



US Internet

Monthly Real Estate Data & Survey Update

Key Takeaway

NAR Mar-25 Pending Homes Sales (PHS) declined -1% YoY (2ppts accel from Feb) delivering 1Q25 PHS of -2% YoY (3 ppts decel from 4Q24). March Existing Homes Sales (EHS) YoY growth decel'd for the third straight month by 1ppt to -2%, and was -2.5% below consensus estimates. This put 1Q25 EHS YoY growth at -0.4%, which aligns with ZG 1Q outlook for "industry growth remaining relatively flat year over year." More specific to COMP, EHS growth for \$1M+ homes of +13.8% YoY in March accel'd 2ppts from Feb, but reflects 1Q25 growth of +17% YoY - a 10ppt decel from 4Q24. Regarding other 1Q data, Zillow took share in both monthly web traffic and app usage (Figure 2) while Zillow's own data shows a 8ppt decel for both Pending Sales and Total Transaction Value YoY growth to -3%/+7% (Figure 1). Regarding the UBS survey, 32% of respondents expect to buy a home in the next 12 months which remains at the post-COVID lows when we last ran this survey in December. Bottom-line, March data indicates the US real estate market continues bouncing along the bottom, and without rate relief insight, we see a limited case for a FY25 macro inflection.

March Zillow Data Update Summary (Figure 1)

- Mar-25 pending home sales accelerated by 8ppt to +0.3% YoY after decelerating each month since Nov-24.
- For sale inventory grew 19% YoY in Mar-25 reflecting a 3ppts acceleration from Feb and is now 24% below 2019 levels (vs. 26% below 2019 levels in Feb-25)
- New listings accelerated 14ppts from Feb to +9% YoY in Mar-25, though decelerated 2ppts on a 2-Yr basis.
- Zillow's home value index decelerated by 1ppt to +2% YoY in Mar-25, which is the first decel reading since Jul-24.

Monthly Real Estate Web & App Traffic Data Summary (Figure 2)

- Zillow monthly unique visitors growth accelerated by 4ppts in Mar-25 to +1%
 YoY (monthly unique visitors decelerated 7ppts in Feb-25). App MAUs accelerated
 3ppts from Feb-25 to +4% YoY in Mar-25, and also accelerated 6ppt on a 2-Yr
 basis.
- Apartments.com monthly unique visitors accelerated 5ppts in Mar-25 to -9% YoY, while MAUs accelerated 1ppt from Feb-25 to -28% YoY in Mar-25, though decelerated 2 ppts on a 2-Yr growth basis.
- Homes.com monthly unique visitors -18% YoY in Mar-25 reflects a 4ppts deceleration from Feb and a 60ppts deceleration on a 2-Yr growth basis.

UBS Evidence Lab Housing Intentions Survey - more color (here)

- 32% of respondents plan to buy a home in the next 12 months. This is above the historical average of 30%, but remains consistent with results from the Dec-24 survey. (Figure 5)
- 23% of respondents indicated that plan to sell their home within the next
 12 months This data point represents a 4 ppt increase from the Dec-24 reading.
 (Figure 3)

