2023
Denver Metro Association of REALTORS® Member Profile

National Association of REALTORS®
Research Group

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Table of Contents

Introduction: National

The National Association of REALTORS® has released reports on who members are and the business they are conducting 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 changed, it is also important to remember it is a snapshot of that period of time.

The last year, 2022, was a divided year in the real estate market. At the beginning of 2022, inventory levels dropped to the lowest recorded since 1999 as home buyers entered the market at a frenzied pace to lock in historically low interest rates. By Autumn of 2022, mortgage interest rates topped seven percent, putting a damper on real estate sales activity. Home buyers who had searched for a home in Spring and were outbid, were suddenly pushed to the sidelines due to housing affordability concerns. Despite the rise in mortgage interest rates, home prices continued to rise, pricing out even more potential consumers. While there has been a slight increase in housing inventory, at affordable price points buyers have struggled to find a home. This years' report reflects the experience of REALTORS® through a roller coaster of a year and into a more balanced market in 2023.

In 2022, the rise of new members in the National Association of REALTORS® continued to increase. Membership grew from 1.56 million at the end of 2021 to 1.58 million at the end of 2022. The median years of experience in real estate increased to 11 years. Those with two years of experience declined from 25 percent to 17 percent, while those with 16 years or more experience increased to 42 percent from 39 percent. Despite the churn and unique real estate market conditions, looking forward, 76 percent of REALTORS® are very certain they will remain in the market for two more years.

Limited inventory continues to plague many housing markets in the U.S. Thirty-two percent of members who practice as brokerage specialists cited the lack of housing inventory was holding back clients from completing a transaction, while 18 percent cited housing affordability.

Due to the strong demand for housing in the first half of 2022, the typical member had 12 transaction sides. This is the same number as in 2021. The typical sales volume increased from $2.6 million to $3.4 million in 2022 as home prices increased throughout 2022.

The median gross income of REALTORS® increased to $56,400 from $54,300 in 2021. New members entering the field can be noted by the differences in income by experience and function. Fifty-two percent of members who have two years or less experience made less than $10,000 in 2022 compared to 42 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 $80,700 compared to REALTORS® with 2 years of experience or less that had a median gross income of $9,600. REALTORS® have been impacted by higher inflation in the last year as total expenses increased to $8,210 from $6,250 in 2021.

The typical member was an independent contractor affiliated with an independent company catering to local markets. REALTORS® frequently have had careers in other fields prior to real estate, the most common being in 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 60 in the 2023 survey.

REALTORS® consistently are ahead of the curve when it comes to technology. It is clear technology can assist home buyers when inventory is limited and buyers are moving further distances. While there are older technologies that are embraced on a daily basis, like e-mail, social media, and GPS there are also new emerging technologies such as Photofy and the use of drones. The majority of members have their own website where they promote their own property listings, but many also post information about the buying and selling process to help consumers who may just be in the research part of the process.

2023 State/Local Member Profile

Denver Stats at a Glance

Business Characteristics of REALTORS®
- Sixty-four percent of REALTORS® were licensed sales agents, 20 percent held broker licenses, and 18 percent held broker associate licenses. In Denver, three percent of REALTORS® were licensed sales agents, 32 percent held broker licenses, and sixty-four percent held broker associate licenses.
- Seventy percent of members specialize in residential brokerage, five percent specialize in property management and two percent in counseling. In Denver, 92 percent of members specialize in residential brokerage, one percent specialize in property management, and one percent in relocation.
- The typical REALTOR® had 11 years of experience, up from eight last year. In Denver, the typical REALTOR® had 12 years of experience.
- Seventy-six percent of REALTORS® were very certain they will remain active as a real estate professional for the next two years. In Denver, 79 percent of members report they are certain they will remain active for two more years.

Business Activity of REALTORS®
- In 2022, the typical agent had 12 transactions, up from 10 transactions in 2021. In Denver, agents typically had 10 transactions.
- The median sales volume for brokerage specialists increased to $3.4 million in 2022 from $2.6 million in 2021. In Denver, the typical sales volume was $2.5 million in 2022.
- Lack of inventory was the most cited reason limiting potential clients from completing transactions, followed by housing affordability and difficulty in finding the right property. In Denver, lack of inventory was also the most cited reason at 26 percent.
- The typical REALTOR® worked 30 hours per week in 2022. In Denver, the typical REALTOR® worked 34 hours per week.
- The typical REALTOR® earned 27 percent of their business from repeat clients and customers and 24 percent through referrals from past clients and customers. In Denver, 30 percent of business came from repeat business and 24 percent through referrals from past clients.

Income and Expenses of REALTORS®
- In 2022, 42 percent of REALTORS® were compensated under a fixed commission split (under 100%), 19 percent with a graduated commission split (increases with productivity). In Denver, 29 percent of respondents were compensated under a fixed commission split (under 100%), and 12 percent with a graduated commission split (increases with productivity).
- The total median business expenses were $8,210 in 2022, an increase from $6,250 in 2021. In Denver, the typical business expenses were $14,670.
- The median gross income of REALTORS® was $56,400 in 2022, up from $54,300 in 2021. The median gross income for REALTORS® in Denver was $108,820.

Denver Stats at a Glance *(Continued)*

Office and Firm Affiliation of REALTORS®
- Fifty-five percent of REALTORS® are affiliated with an independent company, and 39 percent were affiliated with a franchised company. Fifty-one percent of members in Denver were affiliated with an independent company, and 39 percent were affiliated with a franchised company.
- Eighty-nine percent of REALTORS® are independent contractors at their firms. In Denver, 82 percent were independent contractors.

