

NAR Member Profile: How Do You Compare?

The National Association of REALTORS® recently surveyed a sampling of REALTORS® nationwide to create a member profile. Based on the survey results, here's how NAR describes a typical REALTOR®:

- Ten years of experience. 74% said real estate was their only occupation. Typically been with the same firm for 4 years.
- Median age of 53, the same as last year and the lowest it has been since 2008.
- 63% of REALTORS® are women.
- 82% own their primary residence.
- Median gross income of \$42,500, based on 12 transaction sides in 2016.
- Typical agent had a sales volume of \$1.9 million in 2016, a slight increase over 2015.
- 65% are licensed sales agents, 22% hold broker licenses and 15% hold broker associate licenses.
- 28% of residential REALTORS® had a transaction involving a foreclosure and 18% had a transaction involving a short sale, both percentages down significantly from 2015.
- Median business expenses fell to \$6,000 in 2016, with the largest single expense category being vehicle expense.
- Earned 13% of business from past clients and customers and 18% through referrals from past clients and customers.
- 16% have at least one personal assistant.
- 52% reported having a website for at least 5 years, 69% are on Facebook, 61% on LinkedIn for professional use and 10% have a real estate blog. Median cost to maintain a website was \$70.
- Most REALTORS® work 40 hours per week, a trend that has continued for several years.
- 82% very certain will remain in the business at least two more years.
- For the fourth year in a row, the difficulty finding the right property is the most cited reason for potential clients being limited.