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kw MEGA

AGENT

CAMP 20
25

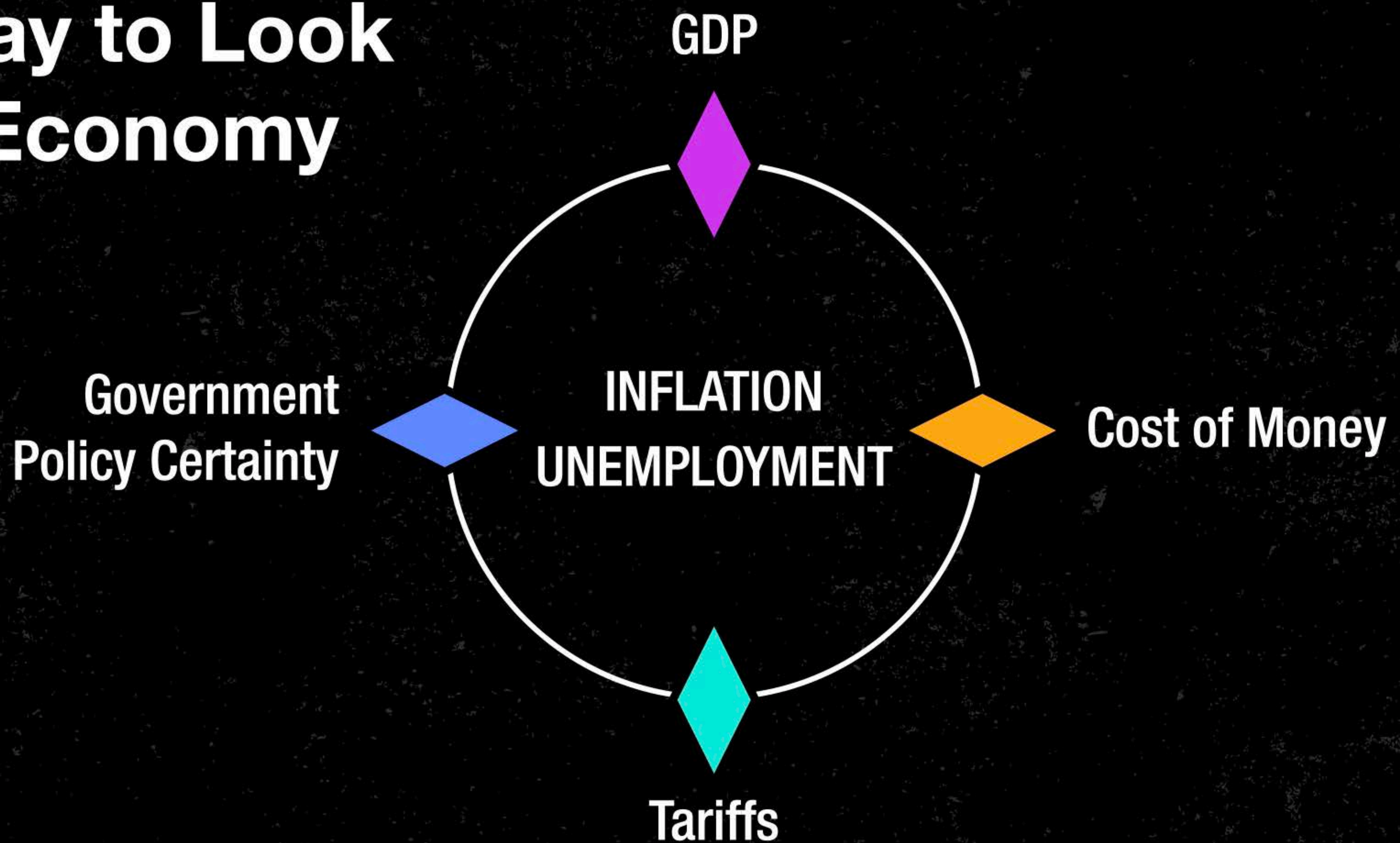
MARKET

UPDATE

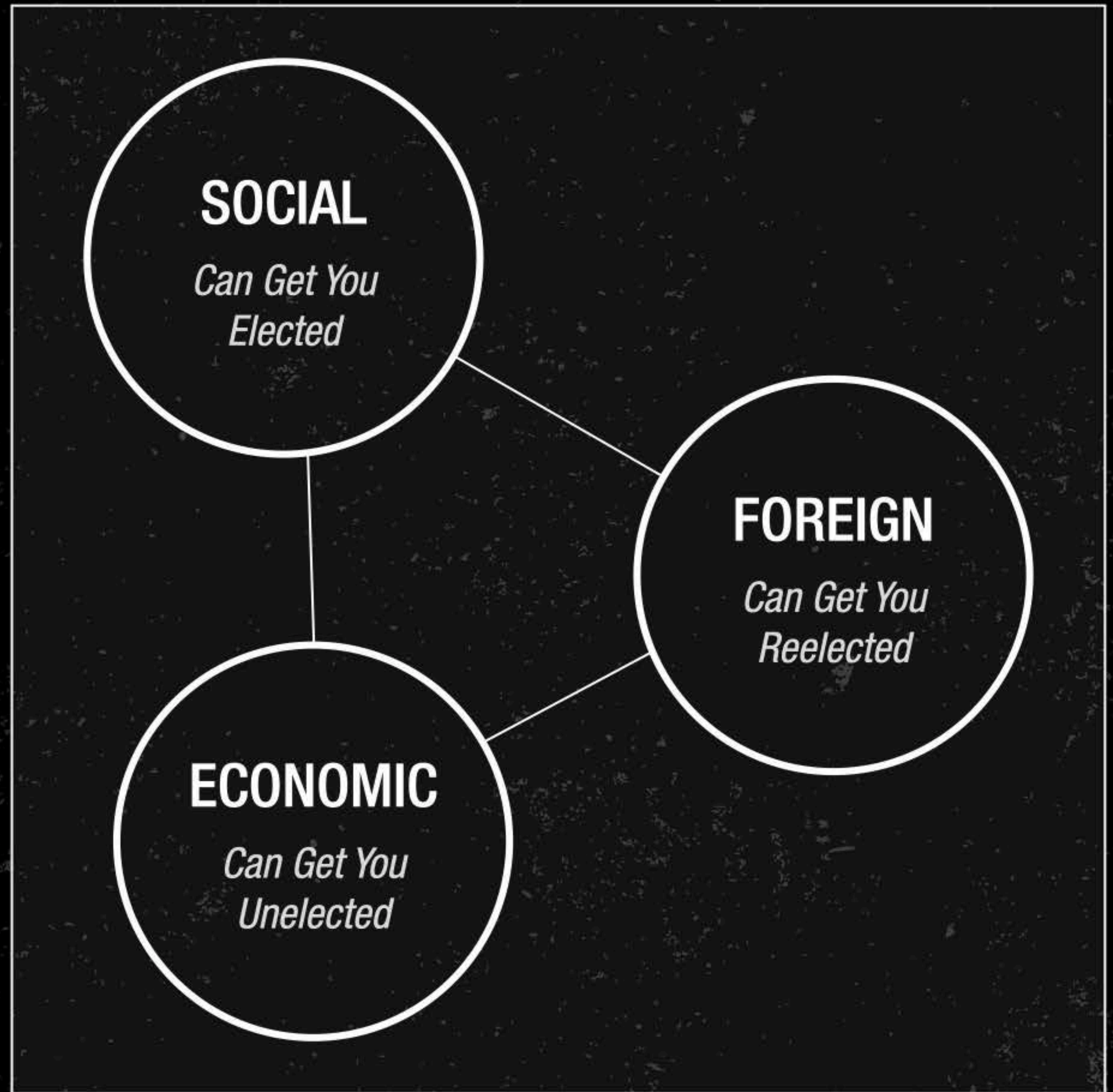


THE U.S. ECONOMY

