

2026 MEMBER PROFILE



**NATIONAL
ASSOCIATION OF
REALTORS®**

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

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Introduction

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

For the last three and a half years, the housing market has been suppressed by lower home sales. The volume of existing-home sales continues to be just over 4 million units, which is the lowest level since 1995. The housing market continues to be divided between repeat buyers with housing equity who can easily make housing trades and first-time buyers who are struggling to save for a down payment and purchase a home.

While new existing-home inventory is entering 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 (27%), the lack of inventory (12%), and difficulty finding the right property (11%) as the top factors limiting potential clients.

The median years of experience in real estate increased slightly to 13 years, as seasoned professionals remain in the industry and seek opportunities. Those with established businesses have a higher share of referrals and repeat clients as a customer base. There is constant churn in the real estate industry given the business's dynamic nature. Fifteen percent of members had two years or less of experience, while 23 percent had been in the industry for 26 or more years. Seventy-five percent of REALTORS® are very certain they will remain in the market for two more years.

As the industry and business practices evolve, the Member Profile continues to evolve as a report. In past iterations of the report, sales volume and the number of transaction sides were asked for purely as straightforward questions. In this year's survey, members were asked about both their individual and team transaction sides and sales volume. Twenty-one percent of REALTORS® worked as part of a team with a median of four team members. Individually in 2025, the typical agent had nine transaction sides. As a team in 2025, REALTORS® typically had 32 transaction sides. Individually, the

median sales volume for brokerage specialists was \$2.5 million in 2025. As a team in 2025, the median sales volume for brokerage specialists was \$17.5 million.

New members entering the field can be identified by differences in income across experience and function. Sixty-two percent of members who have two years or less of experience made less than \$10,000 in 2025 compared to 45 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 \$88,500 compared to REALTORS® with 2 years of experience or less, who had a median gross income of \$8,000. REALTORS® total expenses increased to \$9,530 from \$8,010 in 2024. The biggest expense continues to be one's vehicle.

The typical member was an independent contractor affiliated with an independent company catering to local markets. REALTORS® have frequently had careers in other fields prior to real estate, the most common being sales and retail, followed by management, business, and finance. 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 2026 survey.



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%	27%	45%
GROSS PERSONAL INCOME					
Less than \$10,000	19%	62%	21%	11%	8%
\$10,000 to \$24,999	11%	15%	16%	10%	8%
\$25,000 to \$49,999	16%	13%	22%	17%	15%
\$50,000 to \$99,999	21%	7%	22%	25%	25%
\$100,000 to \$149,999	13%	2%	10%	17%	16%
\$150,000 or more	20%	2%	10%	19%	29%
WILL REMAIN ACTIVE AS A REAL ESTATE PROFESSIONAL DURING THE NEXT TWO YEARS					
Very certain	75%	74%	78%	75%	73%
Somewhat certain	17%	20%	16%	16%	17%
Not certain	8%	6%	7%	9%	9%
BUSINESS ACTIVITY					
Brokerage: Individual median number of transactions†	9	2	6	10	10
Brokerage: Individual median sales volume (millions)	\$2.7	\$.33	\$1.8	\$3.3	\$2.9
Median hours worked per week	35	30	30	40	40
Percent of repeat business from past consumers and clients (median)	28%	0%	10%	28%	49%
Percent of business through referrals from past consumers and clients (median)	22%	0%	15%	23%	32%
AFFILIATION WITH FIRM					
Independent Contractor	86%	92%	95%	90%	79%
Employee	5%	5%	1%	3%	8%
Other	9%	4%	4%	6%	13%
Tenure at firm (median years)	6	1	3	6	14
DEMOGRAPHICS					
AGE					
39 or younger	13%	35%	28%	11%	*
40 to 59	44%	57%	53%	55%	29%
60 or older	44%	8%	19%	34%	70%
Median age	57	45	47	55	65
Education: bachelor's degree or higher	52%	49%	58%	55%	50%
Have a website	26%	70%	73%	78%	72%
Real estate is only occupation	73%	48%	64%	75%	83%
Gross household income (median)	\$141,100	\$95,300	\$123,800	\$150,000	\$160,000
Real estate is primary source of income for household	48%	27%	33%	47%	59%
Homeownership rate	86%	68%	78%	88%	93%
Voted in the last national election	93%	82%	87%	95%	97%

* Less than 1 percent

† Both residential and commercial. Does not include team transactions.

Highlights

Business Characteristics of REALTORS®

- Sixty-two percent of members hold sales agent licenses (down slightly from 64 percent last year), 24 percent hold broker licenses, and 16 percent hold broker associate licenses.
- The typical REALTOR® had 13 years of experience, up from 12 last year.
- Seventeen percent of members had at least one personal assistant.
- REALTORS® most often reported their primary specialty as residential brokerage at 76 percent.
- Seventy-five percent of REALTORS® were very certain they will remain active as a real estate professional for the next two years.

Business Activity of REALTORS®

- Individually in 2025, the typical agent had nine transaction sides.
- Individually, the median sales volume for brokerage specialists was \$2.7 million in 2025.
- As a team in 2025, REALTORS® typically had 32 transaction sides.
- As a team in 2025, the median sales volume for brokerage specialists was \$17.5 million.
- At 27 percent, housing affordability continued to surpass lack of inventory and the difficulty finding the right property as the most important factor limiting potential clients from making a purchase.
- The median number of properties managed by property managers increased from 32 properties in 2024 to 50 properties in 2025.
- The typical REALTOR® worked 35 hours per week in 2025, the same as last year.
- The typical REALTOR® earned 28 percent of their business from repeat clients and customers, and 22 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 \$59,200 in 2025, a slight increase from \$58,100 in 2024.
- REALTORS® with 16 years or more experience had a median gross income of \$88,500—up from \$78,900 in 2024—compared to REALTORS® with two years or less experience, who had a median gross income of \$8,000, down slightly from \$8,100 in 2024.
- The total median business expenses were \$9,530 in 2025, an increase from \$8,010 in 2024.

- The largest expense category for most REALTORS® was vehicle expenses, which were \$1,580.

Office and Firm Affiliation of REALTORS®

- Fifty-three percent of REALTORS® are affiliated with an independent company.
- Eighty-six percent of REALTORS® are independent contractors at their firms.
- The median tenure for REALTORS® with their current firm was six years, the same as last year.
- Fifty percent of brokers had some ownership interest in their firm, and 35 percent reported having sole ownership of their firm, a decrease from 41 percent last year.
- Twenty-one percent of REALTORS® were part of a real estate team. Real estate teams typically had four members.

Technology & REALTORS®

- Ninety-six percent of REALTORS® reported using a smartphone daily or nearly every day. Among smartphone features, 93 percent reported using email daily or nearly every day, 55 percent use social media apps, and 52 percent use GPS daily.
- REALTORS® most often communicate with current clients via text messaging (94 percent), telephone (90 percent), and e-mail (87 percent).
- Seventy-three percent of REALTORS® reported having a website for business use.
- REALTORS®' websites typically included their own property listings (82 percent), information about the home buying and selling process (70 percent), and a link to their firm's website (62 percent).
- For professional use, REALTORS® were typically most active on Facebook, Instagram, and LinkedIn.

Demographic Characteristics of REALTORS®

- The typical REALTOR® was a 57-year-old white female who attended college and was a homeowner.
- Sixty-six percent of all REALTORS® were female, up from 63 percent last year.
- Fifteen 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-three percent of REALTORS® said that real estate was their only occupation; 27 percent had another income source.
- The majority of REALTORS®—86 percent—own their primary residence, and 41 percent own a secondary property.

CHAPTER 1

Business Characteristics of REALTORS®



The majority of REALTORS® are sales agents who generally specialize in residential brokerage. The most common secondary specialty areas for members are relocation, residential property management, and commercial brokerage.

The typical member has 13 years of experience in the field of real estate, up from 12 years last year. In the 2026 survey, 11 percent of members had one year or less of experience compared to 10 percent the year before. Twenty-three percent of

members have more than 25 years of experience, up from 21 percent in 2025.

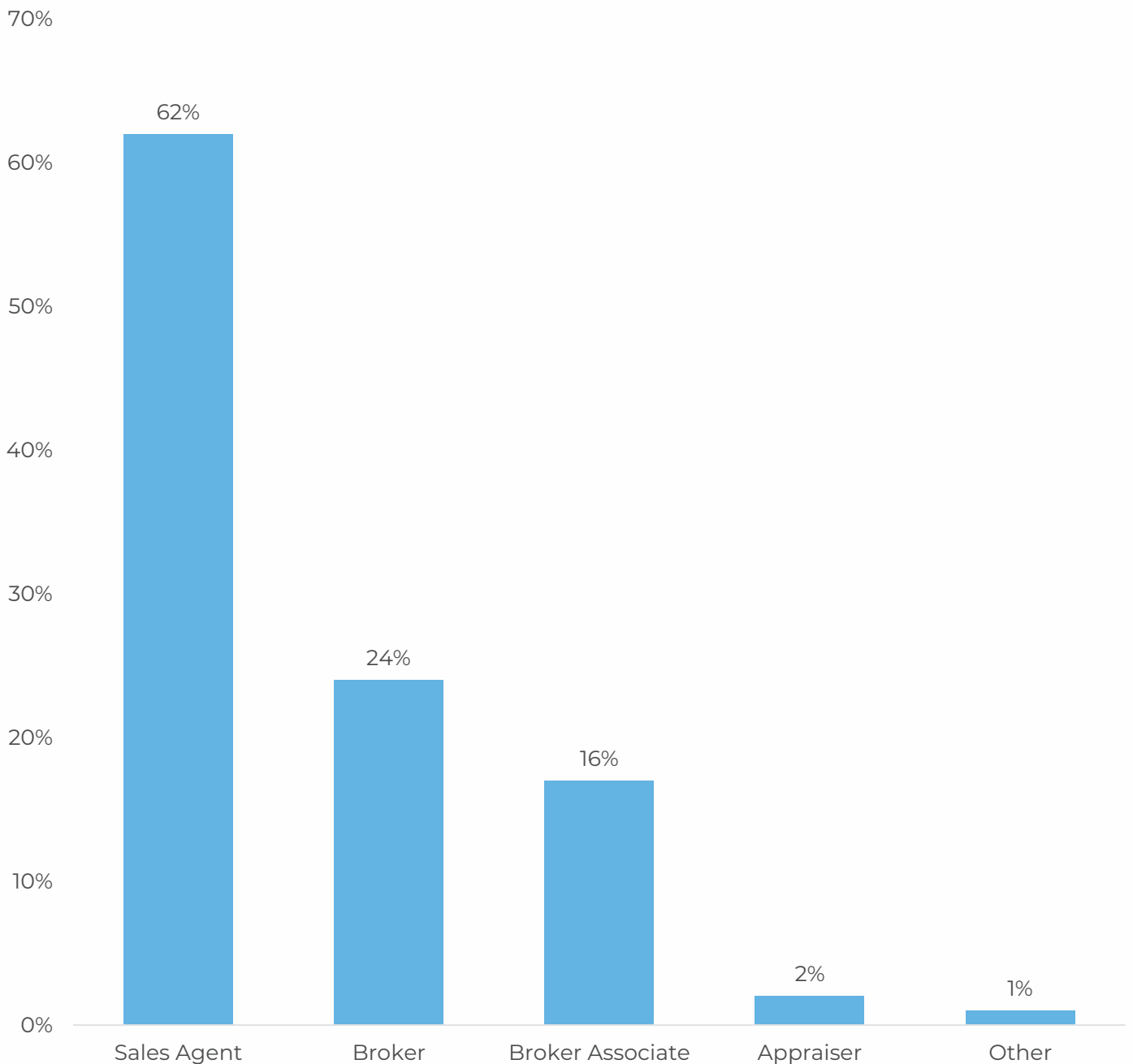
While just 17 percent of REALTORS® have personal assistants, the use of personal assistants is more common among broker-owners and broker associates. Looking forward, 75 percent of REALTORS® report that they are very certain they will remain in the business, up slightly from 74 percent last year.

Chapter 1: Business Characteristics of REALTORS®

REALTORS® Function and Specialty Area

Exhibit 1-1 REALTORS® by Type of License
(Percentage of Respondents)

Sixty-two percent of members hold sales agent licenses (down slightly from 64 percent last year), 24 percent hold broker licenses, and 16 percent hold broker associate licenses.



Chapter 1: Business Characteristics of REALTORS®

REALTORS® Function and Specialty Area

Exhibit 1-2 Specialty and Main Function of REALTORS®
(Percentage Distribution)

Seventy-six percent of members specialize in residential brokerage, an increase of six percent from last year. The typical REALTOR® mainly functions as a sales agent, at 68 percent.

	ALL REALTORS®	
	2026 SURVEY	2025 SURVEY
PRIMARY REAL ESTATE SPECIALTY		
Residential brokerage	76%	70%
Property management	5%	5%
Relocation	3%	3%
Commercial brokerage	2%	2%
Counseling	2%	2%
Residential appraisal	1%	2%
Land/Development	1%	2%
Commercial appraisal	*	*
Other specialties	10%	15%
MAIN FUNCTION		
Sales agent	68%	70%
Broker-owner (with selling)	12%	12%
Associate broker	11%	11%
Manager	4%	3%
Appraiser	1%	2%
Broker-owner (without selling)	1%	1%
Other	1%	3%

* Less than 1 percent

Chapter 1: Business Characteristics of REALTORS®

REALTORS® Function and Specialty Area

Exhibit 1-3 Primary Business Specialty of Broker/Broker Associate Licensees, 2016–2026
(Percentage Distribution)

Brokers and Broker Associates tend to be involved in more business specialties than other types of licensees, such as property management (7%) and commercial brokerage (3%). They are also more likely than sales agents to specialize primarily in residential brokerage, at 83 percent.

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Residential brokerage	84%	82%	82%	83%	83%	84%	83%	80%	84%	81%	83%
Property management	5%	6%	6%	6%	5%	5%	5%	7%	5%	5%	7%
Commercial brokerage	3%	4%	3%	2%	3%	3%	3%	2%	3%	3%	3%
Relocation	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%
Land/Development	2%	1%	2%	2%	1%	1%	2%	2%	2%	2%	1%
Counseling	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Appraising	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
International	1%	*	*	*	*	*	*	*	*	*	*
Other	3%	3%	4%	3%	3%	4%	3%	4%	3%	4%	2%

* Less than 1 percent

Chapter 1: Business Characteristics of REALTORS®

REALTORS® Function and Specialty Area

Exhibit 1-4 Primary Business Specialty of Sales Agent Licensees, 2016–2026
(Percentage Distribution)

Sales agents are more likely than others to specialize in relocation at four percent. The most common primary specialty was residential brokerage (72%), up seven percent from last year. Fourteen percent of sales agents had other specialties.

