

International Real Estate Buyer Trends in the United States

2020



Introduction

Authors

Marketing at
ListGlobally.com.

Source

ListGLOBally data
January to November 2020



ListGlobally is the world's largest real estate portal network, connecting 100,000 agents to international customers across 100+ property portals in more than 60 countries. We are continually gathering information, implementing new technology, and helping our clients with seamless integration into their international markets.

In this report we present the latest trends in property searches in the United States based on data from our proprietary business tools, results from ListGlobally survey questionnaire and validation by cross-referencing trusted sources.



In 2020, the following top five countries represented 75% of all inquiries for properties in the United States:
China, Canada, Mexico, France and India.

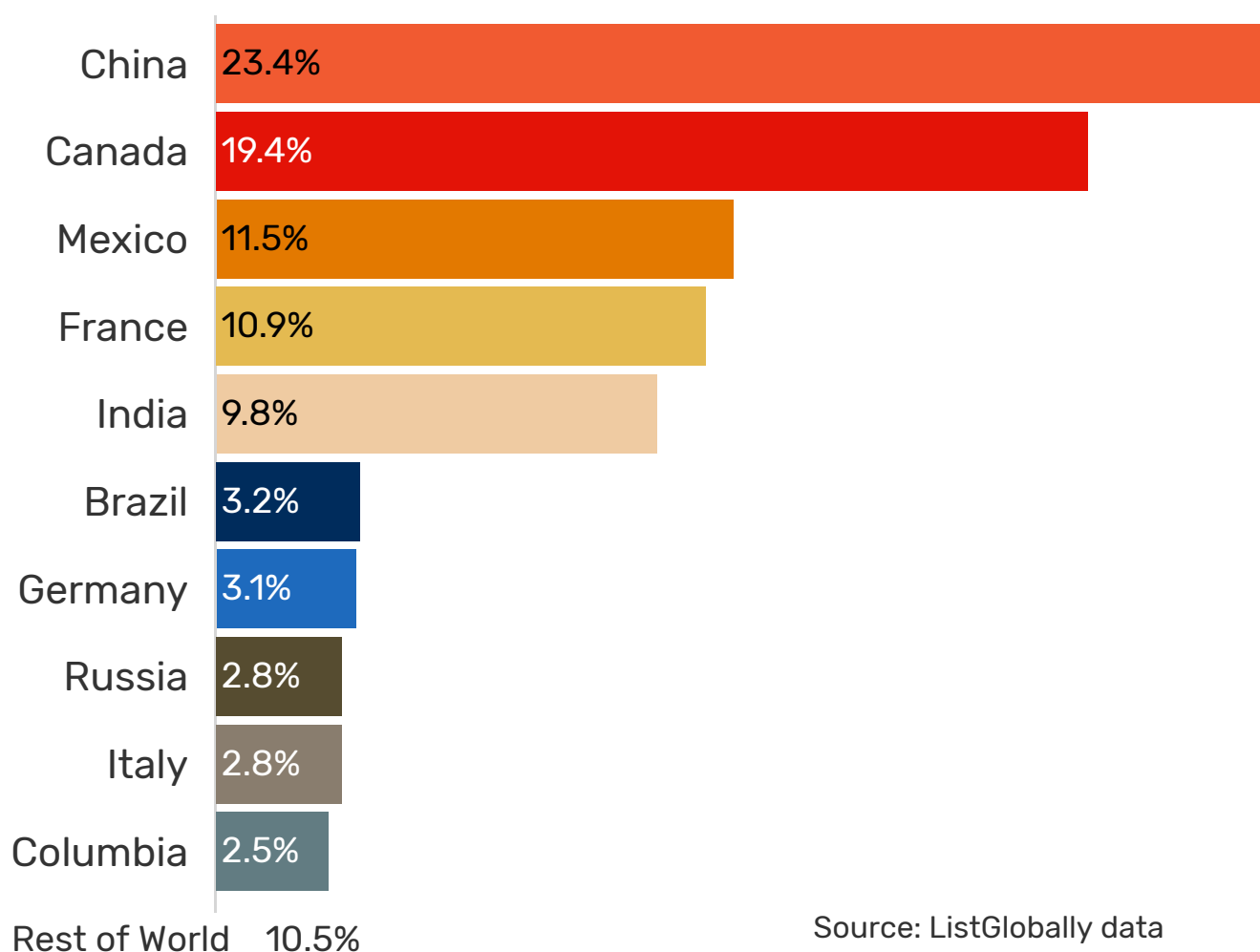
January to November 2020

ListGlobally data

Top 10 Foreign Buyers

International lead activity did flux from month to month, a result of the pandemic, but overall, foreign inquiries stayed strong on average.

Foreign buyers looking for properties in the United States:



The uncertain times of the pandemic created unusual supply-demand patterns and unexpected buying power for many foreign buyers.

Quick Stats



Median Purchase Price

Foreign buyer median purchase price was \$40,000 higher than the \$274,600 median price for all existing homes sold to U.S. residents.



Luxury Buyers

8% of foreign buyers purchase U.S. homes priced at \$1M or more.



