

2025 Florida REALTORS® Member Profile

National Association of REALTORS®
Research Group



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

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Introduction: National

The National Association of REALTORS® has released reports on its members and the business they conduct, dating back more than five decades. Each year, the report is released in varying and unique circumstances. While the report provides timelines of how experiences and transactions have evolved, it is also important to remember that it is a snapshot of that particular period. For the last two and a half years, the housing market has been suppressed by lower home sales. The volume of existing-home sales remains just over 4 million units, the lowest level since 1995. Home buyers struggled to find a home due to limited housing inventory and unaffordable conditions. As new and existing home inventory enters the market, many buyers find themselves priced out by higher mortgage interest rates and higher home prices. Given the challenging market conditions, it is not surprising to see REALTORS® cite housing affordability (25%), the expectation that mortgage rates might decrease (19%), and the lack of inventory (17%) as key concerns.

The median years of experience in real estate increased slightly to 12 years, as seasoned professionals remained in the industry and sought new opportunities. Those with two years of experience decreased slightly from 18 percent to 15 percent, while those with 16 years or more experience increased to 46 percent from 42 percent. Despite the

churn and unique real estate market conditions, looking forward, 74 percent of REALTORS® were very certain they will remain in the market for two more years.

Given the decline in overall real estate existing-home sales volume in 2024, the typical member had 10 transaction sides, flat from 2023. The typical sales volume remained at \$2.5 million in 2024, unchanged from the previous year. The median gross income of REALTORS® increased to \$58,100 from \$55,800 in 2023. New members entering the field can be identified by the differences in income based on experience and function. Sixty-two percent of members who have two years or less experience made less than \$10,000 in 2024, compared to 40 percent of members with more than 16 years of experience who made more than \$100,000 in the same time period. REALTORS® with 16 years of experience or more had a median gross income of \$78,900 compared to REALTORS® with 2 years of experience or less that had a median gross income of \$8,100. REALTORS®' total expenses decreased slightly to \$8,010 from \$8,450 in 2023.

Introduction: National (Continued)

The typical member was an independent contractor affiliated with an independent company catering to local markets. REALTORS® frequently have had careers in other fields before real estate, the most common being in sales and retail, followed by management, business, and financial professions. Only six percent indicated that real estate is their first career. The majority of members were women homeowners with a college education. The median age of REALTORS® was 57 in the 2025 survey.

REALTORS® consistently are ahead of the curve when it comes to technology. It is clear that technology can assist home buyers when inventory is limited and buyers are moving further distances. While older technologies, such as email, social media, and GPS, are still widely used on a daily basis, new emerging technologies are also gaining traction, including apps for personal safety and design platforms. The majority of members have their own websites, where they promote their own property listings, and many also post information about the buying and selling process to help consumers in the research phase of the process.

Florida Stats at a Glance

Business Characteristics of REALTORS®

- Sixty-four percent of REALTORS® were licensed sales agents, 22 percent held broker licenses, and 16 percent held broker associate licenses. In Florida, 73 percent of REALTORS® were licensed sales agents, 14 percent held broker licenses, and 16 percent held broker associate licenses.
- Seventy percent of members specialize in residential brokerage, five percent specialize in property management and three percent in relocation. In Florida, 69 percent of members specialize in residential brokerage, three percent specialize in property management, and four percent in relocation.
- The typical REALTOR® had 12 years of experience, up from 11 last year. In Florida, the typical REALTOR® had 11 years of experience.
- Seventy-four percent of REALTORS® were very certain they will remain active as a real estate professional for the next two years. In Florida, 72 percent of members reported they were certain they will remain active for two more years.

Business Activity of REALTORS®

- In 2024, the typical agent had 10 transactions, the same as 2023. In Florida, agents typically had seven transactions.
- The median sales volume for brokerage specialists remained the same as last year at \$2.5 million. In Florida, the typical sales volume was \$1.8 million in 2024.
- Housing affordability was the most cited reason limiting potential clients from completing transactions, followed by expectations that mortgage rates might come down and a lack of inventory. In Florida, housing affordability was also the most cited reason at 22 percent.
- The typical REALTOR® worked 35 hours per week in 2024. In Florida, the typical REALTOR® also worked 35 hours per week.
- The typical REALTOR® earned 20 percent of their business from repeat clients and customers and 21 percent through referrals from past clients and customers. In Florida, 20 percent of business came from repeat business and 22 percent through referrals from past clients.

Income and Expenses of REALTORS®

- The total median business expenses were \$8,010 in 2024, a decrease from \$8,450 in 2023. In Florida, the typical business expenses were \$8,900.
- The median gross income of REALTORS® was \$58,100 in 2024, up from \$55,800 in 2023. The median gross income for REALTORS® in Florida was \$48,500.

Florida Stats at a Glance *(Continued)*

Office and Firm Affiliation of REALTORS®

- Fifty-five percent of REALTORS® were affiliated with an independent company, and 38 percent were affiliated with a franchised company. Fifty-eight percent of members in Florida were affiliated with an independent company, and 35 percent were affiliated with a franchised company.
- Eighty-seven percent of REALTORS® were independent contractors at their firms. In Florida, 88 percent were independent contractors.

