

# CARE Report: Community Aid and Real Estate

May 2024

National Association of REALTORS®  
Research Group





# NAR Research Staff

*CARE: Community Aid and Real Estate*

---

Lawrence Yun, Ph.D.  
Chief Economist and Senior Vice President

Jessica Lautz, Dr. of Real Estate  
Deputy Chief Economist and Vice President,  
Research

Meredith Dunn  
Research Manager

**Lead Author:**  
Matt Christopherson  
Director, Business and Consumer Research



# Table of Contents

---

Overview	4
Members at Large	8
Broker-Owners	17
Association Executives or MLS Staff	26
Respondent Demographics	35
Methodology	40

# Overview

REALTORS® and REALTOR® associations serve as pillars of their communities and find charitable activities and giving second nature in their efforts to give back and create impact. This report provides insight into the monetary and temporal contributions that general members at large, broker-owners, and Association Executives (AEs) or Multiple Listing Service (MLS) Staff give back to their communities.

2023 brought the lowest annual existing-home sales since 1995, with historically low inventory and heightened mortgage rates. Despite these lower sales and an ultra-competitive buying market, REALTORS® continue to prioritize charitable activity. **Monthly volunteering and annual monetary donations of REALTORS® both increased this past year**, demonstrating REALTORS®' continued dedication to giving back. Monetary contributions from brokers and REALTOR® associations also remained strong or increased in 2023.

## Members at Large

- **Sixty-nine percent of REALTOR® members at large volunteered every month** (66 percent in 2022).
- The typical member-at-large who volunteers monthly volunteered eight hours per month.
- **Eighty-six percent of REALTOR® members at large made donations last year** (up from 79 percent in 2022).
- Eighty percent of general members reported that involvement in their community is an important part of their business plan, and 82 percent report it is important to them personally.