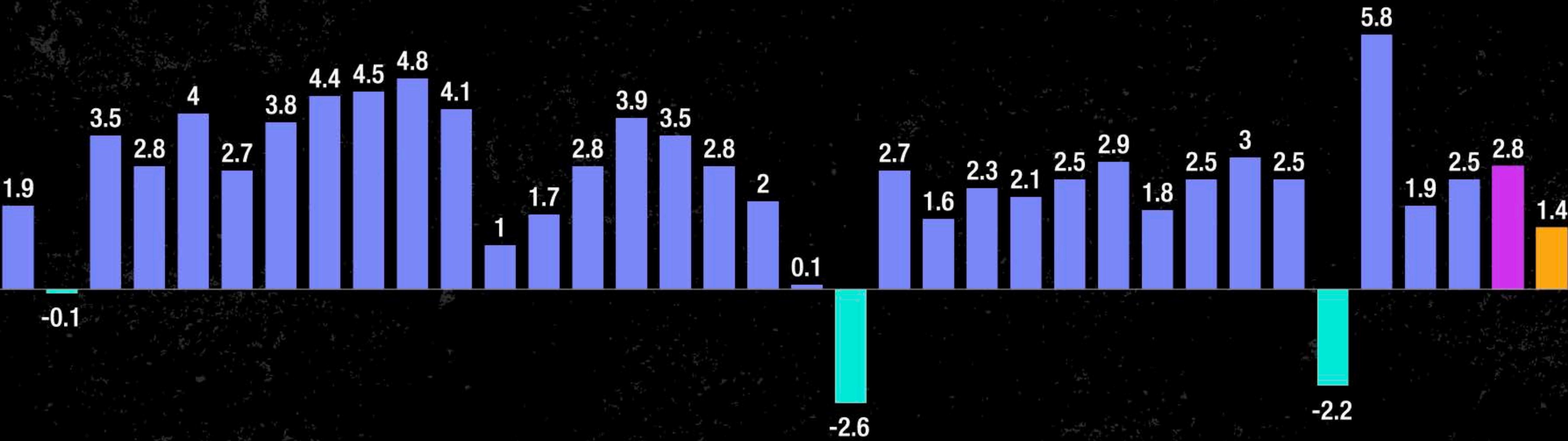
One Way to Look at the Economy



IDEOLOGY ► **POLICY** ►

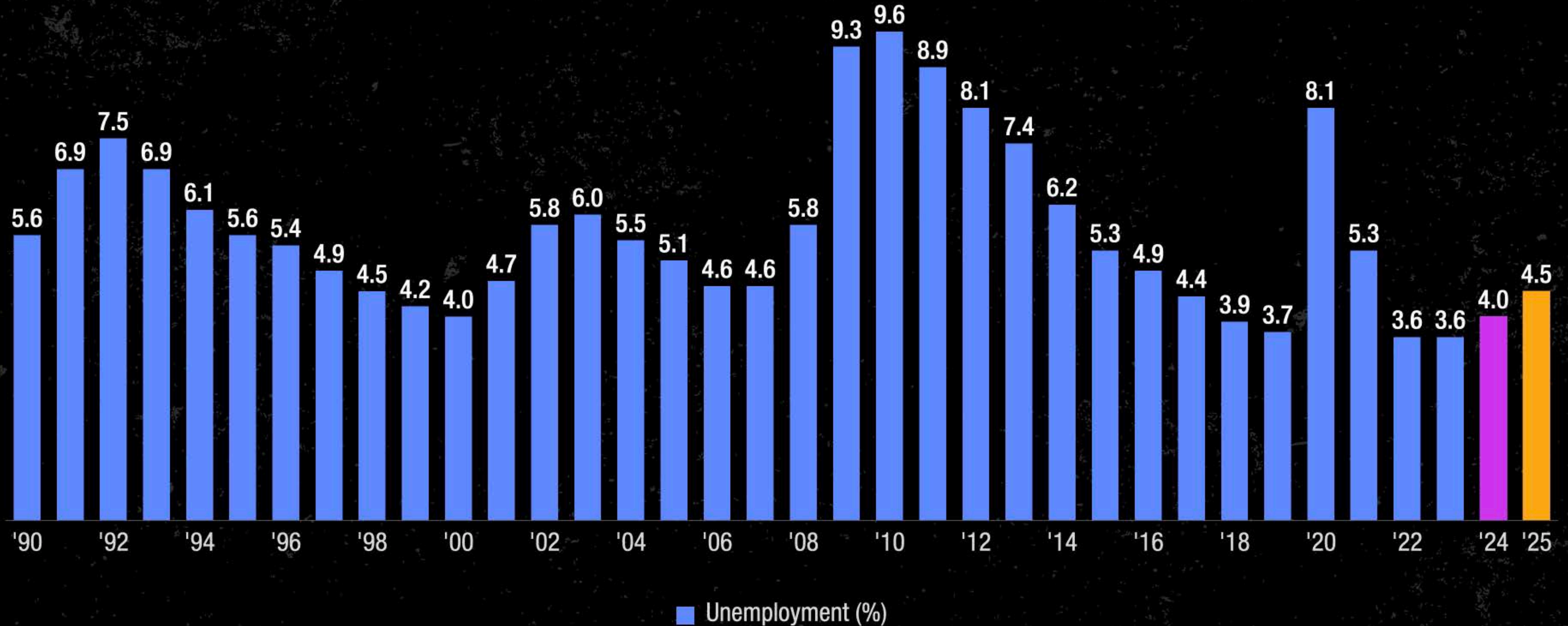


GDP - Annual

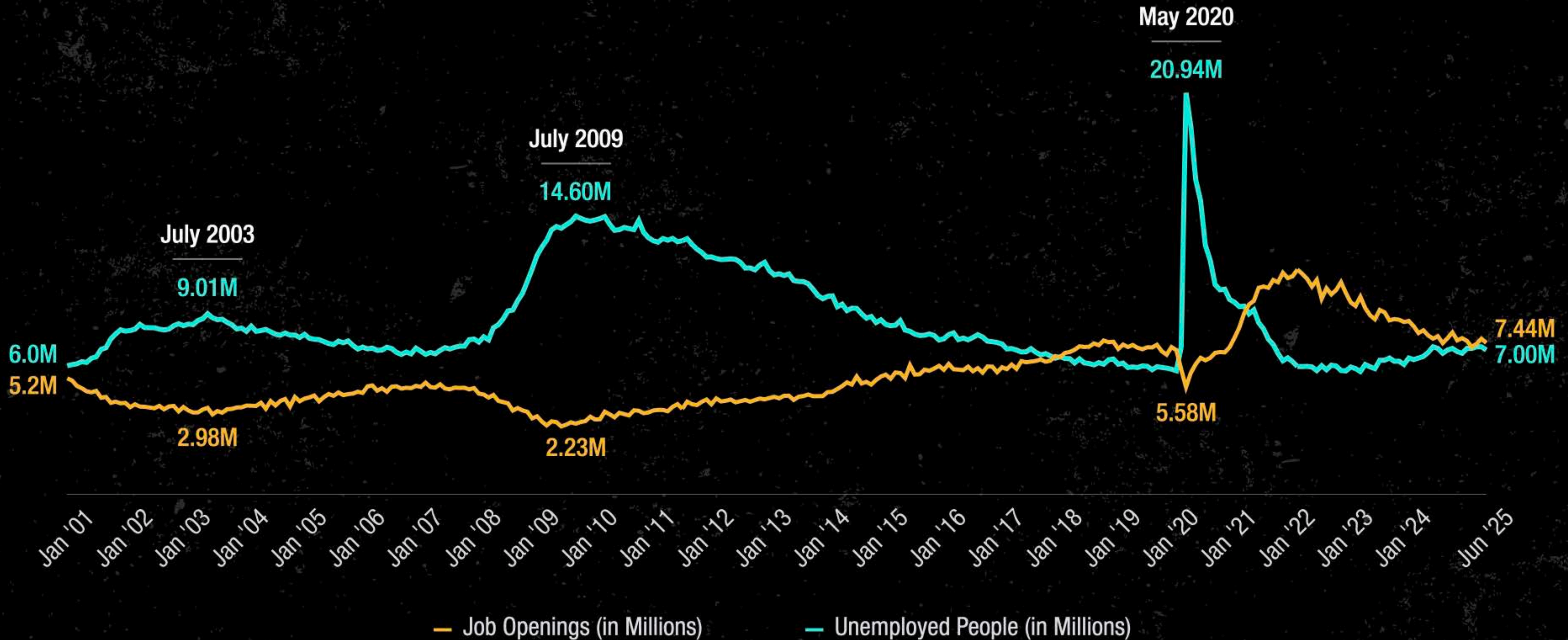


■ Real GDP Year-Over-Year Change (%)

