

2024

MEMBER PROFILE



2024 Member Profile

2024 Leadership Team

Kevin Sears, AHWD, C2EX
President

Kevin Brown, AHWD, C2EX
First Vice President

Gregory J. Hrabcak, CCIM, C2EX
Treasurer

Eric Sain, GRI, CIPS, C2EX, AHWD, ePRO
Vice President of Association Affairs

Nate K. Johnson, AHWD®, ABR, C2EX, CIPS, CRS,
GRI, PSA, SRES®
Vice President of Advocacy

Nykia Wright
Interim Chief Executive Officer

NAR Research Staff

Lawrence Yun, Ph.D.
Chief Economist and Senior Vice President

Jessica Lautz, Dr. of Real Estate
Deputy Chief Economist and Vice President of Research

Brandi Snowden
Director, Member and Consumer Survey Research

Meredith Dunn
Research Manager

Sidnee Holmes
Research Associate

Amethyst Marroquin
Research Assistant



Contents

Introduction..... 5

Highlights..... 7

Chapter 1: Business Characteristics of REALTORS® 9

Chapter 2: Business Activity of REALTORS® 19

Chapter 3: Income and Expenses of REALTORS® 35

Chapter 4: Office and Firm Affiliation of REALTORS® 51

Chapter 5: Technology and REALTORS® 59

Chapter 6: Demographic Characteristics of REALTORS® 69

Methodology..... 87

List of Exhibits 88





Introduction

The National Association of REALTORS® has released reports on who members are and the business they are conducting dating back more than five decades. Each year the report is released in varying and unique circumstances. While the report provides timelines of how experiences and transactions have changed, it is also important to remember it is a snapshot of that period of time.

The last year, 2023, was a difficult year in the housing market. The volume of existing-home sales was the lowest level since 1995. Home buyers struggled to find a home with limited housing inventory and unaffordable conditions. While mortgage interest rates reached a peak of nearly 8% in October 2023, before edging down, home prices continued to rise. Given the challenging market conditions, it is not surprising to see REALTORS® cited the lack of inventory (26%), housing affordability (26%), and difficulty finding the right property (9%) top factors holding back clients. This year, REALTORS® were also likely to add the expectation that mortgage rates might come down (19%).

Amid these housing market conditions, membership eased from 1.58 million in December 2022 to 1.55 million in December 2023. While membership remained nearly flat, where some looked at the housing market as a challenge, others saw an opportunity. The median years of experience in real estate decreased slightly to ten years with new entrants joining. Those with two years of experience increased slightly from 17 percent to 18 percent, while those with 16 years or more experience stayed flat at 42 percent. Despite the churn and unique real estate market conditions, looking forward, 73 percent of REALTORS® are very certain they will remain in the market for two more years.

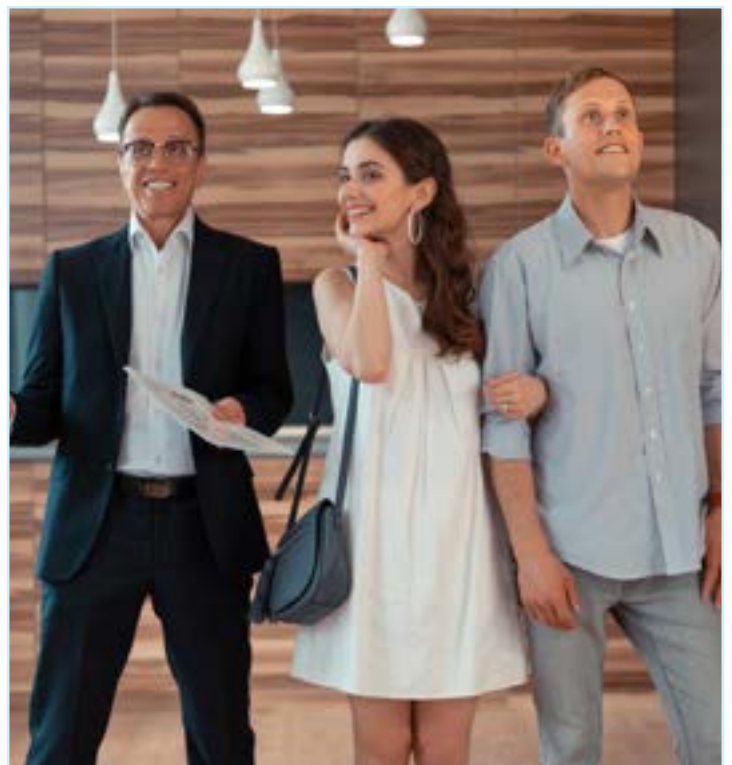
Given the decline in overall real estate existing-home sales volume in 2023, the typical member had ten transaction sides, down from 12 in 2022. The typical sales volume decreased from \$3.4 million in 2022 to \$2.5 million in 2023. The median gross income of REALTORS® decreased to \$55,800 from \$56,400 in 2022. New members entering the field can be noted by the differences in income by experience and function. Sixty-two percent of members who have two years or less experience made less than \$10,000 in 2023, compared to 46 percent of members with more than 16 years of experience who made more than \$100,000 in the same time period.