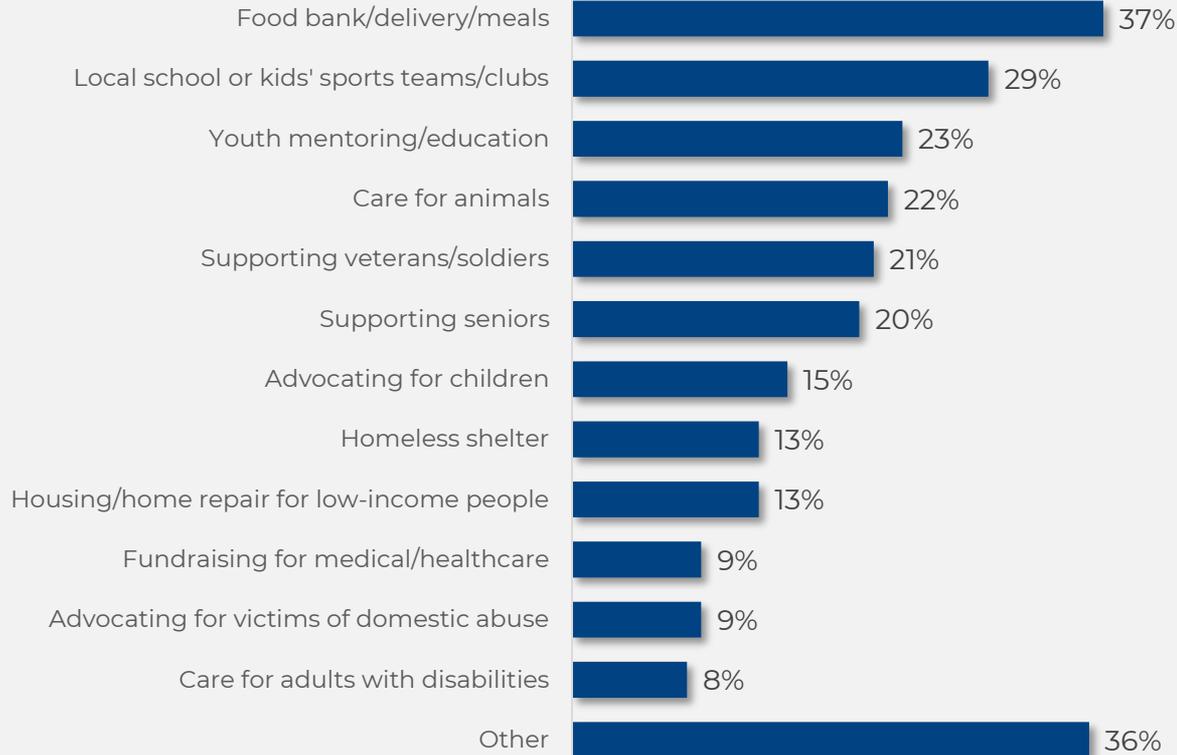
## Broker-Owners

- **Seventy-three percent of broker-owners volunteered on a monthly basis** (77 percent in 2022).
- Ninety percent of broker-owners made donations last year, in line with 90 percent in 2022.
- **Broker donation amounts remain strong. This year, the typical amount donated annually by broker-owners was \$2,400 among all broker-owners and \$3,000 among those who donated.**
- Seventy-nine percent of all broker-owners encouraged their agents to be involved in their local community (80 percent in 2022).

## AEs or MLS Staff

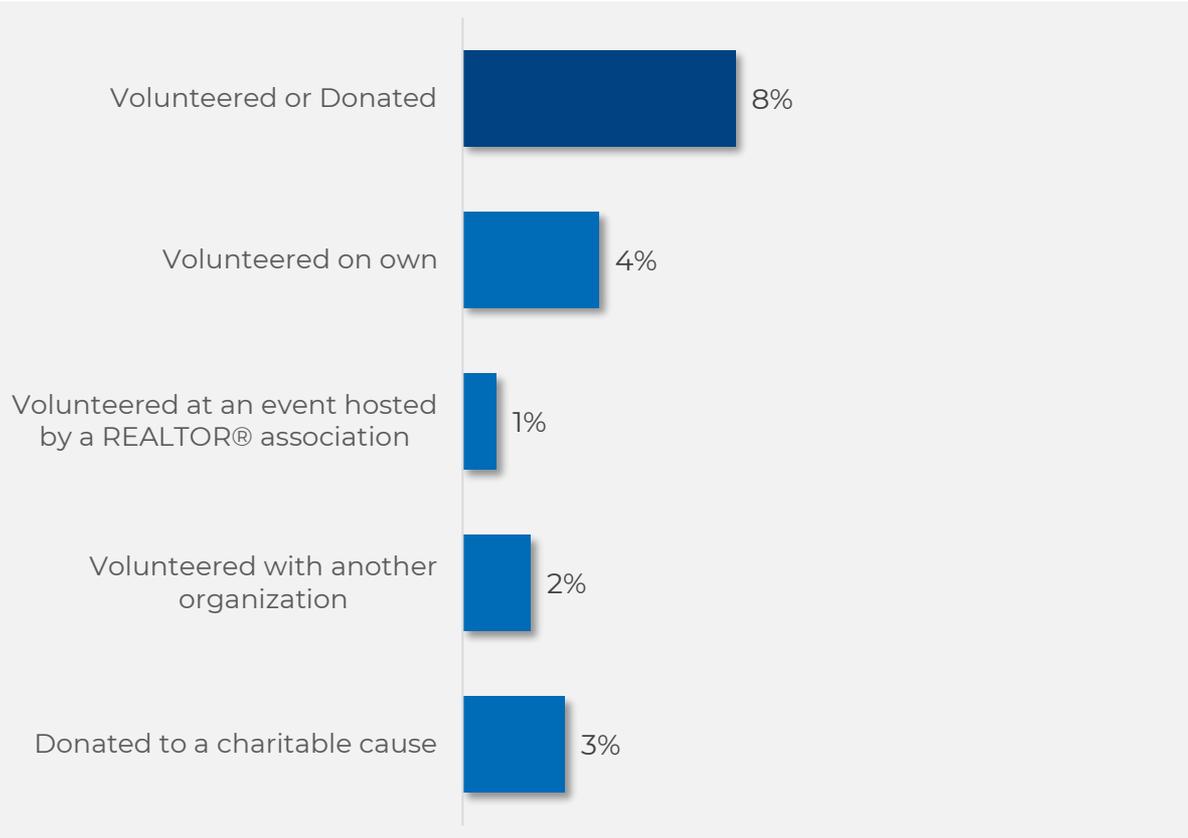
- Sixty percent of AEs or MLS staff volunteered every month (66 percent in 2022).
- **Ninety-two percent of AEs or MLS staff made personal donations last year** (up from 87 percent in 2022).
- **Ninety-eight percent of AE or MLS respondents' associations held a fundraiser last year for nonprofits or charitable causes.**
- Ninety-seven percent of AEs or MLS staff reported that their association held volunteer events in the past year and invited members to attend. The typical number of events hosted last year was four.

