Home Sellers Seek Confidence, Price Validation, and Human Guidance in a Challenging Housing Market

November 18, 2026 – A new Century 21 Real Estate LLC survey with data collection by Ipsos finds that Americans considering, currently undertaking, or recently completing a home sale are navigating the process with focus on pricing confidence, market timing, and validation. Mortgage rates remain influential, but personal circumstances, certainty, and the desire to reduce risk also shape decisions. Many sellers use AI or online pricing tools, while continuing to place high value on agents' judgment and trust.

The Decision to Sell

Sellers and prospective sellers often spend months considering a move. Life circumstances, emotional readiness, finding a next home, and mortgage rates can ultimately trigger action.

- Mortgage rates were very or extremely influential for 65% of sellers and prospective sellers with a mortgage (33% very influential and 32% extremely influential).
- Among all sellers and prospective sellers, 27% considered selling for one year or longer before moving forward (16% for 1–2 years and 11% for more than two years), while 30% spent between 7-12 months considering the decision.
- The most frequently cited triggers of making the decision to list their home were wanting a change of scenery (27%), found their next home (25%), a personal life event (22%), feeling emotionally ready (21%), and mortgage rates (19%).
- Among sellers and prospective sellers with a mortgage rate below 5%, 54% agreed giving up the rate was harder than leaving their home (22% strongly agree and 32% somewhat agree), and 63% said giving up the mortgage rate was emotionally difficult (22% strongly agree and 41% somewhat agree).
- Nearly one in three (31%) sellers and prospective sellers said the outcome that matters most was getting the highest possible sale price. The next highest priority, at 13%, was certainty that the decision was right, followed closely by finding the right buyer (12%), and having confidence in my pricing strategy (11%).

Pricing & Selling Psychology

Many sellers and prospective sellers want to pressure-test pricing and demand before going fully public, reflecting the importance of confidence and early market feedback.

- Preparing the home was among the top three stressors for 42% of sellers and prospective sellers, followed by finding another home (40%), determining the right list price (39%), moving (38%), and timing the sale of the home (37%).
- Pricing worries were mixed among sellers and prospective sellers: 30% worried about price reductions, 28% about pricing too high, and 27% about pricing too low; 16% reported no pricing worries.
- Among those who sold within the past two years, 47% reconsidered or changed the asking price two or more times before listing (39% two to three times and 8% four or more times) and 31% changed the price two or more times after listing.
- More than four in five (84%) sellers and prospective sellers said the desire to privately test aspects of their listing, like their asking price, buyer interest, and the home's readiness for market with serious buyers before listing it for sale publicly described them very well (44%) or somewhat (40%).
- Among those interested in previewing, the leading potential benefits were making improvements before public listing (49%), avoiding pricing too low (41%), selling faster (39%), and measuring buyer demand (38%).

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- Among those with their home currently listed or sold within the past two years, two-thirds wish they had more opportunity to gauge buyer interest before officially listing (34% probably and 33% definitely).

AI vs. Human Expertise

AI is widely used as a second opinion, but agents retain an advantage in trust and pricing accuracy.

- Two-thirds (67%) of sellers and prospective sellers used AI or a real estate-specific AI tool during the selling journey.
- Among these sellers and prospective sellers who used AI during the selling journey, 49% used it to estimate market value, 41% to analyze local comparables and trends, 37% to research future housing or locations, and 35% for general inquiries and expert advice.
- AI gave 55% of these AI users more confidence (26% significantly more and 28% somewhat more) to move forward with their decision to sell, while one-third said it raised concerns (18% slightly more and 15% significantly more).
- Among those who used AI and also listed with an agent, 45% said the agent's estimate was closer to the final sale price, compared with 33% who said AI's estimate was closer and 20% who indicated both were the same.
- Among those who used AI in their selling journey and listed their home with a real estate agent and compared AI and agent pricing advice, 46% trusted the agent more, 38% trusted both equally, and 15% trusted AI more.
- Among sellers and prospective sellers who used AI in their selling journey, 57% said AI made them think their home was worth more than initially thought, while 19% said it made them think it was worth less. Another 15% said AI changed expectations slightly, but not in a way that changed their plans, while 8% said AI aligned with what they already believed their home was worth.