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Residential brokerage	84%	82%	82%	83%	83%	84%	83%	80%	84%	65%	72%
Relocation	2%	2%	2%	2%	2%	2%	2%	2%	1%	4%	4%
Property management	5%	6%	6%	6%	5%	5%	5%	7%	5%	4%	4%
Commercial brokerage	3%	4%	3%	2%	3%	3%	3%	2%	3%	1%	2%
Counseling	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%
Land/Development	2%	1%	2%	2%	1%	1%	2%	2%	2%	2%	1%
Appraising	1%	1%	1%	1%	1%	1%	1%	2%	1%	*	*
International	1%	*	*	*	*	*	*	*	*	1%	*
Other	3%	3%	4%	3%	3%	4%	3%	4%	3%	20%	14%

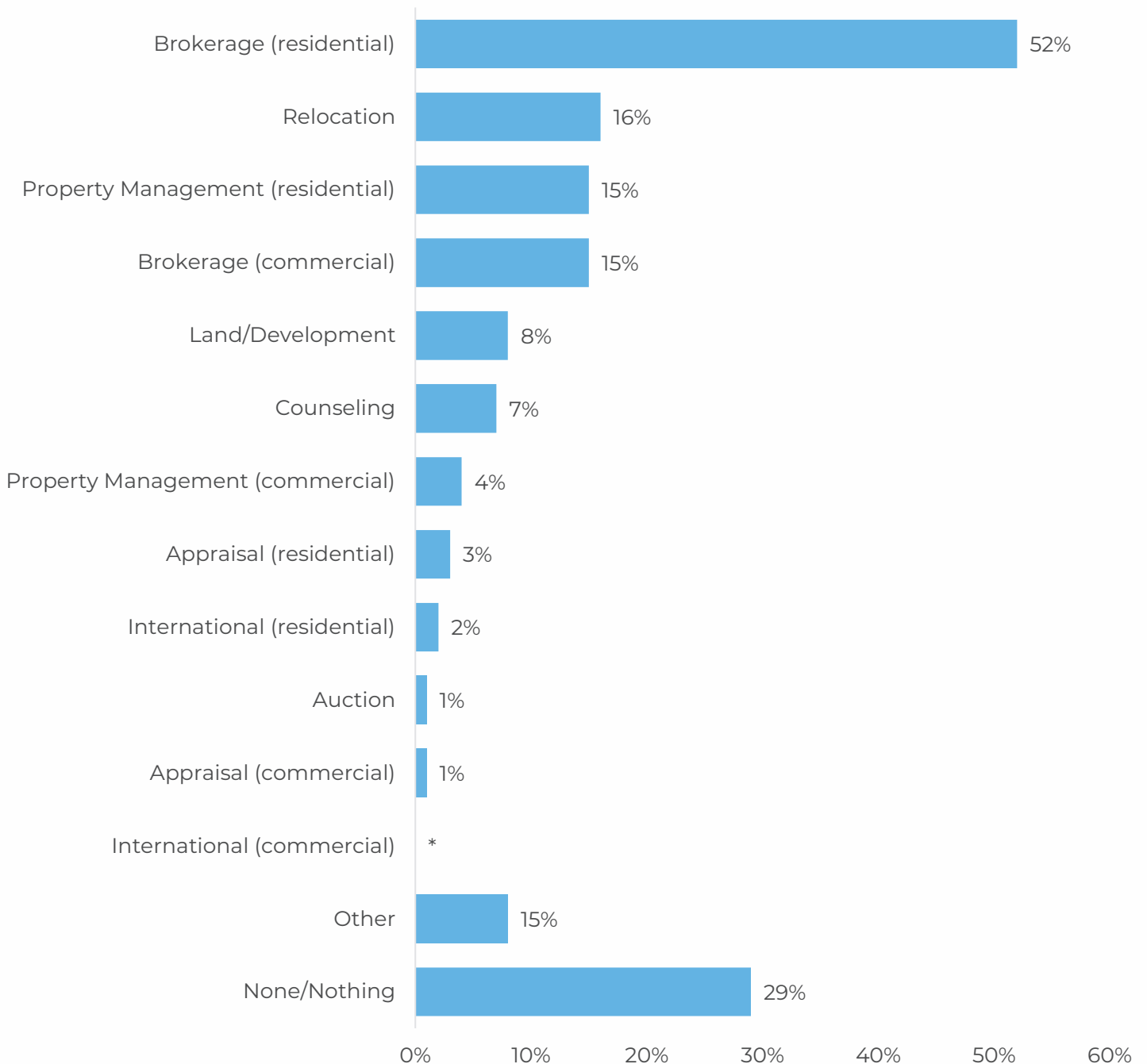
* Less than 1 percent

Chapter 1: Business Characteristics of REALTORS®

REALTORS® Function and Specialty Area

Exhibit 1-5 Secondary Business Specialty of REALTORS®
(Percent of Respondents)

The most common secondary specialty areas for members are relocation, residential property management, and commercial brokerage. REALTORS® also cited a focus on other specialties at 15 percent. Twenty-nine percent of members do not practice a secondary specialty area.



* Less than 1 percent

Chapter 1: Business Characteristics of REALTORS®

REALTORS® Function and Specialty Area

Exhibit 1-6 Real Estate Experience of REALTORS® (Percentage Distribution)

The typical member has 13 years of real estate experience, up from 12 last year. The share of REALTORS® with less than one year of experience was 11 percent, a slight increase from 10 percent in 2025. Twenty-three percent of members have more than 25 years of experience, up from 21 percent last year.

	ALL REALTORS®	
	2026 SURVEY	2025 SURVEY
1 year or less	11%	10%
2 years	4%	5%
3 years	4%	5%
4 years	3%	4%
5 years	5%	4%
6 to 10 years	15%	17%
11 to 15 years	11%	9%
16 to 25 years	23%	25%
26 to 39 years	15%	14%
40 or more years	8%	7%
Median (years)	13	12

Chapter 1: Business Characteristics of REALTORS®

Personal Assistants

Exhibit 1-7 Number of Personal Assistants
(Percentage Distribution)

Seventeen percent of REALTORS® have personal assistants, a slight increase from 16 percent last year. The use of personal assistants is more common among broker-owners, associate brokers, and managers who sell.

	MAIN FUNCTION IN FIRM							
	ALL REALTORS®	BROKER-OWNER (WITHOUT SELLING)	BROKER-OWNER (WITH SELLING)	ASSOCIATE BROKER	MANAGER (WITHOUT SELLING)	MANAGER (WITH SELLING)	SALES AGENT	OTHER
None	83%	74%	56%	73%	82%	77%	88%	76%
One	12%	12%	29%	24%	18%	*	9%	11%
Two	4%	*	13%	3%	*	23%	2%	7%
Three or more	1%	14%	3%	*	*	*	1%	5%

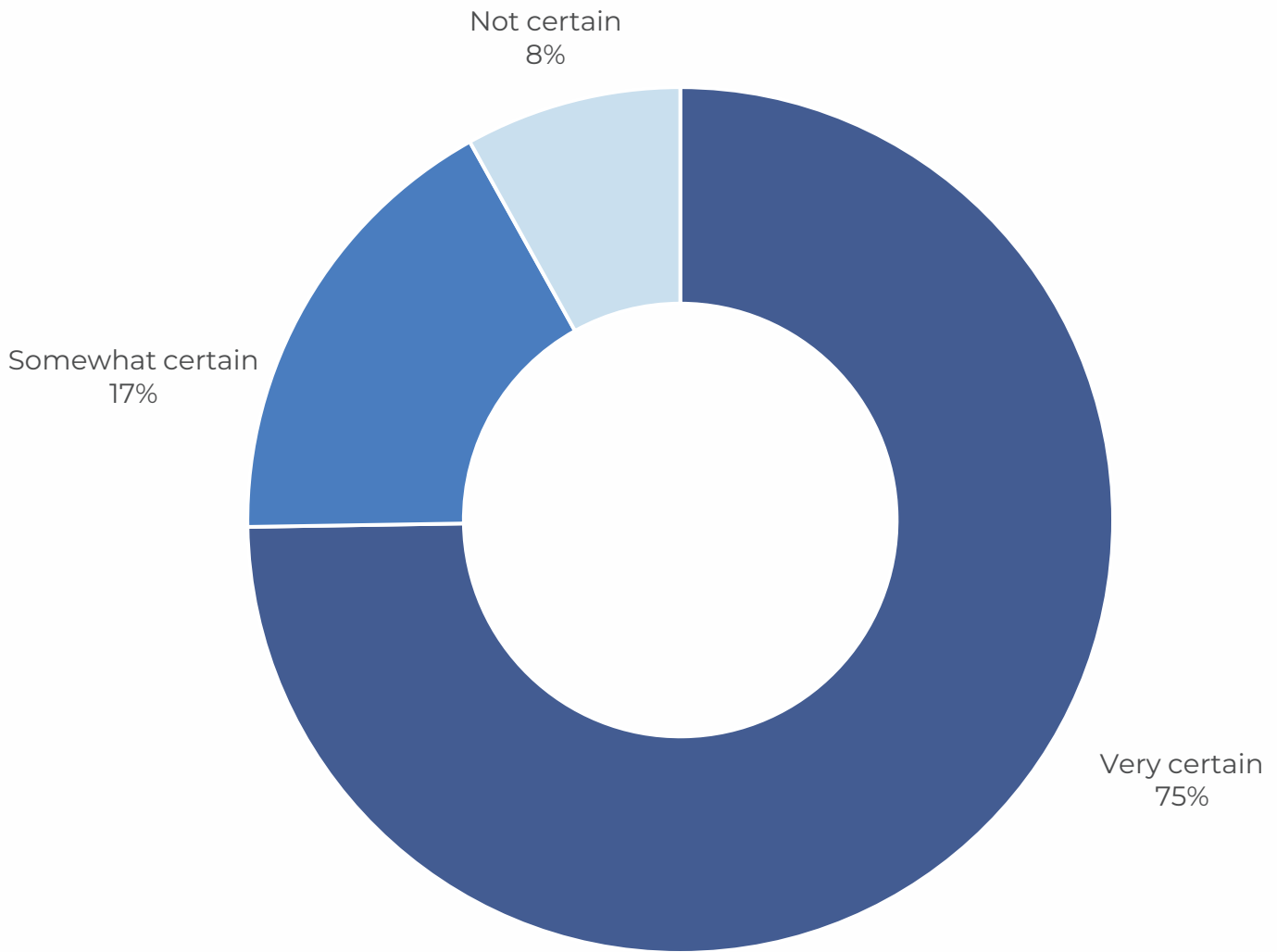
* Less than 1 percent

Chapter 1: Business Characteristics of REALTORS®

Future Plans

Exhibit 1-8 Will Remain Active as a Real Estate Professional During the Next Two Years
(Percentage Distribution)

Seventy-five percent of members were very certain they will remain in the business for two more years, which is slightly higher than 74 percent last year.



CHAPTER 2

Business Activity of REALTORS®



Individually, the typical member had a 2025 sales volume was \$2.7 million, with slightly fewer transactions than 2024. As a team in 2025, REALTORS® typically had 32 transaction sides.

REALTORS® cited housing affordability as the top factor that may be limiting a client from completing a transaction again this year. REALTORS® also cited a lack of inventory and difficulty finding the right

property as factors limiting potential clients' ability to complete a transaction.

The typical REALTOR® worked 35 hours per week in 2025, the same as last year. Repeat business and referrals continue to be vital sources of business for members, providing a median of 28 percent and 22 percent, respectively.

Chapter 2: Business Activity of REALTORS®

Appraisal Specialists

Exhibit 2-1 Appraisal: Types of Properties Appraised
(Percent of Respondents, Appraisal Specialists only)

Ninety-four percent of appraisal specialists appraised residential properties with one to four units, 24 percent appraised agricultural land and farms, 21 percent appraised commercial properties, and 19 percent appraised industrial properties.

	2026 SURVEY
Residential (1 to 4 units)	94%
Agricultural land and farms	24%
Commercial (retail, office, shopping centers, etc.)	21%
Industrial (manufacturing, warehouses, etc.)	19%
Residential (5 or more units)	11%
Institutional (hospitals, schools, etc.)	10%
Other	6%

Exhibit 2-2 Appraisal: Number of Properties Appraised, 2025
(Percentage Distribution, Appraisal Specialists only)

The typical specialist appraised 155 in 2025 —up from 135 properties in 2024.

	ALL APPRAISAL SPECIALISTS		RESIDENTIAL APPRAISAL SPECIALISTS
	IN 2025	IN 2024	
24 or fewer	*	6%	*
25 to 49	*	17%	*
50 to 99	22%	20%	17%
100 to 199	37	25%	46%
200 to 299	20%	15%	25%
300 to 399	14%	10%	8%
400 or more	7%	8%	4%
Median (properties)	155	135	154

* Less than 1 percent

Chapter 2: Business Activity of REALTORS®

Appraisal Specialists

Exhibit 2-3 Appraisal: Other Real Estate Activities of Appraisal Specialists
(Percent of Respondents, Appraisal Specialists only)

Thirty percent of appraisal specialists had a secondary specialty in commercial appraisal, and 13 percent had a secondary specialty in counseling.

	ALL APPRAISAL SPECIALISTS	RESIDENTIAL APPRAISAL SPECIALISTS
Residential appraisal	80%	84%
Commercial appraisal	30%	17%
Counseling	13%	8%
Residential brokerage	10%	11%
Commercial brokerage	5%	4%
Residential property management	5%	5%
Relocation	3%	4%
Commercial property management	2%	*
Land/development	2%	2%
Auction	1%	1%
International	*	*
None	14%	16%
Other	9%	7%

* Less than 1 percent

† Both residential and commercial

Chapter 2: Business Activity of REALTORS®

Brokerage Specialists

Exhibit 2-4 Brokerage: Agency Relationships
(Percent Distribution, Brokerage Specialists only)

Forty-three percent of REALTORS® practiced single-agency, while 29 percent practiced buyer and seller agency with disclosed dual agency, and seven percent practiced transactional agency.

	RESIDENTIAL SPECIALISTS				
	ALL REALTORS®	ALL	BROKER/ BROKER ASSOCIATE	SALES AGENT	COMMERCIAL SPECIALISTS
Single agency (representation of buyer or seller but not both in same transaction)	43%	44%	41%	46%	26%
Buyer agency and seller agency with disclosed dual agency for in- company transactions	29%	28%	31%	26%	34%
Transactional agency	11%	10%	9%	12%	13%
Seller agency exclusively	9%	9%	10%	7%	15%
Buyer agency exclusively	7%	7%	5%	8%	5%
Other	2%	2%	3%	1%	6%

Chapter 2: Business Activity of REALTORS®

Brokerage Specialists

Exhibit 2-5 Brokerage: Number of Individual Transaction Sides or Commercial Deals, 2025
(Percent Distribution, Brokerage Specialists only)

Individually in 2025, the typical agent had nine transaction sides. Thirty-three percent of all members reported having at least one commercial transaction side. Members who were residential specialists typically had nine transaction sides, and commercial specialists typically had 11 transaction sides in 2025. Those who were commercial specialists reported that five of their transaction sides were residential and six were commercial.

	ALL REALTORS®	
	RESIDENTIAL SIDES	COMMERCIAL SIDES
0 transactions	6%	67%
1 to 5 transactions	30%	28%
6 to 10 transactions	23%	3%
11 to 15 transactions	17%	1%
16 to 20 transactions	8%	1%
21 to 50 transactions	15%	1%
51 transactions or more	2%	*
Median (transactions)	9	0

	RESIDENTIAL SPECIALISTS					
	ALL		BROKER/BROKER ASSOCIATE		SALES AGENT	
	RESIDENTIAL SIDES	COMMERCIAL SIDES	RESIDENTIAL SIDES	COMMERCIAL SIDES	RESIDENTIAL SIDES	COMMERCIAL SIDES
0 transactions	6%	70%	4%	66%	7%	74%
1 to 5 transactions	29%	27%	25%	31%	33%	24%
6 to 10 transactions	23%	2%	21%	3%	24%	1%
11 to 15 transactions	17%	*	18%	*	17%	*
16 to 20 transactions	8%	*	9%	*	8%	*
21 to 50 transactions	15%	*	19%	*	11%	*
51 transactions or more	2%	*	4%	*	1%	*
Median (transactions)	9	0	10	0	8	0

	COMMERCIAL SPECIALISTS	
	RESIDENTIAL SIDES	COMMERCIAL SIDES
0 transactions	14%	8%
1 to 5 transactions	39%	39%
6 to 10 transactions	13%	24%
11 to 15 transactions	13%	9%
16 to 20 transactions	11%	4%
21 to 50 transactions	9%	13%
51 transactions or more	1%	4%
Median (transactions)	5	6

* Less than 1 percent

Chapter 2: Business Activity of REALTORS®

Brokerage Specialists

Exhibit 2-6 Brokerage: Number of Individual Transaction Sides or Commercial Deals, by Experience, 2025

(Percent Distribution, Brokerage Specialists only)

Individually, REALTORS® with two years or less of experience had a median of two transactions, compared to brokerage specialists with six years or more of experience, who had a median of 10 transactions.

