CONTEXT

“How’s The Market?”

with **Leo Pareja**

CEO, eXp Realty

How's The Market?

General Economy

Stocks

S&P 500
+12.71%
YTD Sept '26

Jobs

+68k/mo
(Sept YTD vs. 123k/mo avg.)

Unemployment

4.2%
(Historical Avg. 5.66%)

Inflation

3.4%
(Fed Target ~2%)

GDP

Annualized Rate of
1.5%
in Q2 '26

Wage Growth

-0.3%
YOY Aug
(Wage Growth +3.1% minus Inflation 3.4%)

Source: US Bureau of Economic Analysis; US Census Bureau; US Bureau of Labor Statistics

How's The Market?

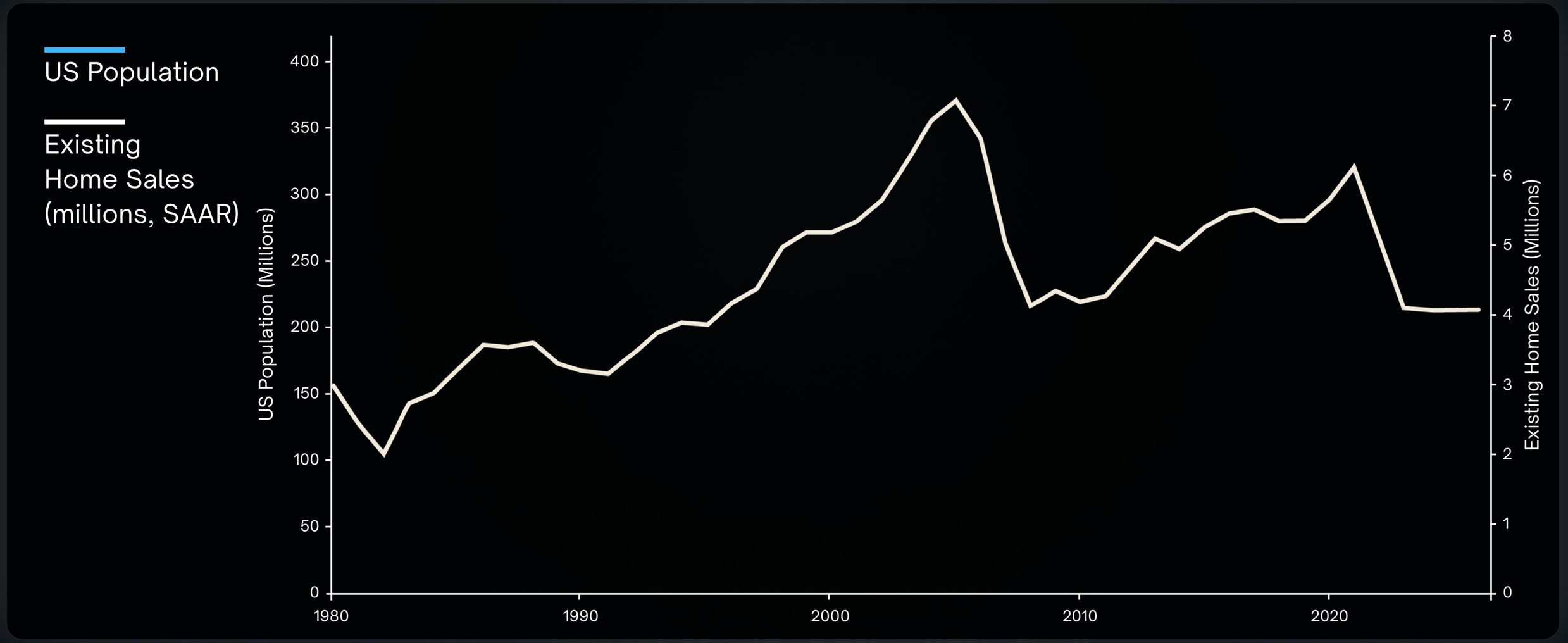
Real Estate Market

	Sales	Inventory	Appreciation Median Price
Existing Homes	 4.1MM adj. +1.6% YTD	 4.9 Months +5.9% Aug YOY	 $429,100 +1.6% YOY August
New Homes	 684K adj. -2.0% Aug YOY	 8.5 Months Flat Aug YOY	 $393,700 -5.8% YOY Aug

Sources:National Association of REALTORS; US Census Bureau; Department of Housing & Urban Development; Realtor.com

