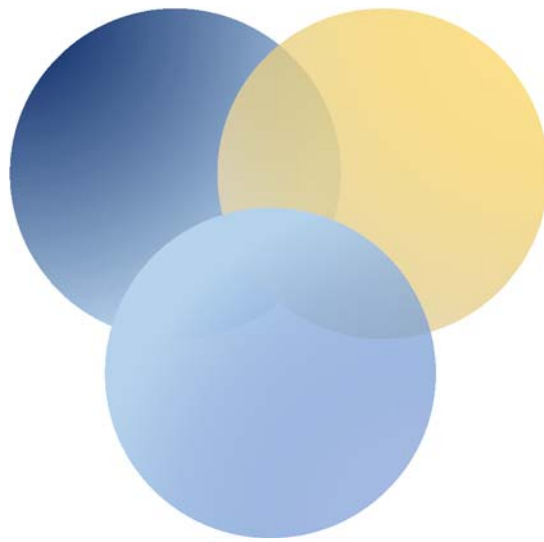


Ohio Real Estate Licensees' Experience in the Real Estate Profession

**An Identification of Professional Attributes that
Contribute to a Successful Career in Real Estate**



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Executive Summary

About the Report

- *The Ohio Association of REALTORS® received funding from the Ohio Division of Real Estate and Professional Licensing to conduct a study of Ohio real estate licensees seeking to learn more about their experiences at different stages of their real estate career. Three independent surveys were conducted exploring professional practices of new licensees, existing licensees and past licensees. This report, Ohio Real Estate Licensees' Experience in the Real Estate Profession, combines the results of the surveys endeavoring to identify professional attributes that contribute to a successful career in real estate. In analyzing the extent to which licensees' professional practices/attributes contribute to their career success, licensees considering their careers "very successful" are compared to those considering their careers "somewhat" and "not very successful."*

Previous to Real Estate

- Gen Xers contribute more new licensees to the real estate profession than other age generation categories. Surprisingly, only 25 percent of new licensees enter as Millennials, 17 percent fewer than the 42 percent of Gen Xers. Baby Boomers contribute 30 percent and Seniors three percent.
- Existing and past licensees worked a median of 11 to 15 years and new licensees worked a median of 16 to 20 years before becoming licensed to practice real estate. Although not licensed, about 10 percent were working at some capacity in real estate directly prior to entering the profession.
- Most new and existing licensees have at least some college experience. Roughly half of new and existing licensees have a Bachelor's degree or more.

Attraction to Real Estate

- Helping people buy/sell homes is the top initial attraction to the real estate profession for all licensee categories. Income potential and being an independent contractor are also important attraction factors. Those entering the profession because their family is in the business only make up about 10 percent of licensees but they are slightly more likely than those entering the profession for all other reasons to consider their careers in real estate successful.

Real Estate Licensing Experience

- Two to three months is the median amount of time it takes for new licensees to prepare to take the licensing exam and pass it. More than three-quarters of new licensees became licensed in four months or less.
- About 90 percent of new licensees passed the exam on the first try. Eight in 10 found the level of exam difficulty "just right," and 16 percent found it "too difficult."
- The amount of education required to become licensed is reported to be "just right" by 75 percent of new licensees. Three-quarters of new licensees believe the pre-licensure coursework adequately prepared them for the licensing exam. Only 41 percent of new licensees believe the coursework adequately contributed to preparing them to practice real estate.
- New licensees believe additional pre-licensure coursework is needed mainly in the areas of listing presentations, the closing process, purchase agreements, negotiation skills and short sales.
 - A number of new licensees suggest the coursework should focus more on teaching pre-licensees how to be a practicing real estate agent and how to run a business.
- The cost to become licensed for 80 percent of new licensees ranged from \$1,000 to \$2,000. The median cost for all new licensees falls between \$1,250 and \$1,500.
- Two-thirds of new licensees are very or somewhat likely to have taken pre-licensure coursework online if given the option.

Initial Real Estate Career

- For a large majority of new licensees (84 percent) it is their first experience working in the real estate profession. The median costs (office setup, MLS fees, REALTOR organization dues...) new licensees incurred in beginning their real estate careers falls between \$1,000 and \$1,250. One-third of licensees report incurring unexpected pre-licensure and post-licensure costs.

Brokerage Selection

- New licensees interviewed with a median of two brokerages before deciding on the brokerage where they first worked. It's mostly "reputation of the brokerage" and "agent support" that new licensees used as factors for consideration when selecting their first brokerage. They also factored into their selection process "availability of sales training" and "brokerage location."
- Findings from surveying existing licensees reveal that licensees who are no longer with their original broker are 34 percent more likely than those still with their original broker to consider their careers successful.

Sales Training

- Slightly more than one-third of new licensees found the 10-Hour Post-Licensure for Salespeople course helpful, about half found it satisfactory and the rest did not find it helpful at all. Those finding it helpful are more likely to consider their careers in real estate successful so far.
- About nine in 10 existing licensees regularly receive sales training through their brokerage and/or through an outside source. Three-quarters of new licensees have completed or are in the process of completing training. Some plan to participate in a training program in the near future but 14 percent of existing licensees and 16 percent of new licensees do not. About 80 percent of new and existing licensees seek on-your-own sales training (blogs, webinars...) in addition to structured training.
- About half of existing licensees, 10 percent of new licensees and 24 percent of past licensees have a professional real estate designation. Seventy percent of new and 18 percent of existing licensees plan to attain one in the near future. About two-thirds of past licensees holding a professional real estate designation found having one or more designations helpful to their careers.

Main Function in Firm

- Eight in 10 existing real estate licensees function in their firm as sales agents. Fourteen percent are selling or non-selling brokers and 7 percent function as managers.
- Why don't the 86 percent of existing licensees not holding a broker license pursue one? Mainly they do not want the added responsibility of running a business. The second, third and fourth reasons are potential business liabilities issues, don't believe it will help professionally and don't meet the requirements, respectively.
 - Existing broker licensees are 21 percent more likely than agents to consider their careers successful. Past broker licensees are 51 percent more likely to consider their careers successful.

Commercial Real Estate

- Slightly over one quarter of existing licensees work exclusively or spend some of their time in commercial real estate. Exclusive work in commercial real estate for new and existing licensees falls at five percent. Four percent of past licensees worked in commercial real estate and they were 43 percent more likely than those not working in commercial real estate to consider their careers successful.
- Existing licensees who are working in commercial real estate have done so for a median of 11 to 15 years. About half of new licensees not currently practicing commercial real estate have considered doing so.

Income from Real Estate

- Real estate is the primary source of household income for 38 percent of existing licensees and 22 percent of new licensees. Existing licensees whose primary income is from real estate are 29 percent more likely to consider their careers successful. The same is true for new licensees, but only by 15 percent.
- The median gross personal income from real estate for existing licensees for 2014 and projected for 2015 falls between \$40,000 and \$45,000. New licensees make very little their first year (\$5,000 to \$10,000) inching up to a median income falling between \$20,000 and \$25,000 their second year, considerably below their income the year previous to entering real estate (median of \$42,500).
- Not surprisingly, licensees' gross personal income influences their level of career satisfaction. Licensees reaching the median income level or above are more likely than those falling below the median income level to consider their careers successful.
- Eight in 10 new licensees believe they entered the real estate profession with realistic income expectations. Nineteen percent find their income from real estate exceeding their expectations. Half of existing licensees indicate they are satisfied with the income they earn from real estate.
- Existing licensees, when asked to indicate their most challenging year in real estate, are most likely to report it to be their first year in real estate or a year during the recession.

Real Estate Work Practices

- Existing licensees have been actively working in the real estate profession for a median of 16 to 20 years. Past licensees worked in real estate for a median of only six to 10 years, considerably fewer than the median for existing licensees. This is not surprising considering most past licensees left the profession due to financial concerns, not because they retired.
- Sixty percent of new, 76 percent of existing and 60 percent of past licensees consider their work status in real estate to be full-time. Thirty-eight percent of new, 24 percent of existing and 40 percent of past licensees consider their work in real estate to be part-time. It isn't surprising that licensees working full-time are more likely to consider their careers successful.
- About two in 10 existing licensees work as part of a sales team, 16 percent utilize a personal assistant and slightly over half have a business plan. Licensees working as part of a team and those with a business plan are more likely to consider their careers successful.
- Existing licensees indicate being mentored by other agents and/or by brokerage and better sales training would have better prepared them for a career in real estate. In fact, licensees who participate in a mentoring program that they find very helpful are more likely to consider their careers successful.

Professional use of Technology

- Ohio real estate licensees most often utilized business software are MLSes, document preparation, electronic forms, comparative market analysis and contact management, to name a few.
- There are no real surprises when considering licensees' methods of communication with clients. Very few licensees are using technologies such as podcasts and video chat. Roughly half of licensees continue to use postal mail.
- Slightly less than three-quarters of existing and 70 percent of new licensees have a personal professional website and just over half of past licensees had one. Those with a professional website are slightly more likely to consider their careers successful.
- Two-thirds of new and half of existing licensees use social networking websites professionally. Only one-quarter of past licensees used the sites. Those utilizing social media are slightly more likely to consider their careers successful.

Enjoyment of the Profession

- Existing licensees are very satisfied with their choice of real estate as a career, with 86 percent indicating so.
- Ohio real estate licensees take a very professional approach to their careers, citing job satisfaction and client satisfaction as slightly more important than income and control over time and schedule as measurements of their success in real estate.
- Seven in 10 existing licensees consider helping people buy homes the number one reason they enjoy the real estate profession. Income comes in fourth at 31 percent.

Ohio Division of Real Estate Support and Services

- Slightly over half of Ohio's existing and past licensees expressed overall satisfaction with the assistance and support they received from the Ohio Division of Real Estate. Existing licensees expressing satisfaction are 28 percent more likely to consider their careers successful. For past licensees the percentage is 22.
- Regarding specific services, about eight in 10 past licensees expressed satisfaction with the Division's licensing renewal and CE record keeping services. Another three-quarters expressed satisfaction with the Division's license law information. Slightly over half expressed satisfaction with the Division's newsletter, website and general professional assistance.

REALTOR® Organizations

- Ninety percent of new, 94 percent of existing and 91 percent of past licensee respondents report membership in the REALTOR® organization.
- Half of past licensees and 56 percent of existing licensees expressed satisfaction with the assistance and support received from the REALTOR® organizations. Simply holding membership in the REALTOR® organizations is not an attribute of career success; however, those expressing satisfaction with their membership experience are more likely to perceive their careers as successful.

Professional Practices/Comfort

- Personal referrals remain the number one source of business for residential real estate professionals with 85 percent indicating so. Social media is now considered a source of business by over one-third of existing licensee respondents and floor time by only 15 percent.
- Not surprisingly, new and existing licensees express different levels of comfort with their experience in the real estate profession. New licensees are more likely to be comfortable with technology and relying on their brokerage for assistance. Existing licensees are more likely to be comfortable with their sales skills and real estate knowledge. Both are satisfied with the assistance they receive from their brokerage although new licensees are more likely to look to their brokerage for assistance.
 - Those licensees expressing comfort with the above are more likely to consider their careers successful.
- Eighty percent of existing licensees believe they entered the real estate profession with realistic expectations. They are 36 percent more likely than those not entering the profession with realistic expectations to consider their careers successful.

Career Satisfaction

- About three-quarters of existing licensees are satisfied they are achieving their career expectations and they are 75 percent more likely than those not achieving their career expectations to consider their careers successful.
- The percentage of past licensees satisfied they have achieved their career expectations is only 50 – perhaps because most (86 percent) left the profession for reasons other than retirement.
- Nearly all existing licensees and eight in 10 new licensees consider their career in real estate successful so far. Three-quarters of past licensees, upon looking back on their real estate careers, consider them successful.

Professional Challenges

- Except in the area of technology and social networking, new licensees are more likely than existing licensees to expect to face professional challenges in the near future. Both share concerns about fluctuations in the economy, business planning and marketing.

Leaving the Real Estate Profession

- Past licensees' median age upon leaving the real estate profession is 49, suggesting they most likely are not leaving because they are retiring. In fact, only 14 percent left the profession because they retired. Slightly less than one-third left due to the costs of doing business. Additional reasons indicated by about 24 percent of respondents are - not making enough money, high MLS fees, high REALTOR® organization fees or they entered another profession.

Conclusions: Suggestions to Enhance Licensee's Experience in the Real Estate Profession

For Agents:

- Begin real estate career with realistic expectations, especially regarding income
- Select brokerage based on reputation and willingness to provide assistance
- Regularly participate in quality sales training – developing skills
- Participate in a proven mentoring program
- Learn how to obtain and keep personal referrals
- Pursue professional real estate designations
- Develop a personal professional business plan
- Utilize a personal assistant
- Form a Limited Liability Corporation
- Be as engaged as possible in the real estate profession
- Focus on initial attraction to real estate – helping people buy/sell homes
- Focus on increasing real estate knowledge
- Strive to work full-time exclusively in real estate
- Always look to brokerage for assistance
- Always use resources such as Ohio Division of Real Estate and REALTOR® organizations
- Be open to switching brokerages
- Consider becoming a broker
- Consider practicing commercial real estate
- Maintain active involvement in community
- Always vote

For Brokerages to Assist Agents:

- Focus on attraction to real estate – helping people buy homes
- Be realistic with agents regarding first two years – especially regarding income
- Offer and encourage agents to participate in a proven mentoring program
- Encourage agents to obtain a professional real estate designation
- Encourage full-time work in real estate
- Encourage/teach agents to design a personal professional business plan
- Encourage utilizing Ohio Division of Real Estate and REALTOR® organizations as resources
- Encourage agent involvement in communities
- Make it a priority to provide ongoing assistance to agents, especially during first few years
- Regularly provide sales training – addressing sales skills and real estate knowledge
- Teach agents the skills of obtaining and keeping personal referrals

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Introduction

The Ohio Association of REALTORS® received funding from the Ohio Division of Real Estate and Professional Licensing to conduct three surveys seeking to learn more about licensees' experiences at different stages of their real estate careers. This report, Ohio Real Estate Licensees' Experience in the Real Estate Profession, combines the results of the surveys endeavoring to identify professional attributes that contribute to a successful career in real estate. The three studies also identify a number of factors that lead to licensees' satisfaction with different areas of the profession. In concluding the report, the findings of the three studies are combined attempting to present suggestions for brokers to assist agents and for agents to assist themselves regarding actions to take to ensure a successful and rewarding career in real estate. *In analyzing the extent to which licensees' professional practices/attributes contribute to their career success, licensees considering their careers "very successful" are compared to those considering their careers "somewhat" and "not very successful."*

Throughout the report the three studies are referred to as follows.