Jessica Lautz
Brandi Snowden
Meredith Dunn
Sidnee Holmes
June 2024

REALTORS® with 16 years of experience or more had a median gross income of \$92,500 compared to REALTORS® with 2 years of experience or less that had a median gross income of \$8,100. REALTORS® have been impacted by higher inflation in the last year as total expenses increased to \$8,450 from \$8,210 in 2022.

The typical member was an independent contractor affiliated with an independent company catering to local markets. REALTORS® frequently have had careers in other fields prior to real estate, the most common being in sales and retail, followed by management, business, and financial professions. Only six percent indicated that real estate is their first career. The majority of members were women homeowners with a college education. The median age of REALTORS® was 55 in the 2024 survey.

REALTORS® consistently are ahead of the curve when it comes to technology. It is clear technology can assist home buyers when inventory is limited and buyers are moving further distances. While there are older technologies that are embraced on a daily basis, such as e-mail, social media, and GPS, there are also new emerging technologies such as apps for personal safety and design platforms. The majority of members have their own website where they promote their own property listings, but many also post information about the buying and selling process to help consumers who may just be in the research part of the process.



2024 Member Profile

Business Characteristics and Activity of REALTORS®, by Real Estate Experience

	REAL ESTATE EXPERIENCE				
	ALL REALTORS®	2 YEARS OR LESS	3 TO 5 YEARS	6 TO 15 YEARS	16 YEARS OR MORE
PERCENT OF REALTORS® IN THE CATEGORY	100%	18%	13%	28%	42%
GROSS PERSONAL INCOME					
Less than \$10,000	21%	62%	13%	11%	9%
\$10,000 to \$24,999	10%	14%	15%	9%	7%
\$25,000 to \$49,999	16%	13%	23%	15%	17%
\$50,000 to \$99,999	21%	6%	28%	28%	20%
\$100,000 to \$149,999	12%	3%	9%	14%	16%
\$150,000 or more	20%	2%	11%	23%	30%
Have a website	72%	64%	75%	75%	73%
WILL REMAIN ACTIVE AS A REAL ESTATE PROFESSIONAL DURING THE NEXT TWO YEARS					
Very certain	73%	75%	69%	75%	71%
Somewhat certain	19%	19%	23%	17%	19%
Not certain	9%	6%	9%	8%	10%
BUSINESS ACTIVITY					
Brokerage: Median number of transactions*	10	2	8	12	12
Brokerage: Median sales volume (millions)	\$2.5	\$0.4	\$2.1	\$3.3	\$3.1
Median hours worked per week	35	30	35	40	40
Percent of repeat business from past consumers and clients (median)	20%	*	8%	22%	42%
Percent of business through referrals from past consumers and clients (median)	21%	*	17%	24%	29%
AFFILIATION WITH FIRM					
Independent Contractor	88%	93%	95%	91%	82%
Employee	5%	5%	3%	5%	5%
Other	8%	3%	2%	4%	14%
Tenure at firm (median years)	5	1	3	6	13
DEMOGRAPHICS					
AGE					
39 or younger	18%	43%	31%	17%	1%
40 to 59	48%	50%	54%	58%	38%
60 or older	34%	7%	15%	25%	61%
Median age	55	42	46	52	62
Education: bachelor's degree or higher	52%	50%	56%	54%	51%
Real estate is only occupation	75%	55%	65%	79%	86%
Gross household income (median)	\$132,700	\$94,200	\$119,000	\$145,700	\$153,300
Real estate is primary source of income for household	51%	27%	43%	57%	62%
Homeownership rate	85%	68%	79%	87%	93%
Voted in the last national election	91%	79%	87%	94%	97%

* Both residential and commercial

* Less than 1 percent

Highlights

Business Characteristics of REALTORS®

- Sixty-five percent of REALTORS® were licensed sales agents, 22 percent held broker licenses, and 17 percent held broker associate licenses.
- The typical REALTOR® had ten years of experience, down from 11 last year.
- Fifteen percent of members had at least one personal assistant.
- REALTORS® most often reported their primary specialty as residential brokerage at 74 percent.
- Seventy-three percent of REALTORS® were very certain they will remain active as a real estate professional for the next two years.

Business Activity of REALTORS®

- In 2023, the typical agent had 10 transactions, down from 12 in 2022.
- The median sales volume for brokerage specialists decreased to \$2.5 million in 2023 from \$3.4 million in 2022.
- At 26 percent, both lack of inventory and housing affordability surpassed the difficulty of finding the right property as the most important factors limiting potential clients from making a purchase.
- The typical property manager managed 31 properties in 2023, down slightly from 40 properties in 2022.
- The REALTOR® worked 35 hours per week in 2023, up slightly from last year.
- The typical REALTOR® earned 20 percent of their business from repeat clients and customers, and 21 percent through referrals from past clients and customers.