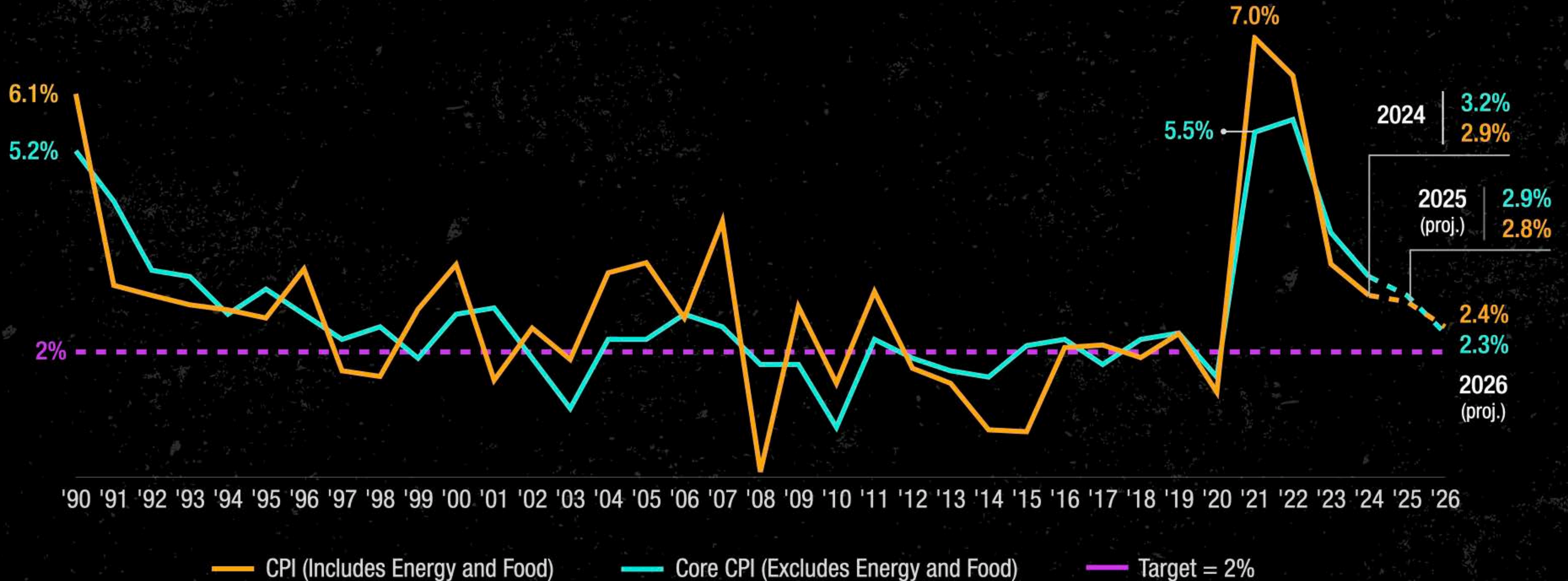
Unemployment - Annual



Unemployment - Job Openings

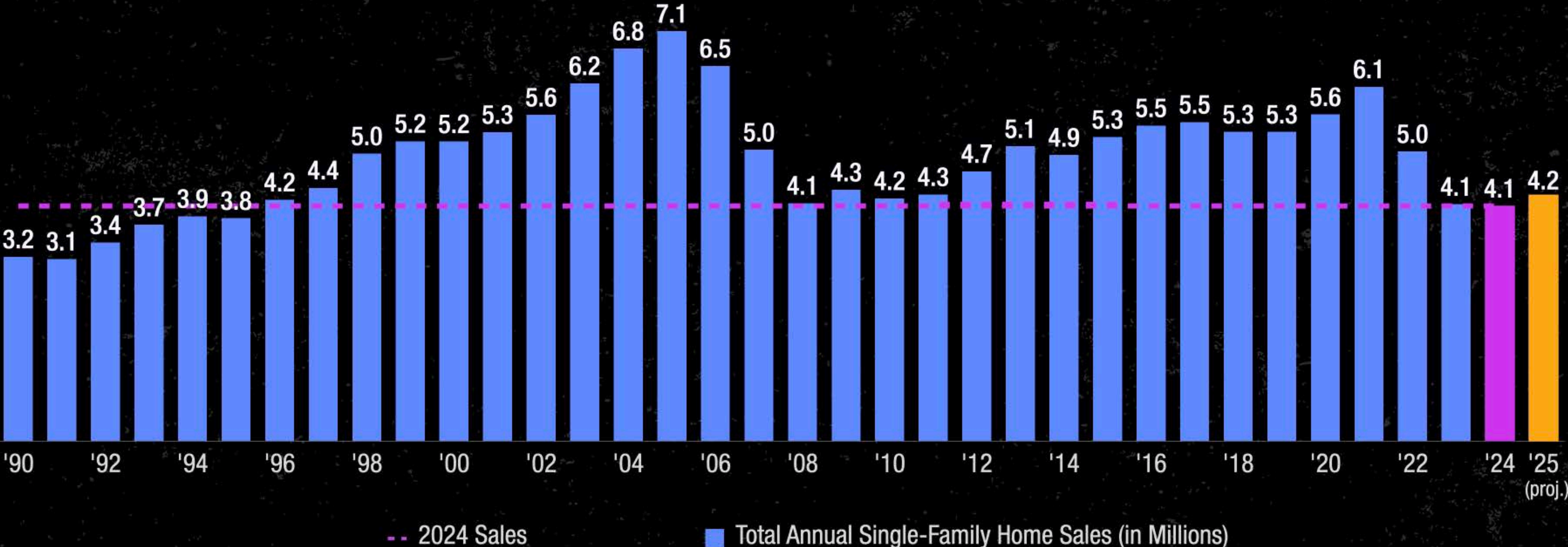


Inflation - Annual

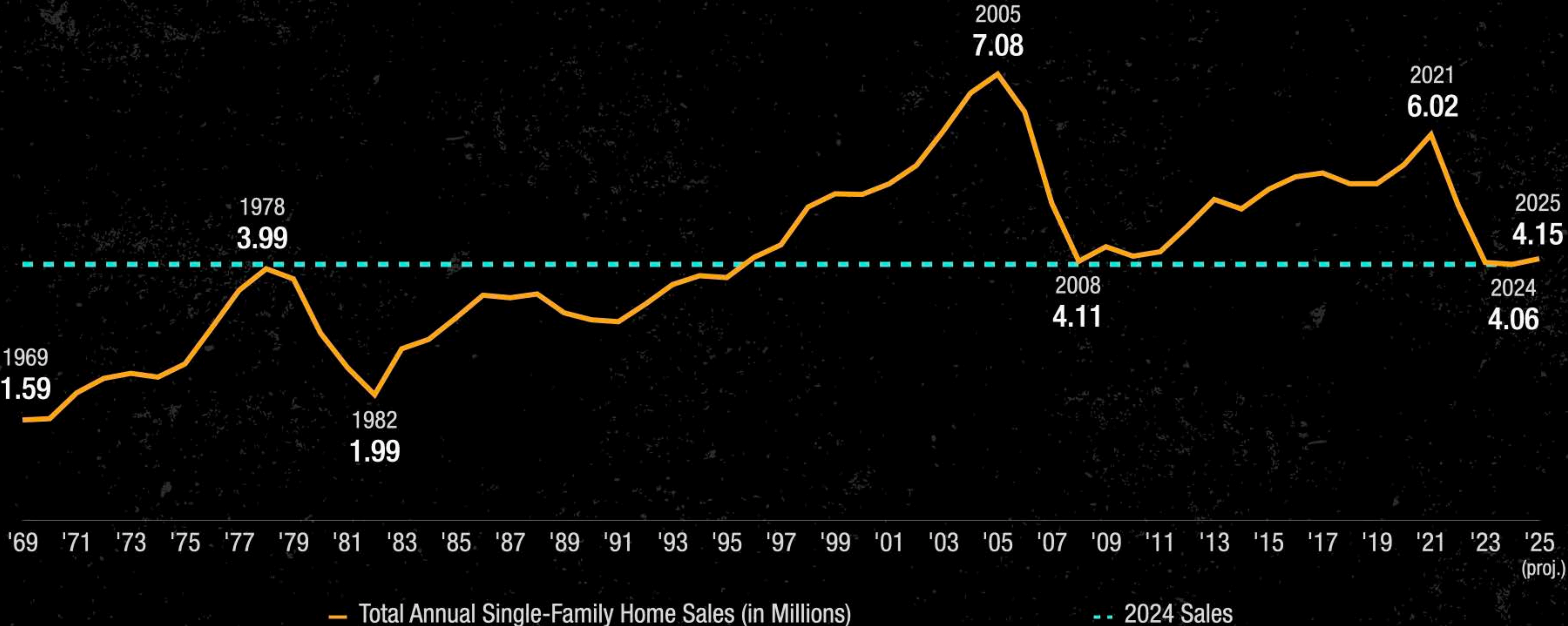