New Licensees:	New Ohio real estate licensees having been licensed during the past two years
Existing Licensees:	Current real estate licensees having been licensed for two or more years
Past Licensees:	Individuals no longer licensed in real estate for 2-1/2 years

Objectives

The first survey, consisting of new licensees, seeks to discover reasons individuals are drawn to the real estate profession. What was their prior education and professional background prior to licensing? How was their pre-licensure and testing experience? What are their career expectations? And were they adequately prepared to meet their career expectations?

The second survey, consisting of licensees in the profession for two years or more, seeks to identify factors that contribute to the successfulness of careers in real estate. How do professional practices such as sales training, mentoring programs, use of technologies and professional designations act as predictors of licensees' success?

The third survey, consisting of individuals allowing their licenses to become inactive, seeks to identify reasons licensees leave the profession. Other than retirement, why do licensees leave the real estate profession? Were they not trained properly as a practitioner? How much of an impact did their professional practices contribute to their leaving? Were they satisfied with the assistance they received from the Ohio Division of Real Estate and the REALTOR® organizations?

Methods

New Licensee Survey

The survey was mailed to 4,108 new real estate licensees (those issued a real estate license between May 2013 and June 2015) with valid email addresses on July 21, 2015. Surveys were completed and returned by 474 respondents, yielding a response rate of 11.5 percent. The results accurately reflect New Licensee attributes.

Existing licensee Survey

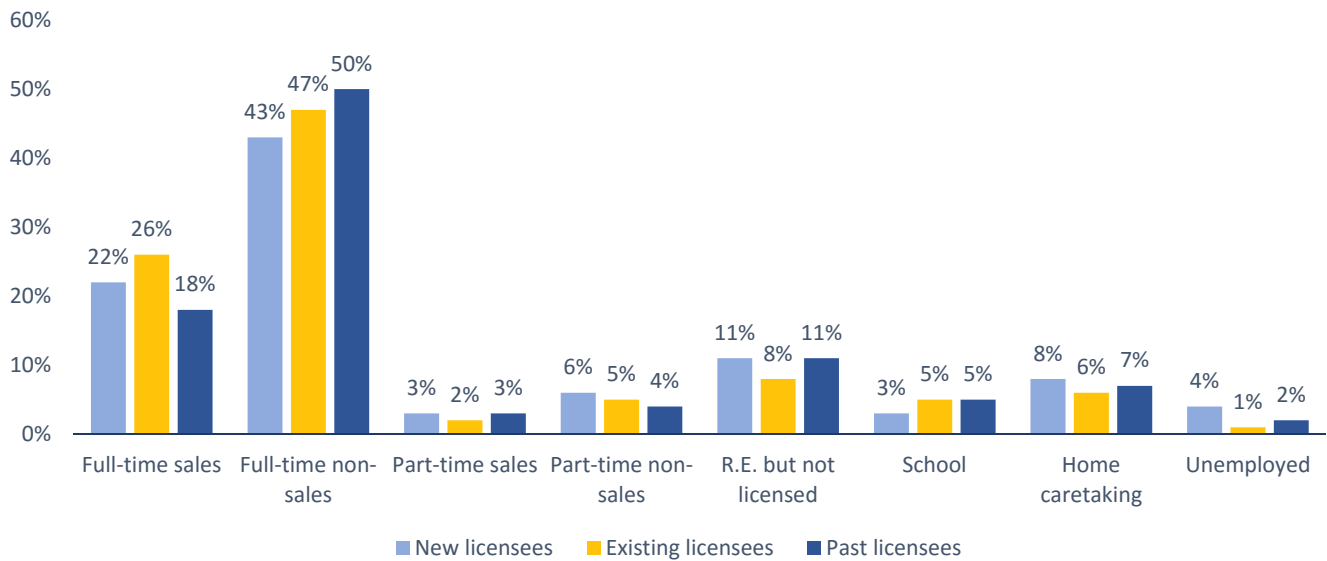
The survey was mailed to 21,803 existing and active licensees (those issued a real estate license prior to May 2013) with valid email addresses on July 21, 2015. Surveys were completed and returned by 1,411 respondents, yielding a response rate of 6.5 percent. The results accurately reflect existing licensee attributes.

Past Licensee Survey

The survey was mailed to 5,319 past licensees (those with inactive licenses between January 2013 and June 2015) with valid email addresses on July 21, 2015. Surveys were completed and returned by 397 respondents, yielding a response rate of 7.5 percent. The results accurately reflect past licensee attributes.

PREVIOUS TO REAL ESTATE

Prior to Real Estate License



Job Prior to Real Estate

- **Prior to becoming licensed, only 11% of new and past licensees and 8% of existing licensees mainly worked at some non-licensed capacity in real estate. Mostly potential licensees worked full-time non-sales jobs. Just over 10% within each licensee category were in school or home caretaking. Most (84%) of existing licensees entering real estate directly from school consider their careers in real estate successful. The percentage is lower for licensees involved in other practices prior to licensing.**

Number of Years Worked prior to Entering Real Estate

- **Existing licensees and past licensees worked a median of 11 to 15 years before entering the real estate profession. New licensees worked a median of 16 to 20 years. For 4% of respondents in each licensee category it was their first job.**

Previous Pay Method

- **Most (68%) new licensees were paid hourly or salaried previous to working in real estate. Only 7% were paid commission and 21% were paid a combination of commission and hourly/salary. 4% were not working.**

Pay Prior to Real Estate

- **The median gross personal income for new licensees for the year prior to entering real estate fell between \$40,000 and \$45,000.**

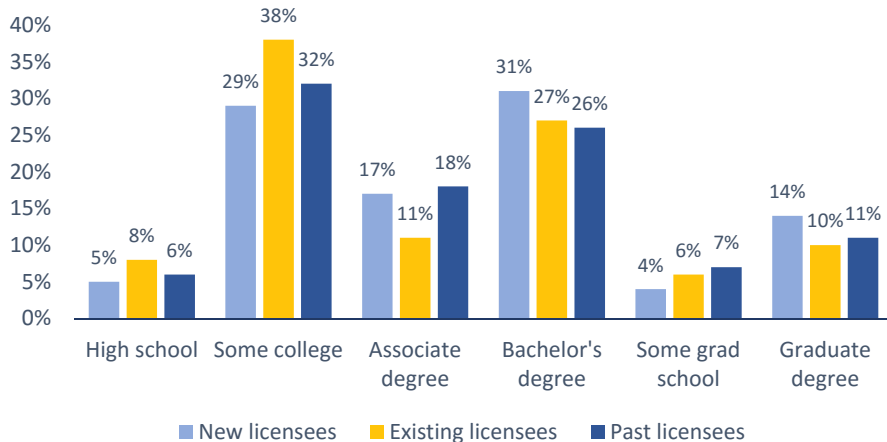
Age upon Entering the Real Estate Profession

- **New licensees' median age is 41. The median age for existing licensees is 59 suggesting their typical age entering real estate was between 39 and 43.**

Effect of Recession on Licensing

- **For 82% of respondents the recession did not have a positive or negative effect on whether to pursue licensing. It caused 14% to delay pursuing a real estate license but encouraged the remaining 4% to quicken the pursuit.**

Highest Level of Education Completed

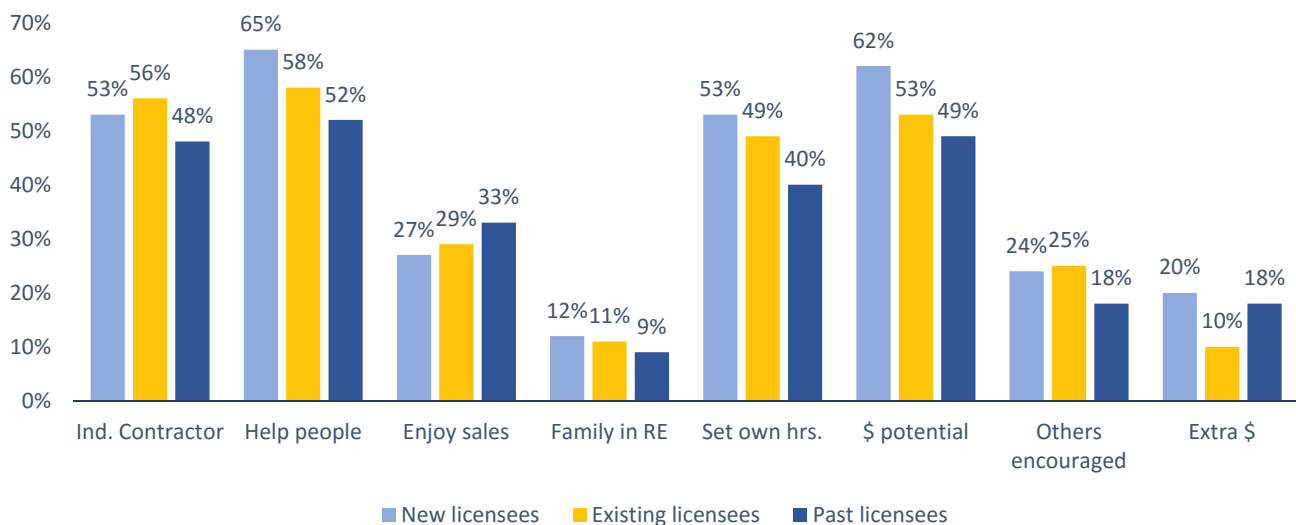


Education

- New licensees are 4% more likely than existing licensees and 5% more likely than past licensees to have earned a Bachelor's degree. They are also just slightly more likely to have earned a Graduate degree.
- Licensees' level of education does not appear to be an indicator of career success.

ATTRACTION TO REAL ESTATE

Attraction to R.E. Profession

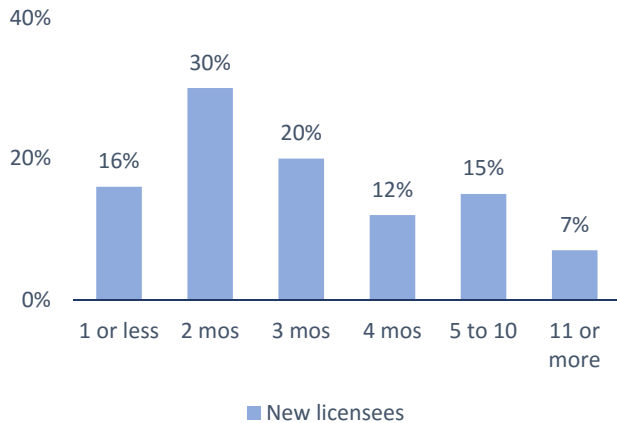


Attraction to the Real Estate Profession

- The number one initial attraction to the real estate profession for the three licensee categories is "helping people buy/sell homes."
- "Income potential" and "being an independent contractor" follow as the next two factors that entice individuals to pursue a career in real estate.
- New licensees are more likely than existing and past licensees to indicate, "helping people buy/sell homes," "income potential" and "being an independent contractor" are factors that initially lead them to the profession.
- Those entering real estate because their family is in the business are slightly more likely than those entering the profession for all other reasons to consider their careers in real estate successful.

REAL ESTATE LICENSING EXPERIENCE

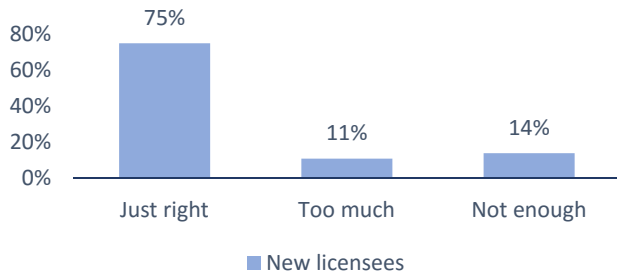
Months to Obtain License



Time Spent Obtaining license

- The median number of months it took new licensees from beginning to work toward licensing to passing the licensing exam falls between 2 and 3. Two-thirds of new licensees began working for their license and passed the exam in 3 months or less.
- More specifically, the process took one month for 16% of new licensees, two months for 30% and three months for 20%.
- Nine of ten new licensees obtained their license in seven months or less.

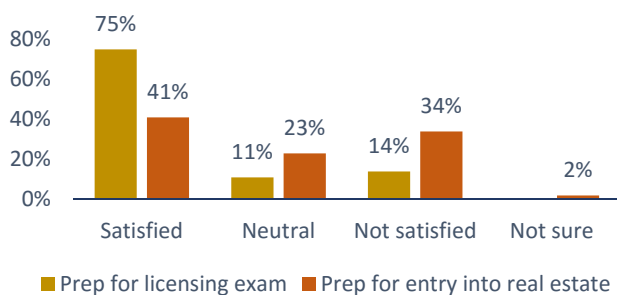
Pre-licensure Education Requirement



Pre-licensure Education Requirement

- The amount of education required to become licensed was “just right” for three-quarters of new licensees.

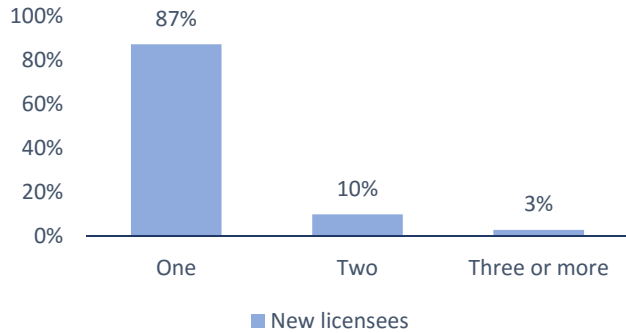
Coursework Preparedness for Exam and Real Estate



Did Pre-licensure Coursework Prepare New Licensees for Exam and Profession?

- New licensees are 34% more likely to indicate the pre-licensure coursework adequately prepared them for the exam (75%) rather than for entry into the real estate profession (41%).

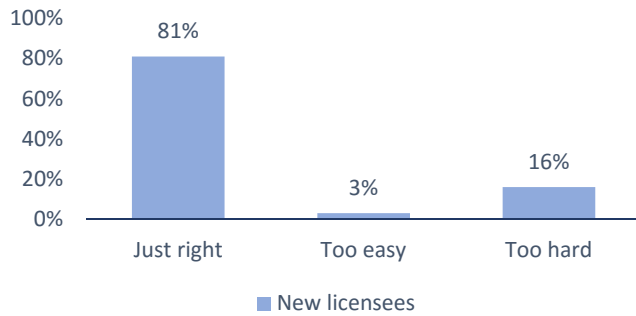
Number of Tries to Pass Exam



Number of Exam Tries Before Passing

- Only 3% of new licensees needed to take the licensure exam three or more times before passing. Nearly 9 in 10 (87%) new licensees passed the exam on the first try with an additional 10% passing it on the second try.