Demographic Characteristics of REALTORS®
- Sixty-two percent of all REALTORS® were female, down from 66 percent last year. In Denver, 61 percent of members were female.
- The median age of REALTORS® was 60, up slightly from 56 last year. In Denver, the median age was 55 years old.
- Seventeen 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 Denver, 9 percent had a previous career in management, business, or the financial sector, and 15 percent in sales or retail. Five percent in Denver reported real estate was their first career.
- Seventy-two percent of REALTORS® said that real estate was their only occupation now and pre-Covid; six percent had another income source pre-Covid and pivoted to only work in real estate. Seventy-four percent in Denver reported real estate was their only occupation now and pre-COVID-19, while 9 percent had another source pre-COVID-19.
- Eighty-one percent of REALTORS® were white, a slight increase from 77 percent last year. Hispanics/Latinos accounted for 10 percent of REALTORS®, down from eleven percent. This is followed by Black/ African Americans (five percent) and Asian/Pacific Islanders (five percent). In Denver, 86 percent of REALTORS® were white, ten percent were Hispanic/Latino, five percent were Black/African American, and one percent were Asian/Pacific Islander.
- Fifty percent of REALTORS® said that real estate is their primary source of income. In Denver, 55 percent of REALTORS® said that real estate is their primary source of income.
- The majority of REALTORS®—89 percent—own their primary residence. Eighty-six percent of REALTORS® own their primary residence in Denver.
- Thirty-three percent of REALTORS® reported owning a secondary property. In Denver, 41 percent reported owning a secondary property.
- Ninety-six percent reported they were registered to vote, and 94 percent voted in the last national election while 89 percent voted in their local election. In Denver, 100 percent reported they were registered to vote, and 99 percent voted in the last national election while 94 percent voted in their local election.
- Sixty-six percent of members reported volunteering in their community. In Denver, 71 percent of members reported volunteering in their community.

Business Characteristics of REALTORS®

REALTORS® By Type of License

2023 State/Local Member Profile

NATIONAL ASSOCIATION OF REALTORS® 8
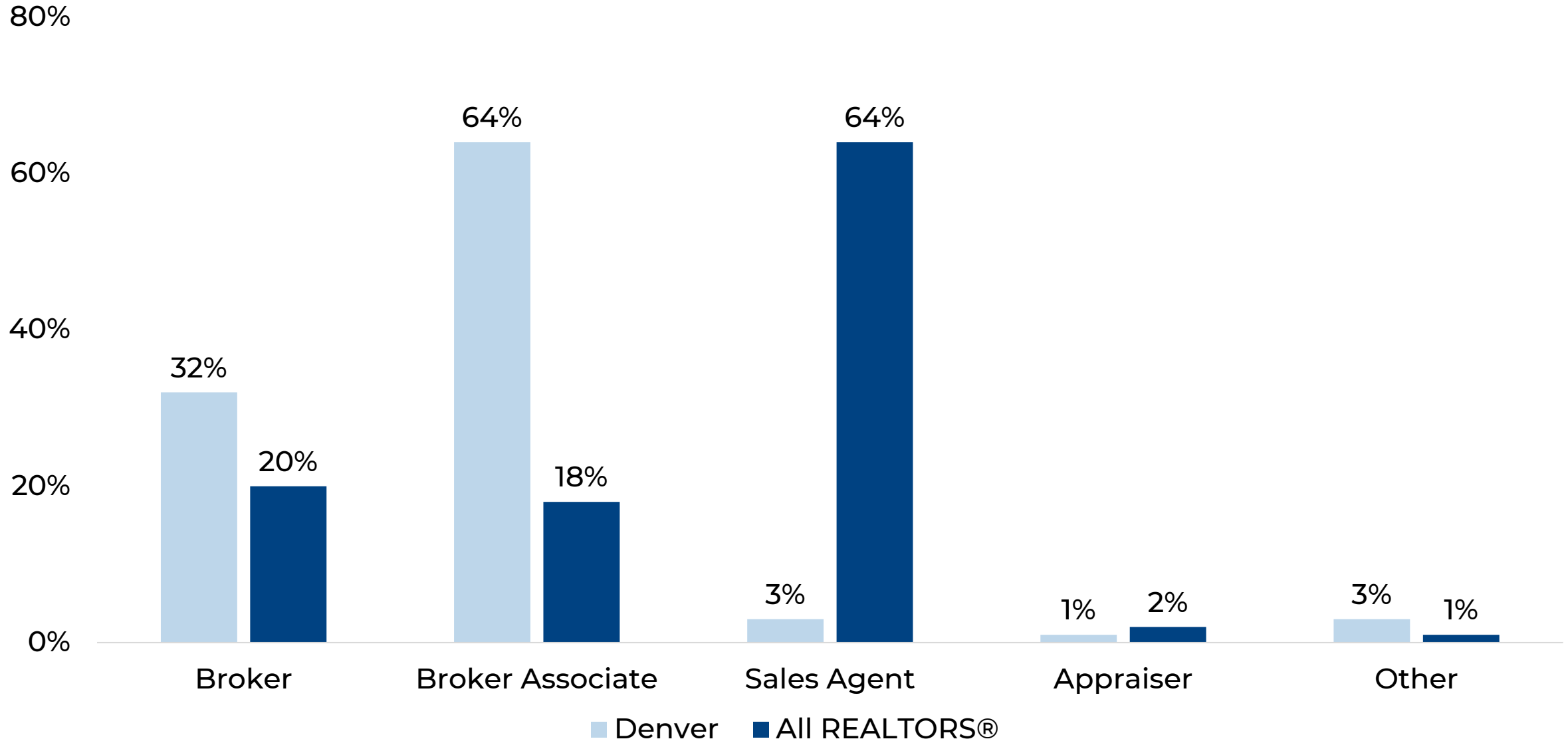
Specialty and Main Function of REALTORS®

	Denver	All REALTORS®
Primary Real Estate Specialty		
Residential brokerage	92%	70%
Commercial brokerage	1%	2%
Residential appraisal	1%	2%
Commercial appraisal	*	*
Relocation	1%	5%
Property management	1%	5%
Counseling	*	2%
Land/Development	*	1%
Other specialties	4%	14%
Main Function		
Broker-owner (with selling)	21%	8%
Broker-owner (without selling)	*	1%
Associate broker	50%	11%
Manager	5%	3%
Sales agent	23%	72%
Appraiser	1%	2%
Other	*	3%

