



NATIONAL
ASSOCIATION OF
REALTORS®

2025

MEMBER PROFILE

REALTORS® are members of the National Association of REALTORS®.

2025 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
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

Amethyst Marroquin
Research Assistant



Table of Contents

Introduction.....3

Highlights.....5

Chapter 1: Business Characteristics of REALTORS®.....6

Chapter 2: Business Activity of REALTORS®.....15

Chapter 3: Income and Expenses of REALTORS®.....32

Chapter 4: Office and Firm Affiliations of REALTORS®.....38

Chapter 5: Technology and REALTORS®.....47

Chapter 6: Demographic Characteristics of REALTORS®.....57

Methodology.....74

List of Exhibits.....75

Introduction

The National Association of REALTORS® has released reports on its members and the business they conduct, 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 evolved, it is also important to remember that it is a snapshot of that particular period.

For the last two and a half years, the housing market has been suppressed by lower home sales. The volume of existing-home sales remains just over 4 million units, the lowest level since 1995. Home buyers struggled to find a home due to limited housing inventory and unaffordable conditions. As new and existing home inventory enters the market, many buyers find themselves priced out by higher mortgage interest rates and higher home prices. Given the challenging market conditions, it is not surprising to see REALTORS® cite housing affordability (25%), the expectation that mortgage rates might decrease (19%), and the lack of inventory (17%) as key concerns.

The median years of experience in real estate increased slightly to 12 years, as seasoned professionals remained in the industry and sought new opportunities. Those with two years of experience decreased slightly from 18 percent to 15 percent, while those with 16 years or more experience increased to 46 percent from 42 percent. Despite the churn and unique real estate market conditions, looking forward, 74 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 2024, the typical member had 10 transaction sides, flat from 2023. The typical sales volume remained at \$2.5 million in 2024, unchanged from the previous year. The median gross income of REALTORS® increased to \$58,100 from \$55,800 in 2023. New members entering the field can be identified by the differences in income based on experience and function. Sixty-two percent of members who have two years or less experience made less than \$10,000 in 2024, compared to 40 percent of members with more than 16 years of experience who made more than \$100,000 in the same time period. REALTORS® with 16 years of experience or more had a median gross income of \$78,900 compared to REALTORS® with 2 years of experience or less that had a median gross income of \$8,100. REALTORS®' total expenses decreased slightly to \$8,010 from \$8,450 in 2023.

The typical member was an independent contractor affiliated with an independent company catering to local markets. REALTORS® frequently have had careers in other fields before 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 57 in the 2025 survey.

REALTORS® consistently are ahead of the curve when it comes to technology. It is clear that technology can assist

home buyers when inventory is limited and buyers are moving further distances. While older technologies, such as email, social media, and GPS, are still widely used on a daily basis, new emerging technologies are also gaining traction, including apps for personal safety and design platforms. The majority of members have their own websites, where they promote their own property listings, and many also post information about the buying and selling process to help consumers in the research phase of the process.