Licensing Exam Difficulty



Licensing Exam Difficulty

- Eight in 10 new licensees believe the licensing exam difficulty was “just right.” The rest found it “too easy” (3%) or “too hard” (16%).

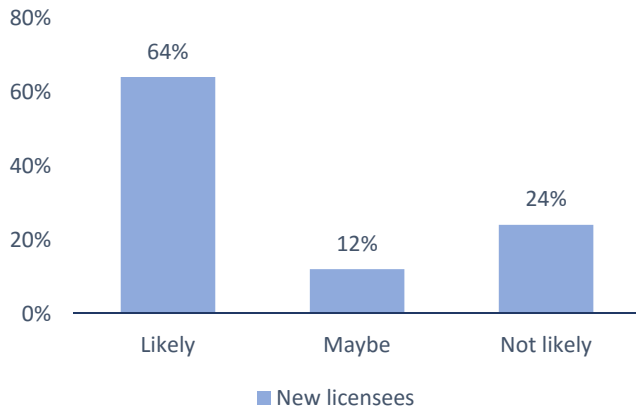
Pre-Licensure Course Cost



Pre-licensure Course Costs

- Eight in 10 new licensees spent between \$1,000 and \$2,000 on pre-licensure courses. 8% spent \$1,000 or less and 11% spent more than \$2,000. The median cost falls between \$1,250 and \$1,500.

Take Pre-licensure Coursework Online?



Online Pre-licensure Coursework

- Almost two-thirds of new licensees were “very likely” (47%) or “somewhat likely” (17%) to have taken pre-licensure courses online - if they had the option. About one-quarter were “not at all likely” (18%) or “not likely” (6%) to have taken the courses online.

Areas New Licensees Indicate Additional Pre-licensure Education is Needed

Listing presentations	50%
Closing process	46
Purchase agreements	45
Negotiation skills	42
Short sales	40
Sales techniques	38
Financing issues	35
Marketing	34
HUD/VA properties	32
Commercial transactions	22
Leasing/property management	14
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Areas Requiring Additional Pre-licensure Education

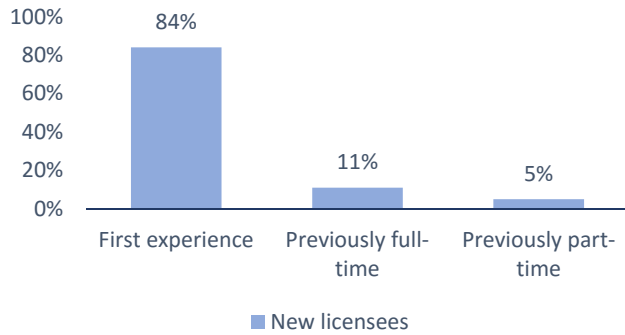
- Between 40 and 50% of respondents believe additional pre-licensure education is needed in the areas of listing presentations, the closing process, purchase agreements, negotiation skills and short sales.

“Other” Areas Suggested by Respondents

- Forty-four “other” areas were offered by respondents. Twenty-four respondents suggested the coursework should focus on teaching pre-licensees how to be a practicing real estate agent and how to run a business. Others believe the pre-licensing education process is there solely to assist individuals in becoming licensed (passing the test), not to help individuals become practicing real estate agents.

INITIAL REAL ESTATE CAREER

New Licensees' Experience in Real Estate



New Licensees' Experience in Real Estate

- For 84% of new licensees it is their first experience in real estate. 16% previously worked non-licensed real estate jobs at some point.

New Licensees' Work Status (full-time vs part-time)

- 46% of new licensees are solely working full-time in real estate and 14% are solely working part-time in real estate. 13% are working full-time in real estate plus a part-time non-real estate job and 25% are working part-time in real estate plus a part-time non-real estate job. Only 2% are not yet working.

Initial Post-licensure Career Costs

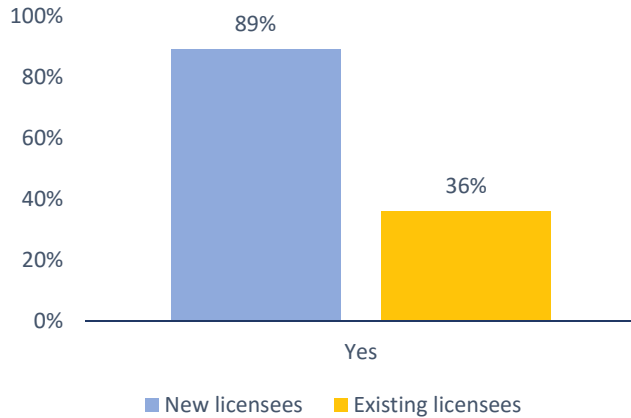


Initial Cost to Begin Real Estate Career (post-licensure)

- New licensees incurred an estimated median cost between \$1,001 and \$1,250 to begin their career in real estate (i.e., office costs, joining REALTOR® organization, MLS fees...).
- About one-third (34%) of new licensees encountered costs unexpected to them upon entry into the real estate profession (i.e., test prep courses, application fee, licensing exam, REALTOR® organization, MLS, office costs...).

BROKERAGE

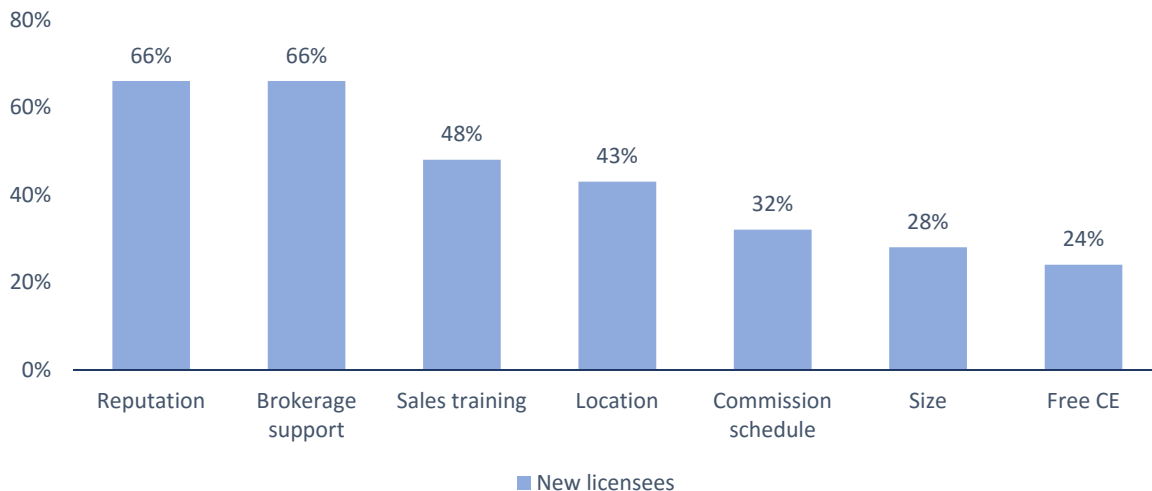
Still with Original Brokerage



Current Employment Status with First Brokerage

- **Almost 9 in 10 (89%) new licensees are still with the brokerage where they were first hired. Not surprisingly, the percentage drops to 36 for existing licensees.**
- **Existing licensees who are no longer with their original brokerage are 34% more likely to consider their careers successful than those still with their original brokerage.**

Factors used in Choosing First Brokerage



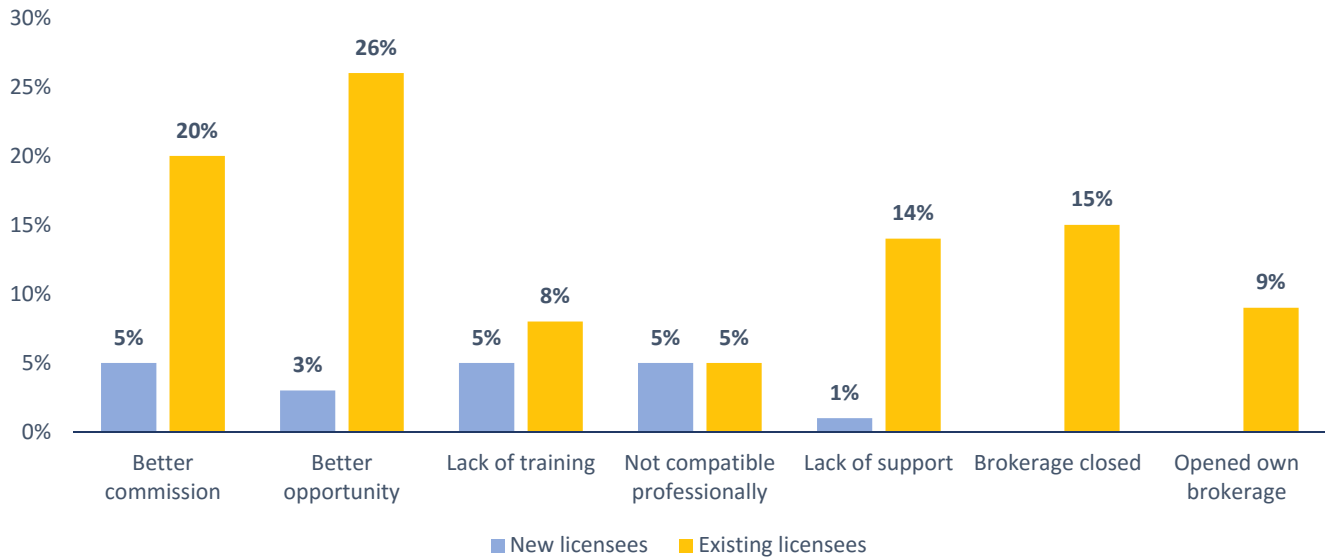
Factors used in Choosing First Brokerage

- **New licensees interviewed with a median of two brokerages.**
- **It's mostly brokerage "reputation" and "support provided to licensees" that individuals new to the profession use as factors for consideration when selecting their first brokerage. The availability of sales training and brokerage location are also major considerations.**

Brokerage Size

- **New, existing and past licensees work or worked for a brokerage with a median of 51 to 100 agents. New agents tend to work for larger brokerage offices (median of 28 to 50 agents) compared to existing and past licensees (median of 6 to 25 agents). *Brokerage size does not appear to impact licensees' success.***

Reason not with First Brokerage



Reason not with Brokerage where First Hired

- **New licensees are not likely to leave their brokerage within their first two years in the profession; therefore, their reasons for leaving are not as easily identifiable as are the reasons existing licensees leave.**
- **For existing licensees, the main reasons they leave are “offered a better opportunity” (26%), “better commission arrangement (20%),” “brokerage closed” (15%) and “lack of support from brokerage/manager” (14%). About 10% opened their own brokerage.**
- **Other reasons licensees leave brokerages are licensee/brokerage relocation and encouragement by another licensee to switch brokerages.**

SALES TRAINING AND PROFESSIONAL REAL ESTATE DESIGNATIONS

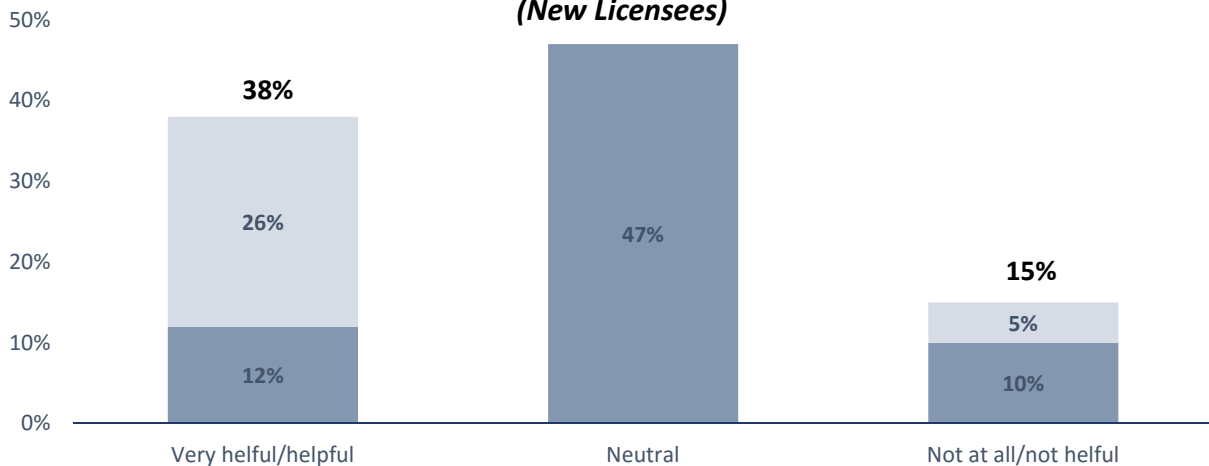
New Licensees' Sales Training Experience

Training Experience	%
Previously completed training program through brokerage	36
Previously completed training program through outside source	04
Currently in training program through brokerage	19
Currently in training program through outside source	01
Currently in training program through mentoring program	16
Not currently in a training program but plan to	18
Don't plan to enter a training program	16

Sales Training Experience – New Licensees

- Just over three-quarters of new licensees (76%) have completed or are in the process of completing a sales training program. For 55%, training is through their brokerage and 5% are using an outside source. 18% plan to complete a training program in the future and 16% are opting out of a program.
- *Sales training experience does not appear to be an indicator of early career success.*

10-Hour Post Licensure for Salespeople Course (New Licensees)



Helpfulness of 10-Hour Post Licensure for Salespeople Course

- **38% of new licensees found the course very helpful (12%) or helpful (26%), 15% did not find it helpful and the rest found it middle-of-the-road.**
- ***New licensees finding the course helpful are 18% more likely than those not finding the course helpful to consider their careers in real estate successful.***

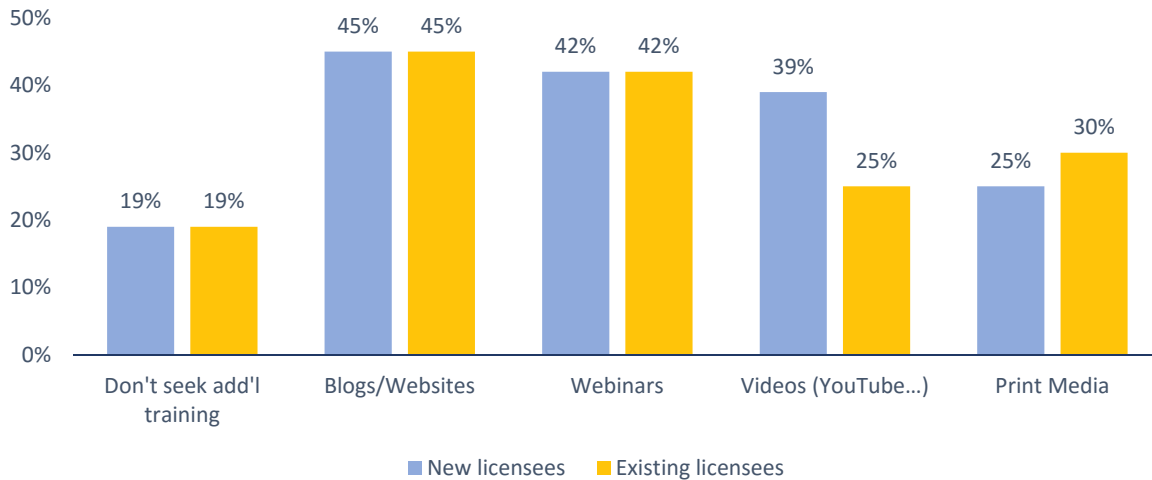
Existing Licensees' Sales Training Experience