Less than 1 percent

2023 State/Local Member Profile

Real Estate Experience of REALTORS®, by Main Function

	Denver	All REALTORS®
1 year or less	8%	12%
2 years	3%	5%
3 years	5%	5%
4 years	3%	5%
5 years	7%	5%
6 to 10 years	20%	16%
11 to 15 years	10%	9%
16 to 25 years	22%	22%
26 to 39 years	14%	14%
40 or more years	8%	6%
Median (years)	12	11

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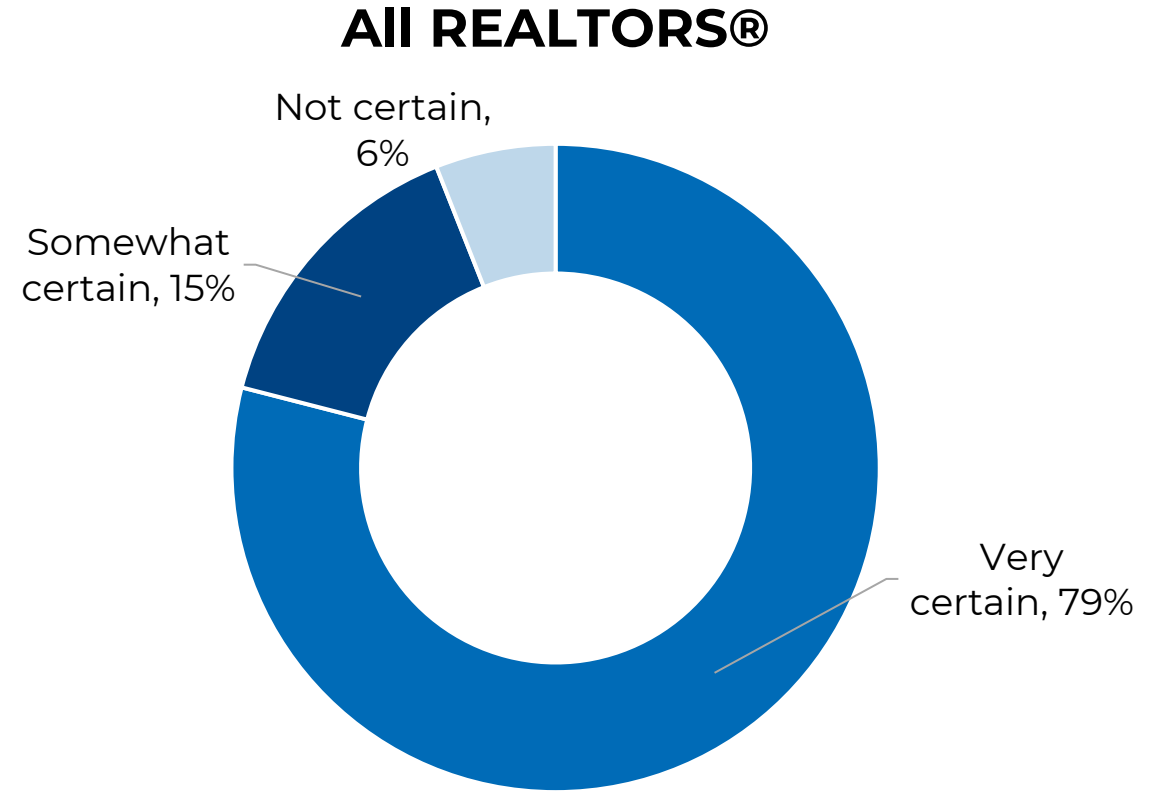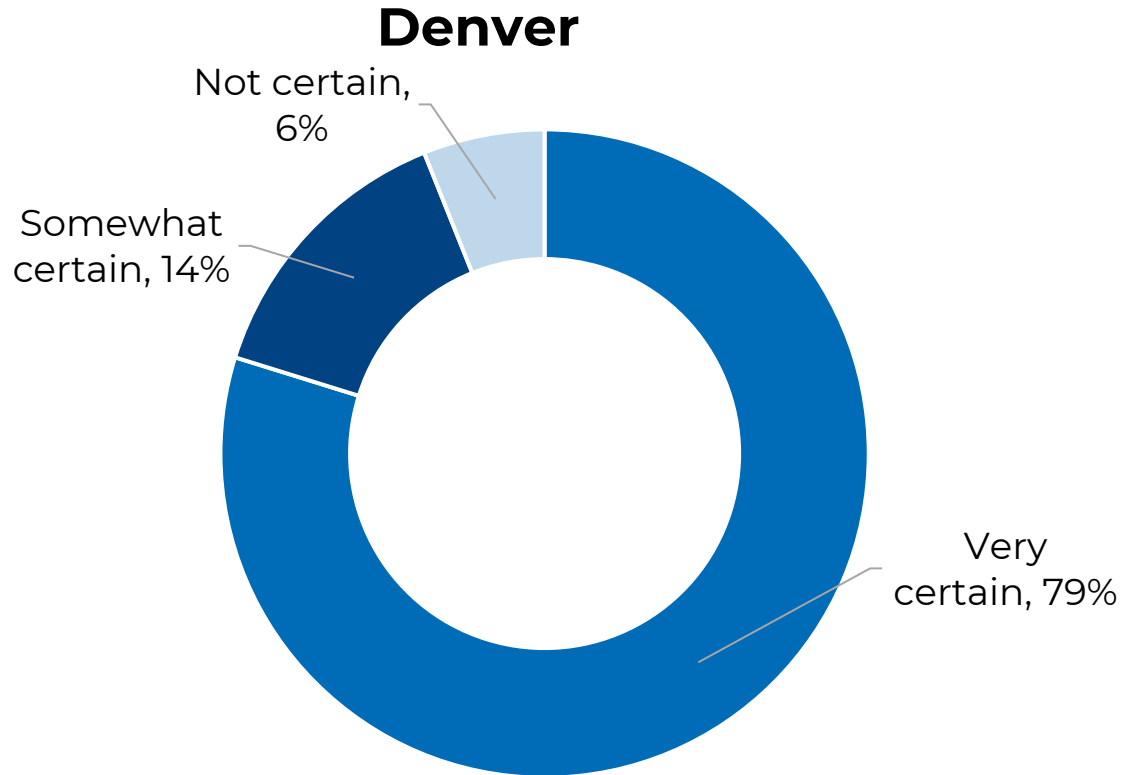
Denver

