

TEXAS HOMESELLERS



Who They Are and What They Want

The previous issue of *Texas REALTOR*® featured survey results about Texas homebuyers from the 2021 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 2020 and June 2021. *Percentages may not add to 100% due to rounding or other responses not listed.

Top reasons for selling



Move closer to friends/family



lob relocation



lome is too small



Home is too large

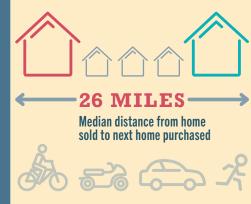
MEDIAN EQUITY EARNED

THE SELLING PROCESS

Somewhat satisfied

IN HOME SOLD

*Up \$10,000 from 2020







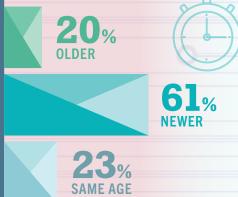














RANGE

28% **SAME PRICE**

OF SELLERS USED AN **AGENT OR BROKER**

Most important factor when choosing agent



How seller found agent



House sign

What sellers want most from real estate agents



from 2020



13%

16% Sell home within specific timeframe

Find ways to fix up home to sell for more

Level of service provided by agent

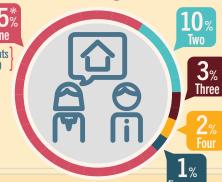


A broad range A limited set of services {*Up 11 points from 2020}

Agent listed the home on the MLS and performed

Number of agents contacted before selecting one





WOULD DEFINITELY **USE AGENT** {* Up 3 points from 2020}



PROBABLY WOULD



OF SELLERS RECOMMENDED THEIR AGENT TO OTHERS 4 OR MORE TIMES



NEVER RECOMMENDED THEIR AGENT TO OTHERS

THE DIFFERENCE OVER A DECADE

TEXAS HOMESELLERS	2021	2011
FIRST-TIME SELLERS AS A PERCENTAGE OF ALL SELLERS	36%	25%
AGE: ALL SELLERS (MEDIAN)	54	54
HOUSEHOLD INCOME (MEDIAN)	\$125,000	\$87,000



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

Download the full 2021 Profile of Texas Homebuyers and Sellers—as well as prior versions of this report and other surveys—from:



Very satisfied