# Volunteering Activity in Past 12 Months



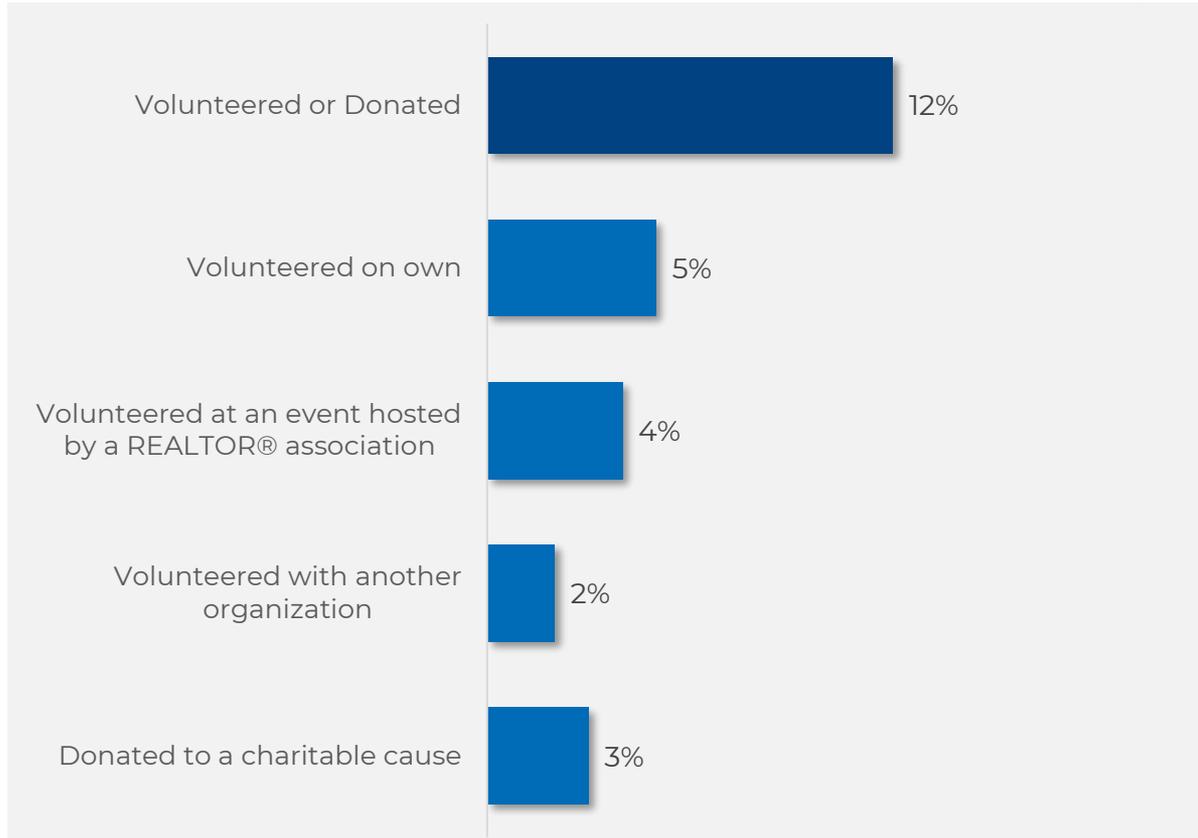
**Respondents are most likely to have volunteered with food bank delivery/meals, a local school, or a kids' sports team over the past year.**

# Participated in 2024 MLK, Jr. Day of Service



**Eight percent of respondents participated in the MLK, Jr. Day of Service on January 15, 2024, primarily by volunteering on their own or by donating to a charitable cause.**

