
2020 Member Profile Florida REALTORS® Report

Prepared for:
Florida REALTORS®

Prepared by:
NATIONAL ASSOCIATION OF REALTORS®
Research Division

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2020 Member Profile Florida Report

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2020 Member Profile

Florida Report

Introduction

The *2020 Member Profile* is being released during an unprecedented time globally. While currently the world is undergoing transformation from the coronavirus, real estate is changing and evolving. REALTORS® quickly pivoted adapting their business practices and interactions with clients. However, the survey research that was conducted for this report was conducted before the virus was impacting real estate. Regardless of the timeframe, the real estate industry remains a dynamic industry full of entrepreneurs.

Real estate has a constant churn as many seek to enter the industry annually, but many jump out realizing this was not the career path for them. In 2019, the rise in new members the National Association of REALTORS® witnessed in the last several years has largely leveled out. While membership grew from 1.23 million in 2016 to 1.36 in 2018, as of June 2020 membership has remained steady at 1.40 million.

However, there is a constant churn of about 15 percent of members annually. The median years of experience in real estate increased to nine years from eight in last year's report. Those with two years or less experience decreased to 24 percent from 27 percent. While those with 25 years or more experience increased to 17 percent from 15 percent. Despite the churn, looking forward, 80 percent of REALTORS® are very certain they will remain in the market for two more years.

Limited inventory continues to plague many housing markets in the U.S. For the seventh year in a row, the difficulty finding the right property has been the most cited reason limiting potential clients. Impacted by limited inventory, the typical number of transactions was 12 in 2019, an increase from the previous year. With rising home prices in 2019, sales volume increased from \$1.9 million to \$2.3 million in 2019. Data from the *Profile of Home Buyers and Sellers* shows that recent buyers rely on agents not only to purchase an existing home, but 62 percent of buyers of newly built home use agents to represent them—new homes typically come at a higher price point, which has further risen the sales volume of members.

The median gross income of REALTORS® was \$49,700 in 2019 up from \$41,800 in 2018. New members entering the field can be seen with the differences in income by experience, function, and hours worked per week. Fifty-six percent of members who have two years or less experience made less than \$10,000 in 2019 compared to 41 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 or more experience had a median gross income of \$86,500— compared to REALTORS® with 2 years or less experience that had a median gross income of \$8,900.

The typical member was an independent contractor affiliated with an independent company catering to local markets. REALTORS® frequently have had careers in

other fields prior to real estate, the most common being in management, business, and financial professions, followed by sales and retail. Only five percent indicated that real estate is their first career. The majority of members were women homeowners with a college education. The share of women in the industry continues to rise and is now at 64 percent—up from 57 percent in 2010. The median age of REALTORS® was 55 in the 2019 survey, the same as last year.

As the industry continues to evolve, this year's report contains a new chapter that is devoted to technology. While there are older technologies that are embraced on a daily basis such as e-mail, social media, and GPS there are also new emerging technologies such as Photofy and the use of drones. The majority of members have their own website where they promote their own property listings, but many also post information about the buying and selling process to help consumers who may just be in the research part of the process.

2020 Member Profile

Florida Report

Highlights

Business Characteristics of REALTORS®

- Sixty-five percent of REALTORS® were licensed sales agents, 22 percent held broker licenses, and 15 percent held broker associate licenses. In Florida, 76 percent of REALTORS® were licensed sales agents, 13 percent held broker licenses, and 12 percent held broker associate licenses.
- The typical REALTOR® had nine years of experience, up from eight last year. In Florida, the typical REALTOR® had seven years of experience.
- Sixteen percent of members had at least one personal assistant. In Florida, 15 percent operate with at least one assistant.
- Eighty percent of REALTORS® were very certain they would remain active as a real estate professional for two more years. In Florida, 81 percent of members report they are certain they will remain active for two more years.

Business Activity of REALTORS®

- In 2019, the typical agent had 12 transactions, up from 11 transactions in the 2018 report. In Florida, agents had 10 transactions typically.
- The median sales volume for brokerage specialists increased to \$2.3 million in 2019 from \$1.9 million in 2018. In Florida, the typical sales volume was \$1.7 million in 2019.
- For the seventh year in a row, difficulty finding the right property surpassed difficulty in obtaining mortgage financing as the most cited reason limiting potential clients. In Florida, difficulty finding the right property was also the most cited reason.
- The typical property manager managed 35 properties in 2019, down from 47 properties in 2018. In Florida, the typical property manager managed 34 properties.
- Most REALTORS® worked 36 hours per week in 2018, up slightly from 35 hours last year. In Florida, most REALTORS® worked 35 hours per week.
- The typical REALTOR® earned 15 percent of their business from repeat clients and customers and 20 percent through referrals from past clients and customers. In Florida, 12 percent of business came from repeat business and 17 percent through referrals from past clients.

Income and Expenses of REALTORS®

- In 2019, 37 percent of REALTORS® were compensated under a fixed commission split (under 100 percent), followed by 22 percent with a graduated commission split (increases with productivity). In Florida, 42 percent of respondents were compensated under a fixed commission split (under 100%).

- The median gross income of REALTORS® was \$49,700 in 2019, an increase from \$41,800 in 2018. The median gross income for REALTORS® in Florida was \$35,000.
- REALTORS® with 16 years or more experience had a median gross income of \$86,500—up from \$71,000 in 2018— compared to REALTORS® with two years or less experience that had a median gross income of \$8,900—a slight decrease from \$9,300. In Florida, members with 16 or more years of experience had a median gross income of \$63,500 and those with less than two years had an income of \$8,500.
- The median business expenses were \$6,290, up from \$4,600 in 2018. In Florida, the typical business expenses were \$4,740.
- The largest expense category for most REALTORS® remains vehicle expenses, which was similar to last year at \$1,400. In Florida, the largest single expense category was also vehicle expenses, which was \$1,210.
- REALTORS® spent a median of \$70 to maintain a website in 2019, compared to \$65 in 2018. REALTORS® in Florida spent a median of \$80 to maintain a website.

Office and Firm Affiliation of REALTORS®

- Fifty-two percent of REALTORS® were affiliated with an independent company. This number was 60 percent of members in Florida.
- Eighty-seven percent of members were independent contractors at their firms. In Florida, that share is 86 percent.
- The median tenure for REALTORS® with their current firm was four years again, the same as last year. The median tenure for Florida members was three years.
- Ten percent of REALTORS® worked for a firm that was bought or merged in the past two years. In Florida, this number was 11 percent.

Technology and REALTORS®

- Fifty-five percent of REALTORS® reported having a website for at least five years, and have had a website for a median of five years. In Florida, 49 percent of REALTORS® reported having a website for at least five years, with a median of four years.
- Seventy-six percent of members were on Facebook and 60 percent on LinkedIn for professional use. In Florida, 75 percent of members are on Facebook and 62 percent on LinkedIn for professional use.
- The most common information found on REALTOR® websites, among all REALTORS®, was the member's own listings and home buying and selling information. The same is true in Florida.

Demographic Characteristics of REALTORS®

- The typical REALTOR® was a 55-year-old white female who attended college and was a homeowner. The typical REALTOR® in Florida was 55 years old and 64 percent attended college.
- Sixty-four percent of all REALTORS® were female, down from 67 percent last year. In Florida, 65 percent of members were female.

- Seventeen percent of REALTORS® had a previous career in management, business, or finance, and 17 percent in sales or retail. Only five percent of REALTORS® reported real estate was their first career. In Florida, 18 percent had a previous career in management, business, or the financial sector, and 16 percent in sales or retail. Four percent in Florida reported real estate was their first career.
- Seventy-three percent of REALTORS® said that real estate was their only occupation, and that number jumped to 84 percent among members with 16 or more years of experience. Sixty-nine percent in Florida reported real estate was their only occupation.
- The majority of REALTORS®—83 percent—own their primary residence. Seventy-eight percent of REALTORS® own their primary residence in Florida.

Methodology

In March 2020, NAR e-mailed a 93-question survey to a random sample of 169,038 REALTORS®. Using this method, a total of 12,464 responses were received. The survey had an adjusted response rate of 7.4 percent. The confidence interval at a 95 percent level of confidence is +/- 0.87 percent based on a population of 1.4 million members. In Florida a random sample of 20,901 members were sent the survey 1,114 members took the survey. Florida had a response rate of 5.3 percent.

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 2019, while all other data are representative of member characteristics in early 2020.

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.

BUSINESS CHARACTERISTICS OF REALTORS®

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BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-1

REALTORS® BY TYPE OF LICENSE

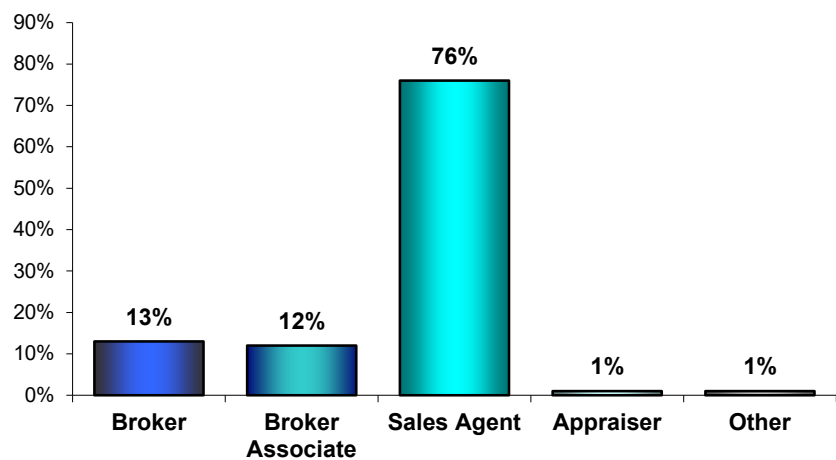
(Percent of Respondents)

Number of Total Respondents = 1114

Florida

Broker	13%
Broker Associate	12%
Sales Agent	76%
Appraiser	1%
Other	1%

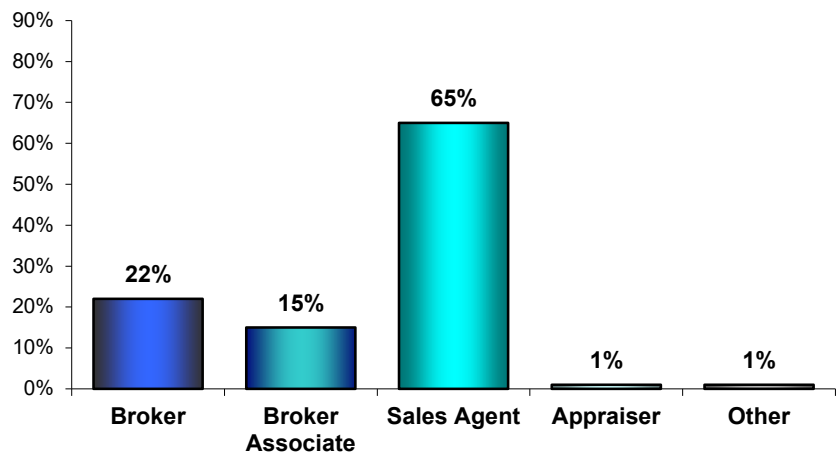
REALTORS® BY TYPE OF LICENSE



U.S.

Broker	22%
Broker Associate	15%
Sales Agent	65%
Appraiser	1%
Other	1%

REALTORS® BY TYPE OF LICENSE



BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-2

SPECIALTY AND MAIN FUNCTION OF REALTORS®

(Percentage Distribution)

Florida

		LICENSED AS			
		Broker	Broker Associate	Sales Agent	Appraiser
ALL REALTORS®					
Primary Real Estate Specialty					
Residential brokerage	69%	80%	81%	66%	20%
Commercial brokerage	3	5	7	2	*
Residential appraisal	1	1	*	*	80
Commercial appraisal	*	2	*	*	*
Relocation	6	1	1	8	*
Property management	4	4	2	4	*
Counseling	2	2	3	2	*
Land/Development	1	1	2	1	*
Other specialties	14	5	5	17	*
Main Function					
Broker-owner (with selling)	9%	66%	2%	1%	*
Broker-owner (without selling)	1	9	*	*	*
Associate broker	5	4	35	*	*
Manager	3	9	2	1	*
Sales agent	80	10	60	95	25
Appraiser	*	1	*	*	75
Other	2	1	1	3	*

* Less than 1 percent

U.S.

	ALL REALTORS®		LICENSED AS			
	2020 Survey	2019 Survey	Broker	Broker Associate	Sales Agent	Appraiser
Primary Real Estate Specialty						
Residential brokerage	73%	71%	82%	86%	68%	5%
Commercial brokerage	2	2	4	2	2	*
Residential appraisal	1	2	1	*	1	80
Commercial appraisal	*	*	*	*	*	10
Relocation	3	4	1	2	4	*
Property management	4	4	6	3	3	*
Counseling	2	1	1	1	2	4
Land/Development	1	1	1	1	1	*
Other specialties	13	15	3	4	18	2
Main Function						
Broker-owner (with selling)	10%	10%	45%	2%	1%	*
Broker-owner (without selling)	1	1	4	*	*	*
Associate broker	11	10	16	50	1	*
Manager	3	3	7	5	2	3
Sales agent	71	72	24	41	94	6
Appraiser	1	1	1	*	*	91
Other	3	4	4	2	3	*

* Less than 1 percent

BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-3

PRIMARY BUSINESS SPECIALTY OF BROKER/BROKER ASSOCIATE LICENSEES, 1999-2020

(Percentage Distribution)

Florida

	2020
Residential brokerage	81%
Commercial brokerage	6
Land/Development	1
Relocation	1
Counseling	2
Appraising	1
Property management	3
International	2
Other	3

* Less than 1 percent

U.S.

	1999	2001	2003	2005	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Residential brokerage	75%	76%	81%	76%	79%	79%	80%	79%	78%	75%	81%	77%	79%	84%	82%	82%	83%	83%
Commercial brokerage	6	6	3	4	5	6	6	7	6	4	3	5	5	3	4	3	2	3
Land/Development	4	3	1	3	3	1	3	2	2	2	1	1	1	2	1	2	2	1
Relocation	1	1	2	3	2	*	1	1	1	1	1	1	1	2	2	2	2	2
Counseling	1	1	2	3	1	1	1	1	1	2	1	1	1	1	1	1	1	1
Appraising	4	4	3	2	1	4	1	1	1	1	1	1	1	1	1	1	1	1
Property management	6	5	4	4	4	1	6	6	7	10	8	8	7	5	6	6	6	5
International	NA	*	*	1	*	3	*	*	*	*	1	*	*	1	*	*	*	*
Other	4	3	4	4	4	4	2	3	5	6	4	6	5	3	3	4	3	3

NA - Not Asked

* Less than 1 percent

BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-4

PRIMARY BUSINESS SPECIALTY OF SALES AGENT LICENSEES, 1999-2020 (Percentage Distribution)

Florida

	2020
Residential brokerage	66%
Commercial brokerage	2
Land/Development	1
Relocation	8
Counseling	2
Appraising	*
Property management	4
International	3
Other	14

* Less than 1 percent

U.S.

	1999	2001	2003	2005	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Residential brokerage	88%	82%	84%	74%	75%	77%	86%	87%	83%	83%	83%	83%	82%	67%	65%	65%	67%	68%
Commercial brokerage	2	2	2	1	2	2	3	3	3	1	2	2	3	1	1	2	1	2
Land/Development	2	2	1	3	3	1	1	1	1	1	1	1	1	1	1	1	1	1
Relocation	1	2	2	5	6	*	2	2	2	2	2	2	2	4	5	4	4	4
Counseling	1	3	2	5	4	5	1	1	1	1	1	2	1	2	2	2	2	2
Appraising	2	3	3	5	1	4	1	*	1	1	*	*	1	1	*	1	1	1
Property management	2	3	3	3	4	3	4	3	4	5	6	4	4	4	4	4	3	3
International	NA	*	*	*	2	2	1	*	1	*	1	1	1	1	1	*	1	1
Other	2	3	3	3	4	6	2	2	5	6	5	6	5	18	21	22	20	18

NA - not asked

* Less than 1 percent

BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-5

SECONDARY BUSINESS SPECIALTY OF REALTORS®

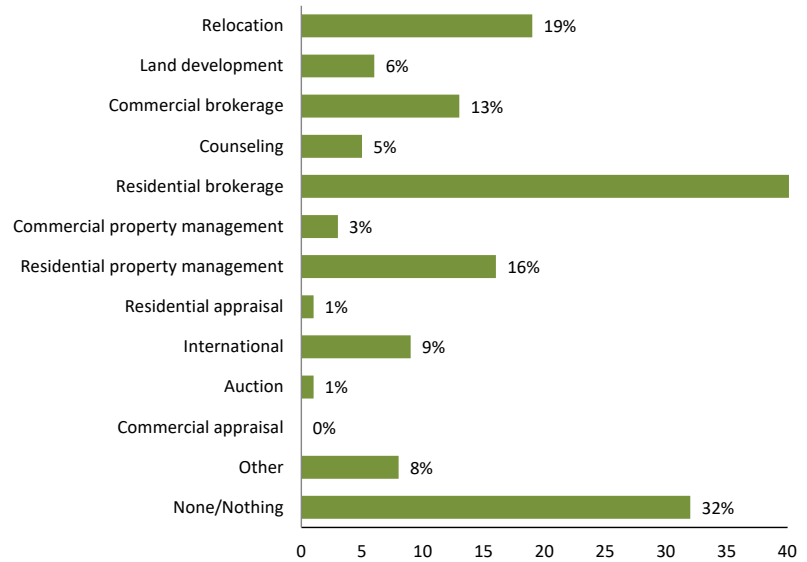
(Percent of Respondents)

Florida

Relocation	19%
Land development	6%
Commercial brokerage	13%
Counseling	5%
Residential brokerage	47%
Commercial property management	3%
Residential property management	16%
Residential appraisal	1%
International	9%
Auction	1%
Commercial appraisal	*
Other	8%
None/Nothing	32%

SECONDARY BUSINESS SPECIALTY OF REALTORS®

(Percent of Respondents)

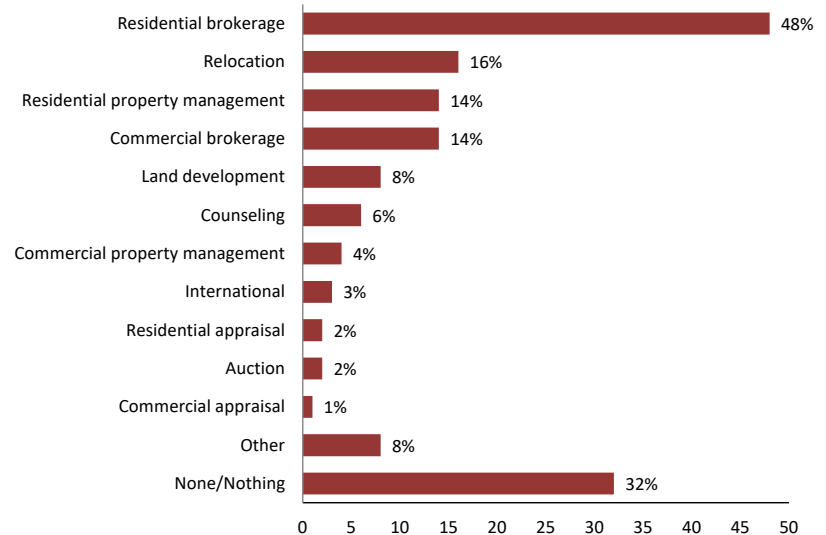


U.S.

Residential brokerage	48%
Relocation	16%
Residential property management	14%
Commercial brokerage	14%
Land development	8%
Counseling	6%
Commercial property management	4%
International	3%
Residential appraisal	2%
Auction	2%
Commercial appraisal	1%
Other	8%
None/Nothing	32%

SECONDARY BUSINESS SPECIALTY OF REALTORS®

(Percent of Respondents)



BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-6

REAL ESTATE EXPERIENCE OF REALTORS®, BY MAIN FUNCTION

(Percentage Distribution)

Florida

		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
1 year or less	18%	*	1%	4%	*	5%	21%	*
2 years	8	*	*	2	*	*	9	*
3 years	6	*	2	*	*	5	7	*
4 years	6	*	1	*	*	5	8	*
5 years	6	8	9	4	*	*	6	*
6 to 10 years	13	*	10	17	*	11	13	*
11 to 15 years	11	8	19	21	14	11	10	*
16 to 25 years	18	42	29	29	57	42	15	60
26 to 39 years	10	25	18	21	14	11	8	*
40 or more years	4	17	11	2	14	11	2	40
Median (years)	7	24	17	17	21	19	5	25

* Less than 1 percent

U.S.

	ALL REALTORS®		MAIN FUNCTION IN FIRM						
	2020 Survey	2019 Survey	Broker-Owner (without selling)	Broker-Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent Appraiser	
1 year or less	17%	18%	1%	4%	12%	4%	3%	21%	2%
2 years	8	9	*	1	5	*	4	9	*
3 years	7	7	*	1	4	4	2	8	8
4 years	5	6	*	1	4	1	2	6	*
5 years	5	4	4	3	5	4	4	6	*
6 to 10 years	11	11	9	7	11	5	12	12	4
11 to 15 years	12	14	7	16	13	7	17	11	13
16 to 25 years	19	17	20	28	23	31	32	16	32
26 to 39 years	12	11	45	25	18	25	18	8	25
40 or more years	5	4	12	13	6	17	7	3	15
Median (years)	9	8	28	20	15	21	17	6	22

* Less than 1 percent

BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-7

NUMBER OF PERSONAL ASSISTANTS

(Percentage Distribution)

Florida

	ALL REALTORS®	LICENSED AS		MAIN FUNCTION IN FIRM					
		Broker/ Associate	Sales Agent	Broker- Owner (without selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent
None	86%	76%	89%	40%	69%	78%	86%	59%	90%
One	12	18	9	60	25	16	*	29	9
Two	2	4	1	*	4	4	*	12	1
Three or more	1	2	*	*	2	2	14	*	*

* Less than 1 percent

U.S.

