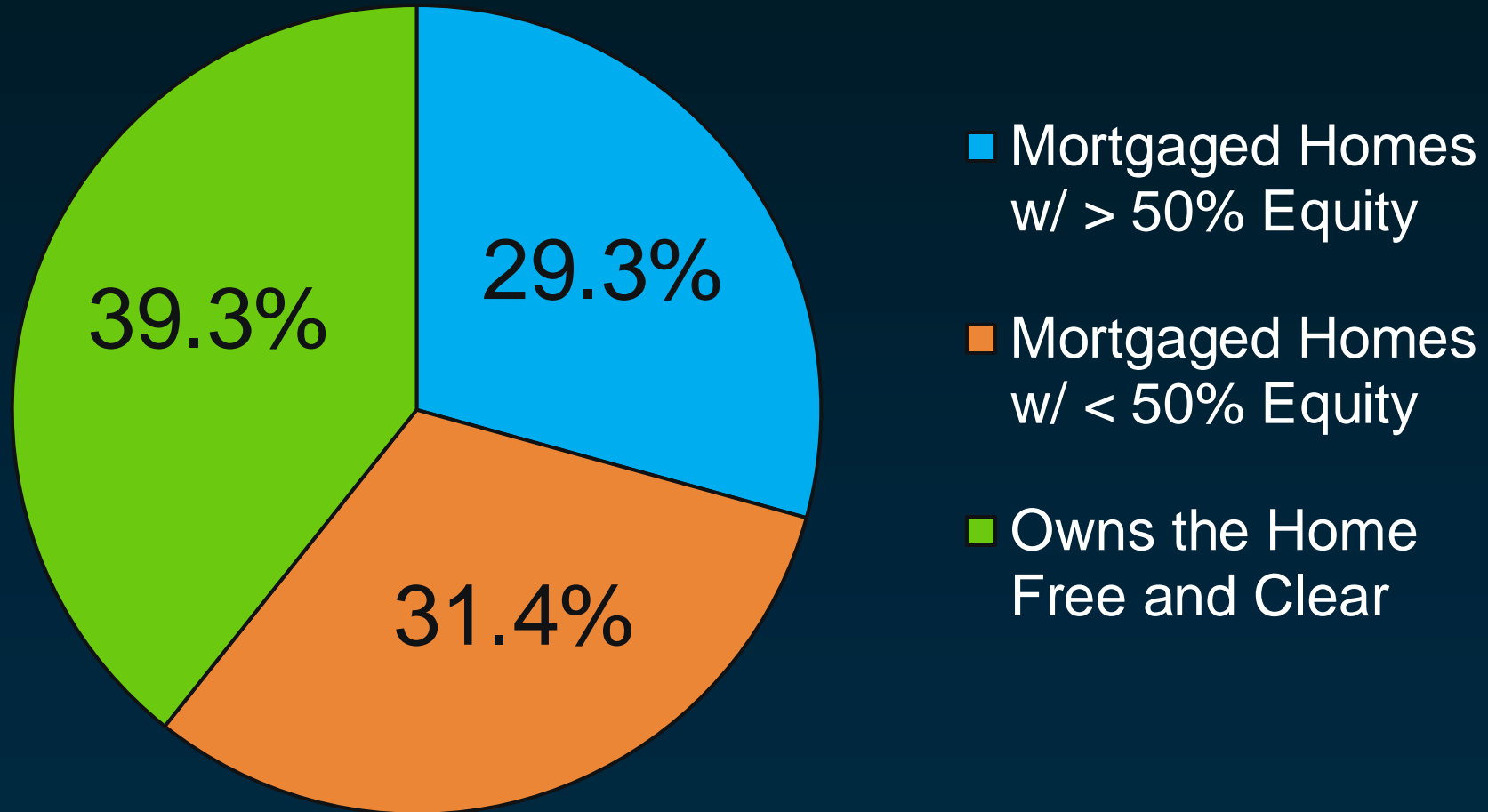