# Participated in NAR's 2023 REALTOR® Volunteer Days

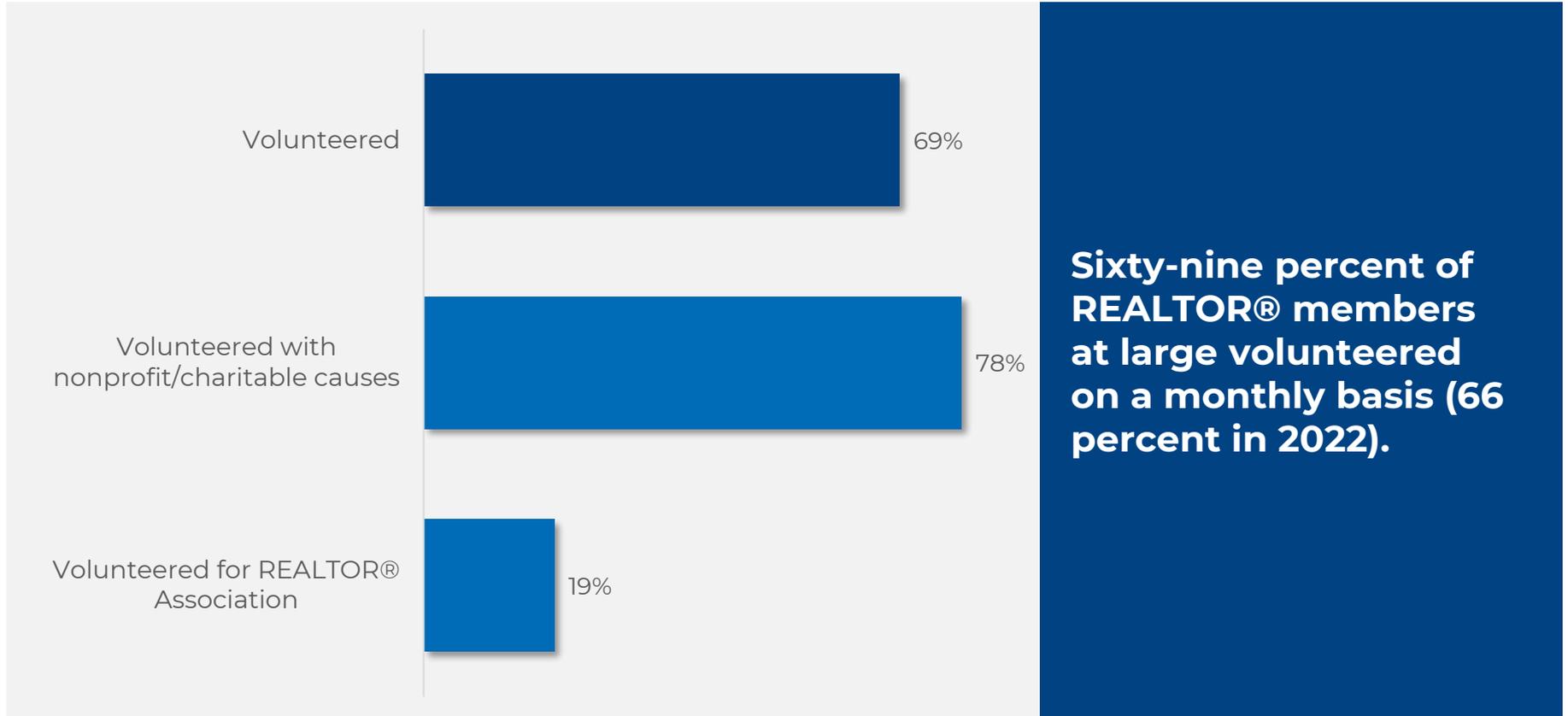


**12 percent of respondents participated in NAR's REALTOR® Volunteer Days during June 3-11, 2023, primarily by volunteering on their own or with a REALTOR® association.**