REAL ESTATE INDUSTRY

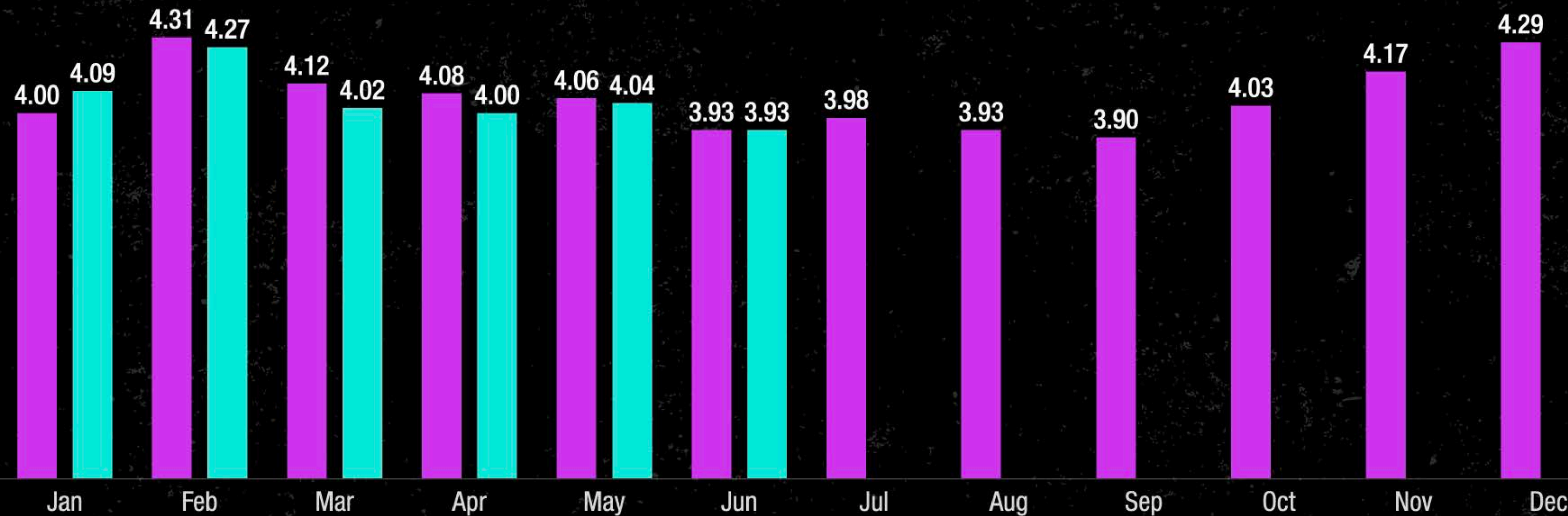
Home Sales - Annual



Home Sales - Annual



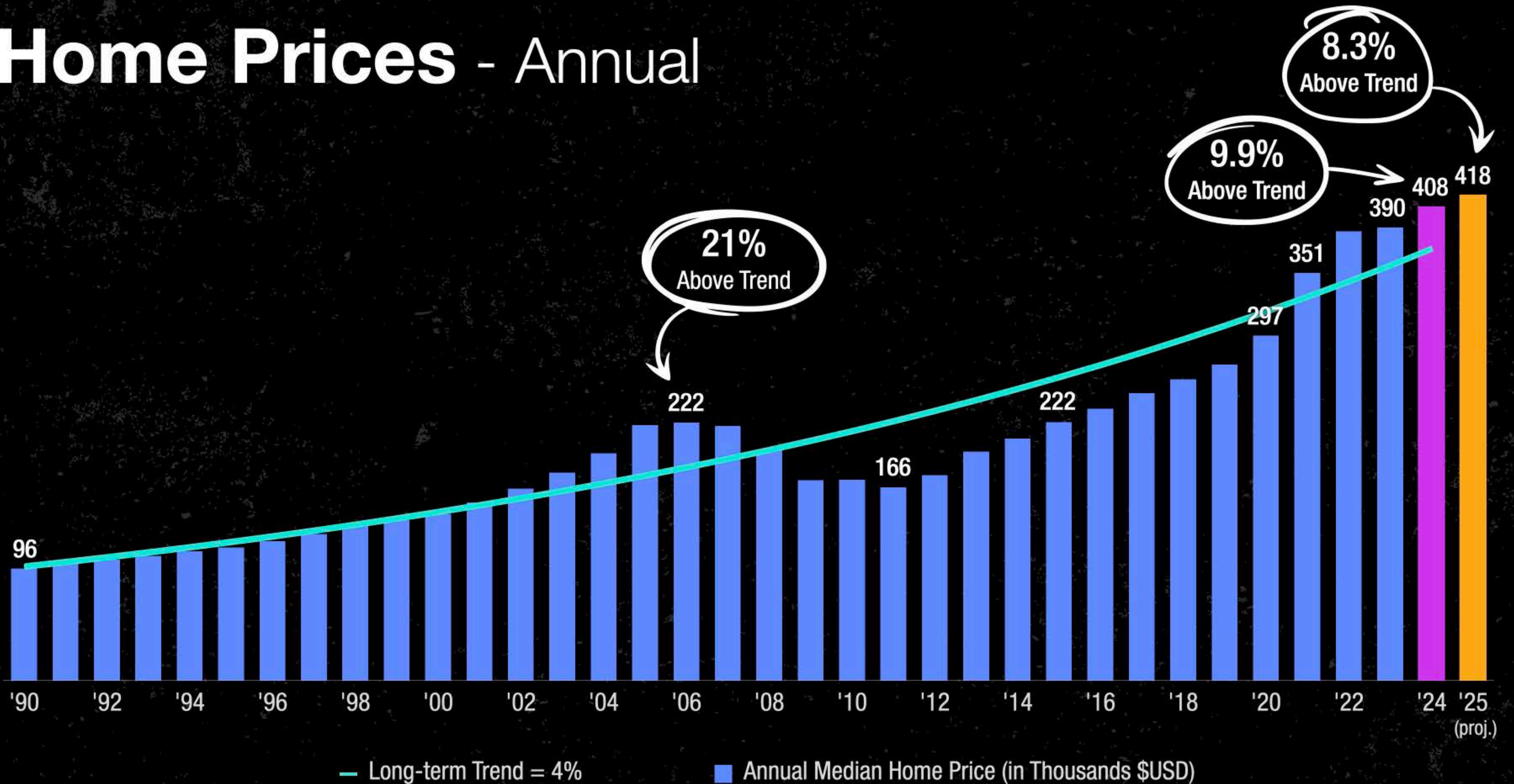
Home Sales - Monthly



Seasonally Adjusted Annualized Sales Rate