Equities

Americas

Internet Services

Chris Kuntarich

Analyst chris.kuntarich@ubs.com +1-212-920 1294

Nur Robleh

Associate Analyst nur.robleh@ubs.com +1-212-713 5000

Stephanie He

Associate Analyst stephanie.he@ubs.com +1-212-713 5339

Stephen Ju

Analyst stephen.ju@ubs.com +1-212-882 5192 US Internet UBS Research

Figure 1: Housing Market Data

| Mortgage Rates | 1Q23 | 2Q23 | 3Q23 | 4Q23 | 1Q24 | 2Q24 | 3Q24 | 4Q24 | 1Q25 | Mar-24 | Apr-24 | May-24 | Jun-24 | Jul-24 | Aug-24 | Sep-24 | Oct-24 | Nov-24 | Dec-24 | Jan-25 | Feb-25 | Mar- |
|--------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------|-------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------|-------------|------------|-------------|--------------|--------------|----------|
| 30-Yr Mortgage Rate | 6.9% | 7.0% | 7.5% | 7.7% | 7.1% | 7.3% | 6.9% | 7.1% | 7.1% | 7.2% | 7.4% | 7.4% | 7.3% | 7.2% | 6.9% | 6.7% | 7.0% | 7.2% | 7.1% | 7.3% | 7.2% | 6.1 |
| YoY PPT Increase/(Decrease) | 2.8% | 1.5% | 1.5% | 0.8% | 0.3% | 0.4% | (0.5)% | (0.5)% | (0.1)% | 0.2% | 0.6% | 0.4% | 0.2% | (0.0)% | (0.6)% | (1.0)% | (0.9)% | (0.5)% | (0.1)% | 0.3% | (0.1)% | (0. |
| Fed Funds Rate | 4.5% | 5.0% | 5.3% | 5.3% | 5.3% | 5.3% | 5.3% | 4.7% | 4.3% | 5.3% | 5.3% | 5.3% | 5.3% | 5.3% | 5.3% | 5.1% | 4.8% | 4.7% | 4.5% | 4.3% | 4.3% | 4. |
| YoY PPT Increase/(Decrease) | 4.4% | 4.2% | 3.1% | 1.7% | 0.8% | 0.3% | 0.0% | (0.7)% | (1.0)% | 0.7% | 0.5% | 0.3% | 0.3% | 0.2% | | (0.2)% | (0.5)% | (0.7)% | (0.8)% | (1.0)% | (1.0)% | (1 |
| 10-Yr Treasurey Yield | 3.6% | 3.6% | 4.1% | 4.4% | 4.2% | 4.4% | 3.9% | 4.3% | 4.4% | 4.2% | 4.5% | 4.5% | 4.3% | 4.2% | 3.9% | 3.7% | 4.1% | 4.4% | 4.4% | 4.6% | 4.4% | 4. |
| YoY PPT Increase/(Decrease) | 1.7% | 0.7% | 1.0% | 0.6% | 0.5% | 0.8% | (0.2)% | (0.2)% | 0.3% | 0.5% | 1.1% | 0.9% | 0.6% | 0.3% | (0.3)% | (0.7)% | (0.7)% | (0.1)% | 0.4% | 0.6% | 0.2% | 0. |
| Zillow Housing Data | 1Q23 | 2Q23 | 3023 | 4Q23 | 1Q24 | 2Q24 | 3Q24 | 4Q24 | 1Q25 | Mar-24 | Apr-24 | May-24 | Jun-24 | Jul-24 | Aug-24 | Sep-24 | Oct-24 | Nov-24 | Dec-24 | Jan-25 | Feb-25 | Mar- |
| ZG New Listings | (21)% | (27)% | (16)% | 1% | 10% | 9% | 2% | 1% | 5% | 4% | 16% | 13% | 1% | 6% | 1% | (1)% | 2% | 1% | (0)% | 12% | (5)% | iviai- |