# Members at Large

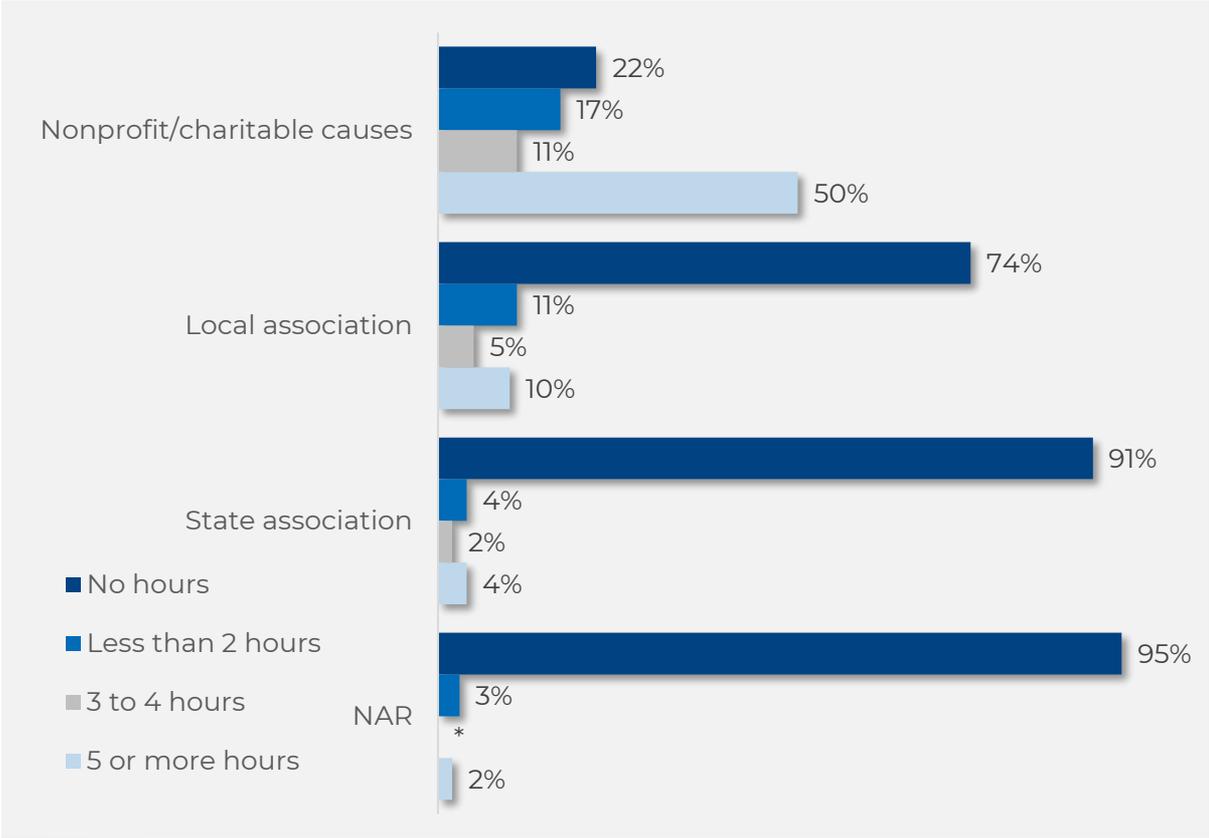


# Volunteer Monthly



**Sixty-nine percent of REALTOR® members at large volunteered on a monthly basis (66 percent in 2022).**

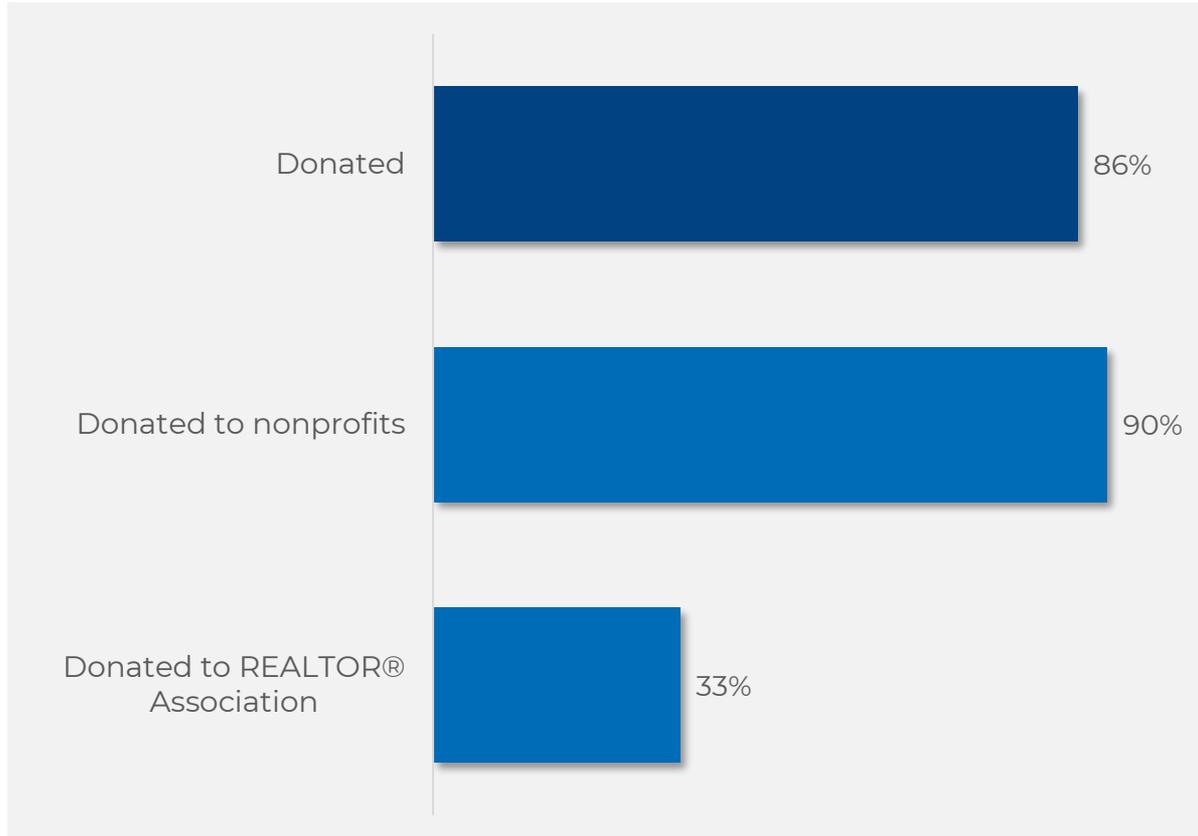
# Hours Volunteered Monthly



**For all general