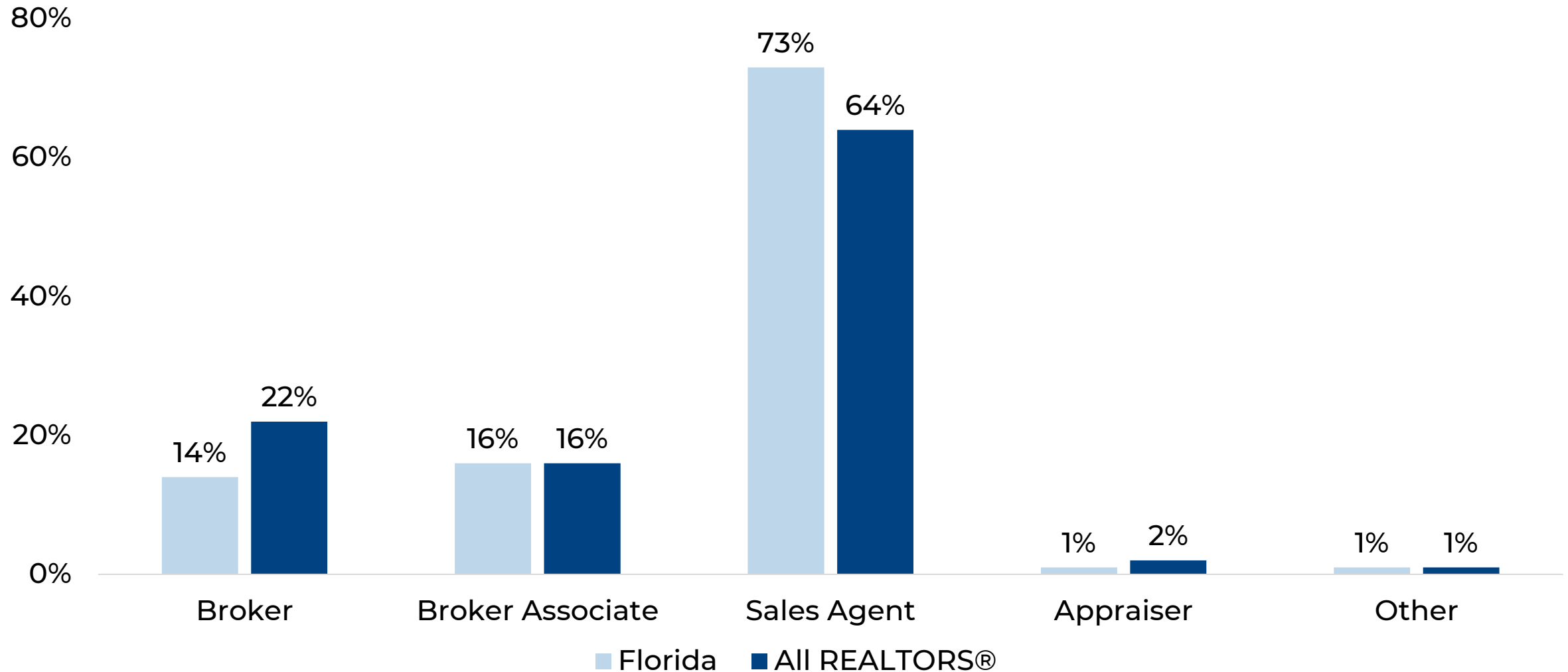
Demographic Characteristics of REALTORS®

- Sixty-three percent of all REALTORS® were female, down from 65 percent last year. In Florida, 62 percent of members were female.
- The median age of REALTORS® was 57, up slightly from 55 last year. In Florida, the median age was 57 years old.
- Sixteen percent of REALTORS® had a previous career in sales or retail, and 15 percent in management, business, or finance. Only six percent of REALTORS® reported real estate was their first career. In Florida, 17 percent had a previous career in management, business, or the financial sector, and 16 percent in sales or retail. Four percent of members in Florida reported real estate was their first career.
- Eighty percent of REALTORS® were white, a slight increase from 79 percent last year. Hispanics/Latinos accounted for 9 percent of REALTORS®, down from ten percent. This is followed by Black/ African Americans (six percent) and Asian/Pacific Islanders (four percent). In Florida, 76 percent of REALTORS® were white, 20 percent were Hispanic/Latino, four percent were Black/African American, and one percent were Asian/Pacific Islander.
- Fifty percent of REALTORS® said that real estate was their primary source of income. In Florida, 50 percent of REALTORS® also said that real estate was their primary source of income.
- The majority of REALTORS®—84 percent—owned their primary residence. Eighty-five percent of REALTORS® owned their primary residence in Florida.
- Forty-two percent of REALTORS® reported owning a secondary property. In Florida, 40 percent reported owning a secondary property.
- Ninety-six percent reported they were registered to vote, and 93 percent voted in the last national election while 87 percent voted in their local election. In Florida, 94 percent reported they were registered to vote, and 89 percent voted in the last national election while 83 percent voted in their local election.
- Sixty-eight percent of members reported volunteering in their community. In Florida, 57 percent of members reported volunteering in their community.

Business Characteristics of REALTORS®



REALTORS® By Type of License



Specialty and Main Function of REALTORS®

	Florida	All REALTORS®
Primary Real Estate Specialty		
Residential brokerage	69%	70%
Commercial brokerage	2	2
Residential appraisal	1	2
Commercial appraisal	*	*
Relocation	4	3
Property management	3	5
Counseling	2	2
Land/Development	2	2
Other specialties	10	15
Main Function		
Broker-owner (with selling)	10%	12%
Broker-owner (without selling)	1	1
Associate broker	9	11
Manager	1	3
Sales agent	76	70
Appraiser	*	2
Other	1	3

