

2024 SELLER SNAPSHOT

60 years

Median Age

\$120,000

Median Income

2

in a household
(median)



Top 5 services sellers value the most

32%

Negotiating the
price/terms of
sale

15%

Project-
managing the
transaction

9%

Setting the right
price

12%

Preparing the
home for sale

9%

Navigating
legal/regulatory
complexities

13

Homeowners tenure
in years (median)



46%

% of sellers planning
to buy another home



Relationship Status

Married

53%



Single

31%

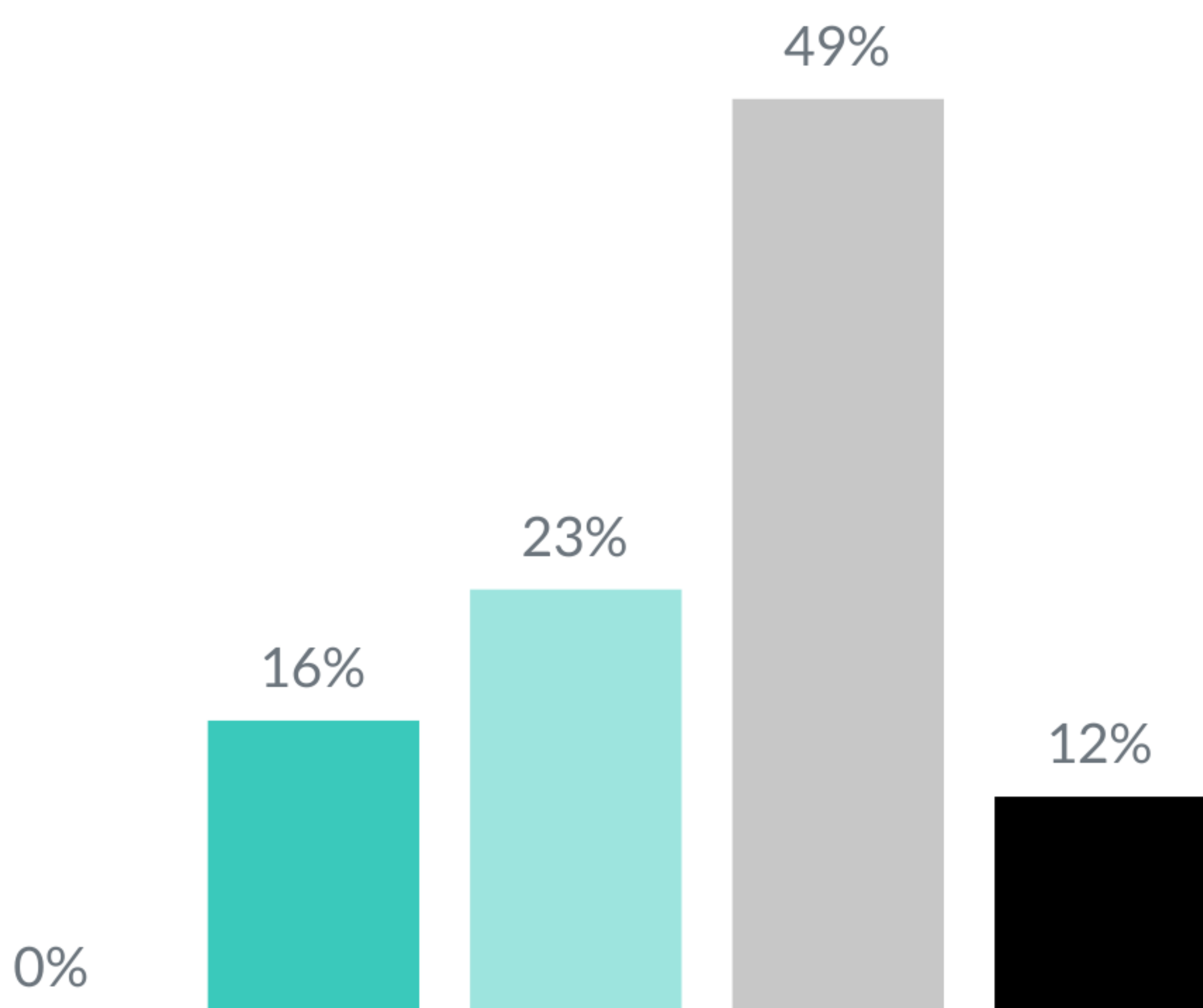
Friends/Family

5%

Other

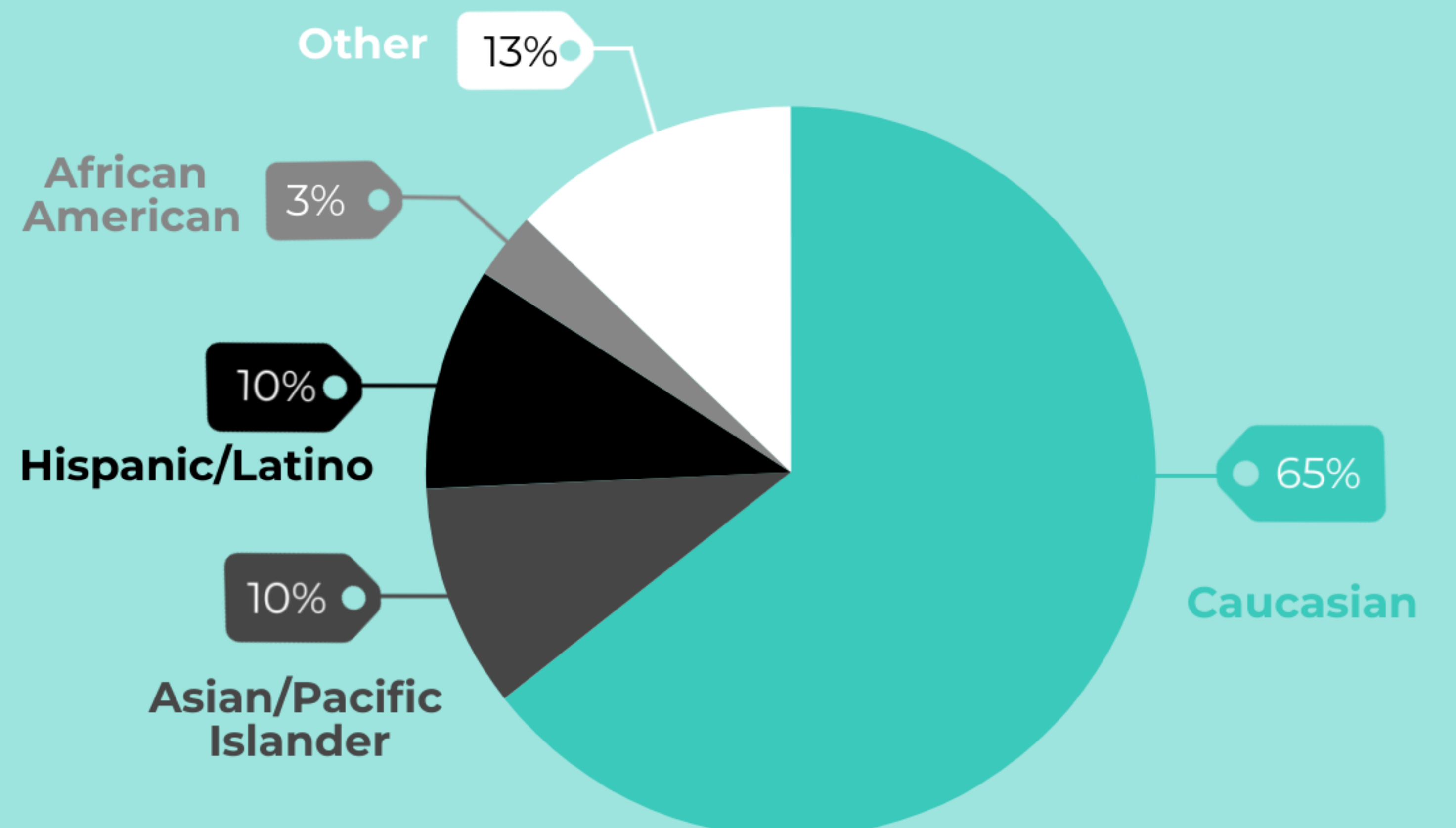
11%

Generation Breakdown



Gen Z Millennial Gen X Boomer Greatest

Ethnicity



CALIFORNIA
ASSOCIATION
OF REALTORS®

2024 Annual Housing Market Survey