■ 2024 ■ 2025

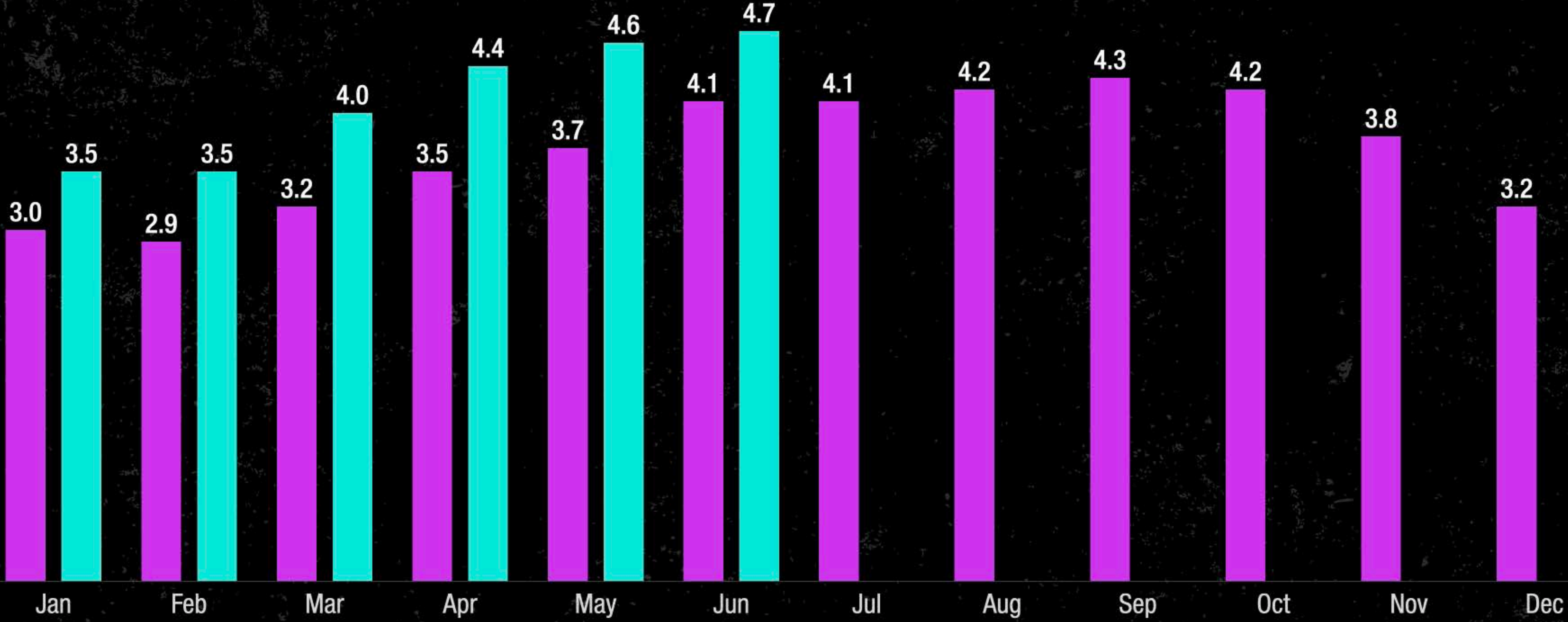
Home Prices - Annual



— Long-term Trend = 4%

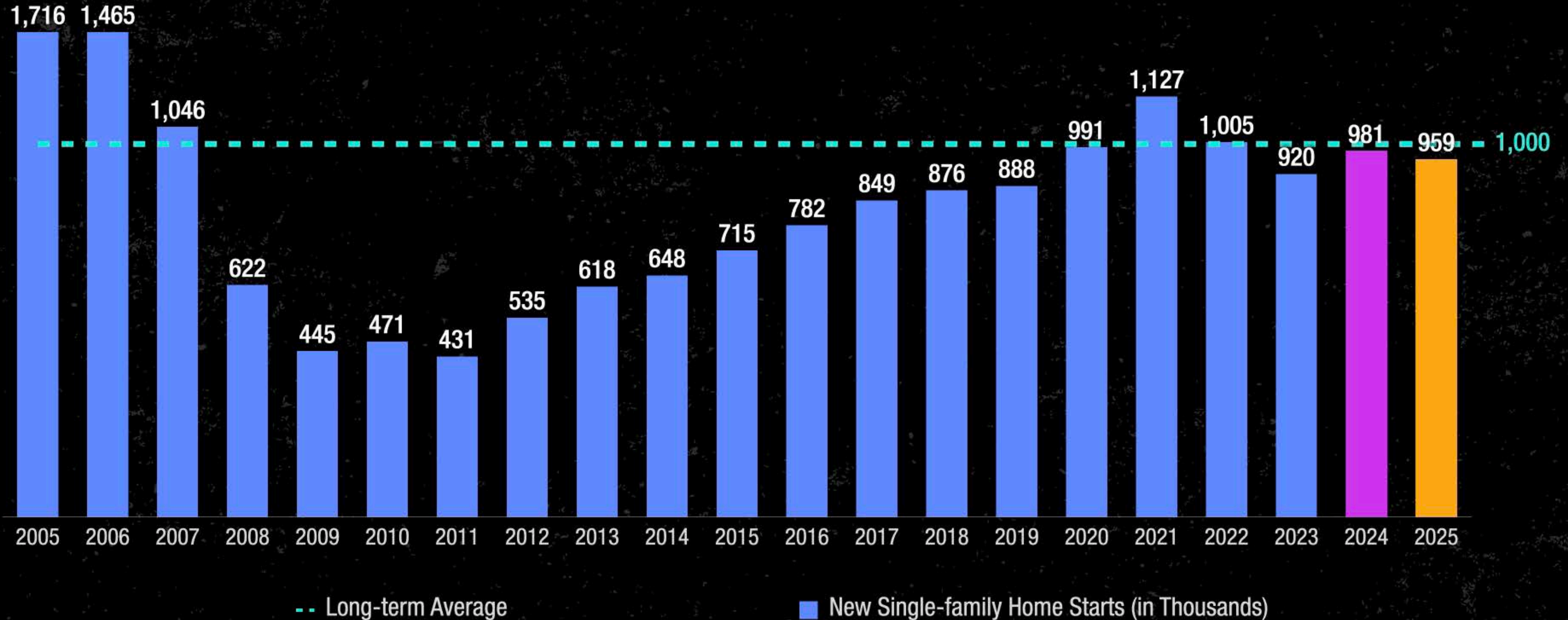
■ Annual Median Home Price (in Thousands \$USD)