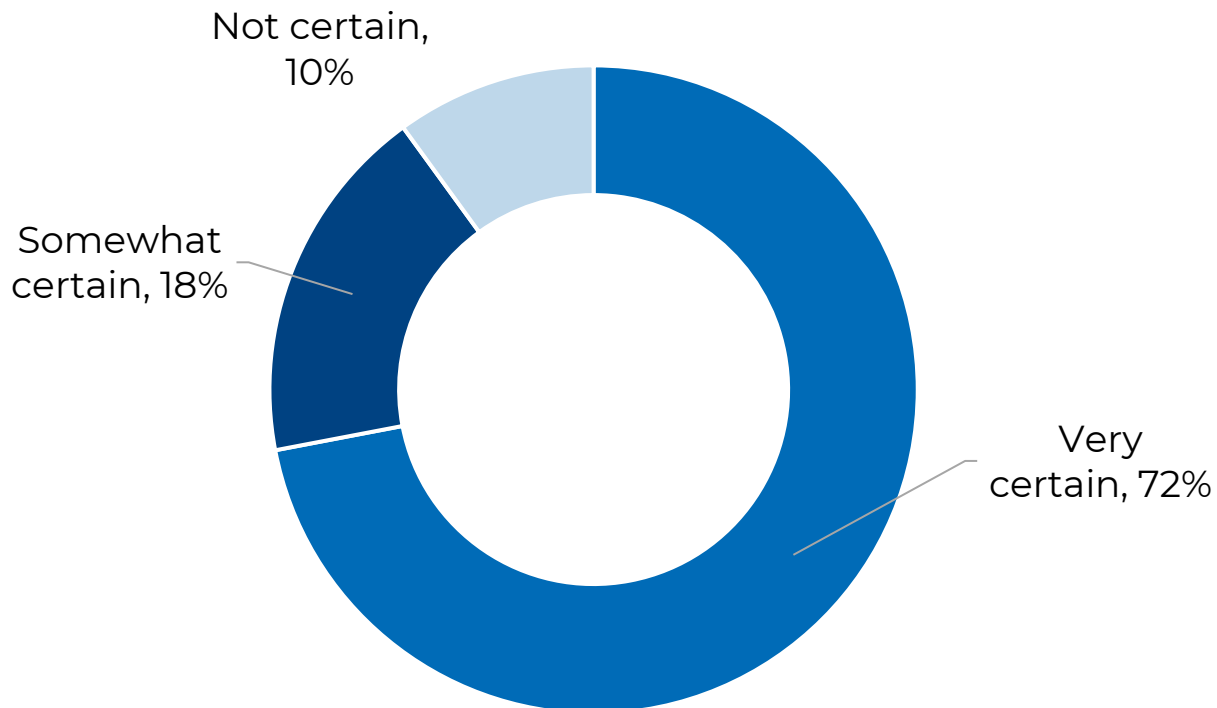
* Less than 1 percent

Real Estate Experience of REALTORS®

	Florida	All REALTORS®
1 year or less	10%	10%
2 years	5	5
3 years	7	5
4 years	3	4
5 years	5	4
6 to 10 years	19	17
11 to 15 years	8	9
16 to 25 years	26	25
26 to 39 years	10	14
40 or more years	6	7
Median (years)	11	12

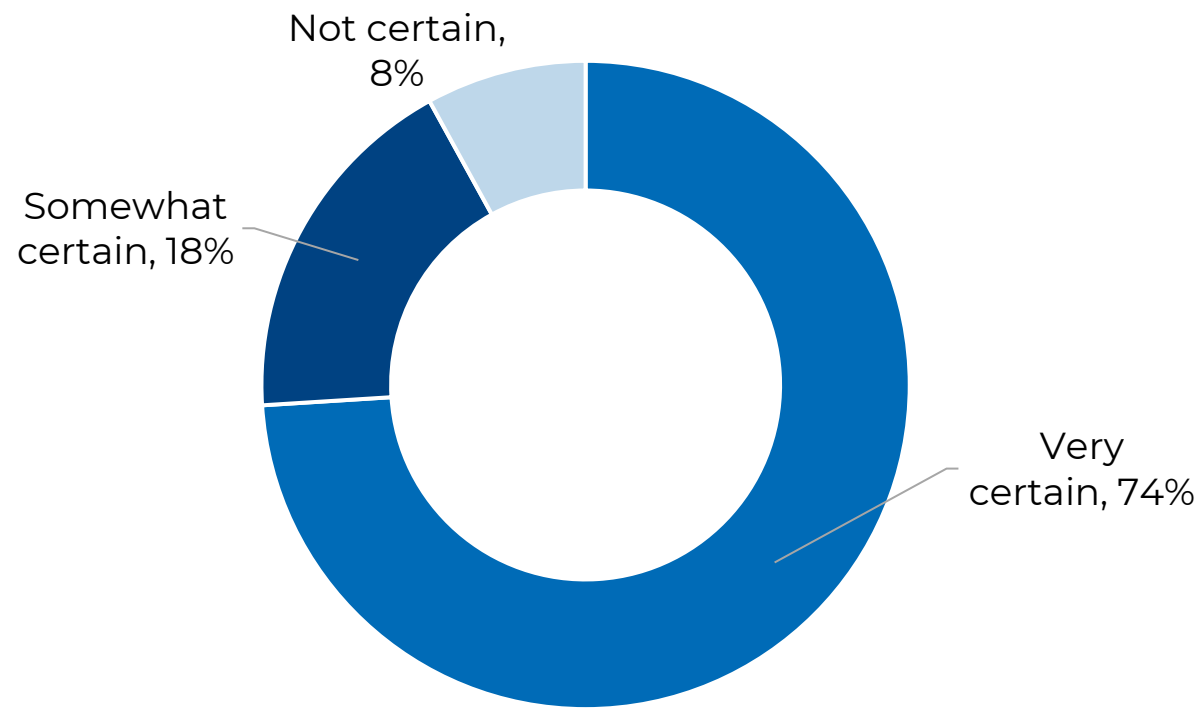
Will Remain Active as a Real Estate Professional During the Next Two Years