	ALL REALTORS®	LICENSED AS		MAIN FUNCTION IN FIRM					
		Broker/ Associate	Sales Agent	Broker- Owner (without selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent
None	84%	76%	88%	55%	67%	82%	71%	63%	88%
One	13	19	10	33	26	15	13	30	10
Two	2	4	2	10	5	2	6	5	1
Three or more	1	1	1	3	2	1	10	2	*

* Less than 1 percent

BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-8

NUMBER OF PERSONAL ASSISTANTS, BY YEARS OF REAL ESTATE EXPERIENCE

(Percentage Distribution)

Florida

	ALL REALTORS®	REAL ESTATE EXPERIENCE			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
None	86%	91%	94%	84%	79%
One	12	8	5	15	16
Two or more	3	1	1	1	5

* Less than 1 percent

U.S.

	ALL REALTORS®	REAL ESTATE EXPERIENCE			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
None	84%	94%	89%	81%	75%
One	13	5	9	15	20
Two or more	3	1	1	4	5

* Less than 1 percent

BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-9

TASKS PERFORMED BY PERSONAL ASSISTANTS

(Percent of Respondents)

Florida

Process new listings and enter them in the MLS	54%
Manage closing paperwork	46
Prepare comps	54
Schedule listing presentations, closings, and appointments	62
Photograph listings	23
Send mailings to past clients or prospects	54
Order inspections	46
Write ads	23
Place/track advertising of listings	31
Send progress reports to sellers	38
Prepare escrow files	23
Check MLS for expireds	38
Prospect FSBOs	8
Check newspapers/websites for FSBOs	*
Other	15

* Less than 1 percent

U.S.

Process new listings and enter them in the MLS	68%
Schedule listing presentations, closings, and appointments	66
Send mailings to past clients or prospects	66
Prepare comps	58
Manage closing paperwork	57
Place/track advertising of listings	57
Order inspections	49
Write ads	45
Send progress reports to sellers	42
Photograph listings	33
Check MLS for expireds	30
Prepare escrow files	29
Check newspapers/websites for FSBOs	18
Prospect FSBOs	14
Other	23

BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-10

CHARACTERISTICS OF PERSONAL ASSISTANTS

(Percentage Distribution)

Florida

License Information	Licensed	54%
	Unlicensed	46
Salary Expenses	Paid by REALTOR®	37
	Paid by company	51
	Both	12
Employment	Full-time	48
	Part-time	52
Exclusivity	Exclusive assistant	73
	Shared with others	27
Employment Arrangement	Independent contractor	62
	Employee	38
Compensation Structure	Hourly	26
	Arrangement varies	22
	Salary	20
	Percent of commission	15
	Per task	17

U.S.

License Information	Licensed	49%
	Unlicensed	51
Salary Expenses	Paid by REALTOR®	44
	Paid by company	38
	Both	18
Employment	Full-time	45
	Part-time	55
Exclusivity	Exclusive assistant	59
	Shared with others	41
Employment Arrangement	Independent contractor	68
	Employee	32
Compensation Structure	Hourly	28
	Arrangement varies	20
	Salary	21
	Percent of commission	12
	Per task	20

BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-11

RELOCATION ACTIVITY OF REALTORS®

(Percentage Distribution)

Florida

ALL REALTORS®

**REALTORS®'s firm have a relocation
department or business
development department
responsible for relocation activities**

Yes	28%
No	53
Don't know	19

U.S.

ALL REALTORS®

**REALTORS®'s firm have a relocation
department or business
development department
responsible for relocation activities**

Yes	33%
No	51
Don't know	17

BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-12

WILL REMAIN ACTIVE AS A REAL ESTATE PROFESSIONAL DURING THE NEXT TWO YEARS

(Percentage Distribution)

Florida

ALL REALTORS®

Very certain	81%
Somewhat certain	14
Not certain	5

U.S.

ALL REALTORS®

Very certain	80%
Somewhat certain	15
Not certain	5

BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-1	APPRAISAL: TYPES OF PROPERTIES APPRAISED
Exhibit 2-2	APPRAISAL: NUMBER OF PROPERTIES APPRAISED, 2019
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BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-1

APPRAISAL: TYPES OF PROPERTIES APPRAISED

(Percent of Respondents, Appraisal Specialists only)

Florida

Residential (1 to 4 units)	100%
Agricultural land and farms	50
Commercial (retail, office, shopping centers, etc.)	38
Residential (5 or more units)	50
Industrial (manufacturing, warehouses, etc.)	38
Institutional (hospitals, schools, etc.)	38
Other	13

* Less than 1 percent

U.S.

	2020 Survey
Residential (1 to 4 units)	94%
Agricultural land and farms	26
Residential (5 or more units)	23
Commercial (retail, office, shopping centers, etc.)	21
Industrial (manufacturing, warehouses, etc.)	20
Institutional (hospitals, schools, etc.)	11
Other	12

BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-2

APPRAISAL: NUMBER OF PROPERTIES APPRAISED, 2019

(Percentage Distribution, Appraisal Specialists only)

Florida

	ALL APPRAISAL SPECIALISTS	RESIDENTIAL APPRAISAL SPECIALISTS
9 or fewer	*	*
10 to 24	*	*
25 to 49	*	*
50 to 99	*	*
100 to 199	14	17
200 to 299	43	33
300 to 399	29	33
400 or more	14	17
Median (properties)	250	275

* Less than 1 percent

U.S.

	ALL APPRAISAL SPECIALISTS		RESIDENTIAL APPRAISAL SPECIALISTS
	In 2019	In 2018	
9 or fewer	6%	2%	7%
10 to 24	1	5	1
25 to 49	4	8	2
50 to 99	7	6	6
100 to 199	23	29	22
200 to 299	25	25	25
300 to 399	22	12	25
400 or more	12	14	14
Median (properties)	204	196	240

* Less than 1 percent

BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-3

APPRAISAL: OTHER REAL ESTATE ACTIVITIES OF APPRAISAL SPECIALISTS

(Percent of Respondents, Appraisal Specialists only)

Florida

	ALL APPRAISAL SPECIALISTS	RESIDENTIAL APPRAISAL SPECIALISTS
Residential brokerage	38%	33%
Counseling	*	*
Relocation	*	*
Commercial appraisal	38	*
Land/development	*	*
Residential property management	13	17
Commercial brokerage	*	*
Commercial property management	*	*
Residential appraisal	100	100
International	*	*
Auction	*	*
Other	*	*
None	*	*

* Less than 1 percent

N/A - Not Applicable

U.S.

	ALL APPRAISAL SPECIALISTS	RESIDENTIAL APPRAISAL SPECIALISTS
Residential appraisal	84%	86%
Residential brokerage	22	22
Commercial appraisal	21	11
Residential property management	11	12
Counseling	7	5
Relocation	3	3
Commercial brokerage	2	2
Land/development	1	1
Auction	0	1
Commercial property management	0	0
International	*	*
None	9	10
Other	3	2

BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-4

BROKERAGE: AGENCY RELATIONSHIPS

(Percentage Distribution, Brokerage Specialists only)

Florida

	ALL REALTORS®	RESIDENTIAL SPECIALISTS			Commercial Specialists
		All	Broker/ Broker Associate	Sales Agent	
Buyer agency and seller agency with disclosed dual agency	8%	8%	6%	9%	5%
Single agency	14	14	13	15	11
Transactional agency	69	70	74	68	63
Buyer agency exclusively	5	5	4	6	*
Seller agency exclusively	3	2	1	2	21
Other	1	1	1	*	*

* Less than 1 percent

U.S.

	ALL REALTORS®	RESIDENTIAL SPECIALISTS			Commercial Specialists
		All	Broker/ Broker Associate	Sales Agent	
Single agency (representation of buyer or seller but not both in same transaction)	36%	37%	36%	38%	22%
Buyer agency and seller agency with disclosed dual agency for in-company transactions	35	35	38	33	37
Transactional agency	11	11	9	12	16
Buyer agency exclusively	10	10	8	11	10
Seller agency exclusively	6	6	8	5	13
Other	2	2	2	2	2

BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-5

BROKERAGE: LISTINGS SOLD, 2019

(Percentage Distribution, Brokerage Specialists only)

U.S.

ALL REALTORS®	NUMBER OF OWN LISTINGS SOLD	NUMBER OF OWN LISTINGS SOLD BY SOMEONE ELSE	NUMBER OF OTHERS' LISTINGS SOLD
0 listings	42%	19%	15%
1 listing	18	9	8
2 listings	12	9	9
3 listings	7	8	7
4 listings	4	7	7
5 listings	4	6	7
6 to 10 listings	7	21	23
11 listings or more	6	22	24
Median listings (2019)	1	4	5
Median listings (2018)	1	3	5

Residential Specialists

0 listings	43%	19%	15%
1 listing	18	9	8
2 listings	12	9	9
3 listings	7	8	7
4 listings	4	7	7
5 listings	4	6	7
6 to 10 listings	7	21	23
11 listings or more	6	22	24
Median listings (2019)	1	4	5
Median listings (2018)	1	3	5

Commercial Specialists

0 listings	22%	31%	18%
1 listing	15	9	14
2 listings	10	10	10
3 listings	9	8	9
4 listings	6	6	6
5 listings	5	7	9
6 to 10 listings	10	17	23
11 listings or more	23	12	12
Median listings (2019)	3	2	3
Median listings (2018)	2	2	3

BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-6

BROKERAGE: NUMBER OF TRANSACTION SIDES OR COMMERCIAL DEALS, 2019

(Percentage Distribution, Brokerage Specialists only)

Florida

ALL REALTORS®			RESIDENTIAL SPECIALISTS						Commercial Specialists	
			All		Broker/ Broker Associate		Sales Agent			
Residential sides	Commercial sides		Residential sides	Commercial sides	Residential sides	Commercial sides	Residential sides	Commercial sides	Residential sides	Commercial sides
0 transactions	6%	69%	6%	75%	1%	58%	8%	82%	*	6%
1 to 5 transactions	27	27	25	24	19	41	28	16	71	63
6 to 10 transactions	21	2	21	2	20	2	22	1	21	13
11 to 15 transactions	14	*	15	*	18	*	13	*	*	6
16 to 20 transactions	10	*	11	*	10	*	11	*	*	*
21 to 50 transactions	18	*	19	*	25	*	16	*	7	6
51 transactions or more	4	*	4	*	7	*	3	*	*	6
Median (transactions)	10	0	10	0	12	0	9	0	2	3

* Less than 1 percent

U.S.

RESIDENTIAL SPECIALISTS											
ALL REALTORS®			All		Broker/ Broker Associate		Sales Agent		Commercial Specialists		
	Residential sides	Commercial sides	Residential sides	Commercial sides	Residential sides	Commercial sides	Residential sides	Commercial sides	Residential sides	Commercial sides	
0 transactions	5%	67%	5%	70%	3%	60%	7%	79%	20%	12%	
1 to 5 transactions	22	28	22	28	16	37	26	20	42	37	
6 to 10 transactions	20	2	20	2	19	2	20	1	14	13	
11 to 15 transactions	16	1	16	*	18	1	14	*	7	13	
16 to 20 transactions	11	0	11	*	11	*	11	*	6	5	
21 to 50 transactions	22	1	23	*	27	*	19	*	10	16	
51 transactions or more	5	0	5	*	6	*	3	*	2	4	
Median (transactions)	12	0	12	0	14	0	10	0	3	6	

* Less than 1 percent

BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-7

BROKERAGE: NUMBER OF TRANSACTION SIDES OR COMMERCIAL DEALS, BY EXPERIENCE, 2019

(Percentage Distribution, Brokerage Specialists only)

Florida

	ALL REALTORS®		REAL ESTATE EXPERIENCE							
	Residential sides	Commercial sides	2 years or less		3 to 5 years		6 to 15 years		16 years or more	
			Residential sides	Commercial sides	Residential sides	Commercial sides	Residential sides	Commercial sides	Residential sides	Commercial sides
0 transactions	6%	69%	25%	86%	2%	84%	*	62%	2%	56%
1 to 5 transactions	27	27	44	12	33	16	18	36	21	36
6 to 10 transactions	21	2	17	2	17	*	23	*	24	5
11 to 15 transactions	14	*	5	*	18	*	17	*	15	1
16 to 20 transactions	10	*	6	*	14	*	9	*	11	*
21 to 50 transactions	18	*	2	*	13	*	28	*	22	1
51 transactions or more	4	*	*	*	2	*	5	2	6	*
Median (transactions)	10	0	2	0	10	0	14	0	12	0

* Less than 1 percent

U.S.

	ALL REALTORS®		REAL ESTATE EXPERIENCE							
	Residential sides	Commercial sides	2 years or less		3 to 5 years		6 to 15 years		16 years or more	
			Residential sides	Commercial sides	Residential sides	Commercial sides	Residential sides	Commercial sides	Residential sides	Commercial sides
0 transactions	5%	67%	21%	89%	3%	71%	2%	64%	2%	57%
1 to 5 transactions	22	28	42	10	23	25	17	32	17	35
6 to 10 transactions	20	2	18	1	21	2	19	1	20	3
11 to 15 transactions	16	1	9	*	19	1	17	1	16	2
16 to 20 transactions	11	0	4	*	12	*	13	1	11	*
21 to 50 transactions	22	1	6	*	19	1	28	1	27	1
51 transactions or more	5	0	*	*	2	*	5	*	7	*
Median (transactions)	12	0	3	0	11	0	14	0	14	0

* Less than 1 percent

BUSINESS ACTIVITY OF REALTORS®

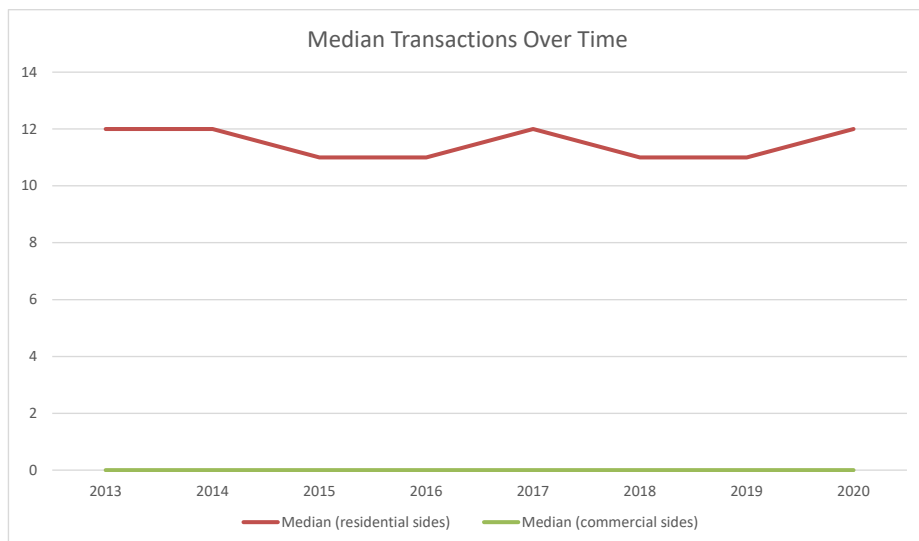
Exhibit 2-8

MEDIAN NUMBER OF TRANSACTION SIDES OR COMMERCIAL DEALS

(Median, Brokerage Specialists only)

U.S.

Year	Median (residential sides)	Median (commercial sides)
2013	12	0
2014	12	0
2015	11	0
2016	11	0
2017	12	0
2018	11	0
2019	11	0
2020	12	0



BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-9

BROKERAGE: NUMBER OF TRANSACTION SIDES INVOLVING PROPERTIES IN FORECLOSURE, 2019

(Percentage Distribution, Brokerage Specialists only)

Florida

	ALL REALTORS®	RESIDENTIAL SPECIALISTS		
		All	Broker/ Broker Associate	Sales Agent
0 transactions	86%	86%	80%	88%
1 to 5 transactions	13	13	18	11
6 transactions or more	1	1	3	*
Median (transactions)	0	0	0	0

* Less than 1 percent

U.S.

	ALL REALTORS®	RESIDENTIAL SPECIALISTS			Commercial Specialists
		All	Broker/ Broker Associate	Sales Agent	
0 transactions	84%	84%	81%	87%	86%
1 to 5 transactions	14	14	16	12	12
6 transactions or more	2	2	3	1	2
Median (transactions)	0	0	*	0	0

* Less than 1 percent

BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-10

BROKERAGE: NUMBER OF TRANSACTION SIDES INVOLVING SHORT SALES, 2019

(Percentage Distribution, Brokerage Specialists only)

Florida

	ALL REALTORS®	RESIDENTIAL SPECIALISTS		
		All	Broker/ Broker Associate	Sales Agent
0 transactions	94%	94%	95%	94%
1 to 5 transactions	6	6	5	6
6 transactions or more	*	*	*	*
Median (transactions)	0	0	0	0

* Less than 1 percent

U.S.

	ALL REALTORS®	RESIDENTIAL SPECIALISTS			Commercial Specialists
		All	Broker/ Broker Associate	Sales Agent	
0 transactions	93%	93	92	94	96
1 to 5 transactions	7	7	8	6	3
6 transactions or more	*	*	*	*	1
Median (transactions)	0	0	0	0	0

* Less than 1 percent

BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-11

BROKERAGE: SALES VOLUME, 2019

(Percentage Distribution, Brokerage Specialists only)

Florida

	ALL REALTORS®	RESIDENTIAL SPECIALISTS			Commercial Specialists
		All	Broker/ Broker Associate	Sales Agent	
Less than \$500,000	27%	26%	21%	29%	39%
\$500,000 to under \$1 million	12	13	9	14	6
\$1 to under \$1.5 million	10	10	11	10	*
\$1.5 to under \$2 million	8	7	5	8	22
\$2 to under \$3 million	9	9	6	11	*
\$3 to under \$4 million	7	7	9	7	*
\$4 to under \$5 million	6	6	7	6	*
\$5 to under \$6 million	4	4	7	2	6
\$6 to under \$7 million	4	4	5	3	*
\$7 to under \$8 million	2	2	2	2	*
\$8 to under \$10 million	3	3	6	2	*
\$10 million or more	9	8	13	6	28
Median (millions)	\$1.7	\$1.6	\$2.7	\$1.4	\$1.7

* Less than 1 percent

U.S.

	ALL REALTORS®		RESIDENTIAL SPECIALISTS			Commercial Specialists
	In 2019	In 2018	All	Broker/ Broker Associate	Sales Agent	
Less than \$500,000	24%	28%	24%	20%	27%	29%
\$500,000 to under \$1 million	9	9	9	7	10	6
\$1 to under \$1.5 million	8	8	8	7	9	4
\$1.5 to under \$2 million	8	8	8	8	7	7
\$2 to under \$3 million	10	10	10	10	11	6
\$3 to under \$4 million	7	8	7	8	7	6
\$4 to under \$5 million	7	6	7	7	6	6
\$5 to under \$6 million	6	5	6	6	5	5
\$6 to under \$7 million	4	4	4	4	4	4
\$7 to under \$8 million	3	3	3	3	3	4
\$8 to under \$10 million	4	3	4	6	3	5
\$10 million or more	11	8	11	13	9	18
Median (millions)	\$2.3	\$1.9	\$2.4	\$2.9	\$1.8	\$3.3

* Less than 1 percent

BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-12

BROKERAGE: SALES VOLUME, BY EXPERIENCE, 2019

(Percentage Distribution, Brokerage Specialists only)

Florida

	ALL REALTORS®	REAL ESTATE EXPERIENCE			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
Less than \$500,000	27%	58%	30%	13%	20%
\$500,000 to under \$1 million	12	16	14	11	12
\$1 to under \$1.5 million	10	11	9	9	10
\$1.5 to under \$2 million	8	1	6	9	9
\$2 to under \$3 million	9	8	7	13	8
\$3 to under \$4 million	7	*	12	13	5
\$4 to under \$5 million	6	3	9	8	5
\$5 to under \$6 million	4	*	6	3	5
\$6 to under \$7 million	4	1	1	9	3
\$7 to under \$8 million	2	1	1	5	1
\$8 to under \$10 million	3	*	1	4	5
\$10 million or more	9	1	4	4	17
Median (millions)	\$1.7	\$0.4	\$1.5	\$2.6	\$2.3

* Less than 1 percent

U.S.