	ALL REALTORS®	
	RESIDENTIAL SIDES	COMMERCIAL SIDES
0 transactions	6%	67%
1 to 5 transactions	30%	28%
6 to 10 transactions	23%	3%
11 to 15 transactions	17%	1%
16 to 20 transactions	8%	1%
21 to 50 transactions	15%	1%
51 transactions or more	2%	*
Median (transactions)	9	0

* Less than 1 percent

	REAL ESTATE EXPERIENCE			
	2 YEARS OR LESS		3 TO 5 YEARS	
	RESIDENTIAL SIDES	COMMERCIAL SIDES	RESIDENTIAL SIDES	COMMERCIAL SIDES
0 transactions	31%	89%	4%	77%
1 to 5 transactions	44%	11%	42%	20%
6 to 10 transactions	15%	*	22%	3%
11 to 15 transactions	6%	*	13%	*
16 to 20 transactions	2%	*	7%	*
21 to 50 transactions	2%	*	11%	*
51 transactions or more	*	*	1%	*
Median (transactions)	2	0	6	0

	REAL ESTATE EXPERIENCE			
	6 TO 15 YEARS		16 YEARS OR MORE	
	RESIDENTIAL SIDES	COMMERCIAL SIDES	RESIDENTIAL SIDES	COMMERCIAL SIDES
0 transactions	3%	68%	3%	59%
1 to 5 transactions	28%	25%	25%	35%
6 to 10 transactions	22%	4%	24%	3%
11 to 15 transactions	20%	1%	19%	1%
16 to 20 transactions	8%	1%	9%	*
21 to 50 transactions	16%	1%	17%	1%
51 transactions or more	3%	1%	2%	*
Median (transactions)	10	0	10	0

Chapter 2: Business Activity of REALTORS®

Brokerage Specialists

Exhibit 2-7 Brokerage: Number of Team Transaction Sides or Commercial Deals, 2025
(Percent Distribution, Brokerage Specialists only)

The typical real estate team had four members. As a team in 2025, REALTORS® typically had 32 transaction sides. Fifty-four percent of all members reported having at least one commercial transaction side as a team. Members who were residential specialists typically had 34 transaction sides as a team, while commercial specialists typically had 30. Those who were commercial specialists reported that 20 of their transaction sides were residential and 10 were commercial.

	ALL REALTORS®	
	RESIDENTIAL SIDES	COMMERCIAL SIDES
0 transactions	2%	46%
1 to 5 transactions	13%	37%
6 to 10 transactions	8%	9%
11 to 15 transactions	8%	1%
16 to 20 transactions	7%	3%
21 to 50 transactions	29%	3%
51 transactions or more	33%	1%
Median (transactions)	31	1

	RESIDENTIAL SPECIALISTS					
	ALL		BROKER/BROKER ASSOCIATE		SALES AGENT	
	RESIDENTIAL SIDES	COMMERCIAL SIDES	RESIDENTIAL SIDES	COMMERCIAL SIDES	RESIDENTIAL SIDES	COMMERCIAL SIDES
0 transactions	2%	48%	*	47%	4%	48%
1 to 5 transactions	13%	37%	9%	34%	16%	39%
6 to 10 transactions	8%	8%	11%	10%	6%	6%
11 to 15 transactions	9%	1%	11%	3%	7%	*
16 to 20 transactions	7%	3%	7%	4%	7%	1%
21 to 50 transactions	29%	3%	27%	1%	30%	4%
51 transactions or more	33%	*	36%	*	31%	*
Median (transactions)	33	1	37	1	30	1

	COMMERCIAL SPECIALISTS	
	RESIDENTIAL SIDES	COMMERCIAL SIDES
0 transactions	7%	12%
1 to 5 transactions	*	20%
6 to 10 transactions	23%	25%
11 to 15 transactions	*	*
16 to 20 transactions	29%	17%
21 to 50 transactions	39%	10%
51 transactions or more	3%	15%
Median (transactions)	20	10

* Less than 1 percent

Chapter 2: Business Activity of REALTORS®

Brokerage Specialists

Exhibit 2-8 Brokerage: Number of Team Transaction Sides or Commercial Deals, by Experience, 2025
(Percent Distribution, Brokerage Specialists only)

As a team, REALTORS® with two years of experience or less had a median of 21 transactions, compared to brokerage specialists with three to five years of experience, who had a median of 46 transactions.

	ALL REALTORS®	
	RESIDENTIAL SIDES	COMMERCIAL SIDES
0 transactions	2%	46%
1 to 5 transactions	13%	37%
6 to 10 transactions	8%	9%
11 to 15 transactions	8%	1%
16 to 20 transactions	7%	3%
21 to 50 transactions	29%	3%
51 transactions or more	33%	1%
Median (transactions)	31	1

* Less than 1 percent

	REAL ESTATE EXPERIENCE			
	2 YEARS OR LESS		3 TO 5 YEARS	
	RESIDENTIAL SIDES	COMMERCIAL SIDES	RESIDENTIAL SIDES	COMMERCIAL SIDES
0 transactions	2%	30%	3%	57%
1 to 5 transactions	37%	49%	19%	33%
6 to 10 transactions	6%	18%	2%	*
11 to 15 transactions	3%	*	*	*
16 to 20 transactions	6%	2%	6%	3%
21 to 50 transactions	16%	*	29%	5%
51 transactions or more	32%	*	41%	1%
Median (transactions)	20	1	46	0

	REAL ESTATE EXPERIENCE			
	6 TO 15 YEARS		16 YEARS OR MORE	
	RESIDENTIAL SIDES	COMMERCIAL SIDES	RESIDENTIAL SIDES	COMMERCIAL SIDES
0 transactions	3%	52%	2%	42%
1 to 5 transactions	7%	34%	5%	37%
6 to 10 transactions	3%	7%	13%	9%
11 to 15 transactions	9%	2%	14%	2%
16 to 20 transactions	6%	*	8%	6%
21 to 50 transactions	30%	2%	33%	4%
51 transactions or more	42%	3%	25%	*
Median (transactions)	40	0	26	1

Chapter 2: Business Activity of REALTORS®

Brokerage Specialists

Exhibit 2-9 Brokerage: Individual Sales Volume, 2025
(Percent Distribution, Brokerage Specialists only)

Individually, the median sales volume for brokerage specialists was \$2.7 million in 2025, an increase from \$2.5 million in 2024. Twenty-six percent had brokerage sales volumes under \$500,000, while 31 percent had transaction volumes above \$5 million. Commercial specialists typically had transaction volumes of \$3.9 million in 2025, while residential specialists had transaction volumes of \$2.4 million.

	ALL REALTORS®	RESIDENTIAL SPECIALISTS			COMMERCIAL SPECIALISTS
	IN 2025	ALL	BROKER/BROKER ASSOCIATE	SALES AGENT	
Less than \$500,000	26%	26%	21%	30%	15%
\$500,000 to under \$1 million	7%	7%	7%	7%	10%
\$1 to under \$1.5 million	7%	7%	5%	8%	6%
\$1.5 to under \$2 million	6%	6%	5%	6%	3%
\$2 to under \$3 million	10%	10%	11%	10%	3%
\$3 to under \$4 million	8%	8%	7%	8%	15%
\$4 to under \$5 million	7%	7%	8%	6%	4%
\$5 to under \$6 million	6%	6%	8%	5%	7%
\$6 to under \$7 million	5%	5%	6%	4%	7%
\$7 to under \$8 million	3%	3%	2%	3%	8%
\$8 to under \$10 million	5%	5%	5%	4%	3%
\$10 million or more	12%	12%	14%	9%	18%
\$10 to under \$14 million	5%	5%	6%	4%	3%
\$14 to under \$20 million	4%	4%	5%	3%	5%
\$20 million or more	3%	3%	3%	2%	10%
Median (millions)	\$2.7	\$2.4	\$3.1	\$1.9	\$3.9

Chapter 2: Business Activity of REALTORS®

Brokerage Specialists

Exhibit 2-10 Brokerage: Individual Sales Volume, by Experience, 2025
(Percent Distribution, Brokerage Specialists only)

Individually, REALTORS® with two years or less of experience typically had transaction volumes of \$330,000, while those with six to 15 years of experience had transaction volumes of \$3.3 million.

	REAL ESTATE EXPERIENCE				
	ALL REALTORS®	2 YEARS OR LESS	3 TO 5 YEARS	6 TO 15 YEARS	16 YEARS OR MORE
Less than \$500,000	26%	64%	28%	20%	21%
\$500,000 to under \$1 million	7%	7%	9%	6%	8%
\$1 to under \$1.5 million	7%	9%	8%	7%	6%
\$1.5 to under \$2 million	6%	5%	8%	5%	5%
\$2 to under \$3 million	10%	6%	14%	9%	11%
\$3 to under \$4 million	8%	3%	9%	9%	8%
\$4 to under \$5 million	7%	4%	8%	7%	8%
\$5 to under \$6 million	6%	1%	5%	8%	7%
\$6 to under \$7 million	5%	*	5%	6%	5%
\$7 to under \$8 million	3%	1%	3%	4%	3%
\$8 to under \$10 million	5%	1%	2%	5%	5%
\$10 to under \$14 million	5%	1%	1%	6%	6%
\$14 to under \$20 million	4%	*	2%	5%	4%
\$20 million or more	3%	*	1%	4%	3%
Median (millions)	\$2.7	\$.33	\$1.8	\$3.3	\$2.9

* Less than 1 percent

Chapter 2: Business Activity of REALTORS®

Brokerage Specialists

Exhibit 2-11 Brokerage: Team Sales Volume, 2025
(Percent Distribution, Brokerage Specialists only)

As a team in 2025, the median sales volume for brokerage specialists was \$17.5 million. Fifty-four percent had brokerage sales volumes at \$10 million or more. Commercial specialists typically had transaction volumes of \$21.0 million in 2025, while residential specialists had transaction volumes of \$11.9 million.

	ALL REALTORS®	RESIDENTIAL SPECIALISTS			COMMERCIAL SPECIALISTS
	IN 2025	ALL	BROKER/BROKER ASSOCIATE	SALES AGENT	
Less than \$500,000	8%	8%	6%	9%	*
\$500,000 to under \$1 million	3%	3%	4%	2%	*
\$1 to under \$1.5 million	4%	4%	4%	4%	*
\$1.5 to under \$2 million	3%	3%	4%	3%	*
\$2 to under \$3 million	6%	6%	7%	5%	10%
\$3 to under \$4 million	4%	4%	2%	5%	*
\$4 to under \$5 million	4%	4%	4%	3%	16%
\$5 to under \$6 million	4%	4%	5%	2%	7%
\$6 to under \$7 million	3%	3%	3%	3%	*
\$7 to under \$8 million	4%	4%	1%	5%	*
\$8 to under \$10 million	4%	4%	3%	5%	11%
\$10 million or more	54%	54%	56%	54%	55%
\$10 to under \$14 million	10%	9%	9%	10%	45%
\$14 to under \$20 million	13%	13%	15%	12%	*
\$20 million or more	31%	32%	32%	32%	10%
Median (millions)	\$17.5	\$11.9	\$13.9	\$13.6	\$21.0

* Less than 1 percent

Chapter 2: Business Activity of REALTORS®

Brokerage Specialists

Exhibit 2-12 Brokerage: Team Sales Volume, by Experience, 2025
(Percent Distribution, Brokerage Specialists only)

As a team in 2025, REALTORS® with two years or less of experience typically had transaction volumes of \$3.3 million, while those with six to 15 years of experience had transaction volumes of \$17.6 million.

	REAL ESTATE EXPERIENCE				
	ALL REALTORS®	2 YEARS OR LESS	3 TO 5 YEARS	6 TO 15 YEARS	16 YEARS OR MORE
Less than \$500,000	8%	21%	8%	1%	7%
\$500,000 to under \$1 million	3%	7%	4%	2%	2%
\$1 to under \$1.5 million	4%	9%	3%	1%	5%
\$1.5 to under \$2 million	3%	3%	2%	2%	4%
\$2 to under \$3 million	6%	9%	9%	5%	4%
\$3 to under \$4 million	4%	4%	3%	3%	4%
\$4 to under \$5 million	4%	*	2%	2%	6%
\$5 to under \$6 million	4%	2%	2%	6%	4%
\$6 to under \$7 million	3%	3%	*	1%	5%
\$7 to under \$8 million	4%	1%	6%	5%	3%
\$8 to under \$10 million	4%	*	4%	3%	6%
\$10 to under \$14 million	10%	8%	9%	11%	12%
\$14 to under \$20 million	13%	10%	12%	13%	15%
\$20 million or more	31%	25%	38%	46%	23%
Median (millions)	\$17.5	\$3.3	\$15.0	\$17.6	\$10.0

* Less than 1 percent

Chapter 2: Business Activity of REALTORS®

Brokerage Specialists

Exhibit 2-13 The Most Important Factor Limiting Potential Clients in Completing a Transaction
(Percent Distribution, Brokerage Specialists only)

At 27 percent, housing affordability continued to surpass lack of inventory and the difficulty finding the right property as the most important factor limiting potential clients from making a purchase. The expectation that mortgage rates might come down was the next most important reason residential specialists cited at 17 percent for broker/broker associates and 22 percent for sales agents.

	RESIDENTIAL SPECIALISTS		
	ALL REALTORS®	BROKER/BROKER ASSOCIATE	SALES AGENT
Housing Affordability	27%	27%	14%
Lack of inventory	12%	12%	5%
Difficulty in finding the right property	11%	11%	13%
Expectation that mortgage rates might come down	6%	17%	22%
Expectation that prices might fall further	6%	6%	1%
Low consumer confidence	4%	4%	14%
Difficulty in obtaining mortgage finance	4%	4%	17%
Ability to sell existing home	4%	4%	*
Ability to save for down payment	2%	2%	*
Concern about losing job	1%	1%	*
Other	5%	5%	5%
No factors are limiting potential clients	7%	7%	9%

* Less than 1 percent

Chapter 2: Business Activity of REALTORS®

Property Management

Exhibit 2-14 Property Management: Types of Properties Managed

(Percent of Respondents, Property Management Specialists only)

Eighty-eight percent of property managers managed single-family residential properties, 55 percent managed multi-family residential properties, and 25 percent managed office properties.

	ALL REALTORS®
Single-family residential	88%
Multi-family residential	55%
Office	25%
Retail	12%
Land	9%
Industrial	8%
Other	5%

Exhibit 2-15 Property Management: Number of Properties Managed

(Percentage Distribution, Property Management Specialists only)

The median number of properties managed by property managers increased from 32 properties in 2024 to 50 properties in 2025.

	ALL REALTORS®	
	IN 2025	IN 2024
1 to 5 properties	14%	25%
6 to 10 properties	18%	13%
11 to 20 properties	7%	7%
21 to 40 properties	7%	10%
41 to 60 properties	9%	12%
61 to 80 properties	2%	6%
81 to 100 properties	8%	7%
101 to 500 properties	30%	20%
501 properties or more	6%	1%
Median (properties)	50	32

Chapter 2: Business Activity of REALTORS®

Hours Worked Per Week

Exhibit 2-16 Hours Worked per Week
(Percentage Distribution)

The typical REALTOR® reported working 35 hours per week, the same as last year. Managers who sell reported working the most hours at 45 hours per week, while sales agents worked a median of 30 hours per week.

	LICENSED AS		
	ALL REALTORS®	BROKER/BROKER ASSOCIATE	SALES AGENT
Less than 20 hours	16%	12%	18%
20 to 39 hours	37%	32%	40%
40 to 59 hours	36%	42%	32%
60 hours or more	11%	14%	9%
Median (hours)	35	40	30

	MAIN FUNCTION IN FIRM						
	BROKER-OWNER (WITHOUT SELLING)	BROKER-OWNER (WITH SELLING)	ASSOCIATE BROKER	MANAGER (WITHOUT SELLING)	MANAGER (WITH SELLING)	SALES AGENT	APPRAISER
Less than 20 hours	25%	11%	14%	6%	1%	17%	10%
20 to 39 hours	21%	29%	38%	13%	21%	40%	24%
40 to 59 hours	38%	42%	35%	61%	60%	33%	51%
60 hours or more	15%	18%	12%	20%	18%	9%	15%
Median (hours)	40	40	35	45	45	30	40

Chapter 2: Business Activity of REALTORS®

Repeat Business and Referrals

Exhibit 2-17 Repeat Business from Past Consumers and Clients, by Experience, 2025
(Percentage Distribution)

The typical REALTOR® earned 28 percent of their business from past clients and customers, up from 20 percent last year. As expected, experienced REALTORS® reported a greater share of repeat business from clients or referrals; a median of 49 percent for those with 16 or more years of experience, compared to no repeat business for those with two years of experience or less.