| 2-Yr Growth | (23)% | (29)% | (30)% | (25)% | (13)% | (20)% | (15)% | 2% | 15% | (19)% | (17)% | (15)% | (27)% | (21)% | (12)% | (10)% | 1% | 4% | 2% | 18% | 15% | 1 |
| % of 2019 levels | 72% | 70% | 78% | 84% | 79% | 77% | 79% | 85% | 108% | 77% | 75% | 77% | 78% | 77% | 80% | 81% | 82% | 89% | 86% | 82% | 82% | 8 |
| ZG Newly Pending Sales | (21)% | (19)% | (16)% | (4)% | (1)% | (2)% | 0% | 5% | (3)% | 0% | 4% | (4)% | (4)% | 1% | (3)% | 4% | 8% | 7% | 0% | (4)% | (8)% | |
| 2-Yr Growth | (21)% | (28)% | (33)% | (38)% | (22)% | (20)% | (16)% | 1% | (4)% | (24)% | (18)% | (22)% | (20)% | (14)% | (21)% | (12)% | 2% | 2% | (0)% | (7)% | (7)% | |
| % of 2019 levels | 112% | 100% | 99% | 94% | 111% | 99% | 99% | 99% | 112% | 106% | 101% | 97% | 97% | 98% | 99% | 102% | 97% | 102% | 100% | 108% | 107% | 10 |
| | | | | | | | | | | | | | | | | | | | | | | |
| ZG For Sale Inventory | 15% | (4)% | (13)% | (2)% | 9% | 21% | 23% | 18% | 18% 29% | 12% | 18% 22% | 22% | 23% | 25% 6% | 22% 5% | 22% | 19% | 17% | 17% | 18% | 16% | 19 34 |
| 2-Yr Growth % of 2019 levels | (5)% 58% | (7)% 54% | (11)% 58% | 5% 65% | 26% 63% | 16% 66% | 7% 71% | 15% 76% | 75% | 23% 64% | 64% | 18% 66% | 11% 68% | 70% | 71% | 10% 72% | 12% 74% | 15% 77% | 18% 78% | 22% 73% | 30% 74% | 7 |
| | | | | | | | | | | | | | | | | | | | | | | |
| Zillow Home Value Index | 6% | 1% | 1% | 2% | 4% | 4% | 3% | 3% | 2% | 4% | 4% | 4% | 4% | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 2 |
| 2-Yr Growth | 23% | 19% | 15% | 14% | 10% | 5% | 4% | 5% | 6% | 8% | 7% | 5% | 4% | 3% | 3% | 4% | 4% | 5% | 5% | 6% | 6% | 6 |
| % of 2019 levels | 144% | 143% | 144% | 144% | 149% | 149% | 148% | 147% | 148% | 149% | 149% | 149% | 149% | 149% | 148% | 148% | 148% | 147% | 147% | 154% | 153% | 157 |
| ZG Days to Pending (YoY Days) | +20 | +14 | +6 | +1 | 0 | +4 | +9 | +12 | +11 | 0 | +2 | +5 | +6 | +8 | +9 | +10 | +11 | +12 | +12 | +11 | +11 | + |
| 2-Yr Growth | 17% | 41% | 46% | 42% | 69% | 96% | 51% | 31% | 22% | 83% | 100% | 106% | 85% | 71% | 52% | 35% | 36% | 32% | 26% | 20% | 22% | 24 |
| % of 2019 levels | 70% | 62% | 61% | 65% | 70% | 70% | 77% | 83% | 89% | 68% | 68% | 71% | 73% | 76% | 77% | 78% | 80% | 83% | 84% | 87% | 86% | 84 |