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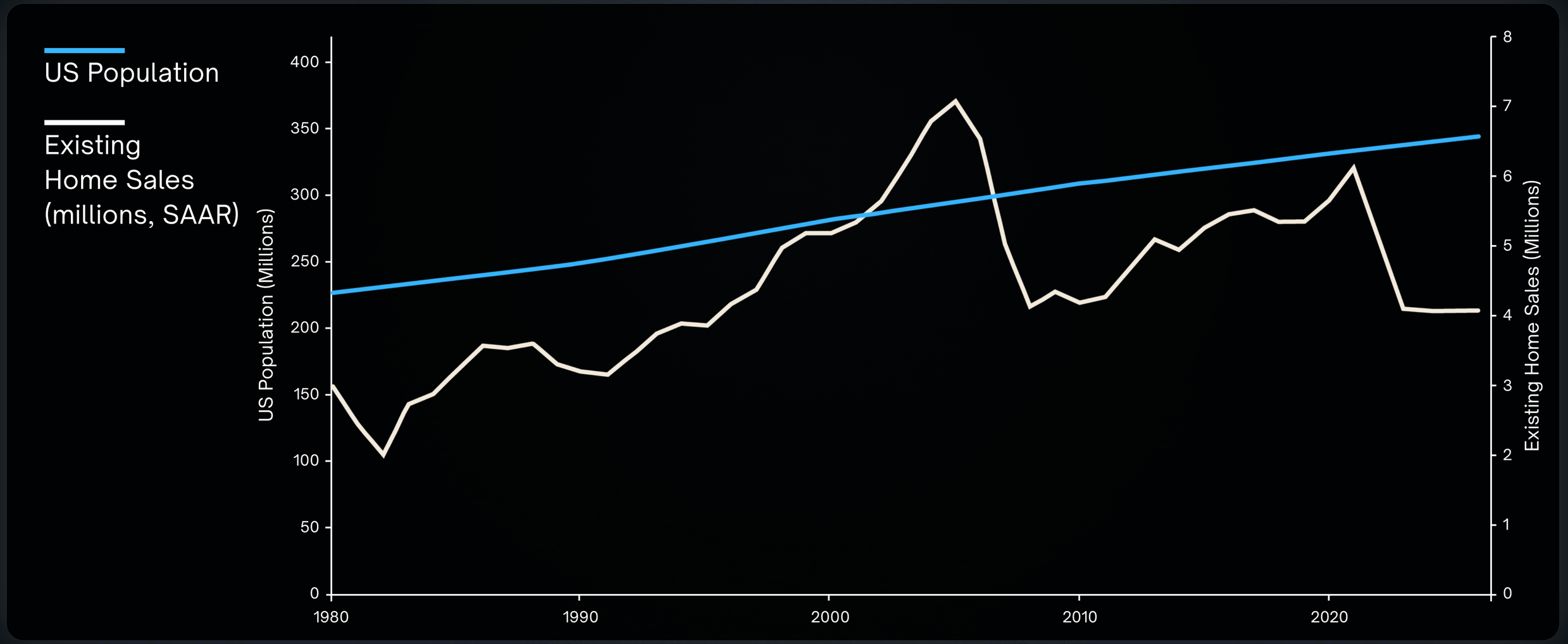
Existing Home Sales vs. Population



Sources: Existing home sales — HUD USER Table 7 (1980–2004); National Association of REALTORS® annual data (2005–2026).
Population — U.S. Census Bureau decennial census (1980–2020) and Vintage 2025 estimate; 2026 figure is a trend-based estimate, not final Census data.

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Four Questions

1

WILL HOME PRICES GO DOWN?

2

WILL RATES GO DOWN?

3

IS NOW THE RIGHT TIME?

4

WHY YOU AS MY AGENT?