July 2025



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%	16%	13%	26%	45%
GROSS PERSONAL INCOME					
Less than \$10,000	21%	62%	21%	12%	12%
\$10,000 to \$24,999	10%	14%	15%	10%	8%
\$25,000 to \$49,999	15%	11%	20%	16%	16%
\$50,000 to \$99,999	23%	9%	29%	25%	25%
\$100,000 to \$149,999	12%	3%	7%	17%	14%
\$150,000 or more	19%	2%	8%	20%	27%
WILL REMAIN ACTIVE AS A REAL ESTATE PROFESSIONAL DURING THE NEXT TWO YEARS					
Very certain	74%	77%	72%	76%	73%
Somewhat certain	18%	18%	22%	16%	18%
Not certain	8%	6%	6%	8%	9%
BUSINESS ACTIVITY					
Brokerage: Median number of transactions†	10	3	8	11	10
Brokerage: Median sales volume (millions)	\$2.5	\$.5	\$1.6	\$3.2	\$2.6
Median hours worked per week	35	30	30	35	35
Percent of repeat business from past consumers and clients (median)	20%	0%	6%	21%	41%
Percent of business through referrals from past consumers and clients (median)	21%	0%	14%	24%	28%
AFFILIATION WITH FIRM					
Independent Contractor	89%	93%	92%	88%	82%
Employee	5%	5%	4%	5%	4%
Other	9%	2%	4%	7%	13%
Tenure at firm (median years)	4	1	3	6	14
DEMOGRAPHICS					
AGE					
39 or younger	12%	39%	22%	10%	*
40 to 59	44%	49%	54%	56%	32%
60 or older	44%	12%	24%	34%	67%
Median age	57	44	51	55	64
Education: bachelor's degree or higher	54%	55%	58%	55%	51%
Have a website	68%	65%	67%	72%	67%
Real estate is only occupation	71%	48%	58%	74%	81%
Gross household income (median)	\$132,000	\$97,700	\$110,400	\$150,000	\$142,100
Real estate is primary source of income for household	50%	27%	38%	51%	60%
Homeownership rate	84%	67%	80%	88%	90%
Voted in the last national election	93%	86%	89%	84%	96%

* Less than 1 percent

† Both residential and commercial

Highlights

Business Characteristics of REALTORS®

- Sixty-four percent of REALTORS® were licensed sales agents, 22 percent held broker licenses, and 16 percent held broker associate licenses.
- The typical REALTOR® had 12 years of experience, up from 10 last year.
- Sixteen percent of members had at least one personal assistant.
- REALTORS® most often reported their primary specialty as residential brokerage at 70 percent.
- Seventy-four 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 2024, the typical agent had 10 transactions, the same as in 2023.
- The median sales volume for brokerage specialists remained at \$2.5 million in 2024.
- At 25 percent, housing affordability surpassed the difficulty finding the right property and lack of inventory as the most important factor limiting potential clients from making a purchase.
- The typical property manager managed 32 properties in 2024, up slightly from 31 properties in 2023.
- The typical REALTOR® worked 35 hours per week in 2024, the same as 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®

- The median gross income of REALTORS®—income earned from real estate activities—was \$58,100 in 2024, an increase from \$55,800 in 2023.
- REALTORS® with 16 years or more experience had a median gross income of \$78,900—down from \$92,500 in 2023—compared to REALTORS® with two years or less experience that had a median gross income of \$8,100, the same as 2023.
- The total median business expenses were \$8,010 in 2024, a slight decrease from \$8,450 in 2023.
- The largest expense category for most REALTORS® was vehicle expenses, similar to last year, which was \$1,650.
- REALTORS® typically spent a median of \$60 to maintain a website.

Office and Firm Affiliation of REALTORS®

- Fifty-five percent of REALTORS® are affiliated with an independent company.
- Eighty-seven percent of REALTORS® are independent contractors at their firms.
- The median tenure for REALTORS® with their current firm was six years, down slightly from last year.
- Fifty-six percent of brokers had some ownership interest in their firm, and 41 percent reported having sole ownership of their firm, an increase from 37 percent last year.
- Nine percent of REALTORS® worked for a firm that was bought or merged in the past two years.

Technology & REALTORS®

- Ninety-five percent of REALTORS® reported using a smartphone (with wireless email and Internet capabilities daily or nearly every day. Among smartphone features, 93 percent reported using email daily or nearly every day, 56 percent use social media apps, and 54 percent use GPS daily.
- REALTORS® most often communicate with current clients via text messaging (93 percent), telephone (91 percent), and e-mail (89 percent).
- Sixty-eight percent of REALTORS® reported having a website for business use.
- REALTORS®' websites typically included their own property listings (81 percent), information about the home buying and selling process (67 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 57-year-old white female who attended college and was a homeowner.
- Sixty-three percent of all REALTORS® were female, down from 65 percent last year.
- Sixteen percent of REALTORS® had a previous career in sales or retail, and 15 percent in management, business, or finance. Only six percent of REALTORS® reported real estate was their first career.
- Seventy-one percent of REALTORS® said that real estate was their only occupation; 29 percent had another income source.
- The majority of REALTORS®—84 percent—own their primary residence, and 39 percent own a secondary property.