	ALL REALTORS®	REAL ESTATE EXPERIENCE			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
Less than \$500,000	24%	51%	20%	19%	18%
\$500,000 to under \$1 million	9	12	11	6	8
\$1 to under \$1.5 million	8	11	10	7	6
\$1.5 to under \$2 million	8	6	8	8	7
\$2 to under \$3 million	10	8	12	11	10
\$3 to under \$4 million	7	5	9	9	7
\$4 to under \$5 million	7	2	8	8	7
\$5 to under \$6 million	6	1	7	5	7
\$6 to under \$7 million	4	1	4	5	4
\$7 to under \$8 million	3	1	2	4	4
\$8 to under \$10 million	4	1	3	6	6
\$10 million or more	11	1	6	13	16
Median (millions)	\$2.3	\$0.5	\$2.2	\$3.0	\$3.3

* Less than 1 percent

BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-13

THE MOST IMPORTANT FACTOR LIMITING POTENTIAL CLIENTS IN COMPLETING A TRANSACTION

(Percentage Distribution, Brokerage Specialists only)

Florida

	ALL REALTORS®	RESIDENTIAL SPECIALISTS			Commercial Specialists
		All	Broker/ Broker Associate	Sales Agent	
No factors are limiting potential clients	17%	16%	19%	15%	37%
Difficulty in obtaining mortgage finance	12	12	15	11	*
Expectation that prices might fall further	8	8	7	9	*
Expectation that mortgage rates might come down	*	*	*	*	*
Low consumer confidence	1	1	1	1	*
Difficulty in finding the right property	26	26	28	24	26
Concern about losing job	1	1	*	1	*
Ability to sell existing home	2	3	2	3	*
Housing affordability	20	20	21	20	11
Ability to save for downpayment	8	8	2	11	*
Other	6	5	5	5	26

* Less than 1 percent

U.S.

	ALL REALTORS®	RESIDENTIAL SPECIALISTS			Commercial Specialists
		All	Broker/ Broker Associate	Sales Agent	
No factors are limiting potential clients	16%	16%	17%	15%	26%
Difficulty in finding the right property	35	35	38	32	30
Housing Affordability	19	20	20	19	8
Difficulty in obtaining mortgage finance	8	8	6	10	5
Ability to save for downpayment	5	5	4	7	5
Expectation that prices might fall further	4	4	3	5	4
Ability to sell existing home	2	2	2	2	1
Low consumer confidence	1	1	1	1	3
Expectation that mortgage rates might come down	1	1	1	1	1
Concern about losing job	1	1	1	1	*
Other	8	8	8	7	17

* Less than 1 percent

BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-14

BROKERAGE: WEB SITES WHERE REALTORS® PLACE THEIR LISTINGS

(Percent of Respondents, Brokerage Specialists only)

Florida

	ALL REALTORS®	RESIDENTIAL SPECIALISTS			Commercial Specialists
		All	Broker/Associate	Sales Agent	
REALTOR.com®	85%	87%	89%	85%	47%
Firm's Web site	73	73	73	73	74
Local MLS Web site	66	67	65	68	53
Personal Web site	52	52	51	53	32
Local REALTOR® association Web site	36	36	41	34	37
Local newspaper Web site	7	8	6	8	5
Franchiser's Web site	17	18	19	17	5
Local real estate magazine Web site	8	8	10	7	5
Other Broker's Web site	17	17	20	16	16
Commercial listing service**	9	6	11	4	79
None	3	3	1	4	*

* Less than 1 percent

** Commercial listing service, e.g., CoStar, LoopNet, CCIMNet, or other commercial information exchange (CIE)

U.S.

	ALL REALTORS®		RESIDENTIAL SPECIALISTS			Commercial Specialists
	2020 Survey	2019 Survey	All	Broker/Associate	Sales Agent	
REALTOR.com®	84%	83%	85%	88%	83%	49%
Third party aggregator	82	83	83	82	84	43
Firm's Web site	79	78	79	81	78	71
Local MLS Web site	70	71	71	71	70	53
Social networking site	60	57	61	59	62	33
Personal Web site	53	53	54	53	55	27
Local REALTOR® association Web site	31	34	32	34	30	24
Other websites (Google, Craigslist, Yahoo)	27	26	27	29	26	16
Franchiser's Web site	25	24	25	27	23	14
Other Broker's Web site	22	22	22	25	20	12
Video hosting Web sites	16	17	16	17	16	9
Local real estate magazine Web site	10	12	10	12	9	5
Local newspaper Web site	9	12	9	11	9	4
Commercial listing service**	8	9	6	8	4	68
None	3	4	3	2	4	3

** Commercial listing service, e.g., CoStar, LoopNet, CCIMNet, or other commercial information exchange (CIE)

BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-15

PROPERTY MANAGEMENT: TYPES OF PROPERTIES MANAGED

(Percent of Respondents, Property Management Specialists only)

Florida

Single-family residential	91%
Multi-family residential	52
Office	9
Retail	9
Industrial	*
Land	*
Other	4

* Less than 1 percent

U.S.

	ALL REALTORS®
Single-family residential	80%
Multi-family residential	59
Office	23
Retail	16
Industrial	10
Land	3
Other	5

* Less than 1 percent

BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-16

PROPERTY MANAGEMENT: NUMBER OF PROPERTIES MANAGED

(Percentage Distribution, Property Management Specialists only)

Florida

ALL REALTORS®	
1 to 5 properties	5%
6 to 10 properties	5
11 to 20 properties	20
21 to 40 properties	15
41 to 60 properties	10
61 to 80 properties	5
81 to 100 properties	10
101 to 500 properties	20
501 properties or more	10
Median (properties)	34

* Less than 1 percent

U.S.

	ALL REALTORS®		Residential Specialists	Commercial Specialists
	In 2019	In 2018		
1 to 5 properties	17%	16%	15%	30%
6 to 10 properties	10	9	9	16
11 to 20 properties	10	6	7	26
21 to 40 properties	16	18	16	12
41 to 60 properties	7	11	8	3
61 to 80 properties	7	7	8	1
81 to 100 properties	5	6	5	3
101 to 500 properties	24	22	27	6
501 properties or more	5	4	5	4
Median (properties)	35	47	44	11

* Less than 1 percent

BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-17

PROPERTY MANAGEMENT: MANAGEMENT FUNCTIONS PERFORMED

(Percent of Respondents, Property Management Specialists only)

Florida

Select tenants	87%
Take tenant applications	78
Collect rent	91
Marketing	91
Initiate evictions	83
Perform small repairs	83
Perform large repairs or upgrades	61
Make mortgage payments	26
Make tax payments	35
Initiate legal actions (other than evictions)	30
Other	9

U.S.

	ALL REALTORS®
Collect rent	91%
Select tenants	89
Take tenant applications	82
Marketing	79
Initiate evictions	78
Perform small repairs	76
Perform large repairs or upgrades	60
Initiate legal actions (other than evictions)	42
Make tax payments	41
Make mortgage payments	34
Other	15

BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-18

HOURS WORKED PER WEEK

(Percentage Distribution)

Florida

	ALL REALTORS®	LICENSED AS:		MAIN FUNCTION IN FIRM						
		Broker/ Associate	Broker Sales Agent	Broker- Owner (without selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent	Appraiser
Less than 20 hours	19%	18%	20%	8%	19%	17%	*	6%	20%	*
20 to 39 hours	35	23	39	33	23	26	33	17	38	*
40 to 59 hours	36	45	33	50	44	43	67	33	33	100
60 hours or more	10	15	8	8	14	15	*	44	8	*
Median (hours)	35	40	30	40	40	40	40	50	30	45

* Less than 1 percent

U.S.

	ALL REALTORS®	LICENSED AS:		MAIN FUNCTION IN FIRM						
		Broker/ Associate	Broker Sales Agent	Broker- Owner (without selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent	Appraiser
Less than 20 hours	15%	11%	18%	13%	12%	10%	7%	3%	17%	6%
20 to 39 hours	35	30	39	25	28	35	11	16	39	10
40 to 59 hours	39	46	34	49	43	44	73	60	35	59
60 hours or more	11	13	9	13	17	11	9	20	9	25
Median (hours)	36	40	30	40	40	40	45	45	35	45

* Less than 1 percent

BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-19

REPEAT BUSINESS FROM PAST CONSUMERS AND CLIENTS, BY SPECIALTY, 2019

(Percentage Distribution)

Florida

		PRIMARY REAL ESTATE SPECIALTY					
		APPRAISAL		BROKERAGE		PROPERTY MANAGEMENT	
ALL REALTORS®		Residential	Commercial	Residential	Commercial	Residential	Commercial
None	28%	38%	*	25%	23%	26%	*
Less than 10%	19	13	*	20	19	6	50
Up to 25%	20	*	50	22	8	21	*
Up to 50%	14	13	*	15	15	12	*
More than 50%	17	38	50	17	31	32	*
Median	12%	9%	25%	13%	25%	23%	10%

* Less than 1 percent

U.S.

		PRIMARY REAL ESTATE SPECIALTY					
		APPRAISAL		BROKERAGE		PROPERTY MANAGEMENT	
ALL REALTORS®		Residential	Commercial	Residential	Commercial	Residential	Commercial
None	27%	17%	*	22%	18%	23%	19%
Less than 10%	17	9	4	17	12	13	17
Up to 25%	20	4	14	22	23	18	15
Up to 50%	14	9	10	16	14	10	12
More than 50%	20	57	73	21	31	31	27
Median	15%	61%	66%	18%	23%	22%	24%

* Less than 1 percent

BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-20

REPEAT BUSINESS FROM PAST CONSUMERS AND CLIENTS, BY EXPERIENCE, 2019

(Percentage Distribution)

Florida

	ALL REALTORS®	REAL ESTATE EXPERIENCE			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
None	28%	68%	29%	12%	10%
Less than 10%	19	17	29	18	15
Up to 25%	20	5	24	32	21
Up to 50%	14	4	12	15	20
More than 50%	17	2	4	22	33
Median	12%	0%	8%	19%	31%

U.S.

	ALL REALTORS®	REAL ESTATE EXPERIENCE			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
None	27%	69%	27%	11%	7%
Less than 10%	17	14	31	17	11
Up to 25%	20	6	23	32	21
Up to 50%	14	3	10	18	21
More than 50%	20	3	7	21	38
Median	15%	0%	8%	20%	39%

BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-21

BUSINESS THROUGH REFERRALS FROM PAST CONSUMERS AND CLIENTS, BY SPECIALTY, 2019

(Percentage Distribution)

Florida

	ALL REALTORS®	PRIMARY REAL ESTATE SPECIALTY					
		APPRAISAL		BROKERAGE		PROPERTY MANAGEMENT	
		Residential	Commercial	Residential	Commercial	Residential	Commercial
None	20%	25%	*	18%	19%	15%	50%
Less than 10%	18	50	*	18	15	18	*
Up to 25%	25	13	100	27	23	30	50
Up to 50%	14	*	*	15	19	21	*
More than 50%	20	13	*	21	19	6	*
Median	17%	6%	18%	18%	20%	19%	5%

* Less than 1 percent

U.S.

	ALL REALTORS®	PRIMARY REAL ESTATE SPECIALTY					
		APPRAISAL		BROKERAGE		PROPERTY MANAGEMENT	
		Residential	Commercial	Residential	Commercial	Residential	Commercial
None	19%	23%	*	15%	12%	20%	15%
Less than 10%	16	34	34	15	13	20	26
Up to 25%	24	19	45	26	28	28	34
Up to 50%	16	5	11	18	22	10	4
More than 50%	22	16	10	24	21	13	13
Median	20%	8%	15%	22%	23%	15%	14%

BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-22

BUSINESS THROUGH REFERRALS FROM PAST CONSUMERS AND CLIENTS, BY EXPERIENCE, 2019

(Percentage Distribution)

Florida

	ALL REALTORS®	REAL ESTATE EXPERIENCE			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
None	20%	51%	20%	9%	7%
Less than 10%	18	18	21	16	17
Up to 25%	25	11	30	28	32
Up to 50%	14	3	9	19	19
More than 50%	20	11	18	27	24
Median	17%	0%	15%	23%	22%

U.S.

	ALL REALTORS®	REAL ESTATE EXPERIENCE			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
None	19%	51%	15%	8%	6%
Less than 10%	16	16	21	15	13
Up to 25%	24	10	28	29	29
Up to 50%	16	7	16	21	19
More than 50%	22	9	17	26	30
Median	20%	0%	18%	24%	29%

BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-23

BUSINESS ORIGINATED FROM AN OPEN HOUSE, BY SPECIALTY, 2019

(Percentage Distribution)

Florida

	ALL REALTORS®	RESIDENTIAL SPECIALISTS		
		All	Broker/ Broker Associate	Sales Agent
None	63%	58%	62%	63%
Less than 10%	23	29	27	22
Up to 25%	8	7	7	8
Up to 50%	2	2	2	3
More than 50%	2	3	*	3
Median	0%	0%	0%	0%

* Less than 1 percent

U.S.

	ALL REALTORS®	RESIDENTIAL SPECIALISTS		
		All	Broker/ Broker Associate	Sales Agent
None	60%	54%	55%	53%
Less than 10%	26	31	33	29
Up to 25%	8	10	8	11
Up to 50%	2	2	2	3
More than 50%	2	2	1	3
Median	0%	0%	0%	0%

BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-24

BUSINESS ORIGINATED FROM AN OPEN HOUSE, BY EXPERIENCE, 2019

(Percentage Distribution)

Florida

	ALL REALTORS®	REAL ESTATE EXPERIENCE			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
None	63%	70%	50%	66%	63%
Less than 10%	23	12	33	24	26
Up to 25%	8	7	10	6	7
Up to 50%	2	4	3	2	1
More than 50%	2	5	3	1	1
Median	0%	0%	0%	0%	0%

U.S.

	ALL REALTORS®	REAL ESTATE EXPERIENCE			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
None	60%	65%	52%	60%	61%
Less than 10%	26	15	30	30	28
Up to 25%	8	8	11	7	8
Up to 50%	2	4	3	1	1
More than 50%	2	5	2	1	1
Median	0%	0%	0%	0%	0%

INCOME AND EXPENSES OF REALTORS®

Exhibit 3-1	COMPENSATION STRUCTURES FOR REALTORS®
Exhibit 3-2	COMPENSATION STRUCTURES FOR REALTORS®, BY EXPERIENCE
Exhibit 3-3	COMPENSATION STRUCTURES FOR REALTORS®, BY GROSS PERSONAL INCOME
Exhibit 3-4	TOTAL REAL ESTATE BUSINESS EXPENSES, 2019
Exhibit 3-5	TOTAL REAL ESTATE EXPENSES, BY GROSS PERSONAL INCOME, 2019
Exhibit 3-6	ADMINISTRATIVE EXPENSES, 2019
Exhibit 3-7	AFFINITY/REFERRAL RELATIONSHIP EXPENSES, 2019
Exhibit 3-8	MARKETING OF SERVICES EXPENSES, 2019
Exhibit 3-9	OFFICE LEASE/BUILDING EXPENSES, 2019
Exhibit 3-10	PROFESSIONAL DEVELOPMENT EXPENSES, 2019
Exhibit 3-11	TECHNOLOGY PRODUCTS AND SERVICES EXPENSES, 2019
Exhibit 3-12	BUSINESS USE OF VEHICLE EXPENSE, 2019
Exhibit 3-13	ANNUAL INCOME OF REALTORS®, 2019
Exhibit 3-14	ANNUAL INCOME OF REALTORS®, BY MAIN FUNCTION, 2019
Exhibit 3-15	ANNUAL INCOME OF REALTORS®, BY EXPERIENCE, 2019
Exhibit 3-16	ANNUAL INCOME OF REALTORS®, BY HOURS WORKED, 2019
Exhibit 3-17	RECEIVED SIGN-ON BONUS
Exhibit 3-18	EXPENDITURES TO MAINTAIN REALTOR® WEB SITE, 2019
Exhibit 3-19	EXPENDITURES ON REALTOR® SOCIAL MEDIA ADVERTISING, 2019

INCOME AND EXPENSES OF REALTORS®

Exhibit 3-1

COMPENSATION STRUCTURES FOR REALTORS®

(Percentage Distribution)

Florida

	ALL REALTORS®	LICENSED AS	
		Broker/ Associate	Broker Sales Agent
Fixed commission split (under 100%)	42%	37%	44%
Graduated commission split (increases with production)	19	10	22
Capped commission split (rises to 100% after a predetermined threshold)	11	7	12
100% Commission	18	24	16
Commission plus share of profits	1	1	1
Salary only	2	5	1
Salary plus share of profits/production bonus	1	3	*
Share of profits only	1	3	*
Other	5	9	3

* Less than 1 percent

U.S.

	ALL REALTORS®	LICENSED AS	
		Broker/ Associate	Broker Sales Agent
Fixed commission split (under 100%)	37%	33%	39%
Graduated commission split (increases with production)	22	18	25
Capped commission split (rises to 100% after a predetermined threshold)	16	15	17
100% commission	13	16	11
Salary plus share of profits/production bonus	1	2	*
Commission plus share of profits	2	2	2
Share of profits only	1	2	1
Salary only	2	4	1
Other	6	9	4

* Less than 1 percent

N/A- Not Applicable

INCOME AND EXPENSES OF REALTORS®

Exhibit 3-2

COMPENSATION STRUCTURES FOR REALTORS®, BY EXPERIENCE

(Percentage Distribution)

Florida

	ALL REALTORS®	REAL ESTATE EXPERIENCE			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
Fixed commission split (under 100%)	42%	38%	46%	41%	42%
Graduated commission split (increases with production)	19	28	14	18	17
Capped commission split (rises to 100% after a predetermined threshold)	11	15	14	10	7
100% Commission	18	11	21	19	19
Commission plus share of profits	1	3	*	1	1
Salary only	2	1	1	3	4
Salary plus share of profits/production bonus	1	*	1	*	2
Share of profits only	1	*	1	*	2
Other	5	3	2	8	6

* Less than 1 percent

U.S.

	ALL REALTORS®	REAL ESTATE EXPERIENCE			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
Fixed commission split (under 100%)	37%	33%	39%	38%	36%
Graduated commission split (increases with production)	22	30	20	21	19
Capped commission split (rises to 100% after a predetermined threshold)	16	20	20	16	12
100% commission	13	7	11	14	16
Salary plus share of profits/production bonus	1	*	*	*	1
Commission plus share of profits	2	2	2	1	2
Share of profits only	1	1	2	1	2
Salary only	2	1	1	2	4
Other	6	6	4	6	8

* Less than 1 percent

INCOME AND EXPENSES OF REALTORS®

Exhibit 3-3

COMPENSATION STRUCTURES FOR REALTORS®, BY GROSS PERSONAL INCOME

(Percentage Distribution)

Florida

	ALL REALTORS®	GROSS PERSONAL INCOME							
		Less than \$10,000	\$10,000 to \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more
Fixed commission split (under 100%)	42%	40%	49%	50%	22%	53%	36%	38%	37%
Graduated commission split (increases with production)	19	24	16	17	26	14	24	13	20
Capped commission split (rises to 100% after a predetermined threshold)	11	14	10	4	11	12	8	10	15
100% Commission	18	13	17	14	27	15	25	19	17
Commission plus share of profits	1	2	1	1	3	*	1	*	2
Salary only	2	*	1	4	3	1	4	9	2
Salary plus share of profits/production bonus	1	1	1	*	1	*	*	1	*
Share of profits only	1	1	1	*	1	1	1	3	*
Other	5	6	4	9	5	4	1	6	6

* Less than 1 percent

U.S.

	ALL REALTORS®	GROSS PERSONAL INCOME							
		Less than \$10,000	\$10,000 to \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more
Fixed commission split (under 100%)	37%	35%	42%	42%	37%	39%	35%	36%	31%
Graduated commission split (increases with production)	22	28	24	20	23	21	22	19	19
Capped commission split (rises to 100% after a predetermined threshold)	16	16	14	16	16	15	14	19	20
100% commission	13	9	13	11	14	13	16	12	16
Salary plus share of profits/production bonus	1	*	*	*	*	*	1	1	1
Commission plus share of profits	2	2	1	1	1	2	2	2	3
Share of profits only	1	1	1	1	2	2	1	1	1
Salary only	2	*	*	2	2	3	3	4	4
Other	6	8	5	7	5	5	6	7	6

* Less than 1 percent

INCOME AND EXPENSES OF REALTORS®

Exhibit 3-4

TOTAL REAL ESTATE BUSINESS EXPENSES, 2019

(Percentage Distribution)

Florida

	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
None	3%	1%	3%	*	1%	*	14%	*	3%
Less than \$500	5	4	6	25	*	*	29	7	5
\$500 to \$999	6	6	6	25	4	5	*	*	6
\$1,000 to \$2,499	19	14	21	*	20	20	*	7	20
\$2,500 to \$4,999	19	15	21	25	14	10	43	36	20
\$5,000 to \$9,999	15	12	15	25	10	20	*	7	15
\$10,000 to \$19,999	11	13	10	*	19	12	*	14	10
\$20,000 to \$29,999	7	12	5	*	7	24	14	*	6
\$30,000 to \$49,999	5	7	4	*	10	2	*	*	5
\$50,000 to \$99,999	4	8	2	*	4	5	*	14	3
\$100,000 or more	2	4	1	*	3	*	*	14	1
Median	\$4,740	\$9,170	\$4,170	\$75,000	\$10,530	\$8,750	\$2,910	\$5,000	\$4,500

* Less than 1 percent

U.S.

