

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

Feb. 23, 2021



The COVID-19 vaccine is likely to add more buyers and sellers to an already red hot real estate market

A new survey from Zillow finds a large majority (70%) of homeowners say they would be comfortable moving to a new home after widespread COVID-19 vaccine distribution, a meaningful bump from the 52% who currently feel that way. That amounts to homeowners in more than 14 million homes feeling newly comfortable moving after widespread vaccination.²

Among homeowners who said the vaccine would impact their decision to sell, nearly four-in-five (78%) said they expect it will make them more likely to move.

This [research](#) follows Zillow's [prediction](#) of 7 million home sales this year, nearly

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

dramatic acceleration in the speed of the market, with buyers snapping up homes just days after they were listed for sale. That velocity, enabled by the rapid adoption of real estate technology, allowed existing home sales to [rise 5.6%](#) while overall inventory fell.

“We expect that the vaccine rollout will likely boost inventory, as sellers become increasingly willing to move despite Covid-19 — resulting in greater numbers of new listings beginning this spring,” says Chris Glynn, principal economist at Zillow. “That injection of inventory could give buyers more options and breathing room in a competitive market. The vaccine, however, will also likely add to already-strong demand, given that most sellers will become buyers as they trade in for a home that better suits their new needs.”

That already-strong demand is being driven by both demographic and pandemic-led factors. Millennials — often considered the largest generational group in the country — are aging into their peak home-buying years. The generation fueling the [Zillow surfing](#) trend is now hitting their mid-30s, the median age of a first-time home buyer.

The Great Reshuffling continues to contribute to [unrelenting demand](#) in the for-sale market, as the pandemic has prompted people to rethink how and where they want to live. The [freedom to telework](#) has opened up new, affordable housing options all over the country. Real estate tech tools, such as next-generation [3D home](#) virtual tours with interactive floor plans, are enabling shoppers to remotely explore all the possibilities a move could bring.

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us