Training Experience	%
Regularly receive training through my broker	51
Regularly receive training through an outside source	41
Have not received training but plan to	04
Do not plan to receive training	14

Sales Training Experience – Existing Licensees

- Almost all existing licensees regularly receive sales training. They receive it through their brokerage, an outside source or both. 14% do not intend to receive training and 4% plan to in the future.
- *Two-thirds of existing licensees regularly receiving sales training consider their careers in real estate successful, 20% more than those planning to receive training in the future.*

On-Your-Own Sales Training Practices



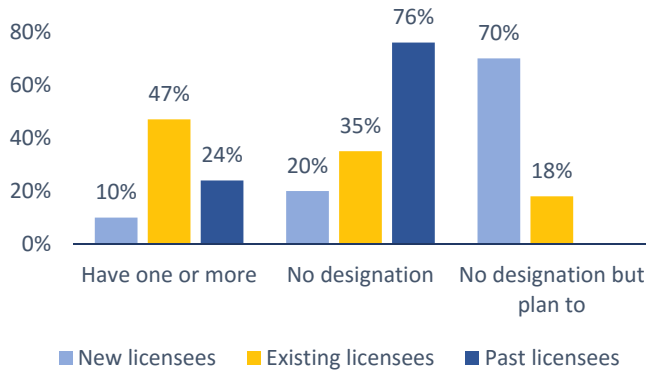
On-Your-Own Sales Training

- All but about 20% of new and existing licensees seek on-your-own sales training in addition to training obtained at or through brokerages. Blogs/websites and webinars are the most popular methods utilized. Some of the other methods offered are peer advice, books and seminars/classes.
- *Seeking on-your-own sales training does not appear to impact licensees' career success.*

Mentoring programs

- 21% of existing licensees participated in a mentoring program and 89% found the program very helpful (56%) or somewhat helpful (33%).
- *Existing licensees who participate in a mentoring program and find the experience very helpful are 24% more likely than those not finding the program helpful to consider their careers successful. Simply participating in any program is not a predictor of success.*

Professional R.E. Designations (GRI, CRS, CCIM...)



Professional Real Estate Designations

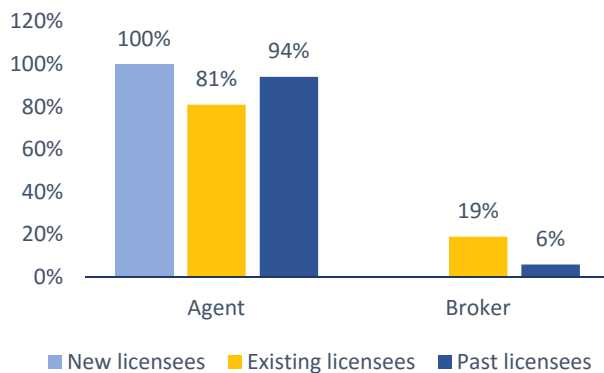
- About half of existing licensees have a real estate designation and 18% plan to in the future. 10% of new licensees already have a designation and 70% plan to in the future and one-quarter of past licensees held a designation.

Helpfulness of designation to career

- 63% of the past licensees holding a professional real estate designation found having one or more designation helpful (21%) or somewhat helpful (42%) to their career.
- *New licensees are 16% more likely and past licensees with a designation were 27% more likely to consider their careers successful. Existing licensees were only slightly more likely.*

PROFESSIONAL EXPERIENCE IN REAL ESTATE

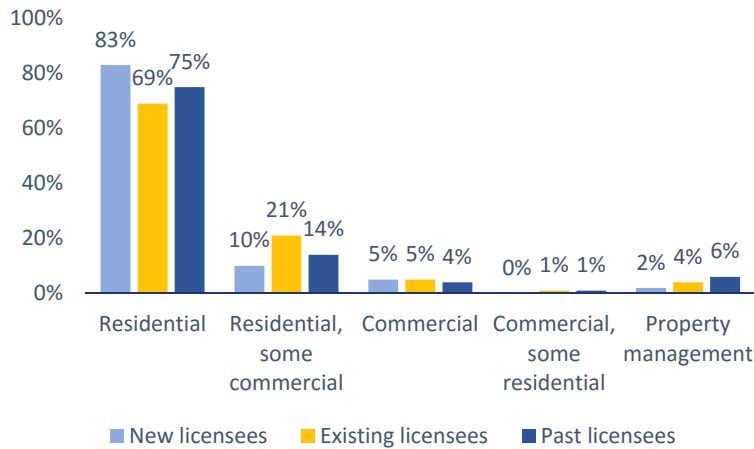
Real Estate License Held



Real Estate License Held

- All of the new licensees responding are licensed as real estate agents. 81% of existing licensees are licensed as agents and 19% as brokers. 94% of past licensees were licensed as agents and 6% as brokers.
- *Existing brokers and past brokers are more likely than agents to consider careers successful by 21% and 51%, respectively.*

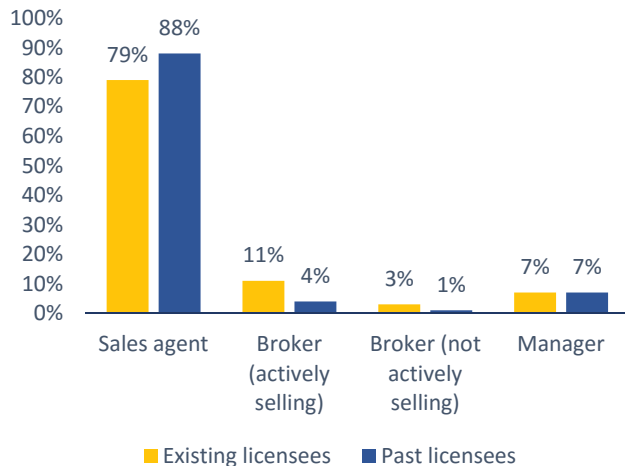
Primary Real Estate Specialty



Respondents' Primary Real Estate Specialty

- **90% of existing licensees primarily practice residential real estate. Roughly, the same is true for new and past licensees. Commercial real estate is the primary practice for 6% of existing and 5% of new and past licensees.**
- **Licensees in commercial real estate are more likely than those in residential to consider their careers in real estate successful. The difference is only slight for existing licensees but for new and past licensees the percentage difference is 19 and 43, respectively.**

Main Function in R.E. Firm

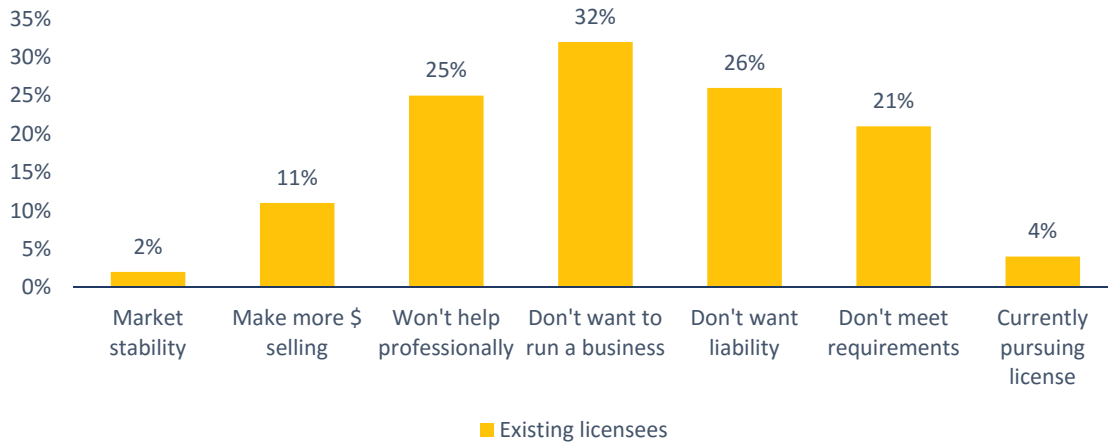


Main function Served in Real Estate Firm

- **79% of existing licensee respondents function in their firm as sales agents, 14% are selling or non-selling brokers and 7% function as managers.**
- **Overall, sales agents compared to other functions are least likely to consider their careers in real estate successful. For existing licensees the percentage difference is about 25.**

BROKER LICENSE

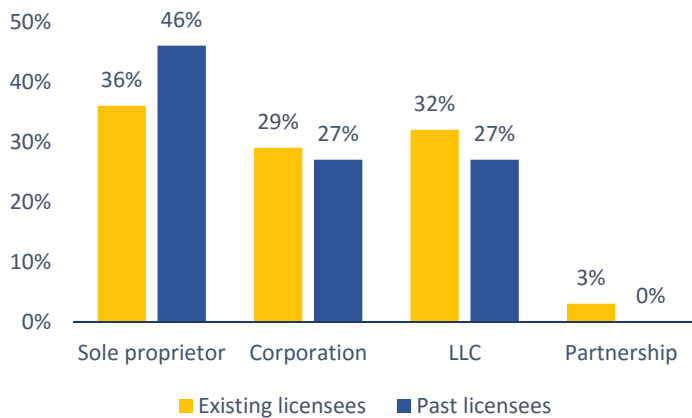
Reasons not Licensed as a Broker



Reasons Not Licensed as a Broker

- The main reason existing licensed real estate agents do not want to pursue a broker license is they “don’t want the added responsibility of running a business.” The second, third and fourth reasons are “don’t want the liability that comes with running a business,” “don’t believe it will help professionally,” and “don’t meet the education/experience requirements,” respectively.

Broker Licensees' Business Structure

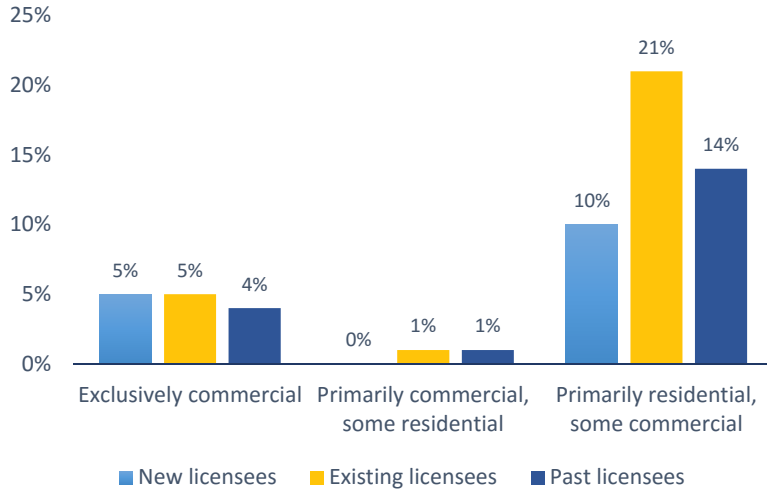


Broker Licensees' Business Practice

- Individuals with a broker license currently do business as sole proprietors (36%), LLC (32%), a corporation (29%) or partnership (3%).

COMMERCIAL REAL ESTATE EXPERIENCE

Work in Commercial Real Estate

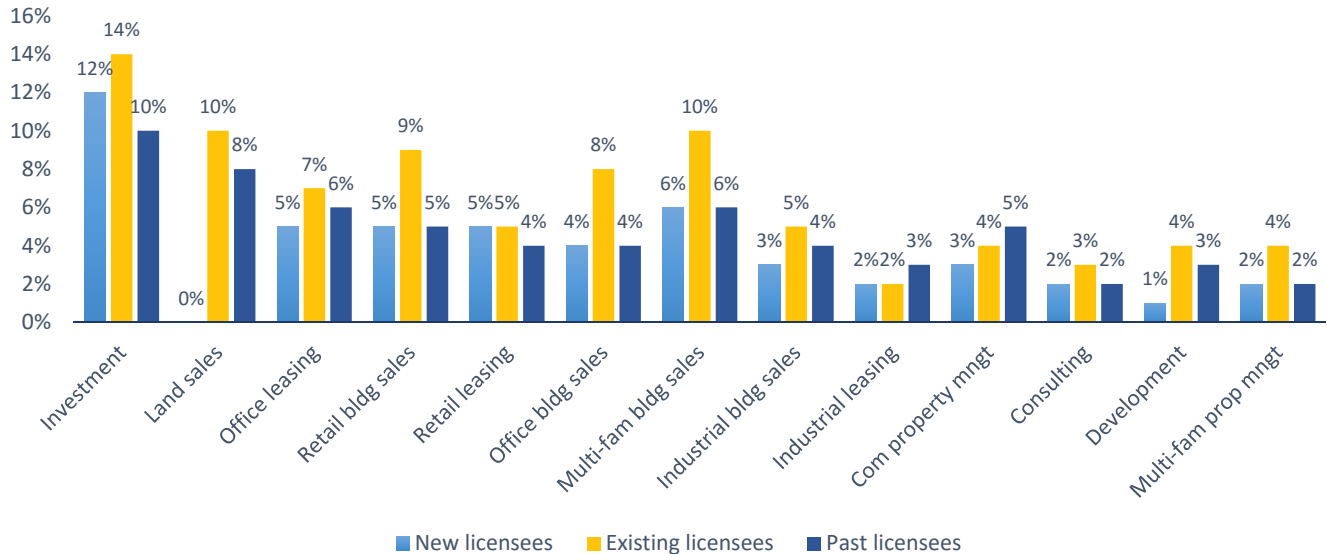


Professional Involvement in Commercial Real Estate

- 27% of existing licensees work exclusively or spend some of their time in commercial real estate. While licensed, 19% of past licensees spent time working commercially and about 15% of new licensees did the same. Exclusive work in commercial real estate for new and existing licensees falls at 5% and for past licensees it was 4%.**

New licensees	5% of respondents practice commercial real estate exclusively or primarily
Existing licensees	6% of respondents practice commercial real estate exclusively or primarily
Past licensees	5% of respondents practiced commercial real estate exclusively or primarily

Commercial Real Estate - Time Spent



Time Spent in Commercial Real Estate

- **Most existing licensees spend their time in investment, multi-building sales, retail building sales and office building sales.**

Commercial National/International Association(s) Membership

- **One percent of existing licensees holds membership and slightly more than one percent of past licensees held membership in one or more of the following associations - International Council of Shopping Centers, The Appraisal Institute, The Urban Land Institute, Building Owners and Managers Association, National Association of Industrial & Office Properties and/or the Apartment Association.**

How many years practiced commercial real estate?