Choosing an Agent

Digital discovery plays a role, but trust is the strongest agent-selection criterion.

- Among those with their home currently listed or sold within the past two years who used an agent, 20% found the agent through Zillow or Realtor.com, 16% through an online search, and 16% through a previous personal relationship.
- Among this same group of sellers, three in ten (31%) indicate trust mattered most when choosing an agent, followed by pricing strategy (15%), local expertise (10%), and reviews (10%).
- Most (58%) sellers with their home currently listed or who sold within the past two years and used an agent considered two or more agents (40% considered two, 14% considered three, 4% considered four or more), while 41% considered one.

Marketing & Selling Strategy

Pre-marketing is common and frequently relies on agent networks and private exposure.

- Among those with their home currently listed or sold within the past two years, 41% said their agent shared the home with the agent's network before publicly listing the home, 39% had private showings, 34% used coming-soon listings or signage, 31% used word of mouth, 29% pre-marketed the home through social media, 28% used friends/neighbors, and 20% used email marketing.
- One in ten (10%) used none of the pre-marketing strategies measured.

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Buyers' Questions

Recent buyers also seek price confidence, with concerns about both overpaying and losing a home.

- Among past two-year sellers who subsequently purchased their current home, 39% worried about offering too high and overpaying, while 37% worried about offering too low and losing the home as part of their concerns in the process of buying a new house.
- Among these past two-year sellers and subsequent buyers the topics of what to offer (27%), negotiating terms (25%), and dealing with inspection or contingencies (22%), were cited as the most valuable input provided by their real estate agent.
- About one-third (34%) of these past two-year sellers who subsequently purchased their current home reconsidered the offer price multiple times before submitting it (25% two to three times and 9% four or more times), while 29% reconsidered or changed the offer price only one time, and 36% did not reconsider the offer price at all, knowing what they wanted to offer from the onset.
- When deciding what to offer, 44% of past two-year sellers who afterward purchased their current home worried about overpaying compared with true value, 35% worried about losing the home, and 30% were concerned with lacking enough information to know whether the price was fair.
- Four in ten (40%) of these seller-buyers used AI to pressure-check or validate the offer price in the buying process.

These are findings of research conducted September 29 to October 11, 2026, by Ipsos on behalf of Century 21 Real Estate LLC. A total of 1,031 Americans aged 21 or older who were current, prospective, or recent home sellers were interviewed online in English. The sample drawn for this study and post-hoc weights were made to the population characteristics of age, gender, ethnicity, and household income of those who currently have their home listed for sale, plan to list their home for sale in the next 12 months or sold their home within that past 24 months.

For full results, please refer to the following annotated questionnaire:

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Full Annotated Questionnaire

Percentages are rounded to the nearest whole number. Multi-select questions may total more than 100%.

USHOU1. Which of the following best describes your living situation?

Base: Total Respondents	(n=1,031)
Own a house	97%
Own a condo/co-op	3%
Rent	<1%
Live with parents/relatives	<1%
Other	<1%
Prefer not to answer	-

Q1. Which best describes your current situation?

Base: Total Respondents	(n=1,031)
My home is currently listed for sale	23%
Preparing to list within next 12 months	62%
Sold within the last 12 months	9%
Sold 13 - 24 months ago	5%
None of the above	-

Q3a. What is your home's listing price?

Base: Q1 - Home currently listed for sale	(n=199)
Under $300K	11%
$300–499K	16%
$500–749K	32%
$750–999K	20%
$1M–1.49M	6%
$1.5M - 1.99M	8%
$2M+	6%
Unsure / Prefer not to answer	-

Q3b. Approximately what will be your home's listing price?

Base: Q1 - Preparing to list home within next 12 months	(n=668)
Under $300K	12%
$300–499K	26%
$500–749K	31%
$750–999K	16%
$1M–1.49M	11%
$1.5M - 1.99M	4%
$2M+	1%
Unsure / Prefer not to answer	-

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Q3c. Approximately what was your home's listing price?