Not certain, 6%

Somewhat certain, 14%

Very certain, 79%

- Very certain
- Somewhat certain
- Not certain

All REALTORS®

Not certain, 6%

Somewhat certain, 15%

Very certain, 79%

- Very certain
- Somewhat certain
- Not certain

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Business Activities of REALTORS®

Median Number of Transaction Sides or Commercial Deals, in 2022

	Denver		All REALTORS®	
	Residential Sides	Commercial Sides	Residential Sides	Commercial Sides
0 transactions	5%	85%	2%	64%
1 to 5 transactions	25%	15%	21%	31%
6 to 10 transactions	24%	*	22%	2%
11 to 15 transactions	13%	*	16%	1%
16 to 20 transactions	14%	*	12%	1%
21 to 50 transactions	16%	*	22%	1%
51 transactions or more	3%	*	5%	*
Median (transactions)	10	0	12	0

Less than 1 percent

Brokerage Sales Volume, in 2022

	Denver	All REALTORS®
Less than $500,000	18%	18%
$500,000 to under $1 million	6%	7%
$1 to under $1.5 million	5%	7%
$1.5 to under $2 million	10%	5%
$2 to under $3 million	2%	9%
$3 to under $4 million	11%	8%
$4 to under $5 million	7%	6%
$5 to under $6 million	3%	6%
$6 to under $7 million	4%	5%
$7 to under $8 million	2%	3%
$8 to under $10 million	6%	6%
$10 million or more	25%	17%
$10 to under $14 million	11%	7%
$14 to under $20 million	4%	4%
$20 million or more	10%	5%
Median (millions)	$2.5	$3.4

The Most Important Factor Limiting Potential Clients in Completing a Transaction

	Denver	All REALTORS®
No factors are limiting potential clients	3%	8%
Lack of inventory	26%	32%
Housing Affordability	24%	18%
Difficulty in finding the right property	8%	11%
Difficulty in obtaining mortgage finance	3%	4%
Expectation that prices might fall further	6%	9%
Ability to save for downpayment	*	1%
Buyers feel uncomfortable due to COVID-19	*	*
Sellers feel uncomfortable due to COVID-19	*	*
Concern about losing job	*	*
Ability to sell existing home	1%	1%
Low consumer confidence	4%	3%
Expectation that mortgage rates might come down	18%	10%
Other	6%	4%

* Less than 1 percent

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Hours Worked Per Week

	Denver	All REALTORS®
Less than 20 hours	15%	19%
20 to 39 hours	40%	39%
40 to 59 hours	38%	34%
60 hours or more	7%	8%
Median (hours)	34	30

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Repeat Business from Past Consumers and Clients, in 2022

	Denver	All REALTORS®
None	17%	12%
Less than 10%	8%	15%
Up to 25%	22%	22%
Up to 50%	19%	20%
More than 50%	32%	29%
Median	30%	27%

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Business Through Referrals from Past Consumers and Clients, in 2022

	Denver	All REALTORS®
None	12%	10%
Less than 10%	13%	16%
Up to 25%	26%	26%
Up to 50%	21%	19%
More than 50%	28%	27%
Median	24%	24%

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Income & Expenses of REALTORS®

Compensation Structures for REALTORS®

	Denver	All REALTORS®
Fixed commission split (under 100%)	29%	42%
Graduated commission split (increases with production)	12%	19%
Capped commission split (rises to 100% after a predetermined threshold)	17%	15%
100% commission	28%	14%
Salary plus share of profits/production bonus	*	1%
Commission plus share of profits	2%	1%
Share of profits only	1%	1%
Salary only	4%	2%
Other	8%	6%

*Less than 1 percent

Total Real Estate Business Expenses, in 2022

	Denver	All REALTORS®
None	1%	2%
Less than $500	1%	3%
$500 to $999	4%	5%
$1,000 to $2,499	2%	15%
$2,500 to $4,999	15%	16%
$5,000 to $9,999	20%	15%
$10,000 to $19,999	15%	13%
$20,000 to $29,999	7%	10%
$30,000 to $49,999	11%	7%
$50,000 to $99,999	6%	6%
$100,000 or more	11%	4%
Median	$14,670	$8,210

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Annual Income of REALTORS®, in 2022

	Denver	All REALTORS®
Gross Income: Before taxes and expenses		
Less than $10,000	11%	19%
$10,000 to $24,999	7%	11%
$25,000 to $34,999	4%	8%
$35,000 to $49,999	5%	9%
$50,000 to $74,999	12%	13%
$75,000 to $99,999	8%	10%
$100,000 to $149,999	17%	12%
$150,000 to $199,999	13%	7%
$200,000 to $249,999	4%	4%
$250,000 or more	19%	9%
Median	$108,820	$56,400
Net Income: After taxes and expenses		
Less than $10,000	17%	25%
$10,000 to $24,999	9%	15%
$25,000 to $34,999	5%	9%
$35,000 to $49,999	9%	11%
$50,000 to $74,999	14%	12%
$75,000 to $99,999	12%	9%
$100,000 to $149,999	13%	8%
$150,000 to $199,999	9%	4%
$200,000 to $249,999	3%	3%
$250,000 or more	9%	4%
Median	$67,860	$36,500

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Office and Firm Affiliation of REALTORS®

Firm Affiliation

Firm Description	Denver	All REALTORS®
Independent company	51%	55%
Franchised company	39%	39%
Other	10%	6%

