

# 2024 Home Buyers Survey

Unlocking Insights: A Deep Dive into Homebuyer Preferences and the Future of Real Estate

beagel.io January 2024



# Introduction

## A backdrop of change

In the dynamic realm of real estate, where each year brings new challenges and shifts, 2023 marked a pivotal juncture for the industry, and 2024 is proving to be equally transformative. Against the backdrop of rising interest rates, a surge in legal disputes over fees, a decline in the number of realtors, and a reduction in transaction levels, the concerns within the community of over 1.5 million realtors in the United States are palpable.

Against this backdrop, Beagel.io conducted an illuminating survey in January 2024, engaging with over 600 recent U.S. homebuyers. This initiative aimed to glean valuable insights into the evolving preferences of homebuyers within the rapidly changing real estate landscape. As a

Microsoft Partner company, Beagel.io focused the survey on key elements such as transparency, real-time data access, and the adoption of digital offers.

The results of this survey reveal a compelling narrative, unveiling a clear and growing demand among homebuyers for a more modernized and transparent home-buying process. This presentation delves into the survey findings, providing a comprehensive understanding of the preferences that shape the expectations of homebuyers in this evolving real estate environment.

**Healy Hynes**

**beagel.io**

# Highlights

## Transparency as the cornerstone

### Emphasis on Offer History

- 97% of respondents expressed the importance of knowing the offer history on a property before making an offer.
- 95.2% highlighted the significance of knowing the offer history before even arranging a viewing.

### Transparency Matters

- 78.9% ranked transparency in the home buying process at 4 or 5 out of 5.
- 82.4% emphasized the importance of access to real-time offers and data.

### Empowering Buyers with Digital Solutions

- 75.5% consider the ability to make and reply to offers 24/7 as crucial.
- 86% prefer to buy a house using digital offers.

### Impact of Suspicions on Bidding

- 80% of respondents admitted having suspicions about bidding against others.
- 85.9% of those impacted by suspicions stated that it influenced their decision to increase their offers.

### Faith in the Offer Process

- 76.7% would have greater faith in the offer process if they received notifications when an offer was made.
- 82% would have greater faith if they could see the offers.
- 73.5% say the ability to make offers 24 hours a day is highly important.

### Preference for Digital Offers

- 86% prefer to buy a house using digital offers.
- 84% prefer to sell a house using digital offers.
- 82% would recommend an agent with digital offers over one without.

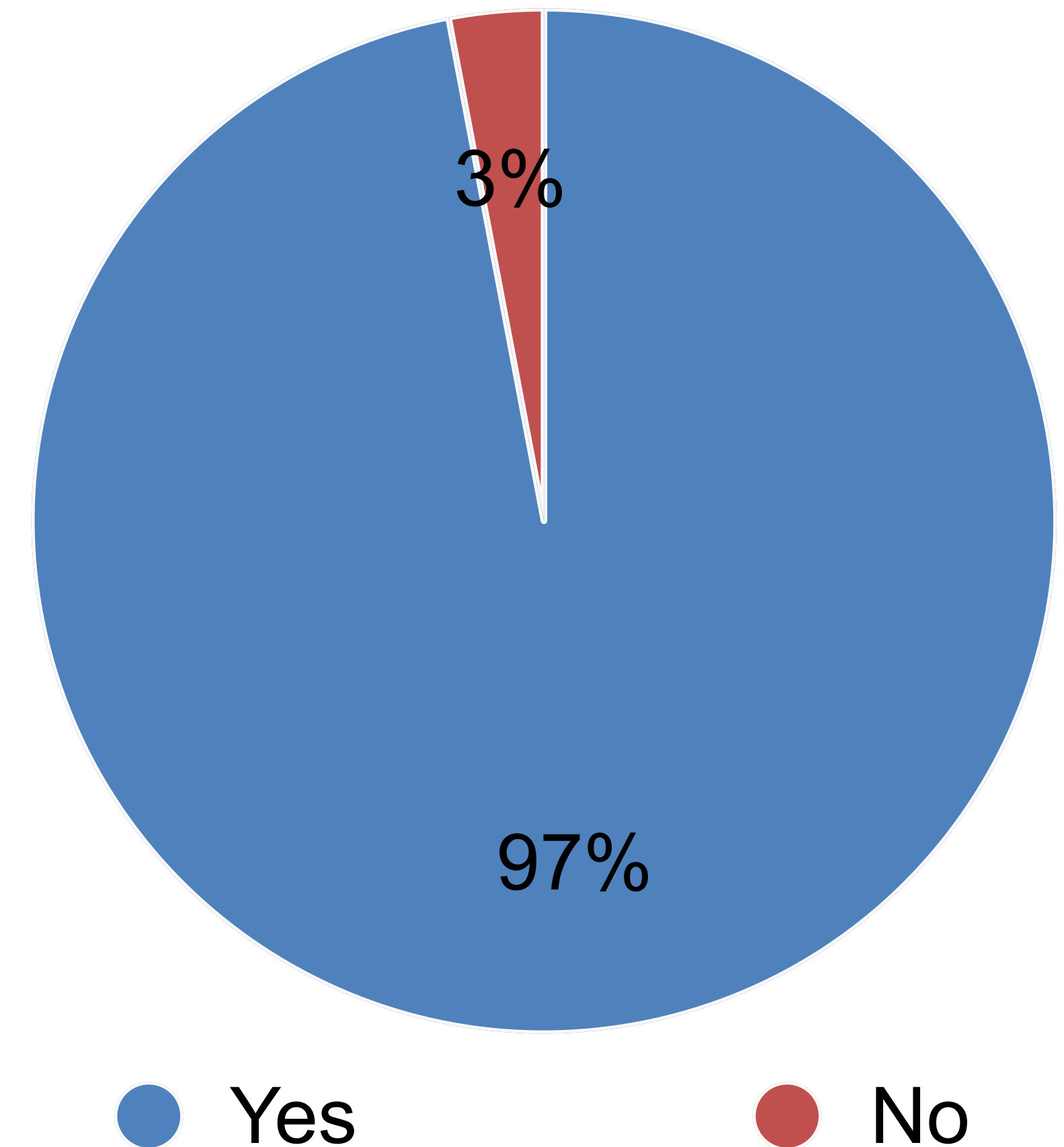
# Offer History Importance

## 1. Is it important to know the offer history on a property before making an offer?

Understanding a property's offer history before making an offer is deemed crucial by an overwhelming 97% of surveyed homebuyers. This high percentage underscores the significance placed on historical context, empowering buyers with valuable insights as they navigate the competitive real estate market.