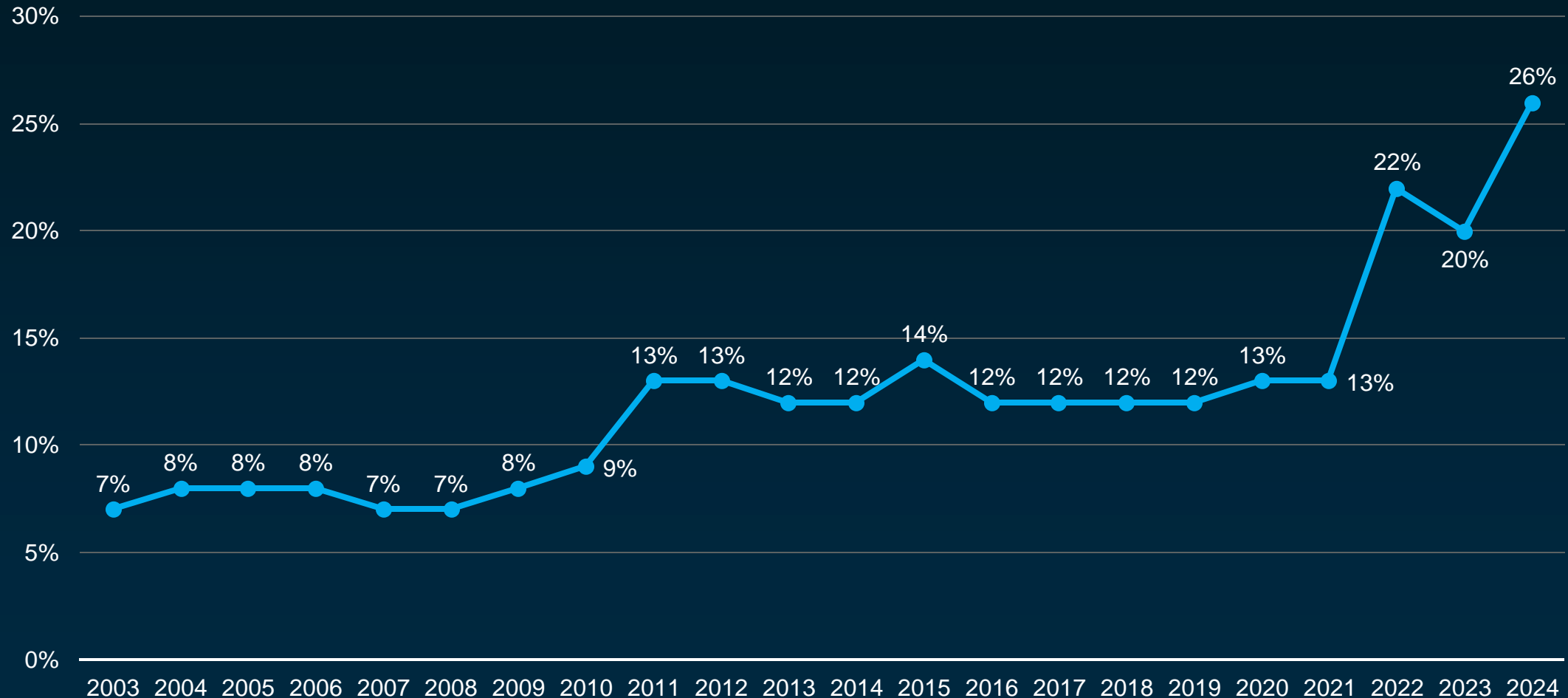
# Americans Sitting on Tremendous Equity