| Total Transaction Value | (34)% | (27)% | (15)% | (5)% | 3% | 4% | 4% | 15% | 7% | (5)% | 18% | 6% | (8)% | 13% | (1)% | (1)% | 13% | 12% | 22% | 12% | 3% | 7 |
| 2-Yr Growth | (27)% | (28)% | (32)% | (40)% | (31)% | (24)% | (12)% | 10% | 11% | (34)% | (25)% | (20)% | (27)% | (8)% | (14)% | (16)% | 6% | 7% | 17% | 21% | 13% | 2 |
| % of 2019 levels | 120% | 110% | 107% | 100% | 124% | 115% | 111% | 97% | 85% | 122% | 122% | 115% | 109% | 112% | 110% | 111% | 116% | 118% | 113% | 135% | 133% | 130 |
| Redfin Housing Data | 1Q23 | 2Q23 | 3Q23 | 4Q23 | 1Q24 | 2Q24 | 3Q24 | 4Q24 | 1Q25 | Mar-24 | Apr-24 | May-24 | Jun-24 | Jul-24 | Aug-24 | Sep-24 | Oct-24 | Nov-24 | Dec-24 | Jan-25 | Feb-25 | Mar- |
| Existing Home Sales | (30)% | (23)% | (16)% | (10)% | (3)% | (1)% | (2)% | 7% | 1% | (3)% | 0% | (1)% | (3)% | (1)% | (2)% | (2)% | 4% | 8% | 9% | 3% | 1% | (0 |
| 2-Yr Growth | (33)% | (32)% | (35)% | (41)% | (32)% | (24)% | (18)% | (3)% | (2)% | (27)% | (25)% | (24)% | (23)% | (18)% | (18)% | (17)% | (10)% | (1)% | 3% | 1% | (2)% | (3 |
| % of 2019 levels | 80% | 75% | 74% | 72% | 78% | 74% | 73% | 77% | 75% | 77% | 77% | 74% | 72% | 73% | 72% | 73% | 76% | 78% | 76% | 82% | 79% | 76 |
| Redfin Home Price Index | 5% | 3% | 5% | 7% | 7% | 7% | 6% | 6% | 5% | 8% | 8% | 7% | 6% | 6% | 6% | 6% | 6% | 6% | 5% | 5% | 5% | 4 |
| 2-Yr Growth | 28% | 24% | 20% | 16% | 13% | 11% | 12% | 13% | 12% | 12% | 11% | 10% | 10% | 11% | 12% | 12% | 12% | 13% | 13% | 13% | 12% | 12 |
| % of 2019 levels | 158% | 158% | 159% | 159% | 169% | 169% | 168% | 168% | 169% | 170% | 170% | 169% | 168% | 168% | 168% | 169% | 169% | 168% | 167% | 179% | 176% | 176 |
| Pending Home Sales | (18)% | (15)% | (12)% | (2)% | (2)% | (2)% | 1% | 5% | (0)% | (0)% | (2)% | (2)% | (1)% | (3)% | 0% | 6% | 7% | 8% | 1% | (2)% | (3)% | C |
| 2-Yr Growth | (26)% | (25)% | (30)% | (32)% | (20)% | (16)% | (11)% | 3% | (3)% | (19)% | (16)% | (18)% | (14)% | (13)% | (14)% | (5)% | 1% | 6% | 1% | (6)% | (6)% | (|
| % of 2019 levels | 82% | 78% | 77% | 75% | 80% | 77% | 77% | 80% | 79% | 79% | 77% | 76% | 77% | 77% | 76% | 79% | 79% | 79% | 78% | 78% | 78% | 79 |
| Nistianal Association of Doolson | | | | | | | | | 4005 | | | | | | | | | | | | | |