Florida



■ Very certain ■ Somewhat certain ■ Not certain

All REALTORS®



■ Very certain ■ Somewhat certain ■ Not certain

Business Activities of REALTORS®



Median Number of Transaction Sides or Commercial Deals, in 2024

	Florida		All REALTORS®	
	Residential Sides	Commercial Sides	Residential Sides	Commercial Sides
0 transactions	8%	71%	5%	66%
1 to 5 transactions	33	25	27	29
6 to 10 transactions	22	3	23	3
11 to 15 transactions	13	*	17	1
16 to 20 transactions	8	*	9	1
21 to 50 transactions	11	1	15	1
51 transactions or more	4	1	4	*
Median (transactions)	7	0	10	0

* Less than 1 percent

Brokerage Sales Volume, 2024

	Florida	All REALTORS®
Less than \$500,000	33%	25%
\$500,000 to under \$1 million	7	7%
\$1 to under \$1.5 million	7	7%
\$1.5 to under \$2 million	8	7%
\$2 to under \$3 million	9	11%
\$3 to under \$4 million	6	9%
\$4 to under \$5 million	7	6%
\$5 to under \$6 million	5	5%
\$6 to under \$7 million	3	4%
\$7 to under \$8 million	2	2%
\$8 to under \$10 million	5	4%
\$10 million or more	7	14%
\$10 to under \$14 million	4	6%
\$14 to under \$20 million	1	4%
\$20 million or more	2	4%
Median (millions)	\$1.8	\$2.5

The Most Important Factor Limiting Potential Clients in Completing a Transaction

	Florida	All REALTORS®
No factors are limiting potential clients	6%	7%
Lack of inventory	3	17
Housing Affordability	22	25
Difficulty in finding the right property	6	10
Difficulty in obtaining mortgage finance	4	10
Expectation that prices might fall further	18	6
Ability to save for downpayment	3	2
Concern about losing job	1	*
Ability to sell existing home	3	2
Low consumer confidence	9	4
Expectation that mortgage rates might come down	16	19
Other	9	6

* Less than 1 percent

Hours Worked Per Week

	Florida	All REALTORS®
Less than 20 hours	19%	19%
20 to 39 hours	35	36
40 to 59 hours	34	35
60 hours or more	11	11
Median (hours)	35	35

Repeat Business from Past Consumers and Clients, 2024

	Florida	All REALTORS®
None	22%	23%
Less than 10%	17	14%
Up to 25%	17	18%
Up to 50%	16	16%
More than 50%	26	26%
Median	20%	20%

Business Through Referrals from Past Consumers and Clients, 2024

	Florida	All REALTORS®
None	19%	18%
Less than 10%	14	15%
Up to 25%	21	23%
Up to 50%	17	18%
More than 50%	24	23%
Median	22%	21%

Income & Expenses of REALTORS®



Total Real Estate Business Expenses, in 2024

	Florida	All REALTORS®
None	3%	3%
Less than \$500	2	3
\$500 to \$999	7	4
\$1,000 to \$2,499	11	13
\$2,500 to \$4,999	17	17
\$5,000 to \$9,999	13	16
\$10,000 to \$19,999	13	13
\$20,000 to \$29,999	10	9
\$30,000 to \$49,999	5	8
\$50,000 to \$99,999	8	5
\$100,000 or more	5	4
Median	\$8,900	\$8,010

* Less than 1 percent

Annual Income of REALTORS®, in 2024

	Florida	All REALTORS®
Gross Income: Before taxes and expenses		
Less than \$10,000	24%	21%
\$10,000 to \$24,999	11	10
\$25,000 to \$34,999	6	6
\$35,000 to \$49,999	10	9
\$50,000 to \$74,999	11	12
\$75,000 to \$99,999	11	11
\$100,000 to \$149,999	10	12
\$150,000 to \$199,999	7	6
\$200,000 to \$249,999	4	4
\$250,000 or more	7	9
Median	\$48,500	\$58,100
Net Income: After taxes and expenses		
Less than \$10,000	29%	27%
\$10,000 to \$24,999	14	14
\$25,000 to \$34,999	9	8
\$35,000 to \$49,999	13	11
\$50,000 to \$74,999	9	12
\$75,000 to \$99,999	8	10
\$100,000 to \$149,999	7	7
\$150,000 to \$199,999	4	4
\$200,000 to \$249,999	1	2
\$250,000 or more	5	5
Median	\$32,800	\$36,600

