

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®:

- Eight years of experience, down from 9 years last year. 64% said real estate was their only occupation. Typically been with the same firm for 5 years.
- Median age of 54.
- 65% of REALTORS® are women.
- 82% own their primary residence; 37% own a secondary property.
- Median gross income of \$43,330, based on 10 transaction sides in 2020. REALTORS® with 16 years or more experience had a median gross income of \$75,000.
- 68% are licensed sales agents, 20% hold broker licenses and 13% hold associate broker licenses.
- 15% of members had at least one personal assistant.
- Median business expenses totaled \$5,330 in 2020, with the largest single expense category being vehicle expense.
- Earned 15% of business from repeat clients and customers and 19% through referrals from past clients and customers.
- Text messaging is the preferred means of communication for REALTORS® (93%), closely followed by telephone calls (90%) and emails (89%).
- Most REALTORS® work 35 hours per week, down from 36 hours in previous years.
- 79% are certain will remain in the business at least two more years.
- 53% affiliated with an independent firm; 8% worked for firm that was bought or merged in past two years.
- Lack of inventory surpassed difficulty finding the right property and housing affordability as the most important factor limiting potential clients from making a purchase.