What They’re Really Asking

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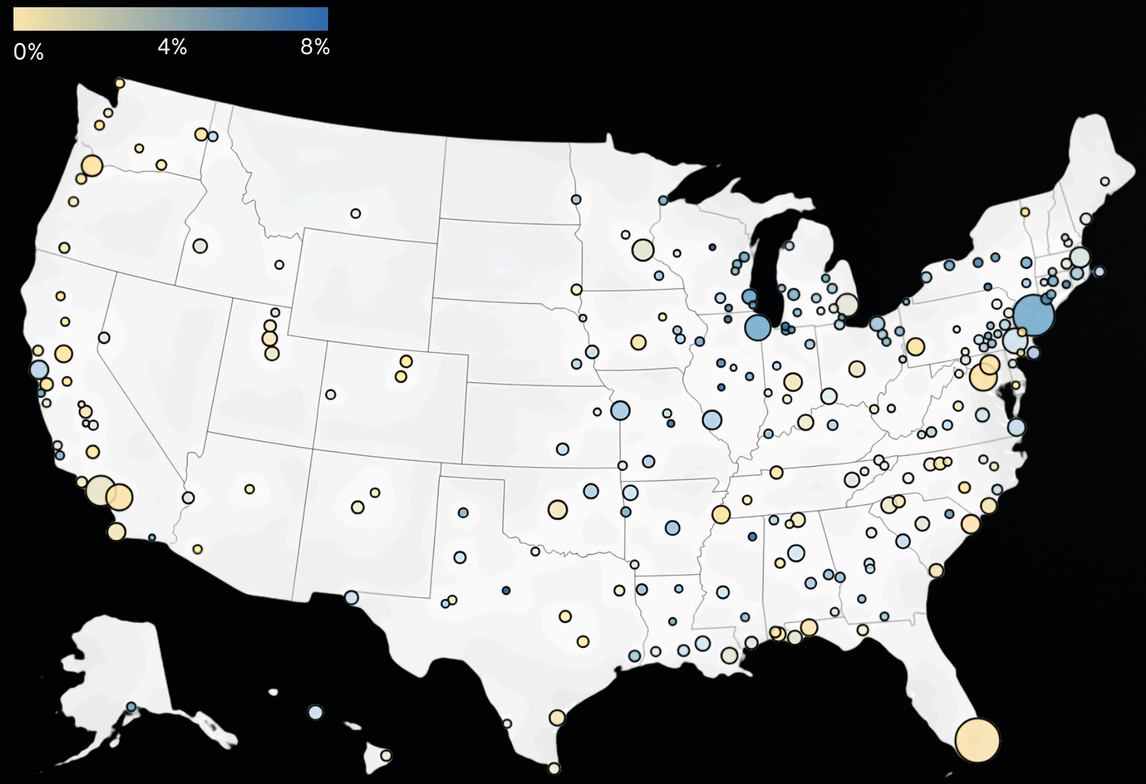
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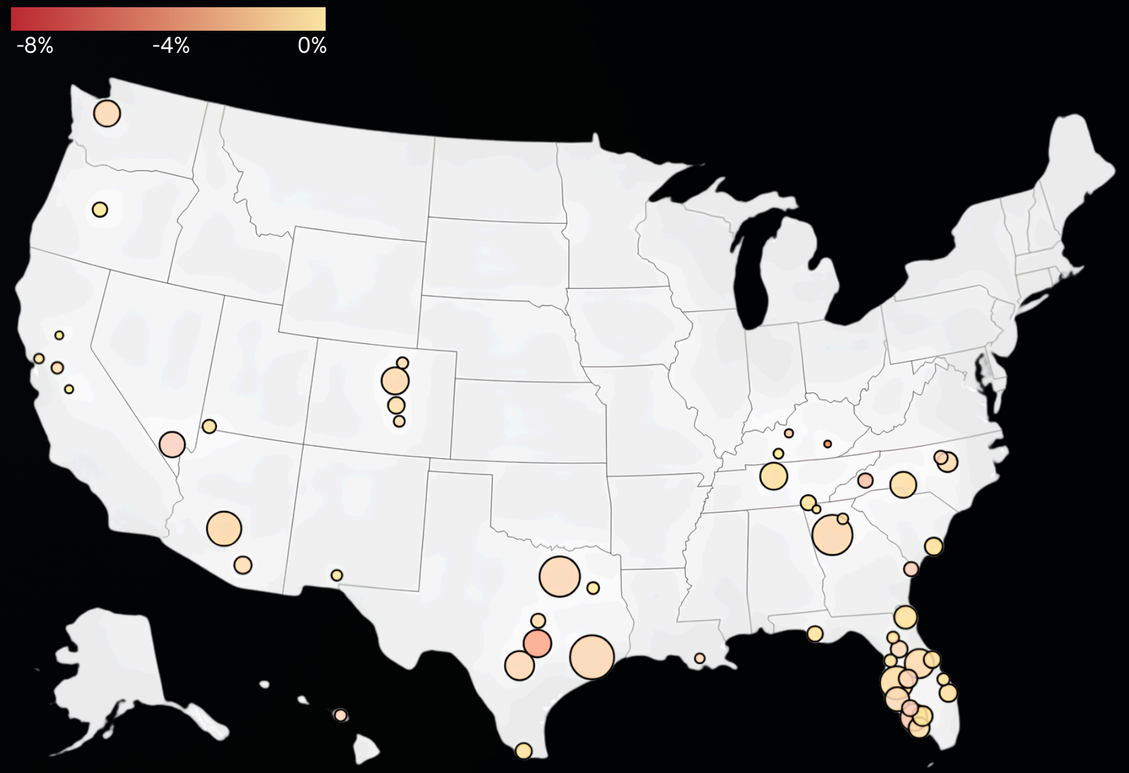
WHY YOU AS MY AGENT?

