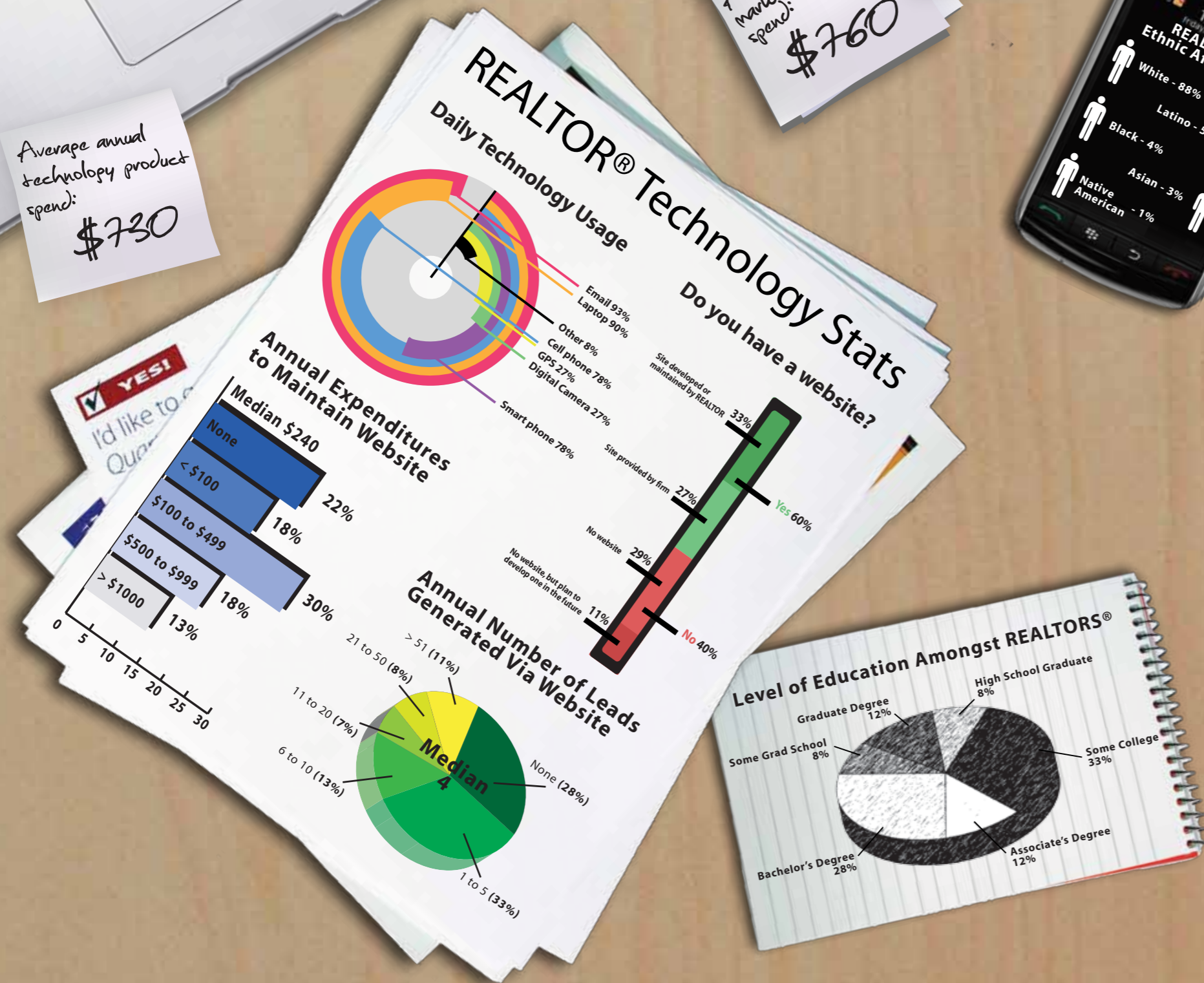


REALTORS® At A Glance

In February 2009, NAR mailed a 91-question survey to a random sample of 51,140 REALTORS®. An identical questionnaire was also distributed to another group of 46,561 members via a web-based online survey. A total of 8,113 responses were received. After accounting for undeliverable questionnaires, the survey had an adjusted response rate of 8.2 percent. Survey responses were weighted to be representative of state level NAR membership. Information about compensation, earnings, sales volume and number of transactions are characteristics of calendar year 2008, while all other data are representative of member characteristics in early 2009. The following is a visual interpretation of these results. It is intended for use in better understanding the REALTOR® demographic.

All data and verbiage courtesy of The National Association of REALTORS® 2009 Member Profile.



Average annual technology product spend: **\$730**

Average annual marketing services spend: **\$760**

Percentage of which is online promotion: **10%**



91% of REALTORS own a home

REALTOR Stats

- Average Age - 54
- Average Income - \$36,700
- 60% of REALTORS are female, 40% male
- Real Estate is the sole job of 76% of REALTORS
- Nine percent of REALTORS were born outside the US
- Average Experience - 10 years