Base: Q1 - Sold home within last 24 months	(n=164)
Under $300K	13%
$300–499K	34%
$500–749K	26%
$750–999K	15%
$1M–1.49M	12%
$1.5M - 1.99M	1%
$2M+	-
Unsure / Prefer not to answer	-

Q3a - Q3c. Home`s listing price?

Base: Total Respondents	(n=1,031)
Under $300K	12%
$300–499K	25%
$500–749K	31%
$750–999K	17%
$1M–1.49M	10%
$1.5M - 1.99M	4%
$2M+	2%
Unsure / Prefer not to answer	-

Q7a. Did you list your house with a real estate agent?

Base: Q1 - Home currently listed for sale OR sold within last 24 months	(n=363)
Yes	87%
No	13%

Q7b. Do you plan to list your house with a real estate agent?

Base: Q1 - Preparing to list home within next 12 months	(n=668)
Yes	86%
No	3%
Haven't decided	11%

Q7a/b. Listed/listing with real estate agent

Base: Total Respondents	(n=1,031)
Yes	86%
No	7%
Haven't decided	7%

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Q8a. What was your mortgage interest rate when you decided to sell?

Base: Q1 - Home currently listed for sale OR sold within last 24 months	(n=363)
No mortgage	13%
Under 3%	8%
3–3.99%	20%
4–4.99%	19%
5–5.99%	21%
6–6.99%	9%
7%+	8%
Not sure	2%

Q8b. What is your mortgage interest rate?

Base: Q1 - Preparing to list home within next 12 months	(n=668)
No mortgage	19%
Under 3%	6%
3–3.99%	21%
4–4.99%	28%
5–5.99%	16%
6–6.99%	6%
7%+	2%
Not sure	2%

Q8a/b. Presale mortgage interest rate

Base: Total Respondents	(n=1,031)
No mortgage	17%
Under 3%	7%
3–3.99%	20%
4–4.99%	24%
5–5.99%	18%
6–6.99%	7%
7%+	4%
Not sure	2%

Q9a. How much did not having a mortgage influence your timeline? [TOP TO BOTTOM / BOTTOM TO TOP ROTATION]

Base: Q8a/b - Have/had no mortgage	(n=276)
Extremely influential	23%
Very influential	21%
Moderately influential	13%
Slightly influential	7%
Not at all influential	35%

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Q9b. How much did that mortgage rate influence your timeline? [TOP TO BOTTOM / BOTTOM TO TOP ROTATION]

Base: Q8a/b - Have/had a mortgage	(n=716)
Extremely influential	32%
Very influential	33%
Moderately influential	18%
Slightly influential	7%
Not at all influential	10%

Q9a/b. Mortgage influence on timeline

Base: Q8a/b - Know what mortgage rate is/was	(n=992)
Extremely influential	31%
Very influential	31%
Moderately influential	17%
Slightly influential	7%
Not at all influential	14%

Q10a. Approximately how long did you seriously consider selling before moving forward with listing your home?

Base: Q1 - Home currently listed for sale OR sold within last 24 months	(n=363)
Less than 1 month	8%
1–6 months	37%
7–12 months	26%
1–2 years	15%
More than 2 years	12%
Don’t remember	2%

Q10b. Approximately how long did you seriously consider selling before moving forward with the decision to list your home?

Base: Q1 - Preparing to list home within next 12 months	(n=668)
Less than 1 month	3%
1–6 months	37%
7–12 months	32%
1–2 years	18%
More than 2 years	10%
Don’t remember	1%

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Q10a/b. Consideration time before moving forward with / deciding to list home

Base: Total Respondents	(n=1,031)
Less than 1 month	5%
1–6 months	37%
7–12 months	30%
1–2 years	16%
More than 2 years	11%
Don't remember	2%

Q11a. How confident are you that now is the right time to sell? [TOP TO BOTTOM / BOTTOM TO TOP ROTATION]

Base: Q1 - Home currently listed for sale	(n=199)
Completely confident	52%
Somewhat confident	30%
Mixed feelings/Unsure	12%
Not very confident	2%
Not at all confident	4%