	ALL REALTORS®	REAL ESTATE EXPERIENCE			
		2 YEARS OR LESS	3 TO 5 YEARS	6 TO 15 YEARS	16 YEARS OR MORE
None	20%	68%	29%	9%	7%
Less than 10%	12%	13%	21%	13%	8%
Up to 25%	17%	4%	21%	26%	16%
Up to 50%	18%	3%	13%	22%	21%
More than 50%	32%	6%	14%	30%	48%
Median	28%	0%	10%	28%	49%

Exhibit 2-18 Business Through Referrals from Past Consumers and Clients, by Experience, 2025
(Percentage Distribution)

The typical REALTOR® earned 22 percent of their business from referrals, up slightly from 21 percent last year. Referrals were also more common among REALTORS® with more experience (a median of 32 percent for those with 16 or more years of experience, compared to no referrals for those with two years or less).

	ALL REALTORS®	REAL ESTATE EXPERIENCE			
		2 YEARS OR LESS	3 TO 5 YEARS	6 TO 15 YEARS	16 YEARS OR MORE
None	17%	58%	20%	9%	7%
Less than 10%	13%	12%	22%	15%	11%
Up to 25%	24%	10%	24%	29%	27%
Up to 50%	18%	6%	15%	21%	22%
More than 50%	25%	9%	17%	26%	31%
Median	22%	0%	15%	23%	32%

Chapter 2: Business Activity of REALTORS®

Lead Generation and Non-Personal Referrals

Exhibit 2-19 Business Through Paid Third-Party Lead Generation, by Experience, 2025
(Percentage Distribution)

The typical REALTOR® did not receive any business through paid third-party lead generation, although 31 percent received at least some business through this method.

	ALL REALTORS®	REAL ESTATE EXPERIENCE			
		2 YEARS OR LESS	3 TO 5 YEARS	6 TO 15 YEARS	16 YEARS OR MORE
None	69%	72%	64%	62%	73%
Less than 10%	15%	9%	24%	19%	15%
Up to 25%	7%	5%	7%	10%	6%
Up to 50%	3%	3%	7%	4%	2%
More than 50%	4%	7%	6%	5%	2%
Median	0%	0%	0%	0%	0%

Exhibit 2-20 Sources of Non-Client Referrals, by Specialty, 2025
(Percent of Respondents)

Non-client referrals typically came from non-personal referrals at 28 percent, followed by community social media boards/groups at 17 percent.

	ALL REALTORS®	APPRAISAL		BROKERAGE		PROPERTY MANAGEMENT	
		RESIDENTIAL	COMMERCIAL	RESIDENTIAL	COMMERCIAL	RESIDENTIAL	COMMERCIAL
Non-personal referrals	28%	27%	51%	30%	35%	18%	26%
Community social media boards/groups	17%	11%	15%	17%	23%	17%	7%
Church and school groups	14%	7%	19%	15%	7%	15%	10%
Non-profit work in the community	10%	8%	3%	10%	19%	13%	10%
HOA or community groups	6%	1%	15%	6%	6%	9%	22%
Other	19%	22%	15%	19%	26%	15%	9%
Did not receive any non-personal referrals in 2025	33%	39%	34%	31%	18%	38%	31%

Chapter 2: Business Activity of REALTORS®

Lead Generation and Non-Personal Referrals

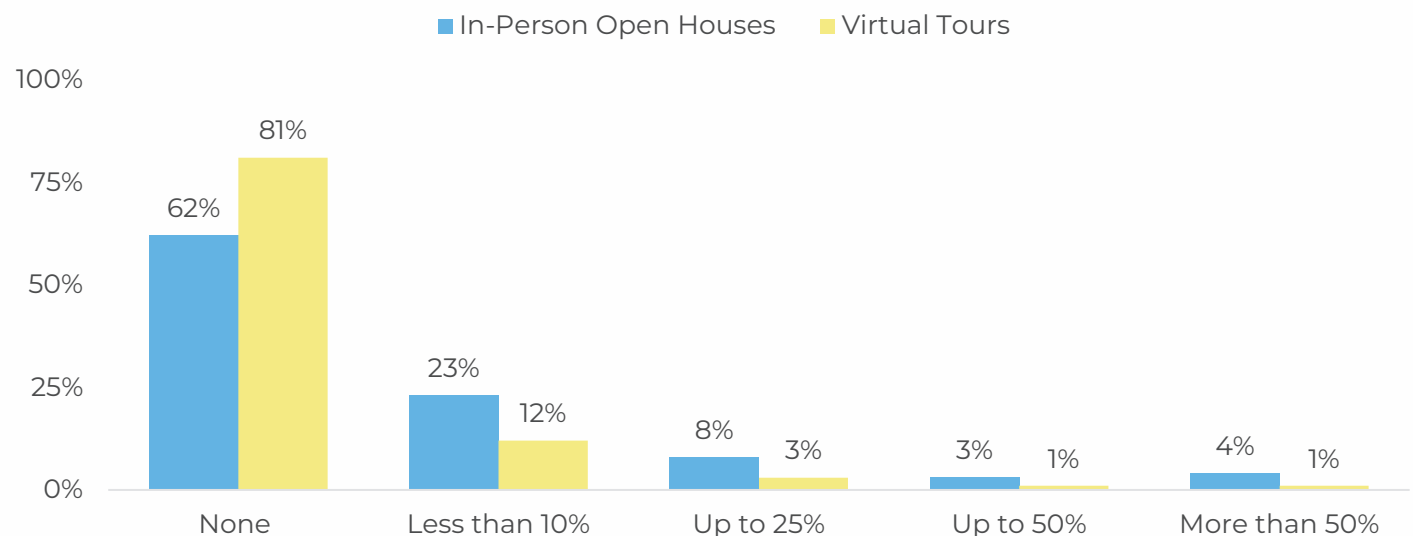
Exhibit 2-21 Business Through Non-Personal Referrals, by Experience, 2025
(Percentage Distribution)

The typical REALTOR® received none of their business from non-personal referrals, and this was highest among those with six to 15 years of experience, at a median of two percent.

	REAL ESTATE EXPERIENCE				
	ALL REALTORS®	2 YEARS OR LESS	3 TO 5 YEARS	6 TO 15 YEARS	16 YEARS OR MORE
None	52%	60%	49%	46%	53%
Less than 10%	26%	15%	22%	29%	30%
Up to 25%	12%	8%	15%	15%	11%
Up to 50%	4%	4%	7%	5%	2%
More than 50%	3%	6%	5%	3%	2%
Median	0%	0%	1%	2%	0%

Exhibit 2-22 Business Through In-Person Open Houses or Virtual Tours, 2025
(Percentage Distribution)

Twenty-three percent of REALTORS® received less than 10 percent of their 2025 business through in-person open houses, compared to 12 percent who received less than 10 percent of their business through virtual tours. Eighty-one percent of REALTORS® stated that none of their business came from virtual tours, and 62 percent said that none of their business came from in-person open houses.



CHAPTER 3

Income and Expenses of REALTORS®



The median gross income of REALTORS®—income earned from real estate activities—was \$59,200 in 2025, a slight increase from \$58,100 in 2024. Those who are licensed as sales agents typically reported a median income of \$41,700, unchanged from 2024.

Income was typically commensurate with experience. As REALTORS® gained a larger network of referrals, previous clients, and experience, their income generally rose. REALTORS® with 16 years or more experience had a median gross

income of \$88,500—up from \$78,900 in 2024—compared to REALTORS® with two years or less experience, who had a median gross income of \$8,000, a slight decrease from \$8,100 in 2024.

The total median business expenses were \$9,530 in 2025, an increase from \$8,010 in 2024. Brokers who sell had higher business expenses compared to managers. The largest expense category for most REALTORS® was vehicle expenses, similar to last year, which was \$1,580.

Chapter 3: Income and Expenses of REALTORS®

Business Expenses

Exhibit 3-1 Total Real Estate Expenses, 2025
(Percentage Distribution)

The total median business expenses were \$9,530 in 2025, an increase from \$8,010 in 2024. Brokers who didn't sell had higher business expenses compared to managers. The largest expense category for most REALTORS® was vehicle expenses, similar to last year, which was \$1,580.

MEDIANS	ALL REALTORS®	LICENSED AS		MAIN FUNCTION IN FIRM						
		BROKER/ BROKER ASSOCIATE	SALES AGENT	BROKER- OWNER (WITHOUT SELLING)	BROKER- OWNER (WITH SELLING)	ASSOCIATE BROKER	MANAGER (WITHOUT SELLING)	MANAGER (WITH SELLING)	SALES AGENT	APPRAISER
Total Real Estate Business Expenses	\$9,530	\$15,570	\$7,490	\$10,910	\$23,330	\$11,430	\$1,160	\$19,440	\$8,240	\$18,670
Administrative Expenses	\$1,010	\$1,250	\$890	\$1,140	\$1,500	\$1,130	\$0	\$960	\$970	\$2,100
Affinity/Referral Relationship Expenses	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Marketing of Services Expenses	\$950	\$1,170	\$870	\$540	\$1,330	\$1,110	\$0	\$1,960	\$940	\$0
Office Lease/Building Expenses	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Professional Development Expenses	\$890	\$970	\$860	\$600	\$950	\$930	\$0	\$1,230	\$880	\$980
Technology Products and Services Expenses	\$740	\$900	\$640	\$540	\$1,180	\$800	\$0	\$840	\$680	\$1,700
Business Use of Vehicle Expense	\$1,580	\$2,140	\$1,390	\$1,080	\$2,830	\$2,030	\$140	\$2,500	\$1,430	\$2,800
Marketing of Listings Expense	\$620	\$820	\$530	\$290	\$960	\$750	\$0	\$1,250	\$620	\$0
Professional Services Expense	\$460	\$760	\$310	\$440	\$1,050	\$560	\$0	\$710	\$350	\$1,220
In-Person Business Travel Expense	\$330	\$480	\$240	\$230	\$540	\$380	\$0	\$770	\$300	\$280
Virtual Meeting and Conferences Expense	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Business Organization Dues or Fees Expense	\$790	\$850	\$750	\$910	\$930	\$830	\$0	\$920	\$800	\$920
Lead Generation Expense	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Expenditures to maintain REALTOR® website	\$0	\$0	\$0	\$0	\$310	\$0	\$0	\$0	\$0	\$0
Expenditures on REALTOR® social media advertising	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

Chapter 3: Income and Expenses of REALTORS®

REALTOR® Income

Exhibit 3-2 Annual Income of REALTORS®, 2025
(Percentage Distribution)

The median gross income of REALTORS®—income earned from real estate activities—was \$59,200 in 2025, an increase from \$58,100 in 2024. Those who are licensed as sales agents typically reported a median income of \$41,700, the same as in 2024.

	ALL REALTORS®		BROKER/BROKER ASSOCIATE	SALES AGENT
	IN 2025	IN 2024		
GROSS INCOME: BEFORE TAXES AND EXPENSES				
Less than \$10,000	19%	21%	10%	26%
\$10,000 to \$24,999	11%	10%	8%	12%
\$25,000 to \$34,999	8%	6%	7%	8%
\$35,000 to \$49,999	8%	9%	7%	9%
\$50,000 to \$74,999	11%	12%	11%	11%
\$75,000 to \$99,999	10%	11%	13%	9%
\$100,000 to \$149,999	13%	12%	17%	11%
\$150,000 to \$199,999	7%	6%	9%	5%
\$200,000 to \$249,999	4%	4%	6%	3%
\$250,000 or more	9%	9%	13%	6%
Median	\$59,200	\$58,100	\$88,500	\$41,700
NET INCOME: AFTER TAXES AND EXPENSES				
Less than \$10,000	26%	27%	16%	33%
\$10,000 to \$24,999	13%	14%	11%	15%
\$25,000 to \$34,999	9%	8%	8%	9%
\$35,000 to \$49,999	10%	11%	10%	9%
\$50,000 to \$74,999	14%	12%	17%	12%
\$75,000 to \$99,999	10%	10%	12%	8%
\$100,000 to \$149,999	8%	7%	11%	6%
\$150,000 to \$199,999	4%	4%	7%	3%
\$200,000 to \$249,999	2%	2%	3%	1%
\$250,000 or more	4%	5%	6%	2%
Median	\$37,000	\$36,600	\$57,400	\$27,200

Chapter 3: Income and Expenses of REALTORS®

REALTOR® Income

Exhibit 3-3 Annual Income of REALTORS®, by Main Function, 2025
(Percentage Distribution)

Broker owners, managers, and appraisers had higher gross and net incomes than other groups.

	MAIN FUNCTION IN FIRM							
	ALL REALTORS®	BROKER-OWNER (WITHOUT SELLING)	BROKER-OWNER (WITH SELLING)	ASSOCIATE BROKER	MANAGER (WITHOUT SELLING)	MANAGER (WITH SELLING)	SALES AGENT	APPRAISER
GROSS INCOME: BEFORE TAXES AND EXPENSES								
Less than \$10,000	19%	12%	8%	13%	*	1%	23%	6%
\$10,000 to \$24,999	11%	19%	5%	10%	*	3%	12%	1%
\$25,000 to \$34,999	8%	7%	6%	8%	18%	3%	8%	9%
\$35,000 to \$49,999	8%	6%	7%	9%	8%	4%	9%	8%
\$50,000 to \$74,999	11%	4%	9%	11%	4%	11%	11%	8%
\$75,000 to \$99,999	10%	8%	11%	12%	12%	19%	9%	22%
\$100,000 to \$149,999	13%	*	19%	15%	42%	19%	12%	25%
\$150,000 to \$199,999	7%	4%	12%	7%	3%	12%	5%	5%
\$200,000 to \$249,999	4%	11%	6%	5%	9%	6%	4%	11%
\$250,000 or more	9%	30%	17%	10%	3%	22%	6%	5%
Median	\$59,200	\$81,300	\$110,500	\$72,700	\$109,500	\$123,700	\$46,700	\$95,500
NET INCOME: AFTER TAXES AND EXPENSES								
Less than \$10,000	26%	27%	13%	18%	6%	3%	32%	7%
\$10,000 to \$24,999	13%	16%	11%	16%	*	5%	14%	13%
\$25,000 to \$34,999	9%	*	6%	8%	26%	9%	10%	8%
\$35,000 to \$49,999	10%	3%	9%	9%	*	8%	10%	16%
\$50,000 to \$74,999	14%	11%	15%	18%	23%	21%	12%	8%
\$75,000 to \$99,999	10%	*	16%	10%	34%	17%	8%	26%
\$100,000 to \$149,999	8%	2%	12%	10%	3%	13%	7%	6%
\$150,000 to \$199,999	4%	*	9%	5%	9%	12%	3%	8%
\$200,000 to \$249,999	2%	3%	3%	2%	*	7%	2%	5%
\$250,000 or more	4%	37%	7%	5%	*	6%	2%	3%
Median	\$37,000	\$59,000	\$68,300	\$48,300	\$69,600	\$80,900	\$29,000	\$68,800

* Less than 1 percent

Chapter 3: Income and Expenses of REALTORS®

REALTOR® Income

Exhibit 3-4 Annual Income of REALTORS®, by Experience, 2025
(Percentage Distribution)

Income was typically commensurate with experience. As REALTORS® gained a larger network of referrals, previous clients, and experience, their income generally rose. REALTORS® with 16 years or more experience had a median gross income of \$88,500—up from \$78,900 in 2024—compared to REALTORS® with two years or less experience, who had a median gross income of \$8,000, comparable to 2024 (\$8,100).