	ALL REALTORS®		LICENSED AS		MAIN FUNCTION IN FIRM					
	In 2019	In 2018	Broker/ Broker Associate	Sales Agent	Broker- Owner (without selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent
None	3%	4%	2%	4%	7%	2%	1%	6%	1%	3%
Less than \$500	4	4	3	4	6	2	2	21	2	4
\$500 to \$999	4	7	3	5	2	3	4	13	1	5
\$1,000 to \$2,499	16	19	11	19	13	10	13	12	6	18
\$2,500 to \$4,999	19	20	15	21	14	12	18	13	17	21
\$5,000 to \$9,999	16	16	17	16	9	16	17	8	16	16
\$10,000 to \$19,999	13	13	15	12	12	16	15	15	22	12
\$20,000 to \$29,999	8	7	11	7	5	11	12	5	9	8
\$30,000 to \$49,999	7	6	9	5	6	10	8		8	6
\$50,000 to \$99,999	4	3	6	3	6	8	5	1	11	3
\$100,000 or more	3	2	4	2	14	6	2	2	3	2
Median	\$6,290	\$4,600	\$9,710	\$4,640	\$9,440	\$13,130	\$8,530	\$2,250	\$13,180	\$4,880

INCOME AND EXPENSES OF REALTORS®

Exhibit 3-5

TOTAL REAL ESTATE EXPENSES, BY GROSS PERSONAL INCOME, 2019

(Percentage Distribution)

Florida

	ALL REALTORS®	GROSS PERSONAL INCOME							
		Less than \$10,000	\$10,000 to \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more
None	3%	7%	1%	1%	1%	1%	1%	*	1%
Less than \$500	5	11	6	4	*	2	4	3	*
\$500 to \$999	6	10	12	7	1	4	4	*	*
\$1,000 to \$2,499	19	32	24	24	24	9	11	6	5
\$2,500 to \$4,999	19	24	22	28	23	17	16	10	6
\$5,000 to \$9,999	15	10	18	11	18	25	18	18	5
\$10,000 to \$19,999	11	1	10	11	12	18	14	14	18
\$20,000 to \$29,999	7	*	*	10	7	10	16	16	14
\$30,000 to \$49,999	5	*	*	*	*	7	9	5	18
\$50,000 to \$99,999	4	*	*	*	*	2	1	10	22
\$100,000 or more	2	*	*	*	*	*	1	6	10
Median	\$4,740	\$2,031	\$3,295	\$3,750	\$5,000	\$8,400	\$8,889	\$17,143	\$31,111

* Less than 1 percent

U.S.

	ALL REALTORS®	GROSS PERSONAL INCOME							
		Less than \$10,000	\$10,000 to \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more
None	3%	11%	1%	1%	1%	1%	1%	1%	1%
Less than \$500	4	9	4	3	2	2	2	1	1
\$500 to \$999	4	9	7	4	4	3	1	1	*
\$1,000 to \$2,499	16	30	26	20	15	12	7	5	3
\$2,500 to \$4,999	19	25	28	30	24	20	16	10	5
\$5,000 to \$9,999	16	10	21	20	25	22	20	16	7
\$10,000 to \$19,999	13	3	9	11	16	19	22	19	14
\$20,000 to \$29,999	8	*	2	5	5	10	16	20	14
\$30,000 to \$49,999	7	*	*	2	3	4	8	15	21
\$50,000 to \$99,999	4	*	*	*	*	2	3	6	17
\$100,000 or more	3	*	*	*	*	*	1	2	13
Median	\$6,290	\$2,050	\$3,570	\$4,330	\$5,800	\$7,730	\$11,360	\$18,420	\$34,760

* Less than 1 percent

INCOME AND EXPENSES OF REALTORS®

Exhibit 3-6

ADMINISTRATIVE EXPENSES, 2019

(Percentage Distribution)

Florida

		LICENSED AS		MAIN FUNCTION IN FIRM						
		ALL REALTORS®	Broker/ Broker Associate	Sales Agent	Broker- Owner (without selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent
None	20%		18%	20%	*	19%	10%	33%	8%	19%
Less than \$500	26		26	27	75	27	23	50	8	26
\$500 to \$999	17		11	19	*	11	8	*	17	19
\$1,000 to \$1,499	14		16	13	25	13	23	17	25	14
\$1,500 to \$2,499	10		11	10	*	13	10	*	25	10
\$2,500 to \$4,999	7		8	6	*	6	18	*	*	6
\$5,000 to \$9,999	3		3	3	*	5	5	*	17	3
\$10,000 to \$14,999	1		2	1	*	3	*	*	*	1
\$15,000 or more	2		4	1	*	3	3	*	*	2
Median	\$620		\$770	\$579	\$1,000	\$1,500	\$0	\$0	\$1,340	\$630

* Less than 1 percent

U.S.

		LICENSED AS		MAIN FUNCTION IN FIRM					
	ALL REALTORS®	Broker/ Broker Associate	Sales Agent	Broker- Owner (without selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent
None	20%	18%	20%	34%	15%	18%	56%	24%	19%
Less than \$500	23	18	25	14	16	20	18	16	24
\$500 to \$999	17	15	18	12	14	17	10	14	18
\$1,000 to \$1,499	13	14	13	11	14	13	8	10	13
\$1,500 to \$2,499	10	12	9	5	13	10	3	13	10
\$2,500 to \$4,999	9	10	8	9	11	10	2	9	8
\$5,000 to \$9,999	4	5	3	*	6	5	2	2	3
\$10,000 to \$14,999	2	3	1	4	3	2	*	5	1
\$15,000 or more	4	6	2	11	8	5	*	6	2
Median	\$730	\$970	\$640	\$580	\$1,180	\$850	\$0	\$860	\$690

* Less than 1 percent

INCOME AND EXPENSES OF REALTORS®

Exhibit 3-7

AFFINITY/REFERRAL RELATIONSHIP EXPENSES, 2019

(Percentage Distribution)

Florida

	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
None	64%	57%	66%	100%	57%	61%	60%	45%	64%
Less than \$500	11	10	11	*	12	9	20	27	10
\$500 to \$999	5	6	5	*	7	9	20	*	5
\$1,000 to \$1,499	5	7	4	*	10	6	*	*	4
\$1,500 to \$2,499	4	5	4	*	5	3	*	*	4
\$2,500 to \$4,999	4	6	4	*	5	*	*	9	5
\$5,000 to \$9,999	3	3	3	*	2	6	*	*	4
\$10,000 to \$14,999	1	3	1	*	*	6	*	9	1
\$15,000 or more	2	3	2	*	2	*	*	9	2
Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

* Less than 1 percent

U.S.

	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
None	61%	56%	63%	71%	55%	56%	86%	53%	61%
Less than \$500	11	9	12	3	9	11	6	10	11
\$500 to \$999	6	6	6	8	6	6	4	7	5
\$1,000 to \$1,499	5	5	5	2	5	6	*	5	5
\$1,500 to \$2,499	4	6	4	3	7	5	3	4	4
\$2,500 to \$4,999	5	7	5	4	7	5	*	7	5
\$5,000 to \$9,999	4	5	4	4	5	5	1	6	4
\$10,000 to \$14,999	2	3	1	3	4	2	*	4	2
\$15,000 or more	3	4	2	2	3	3	*	4	2
Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

* Less than 1 percent

INCOME AND EXPENSES OF REALTORS®

Exhibit 3-8

MARKETING OF SERVICES EXPENSES, 2019

(Percentage Distribution)

Florida

	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
None	17%	18%	17%	100%	24%	8%	40%	8%	66%
Less than \$500	30	22	32	*	19	24	20	8	11
\$500 to \$999	19	15	20	*	15	22	20	17	5
\$1,000 to \$1,499	11	11	11	*	11	14	*	25	4
\$1,500 to \$2,499	9	13	8	*	*	14	*	25	4
\$2,500 to \$4,999	7	9	6	*	11	11	*	*	4
\$5,000 to \$9,999	4	6	3	*	10	3	20	17	3
\$10,000 to \$14,999	2	3	1	*	3	5	*	*	1
\$15,000 or more	2	3	1	*	5	*	*	*	2
Median	\$580	\$830	\$530	\$0	\$730	\$910	\$0	\$660	\$0

* Less than 1 percent

U.S.

	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
None	16%	14%	16%	51%	14%	11%	54%	9%	14%
Less than \$500	27	23	30	11	23	23	25	18	30
\$500 to \$999	17	16	18	11	16	19	8	18	18
\$1,000 to \$1,499	12	13	12	10	11	14	9	17	12
\$1,500 to \$2,499	10	12	9		11	13		15	10
\$2,500 to \$4,999	8	10	8	1	11	9	*	10	8
\$5,000 to \$9,999	5	6	4	4	5	6	3	6	5
\$10,000 to \$14,999	2	3	2	8	3	3		2	2
\$15,000 or more	2	3	2	5	5	2		3	2
Median	\$690	\$910	\$610	\$0	\$910	\$920	\$0	\$1,150	\$670

* Less than 1 percent

INCOME AND EXPENSES OF REALTORS®

Exhibit 3-9

OFFICE LEASE/BUILDING EXPENSES, 2019

(Percentage Distribution)

Florida

	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
None	78%	70%	81%	67%	58%	76%	80%	77%	81%
Less than \$500	7	8	7	33	7	*	20	8	8
\$500 to \$999	4	3	4	*	7	5	*	*	4
\$1,000 to \$1,499	2	3	2	*	5	5	*	*	2
\$1,500 to \$2,499	2	3	1	*	7	5	*	8	1
\$2,500 to \$4,999	2	2	2	*	5	*	*	8	2
\$5,000 to \$9,999	1	2	1	*	2	3	*	*	1
\$10,000 to \$14,999	1	3	1	*	5	3	*	*	1
\$15,000 or more	1	4	*	*	5	3	*	*	*
Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

* Less than 1 percent

U.S.

	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
None	76%	70%	79%	66%	53%	75%	89%	79%	79%
Less than \$500	6	5	7	3	6	5	3	2	7
\$500 to \$999	4	4	4	6	4	5	1	3	4
\$1,000 to \$1,499	4	4	3	3	4	5	3	3	3
\$1,500 to \$2,499	2	2	2	2	4	1	*	4	2
\$2,500 to \$4,999	3	3	2	3	4	2	*	3	2
\$5,000 to \$9,999	2	4	1	3	9	3	4	2	1
\$10,000 to \$14,999	2	3	1	*	6	2	*	1	1
\$15,000 or more	2	4	1	14	10	1	*	3	*
Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

* Less than 1 percent

INCOME AND EXPENSES OF REALTORS®

Exhibit 3-10

PROFESSIONAL DEVELOPMENT EXPENSES, 2019

(Percentage Distribution)

Florida

	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
None	13%	14%	13%	33%	17%	8%	40%	*	13%
Less than \$500	30	33	29	33	32	37	40	25	29
\$500 to \$999	21	16	22	33	21	13	20	8	22
\$1,000 to \$1,499	20	14	21	*	13	21	*	33	20
\$1,500 to \$2,499	10	13	10	*	10	11	*	17	10
\$2,500 to \$4,999	5	7	4	*	8	5	*	8	4
\$5,000 to \$9,999	1	1	1	*	*	*	*	8	1
\$10,000 to \$14,999	1	1	1	*	*	3	*	*	1
\$15,000 or more	*	1	*	*	*	3	*	*	*
Median	\$710	\$590	\$680	\$260	\$520	\$750	\$130	\$1,260	\$680

* Less than 1 percent

U.S.

	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
None	11%	10%	11%	34%	13%	6%	32%	9%	10%
Less than \$500	27	24	29	12	21	27	31	26	29
\$500 to \$999	22	22	21	19	22	23	14	14	22
\$1,000 to \$1,499	19	19	18	10	17	20	19	23	19
\$1,500 to \$2,499	12	13	11	10	13	12	2	14	12
\$2,500 to \$4,999	7	8	6	8	9	7	2	9	6
\$5,000 to \$9,999	2	2	1	6	3	1	1	2	2
\$10,000 to \$14,999	1	1	1	*	1	2	*	1	1
\$15,000 or more	1	1	*	1	1	1	*	1	*
Median	\$780	\$650	\$710	\$610	\$860	\$870	\$290	\$1,020	\$750

* Less than 1 percent

INCOME AND EXPENSES OF REALTORS®

Exhibit 3-11

TECHNOLOGY PRODUCTS AND SERVICES EXPENSES, 2019

(Percentage Distribution)

Florida

		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
ALL REALTORS®									
None	21%	18%	22%	33%	17%	11%	40%	17%	21%
Less than \$500	28	23	30	*	22	37	20	8	30
\$500 to \$999	21	19	22	67	14	13	20	25	22
\$1,000 to \$1,499	13	16	12	*	20	18	*	17	13
\$1,500 to \$2,499	9	12	8	*	17	13	*	17	8
\$2,500 to \$4,999	5	7	4	*	6	5	20	17	4
\$5,000 to \$9,999	2	4	1	*	3	3	*	*	1
\$10,000 to \$14,999	*	*	*	*	*	*	*	*	*
\$15,000 or more	*	1	*	*	2	*	*	*	*
Median	\$770	\$740	\$470	\$630	\$890	\$580	\$260	\$1,000	\$480

* Less than 1 percent

U.S.

		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
ALL REALTORS®									
None	19%	16%	21%	35%	14%	13%	59%	15%	20%
Less than \$500	29	24	32	9	18	28	13	26	32
\$500 to \$999	20	21	20	22	20	22	16	21	20
\$1,000 to \$1,499	14	16	13	10	17	16	5	11	14
\$1,500 to \$2,499	10	12	8	6	12	14	3	13	9
\$2,500 to \$4,999	6	8	5	9	11	6	3	10	5
\$5,000 to \$9,999	2	3	1	2	6	1	*	1	1
\$10,000 to \$14,999	*	1	*	3	1	*	2	2	*
\$15,000 or more	*	1	*	4	2	*	*	1	*
Median	\$540	\$740	\$450	\$640	\$950	\$700	\$0	\$710	\$470

* Less than 1 percent

INCOME AND EXPENSES OF REALTORS®

Exhibit 3-12

BUSINESS USE OF VEHICLE EXPENSE, 2019

(Percentage Distribution)

Florida

		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
ALL REALTORS®									
None	13%	14%	12%	*	18%	15%	33%	8%	11%
Less than \$500	17	15	18	67	11	10	17	8	18
\$500 to \$999	14	12	15	*	10	10	*	*	15
\$1,000 to \$1,499	14	9	15	33	11	8	*	*	15
\$1,500 to \$2,499	13	10	14	*	8	15	*	23	14
\$2,500 to \$4,999	14	19	12	*	19	15	17	31	13
\$5,000 to \$9,999	9	14	7	*	16	21	*	8	8
\$10,000 to \$14,999	4	4	3	*	2	5	33	8	4
\$15,000 or more	3	4	3	*	5	*	*	15	3
Median	\$1,210	\$1,500	\$1,170	\$370	\$1,500	\$1,970	\$500	\$3,390	\$1,200

* Less than 1 percent

U.S.

		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
ALL REALTORS®									
None	13%	13%	12%	40%	15%	9%	38%	11%	11%
Less than \$500	13	9	16	11	7	10	14	4	15
\$500 to \$999	14	12	16	8	10	13	8	11	16
\$1,000 to \$1,499	12	10	14	6	9	12	7	12	13
\$1,500 to \$2,499	13	13	13	2	14	14	13	12	13
\$2,500 to \$4,999	16	19	14	15	18	19	8	21	15
\$5,000 to \$9,999	12	15	11	5	16	15	6	18	12
\$10,000 to \$14,999	4	5	3	5	5	5	5	5	4
\$15,000 or more	3	4	2	9	6	3	*	5	2
Median	\$1,400	\$1,960	\$1,210	\$450	\$2,140	\$1,930	\$430	\$2,500	\$1,310

INCOME AND EXPENSES OF REALTORS®

Exhibit 3-13

ANNUAL INCOME OF REALTORS®, 2019

(Percentage Distribution)

Florida

Gross Income: Before taxes and expenses	ALL REALTORS®	LICENSED AS	
		Broker/ Broker Associate	Sales Agent
Less than \$10,000	27%	15%	31%
\$10,000 to \$24,999	14	9	15
\$25,000 to \$34,999	9	4	10
\$35,000 to \$49,999	9	11	8
\$50,000 to \$74,999	13	13	13
\$75,000 to \$99,999	9	13	8
\$100,000 to \$149,999	9	14	8
\$150,000 to \$199,999	4	6	3
\$200,000 to \$249,999	2	5	1
\$250,000 or more	4	9	3
Median	\$35,000	\$71,150	\$29,000

Net Income: After taxes and expenses

Less than \$10,000	32%	21%	36%
\$10,000 to \$24,999	17	11	19
\$25,000 to \$34,999	11	10	11
\$35,000 to \$49,999	11	14	10
\$50,000 to \$74,999	12	14	11
\$75,000 to \$99,999	7	13	6
\$100,000 to \$149,999	5	8	4
\$150,000 to \$199,999	2	5	1
\$200,000 to \$249,999	1	2	*
\$250,000 or more	2	4	2
Median	\$25,900	\$43,600	\$21,100

* Less than 1 percent

U.S.

Gross Income: Before taxes and expenses	ALL REALTORS®		LICENSED AS	
	In 2019	In 2018	Broker/ Broker Associate	Sales Agent
Less than \$10,000	22%	23%	11%	27%
\$10,000 to \$24,999	12	14	8	14
\$25,000 to \$34,999	8	9	6	9
\$35,000 to \$49,999	9	11	9	9
\$50,000 to \$74,999	13	13	14	12
\$75,000 to \$99,999	10	9	13	8
\$100,000 to \$149,999	11	9	15	9
\$150,000 to \$199,999	6	5	8	5
\$200,000 to \$249,999	3	2	5	2
\$250,000 or more	7	5	11	4
Median	\$49,700	\$41,800	\$78,900	\$35,000

Net Income: After taxes and expenses

Less than \$10,000	27%	30%	16%	34%
\$10,000 to \$24,999	16	17	12	18
\$25,000 to \$34,999	10	11	10	10
\$35,000 to \$49,999	12	12	13	11
\$50,000 to \$74,999	13	11	16	10
\$75,000 to \$99,999	8	7	11	7
\$100,000 to \$149,999	7	5	10	5
\$150,000 to \$199,999	3	3	5	2
\$200,000 to \$249,999	2	1	2	1
\$250,000 or more	2	2	4	2
Median	\$32,100	\$27,700	\$48,800	\$23,300

INCOME AND EXPENSES OF REALTORS®

Exhibit 3-14

ANNUAL INCOME OF REALTORS®, BY MAIN FUNCTION, 2019

(Percentage Distribution)

Florida

Gross Income: Before taxes and expenses	ALL REALTORS®	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 \$10,000	27%	25%	18%	10%	14%	*	30%	*
\$10,000 to \$24,999	14	*	9	15	*	7	14	25
\$25,000 to \$34,999	9	*	6	3	*	7	9	*
\$35,000 to \$49,999	9	25	12	13	14	7	9	25
\$50,000 to \$74,999	13	25	15	20	14	7	12	*
\$75,000 to \$99,999	9	25	13	8	43	7	9	*
\$100,000 to \$149,999	9	*	9	13	14	36	8	50
\$150,000 to \$199,999	4	*	9	3	*	7	4	*
\$200,000 to \$249,999	2	*	4	10	*	7	1	*
\$250,000 or more	4	*	4	8	*	14	4	*
Median	\$35,000	\$50,000	\$58,300	\$61,300	\$79,700	\$120,800	\$31,700	\$50,000

Net Income: After taxes and expenses

Less than \$10,000	32%	25%	28%	18%	14%	8%	35%	25%
\$10,000 to \$24,999	17	*	8	15	*	23	19	25
\$25,000 to \$34,999	11	25	14	10	14	*	11	*
\$35,000 to \$49,999	11	25	16	10	*	*	10	*
\$50,000 to \$74,999	12	*	9	15	43	15	11	25
\$75,000 to \$99,999	7	25	11	15	29	15	6	*
\$100,000 to \$149,999	5	*	8	5	*	23	4	25
\$150,000 to \$199,999	2	*	3	10	*	*	1	*
\$200,000 to \$249,999	1	*	2	3	*	*	1	*
\$250,000 or more	2	*	2	*	*	15	2	*
Median	\$25,900	\$35,000	\$35,000	\$45,500	\$62,800	\$81,700	\$21,800	\$25,000

* Less than 1 percent

U.S.

Gross Income: Before taxes and expenses	ALL REALTORS®	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 \$10,000	22%	14%	9%	14%	5%	3%	26%	9%
\$10,000 to \$24,999	12	7	6	10	3	5	13	5
\$25,000 to \$34,999	8	4	5	7	2	6	8	6
\$35,000 to \$49,999	9	7	8	10	6	5	9	9
\$50,000 to \$74,999	13	3	13	15	18	12	13	26
\$75,000 to \$99,999	10	9	12	12	25	19	9	13
\$100,000 to \$149,999	11	14	16	13	27	23	9	9
\$150,000 to \$199,999	6	9	10	7	8	13	5	8
\$200,000 to \$249,999	3	2	7	4	2	4	2	8
\$250,000 or more	7	30	13	8	3	11	5	7
Median	\$49,700	\$121,400	\$93,800	\$65,000	\$91,000	\$100,000	\$40,000	\$70,200

Net Income: After taxes and expenses

Less than \$10,000	27%	20%	12%	20%	5%	7%	32%	12%
\$10,000 to \$24,999	16	4	11	13	6	8	17	10
\$25,000 to \$34,999	10	6	10	10	4	8	10	13
\$35,000 to \$49,999	12	2	13	15	11	11	11	24
\$50,000 to \$74,999	13	8	14	15	28	24	11	11
\$75,000 to \$99,999	8	13	12	10	33	17	7	5
\$100,000 to \$149,999	7	17	12	8	6	14	6	13
\$150,000 to \$199,999	3	5	6	5	4	5	3	6
\$200,000 to \$249,999	2	9	3	1	1	4	1	5
\$250,000 or more	2	15	6	3	2	3	2	*
Median	\$32,100	\$94,200	\$57,100	\$42,000	\$71,400	\$66,700	\$26,000	\$44,400

* Less than 1 percent

INCOME AND EXPENSES OF REALTORS®

Exhibit 3-15

ANNUAL INCOME OF REALTORS®, BY EXPERIENCE, 2019

(Percentage Distribution)

Florida

Gross Income: Before taxes and expenses	ALL REALTORS®	REAL ESTATE EXPERIENCE			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
Less than \$10,000	27%	59%	20%	16%	13%
\$10,000 to \$24,999	14	15	17	11	12
\$25,000 to \$34,999	9	6	9	12	8
\$35,000 to \$49,999	9	5	13	8	10
\$50,000 to \$74,999	13	7	16	17	13
\$75,000 to \$99,999	9	2	11	10	13
\$100,000 to \$149,999	9	1	8	15	13
\$150,000 to \$199,999	4	1	3	4	7
\$200,000 to \$249,999	2	1	2	2	3
\$250,000 or more	4	1	1	4	9
Median	\$35,000	\$8,500	\$39,600	\$54,400	\$63,500

Net Income: After taxes and expenses

Less than \$10,000	32%	64%	26%	19%	19%
\$10,000 to \$24,999	17	13	23	22	15
\$25,000 to \$34,999	11	9	12	7	14
\$35,000 to \$49,999	11	5	16	15	10
\$50,000 to \$74,999	12	3	10	18	16
\$75,000 to \$99,999	7	2	8	9	11
\$100,000 to \$149,999	5	2	5	7	6
\$150,000 to \$199,999	2	*	*	2	4
\$200,000 to \$249,999	1	*	*	*	2
\$250,000 or more	2	1	1	2	4
Median	\$25,900	\$7,800	\$25,800	\$37,000	\$38,000

* Less than 1 percent

U.S.

