

Dr. Jessica Lautz Bio

Dr. Jessica Lautz is Vice President of Demographics and Behavioral Insights at the National Association of REALTORS®. The core of her research focuses on analyzing demographic trends for both NAR members and housing consumers. Through management of predictive analytics, surveys, focus groups and data analysis, she presents new and innovative ways to showcase results. Jessica discusses research findings in major media outlets and international presentations.

Dr. Lautz received her Doctorate of Real Estate from Nottingham Trent University. She also has a Master's in Public Policy from American University and undergraduate degrees in Political Science and Law and Justice from Central Washington University.