

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, down from 12 years in 2014. 74% said real estate was their only occupation. Typically been with the same firm for 3 years.
- Median age of 53, the lowest it has been since 2008.
- 62% of REALTORS® are women.
- 81% own their primary residence.
- Median gross income of \$39,200, based on 11 transaction sides in 2015.
- Typical agent had a sales volume of \$1.8 million in 2015, a slight increase over 2014.
- 65% are licensed sales agents, 21% hold broker licenses and 16% hold broker associate licenses.
- 34% of residential REALTORS® had a transaction involving a foreclosure and 24% had a transaction involving a short sale.
- Median business expenses fell to \$6,300 in 2015, with the largest single expense category being vehicle expense.
- Earned 14% of business from past clients and customers and 18% through referrals from past clients and customers.
- 16% have at least one personal assistant.
- 54% reported having a website for at least 5 years, 70% use social media and 11% have a real estate blog. Median cost to maintain a website was \$80.
- Most REALTORS® work 40 hours per week, a trend that has continued for several years.
- 83% certain will remain in the business at least two more years.
- For the third year in a row, the difficulty finding the right property is the most cited reason for potential clients being limited.