Q11b. How confident are you that sometime within the next 12 months is the right time to sell? [TOP TO BOTTOM / BOTTOM TO TOP ROTATION]

Base: Q1 - Preparing to list home within next 12 months	(n=668)
Completely confident	34%
Somewhat confident	41%
Mixed feelings/Unsure	20%
Not very confident	4%
Not at all confident	1%

Q11c. How confident were you that it was the right time to sell when you listed your home? [TOP TO BOTTOM / BOTTOM TO TOP ROTATION]

Base: Q1 - Sold home within last 24 months	(n=164)
Completely confident	36%
Somewhat confident	28%
Mixed feelings/Unsure	31%
Not very confident	1%
Not at all confident	4%

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Q11a-c. Confidence in 'right time to sell'

Base: Total Respondents	(n=1,031)
Completely confident	38%
Somewhat confident	37%
Mixed feelings/Unsure	20%
Not very confident	3%
Not at all confident	2%

Q12. What ultimately pushed you from thinking about selling to actually making the decision to list your home? Select up to three reasons [RANDOMIZE]

Base: Total Respondents	(n=1,031)
Wanted a change of scenery	27%
Found my next home	25%
A personal life event	22%
I simply felt emotionally ready	21%
Mortgage rates	19%
Conversation with a real estate agent	18%
To be closer to family	17%
Information from AI	15%
Wanted a change of climate	14%
Advice from friends/family	13%
Need for multi-generational living (like care for aging parents or grandparents providing care for grandchildren)	12%
Climate Change (relocation due to wildfire, hurricanes, flooding, heat, drought, insurance costs, etc.).	10%
School or school district change	9%
I can no longer afford my current home	7%
Political views (relocation to a community more aligned with my political values)	5%
Other	5%

Q13. Which of the following personal life events influenced your decision? Select all that apply [RANDOMIZE]

Base: Q12 - Personal life event influenced decision to sell	(n=259)
Financial changes	35%
Growing family	29%
Job change / relocation	29%
Health changes	21%
Children moving out / Empty nest	17%
Marriage/partnership	15%
Retirement	15%
Divorce/separation	10%
Blended family	8%
Other	8%
Prefer not to answer	1%

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Q14. What, if anything, kept you from making the decision to sell sooner? Select up to three reasons [RANDOMIZE]

Base: Total Respondents	(n=1,031)
Emotional attachment to my house or neighborhood	24%
Cost of moving	22%
Moving felt overwhelming	21%
Fear of making the wrong decision	21%
Making the house market ready	20%
Waiting for mortgage rates to drop	18%
Mortgage rate on the house being sold	16%
Uncertainty about the price	15%
Waiting for home prices to drop	15%
Lining up a job in a new area	14%
Worry about length of time would need to be on market	14%
Didn't know where I'd move	11%
Other	3%
Nothing	9%

Q15. How much do you agree or disagree with the following statements? [RANDOMIZE STATEMENTS]

[TOP TO BOTTOM / BOTTOM TO TOP SCALE ROTATION]

Giving up my mortgage rate was harder than leaving my home

Base: Q8a/b - Mortgage rate less than 5%	(n=468)
Strongly Agree	22%
Somewhat Agree	32%
Neither Agree Nor Disagree	21%
Somewhat Disagree	15%
Strongly Disagree	11%

Giving up my mortgage rate was emotionally difficult

Base: Q8a/b - Mortgage rate less than 5%	(n=468)
Strongly Agree	22%
Somewhat Agree	41%
Neither Agree Nor Disagree	16%
Somewhat Disagree	10%
Strongly Disagree	11%

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Giving up my mortgage rate was not a major factor in my decision to sell

Base: Q8a/b - Mortgage rate less than 5%	(n=468)
Strongly Agree	27%
Somewhat Agree	27%
Neither Agree Nor Disagree	18%
Somewhat Disagree	18%
Strongly Disagree	10%

Q16. Thinking about selling your home, which outcome matters most to you? Select one response [RANDOMIZE]