Methodology

In March 2025, NAR e-mailed a 98-question survey to a random sample of 231,972 REALTORS®. Using this method, a total of 4,947 responses were received. The survey had an adjusted response rate of 2.1 percent. The confidence interval at a 95 percent level of confidence is +/- 1.39 percent based on a population of 1.4 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 2024, while all other data are representative of member characteristics in early 2025.

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.



List of Exhibits

CHAPTER 1: Business Characteristics of REALTORS®

Exhibit 1-1	REALTORS® by Type of License
Exhibit 1-2	Specialty and Main Function of REALTORS®
Exhibit 1-3	Primary Business Specialty of Broker/Broker Associate Licensees, 2015–2025
Exhibit 1-4	Primary Business Specialty of Sales Agent Licensees, 2015–2025
Exhibit 1-5	Secondary Business Specialty of REALTORS®
Exhibit 1-6	Real Estate Experience of REALTORS®
Exhibit 1-7	Number of Personal Assistants
Exhibit 1-8	Tasks Performed by Personal Assistants
Exhibit 1-9	Characteristics of Personal Assistants
Exhibit 1-10	Relocation Activity of REALTORS®
Exhibit 1-11	Will Remain Active as a Real Estate Professional During the Next Two Years

CHAPTER 2: Business Activity of REALTORS®

Exhibit 2-1	Appraisal: Types of Properties Appraised
Exhibit 2-2	Appraisal: Number of Properties Appraised, 2024
Exhibit 2-3	Appraisal: Other Real Estate Activities of Appraisal Specialists
Exhibit 2-4	Brokerage: Agency Relationships
Exhibit 2-5	Brokerage: Number of Transaction Sides or Commercial Deals, 2024
Exhibit 2-6	Brokerage: Number of Transaction Sides or Commercial Deals, by Experience, 2024
Exhibit 2-7	Median Number of Transaction Sides or Commercial Deals, 2014–2024
Exhibit 2-8	Brokerage: Sales Volume, 2024
Exhibit 2-9	Brokerage: Sales Volume, by Experience, 2024
Exhibit 2-10	The Most Important Factor Limiting Potential Clients in Completing a Transaction
Exhibit 2-11	Brokerage: Websites Where REALTORS® Place Their Listings
Exhibit 2-12	Property Management: Types of Properties Managed
Exhibit 2-13	Property Management: Number of Properties Managed
Exhibit 2-14	Property Management: Management Functions Performed
Exhibit 2-15	Hours Worked per Week
Exhibit 2-16	Repeat Business from Past Consumers and Clients, by Experience, 2024
Exhibit 2-17	Business Through Referrals from Past Consumers and Clients, by Experience, 2024
Exhibit 2-18	Business Through Paid Third Party Lead Generation, by Experience, 2024
Exhibit 2-19	Sources of Non-Client Referrals, by Specialty, 2024
Exhibit 2-20	Business Through Non-Personal Referrals, by Experience, 2024
Exhibit 2-21	Business Through In-Person Open Houses or Virtual Tours, 2024

List of Exhibits

CHAPTER 3: Income and Expenses of REALTORS®

- Exhibit 3-1 Total Real Estate Expenses, 2024
- Exhibit 3-2 Annual Income of REALTORS®, 2024
- Exhibit 3-3 Annual Income of REALTORS®, by Main Function, 2024
- Exhibit 3-4 Annual Income of REALTORS®, by Experience, 2024