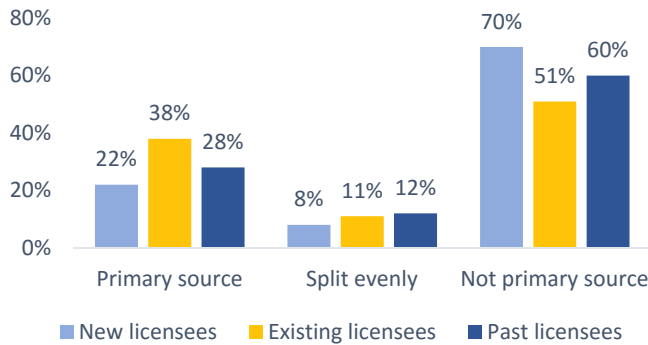
- **Existing licensees have worked a median of 11 to 15 years in commercial real estate. Past licensees have worked a median of 5 years.**

Considered Career in Commercial Real Estate

- **About half (46%) of new licensees who are not currently practicing commercial real estate have considered doing so.**

INCOME FROM REAL ESTATE

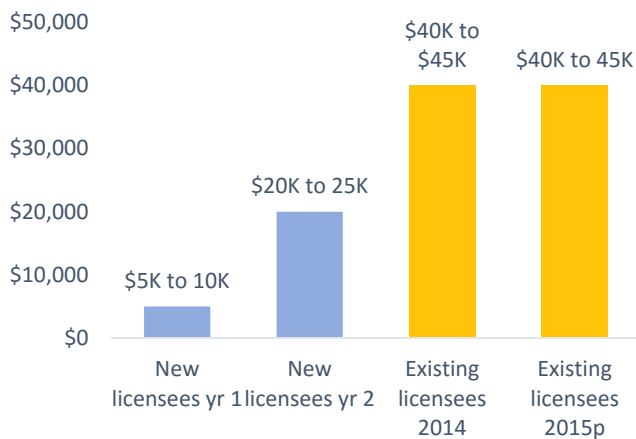
R.E. Primary Household Income?



Real Estate Primary Source of Household Income

- Real estate is the primary source of income for only about one-third of existing licensees' households. For an additional 8% real estate provides half of the households' income.
- Not surprisingly, income from real estate is the primary source of household income for only 22% of new licensees.
- Existing licensees whose primary income is from real estate are 29% more likely to consider careers successful. The same is true for new licensees but only by 15%.

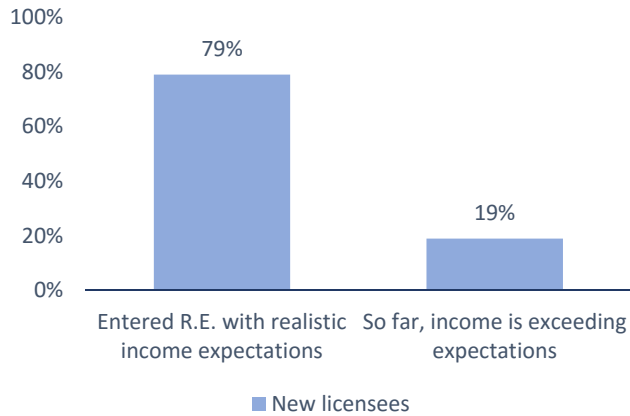
Income (Median)



Median Gross Personal Income from Real Estate

- The median gross personal income from real estate for existing licensees in 2014 and projected for 2015 falls between \$40,000 and \$45,000.
- New licensees make very little the first year inching up to a median gross income falling between \$20,000 and \$25,000 their second year. Their second year's income is still far below their income prior to entering real estate, which averaged between \$40,000 and \$45,000.
- Not surprisingly, licensees' gross personal income influences their perceived career success. Individuals reaching the median income level or above are more likely than those below the median income level to consider their careers successful.

New Licensees' Income Expectations (Strongly agree and agree)



Entered Real Estate with Realistic Income Expectations

- **79% of new licensees indicated they entered real estate with realistic income expectations. They are 29% more likely to consider their careers successful than those entering with unrealistic expectations.**

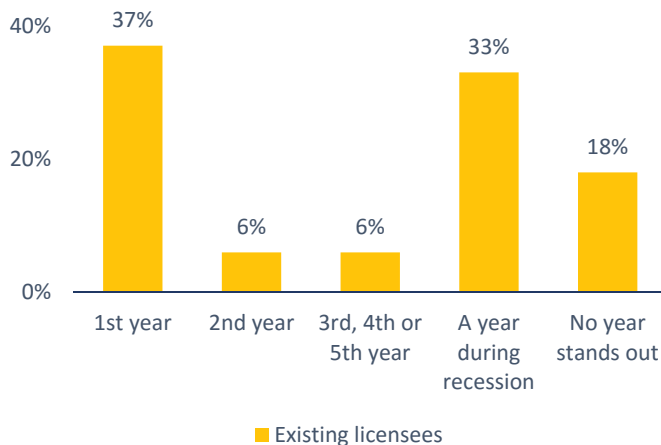
Income from Real Estate is Exceeding Expectations

- **Only 19% of new licensees find their income from real estate exceeding their expectations. But they are 69% more likely to consider their careers successful.**

Miscellaneous

- **Slightly over 90% of new, existing and past licensees consider income an indicator of personal success in the real estate profession.**
- **31% of existing licensees indicate income as something they enjoy most about the real estate profession.**
- **Slightly over half (51%) of existing licensees indicate they are very satisfied or satisfied with the income they earn from real estate.**

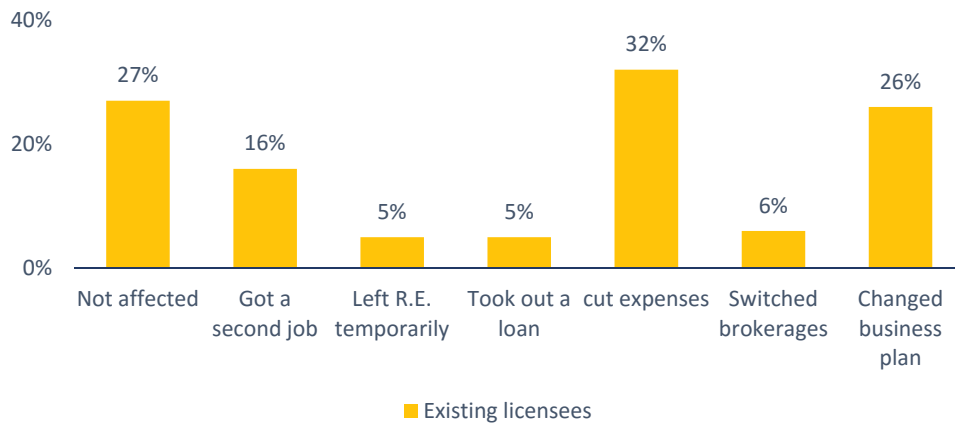
Most Challenging Year



Existing Licensees' Most Challenging Year in Real Estate

- **If not for the past recession and housing downturn, licensees' first year in real estate would likely include the one-third of licensees indicating a year during the recession was their most challenging year. 37% consider the first year the most challenging and 18% can't indicate a specific year.**

Reaction to Recession/Housing Downturn



Existing Licensees' Reaction to Housing Downturn

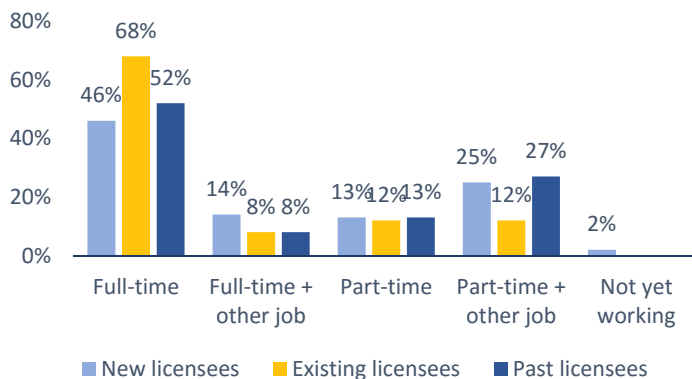
- Nearly three-quarters (73%) of existing licensees were affected by the recession/housing downturn, which required them to take action to withstand it. 32% cut expenses, 26% changed their business plan and 16% took on a second job.

REAL ESTATE WORK PRACTICES

How long working in real estate

- Existing licensees have been actively working in the real estate profession for a median of 16 to 20 years. New licensees have worked in real estate for 2 years or less and past licensees worked for a median of 6 to 10 years. A median of 6 to 10 years seems low but most past licensees left the profession because they weren't making enough money. Only 14% retired.

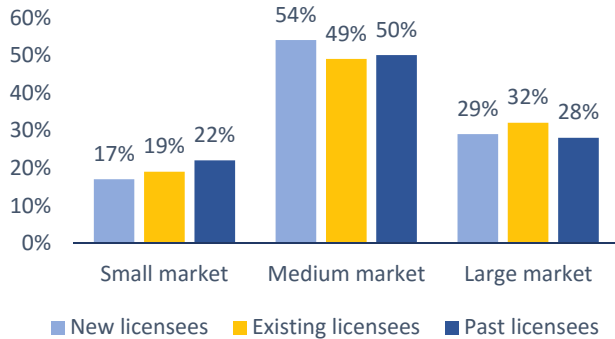
Full-time/Part-time Status



Full-time/Part-time Work Status

- 60% of new licensees, 76% of existing licensees and 60% of past licensees consider their work status in real estate full-time. 38% of new licensees, 24% of existing licensees and 40% of past licensees consider their career status part-time.
- Those working full-time in real estate are more likely to consider their careers successful. New licensees are 22% more likely, existing 17% more likely and past licensees were 30% more likely. Add a job on the side and career satisfaction plummets.

Market Size Working/Worked In



Size of Real Estate Market/Community

- **Half of Ohio's real estate licensees practice or practiced real estate in what they consider to be medium size markets/communities. About 3 in 10 work in large markets and the remaining spend their time in small markets/communities.**

Work as part of a team?

- **19% of existing licensees and 27% of past licensees work as part of a team.**
- **Existing licensees working as part of a team are only 7% more likely to consider their careers successful. For past licensees, working as part of a team did not impact career satisfaction at all.**

Utilize a personal assistant?

- **16% of existing licensees and 13% of past licensees utilize a personal assistant.**
- **Existing licensees who utilize a PA are 13% more likely to consider their career successful. For past licensees the percentage was 38.**

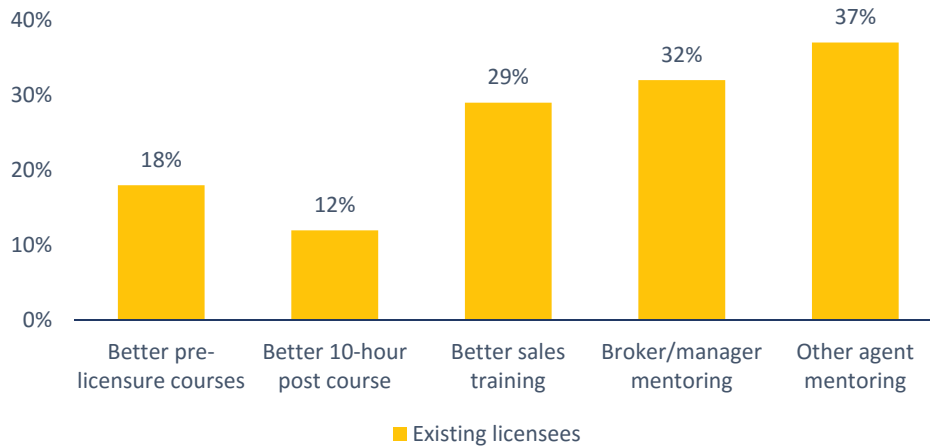
If licensed as an agent, formed a limited liability corporation (LLC)?

- **17% of existing licensees licensed as agents and 10% of past licensees licensed as agents have formed a limited liability corporation.**
- **Past licensees who formed an LLC were 21% more likely to consider their careers successful.**

Have a business plan?

- **54% of existing licensees and 47% of past licensees have a business plan.**
- **Existing licensees with a business plan are 16% more likely to consider their careers successful.**

How to Better Prepare for Work in R.E.



How to be Better Prepared for Real Estate Career

- Existing licensees believe “mentoring by other agents” (37%), “mentoring by broker/manager” (32%) and “better sales training” (29%) would have better prepared them for a career in real estate.

PROFESSIONAL USE OF TECHNOLOGY

Use of Business Software for Real Estate

(Combined “daily or nearly every day” and “a few times a week”)

Business Software	New licensees	Existing Licensees	Past licensees
MLS	91%	86%	89%
Contact management	52	46	46
Electronic contracts/forms	57	58	46
Document preparation	61	62	48
Comparative market analysis	57	58	63
Customer relationship management	47	43	40
Transaction management	44	40	28
Social media management tools	59	37	30
E-signature	48	42	18
Property management	07	14	15
Graphics or presentations	30	23	27
Loan analysis	15	10	20
Video	17	11	09

Use Business Software for Real Estate

- Ohio Real estate licensees’ most often used business software are MLSes, document preparation, electronic forms, comparative market analysis and contact management to name a few. Not surprisingly, software such as transaction management, social media management tools and e-signature were least likely to be used by past licensees.

Use of Communications/Technology Products

(Combined "daily or nearly every day" and "a few times a week")

Communications/Technology	New licensees	Existing Licensees	Past licensees
Email	100%	99%	92%
Computer	99	98	96
Tablet (ie., iPad)	66	58	36
Smartphone	98	92	69
Cell phone – no internet/email	46	46	66
Instant messaging	62	61	42
GPS	83	69	56
Digital camera	66	67	66
PDA/handheld – no phone	07	07	10
Blogs	16	07	07
RSS feeds	11	07	06
Podcasts	09	04	03

Use of Communications/Technology Products for Real Estate

- There are no real surprises considering licensees' use of communications technologies. As expected, past licensees are less likely to have used some of the newer communications technologies.