REALTOR® Affiliation with Firms
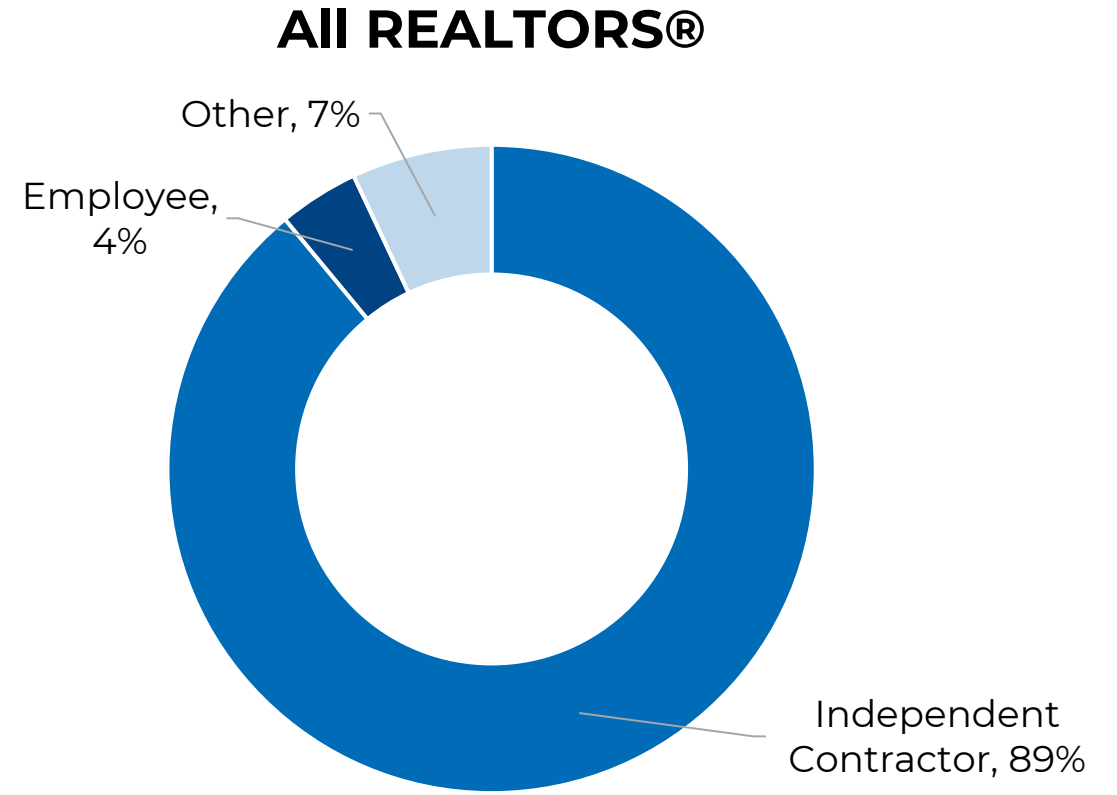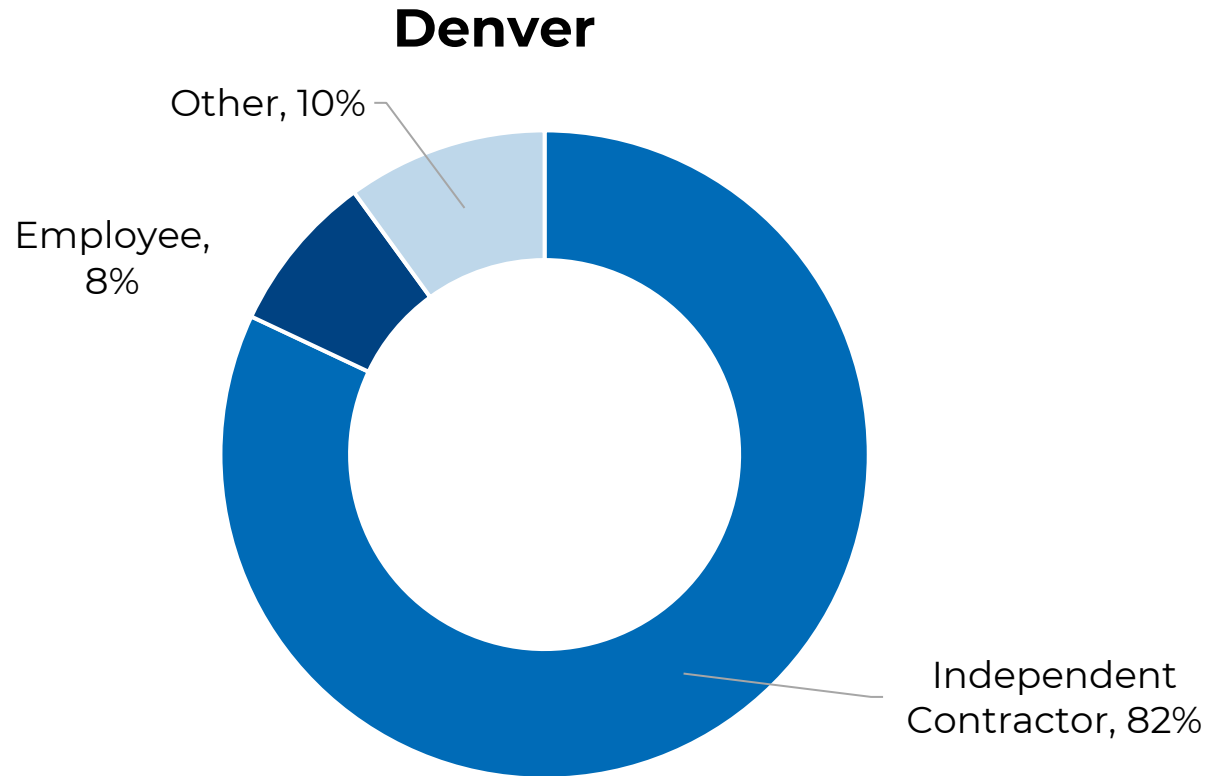
Denver

- Other, 10%
- Employee, 8%
- Independent Contractor, 82%

Legend: ■ Independent Contractor ■ Employee ■ Other

All REALTORS®

- Other, 7%
- Employee, 4%
- Independent Contractor, 89%

Legend: ■ Independent Contractor ■ Employee ■ Other

2023 State/Local Member Profile

Demographic Characteristics of REALTORS®

Gender of REALTORS®

Firm Description	Denver	All REALTORS®
Male	35%	36%
Female	61%	62%
Non-binary/third gender	*	*
Prefer to self-describe	*	*
Prefer not to say	4%	2%