Will Home Prices Go Down?

Metro Housing Markets

300 Largest Metro Housing Markets:
246 increased and 54 decreased YOY Sept





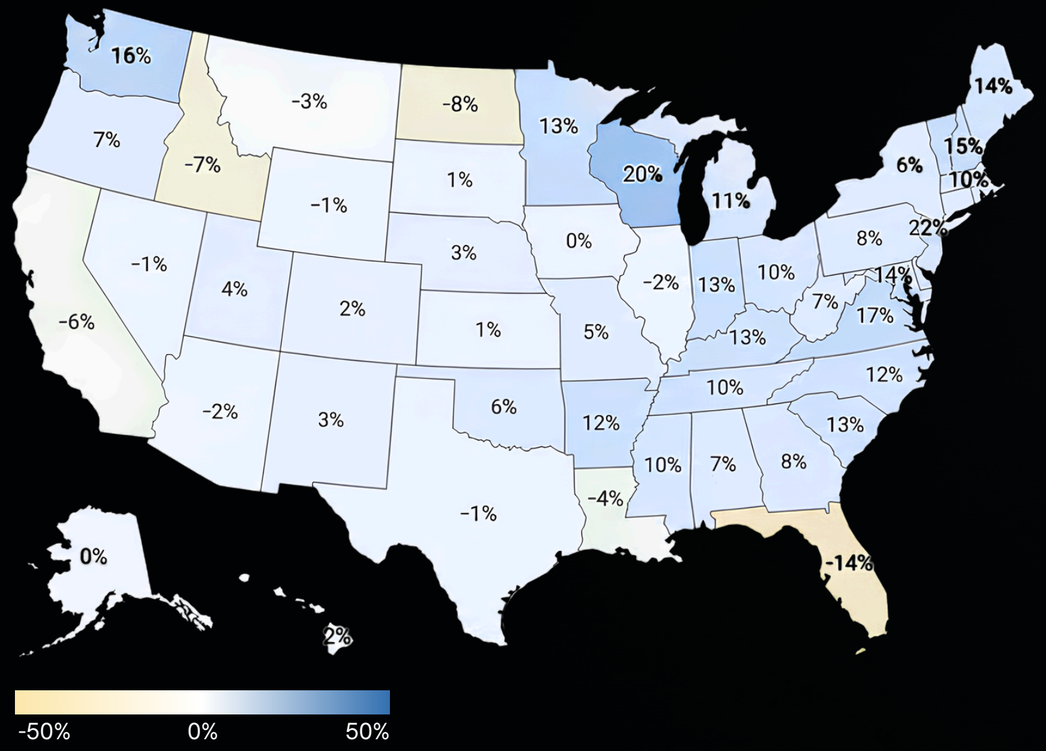
Sources: *https://www.resiclubanalytics.com/p/major-housing-markets-home-price-declines-mild-gains-september-2026*

Will Home Prices Go Down?