Gross Income: Before taxes and expenses	ALL REALTORS®	REAL ESTATE EXPERIENCE			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
Less than \$10,000	22%	56%	15%	10%	8%
\$10,000 to \$24,999	12	17	16	10	8
\$25,000 to \$34,999	8	8	10	8	6
\$35,000 to \$49,999	9	6	13	11	8
\$50,000 to \$74,999	13	7	17	15	14
\$75,000 to \$99,999	10	3	11	11	13
\$100,000 to \$149,999	11	2	10	15	15
\$150,000 to \$199,999	6	1	5	8	9
\$200,000 to \$249,999	3	*	2	4	5
\$250,000 or more	7	*	2	8	12
Median	\$49,700	\$8,900	\$45,400	\$68,300	\$86,500

Net Income: After taxes and expenses

Less than \$10,000	27%	63%	23%	15%	12%
\$10,000 to \$24,999	16	17	21	16	12
\$25,000 to \$34,999	10	6	12	11	11
\$35,000 to \$49,999	12	5	15	14	12
\$50,000 to \$74,999	13	4	13	16	16
\$75,000 to \$99,999	8	2	8	10	12
\$100,000 to \$149,999	7	1	5	9	11
\$150,000 to \$199,999	3	*	2	5	5
\$200,000 to \$249,999	2	*	*	2	3
\$250,000 or more	2	*	1	2	5
Median	\$32,100	\$7,900	\$30,000	\$43,600	\$54,700

* Less than 1 percent

INCOME AND EXPENSES OF REALTORS®

Exhibit 3-16

ANNUAL INCOME OF REALTORS®, BY HOURS WORKED, 2019

(Percentage Distribution)

Florida

Gross Income: Before taxes and expenses	ALL REALTORS®	HOURS PER WEEK			
		Less than 20 hours	20 to 39 hours	40 to 59 hours	60 hours or more
Less than \$10,000	27%	56%	29%	13%	13%
\$10,000 to \$24,999	14	22	18	5	10
\$25,000 to \$34,999	9	8	12	8	4
\$35,000 to \$49,999	9	6	10	9	9
\$50,000 to \$74,999	13	3	12	18	17
\$75,000 to \$99,999	9	3	8	15	6
\$100,000 to \$149,999	9	1	6	14	20
\$150,000 to \$199,999	4	1	1	8	9
\$200,000 to \$249,999	2	*	1	5	3
\$250,000 or more	4	1	2	6	9
Median	\$35,000	\$8,900	\$27,500	\$70,800	\$70,600

Net Income: After taxes and expenses

Less than \$10,000	32%	63%	34%	16%	24%
\$10,000 to \$24,999	17	18	25	11	8
\$25,000 to \$34,999	11	7	14	11	12
\$35,000 to \$49,999	11	7	11	14	11
\$50,000 to \$74,999	12	3	10	18	15
\$75,000 to \$99,999	7	1	5	13	11
\$100,000 to \$149,999	5	1	1	9	11
\$150,000 to \$199,999	2	1	1	3	2
\$200,000 to \$249,999	1	*	*	1	2
\$250,000 or more	2	*	1	3	6
Median	\$25,900	\$7,900	\$19,600	\$47,900	\$43,200

* Less than 1 percent

U.S.

Gross Income: Before taxes and expenses	ALL REALTORS®	HOURS PER WEEK			
		Less than 20 hours	20 to 39 hours	40 to 59 hours	60 hours or more
Less than \$10,000	22%	50%	26%	11%	5%
\$10,000 to \$24,999	12	22	15	7	5
\$25,000 to \$34,999	8	8	11	6	4
\$35,000 to \$49,999	9	8	11	9	7
\$50,000 to \$74,999	13	5	15	15	11
\$75,000 to \$99,999	10	2	8	13	13
\$100,000 to \$149,999	11	2	8	15	18
\$150,000 to \$199,999	6	1	3	9	12
\$200,000 to \$249,999	3	1	1	5	6
\$250,000 or more	7	1	3	9	19
Median	\$49,700	\$10,000	\$33,200	\$78,800	\$113,900

Net Income: After taxes and expenses

Less than \$10,000	27%	60%	32%	15%	10%
\$10,000 to \$24,999	16	19	21	11	9
\$25,000 to \$34,999	10	8	12	10	7
\$35,000 to \$49,999	12	5	13	13	10
\$50,000 to \$74,999	13	2	11	17	16
\$75,000 to \$99,999	8	2	5	12	15
\$100,000 to \$149,999	7	2	4	11	13
\$150,000 to \$199,999	3	1	1	5	7
\$200,000 to \$249,999	2	*	1	2	4
\$250,000 or more	2	*	1	3	7
Median	\$32,100	\$8,300	\$22,900	\$51,500	\$71,900

* Less than 1 percent

INCOME AND EXPENSES OF REALTORS®

Exhibit 3-17

RECEIVED SIGN-ON BONUS

(Percentage Distribution)

Florida

ALL REALTORS®	
Received a sign-on bonus	4%
Received a sign-on bonus, after first transaction	*
Did not receive a sign-on bonus	96%

U.S.

ALL REALTORS®	
Received a sign-on bonus	2%
Received a sign-on bonus, after first transaction	*
Did not receive a sign-on bonus	96

* Less than 1 percent

BUSINESS ACTIVITY OF REALTORS®

Exhibit 3-18

EXPENDITURES TO MAINTAIN REALTOR® WEB SITE, 2019

(Percentage Distribution)

Florida

	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
None	31%	23%	34%	50%	2%	25%	67%	30%	23%
Less than \$100	23	14	26	50	15	11	*	10	8
\$100 to \$499	22	27	21	*	37	21	*	40	15
\$500 to \$999	10	12	9	*	15	14	33	10	38
\$1,000 or more	10	22	7	*	30	25	*	10	15
Median	\$80	\$290	\$60	\$0	\$460	\$370	\$0	\$200	\$550

* Less than 1 percent

U.S.

	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
None	37%	28%	42%	21%	6%	38%	44%	32%	42%
Less than \$100	20	17	22	23	14	18	6	18	21
\$100 to \$499	23	26	20	16	34	22	19	23	21
\$500 to \$999	10	12	8	6	16	10	8	13	8
\$1,000 or more	12	17	8	33	29	12	22	14	8
Median	\$70	\$180	\$40	\$250	\$450	\$70	\$100	\$100	\$40

* Less than 1 percent

BUSINESS ACTIVITY OF REALTORS®

Exhibit 3-19

EXPENDITURES ON REALTOR® SOCIAL MEDIA ADVERTISING, 2019

(Percentage Distribution)

Florida

	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
None	36%	35%	36%	75%	36%	26%	43%	40%	44%
Less than \$100	20	16	22	25	16	14	14	27	*
\$100 to \$499	22	23	21	*	20	29	14	7	31
\$500 to \$999	10	8	10	*	14	7	14	*	13
		14	8						
\$1,000 or more	9			*	13	17	*	27	13
Median	\$80	\$290	\$60	\$0	\$460	\$370	\$0	\$200	\$550

* Less than 1 percent

U.S.

	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
None	39%	37%	39%	38%	34%	35%	54%	31%	39%
Less than \$100	21	19	22	14	16	19	12	19	23
\$100 to \$499	22	22	22	12	22	26	12	23	22
\$500 to \$999	9	11	8	9	13	10	5	14	9
	9	12	8	27	14	10	17	12	8
\$1,000 or more									
Median	\$60	\$70	\$50	\$90	\$100	\$80	\$0	\$100	\$50

* Less than 1 percent

OFFICE AND FIRM AFFILIATION OF REALTORS®

Exhibit 4-1	FIRM AFFILIATION, BY LICENSE TYPE AND FUNCTION
Exhibit 4-2	FIRM AFFILIATION, BY SPECIALTY
Exhibit 4-3	REALTOR® AFFILIATION WITH FIRMS
Exhibit 4-4	NUMBER OF OFFICES
Exhibit 4-5	TENURE OF REALTORS® AT THEIR PRESENT FIRM
Exhibit 4-6	BROKER OWNERSHIP INTEREST, 2019
Exhibit 4-7	BENEFITS RECEIVED THROUGH FIRM, FAMILY, OR PAYS OUT OF POCKET
Exhibit 4-8	WORKED FOR A FIRM THAT WAS BOUGHT OR MERGED
Exhibit 4-9	REALTORS® CHANGING FIRMS DUE TO CONSOLIDATION
Exhibit 4-10	CHANGE IN COMPENSATION RESULTING FROM MERGER
Exhibit 4-11	REAL ESTATE TEAMS
Exhibit 4-12	TENURE OF REALTORS® ON REAL ESTATE TEAM
Exhibit 4-13	NUMBER OF LICENSED REAL ESTATE TEAM MEMBERS

OFFICE AND FIRM AFFILIATION OF REALTORS®

Exhibit 4-1

FIRM AFFILIATION, BY LICENSE TYPE AND FUNCTION (Percentage Distribution)

Florida

Firm Description	ALL REALTORS®	LICENSED AS	
		Broker/ Broker Associate	Sales Agent
Independent company	60%	70%	57%
Franchised company	35	25	38
Other	5	4	5

* Less than 1 percent

MAIN FUNCTION IN FIRM							
Broker- Owner (without selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent	Appraiser	Other
100%	88%	53%	43%	88%	56%	100%	67%
*	8	42	57	6	39	*	29
*	4	4	*	6	5	*	5

U.S.

Firm Description	ALL REALTORS®	LICENSED AS	
		Broker/ Broker Associate	Sales Agent
Independent company	52%	57%	48%
Franchised company	42	37	46
Other	6	6	6

MAIN FUNCTION IN FIRM							
Broker- Owner (without selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent	Appraiser	Other
76%	82%	45%	39%	54%	47%	90%	64%
17	15	49	38	41	47	*	29
7	3	6	23	5	6	10	6

OFFICE AND FIRM AFFILIATION OF REALTORS®

Exhibit 4-2

FIRM AFFILIATION, BY SPECIALTY

(Percentage Distribution)

Florida

Firm Description	ALL REALTORS®	Appraisal	PRIMARY REAL ESTATE SPECIALTY			
			BROKERAGE		PROPERTY MANAGEMENT	
			Residential	Commercial	Residential	Commercial
Independent company	60%	100%	59%	84%	70%	100%
Franchised company	35	*	34	16	30	*
Other	5	*	7	*	*	*

* Less than 1 percent

U.S.

Firm Description	ALL REALTORS®	Appraisal	PRIMARY REAL ESTATE SPECIALTY			
			BROKERAGE		PROPERTY MANAGEMENT	
			Residential	Commercial	Residential	Commercial
Independent company	51%	89%	49%	65%	74%	77%
Franchised company	43	4	45	28	19	17
Other	6	7	6	7	6	6

OFFICE AND FIRM AFFILIATION OF REALTORS®

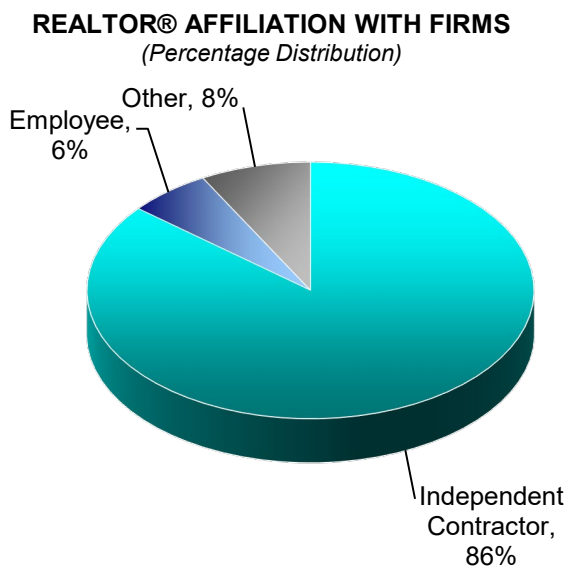
Exhibit 4-3

REALTOR® AFFILIATION WITH FIRMS

(Percentage Distribution)

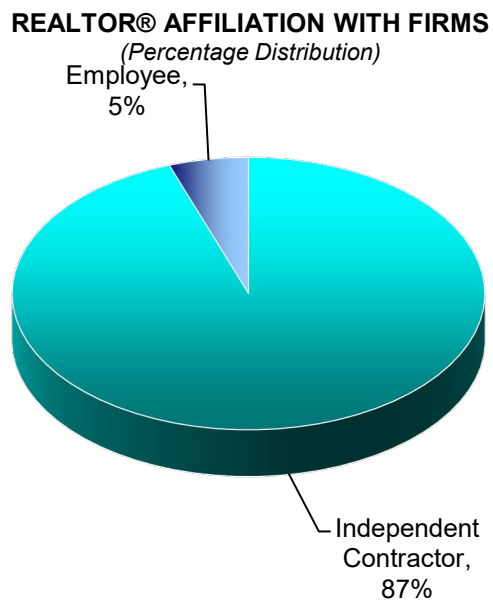
Florida

Independent Contractor	86%
Employee	6%
Other	8%



U.S.

Independent Contractor	87%
Employee	5%
Other	8%



OFFICE AND FIRM AFFILIATION OF REALTORS®

Exhibit 4-4

NUMBER OF OFFICES

(Percentage Distribution)

Florida

	ALL REALTORS®	LICENSED AS		MAIN FUNCTION IN FIRM						
		Broker/ Broker Associate	Sales Agent	Broker- Owner (no selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent	Appraiser
1 office	42%	56%	38%	100	89%	40%	29%	44%	36%	100%
2 to 4 offices	28	22	30	*	9	31	14	44	31	*
5 to 9 offices	12	9	13	*	1	17	14	*	14	*
10 to 99 offices	13	10	14	*	*	12	43	13	14	*
100 or more offices	4	3	5	*	*	*	*	*	5	*
Median	2	1	2	1	1	2	9	2	3	1

U.S.

	ALL REALTORS®		LICENSED AS		MAIN FUNCTION IN FIRM						
	2020 Survey	2019 Survey	Broker/ Broker Associate	Sales Agent	Broker- Owner (no selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent	Appraiser
1 office	42%	44%	51%	36%	66%	83%	37%	28%	39%	35%	96%
2 to 4 offices	24	26	21	26	21	12	25	23	26	27	2
5 to 9 offices	11	10	9	13	7	2	10	9	11	13	
10 to 99 offices	17	14	16	17	4	2	21	33	19	18	1
100 or more offices	6	6	5	7	2	1	6	8	5	7	*
Median	2	2	1	3	1	1	3	6	2	3	1

OFFICE AND FIRM AFFILIATION OF REALTORS®

Exhibit 4-5

TENURE OF REALTORS® AT THEIR PRESENT FIRM

(Percentage Distribution)

Florida

	All REALTORS®	LICENSED AS:		MAIN FUNCTION IN FIRM						
		Broker/ Associate	Sales Agent	Broker- Owner (no selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent	Appraiser
1 year or less	36%	17%	42%	25%	11%	16%	14%	13%	41%	*
2 years	13	10	13	*	8	14	*	*	14	*
3 years	9	7	9	*	8	11	*	19	8	*
4 years	7	10	7	25	5	18	*	19	7	*
5 years	6	8	5	*	12	11	*	6	5	*
6 to 11 years	20	26	18	25	19	25	57	31	19	25
12 years or more	10	22	5	25	36	5	29	13	6	75
Median (years)	3	5	3	6	7	4	10	5	3	27

* Less than 1 percent

U.S.

	All REALTORS®		LICENSED AS:		MAIN FUNCTION IN FIRM						
	2020 Survey	2019 Survey	Broker/ Associate	Sales Agent	Broker- Owner (no selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent	Appraiser
1 year or less	30%	31%	20%	36%	6%	16%	24%	15%	12%	35%	8%
2 years	13	13	10	14	9	7	12	4	11	14	7
3 years	9	9	7	10	3	5	8	3	7	10	1
4 years	7	7	6	7	6	5	7	6	8	6	1
5 years	6	5	6	5		6	6	2	5	6	3
6 to 11 years	22	23	27	19	26	28	27	32	34	20	30
12 years or more	14	13	24	9	49	33	15	39	24	10	51
Median (years)	4	4	6	3	18	10	5	10	8	3	16

* Less than 1 percent

OFFICE AND FIRM AFFILIATION OF REALTORS[®]

Exhibit 4-6

BROKER OWNERSHIP INTEREST, 2019

(Percentage Distribution)

Florida

	ALL BROKERS	FIRM AFFILIATION		
		Independent company	Franchised company	Other
Sole ownership	53%	57%	8%	100%
Partner in a partnership	8	7	17	*
Stockholder and/or corporate office	13	15	*	*
No ownership interest	23	17	75	*
Other	3	3	*	*

* Less than 1 percent

U.S.

	ALL BROKERS		FIRM AFFILIATION		
	2020 Survey	2019 Survey	Independent company	Franchised company	Other
Sole ownership	33%	36%	46%	7%	23%
Partner in a partnership	8	9	9	6	4
Stockholder and/or corporate office	7	5	7	5	15
No ownership interest	50	50	36	80	52
Other	2	1	2	2	7

* Less than 1 percent

OFFICE AND FIRM AFFILIATION OF REALTORS®

Exhibit 4-7

BENEFITS RECEIVED THROUGH FIRM, FAMILY, OR PAYS OUT OF POCKET

(Percent of Respondents)

Florida

	Provided by Firm	Provided by Partner/ Spouse/ Family	Pays for out of pocket	Do not receive
Errors & Omissions insurance	44%	1%	30%	24%
Health insurance	3	25	45	28
Pension/SEP/401(K)	3	8	29	58
Paid vacation/sick days	3	2	17	72
Dental insurance	3	23	28	45
Life insurance	3	14	35	47
Vision care	3	20	30	46

U.S.

	Provided by Firm	Provided by Partner/ Spouse/ Family	Pays for out of pocket	Do not receive
Errors and omissions (liability insurance)	41%	1%	44%	15%
Health insurance	4	30	45	21
Paid vacation/sick days	5	3	15	72
Pension/SEP/401(K)	4	8	35	51
Life insurance	3	15	40	42
Dental insurance	3	28	29	39
Disability insurance (long-term care)	3	6	16	71
Vision care	3	26	28	41
Other	1	1	5	44

OFFICE AND FIRM AFFILIATION OF REALTORS®

Exhibit 4-8

WORKED FOR A FIRM THAT WAS BOUGHT OR MERGED

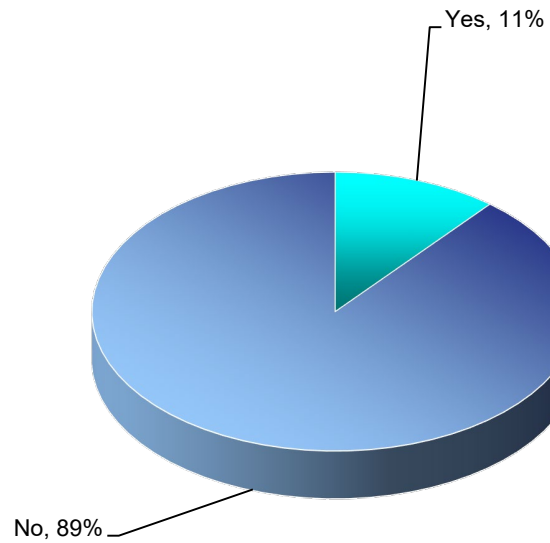
(Percentage Distribution)

Florida

Yes	11%
No	89%

WORKED FOR A FIRM THAT WAS BOUGHT OR MERGED

(Percentage Distribution)

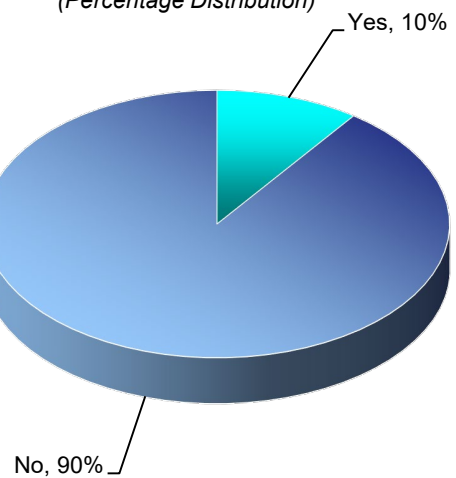


U.S.