Less than 1 percent

Age of REALTORS®

	Denver	All REALTORS®
Under 30 years	1%	1%
30 to 34 years	4%	2%
35 to 39 years	7%	4%
40 to 44 years	13%	7%
45 to 49 years	11%	8%
50 to 54 years	12%	12%
55 to 59 years	16%	14%
60 to 64 years	9%	16%
65 years and over	27%	36%
Median age	55	60

Prior Full-Time Careers of REALTORS®

	Denver	All REALTORS®
Management/Business/Financial	9%	15%
Sales/Retail	15%	17%
Office/Admin support	13%	8%
Education	6%	7%
Healthcare	3%	6%
None, real estate is first career	5%	6%
Construction	4%	3%
Government/Protective services	3%	2%
Manufacturing/Production	1%	2%
Computer/Mathematical	2%	2%
Legal	2%	2%
Transportation	2%	2%
Architecture/Engineering	1%	2%
Family Manager	3%	2%
Military	2%	1%
Personal care/Other services	1%	1%
Community/Social services	*	1%
Retired	*	1%
Life/Physical/Social sciences	*	*
Other	27%	21%

Less than 1 percent

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Real Estate is Only Occupation: State/Local

	Denver	All REALTORS®
Yes, now and pre-Covid	74%	72%
Was pre-Covid, is not now	2%	4%
Yes, now is, had another source pre-Covid	9%	6%
No, has never been	14%	18%

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Racial and Ethnic Distribution of REALTORS®

	Denver	All REALTORS®
White	86%	81%
Hispanic/Latino	10%	10%
Black/African American	5%	5%
Asian/Pacific Islander	1%	5%
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")

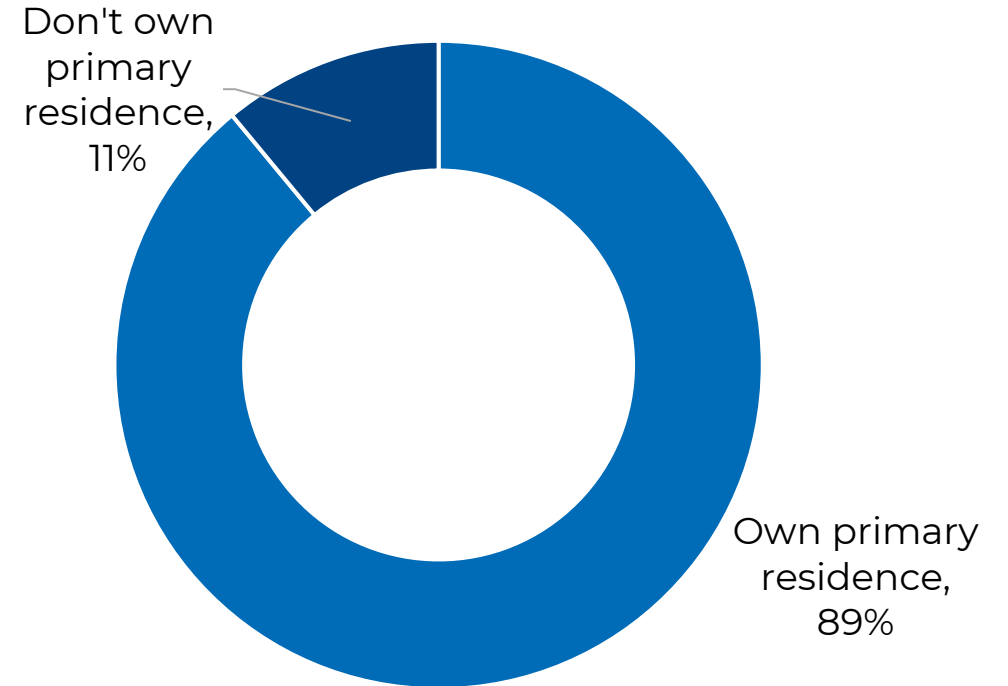|	Denver	All REALTORS®
Real estate is primary source of income	55%	50%