| National Association of Realtors | 1Q23 | 2Q23 | 3Q23 | 4Q23 | 1Q24 | 2Q24 | 3Q24 | 4Q24 | 1Q25 | Mar-24 | Apr-24 | May-24 | Jun-24 | Jul-24 | Aug-24 | Sep-24 | Oct-24 | Nov-24 | Dec-24 | Jan-25 | Feb-25 | Mar- |
| Pending Home Sales Index | (24)% | (20)% | (14)% | (2)% | (6)% | (5)% | (2)% | 1% | (2)% | (1)% | (6)% | (5)% | (3)% | (7)% | (1)% | 2% | 4% | 4% | (5)% | (5)% | (3)% | (1 |
| 2-Yr Growth % of 2019 levels | (30)% 77% | (32)% 71% | (35)% 71% | (37)% 72% | (29)% 72% | (24)% 68% | (16)% 69% | (1)% 72% | (8)% 70% | (25)% 71% | (26)% 68% | (27)% 67% | (19)% 68% | (21)% 67% | (18)% 69% | (7)% 72% | (2)% 73% | 2% 73% | (3)% 72% | (13)% 70% | (11)% 70% | (2 71 |
| | | | | | | | | | | | | | | | | | | | | | | ı |
| Existing Home Sales | (28)% | (21)% | (16)% | (9)% | (4)% | (4)% | (2)% | 7% | (0)% | (5)% | (3)% | (4)% | (4)% | (2)% | (2)% | (2)% | 5% | 7% | 11% | 2% | (1)% | (2 |
| 2-Yr Growth | (31)% | (29)% | (34)% | (38)% | (31)% | (24)% | (17)% | (2)% | (4)% | (27)% | (26)% | (24)% | (23)% | (18)% | (17)% | (17)% | (10)% | (0)% | 4% | 0% | (6)% | 3) |
| % of 2019 levels | 83% | 78% | 74% | 73% | 80% | 75% | 73% | 78% | 77% | 78% | 77% | 74% | 73% | 73% | 72% | 73% | 76% | 79% | 79% | 82% | 80% | 77 |
| Mortgage Bankers Association | 1Q23 | 2Q23 | 3Q23 | 4Q23 | 1Q24 | 2Q24 | 3Q24 | 4Q24 | 1Q25 | Mar-24 | Apr-24 | May-24 | Jun-24 | Jul-24 | Aug-24 | Sep-24 | Oct-24 | Nov-24 | Dec-24 | Jan-25 | Feb-25 | Mar- |
| MBA Purchase Index | (38)% | (31)% | (27)% | (19)% | (14)% | (14)% | (7)% | 8% | 4% | (12)% | (16)% | (15)% | (11)% | (14)% | (9)% | 2% | 6% | 12% | 7% | 2% | 2% | 7 |
| 2-Yr Growth | (44)% | (40)% | (43)% | (52)% | (47)% | (40)% | (32)% | (13)% | (10)% | (46)% | (43)% | (40)% | (37)% | (36)% | (34)% | (25)% | (16)% | (11)% | (11)% | (13)% | (12)% | (|
| % of 2019 levels | 67% | 61% | 58% | 54% | 58% | 53% | 54% | 58% | 60% | 56% | 52% | 53% | 54% | 52% | 55% | 56% | 55% | 59% | 61% | 61% | 60% | 6- |
| | (6)% | 1% | 2% | 4% | 5% | (0)% | 4% | 5% | 2% | 6% | (1)% | (2)% | 3% | 1% | 3% | 8% | 5% | 5% | 4% | (3)% | 6% | 2 |
| MBA Avg. Purchase Loan Size | | | | | | | | | | | | | | 1/0 | 370 | 070 | 270 | 3/0 | | | | |
| MBA Avg. Purchase Loan Size 2-Yr Growth | 5% | 7% | 4% | 0% | (2)% | 0% | 6% | 9% | 6% | 0% | (3)% | (1)% | 5% | 3% | 4% | 10% | 8% | 8% | 10% | 4% | 7% | 8 |