%	Answer	Responses
97.0%	Yes	585
3.0%	No	18

±1.005% margin of error at 95% confidence



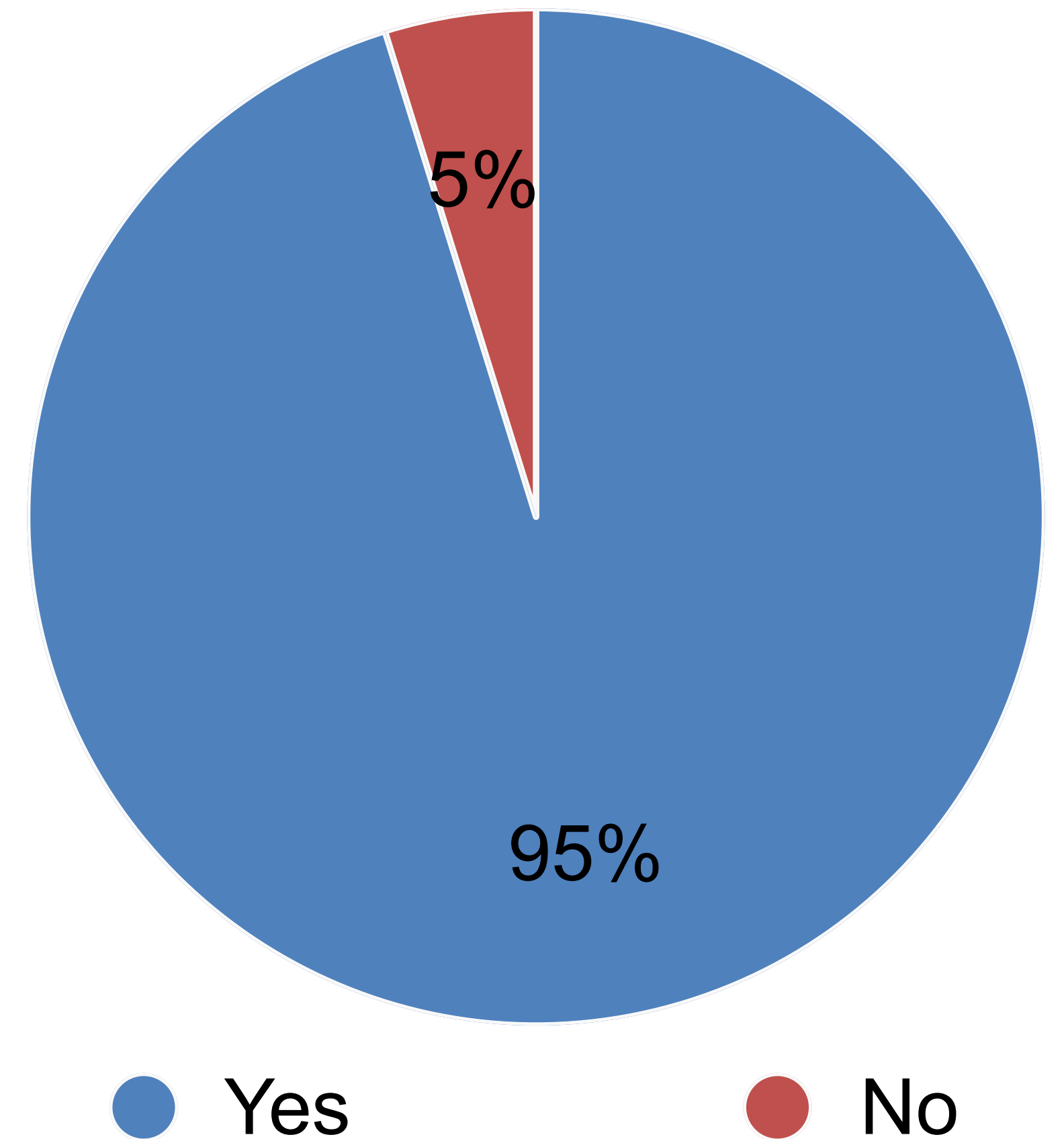
# Offer History Before Viewing

## 2. Is it important to know the offer history on a property before arranging a viewing?

The preference for knowledge extends to the viewing stage, where 95.2% of respondents express the importance of knowing a property's offer history beforehand. This underscores a desire for informed decision-making right from the initial stages of exploring potential homes. It may also indicate lost buyer leads at the very start of the journey.

Answer	Responses	%
Yes	555	95.2%
No	28	4.8%

±1.052% margin of error at 95% confidence level



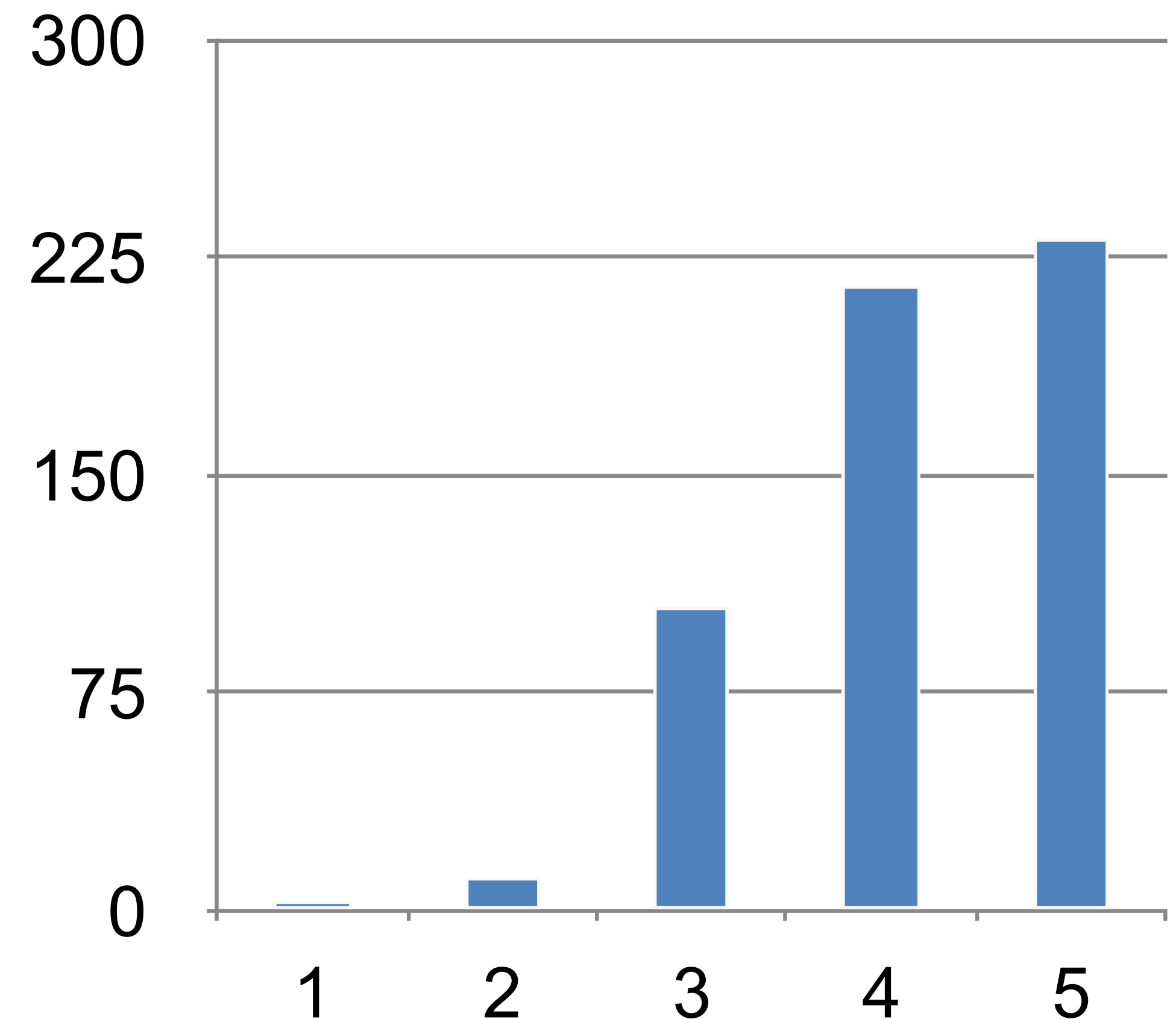
# Transparency in Home Buying

## 3. How important is transparency in the home buying process?

Homebuyers express a strong preference for transparency in the home-buying process, with 79.0% assigning a rating of 4 or 5 on a scale of 1 to 5. This clear demand emphasizes the desire for open and honest communication throughout the real estate journey.

