

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. 72% said real estate was their only occupation. Typically been with the same firm for 4 years.
- Median age of 54, as compared to 53 last year.
- 63% of REALTORS® are women.
- 83% own their primary residence; 39% own a secondary property.
- Median gross income of \$39,800, based on 11 transaction sides in 2017. REALTORS® with 16 years or more experience had a median gross income of \$78,850.
- Typical agent had a sales volume of \$1.8 million in 2017, a slight decrease over 2016.
- 65% are licensed sales agents, 21% hold broker licenses and 15% hold broker associate licenses.
- Median business expenses fell to \$4,580 in 2017, with the largest single expense category being vehicle expense.
- Earned 12% of business from past clients and customers and 17% through referrals from past clients and customers.
- 51% reported having a website for at least 5 years, 71% are on Facebook, 59% on LinkedIn for professional use.
- Most REALTORS® work 40 hours per week, a trend that has continued for several years.
- 15% had at least one personal assistant.
- 5% reported real estate as first career.
- 80% are certain will remain in the business at least two more years.
- 53% affiliated with an independent firm; 9% worked for firm that was bought or merged in past two years.
- For the fifth year in a row, the difficulty finding the right property is the most cited reason for potential clients being limited.