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Homeownership of REALTORS®

Denver
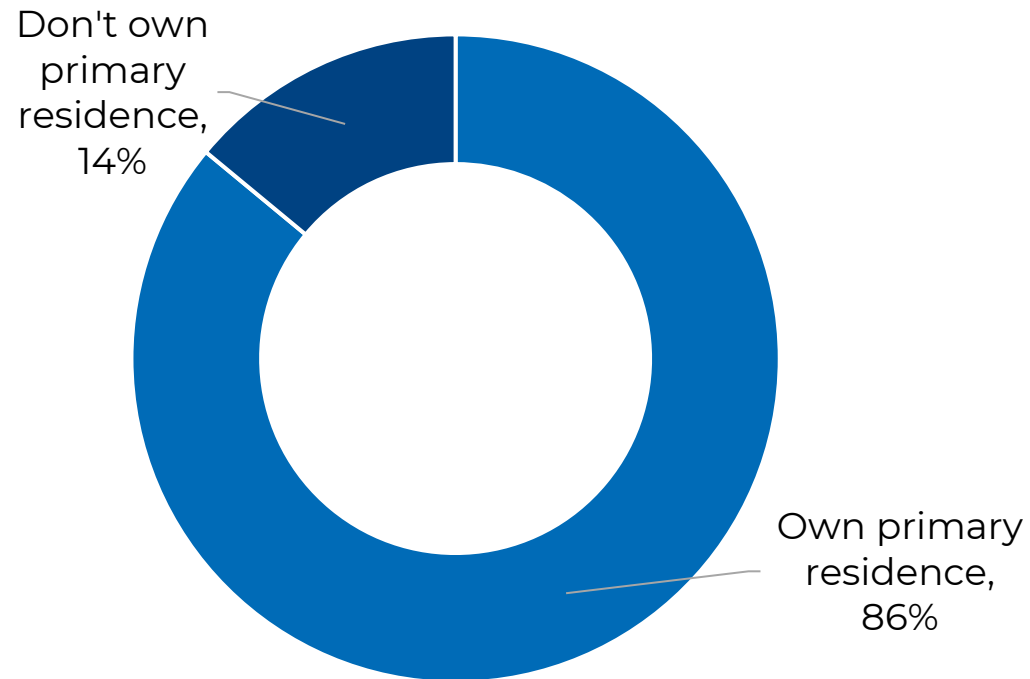
Don't own primary residence, 14%

Own primary residence, 86%

- Own primary residence
- Don't own primary residence

All REALTORS®

Don't own primary residence, 11%

Own primary residence, 89%

- Own primary residence
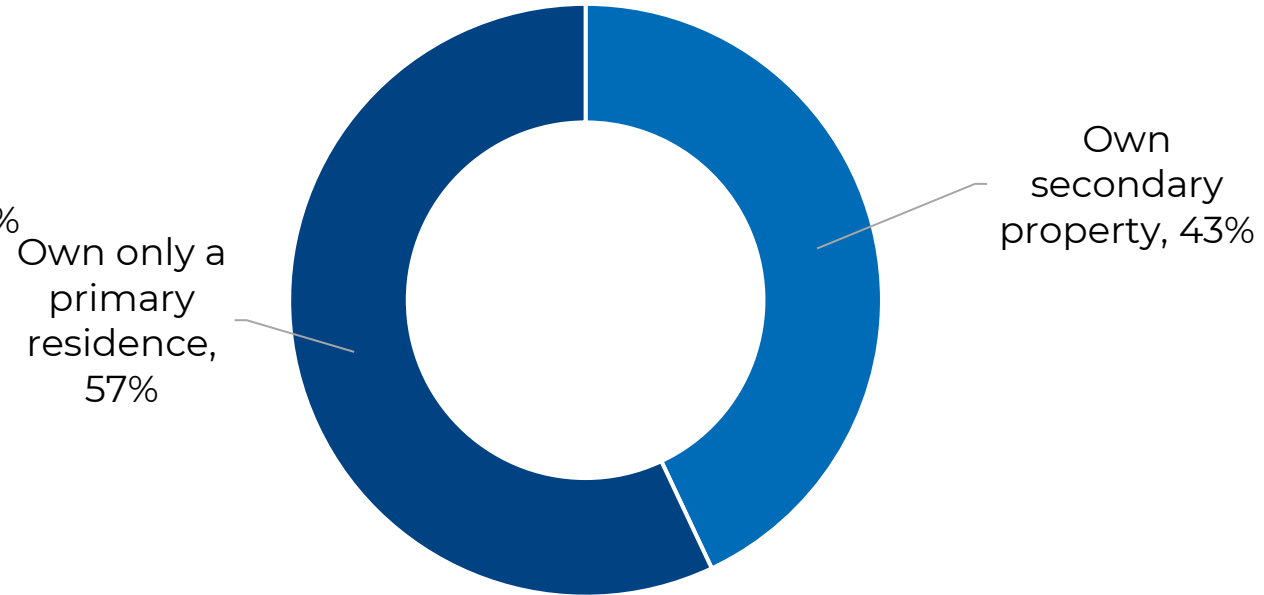- Don't own primary residence

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Own Secondary Property

Denver

Own secondary property, 41%

Own only a primary residence, 59%
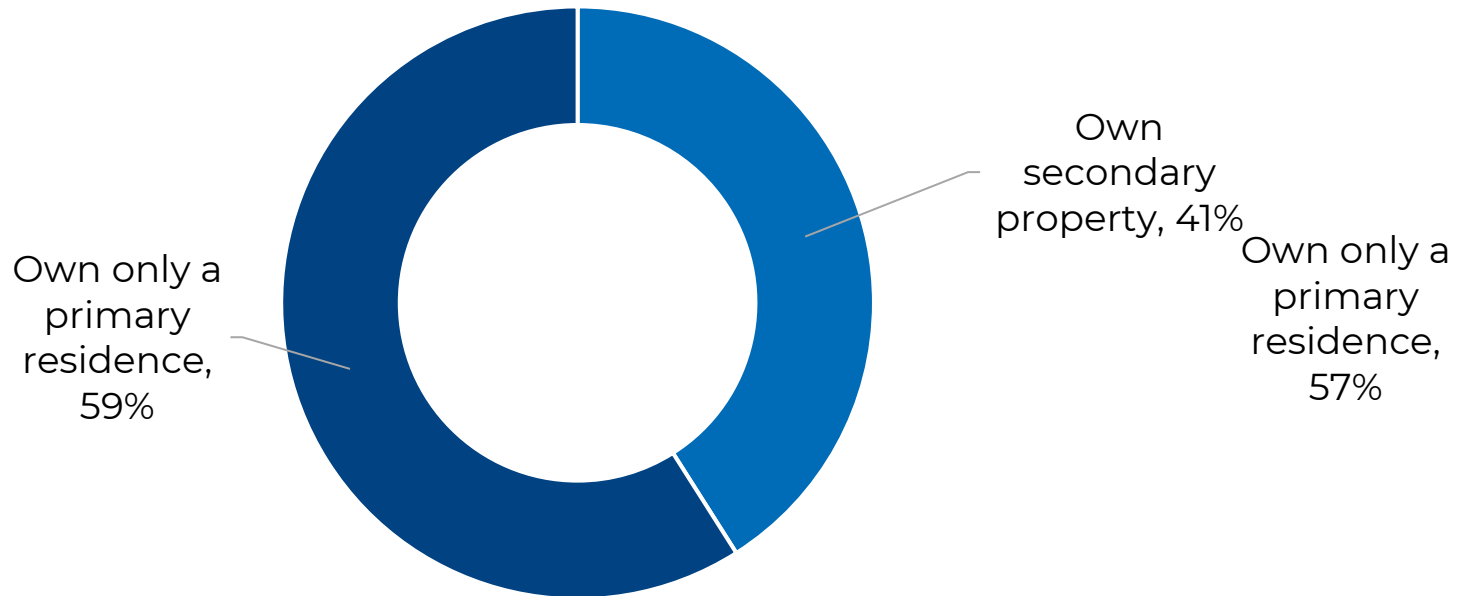
- Own secondary property
- Own only a primary residence

