

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®:

- Twelve years of experience. 79% said real estate was their only occupation. Typically been with the same firm for 5 years.
- Median age of 57.
- Majority are women.
- 85% own their primary residence.
- Median gross income of \$45,800, based on 11 transaction sides in 2014.
- Typical agent had a sales volume of \$1.7 million in 2014, a slight decrease from 2013.
- 46% of residential REALTORS® had a transaction involving a foreclosure and 29% had a transaction involving a short sale.
- Median business expenses rose to \$6,710 in 2014, with the largest single expense category being vehicle expense.
- Earned 20% of business from past clients and customers and 20% through referrals from past clients and customers.
- 18% have at least one personal assistant.
- 65% reported having a website for at least 5 years, 68% use social media and 12% have a real estate blog. Median cost to maintain a website was \$130.
- Agents credit their website for 3 inquiries and 2% of their business annually, a decrease from 2013.
- Most REALTORS® work 40 hours per week.
- 84% certain will remain in the business at least two more years.
- For the second year, the difficulty finding the right property has surpassed the difficulty in obtaining mortgage financing as the most cited reason for potential clients being limited.