

# CONFIDENCE INDEX

# 44.5

-7.4

June 2021

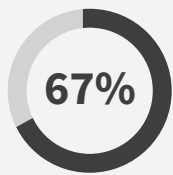
The HousingIQ/Kentucky REALTORS® Confidence Index is a composite measure that captures Kentucky REALTOR® expectations about the housing market over the next twelve months. It is derived from three sub-indices – Price Expectation Index, Buyer Power Index, and Homeowner Stress Index. A value of 50 corresponds to respondents anticipating no change in market conditions over the next twelve months. A value of 100 corresponds to all respondents agreeing that market conditions will improve.

47% of respondents expect higher sales volume in the next twelve months.

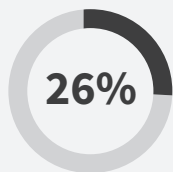
↓ -3

## KENTUCKY REALTORS® MARKET PULSE

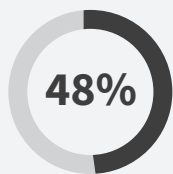
JUNE UPDATE



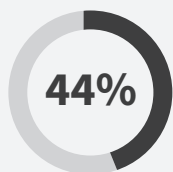
said current market conditions are causing burnout among realtors.



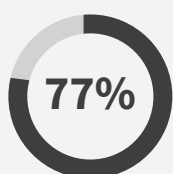
said recent buyers were regretting paying too much for their home.



report prospective buyers are waiting for a pickup in new construction.



anticipate a decrease in the number of offers received per house.



said homeowners were not listing properties in anticipation of the end of mortgage forbearance.

## PRICE EXPECTATION INDEX

60.5

↓ -10.4

The Price Expectation Index reflects respondents' perception of future home price trends. A value of 50 corresponds to respondents anticipating current trends to sustain over the next twelve months and a value of 100 corresponds to all respondents anticipating an improvement in price appreciation.

40% of respondents expect house prices to increase in the next twelve months.

↓ -21

## BUYER POWER INDEX

55.0

↑ +13.1

The Buyer Power Index gauges the balance of bargaining power between buyers and sellers. A value of 50 corresponds to the current trend sustaining whereas a value of 100 corresponds to all respondents agreeing that the power would shift to the buyer within the next twelve months.

45% of respondents expect houses to stay on the market for longer.

↑ +18

## HOMEOWNER STRESS INDEX

72.1

↓ -1.2

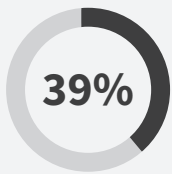
The Homeowner Stress index measures the unfavorable financial situation of homeowners. It is derived from questions that measure the anticipated change in distressed sales, delinquencies, etc. A value of 50 corresponds to respondents anticipating no change from the current situation and a value of 0 corresponds to all respondents agreeing that homeowner situation will improve within the next twelve months.

56% of respondents expect more delinquencies in the next twelve months.

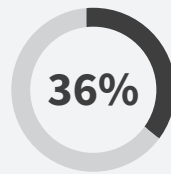
↓ -8

# KENTUCKY REALTORS® BY THE NUMBERS

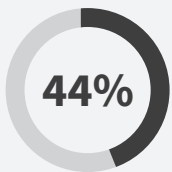
## IN THE NEXT TWELVE MONTHS:



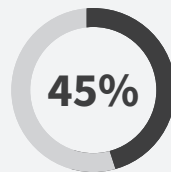
rank buyers looking to downsize as one of their top three customer segments.



expect increased sales to first-time buyers.



expect increased sales to investors.



anticipate homebuyers spending a greater share of income on housing.

## SURVEY RESPONDENTS



354 responses  
29% brokers



of respondents reported trailing twelve-month sales volume of \$500K or higher.



57% of respondents served the Louisville/Jefferson County, KY-IN and Lexington-Fayette, KY metropolitan markets.

The survey was administered to the Kentucky REALTORS® membership between June 29, 2021 and July 8, 2021. The survey margin of error at the 95% confidence level is +/- 5%.

## ABOUT THE HOUSINGIQ SURVEY OF KENTUCKY REALTORS®

Developed and administered by HousingIQ, the Survey of REALTORS® is designed to systematically harness the ears-to-the-ground local market knowledge of REALTORS® and create new insights about the housing market. The survey consists of semantic differential questions concerning realtor expectations of house prices, sales, homeowner stress, and buyer demographics. The responses provide three distinct forward-looking measures—Price Expectation Index, Buyer Power Index, and the Homeowner Stress Index. A headline Confidence Index is obtained by summarizing the three measures to reflect the prevailing expertise and wisdom of REALTORS®.