	REAL ESTATE EXPERIENCE				
	ALL REALTORS®	2 YEARS OR LESS	3 TO 5 YEARS	6 TO 15 YEARS	16 YEARS OR MORE
GROSS INCOME: BEFORE TAXES AND EXPENSES					
Less than \$10,000	19%	62%	21%	11%	8%
\$10,000 to \$24,999	11%	15%	16%	10%	8%
\$25,000 to \$34,999	8%	6%	10%	7%	8%
\$35,000 to \$49,999	8%	7%	12%	10%	7%
\$50,000 to \$74,999	11%	5%	12%	14%	12%
\$75,000 to \$99,999	10%	2%	10%	11%	13%
\$100,000 to \$149,999	13%	2%	10%	17%	16%
\$150,000 to \$199,999	7%	1%	4%	7%	9%
\$200,000 to \$249,999	4%	1%	2%	3%	6%
\$250,000 or more	9%	*	3%	9%	14%
Median	\$59,200	\$8,000	\$38,800	\$71,400	\$88,500
NET INCOME: AFTER TAXES AND EXPENSES					
Less than \$10,000	19%	69%	30%	19%	14%
\$10,000 to \$24,999	11%	13%	20%	13%	12%
\$25,000 to \$34,999	8%	7%	12%	11%	8%
\$35,000 to \$49,999	8%	4%	11%	12%	10%
\$50,000 to \$74,999	11%	4%	11%	16%	17%
\$75,000 to \$99,999	10%	1%	10%	10%	13%
\$100,000 to \$149,999	13%	2%	4%	10%	11%
\$150,000 to \$199,999	7%	1%	2%	4%	7%
\$200,000 to \$249,999	4%	*	*	2%	4%
\$250,000 or more	9%	*	1%	3%	6%
Median	\$37,000	\$7,200	\$25,000	\$43,800	\$58,800

* Less than 1 percent

CHAPTER 4

Office and Firm Affiliations of REALTORS®



REALTOR® office and firm affiliation remained largely unchanged, despite the evolving housing market. Most REALTORS® were independent contractors, typically affiliated with independent companies. The proportion of sales agents affiliated with a franchised company increased from 2025.

The typical REALTOR® had been with their

current firm for six years, unchanged from last year. Fifty percent of brokers had some ownership interest in their firm, a decrease from 56 percent in 2025.

Because the vast majority of members were independent contractors, firm benefits were uncommon. Among those receiving benefits from their firm, liability insurance was most commonly received.

Chapter 4: Office and Firm Affiliations of REALTORS®

Firm Affiliation

Exhibit 4-1 Firm Affiliation, by License Type and Function
(Percentage Distribution)

The majority of REALTORS® (53 percent) work with an independent company. Those licensed as brokers and broker associates were more often affiliated with an independent company, at 58 percent, than sales agents, at 49 percent. By function in the firm, appraisers and broker-owners who do not sell most often reported an affiliation with an independent company, at 99 percent and 88 percent, respectively. Sales agents were most likely to work with a franchised company at 49 percent.

	ALL REALTORS®	LICENSED AS	
		BROKER/ BROKER ASSOCIATE	SALES AGENT
Independent Company	53%	58%	49%
Franchised Company	41%	34%	46%
Other	6%	8%	5%

	MAIN FUNCTION IN FIRM							
	BROKER- OWNER (WITHOUT SELLING)	BROKER- OWNER (WITH SELLING)	ASSOCIATE BROKER	MANAGER (WITHOUT SELLING)	MANAGER (WITH SELLING)	SALES AGENT	APPRAISER	OTHER
Independent Company	88%	79%	52%	45%	74%	46%	99%	75%
Franchised Company	12%	15%	40%	45%	21%	49%	*	19%
Other	*	6%	8%	10%	5%	5%	1%	5%

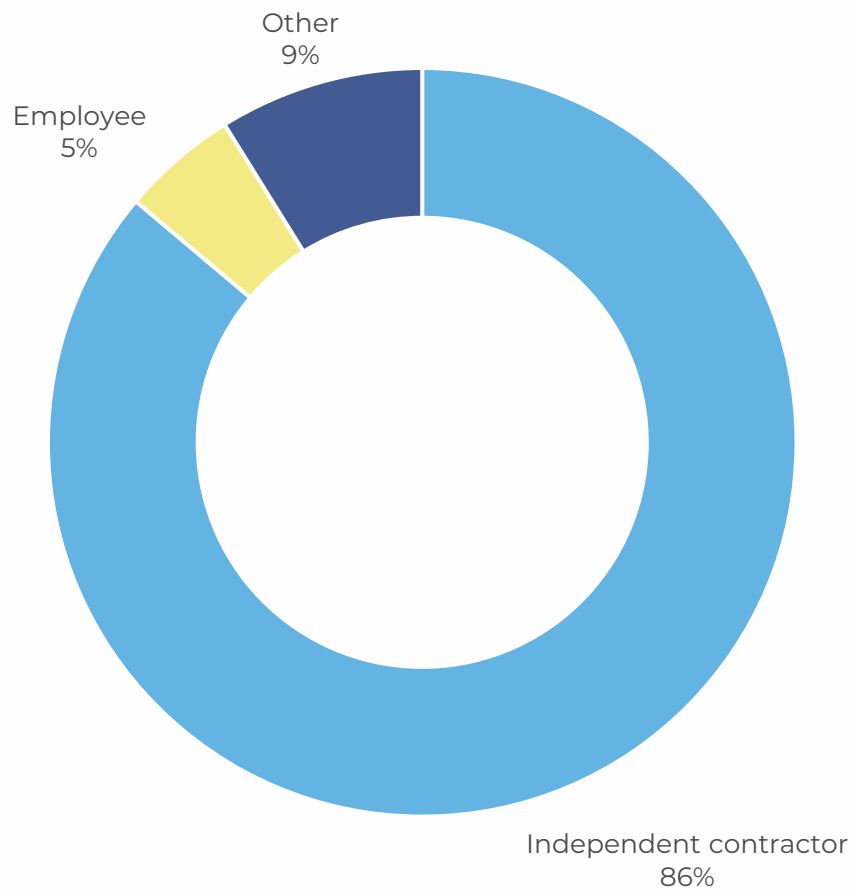
* Less than 1 percent

Chapter 4: Office and Firm Affiliations of REALTORS®

Firm Affiliation

Exhibit 4-2 REALTOR® Affiliation with Firms
(Percentage Distribution)

Eighty-six percent of members were independent contractors at their firms.



Chapter 4: Office and Firm Affiliations of REALTORS®

Office Size and Tenure at Firm

Exhibit 4-3 Tenure of REALTORS® at Their Present Firm
(Percentage Distribution)

The median tenure for REALTORS® with their current firm was six years, unchanged from 2025. By function within the firm, sales agents had the shortest tenure at their current firm, with a median of four years, while broker-owners who don't sell and appraisers tended to have the longest tenure, at 19 and 27 years, respectively.

	ALL REALTORS®		LICENSED AS	
	2026 SURVEY	2025 SURVEY	BROKER/ BROKER ASSOCIATE	SALES AGENT
1 year or less	28%	23%	18%	35%
2 years	9%	9%	8%	9%
3 years	5%	7%	3%	6%
4 years	5%	6%	3%	6%
5 years	5%	6%	6%	5%
6 to 11 years	20%	23%	20%	21%
12 years or more	29%	28%	42%	19%
Median (years)	6	6	9	4

	MAIN FUNCTION IN FIRM						
	BROKER- OWNER (WITHOUT SELLING)	BROKER- OWNER (WITH SELLING)	ASSOCIATE BROKER	MANAGER (WITHOUT SELLING)	MANAGER (WITH SELLING)	SALES AGENT	APPRAISER
1 year or less	2%	13%	24%	20%	18%	33%	4%
2 years	5%	7%	6%	*	14%	9%	6%
3 years	*	2%	4%	*	3%	5%	*
4 years	*	1%	3%	12%	3%	6%	8%
5 years	*	4%	8%	8%	2%	5%	*
6 to 11 years	37%	14%	24%	16%	15%	21%	*
12 years or more	56%	59%	31%	43%	45%	21%	82%
Median (years)	19	15	7	10	11	4	27

* Less than 1 percent

Chapter 4: Office and Firm Affiliations of REALTORS®

Brokers Ownership Interest

Exhibit 4-4 Broker Ownership Interest, 2025
(Percentage Distribution)

Fifty percent of brokers had some ownership interest in their firm, and 35 percent reported sole ownership, down from 41 percent last year. The share was even higher among brokers affiliated with independent companies, with 45 percent having sole ownership. Conversely, 79 percent of brokers affiliated with a franchised company had no ownership interest in their firm.

	ALL BROKERS		FIRM AFFILIATION		
	2026 SURVEY	2025 SURVEY	INDEPENDENT COMPANY	FRANCHISED COMPANY	OTHER
Sole ownership	35%	41%	45%	12%	30%
Partner in a partnership	8%	9%	9%	7%	*
Stockholder and/or corporate office	5%	5%	7%	1%	11%
No ownership interest	50%	44%	38%	79%	44%
Other	2%	2%	1%	1%	15%

* Less than 1 percent

Chapter 4: Office and Firm Affiliations of REALTORS®

Benefits

Exhibit 4-5 Benefits Received Through Firm, Family, or Pays Out of Pocket (Percent of Respondents)

Among all REALTORS®, errors and omissions insurance remains by far the most common benefit received from the firm, at 44 percent. However, 40 percent of members also reported paying for errors and omissions insurance out of pocket. Members also reported receiving some benefits from a partner, spouse, or family member—the most common was health insurance (27 percent), followed by dental insurance (26 percent) and vision care (24 percent). Almost half of REALTORS® (48 percent) pay for health insurance out of pocket.

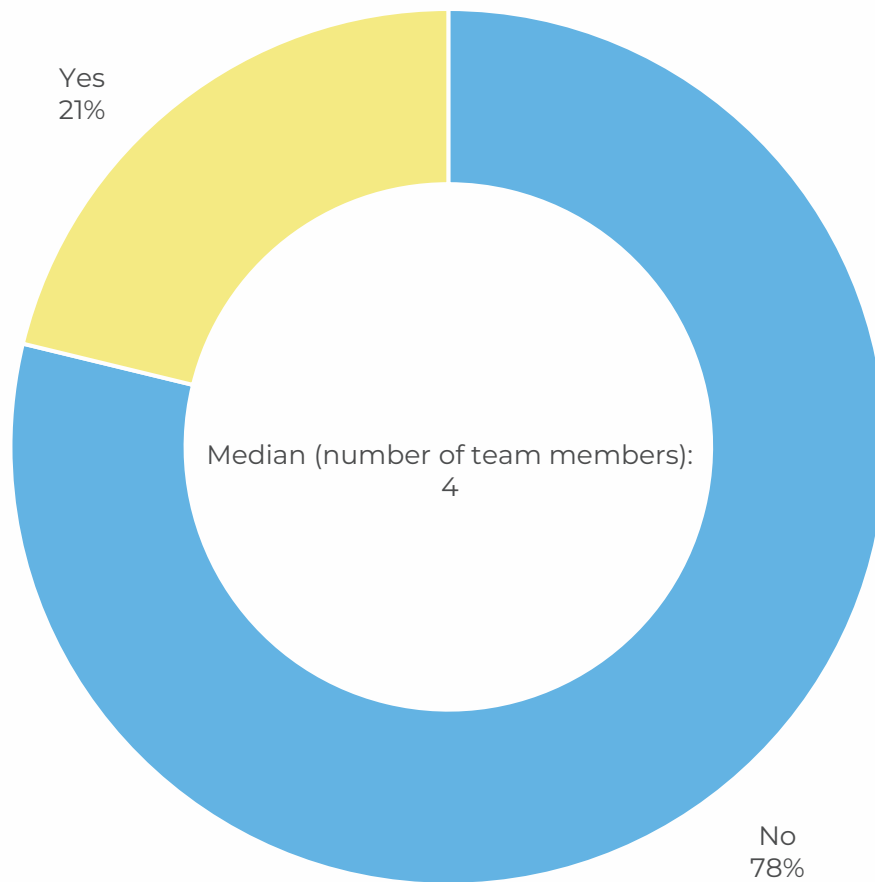
	PROVIDED BY FIRM	PROVIDED BY PARTNER/ SPOUSE/ FAMILY	PAYS FOR OUT OF POCKET	DO NOT RECEIVE
Errors and omissions (liability insurance)	44%	1%	40%	17%
Health insurance	4%	27%	48%	22%
Paid vacation/sick days	4%	3%	18%	70%
Pension/SEP/401(K)	4%	7%	38%	49%
Dental insurance	3%	26%	34%	37%
Vision care	3%	24%	34%	37%
Disability insurance (long-term care)	2%	5%	14%	70%
Life insurance	3%	13%	39%	43%
Other	1%	2%	7%	46%

Chapter 4: Office and Firm Affiliations of REALTORS®

Real Estate Teams

Exhibit 4-6 Real Estate Teams
(Percentage Distribution)

Seventy-eight percent of REALTORS® worked independently, and 21 percent worked as part of a team. The median number of members for those who work on a team was four people.



Chapter 4: Office and Firm Affiliations of REALTORS®

Real Estate Teams

Exhibit 4-7 Number of Licensed Real Estate Team Members (Percentage Distribution)

Eighty-four percent of REALTORS® worked on a team in which all members were licensed, a moderate decrease from 86 percent in last year's Profile.

	ALL REALTORS®
All team members	84%
More than half, but not all	12%
Half of the team members	2%
Less than half, but some	1%
None of the team members	1%

CHAPTER 5

Technology and REALTORS®



REALTORS® continue to leverage technology and online tools as valuable and effective resources in reaching their current and potential clients. More than nine in 10 members use a smartphone and laptop/desktop on a daily basis. Nearly all use e-mail, and the majority use social media apps and GPS on a daily basis to communicate and navigate. When working with current clients, text messaging, telephone, and e-mail are used most frequently.

Seventy-three percent of members reported having their own website. REALTORS® continue to utilize a variety of social media tools in both professional and personal capacities. The top social media outlets used by members for professional

purposes remain Facebook, Instagram, and LinkedIn.

Sixty-six percent of REALTORS® have reported using drones in the real estate business or office. Nine percent reported that someone in the office uses drones, and 51 percent hire a professional for their business activities.

The typical REALTOR® did not receive business directly from their website or from social media.

Chapter 5: Technology and REALTORS®

Communications and Technology

Exhibit 5-1 Frequency of Use of Communications and Technology Products
(Percentage Distribution)

REALTORS® are connected on multiple technology platforms to perform their jobs. More than nine in 10 members use a smartphone with wireless email and internet capability or a laptop or desktop computer on a daily basis.

ALL REALTORS®	DAILY OR NEARLY EVERY DAY	A FEW TIMES A WEEK	A FEW TIMES A MONTH	A FEW TIMES A YEAR	RARELY OR NEVER
Smartphone with wireless email and Internet capabilities	96%	2%	*	1%	1%
Laptop/Desktop computer	90%	6%	*	2%	2%
Cell phone (no email and Internet)	56%	3%	1%	1%	31%
Digital camera	20%	20%	7%	10%	38%
Tablets	17%	12%	4%	7%	53%
3D/virtual tour technology	5%	4%	6%	18%	11%
Virtual staging technology	3%	4%	16%	8%	66%

* Less than 1 percent

Chapter 5: Technology and REALTORS®

Communications and Technology

Exhibit 5-2 Frequency of Use of Smartphone Features
(Percentage Distribution)

Nearly all members (93 percent) use e-mail daily, 55 percent use social media apps, and 52 percent use GPS features daily.