Inventory - Monthly

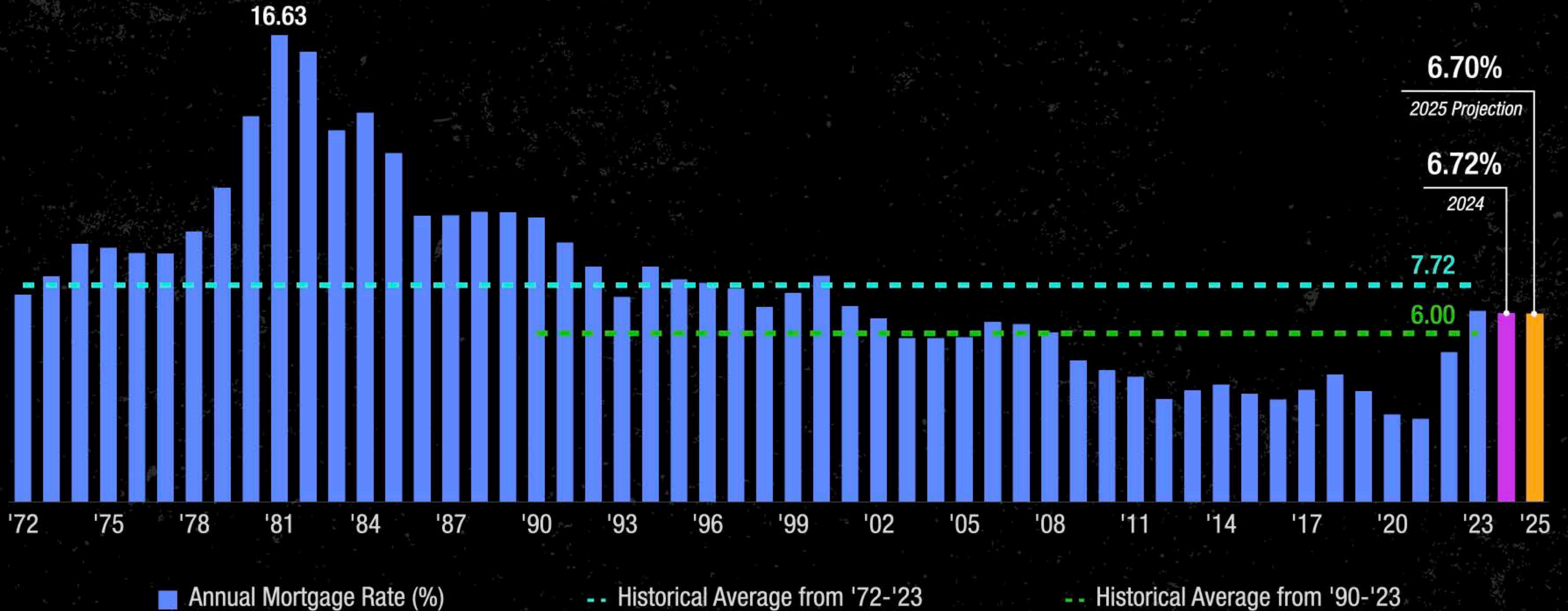


Months Supply of Inventory | 2024 2025

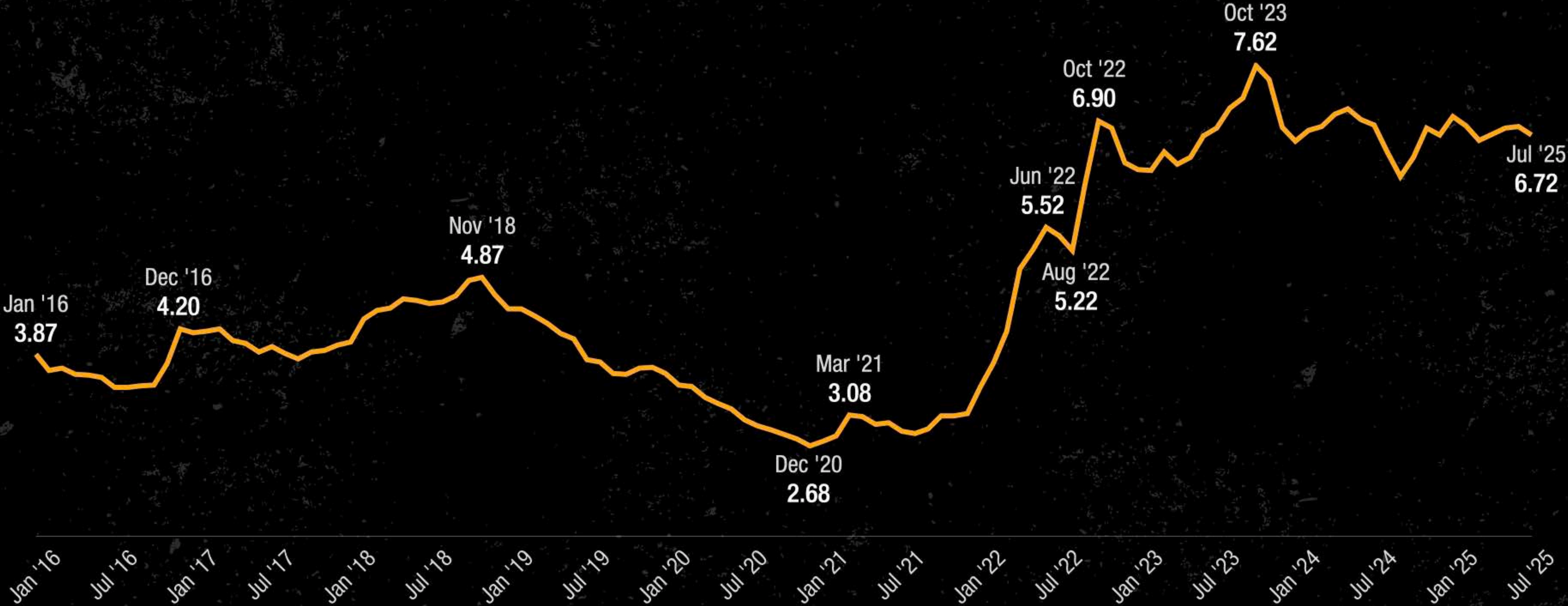
New Home Starts