68.6% Have Paid off Their Mortgage or Have at Least 50% Equity as of Q3 2024



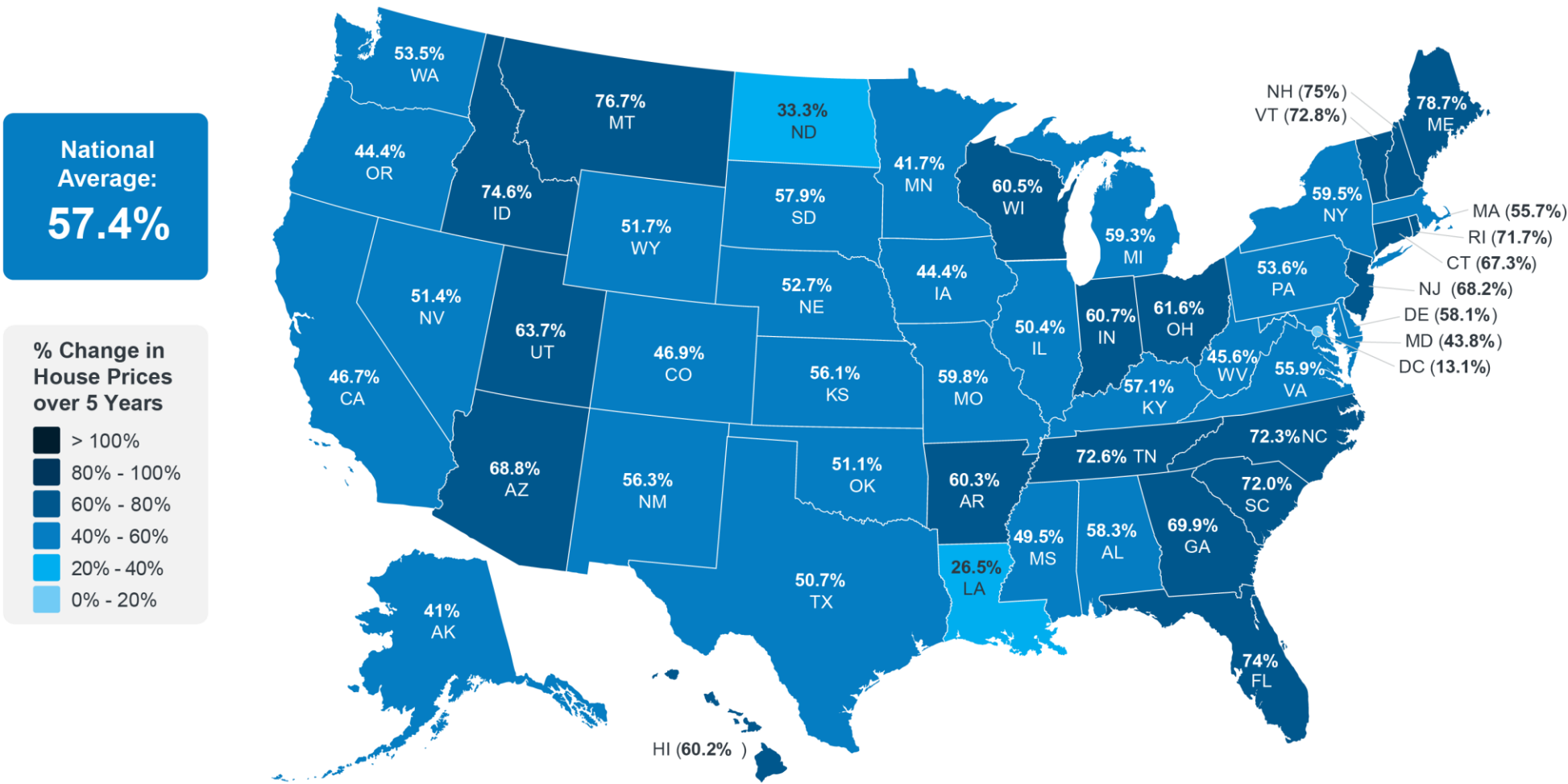
# The Share of All-Cash Buyers Reaches New High