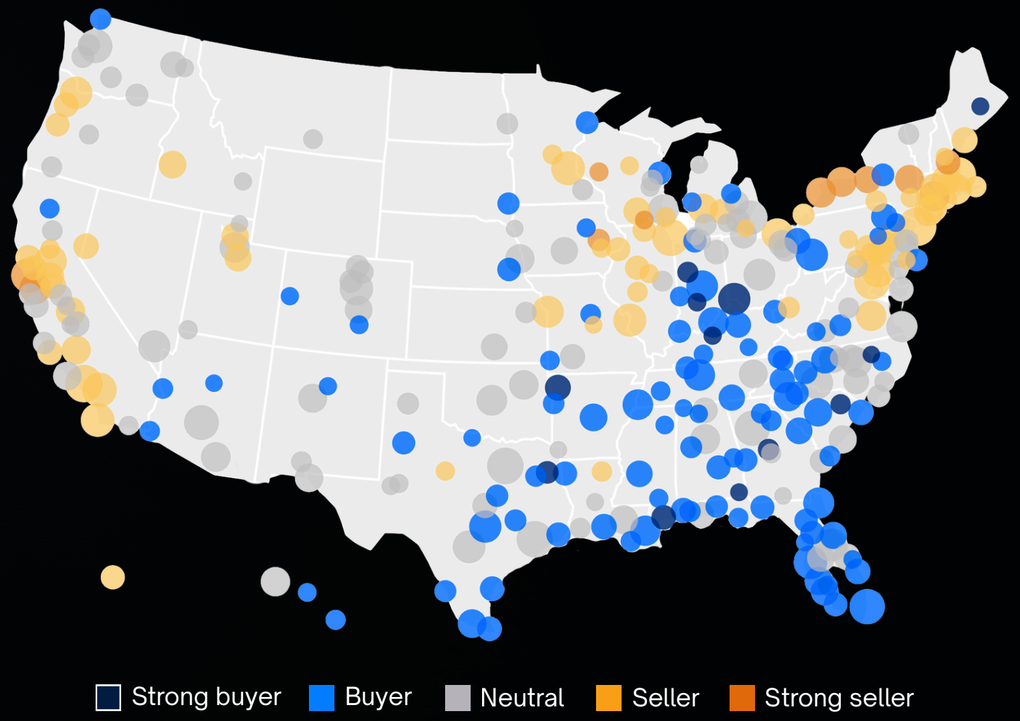
Change in Inventory

Inventory ‘25 to ’26 +5.9%

(‘24 to ’25 +28.9%)



Seller, Balanced, Buyer Markets



Sources: https://www.resiclubanalytics.com/p/state-inventory-update-housing-market-july-2026 and https://www.zillow.com/research/market-heat-index/

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Will Home Prices Go Down?

Anchored to the Anomaly

30-Year Fixed Mortgage Rate Average in the US

Federal Funds Effective Rate

U.S. Treasury Securities 10-Year Market Yield



Source: Board of Governors of the Federal Reserve System (US); Freddie Mac via FRED®

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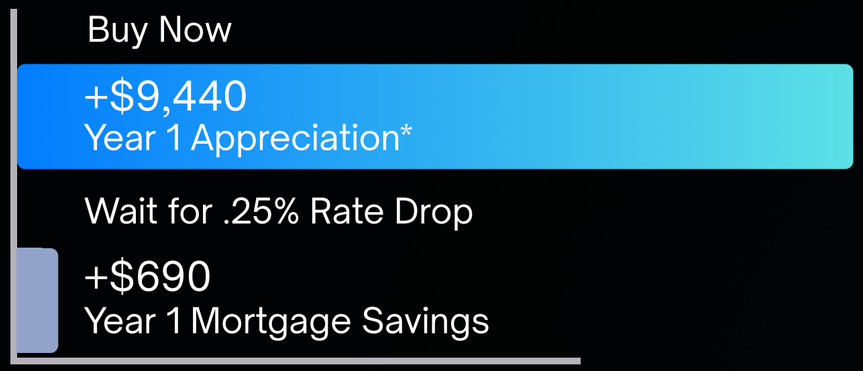
U.S. Treasury Securities 10-Year Market Yield



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Will Home Prices Go Down?

Historical Rates



40.3%
Homeowners Own Home
54% are 65+

~2,000
US Down Payment
Assistant Programs

~100%
Almost All FHA & VA
Loans Are Assumable

**Calculation uses median price of $429,100 at projected 2027 2.2% Appreciation and.25% rate drop on 30-year conventional mortgage with 20% downpayment on same property;*
Source: https://www.urban.org/urban-wire/expanding-down-payment-assistance-awareness-could-help-more-people-afford-home

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Is Now the Right Time?