Income and Expenses of REALTORS®

- In 2023, 35 percent of REALTORS® were compensated under a fixed commission split (under 100%), 20 percent with a graduated commission split (increases with productivity), and 20 percent with a capped commission split (rises to 100% after a predetermined threshold).
- The median gross income of REALTORS®—income earned from real estate activities—was \$55,800 in 2023, a decrease from \$56,400 in 2022.
- REALTORS® with 16 years or more experience had a median gross income of \$92,500—up from \$80,700 in 2022—compared to REALTORS® with two years or less experience that had a median gross income of \$8,100—a decrease from \$9,600 in 2022.
- The total median business expenses were \$8,450 in 2023, an increase from \$8,210 in 2022.
- The largest expense category for most REALTORS® was vehicle expenses, similar to last year, which was \$1,650.
- REALTORS® typically spent a median of \$90 to maintain a website.

Office and Firm Affiliation of REALTORS®

- Fifty-three percent of REALTORS® are affiliated with an independent company.
- Eighty-eight percent of REALTORS® are independent contractors at their firms.
- The median tenure for REALTORS® with their current firm was five years, down slightly from last year.
- Fifty-three percent of brokers had some ownership interest in their firm, and 37 percent reported having sole ownership of their firm, an increase from 31 percent last year.
- Eight percent of REALTORS® worked for a firm that was bought or merged in the past two years.

Technology & REALTORS®

- Ninety-six percent of REALTORS® reported using a smartphone (with wireless email and Internet capabilities daily or nearly every day. Among smartphone features, 94 percent reported using email daily or nearly every day, 60 percent use social media apps, and 56 percent use GPS daily.
- REALTORS® most often communicate with current clients via text messaging (94 percent), telephone (91 percent), and e-mail (89 percent).
- Seventy-two percent of REALTORS® reported having a website for business use.
- REALTORS®' websites typically included their own property listings (85 percent), information about the home buying and selling process (70 percent), and a link to their firm's website (65 percent).
- For professional use, REALTORS® were typically most active on Facebook, LinkedIn, and Instagram.

Demographic Characteristics of REALTORS®

- The typical REALTOR® was a 55-year-old white female who attended college and was a homeowner.
- Sixty-five percent of all REALTORS® were female, up from 62 percent last year.
- Sixteen percent of REALTORS® had a previous career in sales or retail, and 16 percent in management, business, or finance. Only six percent of REALTORS® reported real estate was their first career.
- 59 percent of REALTORS® said that real estate was their only occupation now and pre-Covid; 16 percent had another income source pre-Covid and pivoted to only work in real estate.
- The majority of REALTORS®—85 percent—own their primary residence, and 39 percent own a secondary property.

Methodology

In March 2024, NAR e-mailed a 98-question survey to a random sample of 157,711 REALTORS®. Using this method, a total of 6,113 responses were received. The survey had an adjusted response rate of 3.9 percent. The confidence interval at a 95 percent level of confidence is +/- 1.25 percent based on a population of 1.5 million members.

Survey responses were weighted to be representative of state level NAR membership. Information about compensation, earnings, sales volume and number of transactions is characteristics of calendar year 2023, while all other data are representative of member characteristics in early 2024.

The NATIONAL ASSOCIATION OF REALTORS® is committed to equal opportunity in the real estate industry. In accordance with this commitment, racial and ethnic information was collected and is included in this report.

Where relevant, REALTOR® information in subgroups based on the license held by members of NAR: a broker, broker-associate or sales agent license. The term “broker” refers to REALTORS® holding a broker or broker associate license unless otherwise noted. In some cases, information is presented by REALTORS® main function within their firm or their real estate specialty regardless of the type of license held.

The primary measure of central tendency used throughout this report is the median, the middle point in the distribution of responses to a particular question or, equivalently, the point at which half of the responses are above and below a particular value. Data may not be comparable to previous Member Profile publications due to changes in questionnaire design.





The National Association of REALTORS® is America's largest trade association, representing more than 1.5 million members, including NAR's institutes, societies and councils, involved in all aspects of the real estate industry. NAR membership includes brokers, salespeople, property managers, appraisers, counselors and others engaged in both residential and commercial real estate.

The term REALTOR® is a registered collective membership mark that identifies a real estate professional who is a member of the National Association of REALTORS® and subscribes to its strict Code of Ethics.

Working for America's property owners, the National Association provides a facility for professional development, research and exchange of information among its members and to the public and government for the purpose of preserving the free enterprise system and the right to own real property.

National Association of REALTORS® Research Group

The Mission of the NATIONAL ASSOCIATION OF REALTORS® Research Group is to produce timely, data-driven market analysis and authoritative business intelligence to serve members, and inform consumers, policymakers and the media in a professional and accessible manner.

To find out about other products from NAR's Research Group, visit <https://www.nar.realtor/research-and-statistics>.

National Association of REALTORS®

Research Group
500 New Jersey Avenue, NW
Washington, DC 20001
202-383-1000
data@nar.realtor



**NATIONAL
ASSOCIATION OF
REALTORS®**