Base: Total Respondents	(n=1,031)
Getting the highest possible sale price	31%
Certainty that I was making the right decision	13%
Finding the right buyer	12%
Having confidence in my pricing strategy	11%
Selling quickly	10%
Minimizing stress and disruption	9%
Having control over the marketing process	8%
Maintaining privacy	6%
Other	<1%

Q17. Which aspects of selling, if any, caused you the most stress? Rank the top three - Rank #1 [RANDOMIZE]

Base: Total Respondents	(n=1,031)
Preparing the home	17%
Moving	15%
Finding another home	13%
Timing the sale of the home	12%
Determining the right list price for my house	11%
Finding the right buyer	10%
Finding the right agent	9%
Negotiating	9%
Other	<1%
Nothing - it was stress free	3%

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Q17. Which aspects of selling, if any, caused you the most stress? Rank the top three - Rank #2 [RANDOMIZE]

Base: Total Respondents (n=1,031)	
Determining the right list price for my house	14%
Preparing the home	14%
Timing the sale of the home	12%
Moving	12%
Finding another home	12%
Finding the right buyer	12%
Negotiating	10%
Finding the right agent	10%
Other	<1%
Nothing - it was stress free	-
No Answer	3%

Q17. Which aspects of selling, if any, caused you the most stress? Rank the top three - Rank #3 [RANDOMIZE]

Base: Total Respondents (n=1,031)	
Finding another home	15%
Determining the right list price for my house	14%
Timing the sale of the home	13%
Finding the right buyer	13%
Preparing the home	11%
Moving	11%
Finding the right agent	10%
Negotiating	9%
Other	1%
Nothing - it was stress free	-
No Answer	3%

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Q17. Which aspects of selling, if any, caused you the most stress? Rank the top three - Ranked #1-#3 [RANDOMIZE]

Base: Total Respondents	(n=1,031)
Preparing the home	42%
Finding another home	40%
Determining the right list price for my house	39%
Moving	38%
Timing the sale of the home	37%
Finding the right buyer	35%
Finding the right agent	29%
Negotiating	28%
Other	1%
Nothing - it was stress free	3%

Q18. What, if anything, worried you most about pricing your home? Select one response [RANDOMIZE]

Base: Total Respondents	(n=1,031)
Pricing too high	28%
Pricing too low	27%
Price reductions	30%
Nothing - no pricing worries	16%

Q19. How many times did you seriously reconsider or change your asking price before listing?

Base: Q1 - Sold home within last 24 months	(n=164)
Never	29%
Once	19%
2-3 times	39%
4+ times	8%
Don’t remember	5%

Q20. How many times did you change your asking price after listing?

Base: Q1 - Sold home within last 24 months	(n=164)
Never	35%
Once	27%
2-3 times	28%
4+ times	3%
Don’t remember	7%

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Q21. Which of the following describes your agent's involvement in how you arrived at the asking price for your home? Select one response [RANDOMIZE]

Base: Q1 - Home currently listed for sale OR sold within last 24 months AND Q7a - Listed with an Agent	(n=313)
My agent recommended a price based on comparable sales and I went with it	59%
My agent recommended a price but I negotiated it higher	22%
My agent recommended a price but I listed lower to generate more interest	15%
None of the above applies	4%

Q22. Which of the following influenced the asking price for your home? Select all that apply [RANDOMIZE]

Base: Q1 - Home currently listed for sale OR sold within last 24 months	(n=363)
AI Tool Used (Net)	52%
I used a real estate specific AI tool (i.e., Zillow Zestimate, Redfin Estimate, HouseCanary, CoreLogic, Realtor.com Home Value Estimate, etc.) online estimate as my primary guide	37%
I used a non-real estate specific AI tool (i.e.,ChatGPT, Claude, CoPIlot, Gemini, etc.) to help determine the right price	32%
I based it on what similar homes in my neighborhood sold for recently	44%
I based it on what I needed to net after paying off my mortgage and closing costs	30%
I based it on what I felt my home was worth regardless of what the data said	28%
We pre-marketed the home and got a sense of what it might sell for based on the feedback from the market	27%
I got a formal appraisal before listing	24%
Something else	2%
None of the above	1%

Q23. Before listing, how confident were you that your asking price was correct? [TOP TO BOTTOM / BOTTOM TO TOP ROTATION]