Office and Firm Affiliation of REALTORS®

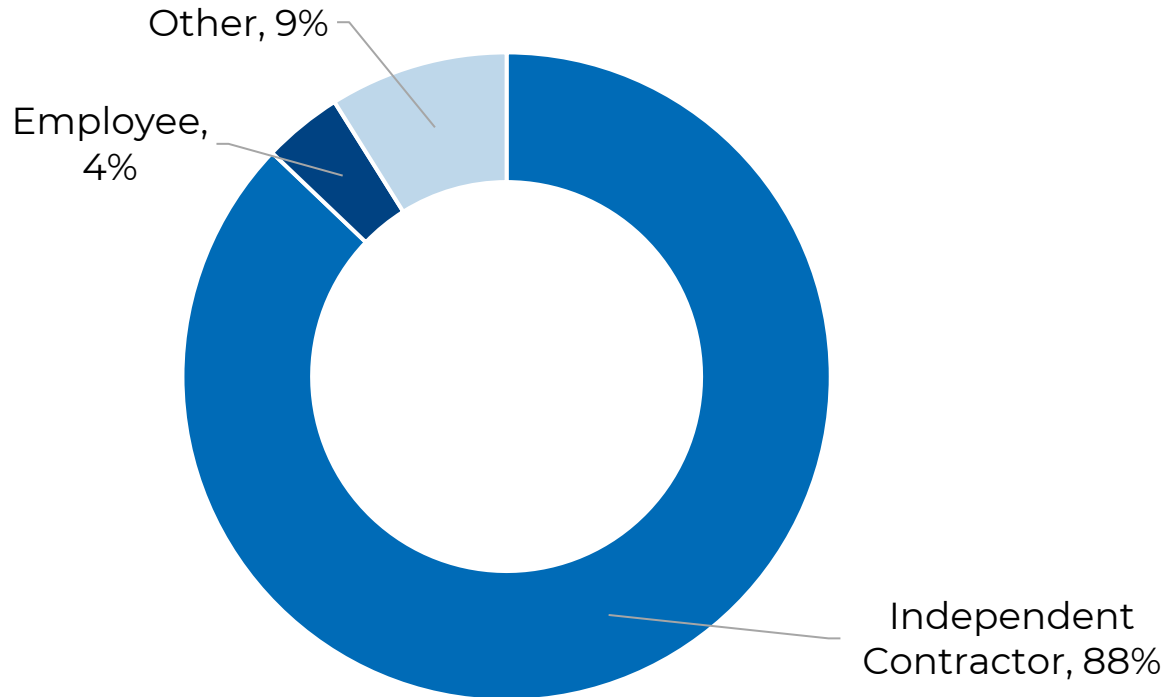


Firm Affiliation

	Florida	All REALTORS®
Firm Description		
Independent company	58%	55%
Franchised company	35	38
Other	7	7

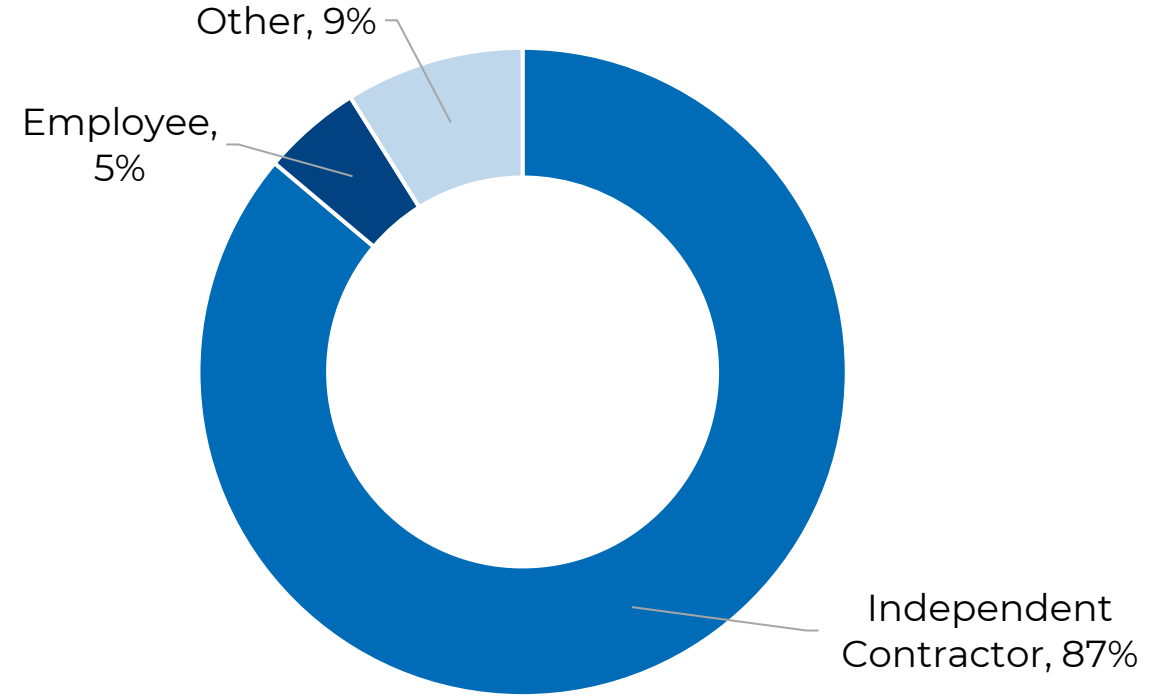
REALTOR® Affiliation with Firms

Florida



■ Independent Contractor ■ Employee ■ Other

All REALTORS®



■ Independent Contractor ■ Employee ■ Other

Demographic Characteristics of REALTORS®



Gender of REALTORS®

	Florida	All REALTORS®
Firm Description		
Male	36%	35%
Female	62	63
Non-binary/third gender	*	*
Prefer to self-describe	*	*
Prefer not to say	2	2

** Less than 1 percent*

Age of REALTORS®

	Florida	All REALTORS®
Under 30 years	1%	3%
30 to 34 years	3	3%
35 to 39 years	5	5%
40 to 44 years	11	8%
45 to 49 years	7	10%
50 to 54 years	11	11%
55 to 59 years	20	15%
60 to 64 years	17	15%
65 years and over	24	29%
Median age	57	57

Prior Full-Time Careers of REALTORS®

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

* Less than 1 percent

Racial and Ethnic Distribution of REALTORS®

	Florida	All REALTORS®
White	76%	80%
Hispanic/Latino	20	9
Black/African American	4	6
Asian/Pacific Islander	1	4
American Indian/Eskimo/Aleut	*	1
Other	3	3