ALL REALTORS®	DAILY OR NEARLY EVERY DAY	A FEW TIMES A WEEK	A FEW TIMES A MONTH	A FEW TIMES A YEAR	RARELY OR NEVER
E-mail	93%	4%	*	1%	1%
Social Media Apps	55%	18%	5%	8%	14%
Global positioning system (GPS)	52%	24%	3%	7%	14%
Document Storage (OneDrive, Docusign)	47%	27%	7%	10%	10%
Photo Apps	28%	20%	9%	12%	31%
News Apps	24%	16%	7%	11%	42%
Lock Box (Sentrilock)	24%	29%	11%	16%	21%
Listing Apps	23%	19%	9%	12%	39%
Messaging (Slack, Teams, G chat)	20%	12%	5%	9%	54%
REALTOR® Management Apps	17%	13%	6%	9%	54%
Apps for personal security	14%	15%	8%	11%	52%
Design app/platform	14%	18%	12%	13%	43%
Podcasts	8%	10%	9%	13%	59%
Newsletters	4%	10%	15%	18%	53%
REALTOR® News	3%	7%	22%	16%	53%
Photofy	1%	2%	5%	3%	90%

* Less than 1 percent

Chapter 5: Technology and REALTORS®

Communications and Technology

Exhibit 5-3 Frequency of Use of Business Software
(Percentage Distribution)

Sixty-two percent of REALTORS® use multiple listings software daily. Other software used regularly includes electronic contact and forms (40 percent), e-signature (35 percent), document preparation (34 percent), contact management (31 percent), and customer relationship management (28 percent).

ALL REALTORS®	DAILY OR NEARLY EVERY DAY	A FEW TIMES A WEEK	A FEW TIMES A MONTH	A FEW TIMES A YEAR	RARELY OR NEVER
Multiple listing	62%	16%	7%	7%	8%
Electronic contract and forms	40%	32%	9%	15%	4%
E-signature	35%	30%	12%	17%	6%
Document preparation	34%	30%	9%	14%	13%
Contact management	31%	21%	8%	13%	27%
Customer relationship management	28%	16%	8%	11%	38%
Social media management tools	27%	18%	6%	12%	37%
Transaction management	27%	19%	10%	12%	31%
Comparative market analysis	22%	38%	12%	22%	7%
Graphics or presentation	15%	20%	14%	17%	33%
Video	14%	17%	15%	18%	37%
Property management	9%	5%	8%	7%	70%
Loan analysis	5%	12%	14%	16%	53%

Chapter 5: Technology and REALTORS®

Communications and Technology

Exhibit 5-4 Preferred Method of Communication with Clients
(Percentage Distribution)

When working with current clients, text messaging (94 percent), telephone (90 percent), and e-mail (87 percent) are used most frequently.

ALL REALTORS®	CURRENT CLIENTS/ CUSTOMERS	PAST CLIENTS/ CUSTOMERS	POTENTIAL CLIENTS/ CUSTOMERS	DO NOT USE
Text messaging	94%	69%	62%	1%
Telephone	90%	62%	62%	3%
E-mail	87%	72%	67%	2%
Instant messaging (IM)	33%	23%	23%	41%
Video chat	24%	11%	18%	54%
Postal mail	23%	39%	38%	32%

Chapter 5: Technology and REALTORS®

Websites, Blogs, and Social Networking

Exhibit 5-5 REALTORS® With Websites, by License and Function
(Percentage Distribution)

Seventy-three percent of members reported having their own website—47 percent of which are provided by the member’s firm. Managers who don’t sell were most likely to have a website, while appraisers were the least likely.

	MAIN FUNCTION IN FIRM							
	ALL REALTORS®	BROKER-OWNER (WITHOUT SELLING)	BROKER-OWNER (WITH SELLING)	ASSOCIATE BROKER	MANAGER (WITHOUT SELLING)	MANAGER (WITH SELLING)	SALES AGENT	APPRAISER
Have a website	73%	67%	76%	75%	100%	75%	75%	46%
A website developed and/or maintained by REALTOR®	26%	21%	54%	27%	31%	23%	22%	29%
A website provided by firm	47%	36%	22%	48%	69%	52%	53%	17%
Do not have a website	27%	43%	25%	25%	*	44%	25%	55%
No website	20%	37%	22%	21%	*	24%	17%	51%
No website, but plan to have one in the future	7%	6%	3%	4%	*	2%	8%	4%

* Less than 1 percent

Chapter 5: Technology and REALTORS®

Websites, Blogs, and Social Networking

Exhibit 5-6 Information on REALTOR® Websites (Percent of Respondents with a Website)

Among residential brokerage specialists with websites, 86 percent listed their own property listings. Other popular information presented on residential websites: home buying and selling information (75 percent), links to their firm’s website (63 percent), links to social media (42 percent), and mortgage or financial calculators (38 percent).

Commercial brokerage specialists were more likely to include links to the commercial information exchange (17 percent), virtual tours (31 percent), home valuations and comparative market analyses (31 percent), and appointment schedulers on their websites (29 percent).

	ALL REALTORS®	BROKERAGE SPECIALISTS	
		RESIDENTIAL	COMMERCIAL
Own property listings	82%	86%	87%
Information about home buying and selling	70%	75%	46%
Link to firm's Website	62%	63%	65%
Link to social media	42%	44%	43%
Mortgage or financial calculators	38%	41%	42%
Home valuation or Comparative Market Analysis tools	33%	36%	31%
Virtual tours	27%	27%	31%
Appointment scheduler	23%	23%	29%
Community information or demographics	23%	25%	22%
School reports	15%	17%	15%
Current mortgage rates	13%	12%	25%
Links to state and local government Websites	12%	12%	7%
Links to real estate service providers	11%	12%	9%
Chat Live	11%	12%	5%
Links to mortgage lenders' Websites	10%	10%	2%
Link to local association	7%	6%	8%
Link to National Association of REALTORS®	7%	6%	2%
Link to state association	5%	4%	2%
Link to commercial information exchange (CIE)	1%	1%	17%
Other	6%	5%	5%

Chapter 5: Technology and REALTORS®

Websites, Blogs, and Social Networking

Exhibit 5-7 Active Use of Social or Professional Networking Websites (Percentage Distribution)

Members continue to utilize social media for both professional and personal uses at a high rate. Seventy-six percent of members use Facebook for professional purposes, compared to 75 percent who use it for personal purposes. Fifty-seven percent use Instagram, and 55 percent use LinkedIn professionally. Twenty-five percent of members do not use social media for their business.

	PROFESSIONAL USE	PERSONAL USE
Facebook	76%	75%
Instagram	57%	54%
LinkedIn	55%	21%
YouTube	31%	38%
TikTok	16%	22%
Twitter	12%	18%
Pinterest	6%	24%
Blog	6%	4%
Snapchat	4%	16%
ActiveRain	2%	2%
Do not use social media	25%	26%

Chapter 5: Technology and REALTORS®

Website Business Activity

Exhibit 5-8 Use of Drones in Real Estate Business or Office (Percentage Distribution)

Some REALTORS® have reported using drones in the real estate business or office. While 20 percent of REALTORS® do not use drones, eight percent say that they plan to use them in the future. Nine percent reported that someone in the office uses drones, and 51 percent hire a professional for their business activities (45 percent last year).

Yes, personally use drones	6%
Yes, hire a professional to operate a drone for my business	51%
Yes, someone in office uses drones	9%
Not currently, but plan to in the future	8%
No, do not use drones	20%
Don't know	6%

Chapter 5: Technology and REALTORS®

Website Business Activity

Exhibit 5-9 Median Customer Inquiries and Business Generated from REALTOR® Website and Social Media, 2025
(Percentage Distribution)

The typical REALTOR® generated zero inquiries and zero percent of their business directly from their website. Social media brought in three percent of business for the typical REALTOR® this year. Managers who sell generated the most business from social media at six percent.

MEDIANS	ALL REALTORS®	LICENSED AS	
		BROKER/ BROKER ASSOCIATE	SALES AGENT
Customer Inquiries Generated from Website	0	0	0
Business Generated from REALTOR® Website	0%	0%	0%
Business Generated from REALTOR® Social Media	3%	3%	3%
Business Generated from AI Search	0%	0%	0%

MEDIANS	MAIN FUNCTION IN FIRM					
	BROKER-OWNER (WITHOUT SELLING)	BROKER-OWNER (WITH SELLING)	ASSOCIATE BROKER	MANAGER (WITHOUT SELLING)	MANAGER (WITH SELLING)	SALES AGENT
Customer Inquiries Generated from Website	0	2	0	0	3	0
Business Generated from REALTOR® Website	8%	3%	0%	0%	2%	0%
Business Generated from REALTOR® Social Media	9%	4%	3%	0%	6%	3%
Business Generated from AI Search	1%	0%	0%	0%	0%	0%

Chapter 5: Technology and REALTORS®

Website Business Activity

Exhibit 5-10 Median Customer Inquiries and Business Generated from REALTOR® Website by Amount Spent to Maintain, 2025
(Percentage Distribution)

REALTORS® who spent the most on websites continue to receive the highest number of inquiries, or the largest percent of their overall business, driven by website traffic.

MEDIANS	ALL REALTORS®	AMOUNT SPENT TO MAINTAIN THE WEBSITE				
		NONE	LESS THAN \$500	\$500 TO \$999	\$1,000 TO \$1,499	\$1,500 OR MORE
Customer Inquiries Generated from Website	0	0	0	0	2	3
Business Generated from REALTOR® Website	0%	0%	0%	0%	3%	4%

CHAPTER 6

Demographic Characteristics of REALTORS®



The typical REALTOR® is a 57-year-old white female who attended college and is a homeowner. While the median age remained consistent with last year, REALTORS® continue to come from diverse demographic groups and backgrounds across many career fields. Most often, their previous career was in the

sales or retail sector (15 percent), or management, business, or finance (15 percent). REALTORS® often reflect the many age, ethnic, language, educational, and income characteristics of their local communities.

Chapter 6: Demographic Characteristics of REALTORS®

Gender

Exhibit 6-1 Gender of REALTORS®, by Age
(Percentage Distribution)

Sixty-six percent of all REALTORS® were female in the 2026 report, an increase from 63 percent last year. Among members over 60, this percentage fell slightly to 64 percent.

	AGE				
	ALL REALTORS®	39 OR YOUNGER	40 TO 49	50 TO 59	60 OR OLDER
Male	32%	32%	29%	30%	35%
Female	66%	66%	69%	68%	64%
Non-binary/third gender	*	*	*	*	*
Prefer to self-describe	*	*	*	*	*
Prefer not to say	2%	2%	1%	2%	1%

* Less than 1 percent

Chapter 6: Demographic Characteristics of REALTORS®

Gender

Exhibit 6-2 Gender of REALTORS®, by Experience
(Percentage Distribution)

Among broker licensees, 60 percent were female, compared with 70 percent of sales agent licensees.

	ALL REALTORS®	REAL ESTATE EXPERIENCE			
		2 YEARS OR LESS	3 TO 5 YEARS	6 TO 15 YEARS	16 YEARS OR MORE
ALL REALTORS®					
Male	32%	28%	28%	30%	36%
Female	66%	70%	69%	68%	62%
Non-binary/third gender	*	*	*	*	*
Prefer to self-describe	*	*	*	*	*
Prefer not to say	2%	2%	3%	3%	2%
BROKERS/BROKER ASSOCIATES					
Male	37%	29%	28%	31%	42%
Female	60%	69%	69%	67%	56%
Non-binary/third gender	*	*	*	*	*
Prefer to self-describe	*	*	*	*	*
Prefer not to say	2%	2%	3%	2%	2%
SALES AGENTS					
Male	28%	27%	28%	29%	27%
Female	70%	70%	69%	68%	71%
Non-binary/third gender	*	*	*	*	*
Prefer to self-describe	*	*	*	*	*
Prefer not to say	2%	3%	3%	3%	2%

* Less than 1 percent

Chapter 6: Demographic Characteristics of REALTORS®

Gender

Exhibit 6-3 Gender of REALTORS®, by Function
(Percentage Distribution)

Among managers who don't sell, 75 percent were female, compared with 51 percent of brokers who don't sell.

	ALL REALTORS®	LICENSED AS	
		BROKER/ BROKER ASSOCIATE	SALES AGENT
Male	32%	37%	28%
Female	66%	60%	70%
Non-binary/third gender	*	*	*
Prefer to self-describe	*	*	*
Prefer not to say	2%	2%	2%

	MAIN FUNCTION IN FIRM					
	BROKER- OWNER (WITHOUT SELLING)	BROKER- OWNER (WITH SELLING)	ASSOCIATE BROKER	MANAGER (WITHOUT SELLING)	MANAGER (WITH SELLING)	SALES AGENT
Male	40%	42%	34%	25%	41%	29%
Female	51%	56%	63%	75%	57%	69%
Non-binary/third gender	*	*	*	*	*	*
Prefer to self-describe	*	*	*	*	*	*
Prefer not to say	8%	2%	3%	*	2%	2%

* Less than 1 percent

Chapter 6: Demographic Characteristics of REALTORS®

Age

Exhibit 6-4 Age of REALTORS®, 2016–2026
(Percentage Distribution)

The median age of REALTORS® was 57, the same as last year. The median age held steady between 56 and 57 from 2011 to 2015. The median age dropped in 2016 and 2017, likely both from members retiring and due to new, younger entrants to the business.

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Under 30 years	5%	4%	5%	4%	4%	5%	4%	1%	4%	3%	3%
30 to 34 years	6%	6%	6%	6%	5%	5%	4%	2%	6%	3%	4%
35 to 39 years	8%	8%	7%	8%	8%	8%	6%	4%	7%	5%	6%
40 to 44 years	10%	9%	8%	9%	9%	10%	8%	7%	10%	8%	8%
45 to 49 years	12%	12%	11%	11%	10%	10%	9%	8%	11%	10%	9%
50 to 54 years	15%	15%	15%	15%	14%	14%	13%	12%	12%	11%	12%
55 to 59 years	15%	15%	16%	16%	16%	15%	15%	14%	16%	15%	15%
60 to 64 years	14%	13%	13%	14%	13%	13%	16%	16%	13%	15%	14%
65 years and over	16%	17%	20%	19%	21%	20%	25%	36%	22%	29%	30%
Median age	53	53	54	54	55	54	56	60	55	57	57

Chapter 6: Demographic Characteristics of REALTORS®

Age

Exhibit 6-5 Age of REALTORS®, by Function
(Percentage Distribution)

This year, 44 percent of REALTORS® were 60 or older, and three percent were less than 30. The median age was highest among appraisers at 66 years old.

	MAIN FUNCTION IN FIRM							
	ALL REALTORS®	BROKER-OWNER (WITHOUT SELLING)	BROKER-OWNER (WITH SELLING)	ASSOCIATE BROKER	MANAGER (WITHOUT SELLING)	MANAGER (WITH SELLING)	SALES AGENT	APPRAISER
Under 30 years	3%	*	*	2%	*	*	4%	3%
30 to 34 years	4%	*	*	3%	18%	1%	5%	6%
35 to 39 years	6%	6%	2%	3%	*	3%	6%	1%
40 to 44 years	8%	*	6%	9%	1%	8%	8%	3%
45 to 49 years	9%	6%	6%	7%	17%	15%	10%	5%
50 to 54 years	12%	20%	16%	8%	5%	15%	12%	9%
55 to 59 years	15%	19%	13%	12%	17%	18%	16%	13%
60 to 64 years	14%	10%	13%	18%	2%	12%	14%	7%
65 years and over	30%	39%	43%	38%	40%	27%	26%	55%
Median age	57	59	62	61	57	56	56	66

* Less than 1 percent

Chapter 6: Demographic Characteristics of REALTORS®

Age

Exhibit 6-6 Age of REALTORS®, by Real Estate Experience
(Percentage Distribution)

Twelve percent of members with two years or less of experience were under 30 years of age, consistent with last year.

