



Here are some statistics to show your competition and why it is paramount that you differentiate yourself from the herd!

REALTOR® Statistics

Hours worked by all REALTORS® (nationwide): 40 per week

Gross personal income by hours worked: \$48,000 (median for 40-59 hrs.)

Percent of business generated by REALTOR® personal web site (all REALTORS®):

- Zero: 37%
- Over 25%: 10%

Real estate experience of all REALTORS® (median): 10 years

REALTORS® by gender: Male 43%; Female 57%

Formal education of REALTORS®:

- Some college: 32%
- Associate degree: 11%
- Bachelor's degree: 29%
- High school graduate: 9%
- Graduate degree and above: 11%
- Some graduate school: 8%

Sides per agent: For all REALTORS® in 2009, the typical brokerage specialist completed 7 transaction sides or commercial deals

Median tenure at present firm (all REALTORS®): 5 years

REALTOR® affiliation with firms:

- Independent contractor: 81%
- Employee: 6%
- Other: 13%

Source: [2010 National Association of REALTORS® Member Profile](#)

NAR Membership Statistics

Members to date: 1,088,919 as of Sept. 31, 2010

Number of local associations: 1,420

Source: [Monthly Membership Report](#) and [NAR Membership Statistics, 1908-present](#)

Home Buyer Statistics ~ the real nitty gritty!

Active home search (median):

- **Number of weeks searched: 12**
- Number of homes seen: 12

First-Time vs. Repeat Buyers:

- First-time buyers: 47%
- Repeat buyers: 53%
- Median age of first-time buyers: 30
- Median age of repeat buyers: 48

Buyers who definitely would use same agent again: 81%

Actions taken as result of Internet home search:

- Drove by/viewed a home: 77%
- Walked through a home viewed online: 61%
- **Found agent used to search/buy home: 28%**

Information sources used in-home search:

- ***Internet: 90% (76% did so frequently)***
- Real estate agent: 87%
- Yard sign: 59%
- Open house: 46%
- Newspaper ad: 40%
- Home book or magazine: 26%

So as you can see it is crucial that you try and implement broader deeper internet marketing – which is why we have brought you epropertiesites and Activerain