Market trends

U.S. - China trade tensions heightened and both countries experienced a slow in their economic growth, resulting in lower Chinese investment in America. Canadian investment **increased** from **\$31B to \$108B**.



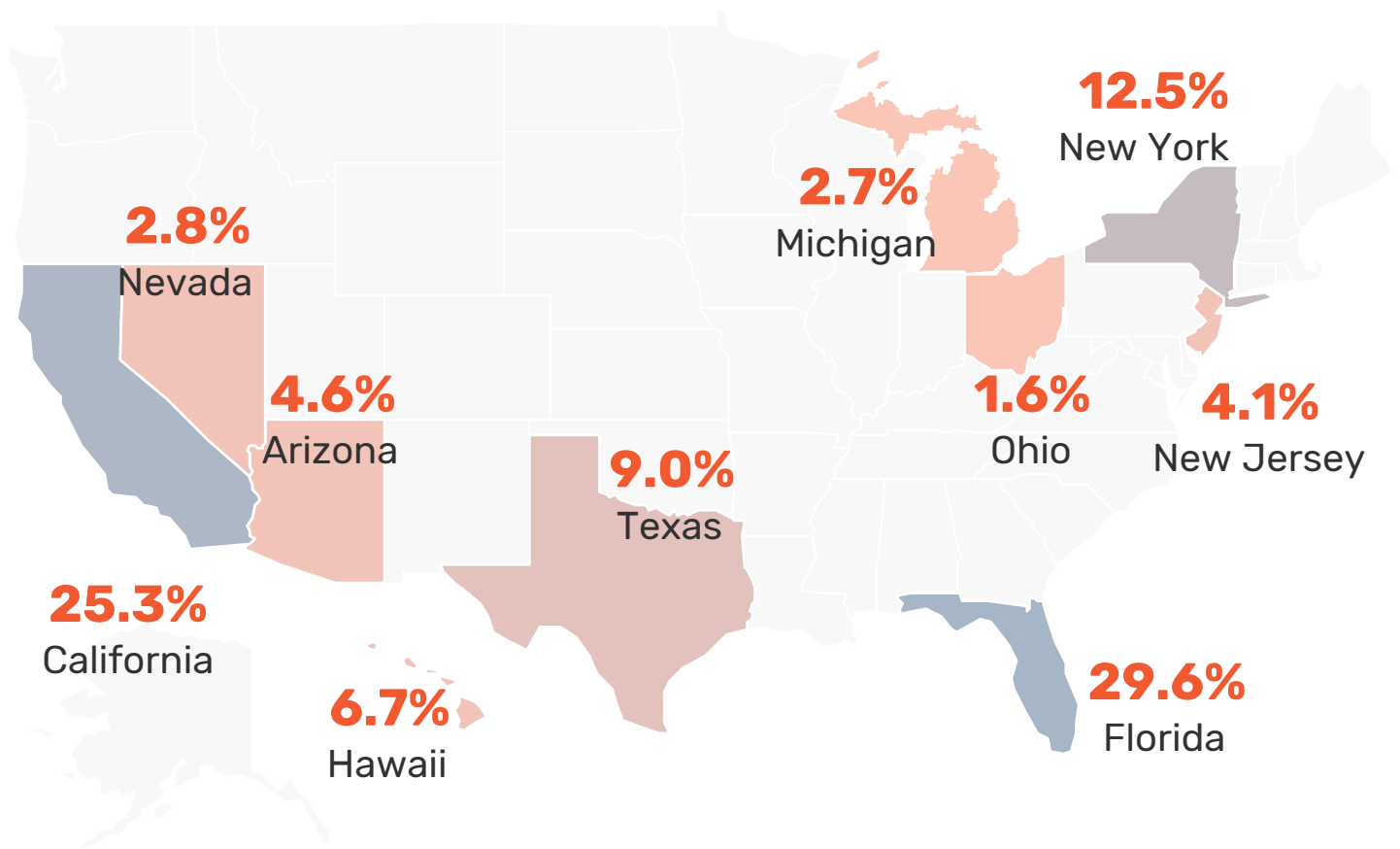
Property Location

Almost half of foreign buyers purchased property in a suburban area.

National Association of Realtors

United States regions

Top ten leads activity for property in the United States, shown by interest per region.



Source: ListGlobally data



Market Watch

Stable cities in the U.S. are tech-centric University cities, as they are at the lowest risk for economic or real estate loss during the pandemic, making them attractive to foreign buyers.



Provo, Utah



San Jose,
California



Durham,
North Carolina



Hartford,
Connecticut

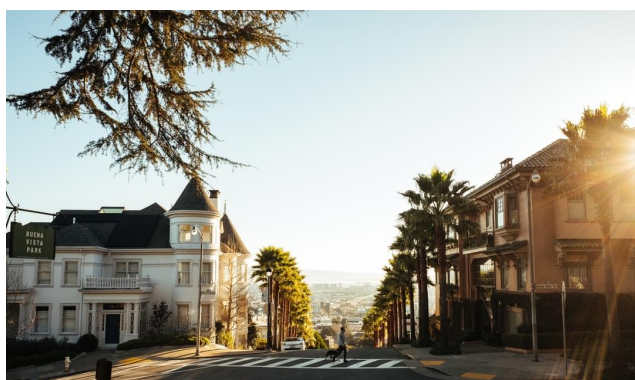
Buyers searching for property in the top regions of the United States

Foreign buyer interest in the most popular regions of the United States.



