

CAPITAL AREA REALTORS

2016 Member Profile

EXECUTIVE SUMMARY

This summary report presents the responses to a thirty seven question membership needs assessment, that was distributed to all REALTOR members of the Capital Area REALTORS® (CAR) in May/June of 2016. Questions were asked on a variety of topics including professional characteristics of the members and ratings of many REALTOR® Association programs and services. Survey invitations were e-mailed to 635 REALTOR members of the Capital Area REALTORS. Of those emailed 134, or 21.1%, were completed. The full report will be available shortly.

The typical REALTOR is a 58 year old, caucasian, female with some college and a Brokers license. She has been a member for about 14.5 years, works 42.7 hours per week, conducts 14.3 transaction sides per year and makes a gross income of \$57,999 per year.

- Females represent 59.0 percent of CAR members, up from 57.5 percent.
- The median age of a REALTOR was 58 years old, up from 56 the prior year.
- An impressive 100 percent of REALTORS were registered to vote while 65 percent voted in the last national election and nearly 71 percent voted in the last local election.
- The median length of time as a member is 14.5 years, virtually unchanged.
- Over 43 percent of respondents have earned at least a college degree.
- 73 percent of the respondents hold a real estate Broker license, 26.9 percent hold a real estate Managing Broker license and 3.7 percent hold an Appraiser license.
- 15.7 percent of respondents employ licensed and/or unlicensed assistants.
- Approximately, 79.4 percent of respondents classified CAR's performance as good or excellent, 14.3 percent classified it as fair, 3.2 percent as poor and 3.2 percent didn't know.
- Nearly 80 percent of all respondents use social media.
- The median number of hours worked per week was 42.7 (*up from 41.6*).
- Nearly 80 percent respondents indicated that real estate was their only occupation.
- Over 47 percent indicated that real estate is their primary source of income for their household.
- The median gross income of all respondents was \$57,999 (*down from \$60,625*).
- The median sales volume for all respondents was \$2.1m (*up from 1.7m*).
- 66.4 percent of respondents derived no income from commercial real estate activities last year while approximately 4.5 percent earned more than 75 percent of their income from commercial real estate activities last year.
- The median number of transaction sides for all respondents was 14.4 sides (*down from 11*).