Source: Zillow Research, MBA, and FactSet

Figure 2: Online Real Estate Web & App Traffic Data

| | | | Global I | MAU, Y/Y | Growth | | | | | | | | | | | | | | | | | |
|----------------|------------------------------------|-------|-----------|----------|-----------|-------|-------|-------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|
| | 1Q23 | 2Q23 | 3Q23 | 4Q23 | 1Q24 | 2Q24 | 3Q24 | 4Q24 | 1Q25 | Mar-24 | Apr-24 | May-24 | Jun-24 | Jul-24 | Aug-24 | Sep-24 | Oct-24 | Nov-24 | Dec-24 | Jan-25 | Feb-25 | Mar- |
| Zillow | (8)% | (7)% | (4)% | (3)% | (2)% | 0% | (1)% | 1% | 3% | 1% | 1% | (0)% | (0)% | (3)% | 0% | (1)% | (1)% | 4% | 0% | 4% | 1% | |
| 2-Yr Growth | (4)% | (9)% | (11)% | (13)% | (10)% | (7)% | (5)% | (1)% | 1% | (7)% | (9)% | (8)% | (5)% | (7)% | (4)% | (5)% | (4)% | 0% | (1)% | (0)% | (1)% | |
| Homes.com | 34% | 14% | 100% | 157% | 175% | 119% | 39% | 30% | 1% | 178% | 165% | 165% | 58% | (2)% | 69% | 75% | 30% | 43% | 12% | 33% | (16)% | |
| 2-Yr Growth | 19% | 33% | 120% | 195% | 267% | 150% | 177% | 233% | 176% | 289% | 203% | 142% | 116% | 141% | 165% | 239% | 352% | 254% | 121% | 140% | 213% | 1 |
| Apartments.com | 2% | (2)% | (4)% | (6)% | (3)% | (2)% | (5)% | (18)% | (28)% | (5)% | 1% | (2)% | (6)% | (7)% | (4)% | (3)% | (14)% | (19)% | (21)% | (26)% | (29)% | (2 |
| 2-Yr Growth | 15% | 10% | 5% | (2)% | (2)% | (4)% | (8)% | (23)% | (30)% | (4)% | 2% | (4)% | (9)% | (9)% | (8)% | (7)% | (20)% | (22)% | (26)% | (29)% | (29)% | (: |
| Realtor.com | 1% | 7% | 8% | 5% | 2% | (1)% | (5)% | (13)% | (9)% | (9)% | (11)% | (11)% | (11)% | (9)% | (13)% | (14)% | (8)% | (7)% | (4)% | (6)% | (11)% | (|
| 2-Yr Growth | (12)% | (11)% | (7)% | (3)% | 3% | 6% | 2% | (8)% | (8)% | (26)% | (28)% | (27)% | (24)% | (25)% | (28)% | (28)% | (23)% | (24)% | (21)% | (22)% | (21)% | (1 |
| | Global Unique Visitors, Y/Y Growth | | | | | | | | | | | | | | | | | | | | | |
| | 1Q23 | 2Q23 | 3Q23 | 4Q23 | 1Q24 | 2Q24 | 3Q24 | 4Q24 | 1Q25 | Mar-24 | Apr-24 | May-24 | Jun-24 | Jul-24 | Aug-24 | Sep-24 | Oct-24 | Nov-24 | Dec-24 | Jan-25 | Feb-25 | Mar- |
| illow | 1% | 0% | 4% | 6% | 5% | 6% | 1% | 1% | 0% | 7% | 6% | 7% | 4% | 1% | 1% | 1% | (1)% | 4% | 1% | 4% | (3)% | |
| 2-Yr Growth | 6% | 7% | 11% | 7% | 6% | 6% | 5% | 8% | 6% | 4% | 2% | 7% | 7% | 5% | 2% | 7% | 8% | 10% | 7% | 6% | 4% | |
| Homes.com | 94% | 184% | 423% | 370% | 129% | 76% | (20)% | 4% | (4)% | 120% | 100% | 53% | 28% | 14% | (22)% | (39)% | 6% | 5% | 2% | 29% | (14)% | (1 |