Base: Q1 - Home currently listed for sale OR sold within last 24 months	(n=363)
Completely confident	43%
Somewhat confident	39%
Mixed feelings/Unsure	13%
Not very confident	3%
Not at all confident	1%

Q24. How well, if at all, does the statement below describe you .... I wish I could privately test aspects of my listing, like my asking price, buyer interest, and the home's readiness for market

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with serious buyers before listing it for sale publicly. [TOP TO BOTTOM / BOTTOM TO TOP ROTATION]

Base: Total Respondents	(n=1,031)
Very well	44%
Somewhat	40%
Slightly	11%
Not at all	5%

Q25. What would be the biggest benefit of testing or previewing your listing before publicly listing? Select all that apply [RANDOMIZE]

Base: Q23 - Interest in privately testing home before listing	(n=791)
Make adjustments and improvements to the home before public listing	49%
Avoid pricing too low	41%
Could sell it faster	39%
Measure buyer demand	38%
Build excitement for when it is listed publicly	34%
Avoid pricing too high	32%
No need to list it on the open market	14%
Other	<1%
Not sure	2%

Q26. Why wouldn't you want to preview your listing before publicly listing? Select all that apply [RANDOMIZE]

Base: Q23 - Slight / no interest in privately testing home before listing	(n=240)
Want my home, photos and listing materials to be completely ready before buyers see it	28%
Don't want to deal with showings or visitors before my home is officially listed	25%
Don't want to have my house staged/cleaned for an extended period of time	25%
Don't think a limited preview audience would generate enough interest or competitive offers	23%
Want to market my home immediately to the entire audience of home buyers	21%
Don't understand what previewing involves or how it would benefit me	21%
Need to sell quickly and can't afford any delay before going on the market	17%
My agent recommended going straight to market	17%
Worried a preview period would make my home seem like it's been sitting on the market	17%
Uncomfortable sharing my listing details before it's fully public	15%
Other	1%
Not sure	8%

Q27. Looking back, do you wish you had more opportunity to gauge buyer interest before officially listing? [TOP TO BOTTOM / BOTTOM TO TOP ROTATION]

Base: Q1 - Home currently listed for sale OR sold within last 24 months	(n=363)
Definitely	33%

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Base: Q1 - Home currently listed for sale OR sold within last 24 months	(n=363)
Probably	34%
Might or might not	15%
Probably not	11%
Definitely not	7%

Q28. Did you sell your home for … (choose one) [TOP TO BOTTOM / BOTTOM TO TOP ROTATION]

Base: Q1 - Sold home within last 24 months	(n=164)
More than what you expected	29%
Roughly what you expected	57%
Less than what you expected	14%

Q29. Which best describes your feeling about the sale price… (choose one) [TOP TO BOTTOM / BOTTOM TO TOP ROTATION]

Base: Q1 - Sold home within last 24 months	(n=164)
I was pleasantly surprised	21%
Felt good about the outcome	35%
It was understandable	34%
Disappointed about the outcome	8%
Not Sure	2%

Q30. Did you use AI (ChatGPT, Gemini, Claude, Copilot, etc.) or a real estate specific AI tool (i.e., Zillow Zestimate, Redfin Estimate, HouseCanary, CoreLogic, Realtor.com Home Value Estimate, etc.) during your selling journey?

Base: Total Respondents	(n=1,031)
Yes	67%
No	33%

Q31. In what ways did you utilize AI tools during your sale? (Select all that apply) [RANDOMIZE]

Base: Q22/Q30 - Used AI in selling journey	(n=505)
Estimating the potential market value	49%
Analyzing local comparables and trends	41%
Researching future housing or locations	37%
General inquiries and expert advice	35%
Seeking home improvement or staging tips	33%
Determining the ideal listing timeframe	31%
Explaining the process / setting expectations	29%
Writing or editing marketing copy	26%
Sourcing or vetting potential agents	24%
Other	<1%

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Q32. Did AI give you more confidence, or did it raise new concerns? [TOP TO BOTTOM / BOTTOM TO TOP ROTATION]

