

# NAR

BY THE NUMBERS

2021

 NATIONAL  
ASSOCIATION OF  
REALTORS®

# MEMBERS AND ENGAGEMENT

**1,556,762**

Members of the National Association of REALTORS®  
*(an all-time high)*

**924,814**

Right Tools, Right Now offers taken across **605** unique program products and services

**\$27.5 MILLION**

in savings for **311,753** NAR members who participated in RTRN *(a member-support program reinstated in response to the COVID-19 pandemic)*

**10,000**

registered for this year's REALTORS® Conference & Expo

**12,100**

Facebook views for NAR 360 in April *(roughly 2,000 REALTORS® attend annually in person)*

**15,000**

registered for the virtual REALTORS® Legislative Meetings in May *(in-person attendance averages around 9,000)*

**3,540**

views for August's iOi Summit Pitch Battle competition *(won by next generation furniture and home décor rental service, Feather)*

**3,200**

Facebook views for iOi's Leadership Live *(in-person attendance was 450)*

**6,300**

online views for Leadership Summit's Market and Legislative Outlook session *(in-person attendance was 1,200)*

**1,666**

registered for AEI *(an NAR record)*

**4,800**

registered for NAR's Commercial Real Estate Forecast Summit *(part of a quarterly summit series implemented this year by NAR's Research Team)*

**172 BILLION**

reached through NAR's national and local earned media communications in 2020 *(a 36% increase from 2019)*



## 36,000+

members using Photofy on social media  
*(allowing REALTORS® to capitalize on the power of NAR's consumer advertising campaign assets)*

## 2,552

REALTORS® served on an NAR committee in 2021

## 1,608 lb

of food donated from REALTOR® groups through NAR's partnership with the Food Recovery Network  
*(the equivalent of 1,340 meals)*

## 10,000

nationwide brokerage companies partnered in RPR's 'Broker Tool Set' program *(which offers broker/owners & managers resources to enhance their brand value and increase profitability)*

## 1,200

hours cumulatively spent by 50 Governance Game Changer Presidential Advisory Group (PAG) members to develop the group's final recommendations *(all of which can be viewed at govpag.realtor)*

## \$800,000+

raised at the REALTORS® Relief Foundation 20<sup>th</sup> Anniversary Commemorative Event *(the annual campaign, Hope Rising, has raised more than \$8.1 million in 2021 and is on pace to hit its \$8.5 million goal by year's end, ensuring the RRF can continue providing shelter and security to the victims of national disasters)*

## 530

Executive Outreach Program requests completed throughout 2020 and 2021

## 340,000

90-day users on Realtors Property Resource®  
*(an all-time record)*

## 40,500

followers of the 'REALTORS® are Good Neighbors' Facebook page *(a 30,000-follower increase from one year ago)*

## 800,000

members who've cumulatively saved more than \$75 million from one or more products offered through the REALTOR Benefits® Program *(NAR's official member benefits resource, delivering unique offers created specifically for REALTORS®)*

## 1 MILLION

active commercial listings on RPR Commercial *(which has seen a 125% increase in commercial listings since 2020 Q1)*



# PROFESSIONALISM AND AWARDS

**235,000**

REALTORS® hold  
an NAR Credential

**90,000+**

REALTORS® currently  
participating in NAR's  
C2EX program  
*(Commitment to Excellence)*

**100+ AWARDS**

earned by NAR and  
staff since early 2020

# DIVERSITY, EQUITY AND INCLUSION

**27,800+**

views of NAR's Implicit  
Bias Training video

**28,000**

NAR members who have visited  
Fairhaven, NAR's interactive fair  
housing training resource

**26,284**

REALTORS® hold the AHWD certification  
*(8,646 earned since 2020)*

# ADVOCACY

**10.2 MILLION**

consumers who are part of NAR's Consumer Advocacy Outreach database

**1,900+**

contacts by NAR's Federal Political Coordinators (FPCs) in 2021

**929**

in-person or virtual meetings held between FPCs and Members of Congress in 2021

**709**

FPC interactions with Members of Congress since district work periods began in July

**100%**

of new Members of Congress have met with NAR's advocacy team and/or FPCs

**475,716**

RPAC investors participated in the 2020 Election Cycle  
*(an RPAC all-time record)*

**\$78,526,031**

raised through RPAC during the 2020 Election Cycle

**36%**

national RPAC participation, a **4% increase** from this time last year *(RPAC is on pace to exceed its 37%-member participation goal for the first time)*