Answer	Responses	%
1	4	0.7%
2	11	1.9%
3	104	18.4%
4	215	38.1%
5	231	40.9%

±1.934% margin of error at 95% confidence level



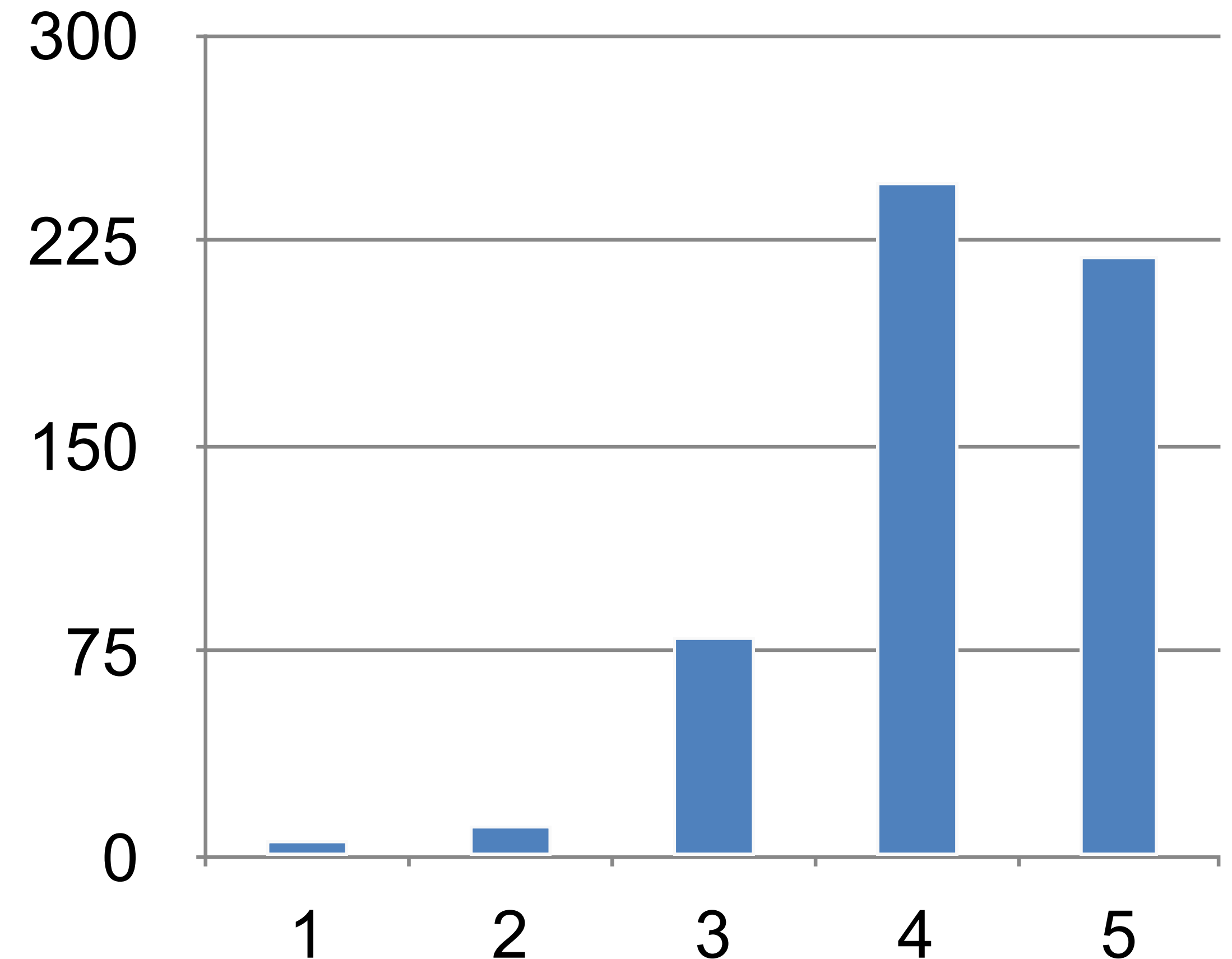
# Access to Real-Time Offers

## 4. How important is access to real-time offers and data?

The significance of real-time data is evident as 82.8% of respondents rate access to real-time offers and data as a 4 or 5 on a scale of 1 to 5. This underscores the increasing need for up-to-the-minute information, empowering buyers with the latest insights to make informed decisions.

Answer	Responses	%
1	6	1.1%
2	11	2.0%
3	80	14.2%
4	246	43.8%
5	219	39.0%

±2.104% margin of error at 95% confidence level



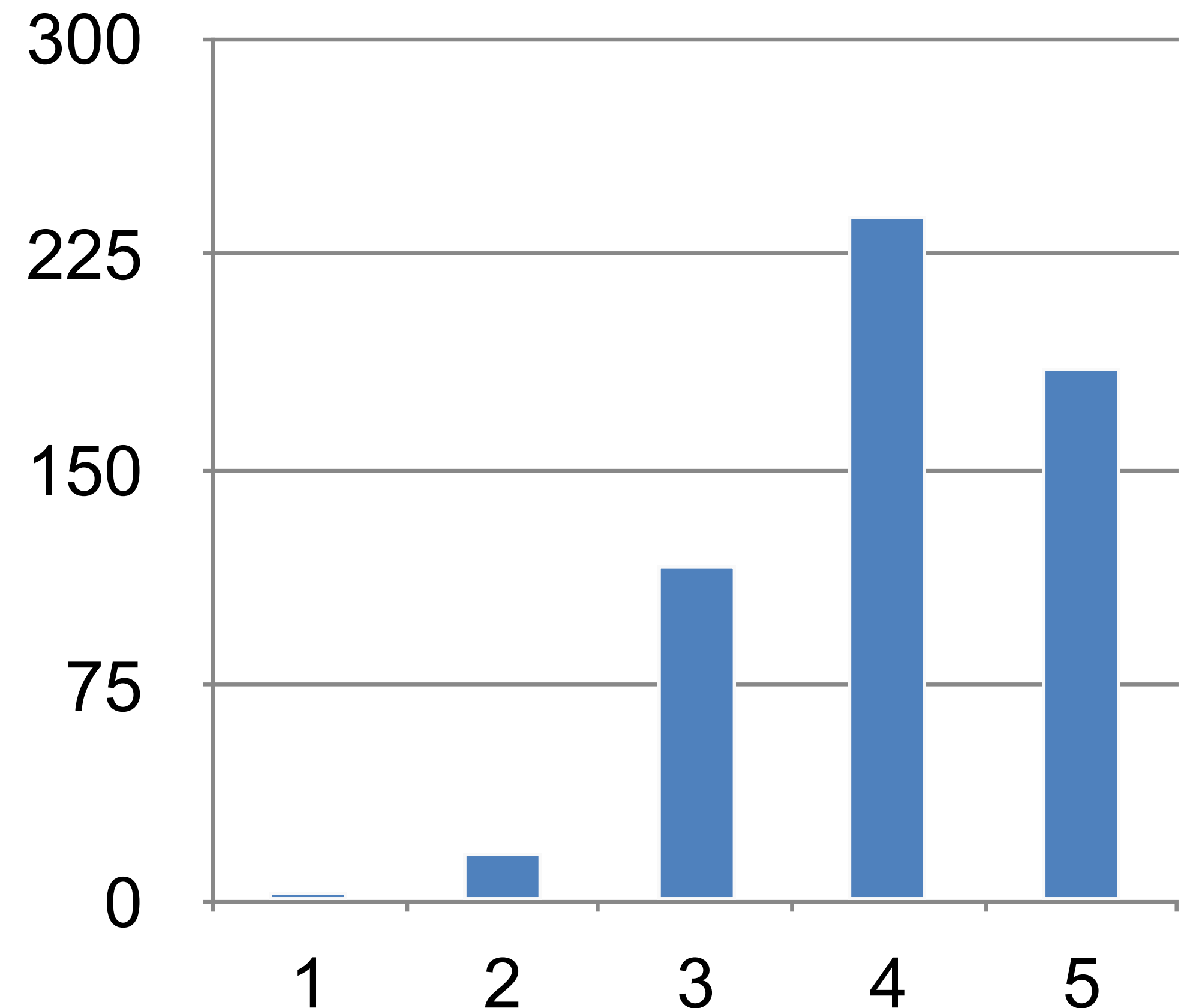
# Making & Replying to Offers 24/7

## 5. How important is the ability to make & reply to offers 24/7?

Accessibility is paramount, as indicated by the 75.5% of respondents who value the ability to make and reply to offers 24/7 with a rating of 4 or 5. This preference highlights the demand for flexibility and convenience in the home-buying process and a changed consumer dynamic.