Yes	10%
No	90%

WORKED FOR A FIRM THAT WAS BOUGHT OR MERGED

(Percentage Distribution)



OFFICE AND FIRM AFFILIATION OF REALTORS®

Exhibit 4-9

REALTORS® CHANGING FIRMS DUE TO CONSOLIDATION

(Percentage Distribution)

Florida

REALTOR® changed firms as a result of a merger:

Yes, voluntarily	30%
Yes, involuntarily	5
No	65

U.S.

	2020 Survey	2019 Survey
REALTOR® changed firms as a result of a merger:		
Yes, voluntarily	28%	25%
Yes, involuntarily	4	6
No	67	69

OFFICE AND FIRM AFFILIATION OF REALTORS®

Exhibit 4-10

CHANGE IN COMPENSATION RESULTING FROM MERGER

(Percentage Distribution)

Florida

	Among all who worked for a firm that was bought or merged	Among those who changed firms as a result of merger
It increased	14%	26%
It stayed the same	68	41
It decreased	18	32

U.S.

2020 SURVEY			2019 SURVEY		
	Among all who worked for a firm that was bought or merged	Among those who changed firms as a result of merger		Among all who worked for a firm that was bought or merged	Among those who changed firms as a result of merger
It increased	21%	14%		11%	15%
It stayed the same	55	74		76	60
It decreased	25	12		12	27

OFFICE AND FIRM AFFILIATION OF REALTORS®

Exhibit 4-11

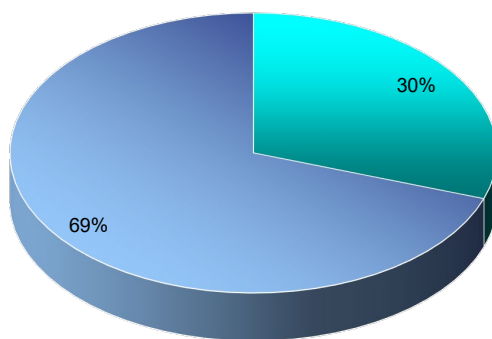
REAL ESTATE TEAMS

(Percentage Distribution)

Florida

Member of a Real Estate Team	
Yes	30%
No	69%
Median (number of team members)	3

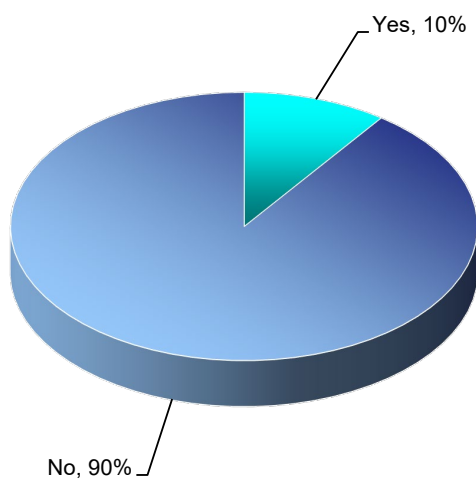
Member of a Real Estate Team
(Percentage Distribution)



U.S.

Yes	30%
No	69%
Median (number of team members)	3

Member of a Real Estate Team
(Percentage Distribution)



OFFICE AND FIRM AFFILIATION OF REALTORS®

Exhibit 4-12

TENURE OF REALTORS® ON REAL ESTATE TEAM

(Percentage Distribution)

Florida

	All REALTORS®
1 year or less	50%
2 years	14
3 years	5
4 years or more	26
Median (years)	1

* Less than 1 percent

U.S.

	All REALTORS®
1 year or less	46%
2 years	12
3 years	8
4 years or more	33
Median (years)	2

* Less than 1 percent

OFFICE AND FIRM AFFILIATION OF REALTORS®

Exhibit 4-13

NUMBER OF LICENSED REAL ESTATE TEAM MEMBERS

(Percentage Distribution)

Florida

	All REALTORS®
All team members	83%
More than half, but not all	9
Half of the team members	1
Less than half, but some	1
None of the team members	5

* Less than 1 percent

U.S.

	All REALTORS®
All team members	82%
More than half, but not all	12
Half of the team members	2
Less than half, but some	1
None of the team members	4

* Less than 1 percent

TECHNOLOGY & 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 WEB SITES, BY LICENSE AND FUNCTION
Exhibit 5-7	REALTORS® WITH WEB SITES, BY EXPERIENCE
Exhibit 5-8	LENGTH OF TIME REALTORS® HAVE HAD A WEB SITE FOR BUSINESS USE
Exhibit 5-9	INFORMATION ON REALTOR® WEB SITES
Exhibit 5-10	ACTIVE USE OF SOCIAL OR PROFESSIONAL NETWORKING WEB SITES
Exhibit 5-11	USE OF DRONES IN REAL ESTATE BUSINESS OR OFFICE
Exhibit 5-12	CUSTOMER INQUIRIES GENERATED FROM WEB SITE, 2019
Exhibit 5-13	CUSTOMER INQUIRIES GENERATED FROM WEB SITE BY AMOUNT SPENT TO MAINTAIN, 2019
Exhibit 5-14	BUSINESS GENERATED FROM REALTOR® WEB SITE, 2019
Exhibit 5-15	BUSINESS GENERATED FROM REALTOR® WEB SITE, BY AMOUNT SPENT TO MAINTAIN, 2019
Exhibit 5-16	BUSINESS GENERATED FROM REALTOR® SOCIAL MEDIA, 2019

TECHNOLOGY & REALTORS®

Exhibit 5-1

FREQUENCY OF USE OF COMMUNICATIONS AND TECHNOLOGY PRODUCTS

(Percentage Distribution)

Florida

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	94	4	*	*	1
Laptop/Desktop computer	90	7	2	*	1
Cell phone (no email and Internet)	66	4	1	*	29
Tablets	30	18	6	5	41
Digital camera	22	23	13	9	33

* Less than 1 percent

U.S.

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	91	6	1	*	1
Cell phone (no email and Internet)	63	3	1	*	34
Tablets	27	17	8	5	44
Digital camera	20	21	14	10	35

* Less than 1 percent

TECHNOLOGY & REALTORS®

Exhibit 5-2

FREQUENCY OF USE OF SMARTPHONE FEATURES

(Percentage Distribution)

Florida

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	94	4	1	*	*
Global positioning system (GPS)	54	28	6	3	9
Podcasts	7	10	11	8	64
Apps for personal security	12	9	5	7	67
Photo Apps	27	23	13	8	29
Social Media Apps	59	18	8	2	13
Lock Box (Sentrilock)	25	32	15	12	16
Document Storage (OneDrive, Docusian)	44	21	13	7	15
Listing Apps	27	19	12	9	33
News Apps	31	17	10	6	36
Realtor Management Apps	20	17	10	7	45
Messaging (Slack, Teams, G chat)	23	11	4	4	58
Realtor Magazine	6	14	27	22	32
Photofy	2	3	4	4	86
Newsletters	8	10	22	15	45

* Less than 1 percent

U.S.

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	95%	4%	1%	*	*
Social Media Apps	59	19	7	3	12
Global positioning system (GPS)	53	29	7	3	9
Document Storage (OneDrive, Docusian)	45	25	11	7	11
News Apps	29	17	11	7	36
Lock Box (Sentrilock)	27	33	15	10	16
Photo Apps	26	22	14	9	30
Listing Apps	25	18	11	10	37
Messaging (Slack, Teams, G chat)	22	9	5	4	60
Realtor Management Apps	18	15	9	8	51
Apps for personal security	10	8	6	7	68
Podcasts	8	11	13	9	60
Newsletters	5	10	19	17	50
Realtor Magazine	4	9	24	24	39
Photofy	2	2	4	3	89

* Less than 1 percent

TECHNOLOGY & REALTORS®

Exhibit 5-3

FREQUENCY OF USE OF BUSINESS SOFTWARE

(Percentage Distribution)

Florida

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%	17%	7%	5%	9%
Contact management	32	24	12	6	25
Document preparation	29	31	17	10	13
Comparative market analysis	21	38	22	14	6
Social media management tools	33	17	11	7	32
Customer relationship management	28	19	10	6	38
E-signature	27	30	21	13	9
Electronic contract and forms	35	33	17	10	5
Transaction management	23	21	14	9	34
Graphics or presentation	12	21	20	16	32
Property management	7	8	7	12	66
Video	11	16	16	16	41
Loan analysis	5	13	15	16	50

U.S.

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	66%	16%	6%	6%	7%
Electronic contract and forms	39	33	16	9	4
Contact management	35	23	12	7	23
Document preparation	33	32	15	9	12
Social media management tools	32	19	11	7	31
E-signature	31	31	18	12	8
Customer relationship management	28	18	12	7	36
Transaction management	25	21	13	9	33
Comparative market analysis	22	39	22	11	6
Graphics or presentation	12	22	19	16	31
Video	9	15	17	16	44
Property management	8	6	7	9	71
Loan analysis	5	15	17	14	49

TECHNOLOGY & REALTORS®

Exhibit 5-4

PREFERRED METHOD OF COMMUNICATION WITH CLIENTS

(Percent of Respondents)

Florida

ALL REALTORS®				
	Current clients/ customers	Past clients/ customers	Potential clients/ customers	Do not use
Text messaging	94%	64%	57%	1%
E-mail	92	73	68	1
Telephone	93	63	64	1
Instant messaging (IM)	43	27	26	34
Postal mail	23	34	39	35
Video chat	18	7	10	64

* Less than 1 percent

U.S.

ALL REALTORS®				
	Current clients/ customers	Past clients/ customers	Potential clients/ customers	Do not use
Text messaging	94%	63%	60%	2%
E-mail	91	74	69	1
Telephone	89	62	65	2
Instant messaging (IM)	37	24	24	40
Postal mail	25	41	42	29
Video chat	14	7	9	67

TECHNOLOGY & REALTORS®

Exhibit 5-5

REALTOR'S® FIRM WEB PRESENCE

(Percentage Distribution)

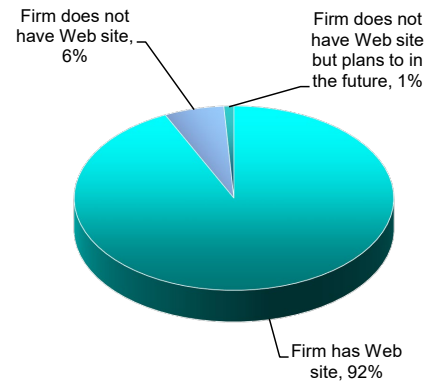
Florida

Firm has Web site	92%
Firm does not have Web site	6%
Firm does not have Web site but plans to in the future	1%

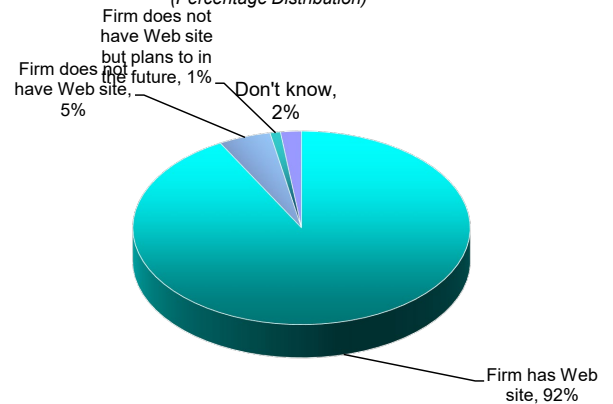
U.S.

	2020 Survey
Firm has Web site	92%
Firm does not have Web site	5%
Firm does not have Web site but plans to in the future	1%
Don't know	2%

REALTOR'S® FIRM WEB PRESENCE (Percentage Distribution)



REALTOR'S® FIRM WEB PRESENCE (Percentage Distribution)



TECHNOLOGY & REALTORS®

Exhibit 5-6

REALTORS® WITH WEB SITES, BY LICENSE AND FUNCTION

(Percentage Distribution)

Florida

	ALL REALTORS®	LICENSED AS		MAIN FUNCTION IN FIRM						
		Broker/ Associate	Sales Agent	Broker- Owner (no selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent	Appraiser
Have a Web site	69%	69%	68%	50%	61%	64%	43%	67%	70%	60%
A Web site developed and/or maintained by REALTOR®	29	37	26	25	45	31	*	27	27	20
A Web site provided by firm	40	32	42	25	16	33	43	40	43	40
Do not have a Web site	31	31	31	50	39	36	57	33	30	40
No Web site	19	23	18	50	30	20	57	13	18	40
No Web site, but plan to have one in the future	12	8	13	*	9	16	*	20	12	*

* Less than 1 percent

U.S.

	ALL REALTORS®	LICENSED AS:		MAIN FUNCTION IN FIRM						
		Broker/ Associate	Sales Agent	Broker- Owner (no selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent	Appraiser
Have a Web site	70%	74%	69%	54%	71%	76%	59%	75%	71%	26%
A Web site developed and/or maintained by REALTOR®	26	32	23	25	50	25	17	29	23	18
A Web site provided by firm	44	42	46	29	21	51	42	46	48	8
Do not have a Web site	29	26	31	46	29	24	41	26	28	75
No Web site	20	20	20	43	21	17	40	17	18	70
No Web site, but plan to have one in the future	9	6	11	3	8	7	1	9	10	5

* Less than 1 percent

TECHNOLOGY & REALTORS®

Exhibit 5-7

REALTORS® WITH WEB SITES, BY EXPERIENCE

(Percentage Distribution)

Florida

	ALL REALTORS®	REAL ESTATE EXPERIENCE			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
Have a Web site	69%	71%	71%	73%	63%
A Web site developed and/or maintained by REALTOR®	29	22	30	35	28
A Web site provided by firm	40	49	41	38	35
Do not have a Web site	31	29	29	27	36
No Web site	19	14	16	19	25
No Web site, but plan to have one in the future	12	15	13	8	11

U.S.

	ALL REALTORS®	
	2020 Survey	2019 Survey
Have a Web site	70%	67%
A Web site developed and/or maintained by REALTOR®	26	26
A Web site provided by firm	44	41
Do not have a Web site	29	33
No Web site	20	22
No Web site, but plan to have one in the future	9	10

TECHNOLOGY & REALTORS®

Exhibit 5-8

LENGTH OF TIME REALTORS® HAVE HAD A WEB SITE FOR BUSINESS USE

(Percentage Distribution Among those with a Web Site)

Florida

	ALL REALTORS®	REAL ESTATE EXPERIENCE			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
Less than one year	6%	15%	4%	3%	3%
1 to 2 years	31	75	26	19	8
3 to 4 years	14	3	50	8	6
5 or more years	49	7	20	70	83
Median years	4	1	3	7	12

U.S.

	ALL REALTORS®	
	2020 Survey	2019 Survey
Less than one year	5%	4%
1 to 2 years	27	30
3 to 4 years	13	15
5 or more years	55	51
Median years	5	5

* Less than 1 percent

TECHNOLOGY & REALTORS®

Exhibit 5-9

INFORMATION ON REALTOR® WEB SITES

(Percent of Respondents with a Web Site)

Florida

	ALL REALTORS®	BROKERAGE SPECIALISTS	
		Residential	Commercial
Own property listings	78%	85%	80%
Information about home buying and selling	65	70	50
Mortgage or financial calculators	40	47	20
Link to firm's Web site	64	60	60
Community information or demographics	26	29	20
School reports	19	23	10
Virtual tours	38	42	30
Links to state and local government Web sites	15	13	20
Current mortgage rates	15	13	20
Home valuation or Comparative Market Analysis too	28	33	10
Chat Live	10	9	10
Links to mortgage lenders' Web sites	13	11	10
Links to real estate service providers	18	18	20
Link to National Association of REALTORS®	8	4	10
Link to social media	42	44	40
Appointment scheduler	23	21	30
Link to commercial information exchange (CIE)	2	1	20
Link to local association	8	6	10
Link to state association	4	2	10
Other	4	4	10

* Less than 1 percent

U.S.

	ALL REALTORS®	BROKERAGE SPECIALISTS	
		Residential	Commercial
Own property listings	83%	87%	80%
Information about home buying and selling	70	75	40
Link to firm's Web site	65	64	65
Mortgage or financial calculators	45	49	31
Link to social media	43	45	26
Virtual tours	37	41	29
Home valuation or Comparative Market Analysis tools	30	34	13
Community information or demographics	29	32	20
School reports	26	30	15
Appointment scheduler	23	22	18
Links to state and local government Web sites	17	19	14
Current mortgage rates	17	17	15
Links to real estate service providers	17	17	21
Links to mortgage lenders' Web sites	15	16	6
Chat Live	10	10	7
Link to local association	9	9	10
Link to National Association of REALTORS®	8	6	10
Other	5	4	8
Link to state association	4	5	6
Link to commercial information exchange (CIE)	2	1	15

TECHNOLOGY & REALTORS®

Exhibit 5-10

ACTIVE USE OF SOCIAL OR PROFESSIONAL NETWORKING WEB SITES

(Percentage Distribution)

Florida

Use of Social Media for Professional or Personal Use:

Professional Use:		Personal Use:	
Facebook	75%	Facebook	76%
LinkedIn	62	LinkedIn	23
Instagram	46	Instagram	47
Twitter	26	Twitter	25
Pinterest	13	Pinterest	34
Snapchat	6	Snapchat	19
ActiveRain	3	ActiveRain	3
Blog	8	Blog	6
TikTok	2	TikTok	6
YouTube	30	YouTube	37
Do not use social media	29	Do not use social media	30

U.S.

	Professional Use:	Personal Use:
Facebook	76%	78%
LinkedIn	60	23
Instagram	42	47
YouTube	28	34
Twitter	22	24
Pinterest	12	33
Blog	8	4
Snapchat	5	21
ActiveRain	3	2
TikTok	2	6
Do not use social media	26	28

TECHNOLOGY & REALTORS®

Exhibit 5-11

USE OF DRONES IN REAL ESTATE BUSINESS OR OFFICE

(Percentage Distribution)

Florida

Yes, personally use drones	8%
Yes, hire a professional to operate a drone for my business	37
Yes, someone in office uses drones	13
Not currently, but plan to in the future	10
No, do not use drones	20
Don't Know	12

U.S.

Yes, personally use drones	6%
Yes, hire a professional to operate a drone for my business	33
Yes, someone in office uses drones	15
Not currently, but plan to in the future	13
No, do not use drones	23
Don't know	10

TECHNOLOGY & REALTORS®

Exhibit 5-12

CUSTOMER INQUIRIES GENERATED FROM WEB SITE, 2019

(Percentage Distribution)

Florida

	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
None	51%	36%	56%	50%	41%	19%	*	30%	56%
1 to 5 inquiries	30	35	29	50	32	44	33	60	29
6 to 10 inquiries	7	11	5	*	15	7	33	*	6
11 to 20 inquiries	4	4	4	*	*	7	*	*	4
21 to 50 inquiries	4	5	3	*	5	7	33	10	3
51 to 100 inquiries	2	3	1	*	5	4	*	*	1
More than 100 inquiries	2	7	1	*	2	11	*	*	1
Median (inquiries)	0	2	0	2	1	4	10	2	0

* Less than 1 percent

U.S.

	ALL REALTORS®		LICENSED AS:		MAIN FUNCTION IN FIRM					
	In 2019	In 2018	Broker/ Broker Associate	Sales Agent	Broker- Owner (without selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent
None	54%	54%	46%	59%	47%	37%	53%	32%	37%	58%
1 to 5 inquiries	29	28	30	28	16	35	29	32	34	28
6 to 10 inquiries	6	6	8	5	5	9	7	9	8	6
11 to 20 inquiries	4	4	5	3	7	7	4	6	4	3
21 to 50 inquiries	4	4	4	3	13	5	4	6	7	3
51 to 100 inquiries	2	2	3	1	9	4	2		5	1
More than 100 inquiries	2	2	3	1	4	3	2	16	6	1
Median (inquiries)	0	0	1	0	2	2	0	2	2	0

* Less than 1 percent

TECHNOLOGY & REALTORS®

Exhibit 5-13

CUSTOMER INQUIRIES GENERATED FROM WEB SITE BY AMOUNT SPENT TO MAINTAIN, 2019

(Percentage Distribution)

Florida

		AMOUNT SPENT TO MAINTAIN THE WEB SITE:				
ALL REALTORS®		None	Less than \$100	\$100 to \$499	\$500 to \$999	\$1,000 or more
None	51%	63%	56%	40%	39%	33%
1 to 5 inquiries	30	23	27	42	39	27
6 to 10 inquiries	7	5	8	6	7	12
11 to 20 inquiries	4	3	5	5	5	3
21 to 50 inquiries	4	3	4	6	2	5
51 to 100 inquiries	2	1	2	1	4	5
More than 100 inquiries	2	2	*	*	4	15
Median (inquiries)	0	0	0	1	2	3

* Less than 1 percent

U.S.

