

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 10 years last year. 72% said real estate was their only occupation. Typically been with the same firm for 4 years.
- Median age of 54.
- 67% of REALTORS® are women, up from 63% last year.
- 84% own their primary residence; 39% own a secondary property.
- Median gross income of \$41,800, based on 11 transaction sides in 2018. REALTORS® with 16 years or more experience had a median gross income of \$71,000.
- Typical agent had a sales volume of \$1.9 million in 2018, an increase over 2017.
- 68% are licensed sales agents, 20% hold broker licenses and 14% hold associate broker licenses.
- Median business expenses totaled \$4,600 in 2018, with the largest single expense category being vehicle expense.
- Earned 13% of business from repeat clients and customers and 17% through referrals from past clients and customers.
- 51% reported having a website for at least 5 years, 73% are on Facebook, 58% on LinkedIn for professional use.
- Most REALTORS® work 35 hours per week, down from 40 hours in previous years.
- 14% had at least one personal assistant.
- 4% reported real estate as first career.
- 80% are certain will remain in the business at least two more years.
- 54% affiliated with an independent firm; 9% worked for firm that was bought or merged in past two years.
- For the sixth year in a row, the difficulty finding the right property is the most cited reason for potential clients being limited.