Answer	Responses	%
1	3	0.5%
2	17	3.0%
3	117	20.9%
4	238	42.5%
5	185	33.0%

±2.083% margin of error at 95% confidence level





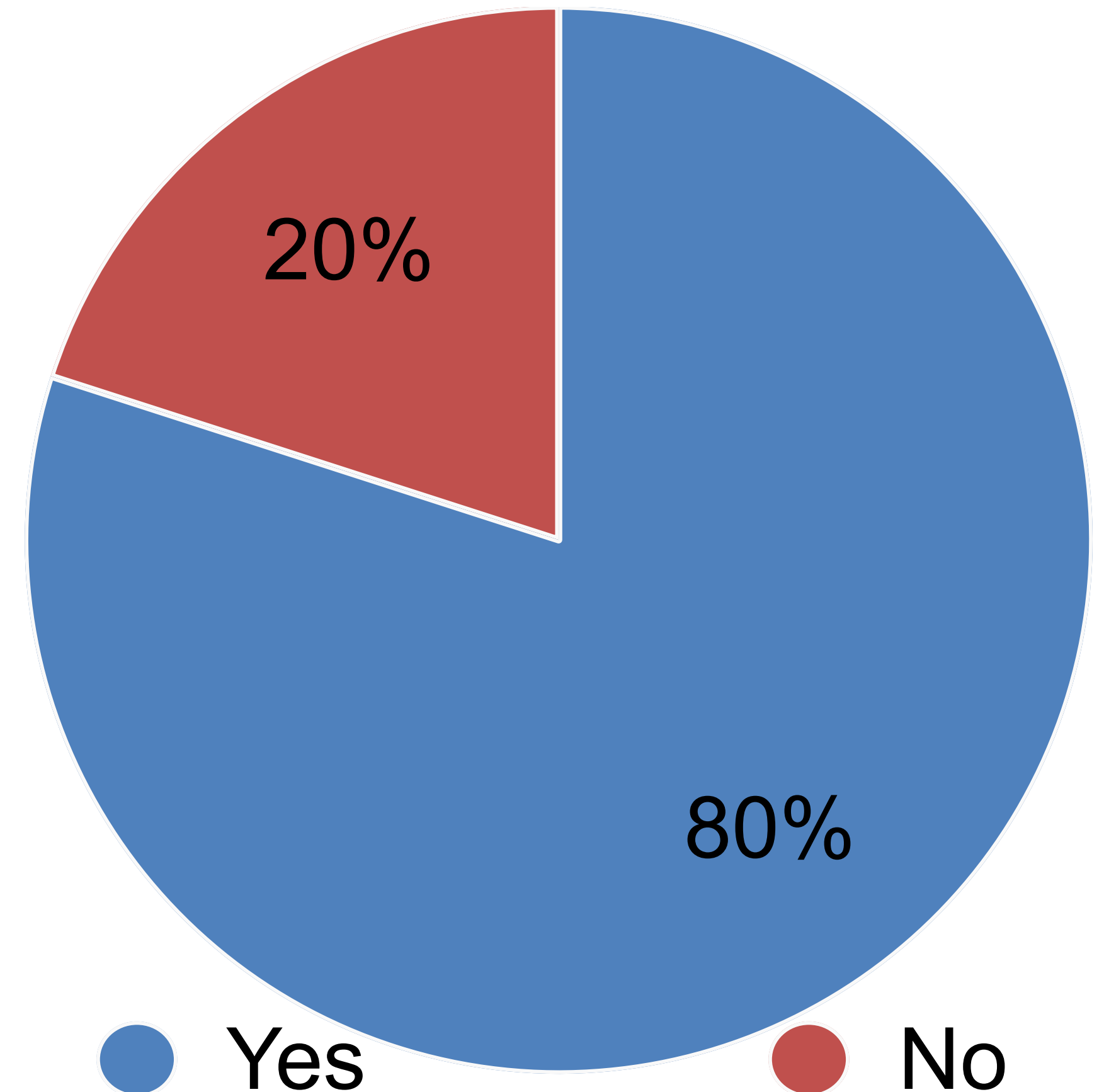
# Bidding Suspicions Impact

## 6. Have you ever had suspicions that you were bidding against an imaginary buyer?

A significant 80% of respondents acknowledge having suspicions of bidding against imaginary buyers, revealing a prevalent concern within the homebuyer community. This finding sheds light on the challenges buyers face in discerning genuine offers in a competitive market.

Answer	Responses	%
Yes	447	80.0%
No	112	20.0%

±2.446% margin of error at 95% confidence level



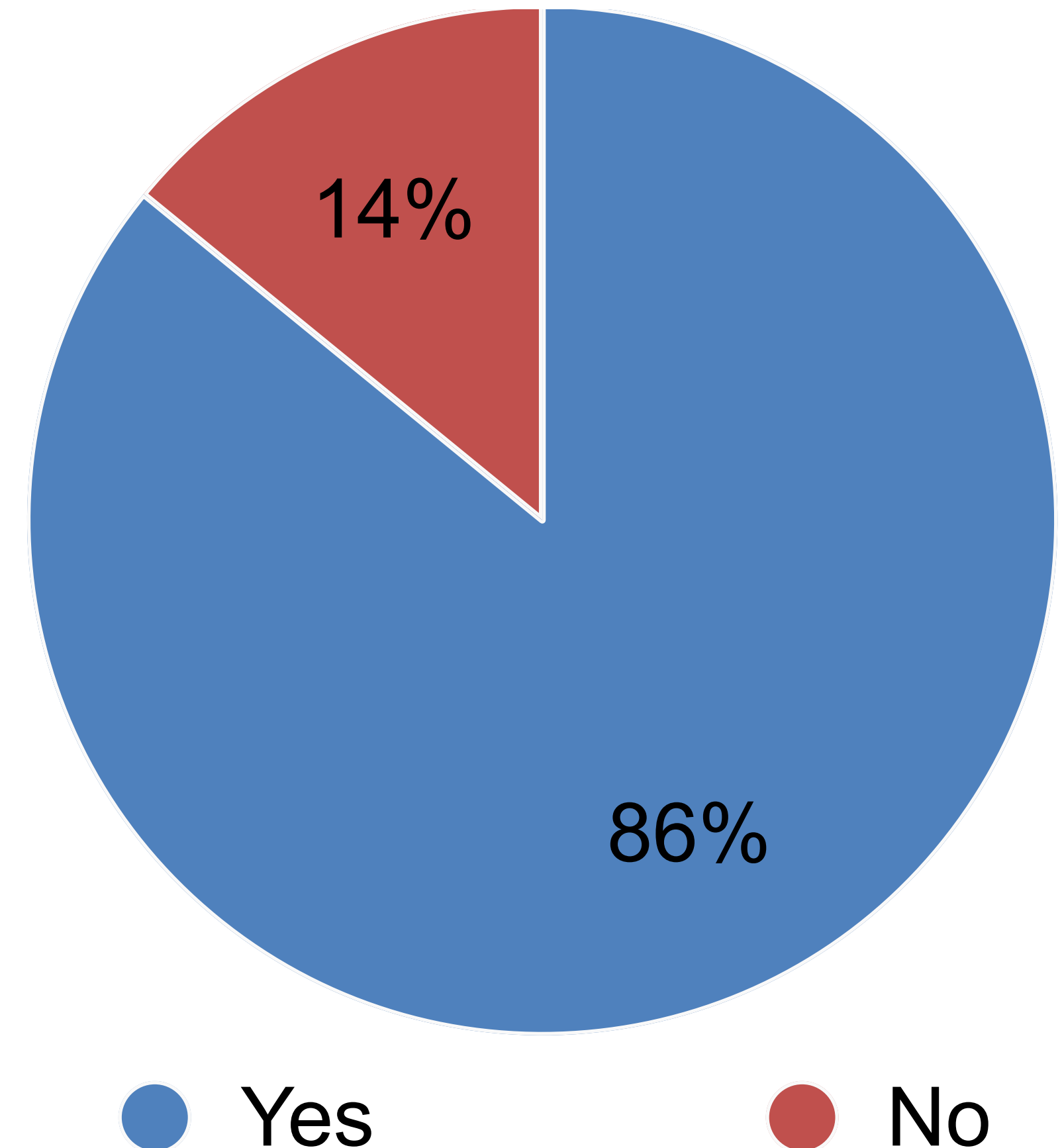
# Bidding Suspicions Impact

## 7. Did this impact your decision to make a higher offer?

The impact of suspicions on decision-making is substantial, with 85.9% of those who experienced suspicions admitting that it influenced them to make a higher offer. This suggests that addressing concerns related to transparency can have a direct impact on buyer behavior. It's noted that this is the most statistically significant result in the study with a margin of error of  $\pm 0.0205\%$ .