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

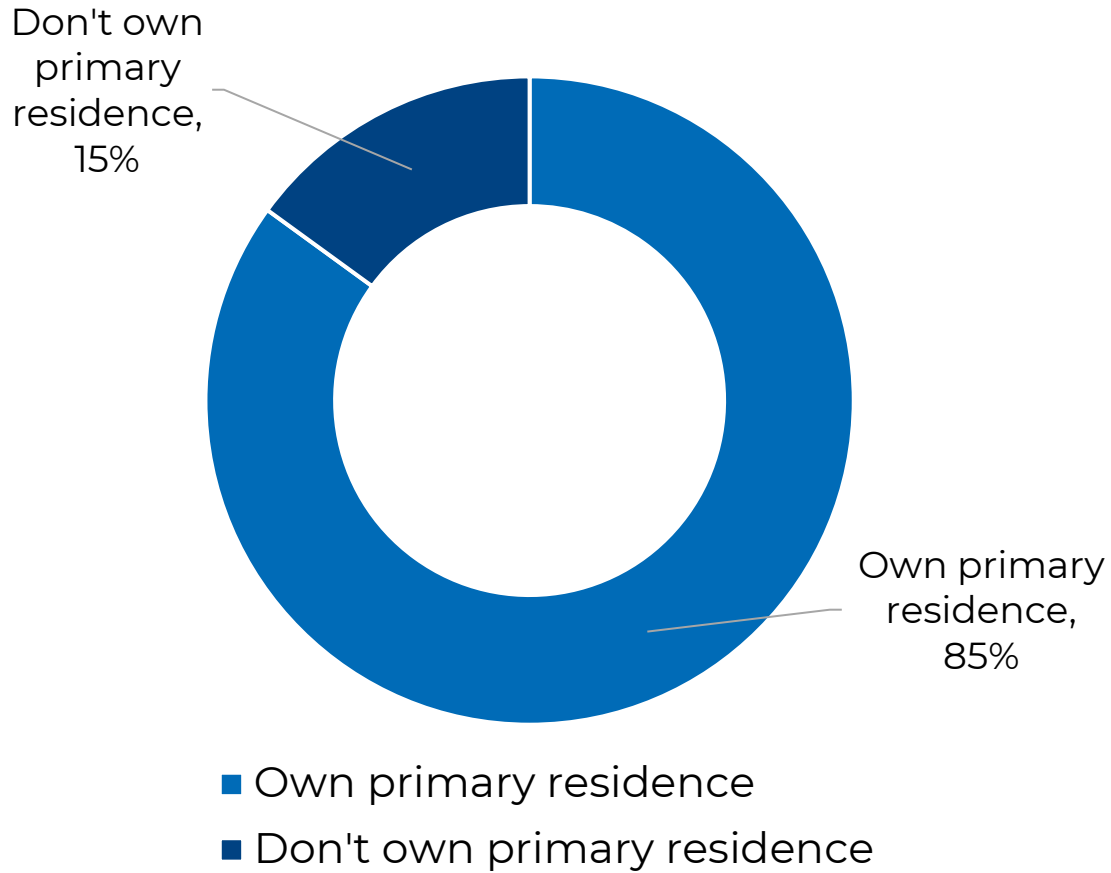
Real Estate Is Primary Source of Income for Household

(Percent "Yes")

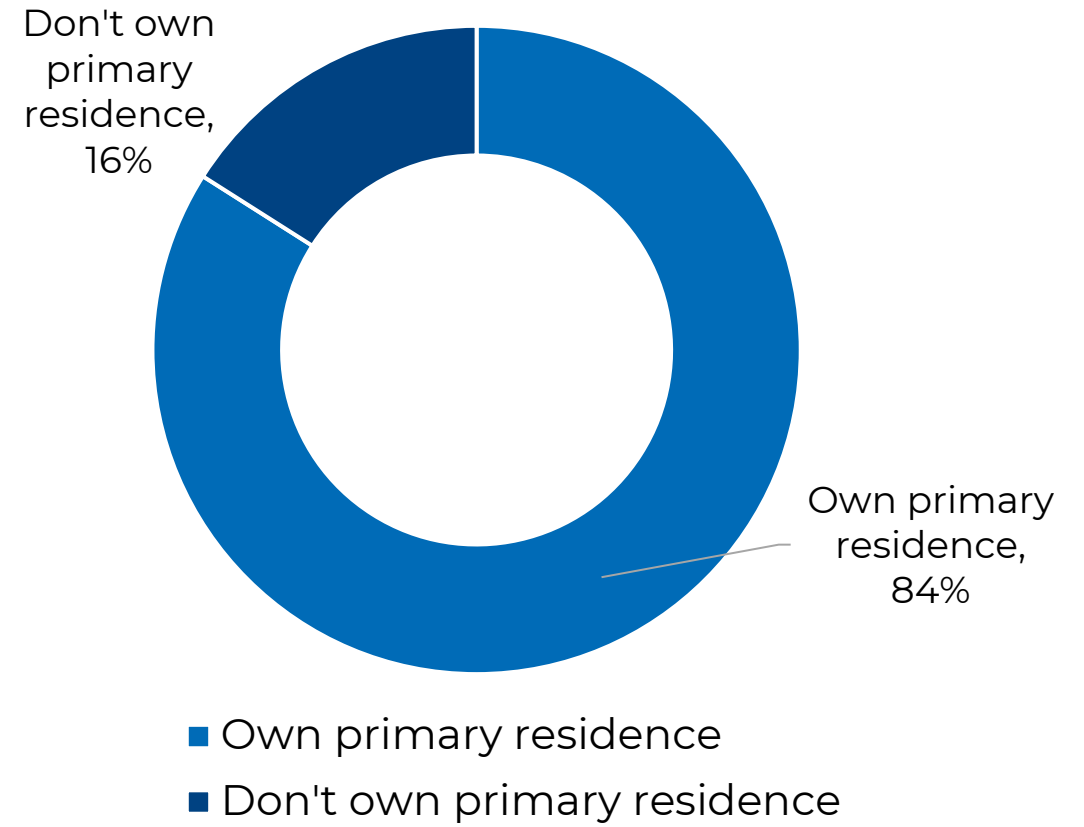
	Florida	All REALTORS®
Real estate is primary source of income	50%	50%