| 2-Yr Growth | 152% | 249% | 531% | 369% | 343% | 399% | 319% | 391% | 119% | 376% | 420% | 348% | 281% | 311% | 313% | 334% | 436% | 421% | 330% | 149% | 139% | 8 |
| Apartments.com | (7)% | (11)% | (5)% | (4)% | (4)% | (5)% | (6)% | (6)% | (9)% | (3)% | 3% | 0% | (1)% | (6)% | (5)% | (7)% | (8)% | (4)% | (6)% | (4)% | (14)% | |
| 2-Yr Growth | | (16)% | (8)% | (8)% | (11)% | (16)% | (11)% | (10)% | (12)% | (11)% | (9)% | (11)% | (11)% | (11)% | (12)% | (9)% | (12)% | (9)% | (9)% | (14)% | (12)% | (: |
| Realtor.com | (18)% | (10)% | (2)% | 5% | 5% | (4)% | (4)% | (3)% | (7)% | 6% | 3% | (1)% | (2)% | (2)% | (5)% | (5)% | (5)% | 1% | (5)% | (3)% | (11)% | |
| 2-Yr Growth | (22)% | (19)% | (7)% | (14)% | (14)% | (13)% | (6)% | 2% | (3)% | (13)% | (13)% | (9)% | (8)% | (5)% | (7)% | (6)% | (2)% | 5% | 3% | (2)% | (5)% | |
| | | 9 | Global Do | wnloads | , Y/Y Gro | owth | | | | | | | | | | | | | | | | |
| | 1Q23 | 2Q23 | 3Q23 | 4Q23 | 1Q24 | 2Q24 | 3Q24 | 4Q24 | 1Q25 | Mar-24 | Apr-24 | May-24 | Jun-24 | Jul-24 | Aug-24 | Sep-24 | Oct-24 | Nov-24 | Dec-24 | Jan-25 | Feb-25 | Mar- |
| lillow | (13)% | (4)% | (1)% | 8% | 3% | 0% | 3% | (6)% | 0% | (1)% | 1% | 2% | (1)% | (0)% | 2% | 8% | (5)% | (6)% | (7)% | (4)% | (2)% | |
| 2-Yr Growth | (23)% | (18)% | (15)% | (19)% | (10)% | (4)% | 2% | 2% | 4% | (11)% | (9)% | (4)% | 3% | 1% | (2)% | 8% | 1% | 7% | (2)% | (1)% | 7% | |
| lomes.com | 36% | 7% | 115% | 198% | 219% | 103% | 33% | 18% | (6)% | 212% | 170% | 179% | 24% | (20)% | 95% | 90% | 11% | 40% | 2% | 36% | (30)% | |
| 2-Yr Growth | 14% | 33% | 118% | 235% | 334% | 117% | 186% | 253% | 200% | 358% | 173% | 102% | 89% | 122% | 175% | 314% | 532% | 271% | 76% | 140% | 257% | 2: |
| Apartments.com | (4)% | (9)% | (9)% | (11)% | (2)% | (3)% | (6)% | (38)% | (49)% | (6)% | 4% | (3)% | (9)% | (14)% | (1)% | (3)% | (32)% | (40)% | (41)% | (46)% | (62)% | , |
| 2-Yr Growth | 13% | 4% | (5)% | (14)% | (6)% | (11)% | (15)% | (44)% | (50)% | (11)% | (1)% | (14)% | (19)% | (20)% | (12)% | (13)% | (43)% | (43)% | (48)% | (49)% | (59)% | (- |
| Realtor.com | (25)% | (21)% | (17)% | 10% | 10% | 10% | 1% | 2% | (16)% | 6% | 12% | 8% | 9% | (3)% | 1% | 6% | 13% | 1% | (7)% | (17)% | (15)% | , |
| 2-Yr Growth | (25)% | (28)% | (25)% | (27)% | (17)% | (13)% | (16)% | 12% | (7)% | (16)% | (15)% | (15)% | (8)% | (21)% | (18)% | (8)% | 3% | 18% | 19% | (5)% | (6)% | (: |