		AMOUNT SPENT TO MAINTAIN THE WEB SITE:				
ALL REALTORS®		None	Less than \$100	\$100 to \$499	\$500 to \$999	\$1,000 or more
None	54%	68%	58%	46%	40%	29%
1 to 5 inquiries	29	23	30	35	35	30
6 to 10 inquiries	6	3	6	8	8	12
11 to 20 inquiries	4	2	3	4	5	7
21 to 50 inquiries	4	2	3	4	6	8
51 to 100 inquiries	2	1	1	1	4	4
More than 100 inquiries	2	*	*	1	2	10
Median (inquiries)	0	0	0	1	2	4

TECHNOLOGY & REALTORS®

Exhibit 5-14

BUSINESS GENERATED FROM REALTOR® WEB SITE, 2019

(Percentage Distribution)

Florida

	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
None	51%	36%	56%	*	40%	26%	*	22%	55%
1% to 5%	25	33	23	50	30	33	67	56	24
6% to 10%	11	15	10	*	14	22	*	11	10
11% to 25%	6	6	6	*	7	7	*	*	7
26% to 50%	4	3	4	*	5	4	33	11	3
More than 50%	3	6	2	50	5	7	*	*	2
Median (percent of business)	0%	3%	0%	5%	2%	4%	4%	3%	0%

* Less than 1 percent

U.S.

	All REALTORS®		LICENSED AS:		MAIN FUNCTION IN FIRM					
	In 2019	In 2018	Broker/ Broker Associate	Sales Agent	Broker- Owner (without selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent
None	53%	55%	45%	58%	34%	35%	51%	36%	37%	58%
1% to 5%	25	25	27	23	18	30	24	32	34	24
6% to 10%	11	10	14	9	11	16	14	4	12	9
11% to 25%	6	6	8	5	19	12	5	17	9	5
26% to 50%	3	3	4	3	*	5	3	10	5	3
More than 50%	2	2	3	2	18	3	2	*	2	1
Median (percent of business)	0%	0%	2%	0%	5%	3%	0%	3%	3%	0%

* Less than 1 percent

TECHNOLOGY & REALTORS®

Exhibit 5-15

BUSINESS GENERATED FROM REALTOR® WEB SITE, BY AMOUNT SPENT TO MAINTAIN, 2019

(Percentage Distribution)

Florida

AMOUNT SPENT TO MAINTAIN THE WEB SITE:

		AMOUNT SPENT TO MAINTAIN THE WEB SITE:				
	ALL REALTORS®	None	Less than \$100	\$100 to \$499	\$500 to \$999	\$1,000 or more
None	51%	70%	50%	40%	35%	31%
1% to 5%	25	18	25	32	25	30
6% to 10%	11	6	11	13	21	11
11% to 25%	6	2	7	9	8	11
26% to 50%	4	2	3	4	8	5
More than 50%	3	2	3	1	4	11
Median (percent of business)	0%	0%	0%	2%	3%	4%

* Less than 1 percent

U.S.

AMOUNT SPENT TO MAINTAIN THE WEB SITE:

		AMOUNT SPENT TO MAINTAIN THE WEB SITE:				
	ALL REALTORS®	None	Less than \$100	\$100 to \$499	\$500 to \$999	\$1,000 or more
None	53%	70%	54%	44%	36%	30%
1% to 5%	25	19	29	30	29	27
6% to 10%	11	5	10	15	17	15
11% to 25%	6	3	5	7	10	15
26% to 50%	3	2	2	3	5	9
More than 50%	2	1	2	1	3	5
Median (percent of business)	0%	0%	0%	2%	3%	4%

TECHNOLOGY & REALTORS®

Exhibit 5-16

BUSINESS GENERATED FROM REALTOR® SOCIAL MEDIA, 2019

(Percentage Distribution)

Florida

	LICENSED AS:			MAIN FUNCTION IN FIRM					
	All REALTORS®	Broker/ Associate	Sales Agent	Broker- Owner (without selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent
None	47%	41%	49%	75%	41%	40%	43%	20%	49%
1% to 5%	19	19	19	*	17	23	14	13	20
6% to 10%	11	16	9	*	20	7	*	20	10
11% to 25%	9	10	8	*	12	12	14	27	8
26% to 50%	4	4	4	*	1	2	14	7	4
More than 50%	4	3	4	25	3	5	*	7	4
Median (percent of business)	2%	3%	1%	0%	3%	3%	3%	9%	1%

* Less than 1 percent

U.S.

	LICENSED AS:			MAIN FUNCTION IN FIRM					
	All REALTORS®	Broker/ Associate	Sales Agent	Broker- Owner (without selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent
None	45%	43%	46%	43%	41%	43%	43%	30%	46%
1% to 5%	20	20	20	11	20	21	10	23	20
6% to 10%	10	13	9	14	15	11	10	15	10
11% to 25%	9	9	8	6	10	8	10	12	8
26% to 50%	5	4	5	2	4	5	6	8	5
More than 50%	3	2	3	9	2	3	1	1	3
Median (percent of business)	2%	2%	2%	4%	3%	2%	4%	4%	2%

* Less than 1 percent

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®, 1999-2020
Exhibit 6-5	AGE OF REALTORS®, BY FUNCTION
Exhibit 6-6	AGE OF REALTORS®, BY REAL ESTATE EXPERIENCE
Exhibit 6-7	FORMAL EDUCATION OF REALTORS®
Exhibit 6-8	PRIOR FULL-TIME CAREERS OF REALTORS®
Exhibit 6-9	PRIOR FULL-TIME CAREER OF REALTORS®, BY REAL ESTATE EXPERIENCE
Exhibit 6-10	REAL ESTATE IS ONLY OCCUPATION
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	RACIAL AND ETHNIC DISTRIBUTION OF REALTORS®, BY AGE
Exhibit 6-15	GROSS HOUSEHOLD INCOME OF REALTORS®, BY REAL ESTATE EXPERIENCE, 2019
Exhibit 6-16	REAL ESTATE IS PRIMARY SOURCE OF INCOME FOR HOUSEHOLD
Exhibit 6-17	HOMEOWNERSHIP OF REALTORS®, BY AGE
Exhibit 6-18	REAL ESTATE INVESTMENTS OF REALTORS®
Exhibit 6-19	VOTING PATTERN OF REALTORS®
Exhibit 6-20	VOLUNTEERS IN COMMUNITY
Exhibit 6-21	LANGUAGE FLUENCY OF REALTORS®, BY AGE
Exhibit 6-22	COUNTRY OF BIRTH OF REALTORS®, BY AGE
Exhibit 6-23	SELF OR SPOUSE/PARTNER IS ACTIVE MILITARY OR VETERAN
Exhibit 6-24	OWN SECONDARY PROPERTY

DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 6-1

GENDER OF REALTORS®, BY AGE

(Percentage Distribution)

Florida

	All REALTORS®	Age			
		39 or younger	40 to 49	50 to 59	60 or older
Male	34%	40%	28%	26%	41%
Female	65%	57%	71%	74%	58%
Prefer not to say	2%	3%	1%	*	1%

U.S.

	All REALTORS®	Age			
		39 or younger	40 to 49	50 to 59	60 or older
Male	34%	35%	31%	30%	41%
Female	64	63	68	69	58
Prefer not to say	2	2	1	1	1

DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 6-2

GENDER OF REALTORS®, BY EXPERIENCE

(Percentage Distribution)

Florida

	All REALTORS®	Real estate experience			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
All REALTORS®					
Male	34%	32%	30%	32%	38%
Female	65%	67%	68%	66%	60%
Prefer not to say	2%	1%	2%	2%	2%
Brokers/Broker Associates					
Male	46%	*	45%	49%	46%
Female	52%	100%	55%	49%	51%
Prefer not to say	2%	*	*	2%	2%
Sales Agents: Work 40+ hours					
Male	38%	31%	35%	29%	35%
Female	*	68%	65%	69%	65%
Prefer not to say	63%	1%	*	2%	*
Sales Agents: Work less than 40 hours					
Male	37%	32%	23%	29%	29%
Female	62%	67%	73%	70%	69%
Prefer not to say	1%	1%	4%	1%	2%

U.S.

	All REALTORS®	Real estate experience			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
All REALTORS®					
Male	34%	30%	32%	34%	37%
Female	64	68	66	65	61
Prefer not to say	2	2	2	2	1
Brokers/Broker Associates					
Male	39%	28%	34%	36%	42%
Female	60	70	65	61	57
Prefer not to say	1	2	1	2	1
Sales Agents: Work 40+ hours					
Male	35%	36%	37%	35%	33%
Female	63	62	62	64	65
Prefer not to say	1	2	1	1	2
Sales Agents: Work less than 40 hours					
Male	28%	28%	27%	30%	26%
Female	70	70	70	68	73
Prefer not to say	2	2	3	2	1

DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 6-3

GENDER OF REALTORS®, BY FUNCTION

(Percentage Distribution)

Florida

	All REALTORS®	Licensed as		Main Function in Firm						
		Brokers/ Broker Associates	Sales Agents	Broker- Owner (without selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent	Appraiser
Male	34%	46%	30%	25%	48%	45%	43%	57%	31%	60%
Female	65	52	68	25	51	53	43	43	68	40
Prefer not to say	2	2	1	50	1	3	14	*	1	*

U.S.

	All REALTORS®	Licensed as		Main Function in Firm						
		Brokers/ Broker Associates	Sales Agents	Broker- Owner (without selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent	Appraiser
Male	34%	39%	31%	41%	49%	35%	38%	42%	31%	71%
Female	64	60	67	52	49	64	60	57	67	29
Prefer not to say	2	1	2	7	2	1	2	1	2	*

DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 6-4

AGE OF REALTORS®, 1999-2020
(Percentage Distribution)

Florida

	2020
Under 30 years	3%
30 to 34 years	5
35 to 39 years	8
40 to 44 years	9
45 to 49 years	10
50 to 54 years	14
55 to 59 years	16
60 to 64 years	14
65 years and over	21
Median age	55

U.S.

	1999	2001	2003	2005	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Under 30 years	4%	4%	5%	5%	5%	5%	4%	4%	3%	2%	2%	3%	2%	5%	4%	5%	4%	4%
30 to 34 years	5	6	6	6	6	6	4	5	4	4	4	4	4	6	6	6	6	5
35 to 39 years	9	9	9	8	8	8	7	6	5	5	5	5	5	8	8	7	8	8
40 to 44 years	12	12	13	12	12	10	9	8	9	9	8	7	7	10	9	8	9	9
45 to 49 years	15	14	12	13	14	13	12	12	11	11	10	10	10	12	12	11	11	10
50 to 54 years	17	18	16	16	16	15	16	15	15	15	13	16	15	15	15	15	15	14
55 to 59 years	15	16	15	16	16	16	15	16	16	16	17	16	16	15	15	16	16	16
60 to 64 years	11	10	12	12	13	14	15	16	16	16	16	16	16	14	13	13	14	13
65 years and over	13	12	12	13	12	14	17	17	22	22	25	24	25	16	17	20	19	21
Median age	52	52	51	52	51	52	54	54	56	56	57	56	57	53	53	54	54	55

DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 6-5

AGE OF REALTORS®, BY FUNCTION

(Percentage Distribution)

Florida

	All REALTORS®	Licensed as		Main Function in Firm					
		Brokers/ Broker Associates	Sales Agents	Broker- Owner (without selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent Appraiser
Under 30 years	3%	1%	3%	*	*	*	*	*	3% *
30 to 34 years	5	2	6	*	2	3	*	*	5 *
35 to 39 years	8	8	9	*	8	11	*	25	8 *
40 to 44 years	9	3	10	33	3	5	*	*	10 *
45 to 49 years	10	10	10	*	11	16	*	*	10 *
50 to 54 years	14	12	14	*	12	11	40	8	14 20
55 to 59 years	16	15	16	*	15	19	*	25	16 20
60 to 64 years	14	20	13	67	17	16	40	25	14 40
65 years and over	21	29	19	*	32	19	20	17	20 20
Median age	55	59	54	60	59	57	60	59	54 60

* Less than one percent

U.S.

	All REALTORS®	Licensed as		Main Function in Firm					
		Brokers/ Broker Associates	Sales Agents	Broker- Owner (without selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent Appraiser
Under 30 years	4%	2%	5%	*	1%	3%	2%	1%	5% 6%
30 to 34 years	5	3	6	3	2	4	7	3	6 2
35 to 39 years	8	6	9	3	6	7	7	8	8 2
40 to 44 years	9	7	10	4	6	8	5	10	10 7
45 to 49 years	10	10	10	7	11	10	5	8	10 5
50 to 54 years	14	12	15	7	11	13	12	16	14 14
55 to 59 years	16	16	16	23	18	16	15	14	16 23
60 to 64 years	13	15	12	19	15	14	23	15	13 17
65 years and over	21	28	17	36	30	25	24	24	18 24
Median age	55	58	53	60	58	57	57	56	53 57

* Less than one percent

DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 6-6

AGE OF REALTORS®, BY REAL ESTATE EXPERIENCE

(Percentage Distribution)

Florida

	All REALTORS®	Real estate experience			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
Under 30 years	3%	8%	4%	1%	*
30 to 34 years	5	9	10	3	*
35 to 39 years	8	14	8	10	1
40 to 44 years	9	13	15	10	1
45 to 49 years	10	12	13	12	5
50 to 54 years	14	18	14	14	11
55 to 59 years	16	12	19	17	18
60 to 64 years	14	7	12	15	21
65 years and over	21	8	6	19	43
Median age	55	47	50	55	63

* Less than one percent

NA- Not Applicable

U.S.

	All REALTORS®	Real estate experience			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
Under 30 years	4%	12%	5%	1%	*
30 to 34 years	5	10	10	4	*
35 to 39 years	8	14	12	8	1
40 to 44 years	9	13	14	11	3
45 to 49 years	10	13	12	13	6
50 to 54 years	14	15	13	17	11
55 to 59 years	16	13	18	16	17
60 to 64 years	13	6	9	14	19
65 years and over	21	5	7	15	42
Median age	55	45	48	53	62

NA- Not Applicable

DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 6-7

FORMAL EDUCATION OF REALTORS®

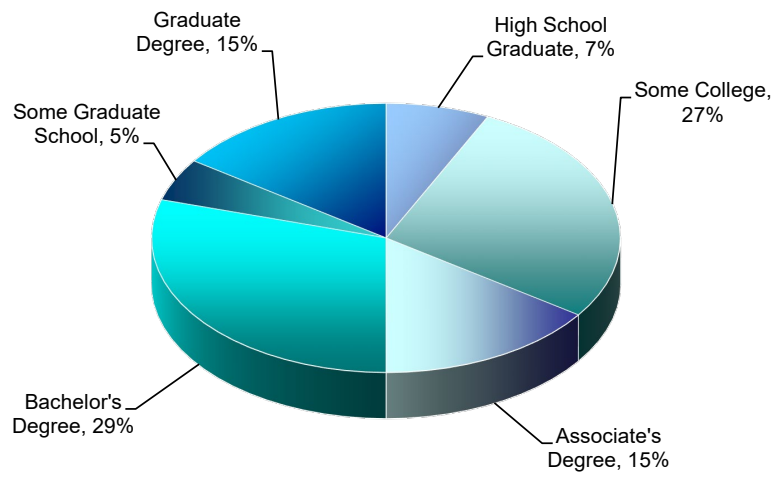
(Percentage Distribution)

Florida

	All REALTORS®
High School Graduate	7%
Some College	27%
Associate's Degree	15%
Bachelor's Degree	29%
Some Graduate School	5%
Graduate Degree	15%

FORMAL EDUCATION OF REALTORS®

(Percentage Distribution)

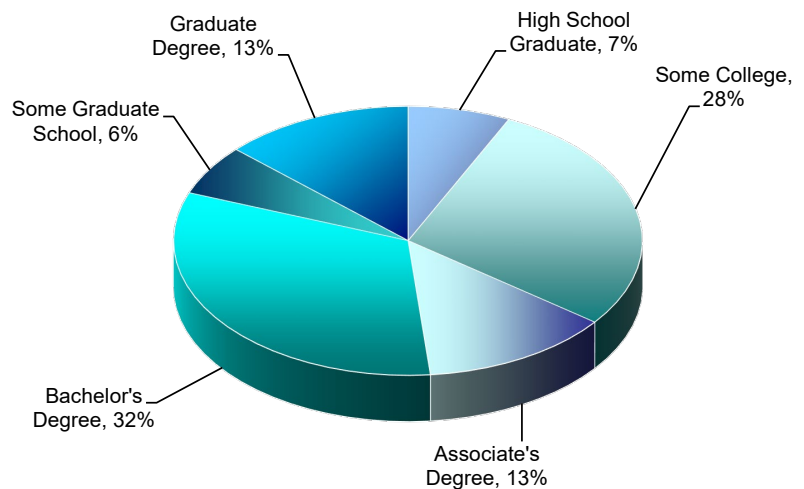


U.S.

	All REALTORS®
High School Graduate	7%
Some College	28%
Associate's Degree	13%
Bachelor's Degree	32%
Some Graduate School	6%
Graduate Degree	13%

FORMAL EDUCATION OF REALTORS®

(Percentage Distribution)



DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 6-8

PRIOR FULL-TIME CAREERS OF REALTORS®

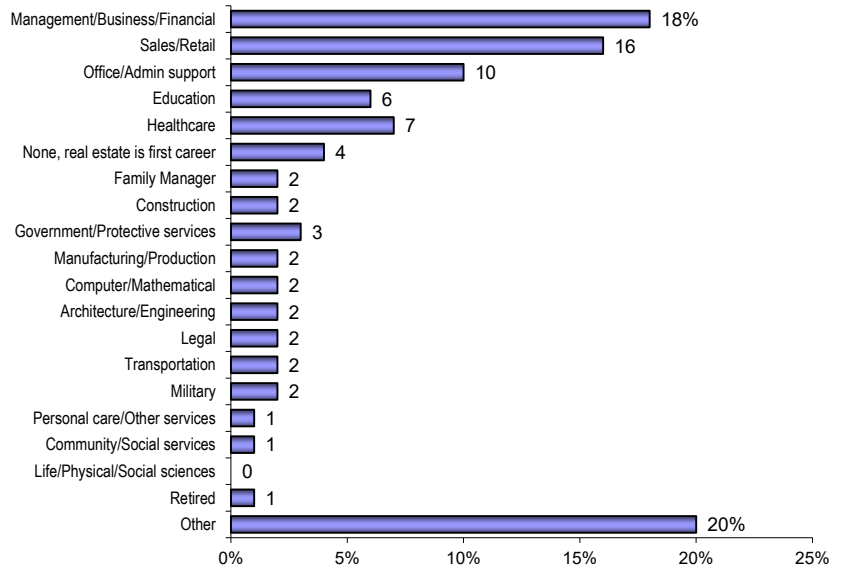
(Percentage Distribution)

Florida

Management/Business/Financial	18%
Sales/Retail	16
Office/Admin support	10
Education	6
Healthcare	7
None, real estate is first career	4
Family Manager	2
Construction	2
Government/Protective services	3
Manufacturing/Production	2
Computer/Mathematical	2
Architecture/Engineering	2
Legal	2
Transportation	2
Military	2
Personal care/Other services	1
Community/Social services	1
Life/Physical/Social sciences	*
Retired	1
Other	20%

PRIOR FULL-TIME CAREERS OF REALTORS®

(Percentage Distribution)



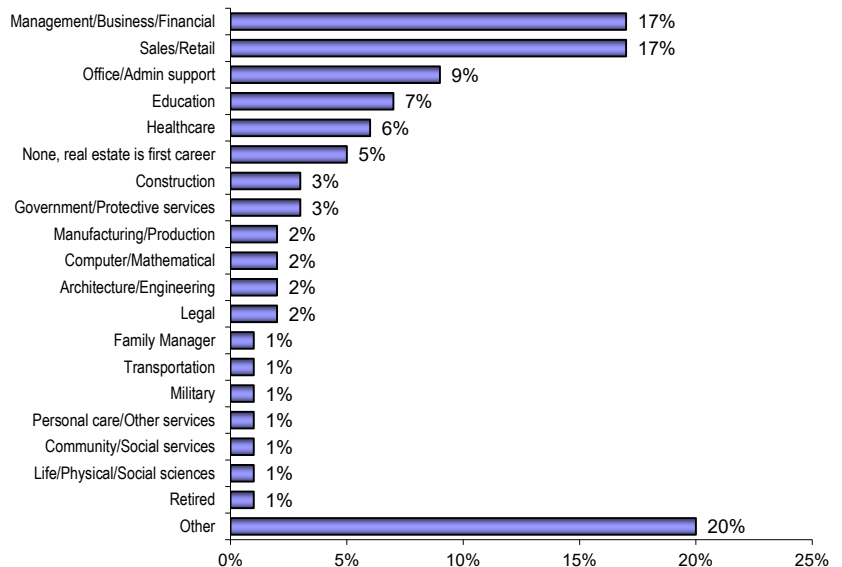
* Less than one percent

U.S.

Management/Business/Financial	17%
Sales/Retail	17
Office/Admin support	9
Education	7
Healthcare	6
None, real estate is first career	5
Construction	3
Government/Protective services	3
Manufacturing/Production	2
Computer/Mathematical	2
Architecture/Engineering	2
Legal	2
Family Manager	1
Transportation	1
Military	1
Personal care/Other services	1
Community/Social services	1
Life/Physical/Social sciences	1
Retired	1
Other	20

PRIOR FULL-TIME CAREERS OF REALTORS®

(Percentage Distribution)



* Less than one percent

DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 6-9

PRIOR FULL-TIME CAREER OF REALTORS®, BY REAL ESTATE EXPERIENCE

(Percentage Distribution)

Florida

	All REALTORS®	Real estate experience			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
Management/Business/Financial	18%	16%	15%	23%	18%
Sales/Retail	16	16	18	15	16
Office/Admin support	10	9	9	11	11
Education	6	7	8	4	5
None, real estate is first career	4	*	1	3	7
Family Manager	2	1	2	2	1
Healthcare	7	8	8	5	5
Construction	2	2	2	2	2
Computer/Mathematical	2	2	*	3	2
Manufacturing/Production	2	1	1	2	2
Government/Protective services	3	4	3	2	2
Architecture/Engineering	2	2	1	2	2
Legal	2	1	1	1	2
Transportation	2	2	3	1	1
Military	2	2	1	1	3
Personal care/Other services	1	*	1	1	1
Community/Social services	1	2	1	1	1
Life/Physical/Social sciences	*	*	*	1	1
Retired	1	2	1	1	*
Other	19	19	23	21	17

* Less than one percent

U.S.