Communication Methods with Clients

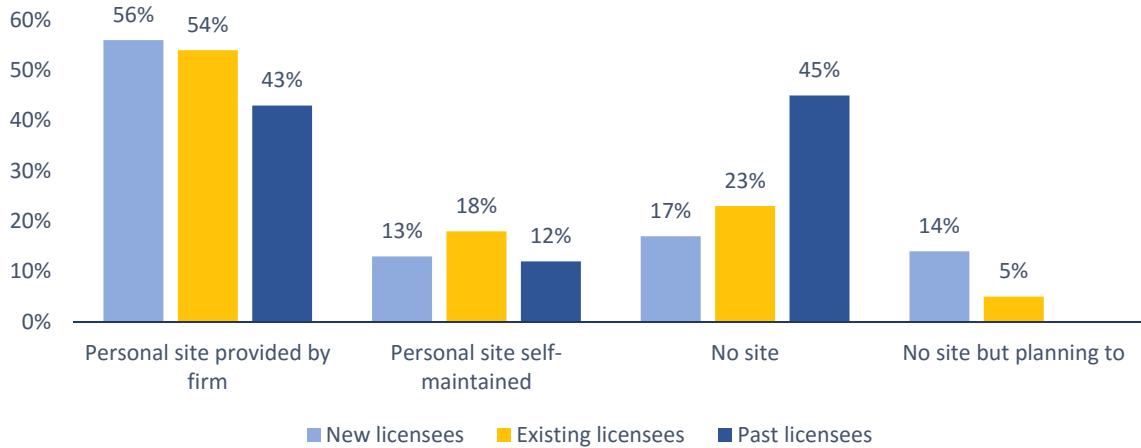
(Combined "very frequently" and "somewhat frequently")

Communication Methods	New licensees	Existing Licensees	Past licensees
Email	98%	99%	93%
Phone	99	99	97%
Text messaging	96	93	59
Postal mail	45	53	54
Instant messaging	49	52	27
Blog	14	09	05
Video chat	08	06	03
Podcast	06	05	02

Use of Communication Methods with Real Estate Clients

- Again there are no real surprises with licensees' methods of communication with clients. As expected past licensees are less likely to have used some of the more recent methods such as blogs and instant messaging. Very few licensees are using technologies such as video chat and podcasts. Roughly half of licensees still use postal mail.

Professional use of Websites



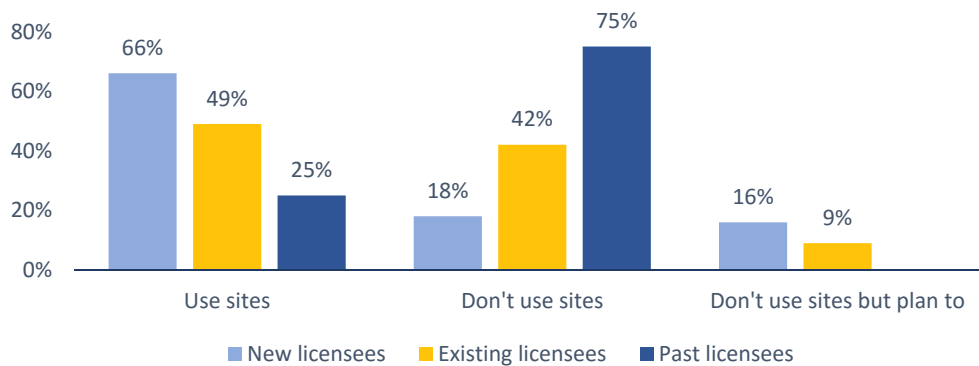
Personal Professional Websites

- **72% of existing licensees have a personal professional real estate website either provided by the brokerage (54%) or self-developed and/or maintained (18%). Nearly as many new licensees (69%) already have a personal website provided by the brokerage (56%) or self-developed and/or maintained (13%). 55% of past licensees had a site.**
- **Existing licensees who have a personal professional website are 13% more likely than those who don't to consider their careers successful. Having one is not an indicator of success for past and new licensees.**

Professional Real Estate Blog

- **Real estate blogs are used by 10% of new licensees and 8% of existing licensees. 22% of new licensees and 8% of existing licensees do not currently have a blog but plan to in the future.**
- **Existing licensees writing a professional blog are 10% more likely than those who don't to consider their careers in real estate successful. Having one is not an indicator of success for past and new licensees.**

Use Social Networking Sites Professionally

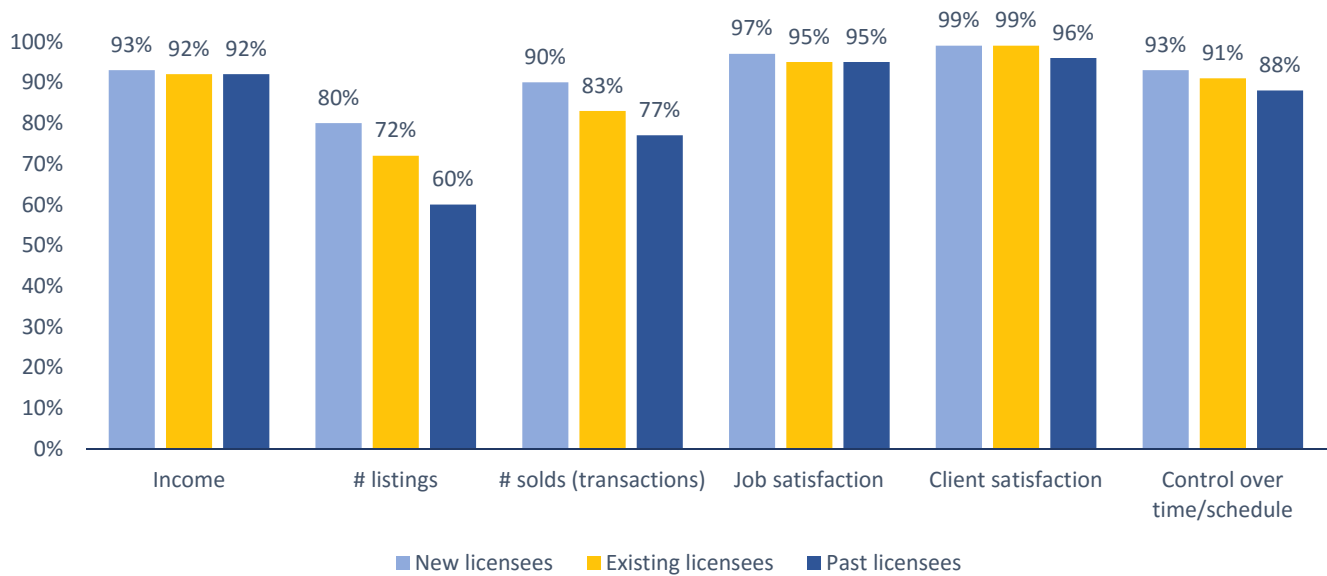


Use of Social/Professional Networking Sites for Real Estate

- **Two-thirds of new licensees use social/professional networking websites professionally, 17% more than the 49% of existing licensees who use the sites. 16% of new licensees and 9% of existing licensees not currently using the sites plan to in the future.**
- **New licensees are slightly more likely (11%) to consider their careers successful if they use social networking sites professionally. Using sites is not an indicator of success for past and existing licensees.**

ENJOYMENT OF PROFESSION

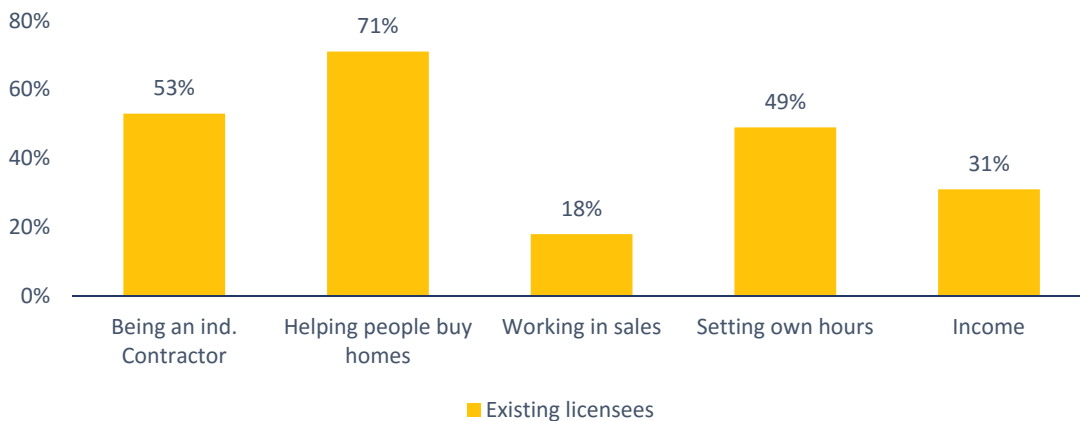
Professional Success Indicators



Indicators of Success in Real Estate

- According to this study's findings, Ohio real estate licensees take a very professional approach to their careers. It isn't solely income and control over one's time and schedule that licensees use as a measurement of their success in real estate. They are slightly more likely to perceive client satisfaction and job satisfaction as important to their professional success.

Enjoy Most about Profession

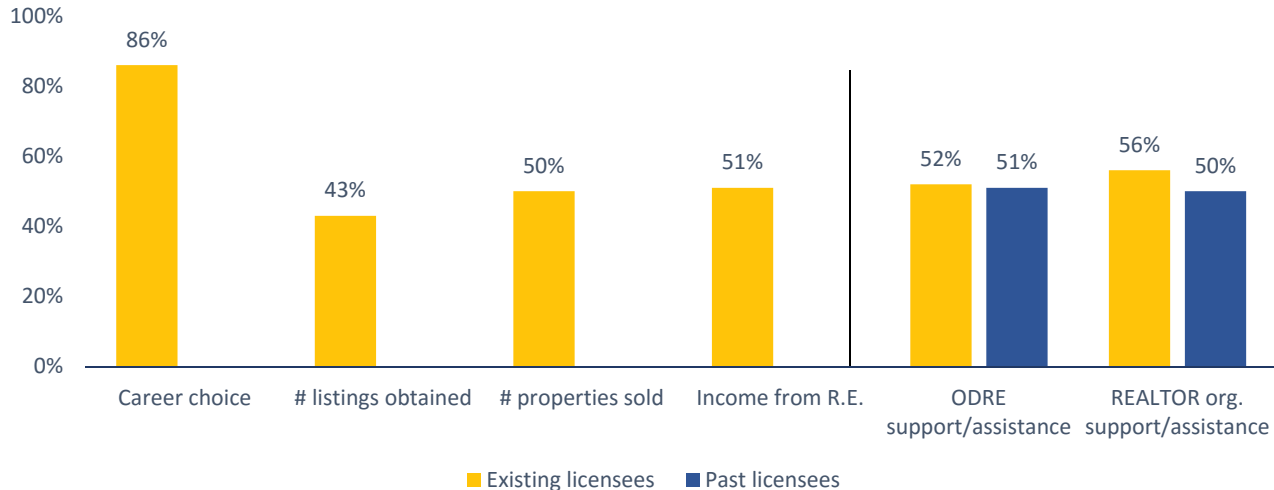


Existing Licensees Enjoyment of Real Estate Profession

- Existing licensees consider "helping people buy/sell homes" the number one reason they enjoy the real estate profession. 71% indicate so. Licensees also consider "being an independent contractor" (53%) and "setting own hours" (49%) as top reasons they enjoy the profession. Income comes in fourth at 31%.

PROFESSIONAL ASPECTS

Satisfaction with Professional Aspects (Combined "very satisfied" and "satisfied")



Satisfaction with Professional Aspects

- Existing real estate licensees are certainly satisfied with choosing a career in real estate, with 86% indicating so. Half are also satisfied with the number of properties sold and the income they earn from real estate.

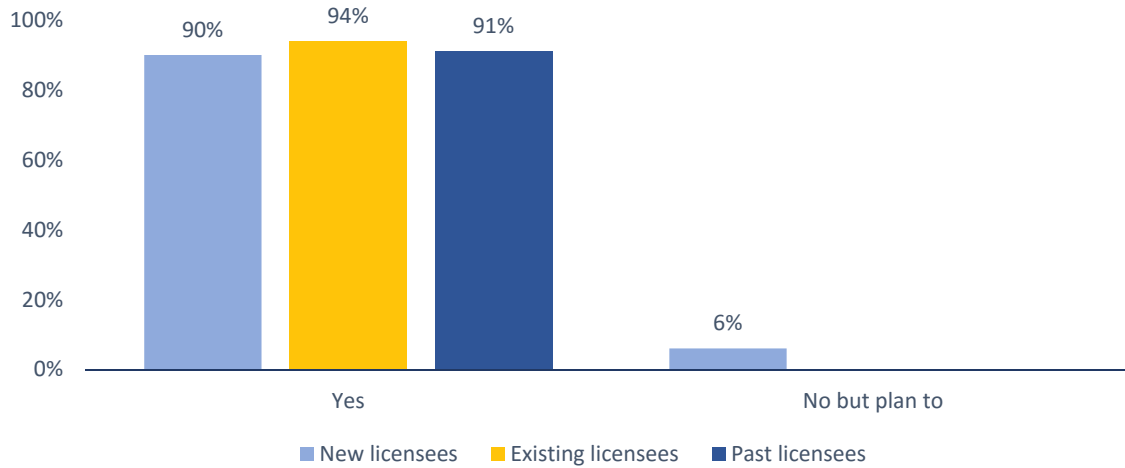
Overall Satisfaction with Assistance/support from the Ohio Division of Real Estate

- Slightly over half of Ohio's existing and past licensees are or were satisfied with the assistance/support they received from the Ohio Division of Real Estate.
- Those existing licensees satisfied with ODR's assistance/support are 28% more likely to consider their careers successful. For past licensees the percentage is 22.

Overall Satisfaction with Assistance/support from REALTOR® organizations

- Half of past licensees and 56% of existing licensees expressed satisfaction with the assistance/support received from REALTOR® organizations.
- Those existing licensees satisfied with REALTOR® organizations' assistance/support are 24% more likely to consider their careers successful. For past licensees the percentage is 31.