Mortgage Rates - Annual

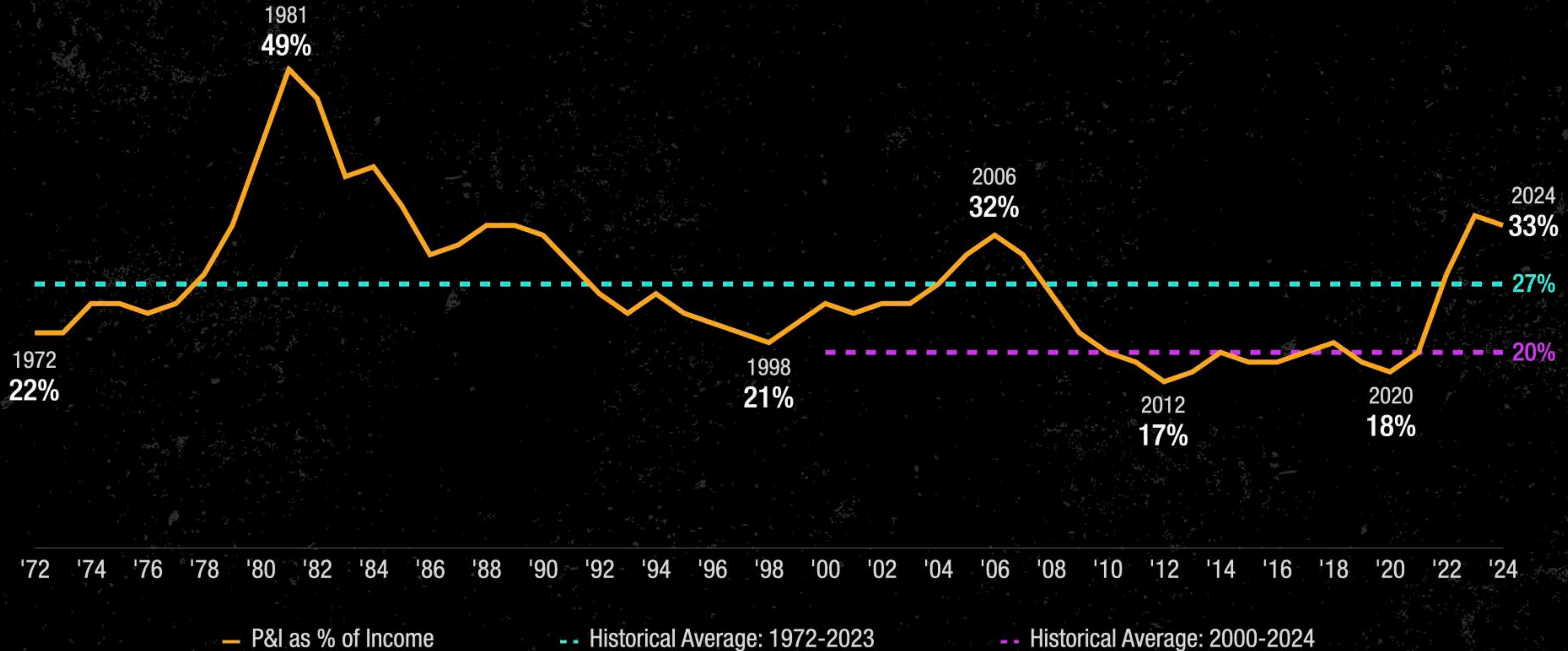


Mortgage Rates - Monthly

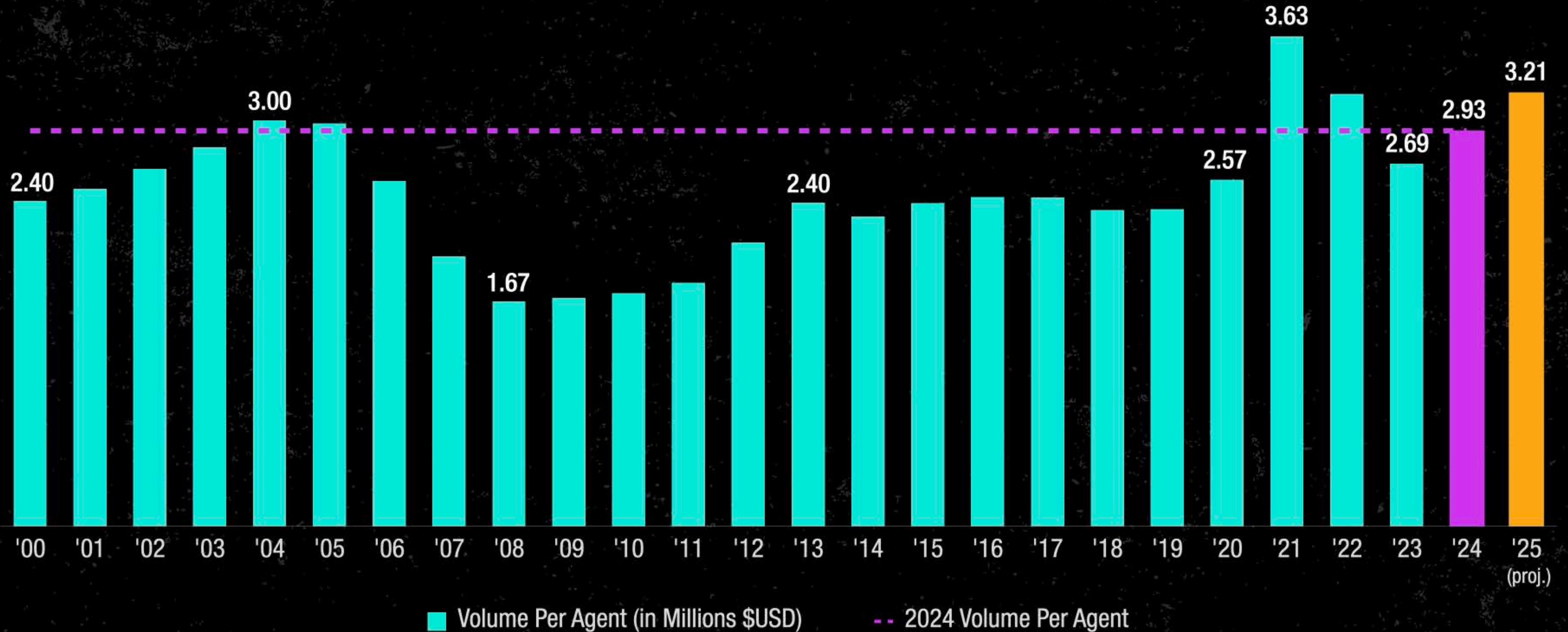


— Avg. 30-Year Fixed Mortgage Rate (%)