Base: Q22/Q30 - Used AI in selling journey	(n=505)
It gave me significantly more confidence to move forward	26%
It gave me somewhat more confidence	28%
It was neutral. It neither reassured nor worried me	13%
It gave me slightly more concerns	18%
It gave me significantly more concerns	15%

Q33. If you compared AI pricing advice with your agent's recommendation, whose estimate ended up closer to the final sale price? [RANDOMIZE 1st TWO RESPONSES]

Base: Q22/Q30 - Used AI in selling journey AND Q7a - Listed with an Agent	(n=171)
AI	33%
Agent	45%
Same	20%
Didn't compare	3%
Not sure	<1%

Q34. Whose pricing recommendation did you trust more? [RANDOMIZE 1st TWO RESPONSES]

Base: Q33 - Compared AI and agent's pricing advice	(n=157)
AI	15%
My real estate agent	46%
Both equally	38%
Neither	1%
Not sure	<1%

Q35. Did AI change your expectations about what your home is worth? Select one response

Base: Q22/Q30 - Used AI in selling journey	(n=505)
Yes, it made me think my home is worth more than I initially thought	57%
Yes, it made me think my home is worth less than I initially thought	19%
Slightly, but not in a way that changed my plans	15%
No, it aligned with what I already believed	8%
I did not use AI for pricing research	<1%
Not Sure	1%

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Q36. If your home ultimately sold for less than the original asking price, which factors would you hold most responsible? (Select up to 3) [RANDOMIZE]

Base: Total Respondents	(n=1,031)
Mortgage rates	29%
Low buyer demand in the area	26%
My own expectations were set too high	24%
Inflated values from online sites like Zillow, Realtor.com, etc.	23%
Poor timing of the listing	23%
Home condition or staging presentation	21%
Agent's initial pricing recommendation was too high	19%
AI tools overestimated the home's value	18%
Issues uncovered during the inspection	15%
Agent's lack of negotiation effectiveness	14%
Utility district / sources	11%
HOA costs/rules	9%
Other	2%
Not Sure	6%

Q37. How did you find the real estate agent you chose? Select one response [RANDOMIZE]

Base: Q7a/b - Listed/listing with real estate agent	(n=313)
Zillow / Realtor.com	20%
Previous personal relationship	16%
Online search	16%
Social Media	11%
AI	11%
Referral	10%
Used previously	10%
Neighborhood marketing	4%
Other	1%

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Q38. What mattered MOST when choosing your real estate agent? Select one response [RANDOMIZE]

Base: Q7a/b - Listed/listing with real estate agent	(n=313)
Trust	31%
Pricing strategy	15%
Local expertise	10%
Reviews	10%
Negotiation skills	8%
Prior relationship	8%
Commission	8%
Marketing plan	7%
Other	<1%
Not sure	1%

Q39. How many agents did you seriously consider or interview?

Base: Q7a/b - Listed/listing with real estate agent	(n=313)
One	41%
Two	40%
Three	14%
Four+	4%
Not sure	1%

Q41. Before you officially listed your house for sale, which pre-marketing strategies did you use? Pre-marketing means activities that happened before the home was listed as "for sale" publicly. Select all that apply [RANDOMIZE]

Base: Q1 - Home currently listed for sale OR sold within last 24 months	(n=363)
My agent shared it with their network	41%
Private showings	39%
Coming Soon listing / signage	34%
Word of mouth	31%
Social media	29%
Friends/neighbors	28%
Email marketing	20%
None	10%

Q42. These next few questions are about the residence you currently own. Did you buy this residence after selling your house {{SCREENER3}} ?