**OVER \$4 MILLION**

dispersed to Democrats (**51%**) and Republicans (**49%**), in the last election cycle *(RPAC remains the most bipartisan major political action committee in America)*



# CONSUMER ENGAGEMENT

**3 BILLION**

impressions of NAR's 'That's Who We R' national consumer advertising campaign in 2020  
(**2.4 billion** impressions garnered in the first nine months of 2021)

**179,000+**

views of NAR's "First Time Buyer" television series during its inaugural season  
(earning the program a renewal and a second season)

# TECHNOLOGY

**5**

REACH technology growth programs across **3 continents** (programs in Canada, the United Kingdom, and Australia, in addition to commercial and residential U.S. REACH programs)

**150**

top technology firms scaled through NAR's strategic investment arm, Second Century Ventures, and its tech accelerator, REACH

**600,000+**

members annually who use products and services from SCV and REACH companies  
(resources which have delivered **\$60 million** in savings to America's REALTORS®)

**30,000+**

members of the REACH insight panel

# NAR AND THE U.S. REAL ESTATE INDUSTRY

2

consecutive years NAR has been named a “Great Place to Work” by the *Great Place to Work Institute*

84%

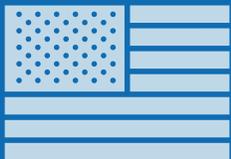
of employees said NAR is a "great place to work" in 2021  
*(compared to 59% of average U.S. employees)*

\$93,800

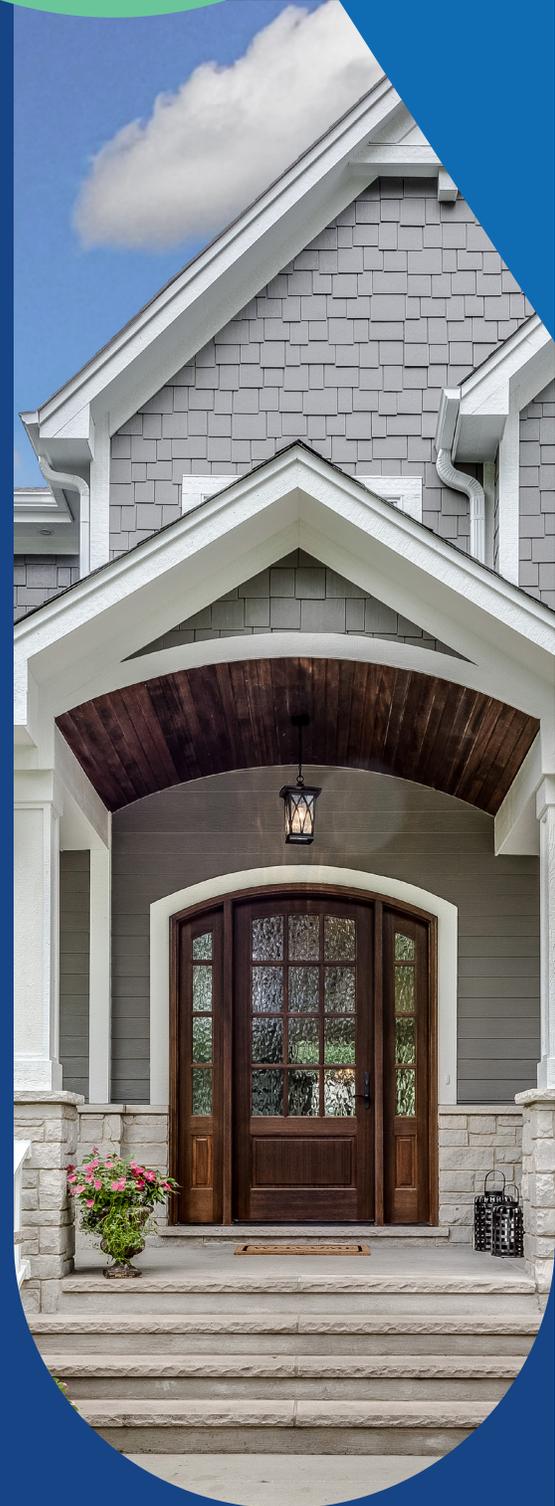
is injected into the economy each time a house is sold

American real estate accounted for **\$3.83** trillion in economic activity in 2020 *(that means our industry represents roughly 18.3% of annual U.S. GDP)*

NAR research found the U.S. facing a **6 million**-unit housing shortage



*NAR continues working with lawmakers in D.C. to secure policies that incentivize development, ease supply chain constraints, and ensure housing is part of a comprehensive national infrastructure strategy.*





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