Florida

Country	
Canada	27.5%
Brazil	26.0%
Germany	3.9%
Italy	1.8%
India	1.5%



California

Country	
Canada	11.5%
Columbia	8.5%
Mexico	6.0%
Germany	3.6%
Brazil	2.7%

Source: ListGlobally data

Buyers searching for property in the top regions of the United States

Top five locations of buyers searching for property in the United States, by region of interest.



New York

Country	
Brazil	7.1%
India	6.0%
Spain	4.4%
Italy	3.9%
Germany	1.7%

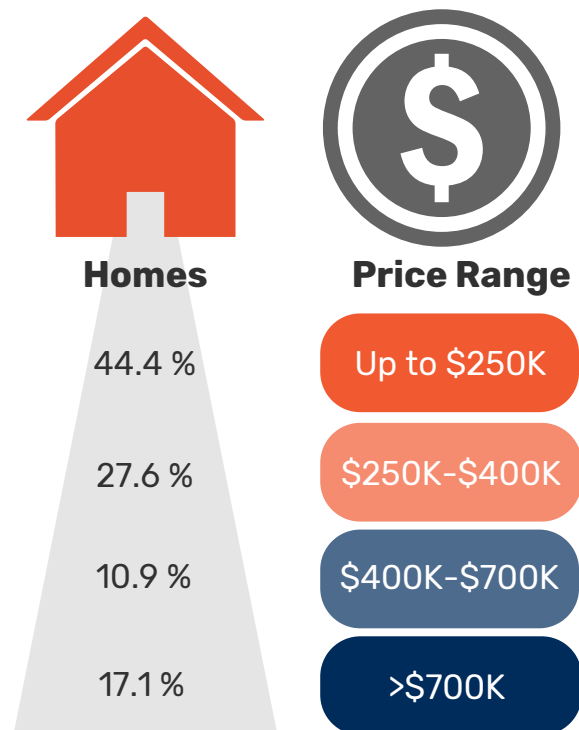


Texas

Country	
Germany	12.0%
Brazil	7.6%
Russia	3.2%
Canada	2.3%
Sweden	1.6%

Source: ListGlobally data

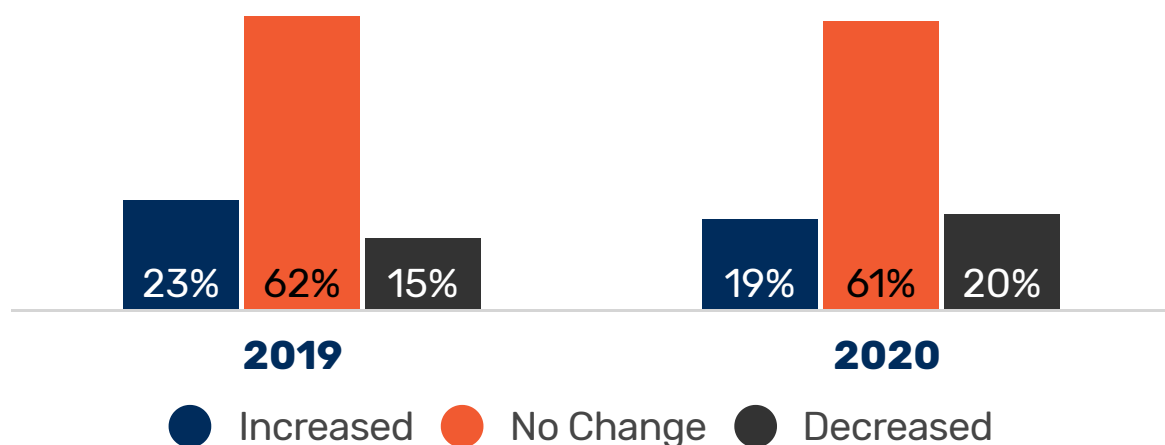
Percentage of foreign leads received for property in the United States, by price range



Source: ListGlobally data

The housing market remains a seller's real estate market, as annual price growth reached record highs and inventory continued to fall. If listing time on the market continues to shrink, 2020's housing market is going to remain hot into the new year.

How business with international clients changed



National Association of Realtors

How the Coronavirus has affected the market

ListGlobally foreign buyer survey results.

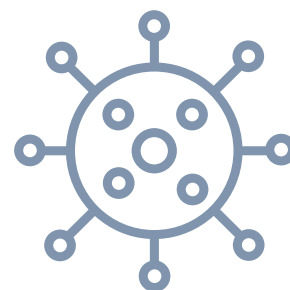


Foreign buyers expressed their belief that the Coronavirus will affect their purchase project in some way.

57%

81%

Foreign buyers are expecting to continue to conduct real estate transactions.



Buyers conduct online searches as the main method for finding properties.

72%

49%

Buyers think the market will flux, creating new business opportunities.



ListGlobally data, May 2020

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