Mortgages by Rate

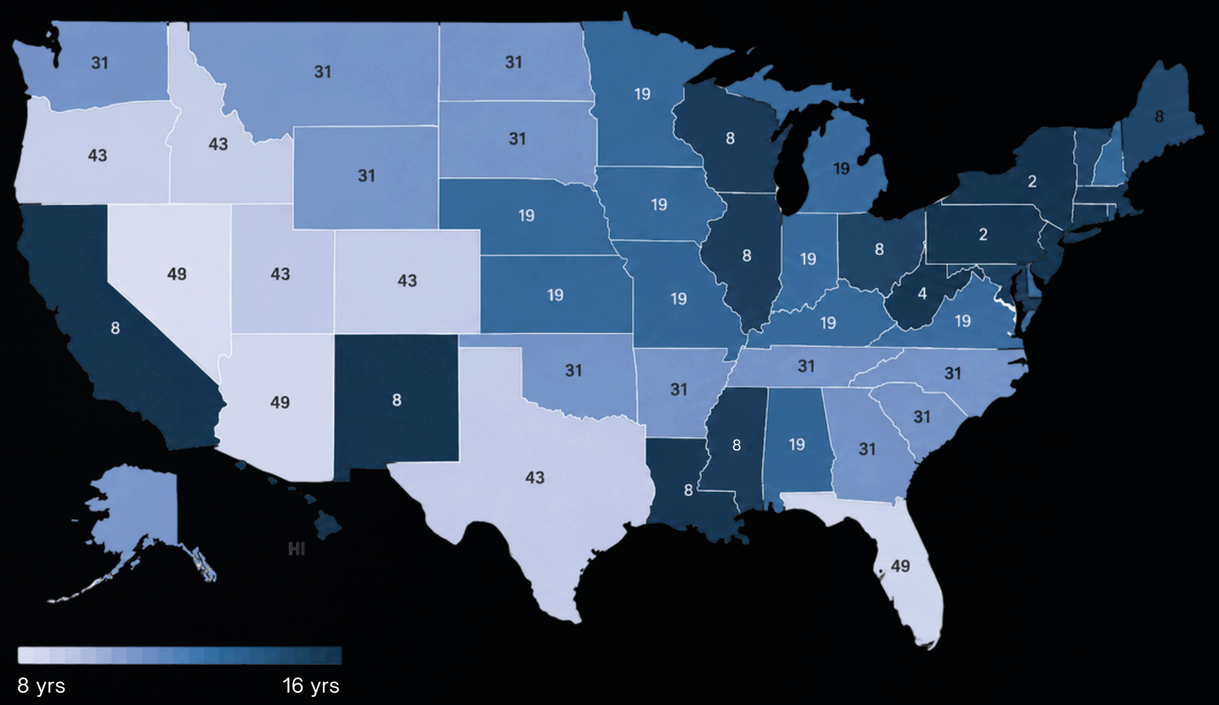
22.1% are 6%+

11.2% are 5 - 6%

16.8% are 4 - 5%

30.4% are 3 - 4%

19.5% are below 3%



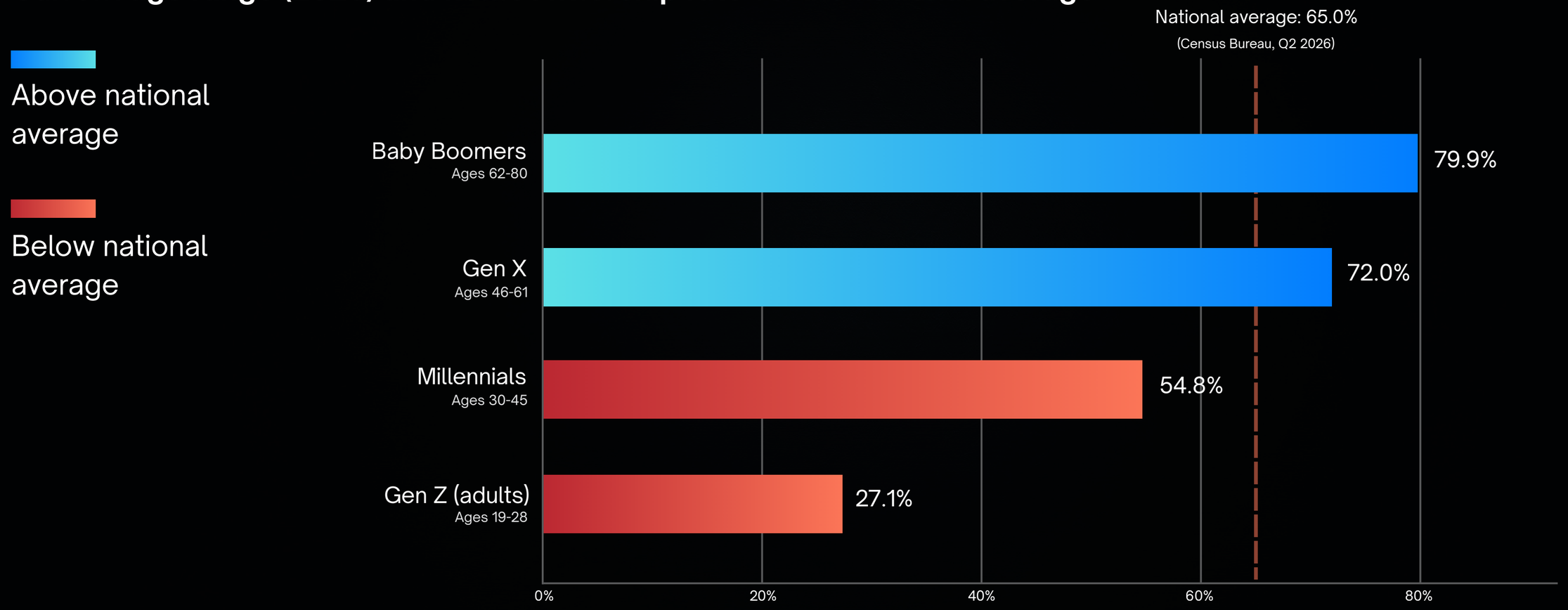
~Age of These Mortgages = 4-6 years VS. Recent Seller Tenure of = 8.44 years