Affordability



Volume Per Agent

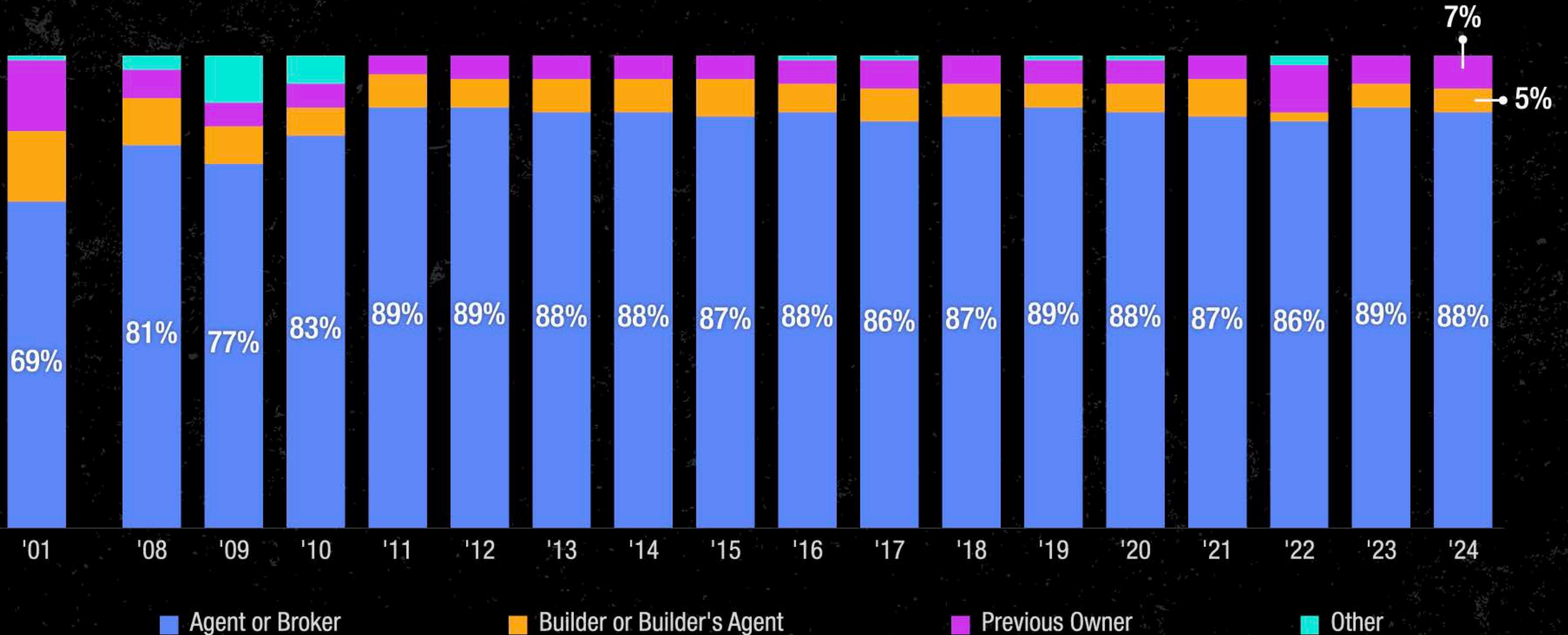




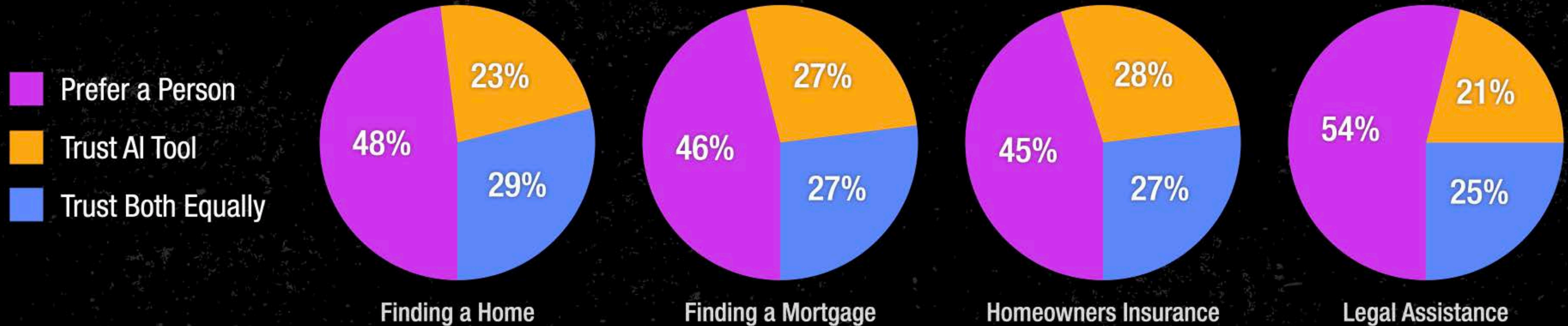
Canadian Market

	2024	Forecast 2025	Change
Sales	483,847	469,503	-3%
Price	C\$688,840	C\$677,368	-2%
Inventory	54%	56%	2%

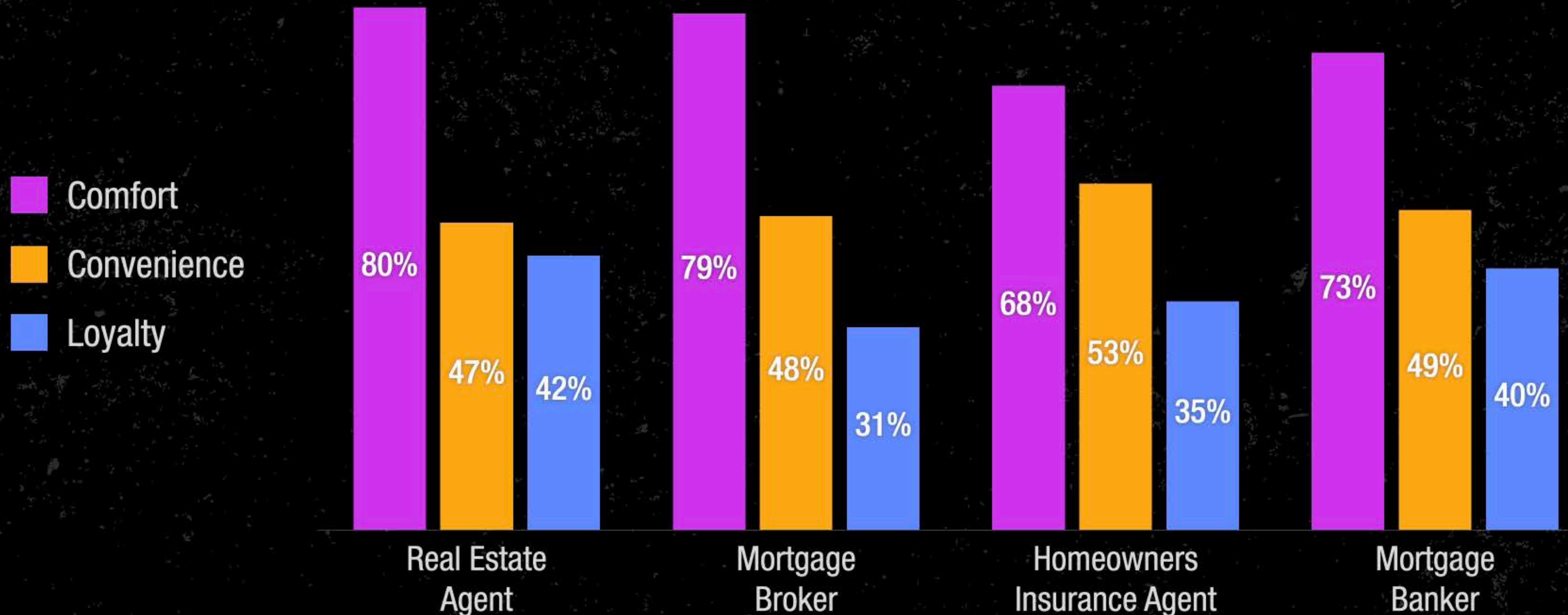
Method of Home Purchase



What Buyers Say They Would Prefer in the Homebuying Process

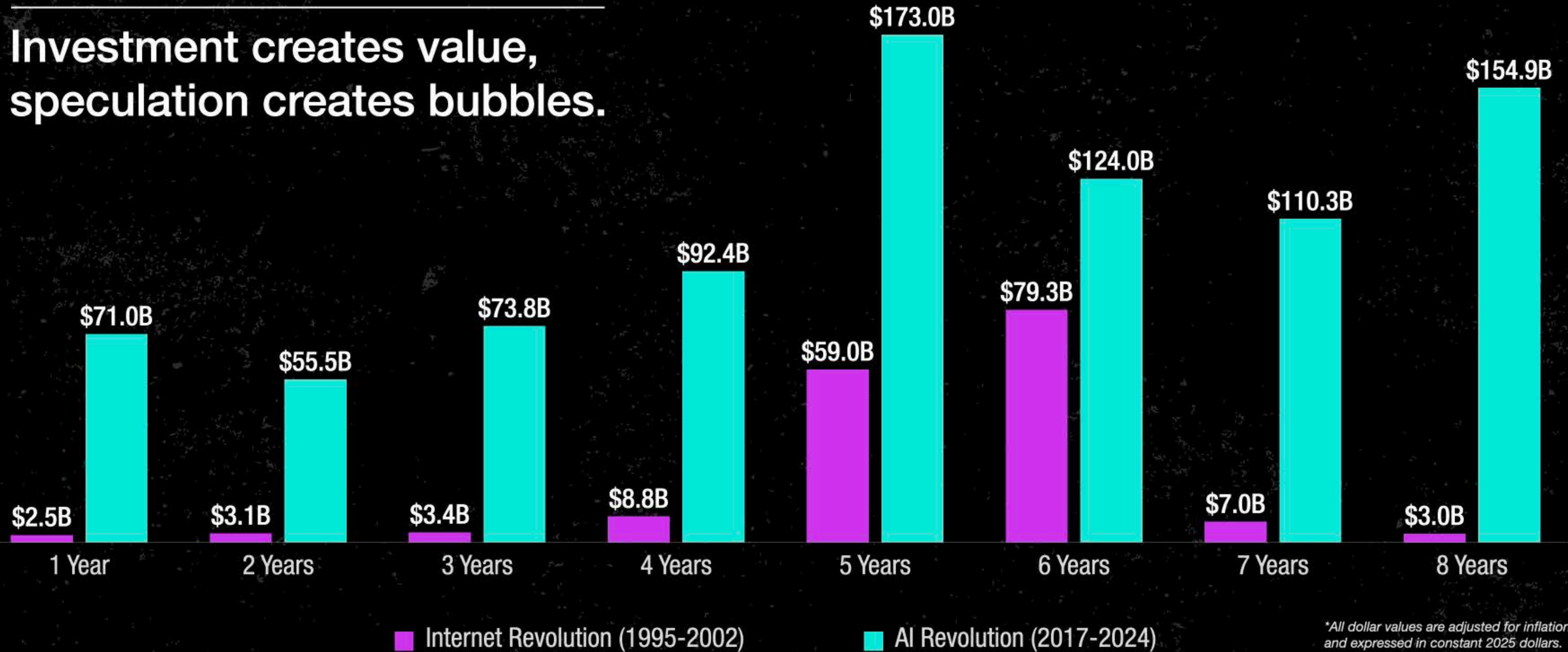


What's Important to Buyers When Working With Professionals



Internet Revolution vs. AI Revolution

Investment creates value,
speculation creates bubbles.



The Story of Adoption