CHAPTER 4: Office and Firm Affiliations of REALTORS®

- Exhibit 4-1 Firm Affiliation, by License Type and Function
- Exhibit 4-2 REALTOR® Affiliation with Firms
- Exhibit 4-3 Tenure of REALTORS® at Their Present Firm
- Exhibit 4-4 Broker Ownership Interest, 2024
- Exhibit 4-5 Benefits Received Through Firm, Family, or Pays Out of Pocket
- Exhibit 4-6 Worked for a Firm that Was Bought or Merged
- Exhibit 4-7 REALTORS® Changing Firms Due to Consolidation
- Exhibit 4-8 Change in Compensation Resulting from Merger
- Exhibit 4-9 Real Estate Teams
- Exhibit 4-10 Tenure Of REALTORS® on Real Estate Team
- Exhibit 4-11 Number of Licensed Real Estate Team Members

CHAPTER 5: Technology and REALTORS®

- Exhibit 5-1 Frequency of Use of Communications and Technology Products
- Exhibit 5-2 Frequency of Use of Smartphone Features
- Exhibit 5-3 Frequency of Use of Business Software
- Exhibit 5-4 Preferred Method of Communication with Clients
- Exhibit 5-5 REALTOR'S® Firm Web Presence
- Exhibit 5-6 REALTORS® With Websites, by License and Function
- Exhibit 5-7 Information on REALTOR® Websites
- Exhibit 5-8 Active Use of Social or Professional Networking Websites
- Exhibit 5-9 Use of Drones in Real Estate Business or Office
- Exhibit 5-10 Customer Inquiries Generated from Website, 2024
- Exhibit 5-11 Median Customer Inquiries and Business Generated from REALTOR® Website and Social Media, 2024
- Exhibit 5-12 Median Customer Inquiries and Business Generated from REALTOR® Website by Amount Spent to Maintain, 2024

CHAPTER 6: Demographic Characteristics of REALTORS®

- Exhibit 6-1 Gender of REALTORS®, by Age
- Exhibit 6-2 Gender of REALTORS®, by Experience
- Exhibit 6-3 Gender of REALTORS®, by Function
- Exhibit 6-4 Age of REALTORS®, 2015–2025
- Exhibit 6-5 Age of REALTORS®, by Function

List of Exhibits

Exhibit 6-6	Age of REALTORS®, by Real Estate Experience
Exhibit 6-7	Formal Education of REALTORS®
Exhibit 6-8	Formal Education of REALTORS®
Exhibit 6-9	Prior Full-Time Careers of REALTORS®
Exhibit 6-10	Prior Full-Time Career of REALTORS®, by Real Estate Experience
Exhibit 6-11	Marital Status of REALTORS®
Exhibit 6-12	Size of REALTOR® Households, by Age
Exhibit 6-13	Racial and Ethnic Distribution of REALTORS®, by Real Estate Experience
Exhibit 6-14	Size of REALTOR® Households, by Age
Exhibit 6-15	Sexual Orientation of REALTORS®, by Real Estate Experience
Exhibit 6-16	Gross Household Income of REALTORS®, by Real Estate Experience, 2024
Exhibit 6-17	Real Estate Is Primary Source of Income for Household
Exhibit 6-18	Homeownership of REALTORS®, by Real Estate Experience
Exhibit 6-19	Own Secondary Property
Exhibit 6-20	Real Estate Investments of REALTORS®
Exhibit 6-21	Volunteers in Community, by Real Estate Experience
Exhibit 6-22	Language Fluency of REALTORS®, by Real Estate Experience
Exhibit 6-23	Country of Birth of REALTORS®, by Real Estate Experience
Exhibit 6-24	Self or Spouse/Partner Is Active Military or Veteran



The National Association of REALTORS® is America's largest trade association, representing more than 1.4 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

©2025 National Association of REALTORS®
All Rights Reserved.
May not be reprinted in whole or in part without
permission of the National Association of REALTORS®.
For reprint information, contact data@nar.realtor.