Homeownership of REALTORS®

Florida

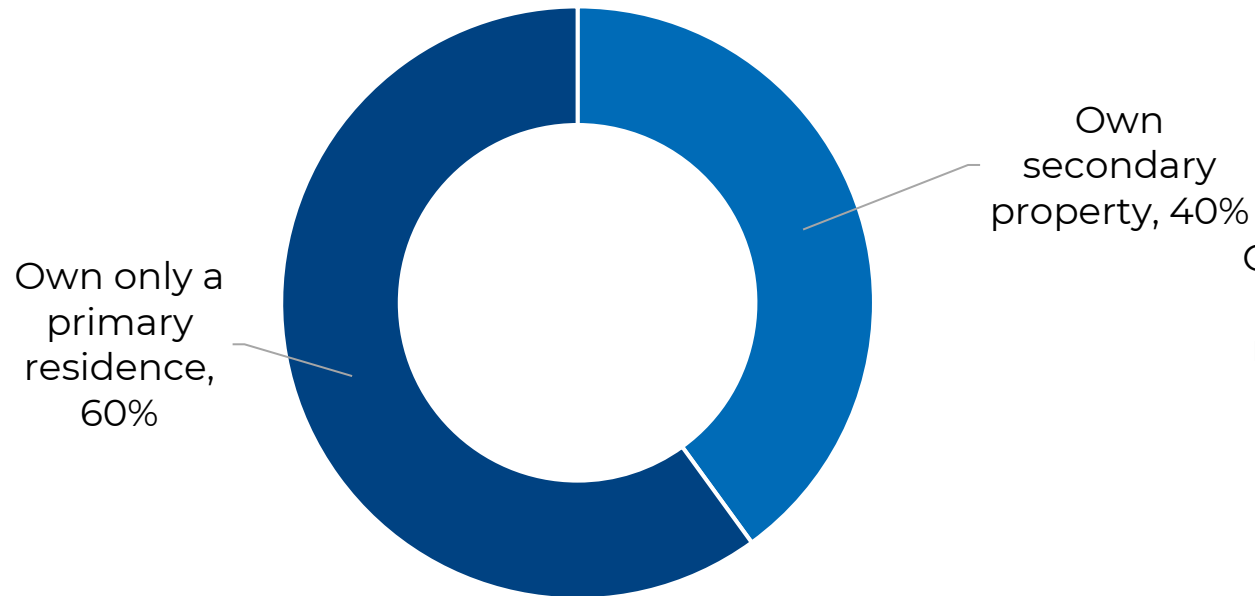


All REALTORS®



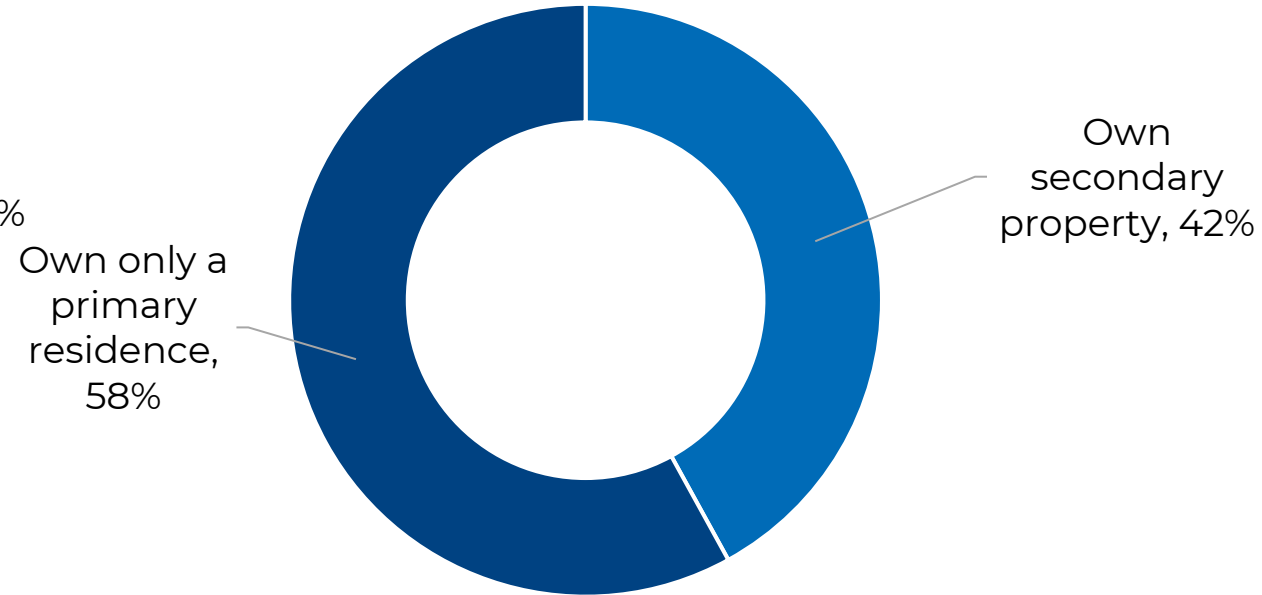
Own Secondary Property

Florida



- Own secondary property
- Own only a primary residence

All REALTORS®



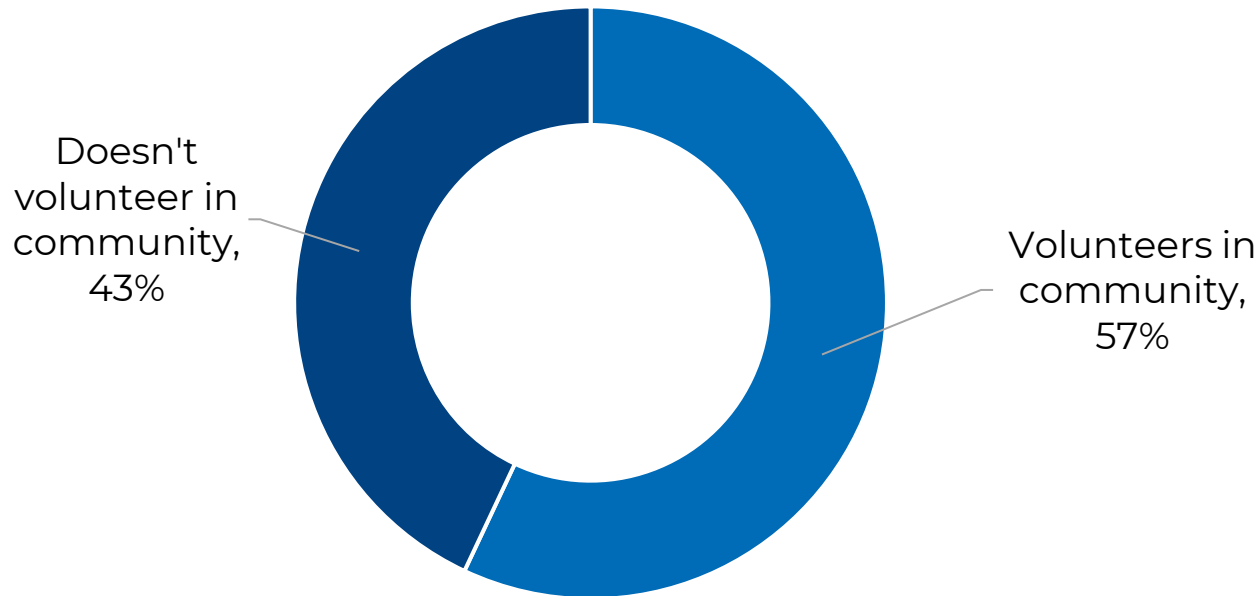
- Own secondary property
- Own only a primary residence

Voting Pattern of REALTORS®

	Florida	All REALTORS®
Registered to vote	94%	96%
Voted in last national election	89	93
Voted in last local election	83	87

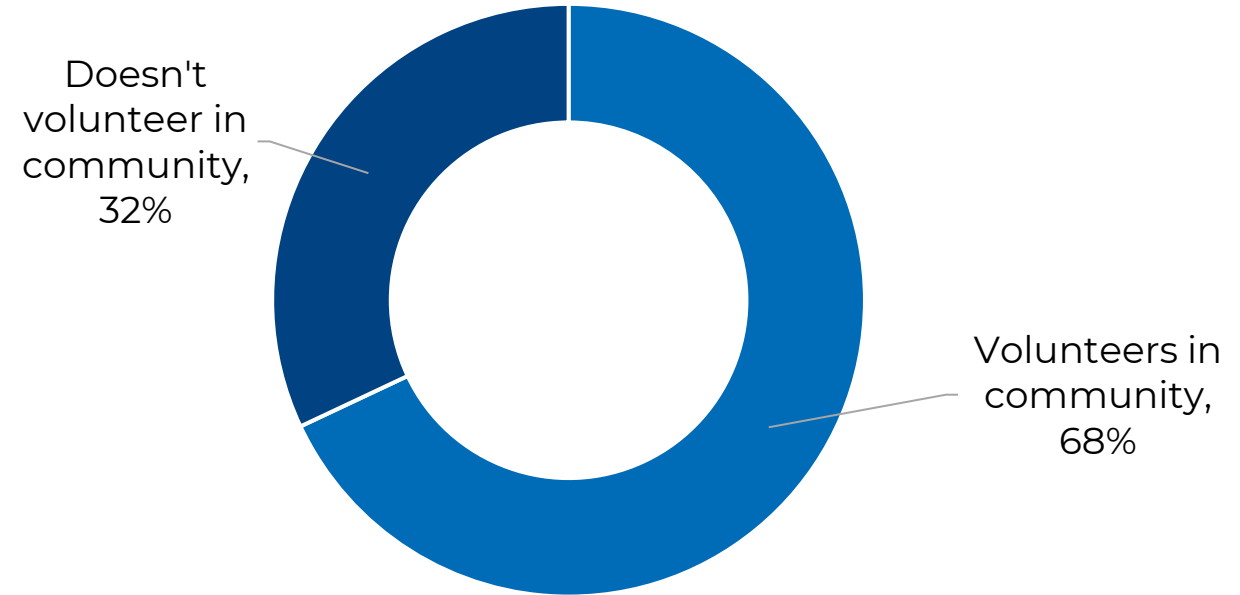
Volunteers in Community

Florida



- Volunteers in community
- Doesn't volunteer in community

All REALTORS®



- Volunteers in community
- Doesn't volunteer in community

Methodology

In March 2025, NAR e-mailed a 98-question survey to a random sample of 231,972 REALTORS®. Using this method, a total of 4,947 responses were received. The survey had an adjusted response rate of 2.1 percent. The confidence interval at a 95 percent level of confidence is +/- 1.39 percent based on a population of 1.4 million members. In Florida, a random sample of 22,385 members were sent the survey, 514 members took the survey. Florida had a response rate of 2.3 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 2024, while all other data are representative of member characteristics in early 2025.

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.

The National Association of REALTORS® is America's largest trade association, representing more than 1.4 million members, including NAR's institutes, societies and councils, involved in all aspects of the real estate industry. NAR membership includes brokers, salespeople, property managers, appraisers, counselors and others engaged in both residential and commercial real estate.

The term REALTOR® is a registered collective membership mark that identifies a real estate professional who is a member of the National Association of REALTORS® and subscribes to its strict Code of Ethics.

Working for America's property owners, the National Association provides a facility for professional development, research and exchange of information among its members and to the public and government for the purpose of preserving the free enterprise system and the right to own real property.

National Association of REALTORS® Research Group

The Mission of the National Association of REALTORS® Research Group is to produce timely, data-driven market analysis and authoritative business intelligence to serve members, and inform consumers, policymakers and the media in a professional and accessible manner.

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National Association of REALTORS®

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