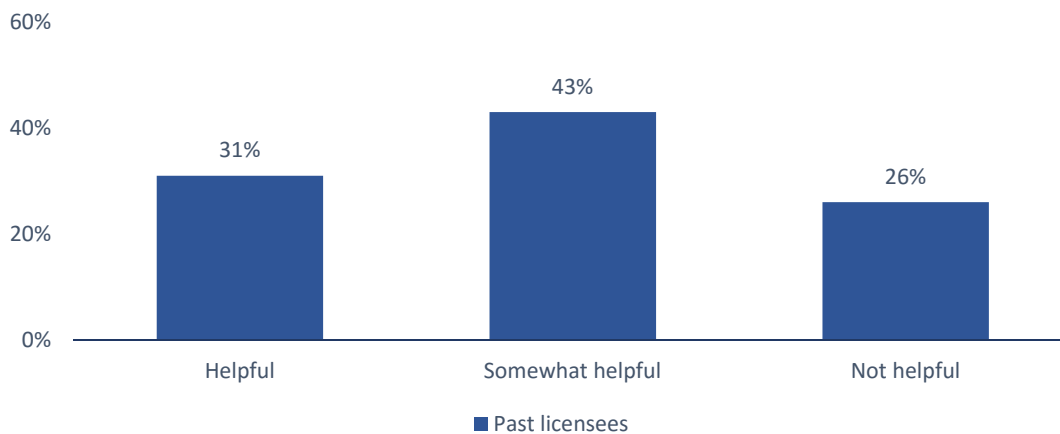
Member of REALTOR Organizations



REALTOR® Organization Member

- **94% of existing licensees and 90% of new licensees responding to this survey are members of the REALTOR® organization. 6% of new licensees are not currently members but plan to be. 91% of past licensees were members.**
- ***Simply belonging to the REALTOR® organizations does not appear to impact perceived career success. It does however increase perceived career success for those satisfied with their membership experience.***

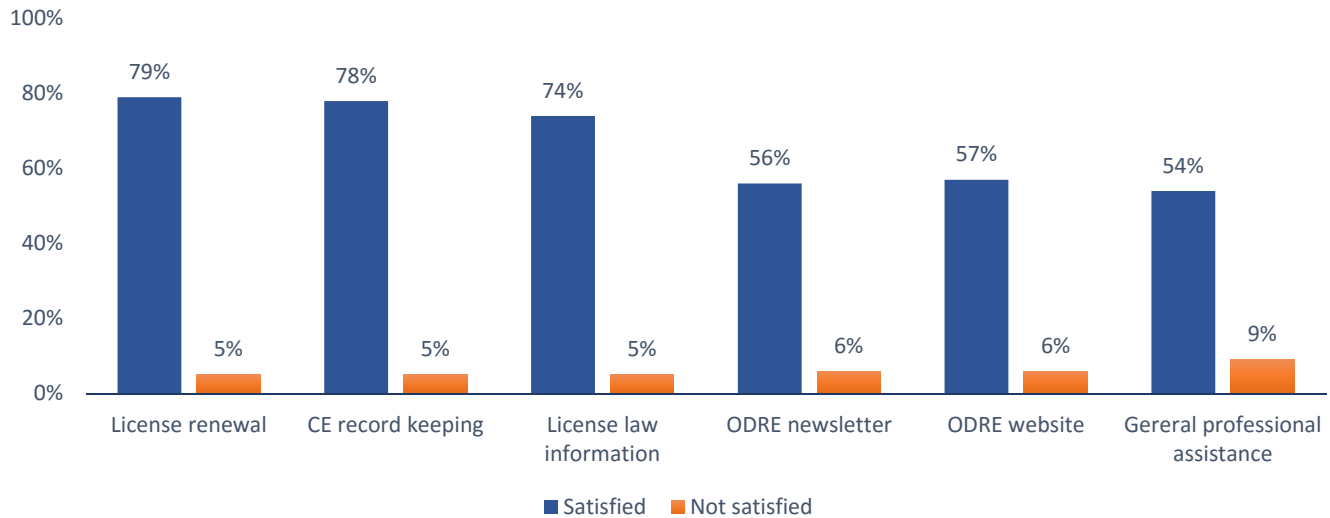
Helpfulness of Local REALTOR Association



Helpfulness of Membership in local REALTOR® Board/Association

- **Just less than three-quarters (74%) of past licensees found membership in a local REALTOR® board/association helpful to their career.**
- ***Those finding membership helpful were 39% more likely than those not finding membership helpful to consider their careers in real estate successful.***

Satisfaction with ODRE Services (Combined "very satisfied"/"satisfied" and "not"/"not at all satisfied")



Satisfaction with Ohio Division of Real Estate Services

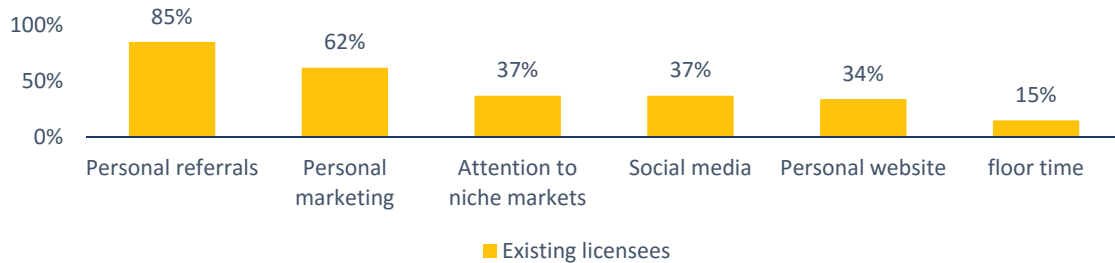
- About eight in ten past Ohio real estate licensees indicated they were very satisfied or satisfied with the Division’s license renewal and CE record keeping services. Three-quarters were satisfied with license law information and over half expressed satisfaction with the ODRE newsletter, website and ODRE’s general professional assistance. Very few past licensees indicated they were not satisfied or not at all satisfied with ODRE services.

Overall Satisfaction with ODRE and REALTOR® Organizations

- 52% of past licensees were very satisfied (20%) or satisfied (32%) with the assistance received from ODRE. Only 9% indicated dissatisfaction.
- Half of past licensees were very satisfied (17%) or satisfied (33%) with the services provided by the REALTOR® organizations. Only 9% indicated dissatisfaction.
- As mentioned earlier, those expressing greater overall satisfaction with REALTOR® organizations and ODRE’s support/assistance were more likely to consider their careers successful.

PROFESSIONAL PRACTICES/COMFORT

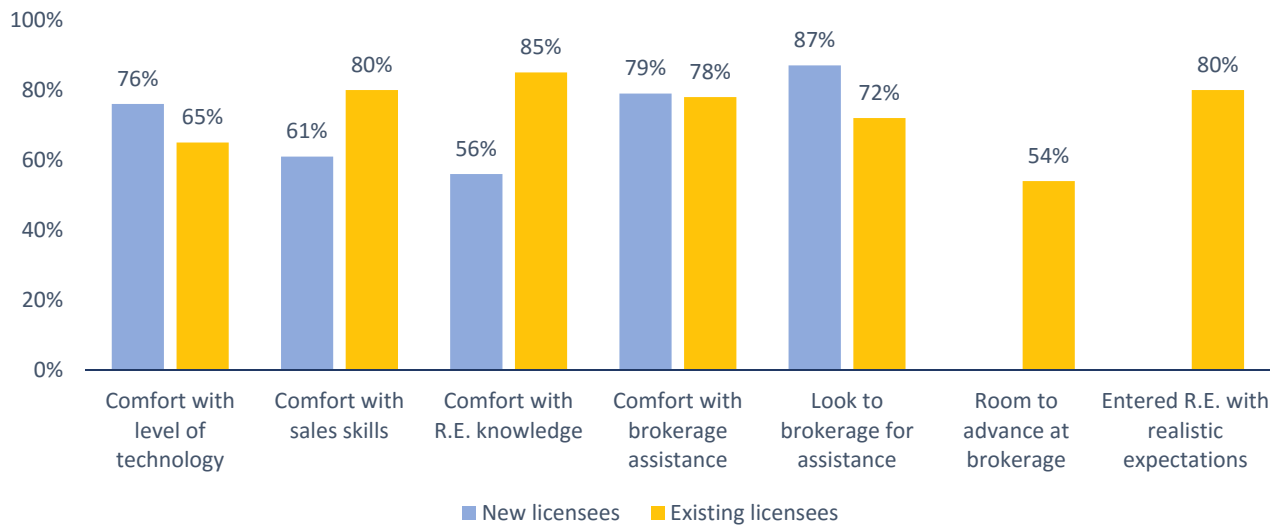
R.E. Business Sources Frequency (Combined "very frequently" and "frequently")



Sources of Residential Real Estate Business

- **Personal referrals remain the number one source of business for residential real estate professionals with 85% of existing licensees indicating so. Social media is now considered a source by 37% of respondents and floor time is considered a source by only 15% of existing licensees.**

Professional Knowledge/Expectations Comfort



Comfort with Professional Knowledge and Expectations

- **As new and existing licensees' level of professional comfort increases, so does the likelihood they consider their careers in real estate successful.**
 - **New licensees comfortable with their level of technology are 22% more likely than those not comfortable with their level of technology to consider their careers successful. The comfort difference percentage for sales skills, real estate knowledge and brokerage assistance is 24, 31 and 25, respectively.**
 - **Existing licensees comfortable with their level of technology are 11% more likely than those not comfortable with their level of technology to consider their careers successful. The comfort advantage percentage for sales skills, real estate knowledge and brokerage assistance is 54, 50 and 31, respectively. Also, existing licensees entering the real estate profession with realistic expectations compared to those with unrealistic expectations are 36% more likely to consider their careers successful.**

Comfort Level with Aspects of the Transaction Process

(Combined responses "very comfortable" and "comfortable")

Transaction Aspect	New Licensees	Existing Licensees
Listings		
Providing the Consumer Guide to Agency Relationship	92%	93%
Completing the listing agreement	72	97
Providing the Residential Property Disclosure Form	89	98
Marketing		
Marketing expertise	56%	84%
Conducting open houses	77	78
Showing properties	89	97
Lead generation	39	Not asked
Offers/contracts		
Completing Agency Disclosure Statement	86%	96%
Presenting offers	72	96
Dealing with multiple offers	47	84
Negotiating offers	61	93
Dealing with inspection issues	59	86
Dealing with finance issues	46	81
Dealing with closing issues	48	86
Short sales	16	41
Bank owned properties	28	54
Leasing	25	44
Property management	23	41

Level of Comfort with Listings

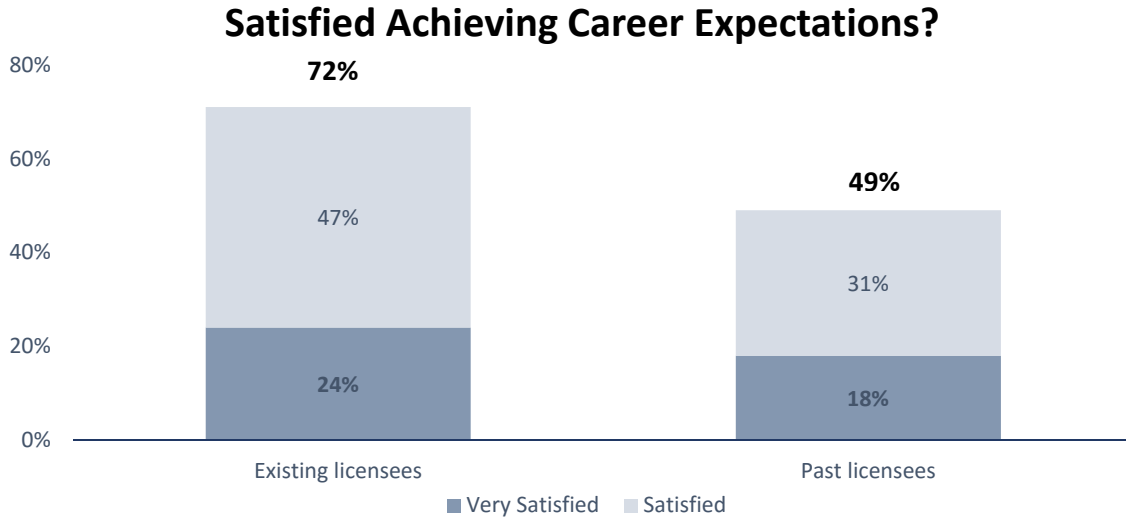
- **Almost all existing licensees but less than three-quarters of new licensees are comfortable completing the listing agreement.**

Level of Comfort with Marketing

- **It's no surprise that 84% of existing licensees and only 56% of new licensees are comfortable with their level of marketing expertise.**

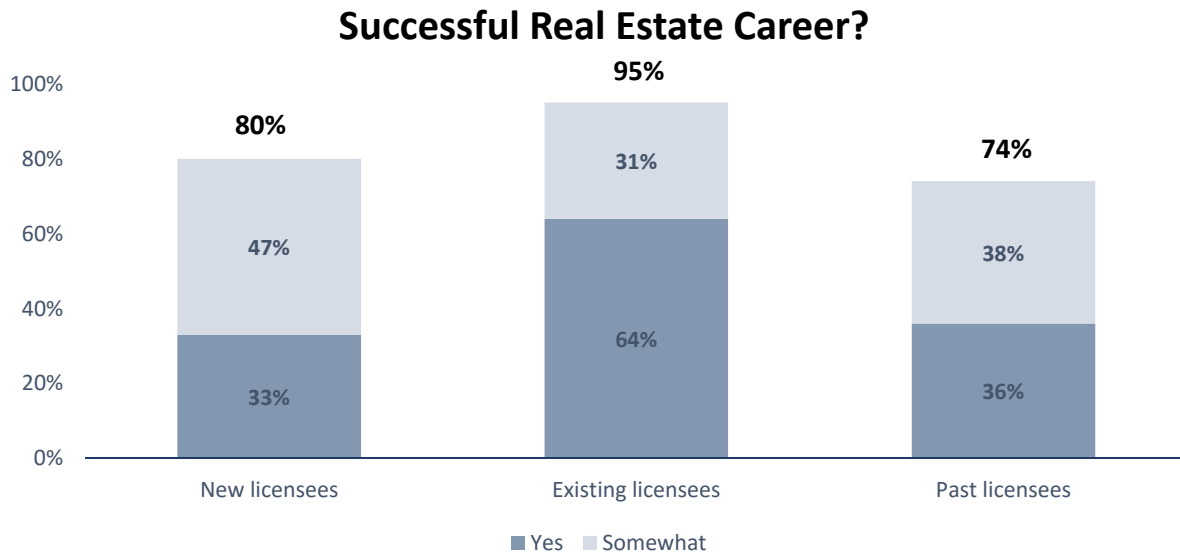
Level of Comfort with Offers/Contracts

- **New licensees lag behind existing licensees in all areas of the offers and contract portion of the transaction process. All licensees lack comfort with short sales, bank owned properties, leasing and property management.**