	REAL ESTATE EXPERIENCE				
	ALL REALTORS®	2 YEARS OR LESS	3 TO 5 YEARS	6 TO 15 YEARS	16 YEARS OR MORE
Under 30 years	3%	12%	7%	1%	*
30 to 34 years	4%	11%	8%	4%	*
35 to 39 years	6%	12%	13%	6%	*
40 to 44 years	8%	13%	16%	12%	1%
45 to 49 years	9%	13%	12%	11%	5%
50 to 54 years	12%	16%	11%	16%	9%
55 to 59 years	15%	16%	14%	17%	14%
60 to 64 years	14%	5%	11%	16%	17%
65 years and over	30%	2%	8%	18%	54%
Median age	57	45	47	55	65

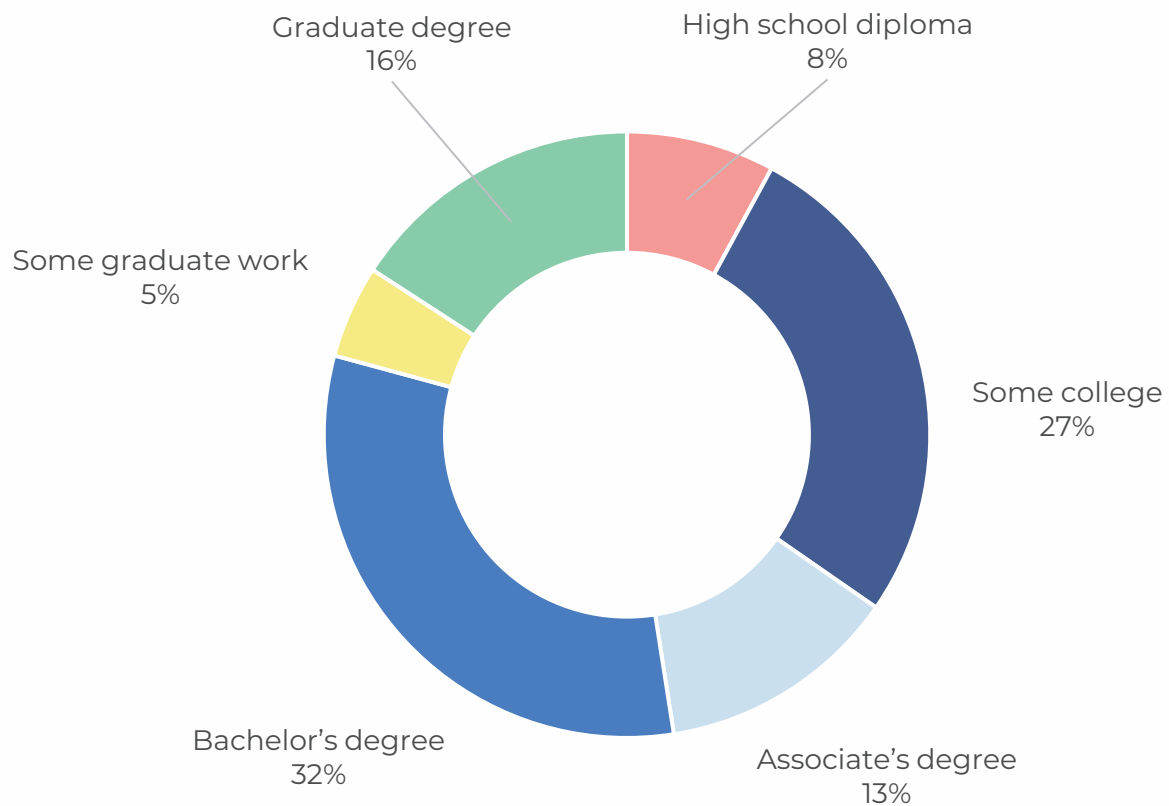
* Less than 1 percent

Chapter 6: Demographic Characteristics of REALTORS®

Education

Exhibit 6-7 Formal Education of REALTORS®
(Percentage Distribution)

Overall, the level of education among REALTORS® exceeded that of the general public. Ninety-two percent of members had some post-secondary education, with 32 percent having completed a bachelor's degree as their highest level of educational attainment. Five percent of REALTORS® had some graduate school education, and 16 percent held a graduate degree.

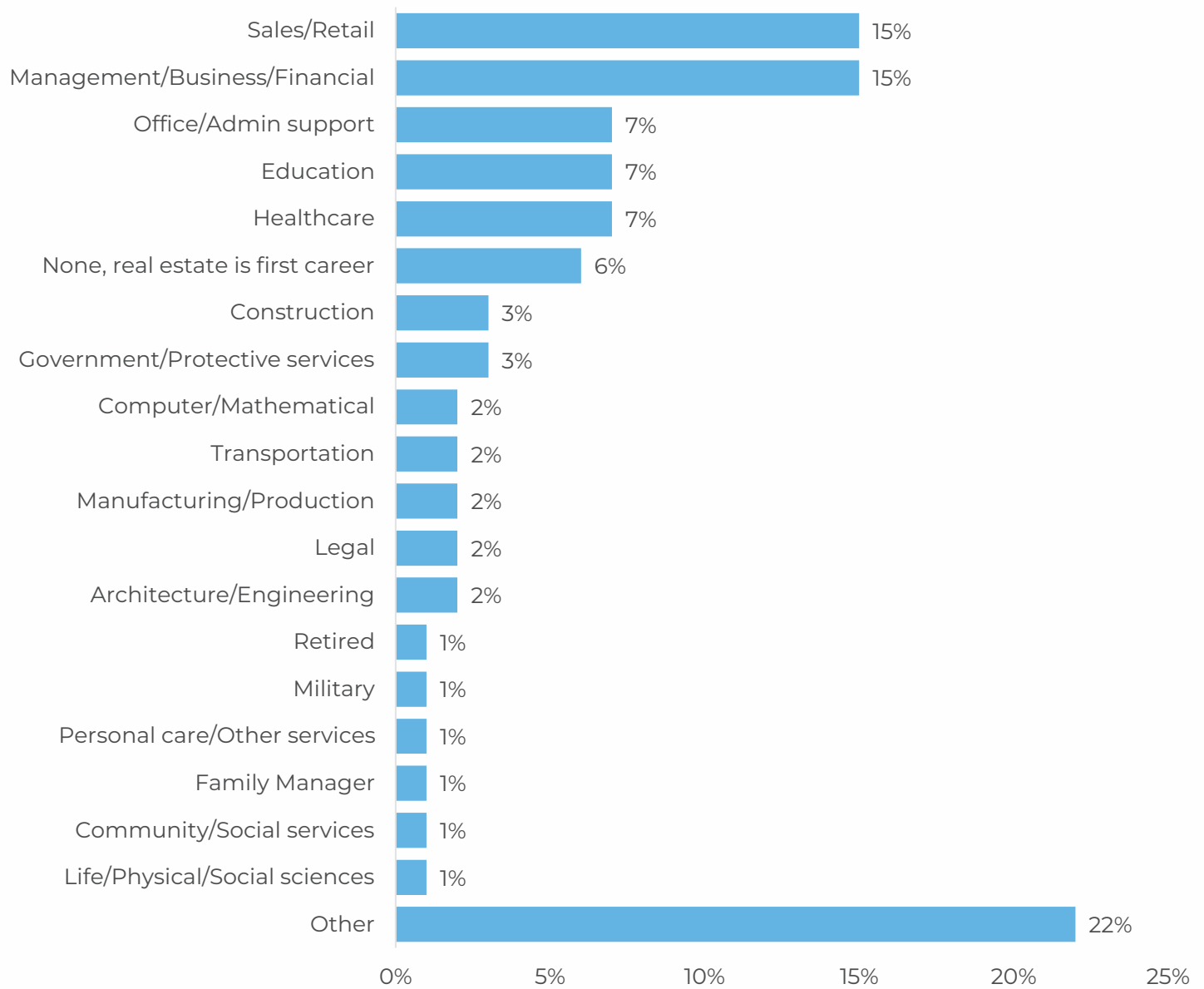


Chapter 6: Demographic Characteristics of REALTORS®

Prior Full-time Careers of REALTORS®

Exhibit 6-8 Prior Full-time Careers of REALTORS®
(Percentage Distribution)

REALTORS® enter the profession with a variety of prior professional experiences. Most often, their previous career was in the sales or retail sector (15 percent) or in management, business, or finance (15 percent). Only six percent reported that real estate was their first career.



Chapter 6: Demographic Characteristics of REALTORS®

Real Estate as Only Occupation

Exhibit 6-9 Real Estate as Only Occupation (Percentage Distribution)

Real estate was the only occupation for 73 percent of all REALTORS®, up from 71 percent last year. Those with the least real estate experience, 16 years or more of experience, remain most likely to report real estate is their only career at 83 percent.

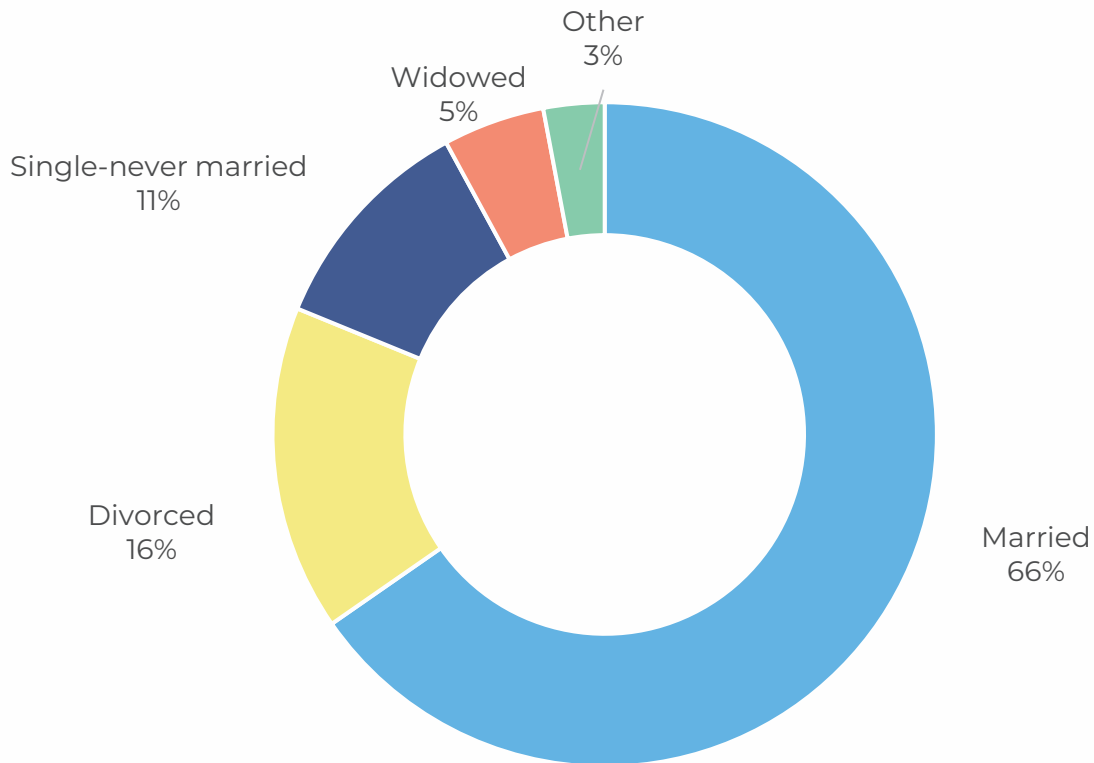
	ALL REALTORS®	REAL ESTATE EXPERIENCE			
		2 YEARS OR LESS	3 TO 5 YEARS	6 TO 15 YEARS	16 YEARS OR MORE
Yes	73%	48%	64%	75%	83%
No	27%	52%	36%	25%	17%

Chapter 6: Demographic Characteristics of REALTORS®

Marital Status

Exhibit 6-10 Marital Status of REALTORS®
(Percentage Distribution)

The marital status of REALTORS® remained similar to last year. Sixty-six percent of REALTORS® were married, while 16 percent were divorced, and 11 percent were single or never married.



Chapter 6: Demographic Characteristics of REALTORS®

Size of Household

Exhibit 6-11 Size of REALTOR® Households, by Age
(Percentage Distribution)

The typical REALTOR® household had two adults and no children. Younger REALTORS® more often had larger households; the median household size for REALTORS® aged 49 and younger was three.

	AGE				
	ALL REALTORS®	39 OR YOUNGER	40 TO 49	50 TO 59	60 OR OLDER
1 adult	22%	21%	23%	19%	25%
2 adults	58%	64%	53%	53%	62%
3 adults	13%	9%	16%	17%	10%
4 adults	4%	4%	7%	7%	2%
5 or more adults	2%	2%	1%	4%	1%
Median (adults)	2	2	2	2	2
0 children	76%	48%	41%	78%	96%
1 child	11%	20%	23%	14%	2%
2 children	9%	18%	24%	7%	1%
3 children	3%	11%	8%	1%	*
4 or more children	1%	3%	4%	*	*
Median (children)	0	1	1	0	0

* Less than 1 percent

Chapter 6: Demographic Characteristics of REALTORS®

Race and Ethnicity

Exhibit 6-12 Racial and Ethnic Distribution of REALTORS®, by Real Estate Experience
(Percent of Respondents)

Seventy-nine percent of REALTORS® were white, a decrease from 80 percent last year. Hispanics/Latinos accounted for 10 percent of REALTORS®. This is followed by Black/African Americans (six percent) and Asian/Pacific Islanders (five percent). New members tended to be more diverse than experienced members. Among those who had two years or less of experience, 39 percent were minorities, which is a slight increase from 37 percent last year.

	REAL ESTATE EXPERIENCE				
	ALL REALTORS®	2 YEARS OR LESS	3 TO 5 YEARS	6 TO 15 YEARS	16 YEARS OR MORE
White	79%	66%	69%	79%	86%
Hispanic/Latino	10%	15%	15%	9%	7%
Black/African American	6%	13%	13%	5%	3%
Asian/Pacific Islander	5%	7%	5%	5%	4%
American Indian/Eskimo/Aleut	1%	1%	2%	2%	*
Other	3%	3%	4%	4%	3%

Note: Respondent could choose more than one racial or ethnic category.

* Less than 1 percent

Chapter 6: Demographic Characteristics of REALTORS®

Race and Ethnicity

Exhibit 6-13 Racial and Ethnic Distribution of REALTORS®, by Age
(Percent of Respondents)

Members between the ages of 40 and 49 tended to be more diverse than other age categories; among those who were between the ages of 40 and 49, 38 percent were minorities, which is a slight increase from 35 percent last year.

	AGE				
	ALL REALTORS®	39 OR YOUNGER	40 TO 49	50 TO 59	60 OR OLDER
White	79%	72%	69%	76%	88%
Hispanic/Latino	10%	16%	17%	11%	5%
Black/African American	6%	8%	10%	7%	4%
Asian/Pacific Islander	5%	7%	7%	5%	3%
American Indian/Eskimo/Aleut	1%	2%	1%	1%	1%
Other	3%	3%	3%	3%	2%

Note: Respondent could choose more than one racial or ethnic category.

Chapter 6: Demographic Characteristics of REALTORS®

Sexual Orientation

Exhibit 6-14 Sexual Orientation of REALTORS®, by Real Estate Experience
(Percent of Respondents)

Eighty-nine percent of REALTORS® identify as heterosexual, and three percent identify as gay or lesbian.

	REAL ESTATE EXPERIENCE				
	ALL REALTORS®	2 YEARS OR LESS	3 TO 5 YEARS	6 TO 15 YEARS	16 YEARS OR MORE
Straight/ Heterosexual	89%	88%	88%	88%	89%
Gay or Lesbian	3%	4%	3%	3%	3%
Bisexual	1%	1%	1%	1%	1%
Prefer not to say	6%	6%	7%	6%	7%
Prefer to self-describe	1%	1%	1%	1%	1%

* Less than 1 percent

Chapter 6: Demographic Characteristics of REALTORS®

Household Income

Exhibit 6-15 Gross Household Income of REALTORS®, by Real Estate Experience, 2025
(Percentage Distribution)

The median gross income of REALTOR® households was \$141,100 in 2025 — an increase from \$132,700 in last year’s Profile. As experience increased, so did the typical REALTOR®’s gross household income. REALTORS® with 16 or more years of real estate experience had the highest median income of \$160,000 in 2025.