All REALTORS®

Own secondary property, 43%

Own only a primary residence, 57%

- Own secondary property
- Own only a primary residence

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Voting Pattern of REALTORS®

	Denver	All REALTORS®
Registered to vote	100%	96%
Voted in last national election	99%	94%
Voted in last local election	94%	89%

Volunteers in Community

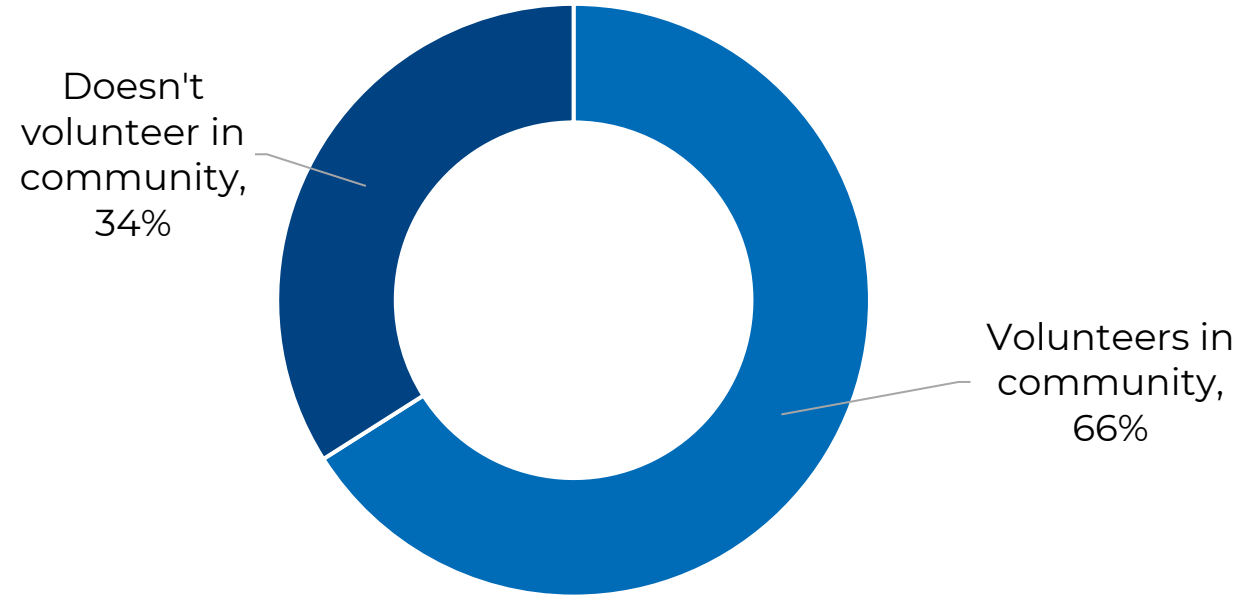## Denver

Doesn't volunteer in community, 29%

Volunteers in community, 71%
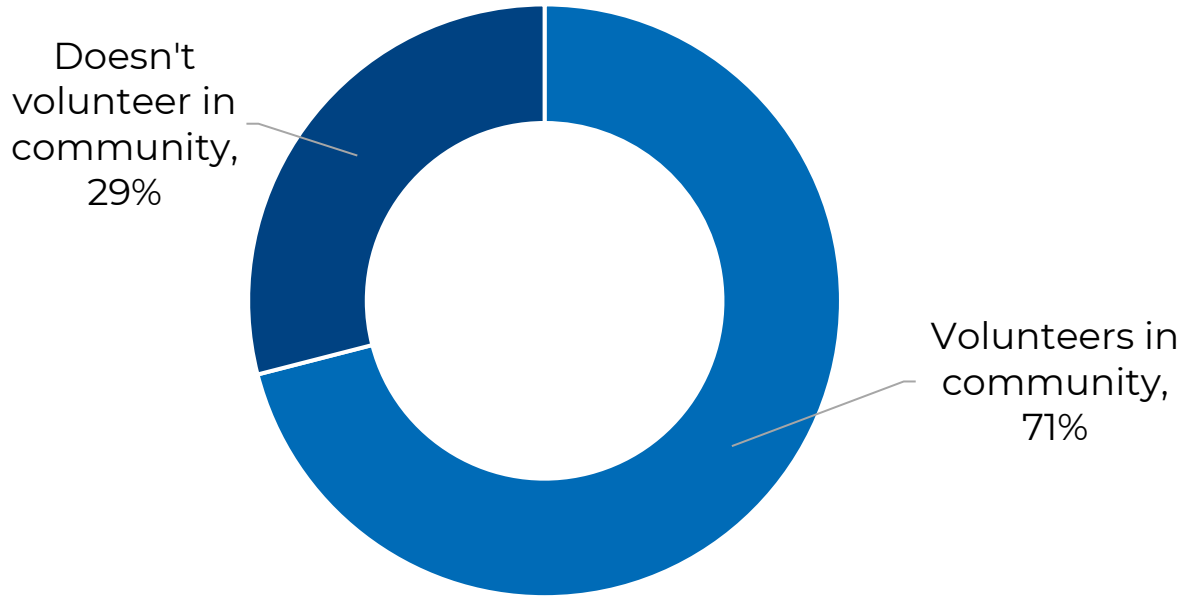
- Volunteers in community
- Doesn't volunteer in community

All REALTORS®

Doesn't volunteer in community, 34%

Volunteers in community, 66%

- Volunteers in community
- Doesn't volunteer in community

2023 State/Local Member Profile

Methodology

In March 2023, NAR e-mailed a 98-question survey to a random sample of 146,624 REALTORS®. Using this method, a total of 6,902 responses were received. The survey had an adjusted response rate of 4.7 percent. The confidence interval at a 95 percent level of confidence is +/- 1.18 percent based on a population of 1.5 million members. In Denver, a random sample of 5,000 members were sent the survey, 157 members took the survey. Denver had a response rate of 3.1 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 2022, while all other data are representative of member characteristics in early 2023.

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 1.5 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.

To find out about other products from NAR's Research Group, visit nar.realtor/research-and-statistics

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