Source: SensorTower, Similarweb.com

UBS Evidence Lab US Housing Intentions Consumer Survey

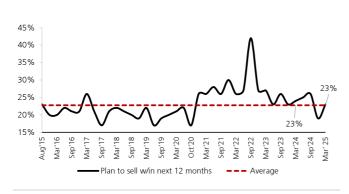
Key takes from the 41st wave of the US Housing Intentions Consumer Survey which includes data up to Mar-25.

- 23% of survey respondents indicated that plan to sell their home within the next 12 months (Figure 3)- We note this data point is a 4 ppt increase from the Dec-24 reading.
- 32% of survey respondents plan to buy a home in the next 12 months (Figure 5)- This is above the historical average of 30%, though remains consistent with results from the Dec-24 survey.
- 88% of homeowners believe their home will be worth "about the same or more" in 6 months (Figure 4)- This is 2ppts lower than the Dec-24 reading.

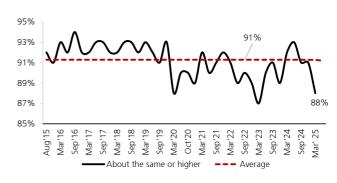
UBS View - Net-net, survey points to an unchanged perception of the US real estate market March 2025 vs December 2024 results. While the perception of affordability improved 6ppts (<u>Figure 6</u>) this could be overly colored by mortgage rates moving lower in March.

Figure 3: % of homeowners that plan to SELL in the next 12 months

Figure 4: In 6 months, do you think the value of your home will be higher or lower than it is today



Source: UBS Evidence Lab



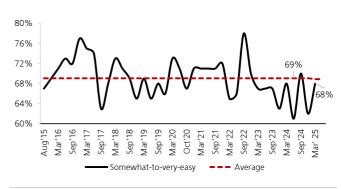
Source: UBS Evidence Lab

Figure 5: What describes your plans to BUY a residential property?



Source: UBS Evidence Lab

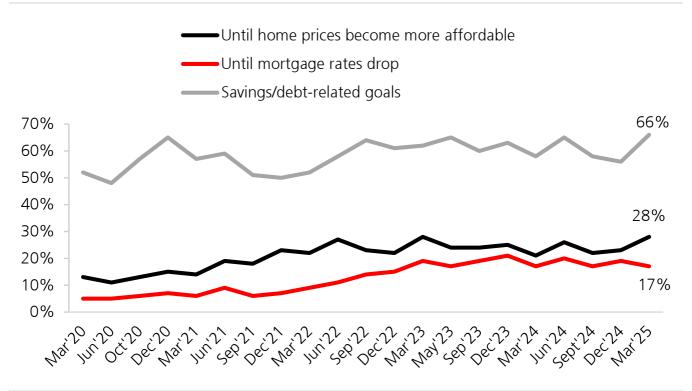
Figure 6: How easy do you think it will be to find homes you can afford?



Source: UBS Evidence Lab

As shown in (Figure 7), 17% of respondents indicated that they are waiting for mortgage rates to drop to purchase a home, down 2 ppts from in December 2024 and above the average of 13% since March 2020. Those waiting for homes to become more affordable also increased 5 ppt sequentially to 28% of respondents.

Figure 7: What are you waiting for to buy a home?



Source: UBS Evidence Lab

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This survey of 2,100 consumers in the US provides a view on consumer awareness, usage and attitudes towards housing intentions.

Valuation Method and Risk Statement

We use an EV/EBITDA multiple based approach.

Key downside risks include macroeconomic headwinds/lower discretionary spending by consumers, regulatory & legal risks related to worker classification or commission rates (among others), competition including robotaxi risk for rideshare companies, any interruption of information technology & communications systems, and execution risk around new product offerings.

Key risks to the upside include better than expected legislative outcomes for worker classifications and fees caps, better than expected pace of roll-out & execution in international markets, and scaling the last mile/local logistics/advertising businesses sooner than we anticipate.

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|-------------------|---------------------------------------------------------------------------------------------------------------------------------|-----------------------|--------------------------|
| Buy | FSR is > 6% above the MRA. | 52% | 24% |
| Neutral | FSR is between -6% and 6% of the MRA. | 40% | 20% |
| Sell | FSR is > 6% below the MRA. | 8% | 22% |
| Short-Term Rating | Definition | Coverage ³ | IB Services ⁴ |
| Buy | Stock price expected to rise within three months from the time the rating was assigned because of a specific catalyst or event. | <1% | <1% |
| Sell | Stock price expected to fall within three months from the time the rating was assigned because of a specific catalyst or event. | <1% | <1% |

Source: UBS. Rating allocations are as of 31 March 2025.

- 1:Percentage of companies under coverage globally within the 12-month rating category.
- 2:Percentage of companies within the 12-month rating category for which investment banking (IB) services were provided within the past 12 months.
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Additional Prices: Zillow Group Inc, US\$65.98 (30 Apr 2025); Compass Inc, US\$7.72 (30 Apr 2025); Source: UBS. All prices as of local market close.

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