Sources: https://www.realtor.com/research/2026-q1-outstanding-mortgage-data/ ; National Mortgage Database; and https://www.homesnacks.com/average-length-of-home-ownership/

Is Now the Right Time?

Homeownership by Generation

Current age range (2026) and homeownership rate vs. the national average

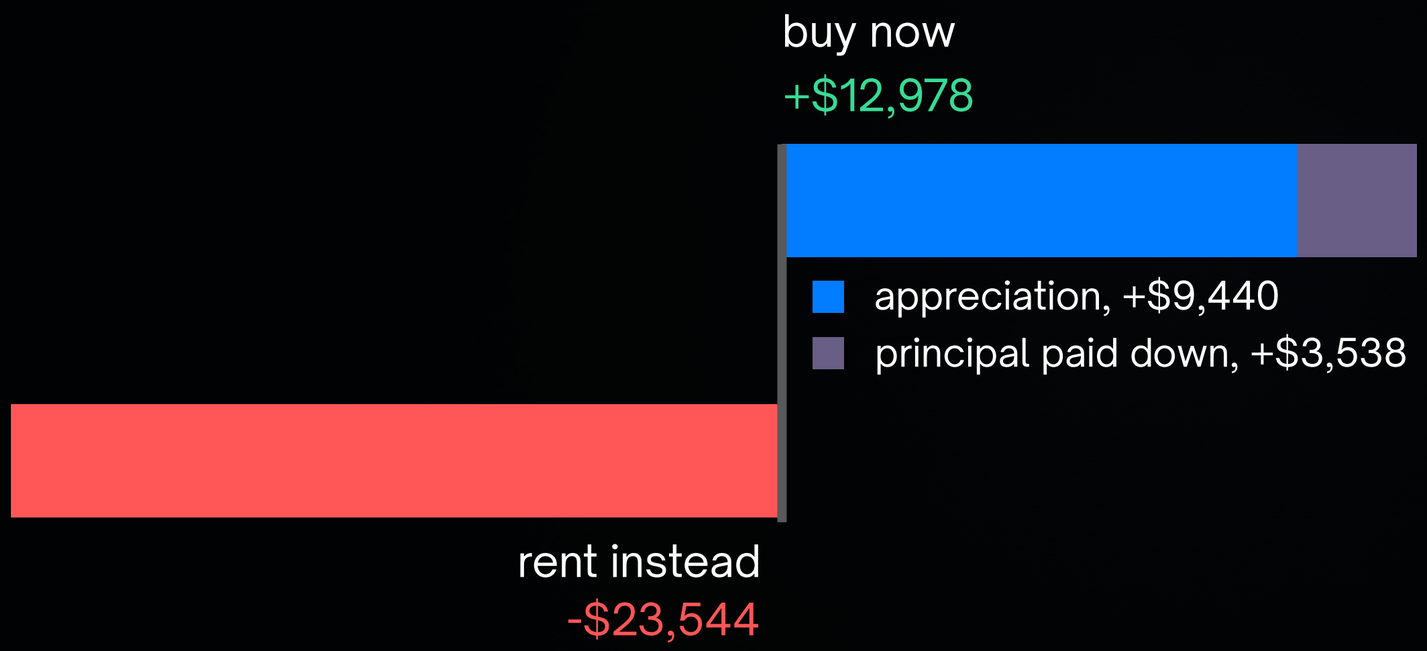


Sources: Census Bureau and https://www.nar.realtor/press-releases/proximity-to-family-and-friends-affordability-drive-relocation-trends-in-2024-finds-new-nar-report

Is Now the Right Time?

2 Types of Buyers

Homeowners



Investors

32% (Q1 ’26) of US Home Sales Purchased by Investors

3rd Consecutive Quarter Over 30%.