	LICENSED AS		REAL ESTATE EXPERIENCE				
	ALL REALTORS®	BROKER/ BROKER ASSOCIATE	SALES AGENT	2 YEARS OR LESS	3 TO 5 YEARS	6 TO 15 YEARS	16 YEARS OR MORE
Less than \$10,000	2%	1%	2%	5%	2%	2%	1%
\$10,000 to \$24,999	2%	1%	3%	4%	3%	2%	1%
\$25,000 to \$34,999	3%	3%	3%	5%	4%	4%	1%
\$35,000 to \$49,999	5%	2%	6%	8%	6%	3%	4%
\$50,000 to \$74,999	10%	9%	11%	15%	13%	8%	9%
\$75,000 to \$99,999	12%	11%	13%	16%	12%	11%	11%
\$100,000 to \$149,999	20%	19%	20%	19%	21%	20%	20%
\$150,000 to \$199,999	15%	18%	13%	13%	14%	15%	15%
\$200,000 to \$249,999	11%	12%	11%	7%	10%	12%	12%
\$250,000 or more	16%	23%	18%	8%	13%	24%	24%
Median	\$141,100	\$161,100	\$130,000	\$95,300	\$123,800	\$150,000	\$160,000

Chapter 6: Demographic Characteristics of REALTORS®

Household Income

Exhibit 6-16 Real Estate Is Primary Source of Income for Household
(Percent “Yes”)

The household income of members reflects the number of hours worked per week and whether real estate is their primary source of income. Of those who worked 40 hours or more per week, 68 percent said real estate was their primary source of household income, compared with 30 percent of those who typically worked less than 40 hours per week. Those with more real estate experience were also more likely than less experienced REALTORS® to indicate that real estate was their primary source of household income.

	ALL REALTORS®	LICENSED AS		REAL ESTATE EXPERIENCE			
		BROKER/ BROKER ASSOCIATE	SALES AGENT	2 YEARS OR LESS	3 TO 5 YEARS	6 TO 15 YEARS	16 YEARS OR MORE
All REALTORS®	48%	59%	40%	27%	33%	47%	59%
Work less than 40 hours per week	30%	40%	24%	14%	17%	31%	39%
Work 40 hours or more per week	68%	74%	63%	48%	56%	63%	79%

Chapter 6: Demographic Characteristics of REALTORS®

Homeownership and Real Estate Investments

Exhibit 6-17 Homeownership of REALTORS®, by Real Estate Experience
(Percent “Own Primary Residence”)

Eighty-six percent of REALTORS® owned their primary residence. The percentage of REALTORS® who owned their home increased with age. Members with two years or less of experience had a lower level of homeownership at 68 percent, compared with a homeownership rate of 93 percent for REALTORS® with 16 years or more of experience.

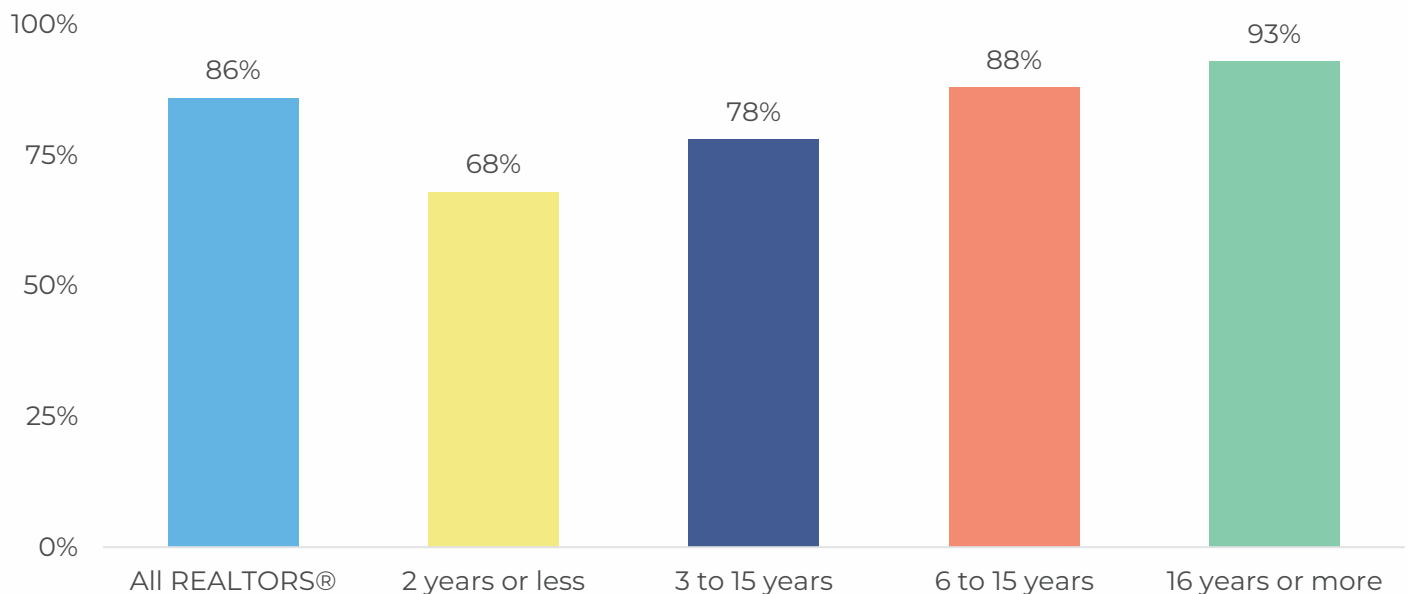
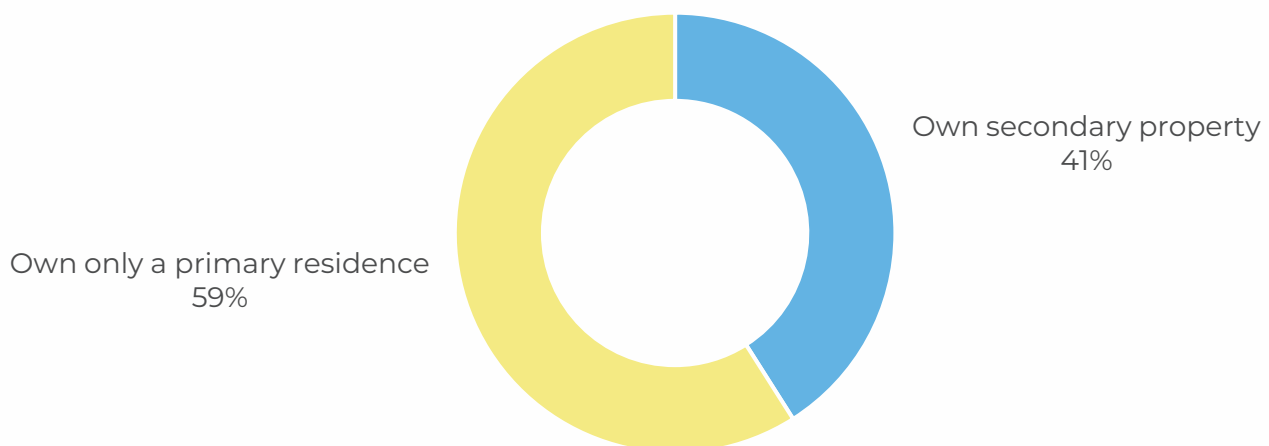


Exhibit 6-18 Own Second Property
(Percentage Distribution)

In addition to their primary residences, 41 percent of REALTORS® owned secondary property.



Chapter 6: Demographic Characteristics of REALTORS®

Homeownership and Real Estate Investments

Exhibit 6-19 Real Estate Investments of REALTORS®
(Percent “Own Primary Residence”)

Among the 41 percent who owned a property that was not their primary residence, 36 percent reported owning one or more vacation homes, while 71 percent reported owning other residential properties for investment. Twenty-three percent owned at least one commercial property.

	ALL REALTORS®
VACATION HOMES	
None	63%
One	30%
Two	5%
Three or more	1%
RESIDENTIAL PROPERTIES (EXCEPT PRIMARY RESIDENCE AND VACATION HOMES)	
None	30%
One	33%
Two	14%
Three or more	24%
COMMERCIAL PROPERTIES	
None	77%
One	14%
Two	4%
Three or more	5%

Chapter 6: Demographic Characteristics of REALTORS®

Civic Engagement, Community Volunteering, and Military Service

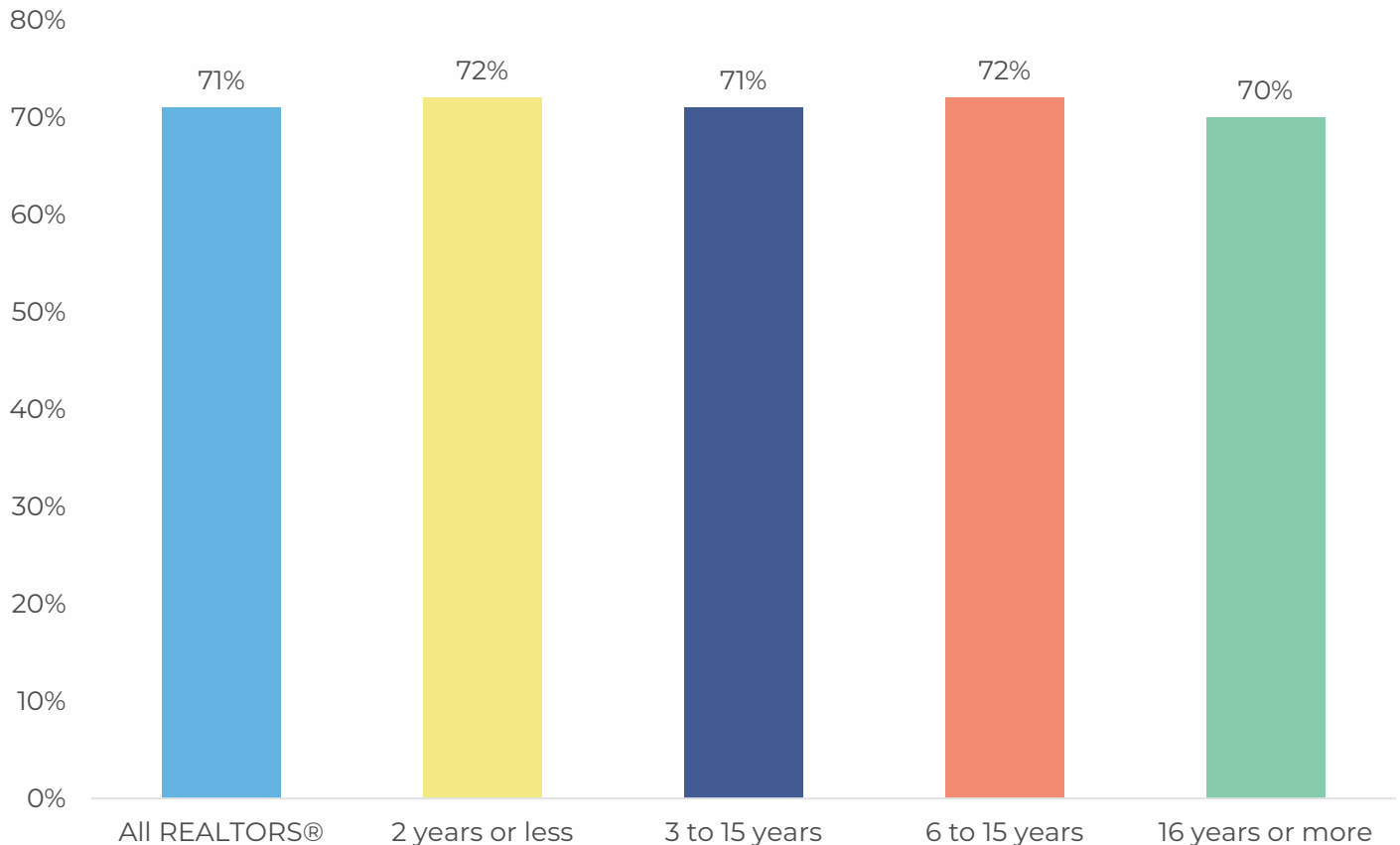
Exhibit 6-20 Voting Pattern of REALTORS®
(Percent “Yes”)

REALTORS® understand the importance of voting. Ninety-six percent reported they were registered to vote, and 93 percent voted in the last national election while 84 percent voted in their last local election.

Registered to vote	96%
Voted in last national election	93%
Voted in last local election	84%

Exhibit 6-21 Volunteers in Community, by Real Estate Experience
(Percent “Yes”)

Seventy-one percent of members reported volunteering in their community. Volunteering was most common among members who had two years or less of experience and between six and 15 years of experience.

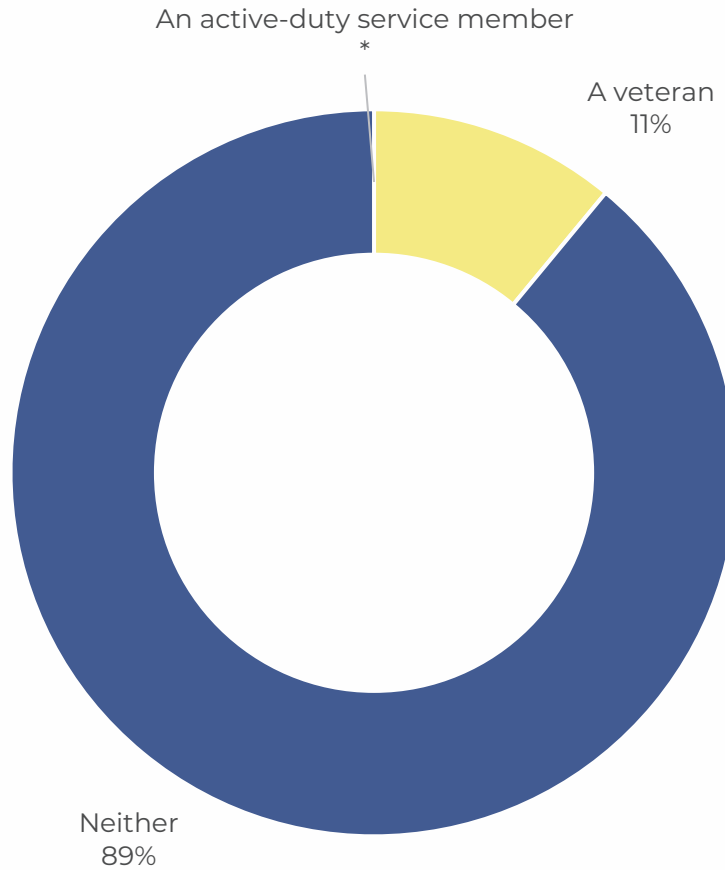


Chapter 6: Demographic Characteristics of REALTORS®

Civic Engagement, Community Volunteering, and Military Service

Exhibit 6-22 Self or Spouse/Partner is Active Military or Veteran
(Percentage Distribution)

Eleven percent of members or their spouse/partner were veterans, and less than one percent were active-duty service members.



* Less than 1 percent

Chapter 6: Demographic Characteristics of REALTORS®

Languages and Country of Birth

Exhibit 6-23 Language Fluency of REALTORS®, by Real Estate Experience
(Percentage Distribution)

Eighty-two percent of REALTORS® reported they were fluent only in English, a share that has remained nearly flat since 2003, when the question was introduced. REALTORS® with two years or less of experience were most likely to be fluent in another language. Spanish remains the most common second language that members were fluent in.

	ALL REALTORS®	REAL ESTATE EXPERIENCE			
		2 YEARS OR LESS	3 TO 5 YEARS	6 TO 15 YEARS	16 YEARS OR MORE
Fluent only in English	82%	73%	81%	83%	86%
Fluent in other languages	18%	27%	19%	17%	14%
FLUENT IN					
Spanish	47%				
French	9%				
German	7%				
Italian	6%				

Exhibit 6-24 Country of Birth of REALTORS®, by Real Estate Experience
(Percentage Distribution)

Among all REALTORS®, 12 percent were born outside the U.S.

	ALL REALTORS®	REAL ESTATE EXPERIENCE			
		2 YEARS OR LESS	3 TO 5 YEARS	6 TO 15 YEARS	16 YEARS OR MORE
U.S.	88%	83%	87%	88%	91%
Outside of U.S.	12%	17%	13%	12%	9%

Methodology

In March 2026, NAR e-mailed a 63-question survey to a random sample of 286,777 REALTORS®. Using this method, a total of 5,116 responses were received. The survey had an adjusted response rate of 1.7 percent. The 95 percent confidence interval is ± 1.37 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 characteristic of calendar year 2025, while all other data are representative of member characteristics in early 2026.

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.



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