Answer	Responses	%
Yes	384	85.9%
No	63	14.1%

$\pm 0.0205\%$  margin of error at 95% confidence level



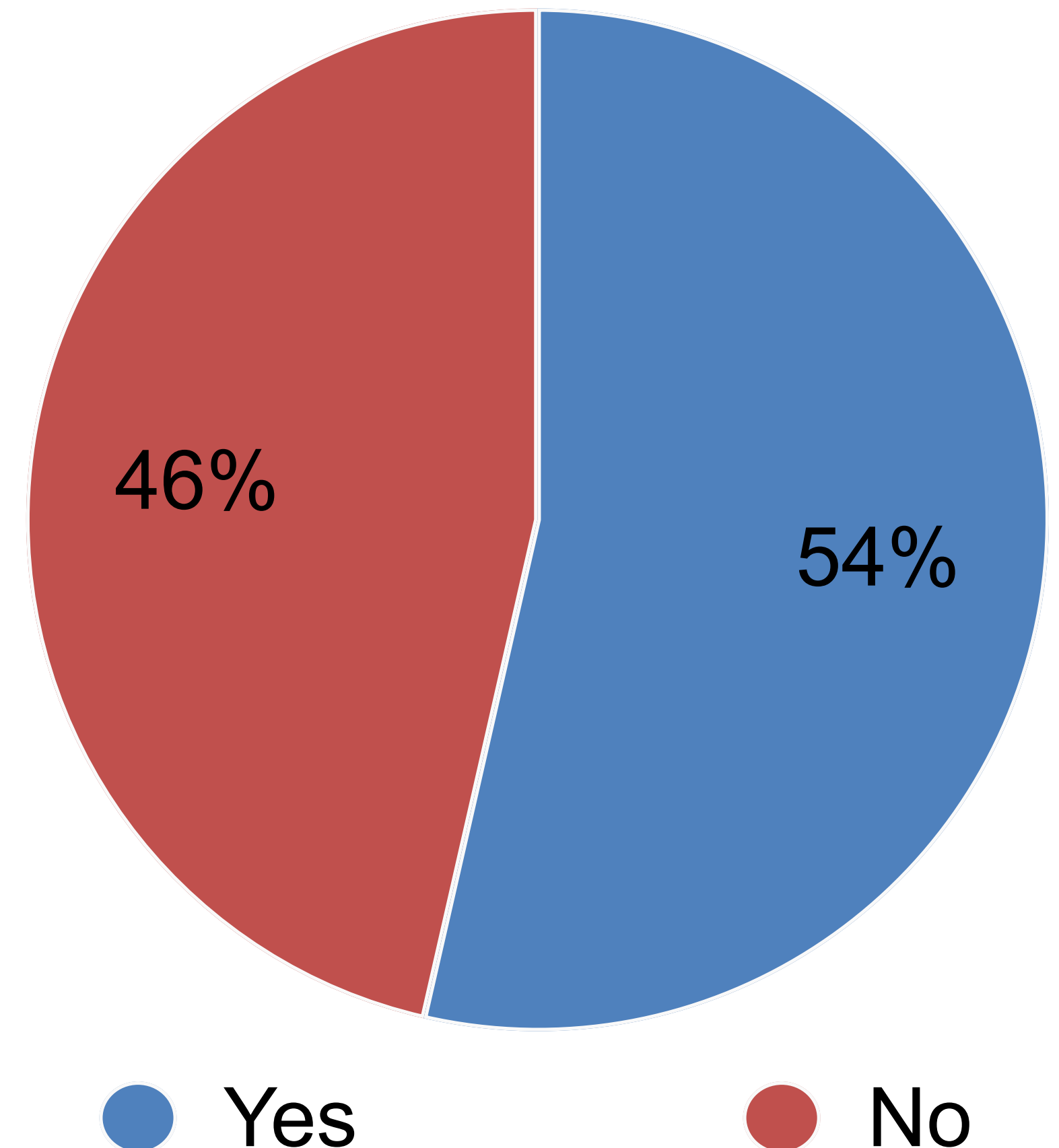
# Bidding Suspicions Impact

## 8. If you did, would this impact your decision to make a higher offer?

54% of those not impacted by suspicions stated that it would influence their decision to increase their offers. The more even split in consumers, with the highest margin of error, (a corollary of question 7) indicate that there may be up to a 13.5% cohort who have faith regardless.

Answer	Responses	%
Yes	60	53.6%
No	52	46.4%

±7.154% margin of error at 95% confidence level



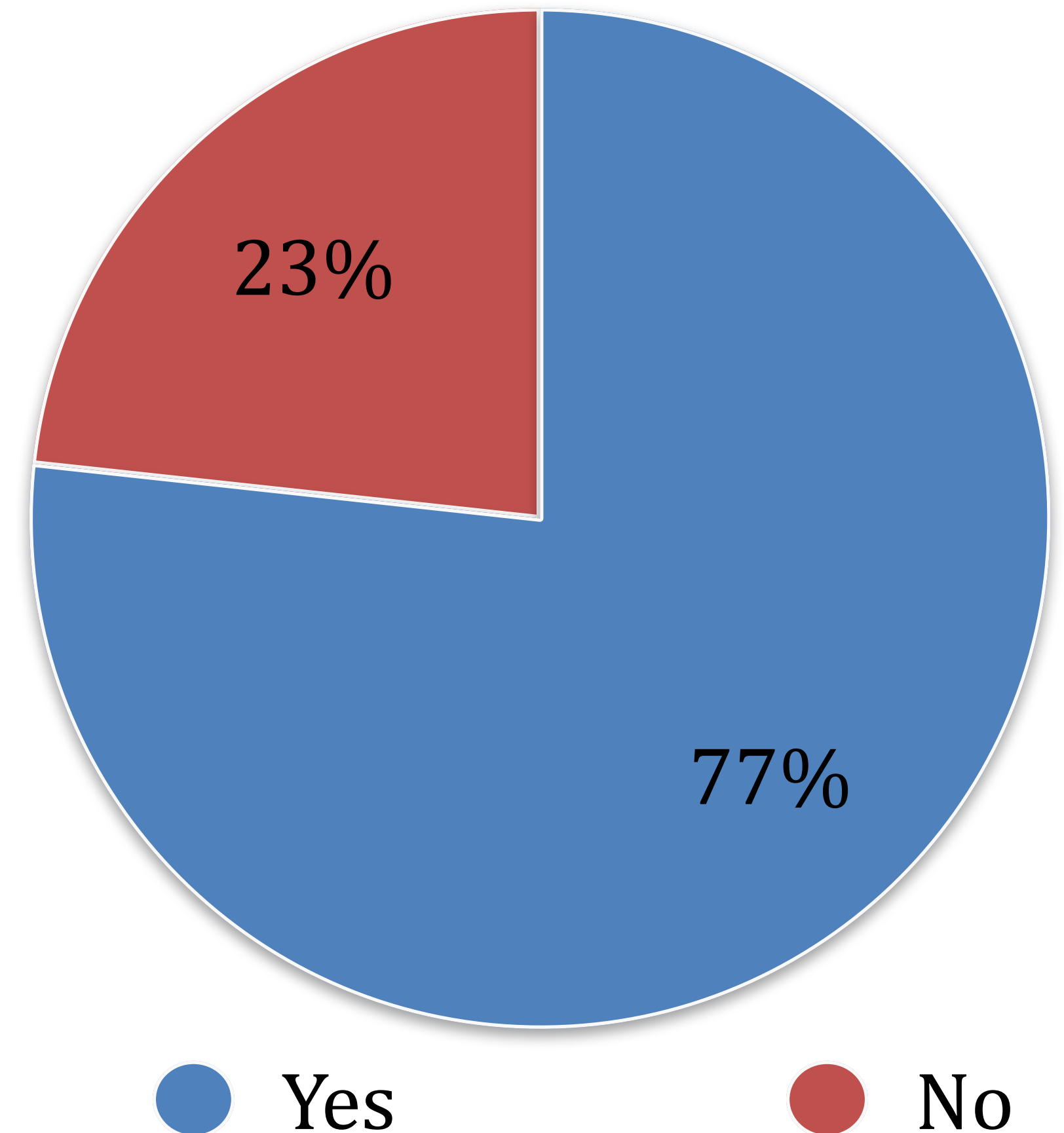
# Faith in Another Offer

## 9. Would you have greater faith that there is another offer on the property, if you got live notification when it was made?

Homebuyers express a desire for enhanced faith in the process through live notifications, with 76.7% indicating that receiving live notifications when an offer is made would instil greater confidence. This finding emphasizes the potential benefits of real-time communication in building trust.