Career Expectations

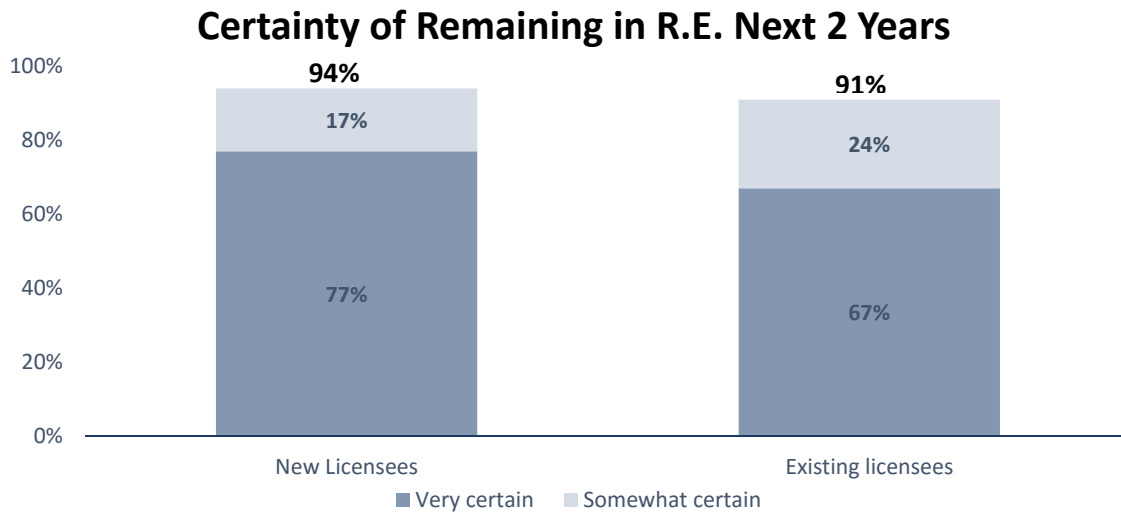
- **Nearly three-quarters of existing licensees are satisfied they are achieving their career expectations. Only one-half of past licensees indicate satisfaction with having achieved their career expectations, which is not surprising considering 86% left real estate for reasons other than retirement.**
- ***Not surprisingly, those existing licensees satisfied they are achieving their career expectations compared to those not satisfied with their career expectations, are 75% more likely to consider their careers in real estate successful.***



Consider Career in Real Estate Successful

- **Nearly all (95%) existing licensees consider their career in real estate successful (64%) or somewhat successful (31%). 80% of new licensees consider their brief time in real estate at least somewhat successful and about three-quarters of past licensees upon looking back consider the same.**
- **In analyzing the extent to which licensees' professional practices/attributes contribute to their career success, licensees considering their careers "very successful" are compared to those considering their careers "somewhat" and "not very successful."**

FUTURE IN REAL ESTATE



Plan to be in Real Estate Next Two Years

- More than nine in ten new and existing licensees plan to continue their careers in real estate over the next two years. Those leaving will do so mainly because they aren't succeeding in the profession.

Professional Challenges Expect to Face in Future

Potential Challenge	New Licensees	Existing Licensees
Business planning	36%	24%
Sales training	20	10
Contract and negotiation skills	25	11
Marketing	37	30
Professional image	13	11
Technology	21	39
Social networking	22	27
Personal finance/earnings	39	21
Economy fluctuations	42	33
Tax planning	35	17
Dealing with short sales	33	17
Dealing with foreclosures	28	15

Anticipated Professional Challenges

- Except for technology and social networking, new licensees are more likely than existing licensees to believe they will face the above professional challenges.

LEAVING REAL ESTATE**Primary Reasons
Not Practicing Real Estate**

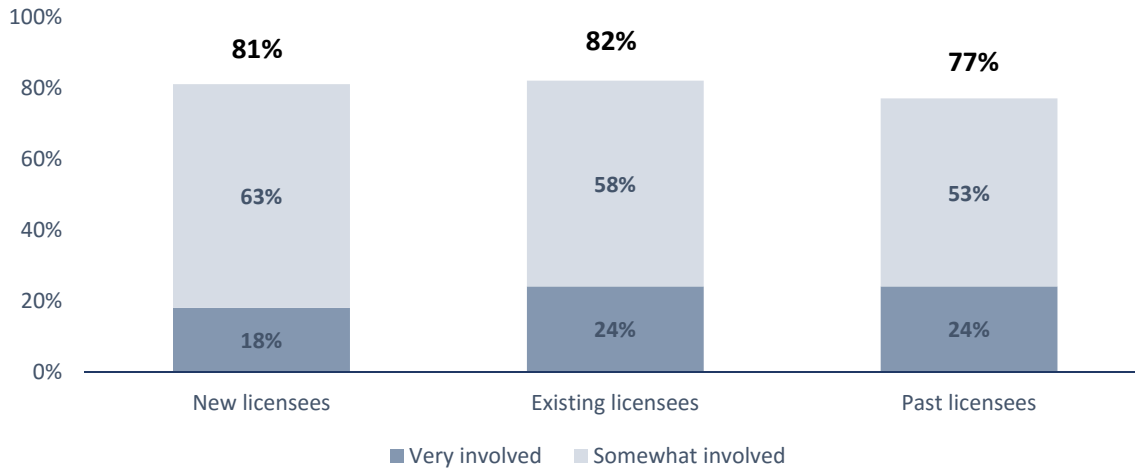
Costs of doing business	31%
Not making enough money	25
REALTOR® organization dues too high	23
MLS fees too high	23
Entered another profession	22
Renewal fee too high	15
Retired	14
Prefer salary to commission	13
Moved out of Ohio	11
Inconvenient for family/lifestyle	10
Business became too challenging	06
Broker did not provide needed tools/training	05
CE requirements too demanding	05
Did not like the real estate business	03
Issues dealing with other licensees	03
REALTOR® Orgs. did not provide enough support	01
Division of Real Estate did not provide enough support	01

Reasons No Longer in Real Estate

- Only 14% of past licensees list “retired” as one of the main reasons they are no longer licensed to practice real estate. When a similar study was conducted by OAR in 2003, the percentage indicating they left due to retirement was 52.
- Other main reasons past members left the profession are “costs of doing business” (31%), “not making enough money” (25%), high dues and MLS fees (23%) and “entered another profession” (22%).
- Over two-thirds (68%) of past licensees are still working but in another industry.
- *Two-thirds of those retiring considered their careers in real estate successful. It’s not surprising that the percentages of those considering their careers in real estate successful who left because of the costs of doing business or because of not making enough money are only 16 and 18, respectively.*

COMMUNITY INVOLVEMENT & VOTING BEHAVIOR

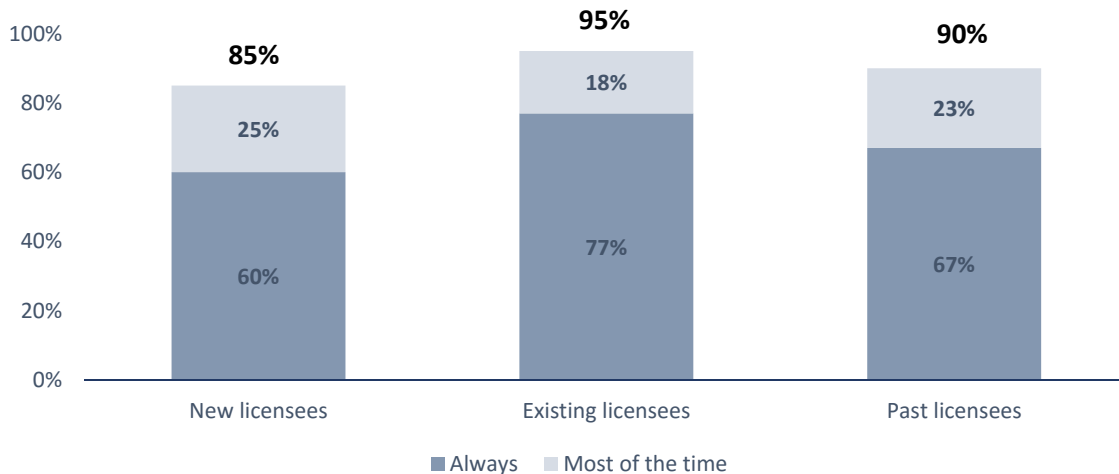
Involvement in Community



Involvement in Community

- **About eight in ten licensees are very or somewhat involved in their communities.**
- **Existing licensees indicating they are very involved in their communities are 21% more likely than those not involved to consider their careers in real estate successful. The percentage for new licensees and past licensees is 17 and 30, respectively.**

Voting Frequency

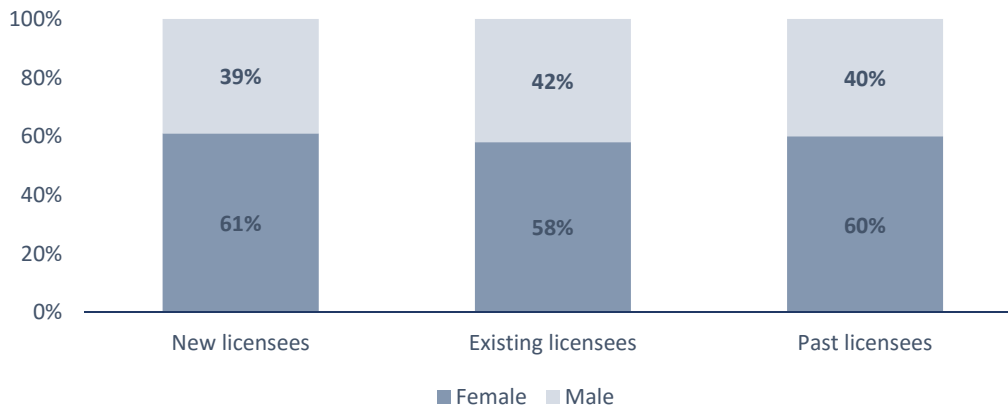


Voting Frequency

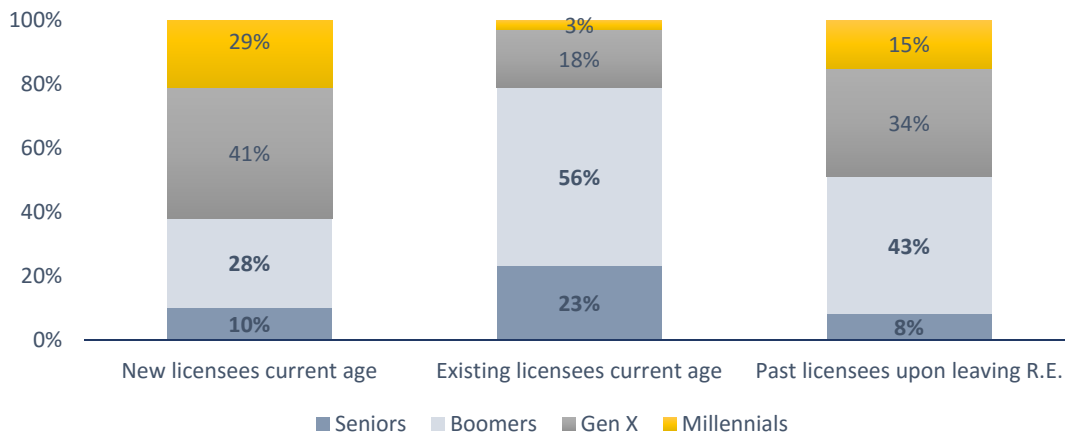
- **Almost all licensees vote always or most of the time.**
- **Voting behavior of new licensees is not an indicator of career success. But it was for past licensees who were 28% more likely to consider their career successful if they always voted. For existing licensees the percentage is 14.**

AGE & GENDER

Gender



Age



- Gen Xers (age 34 – 48) contribute more new licensees to the real estate profession than other age generation categories. Surprisingly, only 25 percent of new licensees enter as Millennials (age 33 and under), 17 percent fewer than the 42 percent of Gen Xers. Baby Boomers (age 49 – 67) contribute 30 percent and Seniors (age 68 and over) three percent.
- The median age of new licensees is 41, existing licensees 59 and 49 for past licensees upon leaving the profession.

CONCLUSIONS

Suggestions to Enhance Licensee's Experience in the Real Estate Profession

For Agents

- Begin real estate career with realistic expectations, especially regarding income
- Select brokerage based on reputation and willingness to provide assistance
- Regularly participate in quality sales training – developing skills
- Participate in a proven mentoring program
- Learn how to obtain and keep personal referrals
- Pursue professional real estate designations
- Develop a personal professional business plan
- Utilize a personal assistant
- Form a Limited Liability Corporation
- Be as engaged as possible in the real estate profession
- Focus on initial attraction to real estate – helping people buy/sell homes
- Focus on increasing real estate knowledge
- Strive to work full-time exclusively in real estate
- Strive for income to come solely from real estate
- Always look to brokerage for assistance
- Always use resources such as Ohio Division of Real Estate and REALTOR® organizations
- Be open to switching brokerages
- Consider becoming a broker
- Consider practicing commercial real estate
- Maintain active involvement in community
- Always vote

For Brokerages to Assist Agents

- Focus on attraction to real estate – helping people buy homes
- Be realistic with agents regarding first two years – especially regarding income
- Offer and encourage agents to participate in a proven mentoring program
- Encourage agents to obtain a professional real estate designation
- Encourage full-time work in real estate
- Encourage/teach agents to design a personal professional business plan
- Encourage agents to use resources available through Ohio Division of Real Estate and REALTOR® organizations
- Encourage agent involvement in communities
- Make it a priority to provide ongoing assistance to agents, especially during first few years
- Regularly provide sales training – addressing sales skills and real estate knowledge
- Teach agents the skills of obtaining and keeping personal referrals

Typical Ohio Real Estate Licensees' Experience in the Real Estate Profession

Ohio licensees:

- Became licensed at age 41, never having worked in real estate
- Previously worked a non-sale full-time job for 16 to 20 years
- Earned between \$40,000 and \$45,000 in personal income
- Entered the profession with at least some college experience
- Chose real estate mainly to help people buy/sell homes
- Obtained their license in two-to-three months and passed the licensing exam on the first try
- Spent \$1,375 on pre-licensing courses and fees
- Spent \$1,100 beginning their career
- Selected their first brokerage based on brokerage reputation and anticipated support
- Work for a brokerage office with 28 to 50 agents at first then six to 25 agents
- Get most of their business from personal referrals
- Make \$5,000 to \$10,000 their first year and \$20,000 to \$25,000 their second year
- Eventually make a median of \$40,000 to \$45,000 but it isn't their primary household income
- Eventually leave first brokerage for better opportunity, commission or support
- Work full-time in a medium size market
- Are comfortable with their levels of real estate knowledge, technology and sales skills
- Enjoy the profession because of helping people buy/sell homes and being an independent contractor
- Are satisfied they are achieving their career expectations
- Are involved in their communities and always vote
- May leave the profession at the age of 49 mainly due to the costs of doing business and not making enough money

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