Base: Q1 - Sold home within last 24 months AND USHOU1 - Currently own house/condo	(n=150)
Yes	82%
No	18%

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Q43. When you were in the process of buying a new house, which of the following concerns, if any, did you have on property you looked at? Select all that apply [RANDOMIZE]

Base: Q42 - Bought current home after selling home within past 24 months	(n=118)
Offering too high and overpaying	39%
Offering too low and losing the home	37%
Not knowing the home's true value	29%
Getting into a bidding war	26%
Waiving contingencies to compete	9%
None of the above	21%

Q44. Thinking back to your home search, which topic did your agent's input prove most valuable. Select one response [RANDOMIZE]

Base: Q42 - Bought current home after selling home within past 24 months	(n=118)
What to offer	27%
Negotiating terms	25%
Inspection/contingencies	22%
Which neighborhoods to consider	11%
Financing/mortgage options	10%
Other	2%
Did not work with an agent in my home search	4%
Don't recall	<1%

Q45. How many times did you reconsider or change your offer price on the property you ended up buying before submitting it?

Base: Q42 - Bought current home after selling home within past 24 months	(n=118)
No reconsidering - I knew what to offer right away	36%
Once	29%
Two to three times	25%
Four or more times	9%
Don't remember	<1%

Q46. What worried you most, if anything, when deciding how much to offer? Select up to three top worries [RANDOMIZE]

Base: Q42 - Bought current home after selling home within past 24 months	(n=118)
Overpaying compared to the home's true value	44%
Losing the home to another buyer	35%
Not having enough information to know if the price was fair	30%
Getting into a bidding war I couldn't win	24%
Waiving inspection or other protections to compete	18%
Other	-
None of the above	17%

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Q47. How confident are you that the price you ultimately paid reflected the home's true market value?

Base: Q42 - Bought current home after selling home within past 24 months	(n=118)
Very confident	29%
Somewhat confident	40%
Mixed feelings/Unsure	20%
Not very confident	7%
Not at all confident	4%

Q48. Did you use AI (ChatGPT, Gemini, Claude, Copilot, etc.) to help pressure-check or validate your offer price?

Base: Q42 - Bought current home after selling home within past 24 months	(n=118)
Yes	40%
No	60%
Unsure	<1%

Q49. Which of the following describes the results?

Base: Q42 - Bought current home after selling home within past 24 months AND Q48 - Used AI to validate offer price	(n=31)
I increased the amount I offered	52%
I decreased the amount I offered	28%
It gave me confidence in the amount I planned to offer	19%
Unsure	1%

Q50. Looking back, do you wish you had used AI to evaluate your offer price?

Base: Q42 - Bought current home after selling home within past 24 months AND Q48 - Did not use AI to validate offer price	(n=86)
Yes	10%
No	82%
Unsure	8%

Q51. Would you be more likely to consider a home where the seller had already gathered real buyer feedback or interest before officially hitting the market?

Base: Q42 - Bought current home after selling home within past 24 months	(n=118)
Yes	52%
No	5%
No Preference	35%
Unsure	9%

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Q52. Why would you be more likely to consider a home where the seller had already gathered real buyer feedback or interest before officially hitting the market? Select the main reasons

Base: Q42 - Bought current home after selling home within past 24 months AND Q51 - More likely to have considered 'pre-marketed' home	(n=49)
It signals the price is realistic	56%
It saves me time	57%
It reduces uncertainty	24%
Other	-

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PUBLIC RELEASE SURVEY FINDINGS AND METHODOLOGY

About the Study

These are findings for research conducted September 29 to October 11, 2026, by Ipsos on behalf of Century 21Real Estate LLC. For this survey, a nationally representative sample of 1,031 Americans aged 21 or older who were current, prospective, or recent home sellers were interviewed online in English.

The sample was randomly drawn from Ipsos' online panel, partner online panel sources, and "river" sampling and does not rely on a population frame in the traditional sense. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2024 American Community Survey data. The sample drawn for this study reflects fixed sample targets on age, gender, region, ethnicity, and household income. Post-hoc weights were made to the population characteristics of age, gender, ethnicity, and household income of those who currently have their home listed for sale, plan to list their home for sale in the next 12 months or sold their home within that past 24 months.

Statistical margins of error are not applicable to online non-probability surveys. The precision of Ipsos online polls is measured using a credibility interval. In this case, the survey has a credibility interval of plus or minus 3.7 percentage points for all respondents. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following: n=1,000, DEFF=1.5, adjusted Confidence Interval=+/-3.7 percentage points. Where figures do not sum to 100, this is due to the effects of rounding.

About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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