

NAR Member Profile: How Do You Compare?

The National Association of REALTORS® recently surveyed over 58,000 REALTORS® to create a member profile. Based on the survey results, here's how NAR describes a typical REALTOR®:

- An independent contractor affiliated with an independent company, averaging 23 agents and brokers, catering to local markets. Typically been with the same firm for 7 years.
- Median age of 57.
- Majority are women with a college education.
- 87% own their primary residence.
- Thirteen years of experience. Only 6% indicate real estate is first career. 77% said real estate was their only occupation.
- Median gross income of \$43,500, based on 12 transaction sides in 2012 (an increase over 2011.) Of those 12 sides, 1 was typically a foreclosure and 1 a short sale.
- Typical agent had a sales volume of \$1.5 million in 2012, also an increase of 2011.
- Median business expenses rose to \$4,900 in 2012, with the largest single expense category being vehicle expense.
- Earned 21% of business from past clients and customers and 21% through referrals from past clients and customers.
- 17% have at least one personal assistant.
- 70% reported having a website for at least 5 years, 56% use social media and 12% have a real estate blog. Median cost to maintain a website was \$220.
- Agents credit their website for 4 inquiries and 4% of their business annually.
- Most REALTORS® work 40 hours per week.
- 80% "very certain" will remain in the business at least two more years.
- For the third year in a row, the difficulty potential clients had in obtaining mortgage financing was the most-cited factor in limiting expansion of a member's client base.