Percent Distribution, 2003–2024



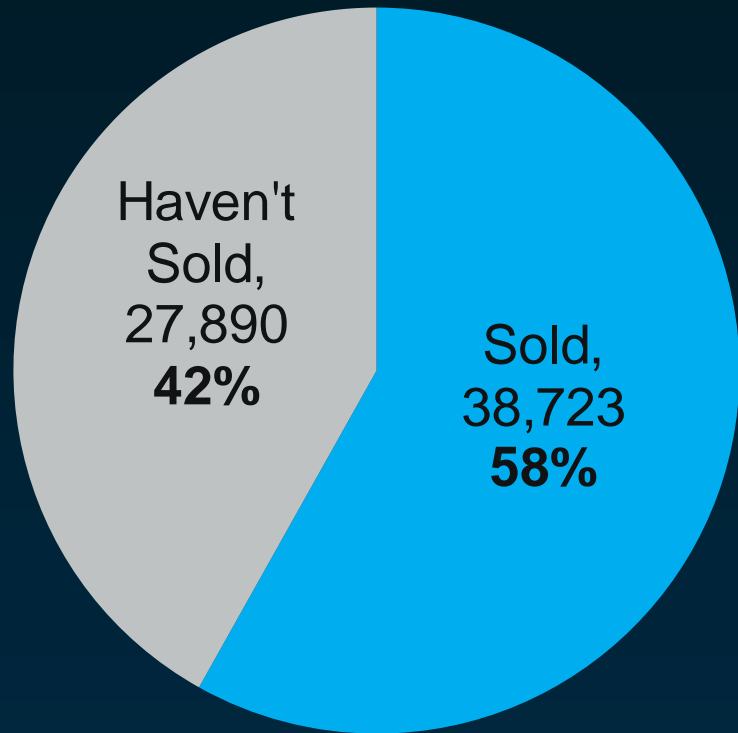
# Percent Change in Home Prices

Over 5 Years, Q3 2024



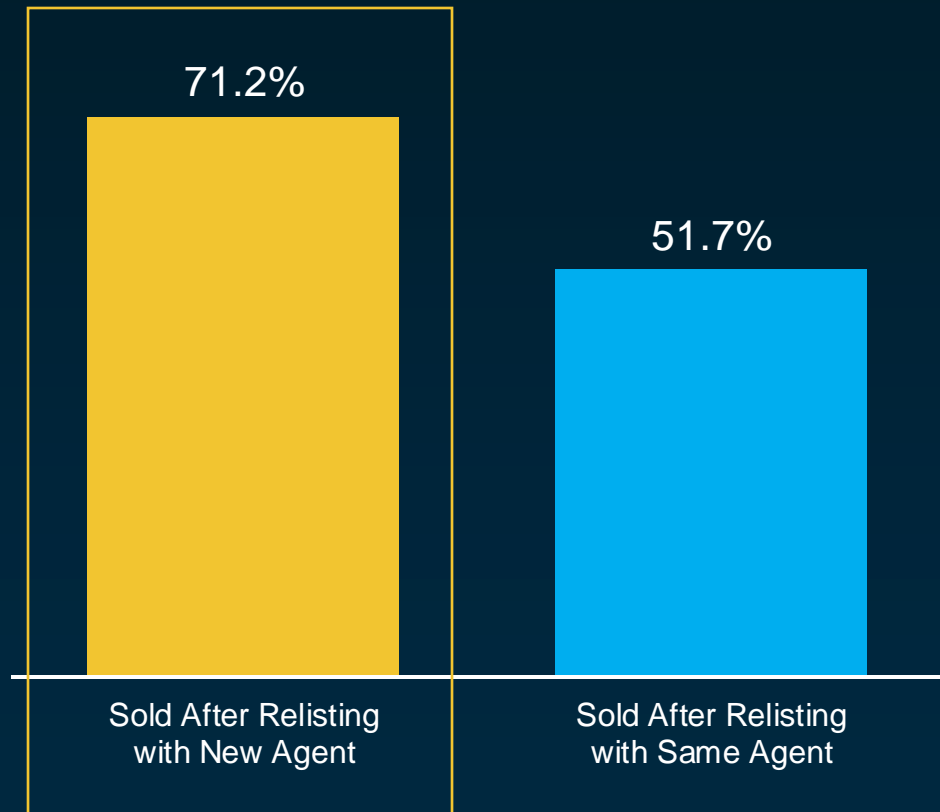
# Most of the Relisted Homes Have Sold

Expired, Cancelled, and Withdrawn Listings, January 1–7, 2024



Of the 66,613 homes that were relisted, **58% have sold.**

## Relisting with a Different Agent Produced a Better Sales Success Rate



# Why Pricing Right Matters

When it comes to pricing your home, setting it at market value will increase the visibility of your listing and drive more buyers your way. This strategy **actually increases** the number of buyers who will see your home in their search process.