Sources: https://batchdata.io/investor-pulse-q1-2026 and https://www.redfin.com/blog/what-is-a-starter-home/ Calculations assume conventional mortgage at 7.05% with 20% downpayment and appreciation at 2.2%

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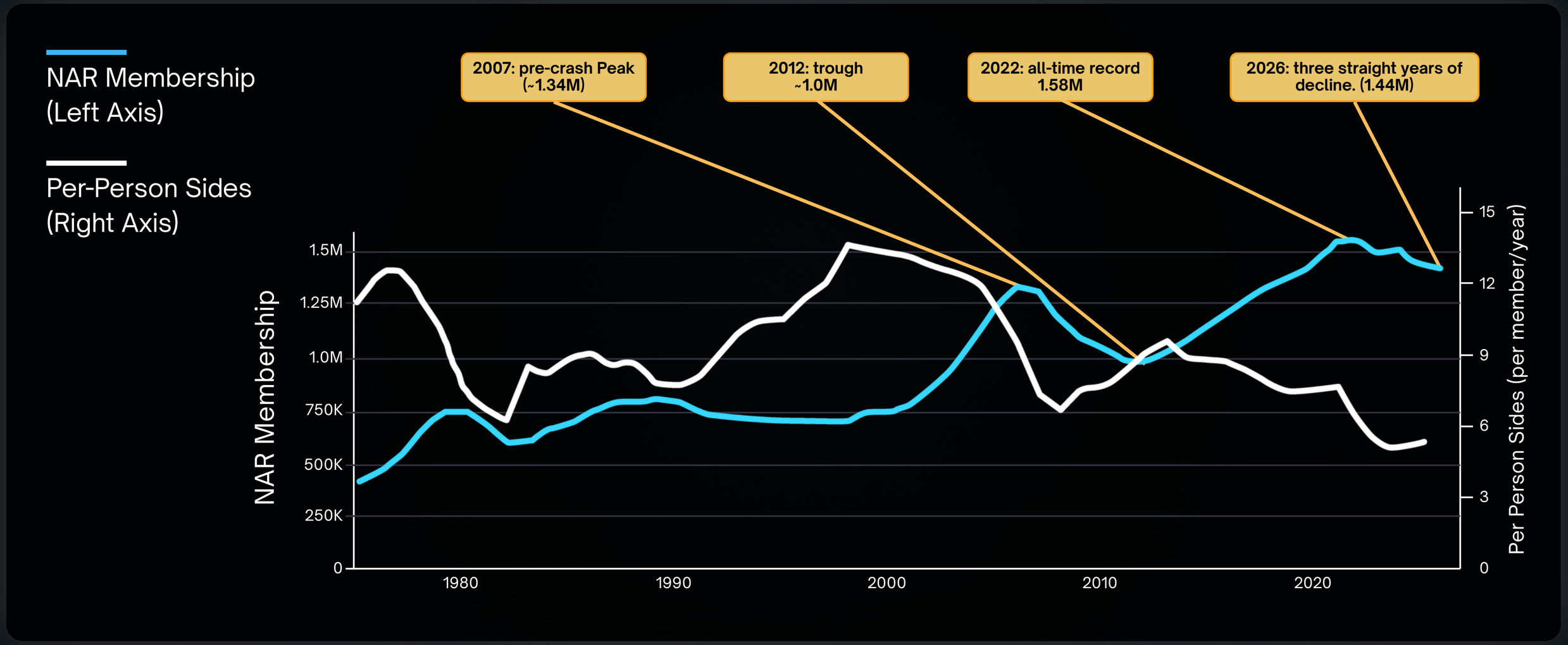
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WHY YOU AS MY AGENT?

Why You As My Agent?

NAR Membership vs. PPP (‘75 to ‘26)



Sources: NAR Monthly Membership Reports; NAR Existing-Home Sales (via NAR USER Table 7 for 1975–2024, user-provided sheet 2005–2025).
Per-Person Sales = (existing home sales × 2 sides per sale)/ NAR membership — an approximation assuming two distinct member sides per sale. 2026 sales not yet plotted (full-year sales not final).

Why You As My Agent?

Help From Top Agents

eXp REALTY | CONTEXT

eXpU's ICON lead generation strategies and AI tools to tailor them!

Prompt: "Help me build a practical lead generation plan using the Context package for ai tools available to you. Focus on my lead generation through [INSERT YOUR PREFERRED LEAD GENERATION STRATEGY] that I want to grow and give me clear actions I can start taking right away.

Based on the Context package for ai tools available to you, help me identify the best next actions to strengthen my lead generation. Give me a short, practical list of steps I can focus on first."



Why You As My Agent?

30-Day Challenge

Social Posts
1 per day

SOI
>5 per day

Open Houses
>15 per month

eXp REALTY | CONTEXT

THANK YOU