	All REALTORS®	Real estate experience			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
Management/Business/Financial	17%	16%	18%	20%	16%
Sales/Retail	17	16	15	17	17
Office/Admin support	9	9	8	8	10
Education	7	8	7	7	6
Healthcare	6	8	7	5	3
None, real estate is first career	5	2	2	3	9
Construction	3	2	3	2	3
Government/Protective services	3	4	4	2	2
Manufacturing/Production	2	2	1	2	2
Computer/Mathematical	2	2	3	3	2
Architecture/Engineering	2	2	2	2	2
Legal	2	2	2	2	2
Family Manager	1	1	2	1	1
Transportation	1	2	1	1	1
Military	1	1	1	1	2
Personal care/Other services	1	1	1	1	1
Community/Social services	1	2	1	1	1
Life/Physical/Social sciences	1	1	1	*	1
Retired	1	1	2	1	*
Other	20	19	20	21	19

* Less than one percent

DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 6-10

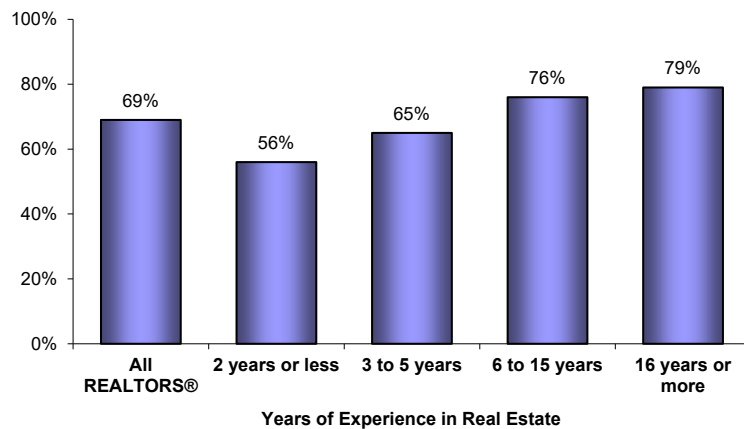
REAL ESTATE IS ONLY OCCUPATION

(Percent "Yes")

Florida

	All REALTORS®	Real estate experience			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
Real estate is the only occupation at the present time	69%	56%	65%	76%	79%

REAL ESTATE IS ONLY OCCUPATION



U.S.

	All REALTORS®	Real estate experience			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
Real estate is the only occupation at the present time	73%	55%	69%	77%	84%

REAL ESTATE IS ONLY OCCUPATION



DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

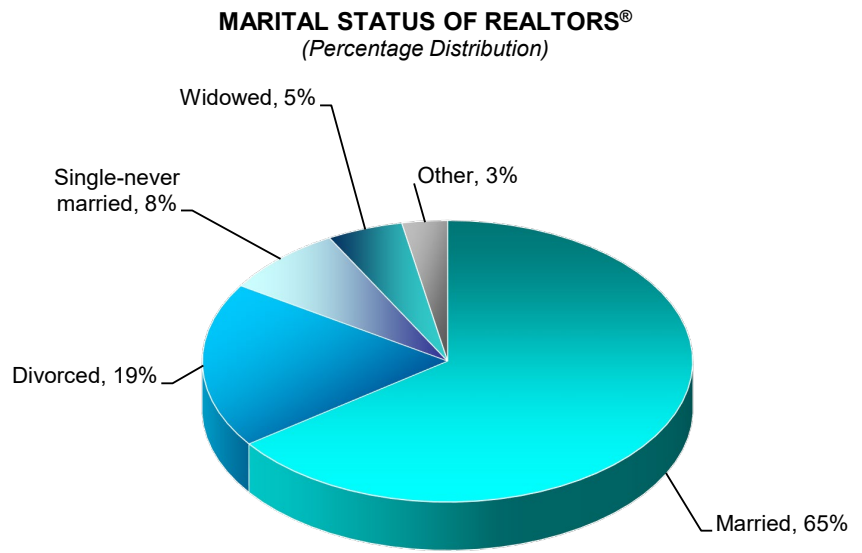
Exhibit 6-11

MARITAL STATUS OF REALTORS®

(Percentage Distribution)

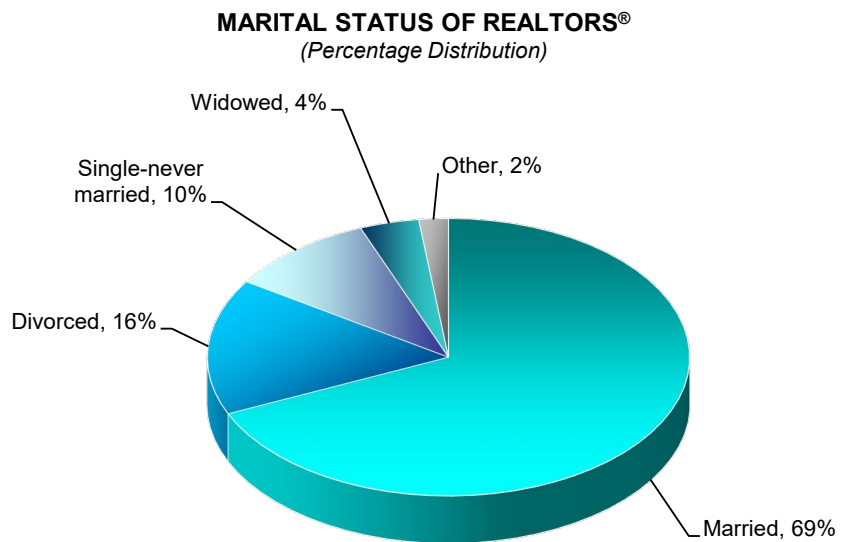
Florida

	All REALTORS®
Married	65%
Divorced	19%
Single-never married	8%
Widowed	5%
Other	3%



U.S.

	All REALTORS®
Married	69%
Divorced	16%
Single-never married	10%
Widowed	4%
Other	2%



DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 6-12

SIZE OF REALTOR® HOUSEHOLDS, BY AGE

(Percentage Distribution)

Florida

	All REALTORS®	Age			
		39 or younger	40 to 49	50 to 59	60 or older
1 adult	24%	18%	27%	23%	26%
2 adults	57	69	45	52	61
3 adults	13	9	19	15	10
4 adults	5	4	7	7	2
5 or more adults	1	*	2	3	1
Median (adults)	2	1	1	2	2
0 children	14%	44%	39%	77%	94%
1 child	45	20	27	15	4
2 children	16	24	29	7	2
3 children	17	8	4	1	*
4 or more children	8	4	1	1	*
Median (children)	0	1	1	0	0

U.S.

	All REALTORS®	Age			
		39 or younger	40 to 49	50 to 59	60 or older
1 adult	21%	17%	19%	22%	24%
2 adults	59	68	56	53	62
3 adults	13	10	17	16	9
4 adults	5	5	6	7	3
5 or more adults	1	1	2	2	1
Median (adults)	2	2	2	2	2
0 children	68%	42%	34%	76%	94%
1 child	14	20	26	16	3
2 children	12	24	27	6	2
3 children	4	10	8	1	*
4 or more children	2	4	4	1	*
Median (children)	0	1	1	0	0

DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 6-13

RACIAL AND ETHNIC DISTRIBUTION OF REALTORS®, BY REAL ESTATE EXPERIENCE

(Percentage of Respondents)

Florida

	All REALTORS®	Real estate experience			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
White	69%	62%	68%	68%	76%
Hispanic/Latino	22	27	25	21	18
Black/African American	7	10	7	7	4
Asian/Pacific Islander	2	2	3	3	2
American Indian/Eskimo/Aleut	*	1	*	*	*
Other	3	2	2	3	4

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

U.S.

	All REALTORS®	Real estate experience			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
White	80%	73%	78%	80%	86%
Hispanic/Latino	10	13	10	10	6
Black/African American	6	11	7	5	3
Asian/Pacific Islander	5	6	5	6	4
American Indian/Eskimo/Aleut	1	1	1	1	1
Other	2	2	2	2	2

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

* Less than one percent

DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 6-14

RACIAL AND ETHNIC DISTRIBUTION OF REALTORS®, BY AGE

(Percentage of Respondents)

Florida

	All REALTORS®	Age			
		39 or younger	40 to 49	50 to 59	60 or older
White	69%	66%	61%	70%	76%
Hispanic/Latino	22	22	33	23	16
Black/African American	7	12	9	5	3
Asian/Pacific Islander	2	3	1	2	2
American Indian/Eskimo/Aleut	*	1	*	*	*
Other	3	2	2	2	4

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

U.S.

	All REALTORS®	Age			
		39 or younger	40 to 49	50 to 59	60 or older
White	80%	74%	76%	80%	87%
Hispanic/Latino	10	13	12	10	6
Black/African American	6	9	8	6	4
Asian/Pacific Islander	5	7	6	5	3
American Indian/Eskimo/Aleut	1	1	1	1	1
Other	2	1	2	2	2

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

* Less than one percent

DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 6-15

GROSS HOUSEHOLD INCOME OF REALTORS®, BY REAL ESTATE EXPERIENCE, 2019

(Percentage Distribution)

Florida

	All REALTORS®	Licensed as		Real estate experience			
		Brokers/ Broker Associates	Sales Agents	2 years or less	3 to 5 years	6 to 15 years	16 years or more
Less than \$10,000	3%	2%	3%	4%	3%	3%	1%
\$10,000 to \$24,999	5	4	5	7	3	6	5
\$25,000 to \$34,999	6	3	7	11	4	5	4
\$35,000 to \$49,999	8	4	9	10	10	8	5
\$50,000 to \$74,999	16	14	16	16	19	12	17
\$75,000 to \$99,999	15	17	14	15	15	15	16
\$100,000 to \$149,999	22	24	22	21	23	21	24
\$150,000 to \$199,999	10	11	10	8	12	11	11
\$200,000 to \$249,999	6	8	5	1	5	8	8
\$250,000 or more	9	12	8	8	6	11	11
Median	\$95,000	\$112,500	\$92,900	\$78,300	\$93,300	\$102,400	\$104,200

* Less than one percent

U.S.

	All REALTORS®	Licensed as		Real estate experience			
		Brokers/ Broker Associates	Sales Agents	2 years or less	3 to 5 years	6 to 15 years	16 years or more
Less than \$10,000	2%	1%	2%	5%	1%	1%	*
\$10,000 to \$24,999	3	2	4	6	3	2	1
\$25,000 to \$34,999	4	3	4	5	4	3	3
\$35,000 to \$49,999	6	4	7	9	6	5	5
\$50,000 to \$74,999	12	9	14	18	14	9	11
\$75,000 to \$99,999	14	12	14	15	14	13	13
\$100,000 to \$149,999	23	24	22	21	23	24	23
\$150,000 to \$199,999	15	16	14	11	17	17	15
\$200,000 to \$249,999	8	10	7	4	8	9	11
\$250,000 or more	14	20	11	6	9	17	19
Median	\$121,500	\$139,600	\$111,400	\$86,700	\$117,400	\$135,400	\$137,000

DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 6-16

REAL ESTATE IS PRIMARY SOURCE OF INCOME FOR HOUSEHOLD

(Percent "Yes")

Florida

	All REALTORS®	Licensed as		Real estate experience			
		Brokers/ Associates	Sales Agents	2 years or less	3 to 5 years	6 to 15 years	16 years or more
All REALTORS®	44%	56%	40%	28%	43%	52%	51%
Work less than 40 hours per week	24	25	24	16	23	33	28
Work 40 hours or more per week	66	25	38	49	66	70	73

U.S.

	All REALTORS®	Licensed as		Real estate experience			
		Brokers/ Associates	Sales Agents	2 years or less	3 to 5 years	6 to 15 years	16 years or more
All REALTORS®	47%	58%	40%	27%	42%	51%	59%
Work less than 40 hours per week	26	33	23	15	25	27	36
Work 40 hours or more per week	68	74	63	49	61	71	77

DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 6-17

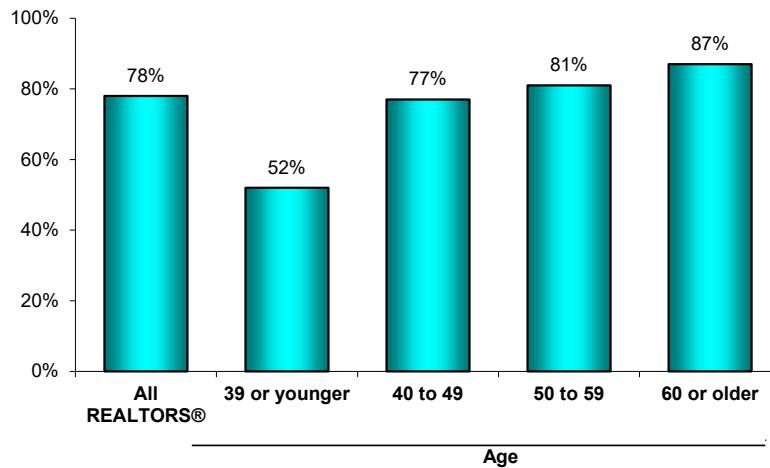
HOMEOWNERSHIP OF REALTORS®, BY AGE

(Percent "Own Primary Residence")

Florida

	All REALTORS®	Age			
		39 or younger	40 to 49	50 to 59	60 or older
Own Home	78%	52%	77%	81%	87%

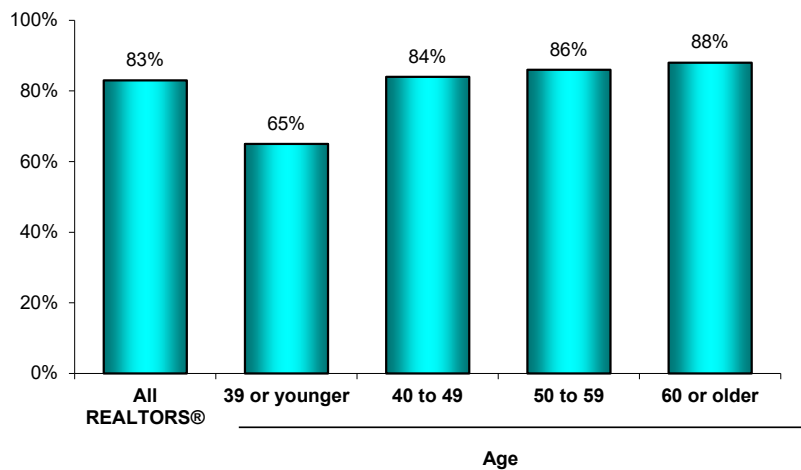
HOME OWNERSHIP RATE BY REAL ESTATE EXPERIENCE



U.S.

	All REALTORS®	Age			
		39 or younger	40 to 49	50 to 59	60 or older
Own Home	83%	65%	84%	86%	88%

HOME OWNERSHIP RATE BY REAL ESTATE EXPERIENCE



DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 6-18

REAL ESTATE INVESTMENTS OF REALTORS®

(Percentage Distribution)

Florida

All REALTORS®

Vacation Homes	
None	77%
One	19
Two	3
Three or more	1
Residential Properties (except primary residence and vacation homes)	
None	32%
One	32
Two	16
Three or more	21
Commercial Properties	
None	81%
One	10
Two	4
Three or more	5

U.S.

All REALTORS®

Vacation Homes	
None	71%
One	25
Two	3
Three or more	1
Residential Properties (except primary residence and vacation homes)	
None	28%
One	34
Two	14
Three or more	24
Commercial Properties	
None	79%
One	12
Two	4
Three or more	5

* Less than one percent

DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 6-19

VOTING PATTERN OF REALTORS®

(Percent "Yes")

Florida

Registered to vote	93%
Voted in last national election	89
Voted in last local election	79

U.S.

Registered to vote	96%
Voted in last national election	91
Voted in last local election	82

DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 6-20

VOLUNTEERS IN COMMUNITY, BY AGE

(Percentage Distribution)

Florida

	All REALTORS®	Age			
		39 or younger	40 to 49	50 to 59	60 or older
Volunteers	62%	60%	64%	66%	58%

U.S.

	All REALTORS®	Age			
		39 or younger	40 to 49	50 to 59	60 or older
Volunteers	72%	70%	76%	73%	69%

DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 6-21

LANGUAGE FLUENCY OF REALTORS®, BY AGE

(Percentage Distribution)

Florida

	All REALTORS®	Age			
		39 or younger	40 to 49	50 to 59	60 or older
Fluent only in English	68%	64%	62%	69%	71%
Fluent in other languages	32	36	38	31	29

U.S.

	All REALTORS®	Age			
		39 or younger	40 to 49	50 to 59	60 or older
Fluent only in English	82%	78%	79%	83%	86%
Fluent in other languages	18	22	21	17	14

Spanish	47%
French	6
German	4
Chinese (includes Mandarin)	4
Portuguese	4

DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 6-22

COUNTRY OF BIRTH OF REALTORS®, BY AGE

(Percentage Distribution)

Florida

	All REALTORS®	Age			
		39 or younger	40 to 49	50 to 59	60 or older
U.S.	74%	78%	72%	73%	76%
Outside U.S.	26	22	28	27	24

U.S.

	All REALTORS®	Age			
		39 or younger	40 to 49	50 to 59	60 or older
U.S.	87%	87%	86%	86%	89%
Outside U.S.	13	13	14	14	11

DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 6-23

SELF OR SPOUSE/PARTNER IS ACTIVE MILITARY OR VETERAN

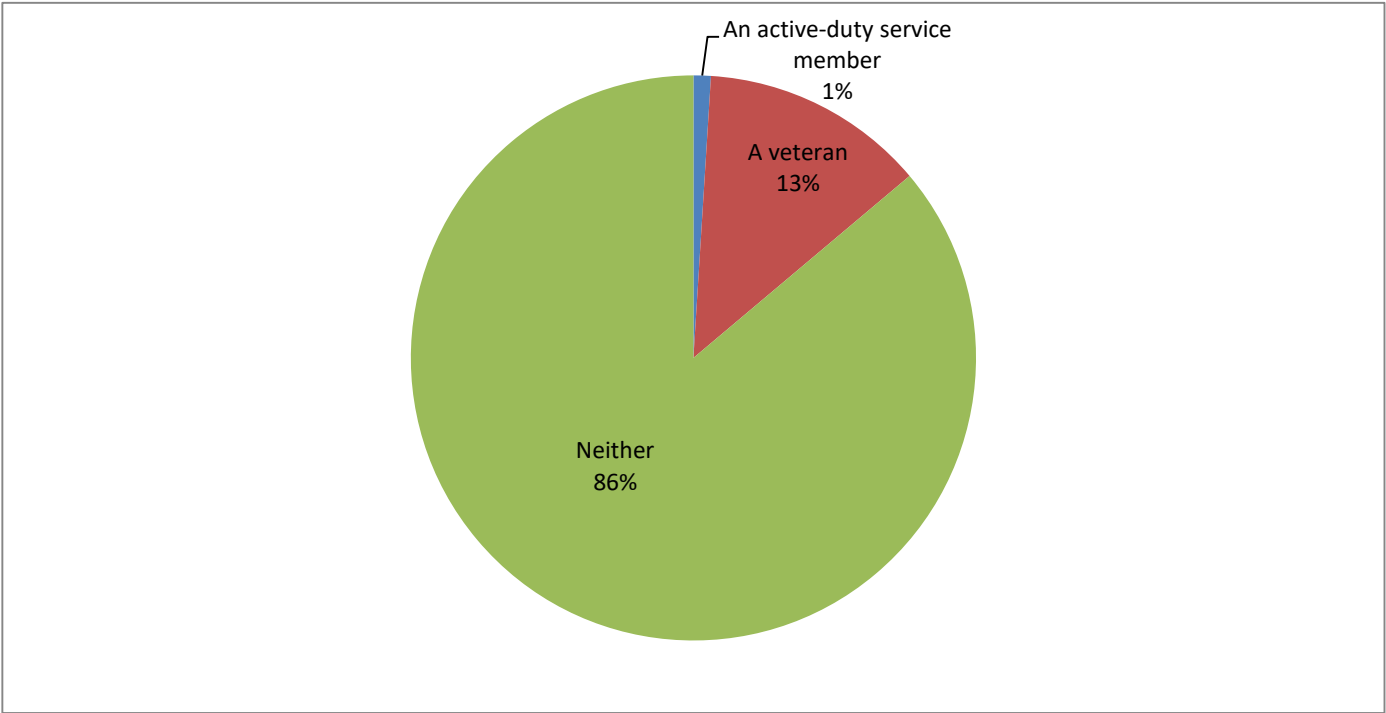
(Percentage Distribution)

Florida

An active-duty service member	1%
A veteran	15%
Neither	83%

U.S.

An active-duty service member	1%
A veteran	13%
Neither	87%



DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 6-24

OWN SECONDARY PROPERTY

(Percentage Distribution)

Florida

Own secondary property	34%
Own only a primary residence	66%

U.S.

Own secondary property	38%
Own only a primary residence	62%