Answer	Responses	%
Yes	369	76.7%
No	112	23.3%

±2.187% margin of error at 95% confidence level



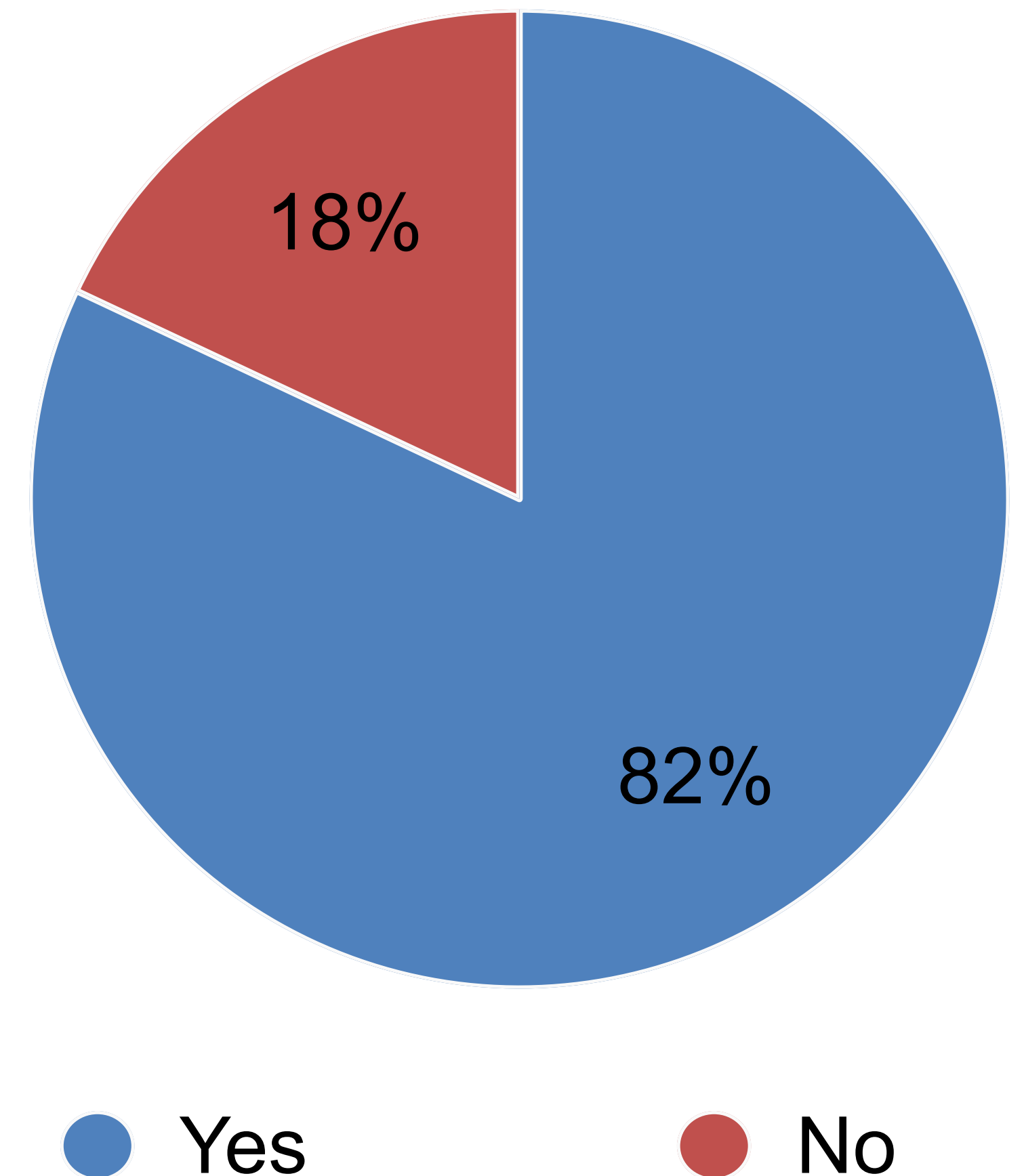
# Faith in Another Offer

## 10. Would you have greater faith that there is another offer on the property, if you could see it?

Visibility matters, with 82.0% of respondents stating that they would have greater faith in the existence of another offer if they could see it. This underscores the importance of visual confirmation in establishing confidence during the home-buying process. The old adage “trust yet verify” comes to mind.

Answer	Responses	%
Yes	428	82.0%
No	94	18.0%

±2.249% margin of error at 95% confidence level



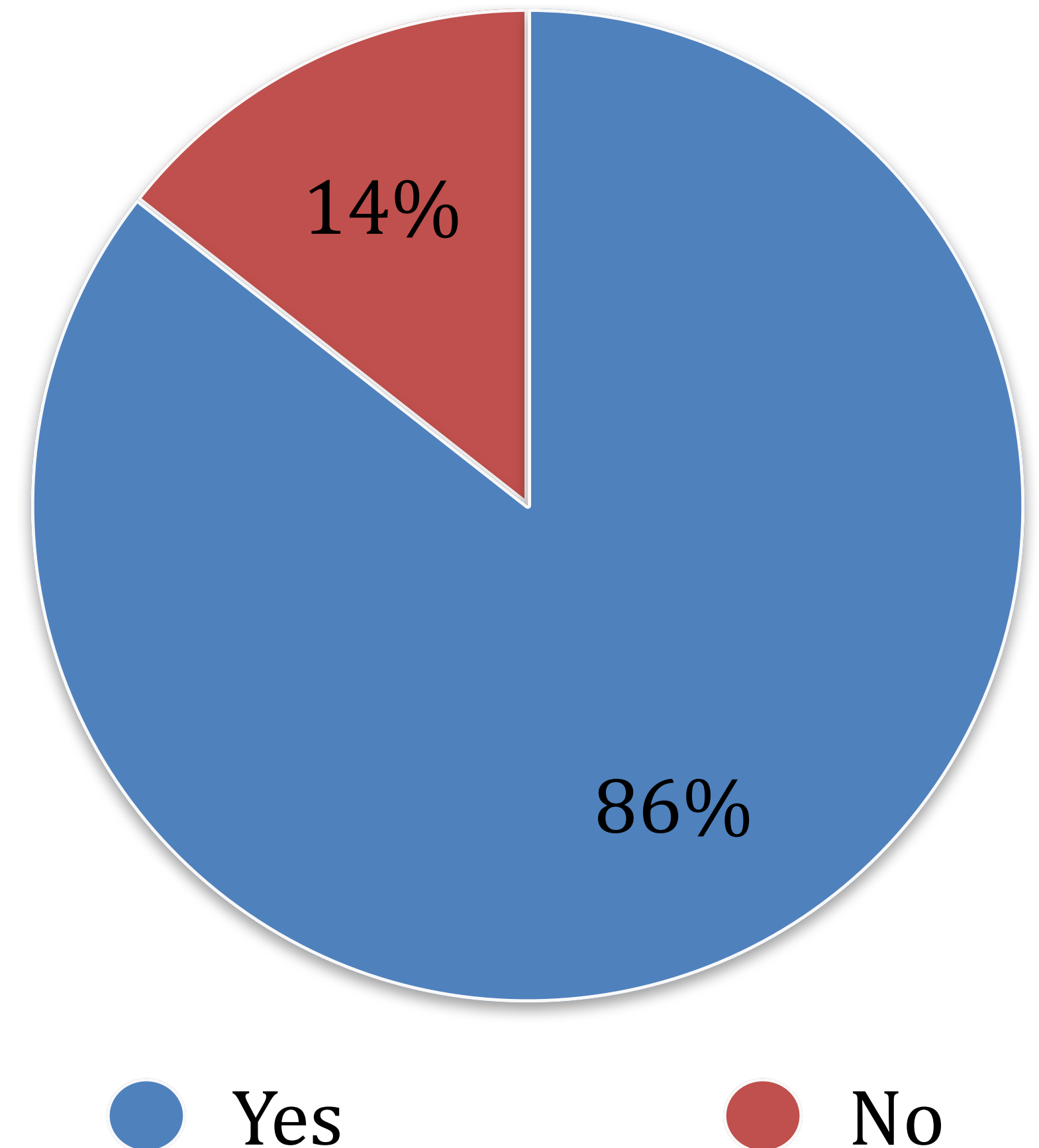
# Digital Offers Preferences

**11. Digital offers connect buyers, sellers, agents & their teams live in a digital environment. All other things being equal, would you prefer to buy a house that used digital offers?**

A resounding 85.6% of surveyed homebuyers express a preference for buying a house that utilizes digital offers, showcasing a clear inclination toward modernized, digital solutions in the real estate transaction process. It clearly demonstrates that the industry is lagging behind the consumer in this instance.

