas oversample of NAR's nationwide homebuyer and seller survey. This month highlights homesellers in Texas. Responses are from homesellers who also purchased a primary residence between July 2019 and June 2020. *Percentages may not add to 100% due to rounding or other responses not listed.

Top reasons for selling

- Move closer to friends/family
- Job relocation
- Home is too small
- Home is too large



After selling, the next home was...



\$70,000



MEDIAN EQUITY EARNED IN HOME SOLD

22% OF SELLERS OFFERED HOME WARRANTIES



87%

WERE SATISFIED WITH THE SELLING PROCESS

64%

Very satisfied

23%

Somewhat satisfied

9

YEARS

Tenure in home sold

49% MORE EXPENSIVE

27% LESS EXPENSIVE

23% SAME PRICE RANGE

*Stats in this column for entire U.S.

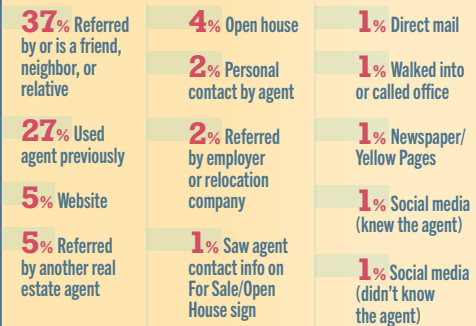
91%

OF SELLERS USED AN AGENT OR BROKER

Most important factor when choosing agent



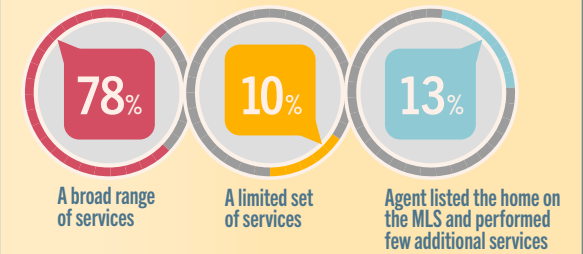
How seller found agent



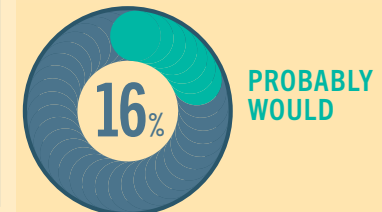
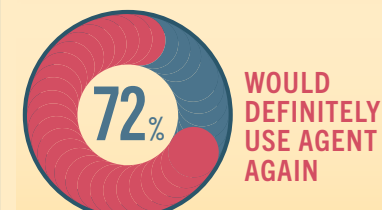
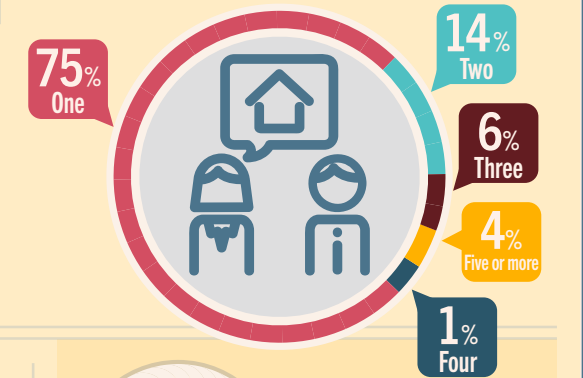
What sellers want most from real estate agents



Level of service provided by agent



Number of agents contacted before selecting one



THE DIFFERENCE OVER A DECADE

TEXAS HOMESSELLERS	2020	2010
FIRST-TIME SELLERS AS A PERCENTAGE OF ALL SELLERS	27%	36%
AGE: ALL SELLERS (MEDIAN)	56	50
HOUSEHOLD INCOME (MEDIAN)	\$127,300	\$107,300
RACE/ETHNICITY OF TEXAS HOMESSELLERS		
WHITE/CAUCASIAN	82%	89%
BLACK/AFRICAN-AMERICAN	4%	4%
HISPANIC/LATINO	11%	5%
ASIAN/PACIFIC ISLANDER	4%	1%
OTHER	3%	1%

*Respondents could choose as many as applicable

51% OF FSBO SALES WERE BETWEEN SELLERS AND BUYERS WHO KNEW EACH OTHER

Download the full 2020 *Profile of Texas Homebuyers and Sellers*—as well as prior versions of this report and other surveys—from:

texasrealestate.com/research