



JANUARY 2025

Home Sales Trend Report

Your monthly insight into home sales trends shaping consumer behavior as part of the mover journey.



EXISTING HOME SALES

- Down 4.9% From December 2024 (4.08MM vs.4.29MM)
- Up 2.0% From January 2024 (4.08MM vs.4.00MM)
- Median Existing Home Sales Price is \$396,900
- Inventory of unsold homes is estimated at 3.5 months

Seasonally Adjusted Annual Rate*

*National Association of Realtors (FEBRUARY 26, 2025).

Existing Home Sales.

<https://www.nar.realtor/research-and-statistics/housing-statistics/existing-home-sales>





NEW HOME SALES

- Down 10.5% From December 2024 (657K vs 734K)
- Down 1.1% From January 2024 (657K vs. 664K)
- Median New Home Sales Price is \$446,300
- Inventory of new homes is estimated at 9 months

Monthly New Residential Sales

**U.S. Census Bureau (February 26, 2025). Monthly New Residential Sales, December 2024.

<https://www.census.gov/construction/nrs/pdf/newressales.pdf>



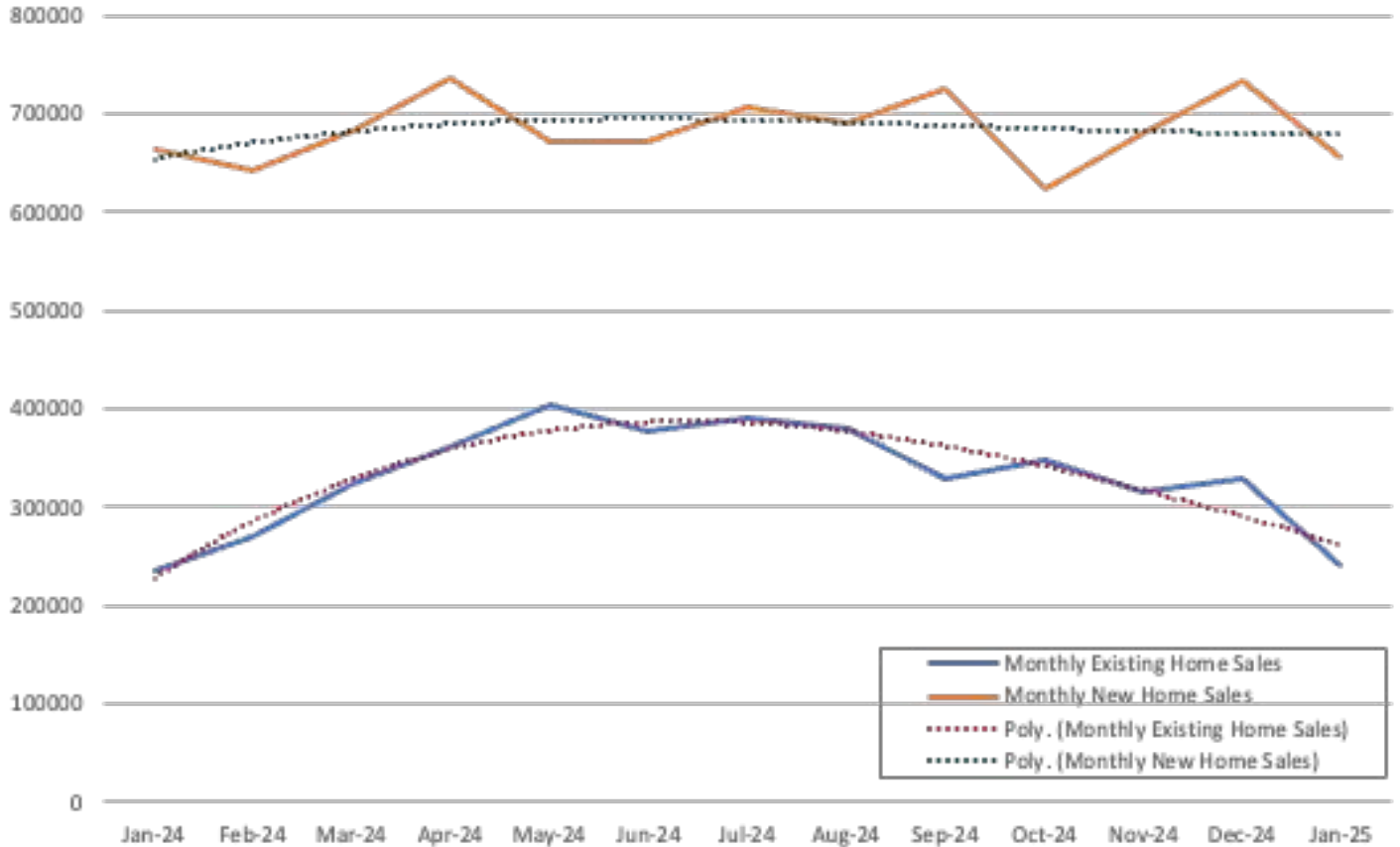
OUR TAKE

Insights and Analysis: What the Data Tells Us This Month

- Existing Home Sales + New Home Sales were up compared to last month with total sales (existing + new) for January 2025 **15.6% lower** than December 2024 (897K units vs 1.063MM units).
- Compared to January 2025, combined **home sales were flat** (897K units vs 898K units).
- Per NAR, high mortgage rates and elevated home prices have made housing affordability an ongoing challenge for home buyers.

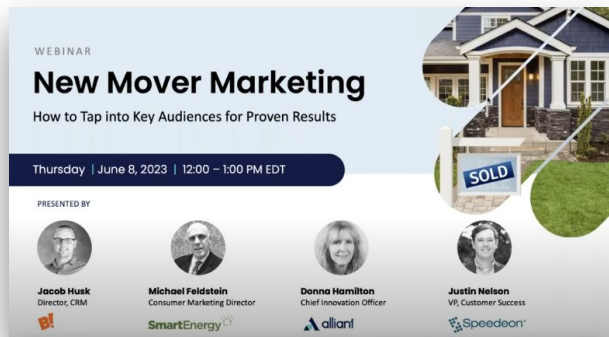
THE DATA

New vs. Existing Home Sales - Past 12 Months



MOVER MARKETING

Check out these other resources to maximize your mover strategy



WEBINAR

Hear how top brands maximize impact by reaching movers at the right time.



EBOOK

Discover best practices for identifying movers and connecting with personalized offers.

Find more resources at speedeondata.com/movers

NEXT STEPS

Elevate your mover strategy.

Reaching movers at the right time with the right message can transform your marketing strategy, and Speedeon is here to help. Our industry-leading mover data helps brands connect with consumers during key life moments when they're most open to new offers.

With predictive insights and precise targeting, we empower you to engage movers across channels and drive real results. Contact Speedeon today to transform your mover strategy.