Answer	Responses	%
Yes	475	85.6%
No	80	14.4%

±2.132% margin of error at 95% confidence level

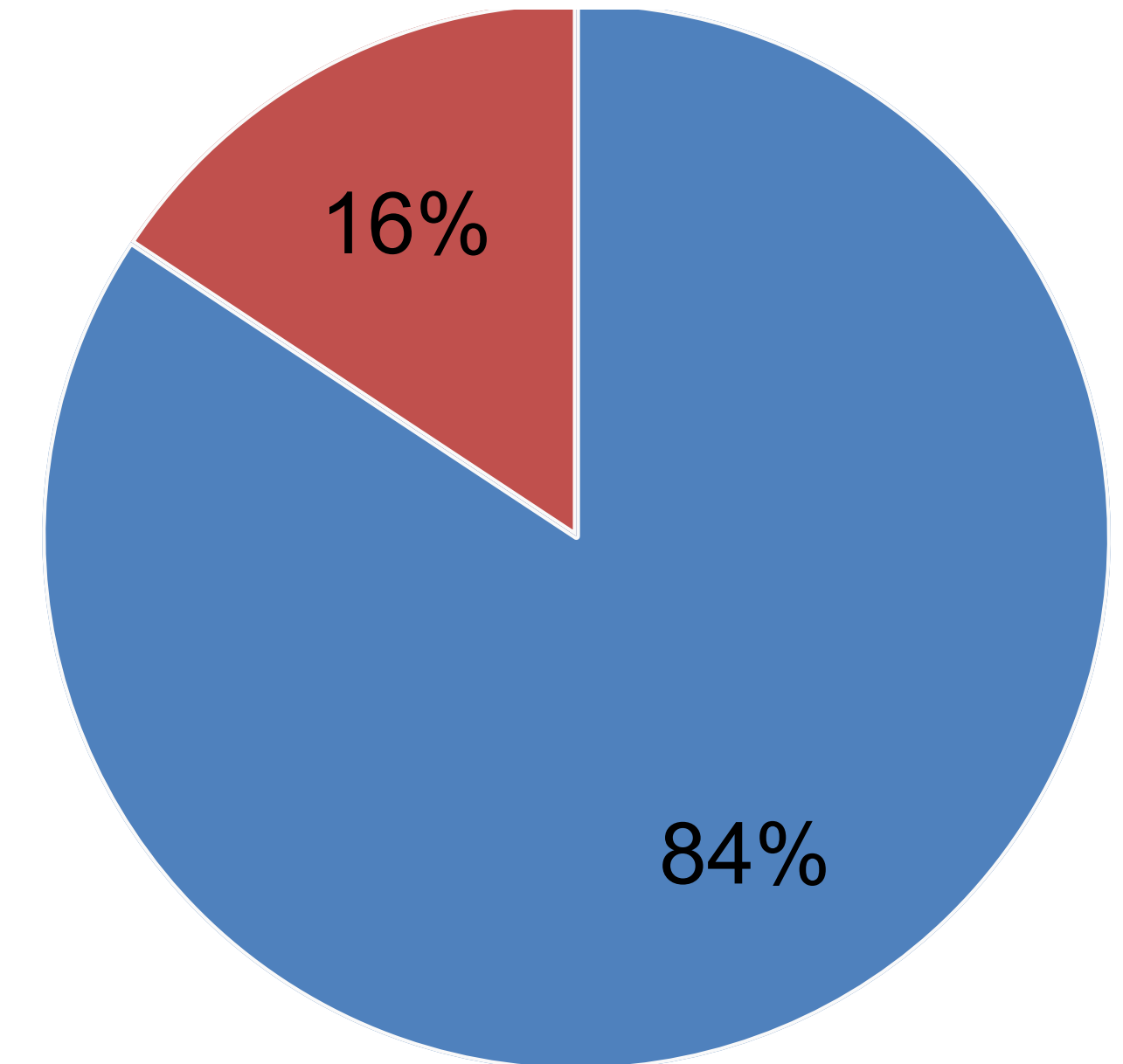


# Digital Offers Preferences

## 12. All other things being equal, would you prefer to sell a house through an agent using digital offers?

The preference for digital extends to sellers, with 84.3% expressing a preference for selling a house through an agent using digital offers. This alignment of buyer and seller preferences indicates a potential shift towards a more digitized real estate ecosystem.

As buyers determine the listing, this seller preference creates a clear opportunity for agents.



● Yes

● No

Answer	Responses	%
Yes	467	84.3%
No	87	15.7%

±2.156% margin of error at 95% confidence level

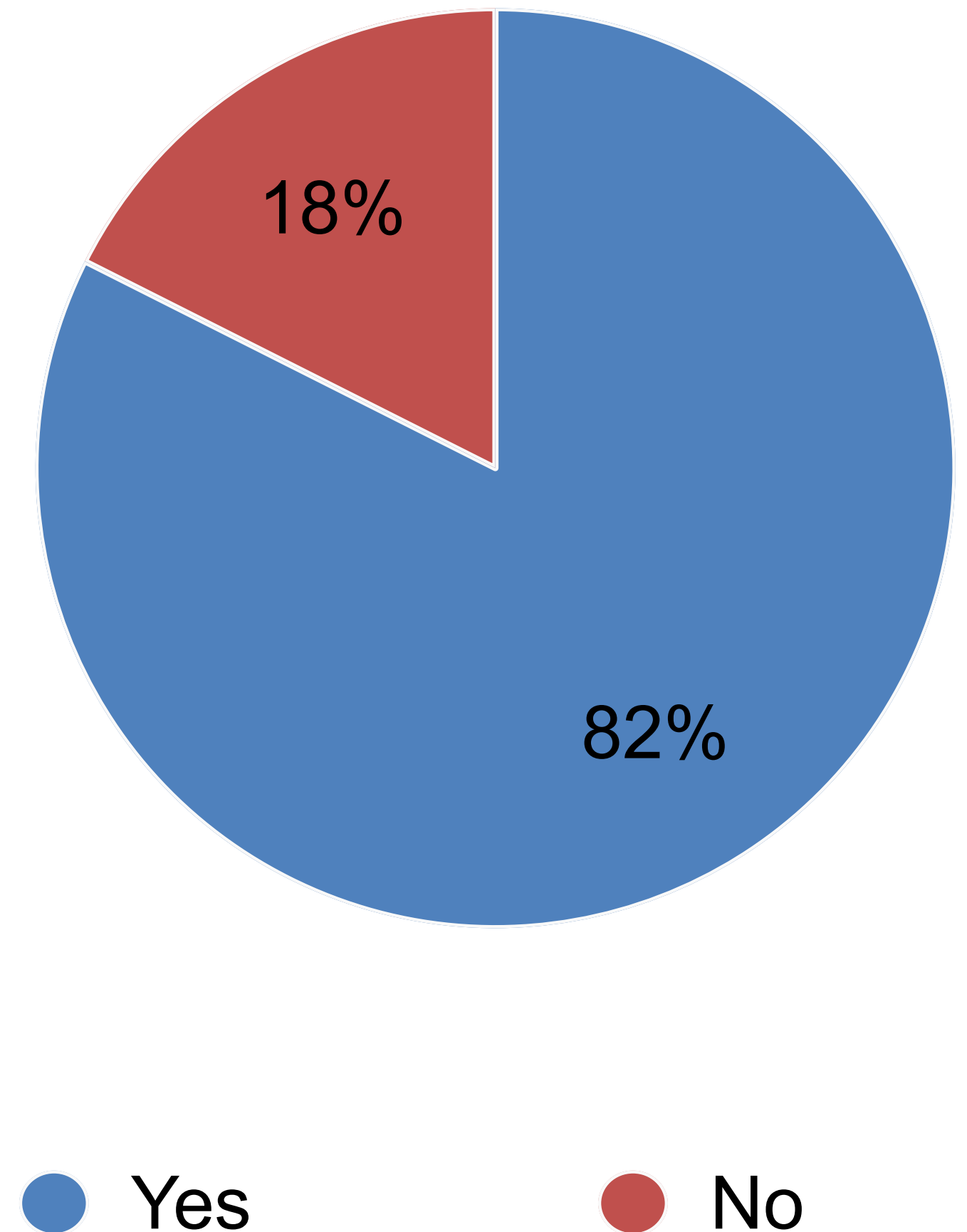
# Digital Offers Preferences

## 13. All other things being equal, would you recommend an agent that has digital offers over one that does not?

A majority of respondents (82.4%) indicate that they would recommend an agent with digital offers over one without. This finding emphasizes the potential positive impact of embracing digital tools on the perceived credibility and effectiveness of real estate professionals deal flow.

It further indicates that late adopters will be negatively impacted by losing instructions. As

75%-80% of instructions come from referrals, potential for listing losses are high.



Answer	Responses	%
Yes	455	82.4%
No	97	17.6%

±2.292% margin of error at 95% confidence level



# Conclusion

## Threat and opportunity

The survey results suggest a paradigm shift in homebuyers' expectations, with an increasing demand for transparency, real-time information, and the integration of digital solutions in the home-buying process. For real estate agents, adopting these practices not only enhances customer satisfaction but also presents an opportunity to stay competitive in the ever-evolving market. The survey findings aren't just revelations; they're a clarion call for the real estate domain to up its game. Homebuyers' shifting expectations, demanding transparency, real-time insights, and a digital-first approach, present a golden opportunity for agents ready to redefine the norm.

### **Competitive Edge in a Buyer's Market:**

In a buyer's market, where choices abound for potential homeowners, the survey underscores the importance of standing out. Agents who embrace digital offers and real-time data not only cater to the modern homebuyer's desire for efficiency but also position themselves as tech-savvy professionals. This proactive

approach can set them apart in a crowded market, attracting clients who seek a streamlined and transparent home-buying experience.

In a landscape teeming with choices, agents armed with digital offers and real-time insights become the darlings of the modern homebuyer. It's not just about making a deal; it's about orchestrating a consumer experience that stands out in a crowded market.

### **Impact on Agents' Bottom Line:**

The reticence among homebuyers to increase offers due to suspicions about competition directly impacts agents' income streams. As the survey reveals, nearly 70% of homebuyers were concerned about raising their offers in such scenarios. Real estate professionals who address these concerns through digital solutions not only mitigate this apprehension but also open the door to a more dynamic and competitive negotiation process, potentially leading to higher transaction values.

Buyer hesitancy to boost offers due to suspicions isn't just a psychological hurdle; it's a financial roadblock for agents. Addressing these concerns through digital services not only removes barriers but transforms negotiations into a dynamic, value-driven experience.

### **Appeal to Instruction Leads:**

With word-of-mouth and referrals playing a pivotal role in the real estate business, agents who adopt digital offers may find themselves as the preferred choice for instruction leads. Home sellers, informed by the preferences outlined in the survey, are likely to gravitate towards agents offering a digital-first approach. This not only enhances an agent's reputation but also increases the likelihood of securing new business through recommendations, as satisfied clients are more inclined to refer agents who provide a seamless and transparent selling experience. In a world where word-of-mouth reigns supreme, agents wielding digital offers become the magnetic force for instruction leads. The survey indicates that sellers are

drawn to agents offering a better experience, setting the stage for increased business through recommendations.

### **Enhancing Client Trust:**

Trust is the bedrock of any successful real estate transaction. The survey indicates that features like real-time notifications and visibility into offers significantly contribute to building trust among homebuyers. Agents who prioritize these elements in their service offerings are not only meeting current expectations but are also future-proofing their businesses by aligning with the growing demand for technological innovation in the real estate sector.

Trust is the currency of the realm, and agents who champion real-time notifications and transparent processes are minting gold. By aligning with the aspirations of today's clientele, these agents aren't just meeting expectations; they're future-proofing their enterprises.

# Appendix

## Margin of error basis

### **\*\*Population Size\*\***

- NAR Reports 5.62m existing homes sold in 2022.
- US Census reports 750,000 new homes built 2022.
- Study assumes 1 buyer per each home.
- No account was taken for multiple / institutional buyers in arriving at a buyers population of 6.39m in 2022.

### **\*\*Question 1:\*\***

- Sample Size  $(n)$ : 603
- Population  $(N)$ : 6,390,000
- Estimated Proportion  $(p)$ :  $\frac{585}{603} \approx 0.9701$
- Margin of Error  $(E)$ :  $1.96 \times \sqrt{\frac{0.9701 \times (1 - 0.9701)}{603}} \approx 1.005\%$

### **\*\*Question 2:\*\***

- Sample Size  $(n)$ : 583
- Population  $(N)$ : 6,390,000
- Estimated Proportion  $(p)$ :  $\frac{555}{583} \approx 0.9525$
- Margin of Error  $(E)$ :  $1.96 \times \sqrt{\frac{0.9525 \times (1 - 0.9525)}{583}} \approx 1.052\%$

### **\*\*Question 3:\*\***

- Sample Size  $(n)$ : 565
- Population  $(N)$ : 6,390,000
- Estimated Proportion  $(p)$ :  $\frac{104}{565} \approx 0.1841$
- Margin of Error  $(E)$ :  $1.96 \times \sqrt{\frac{0.1841 \times (1 - 0.1841)}{565}} \approx 1.934\%$

### **\*\*Question 4:\*\***

- Sample Size  $(n)$ : 562
- Population  $(N)$ : 6,390,000
- Estimated Proportion  $(p)$ :  $\frac{246}{562} \approx 0.4377$
- Margin of Error  $(E)$ :  $1.96 \times \sqrt{\frac{0.4377 \times (1 - 0.4377)}{562}} \approx 2.104\%$

### **\*\*Question 5:\*\***

- Sample Size  $(n)$ : 560
- Population  $(N)$ : 6,390,000
- Estimated Proportion  $(p)$ :  $\frac{238}{560} \approx 0.4250$
- Margin of Error  $(E)$ :  $1.96 \times \sqrt{\frac{0.4250 \times (1 - 0.4250)}{560}} \approx 2.083\%$

### **\*\*Question 6:\*\***

- Sample Size  $(n)$ : 559
- Population  $(N)$ : 6,390,000
- Estimated Proportion  $(p)$ :  $\frac{447}{559} \approx 0.7996$
- Margin of Error  $(E)$ :  $1.96 \times \sqrt{\frac{0.7996 \times (1 - 0.7996)}{559}} \approx 2.446\%$

### **\*\*Question 7:\*\***

- Sample Size  $(n)$ : 447
- Population  $(N)$ : 6,390,000  $\times 0.8$
- Estimated Proportion  $(p)$ :  $\frac{384 + 63}{6,390,000 \times 0.8} \approx 0.000875$
- Margin of Error  $(E)$ :  $1.96 \times \sqrt{\frac{0.000875 \times (1 - 0.000875)}{447}} \approx 0.0205\%$

### **\*\*Question 8:\*\***

- Sample Size  $(n)$ : 112
- Population  $(N)$ : 6,390,000  $\times 0.2$
- Estimated Proportion  $(p)$ :  $\frac{60}{112} \approx 0.5357$
- Margin of Error  $(E)$ :  $1.96 \times \sqrt{\frac{0.5357 \times (1 - 0.5357)}{112}} \approx 7.154\%$

### **\*\*Question 9:\*\***

- Sample Size  $(n)$ : 481
- Population  $(N)$ : 6,390,000
- Estimated Proportion  $(p)$ :  $\frac{369}{481} \approx 0.7671$
- Margin of Error  $(E)$ :  $1.96 \times \sqrt{\frac{0.7671 \times (1 - 0.7671)}{481}} \approx 2.187\%$

### **\*\*Question 10:\*\***

- Sample Size  $(n)$ : 552
- Population  $(N)$ : 6,390,000
- Estimated Proportion  $(p)$ :  $\frac{428}{552} \approx 0.7754$
- Margin of Error  $(E)$ :  $1.96 \times \sqrt{\frac{0.7754 \times (1 - 0.7754)}{552}} \approx 2.249\%$

### **\*\*Question 11:\*\***

- Sample Size  $(n)$ : 555
- Population  $(N)$ : 6,390,000
- Estimated Proportion  $(p)$ :  $\frac{475}{555} \approx 0.8559$
- Margin of Error  $(E)$ :  $1.96 \times \sqrt{\frac{0.8559 \times (1 - 0.8559)}{555}} \approx 2.132\%$

### **\*\*Question 12:\*\***

- Sample Size  $(n)$ : 554
- Population  $(N)$ : 6,390,000
- Estimated Proportion  $(p)$ :  $\frac{467}{554} \approx 0.8430$
- Margin of Error  $(E)$ :  $1.96 \times \sqrt{\frac{0.8430 \times (1 - 0.8430)}{554}} \approx 2.156\%$

### **\*\*Question 13:\*\***

- Sample Size  $(n)$ : 552
- Population  $(N)$ : 6,390,000
- Estimated Proportion  $(p)$ :  $\frac{455}{552} \approx 0.8243$
- Margin of Error  $(E)$ :  $1.96 \times \sqrt{\frac{0.8243 \times (1 - 0.8243)}{552}} \approx 2.292\%$



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