members at large, the typical number of hours spent volunteering monthly was four (four in 2022). Of those who volunteered, the typical number of hours spent volunteering monthly was eight (eight in 2022).**

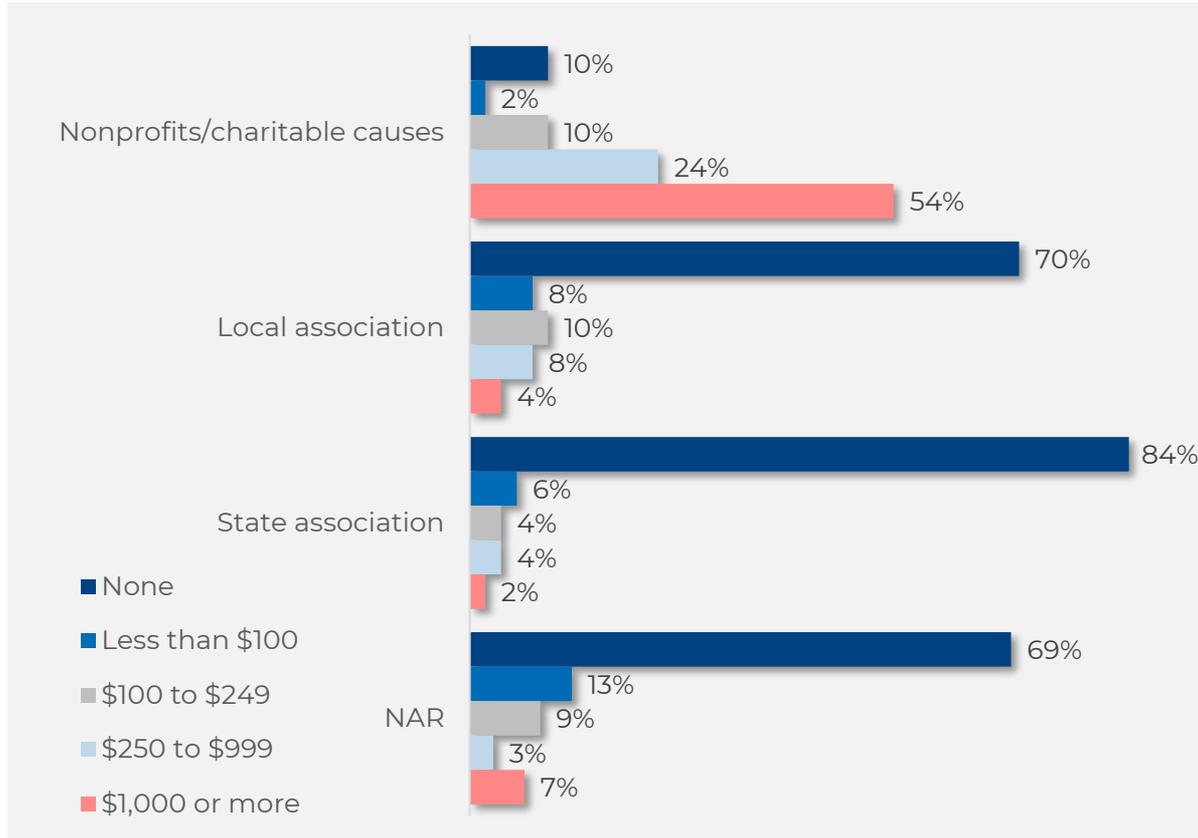
\* = less than 1%

# Donate Annually



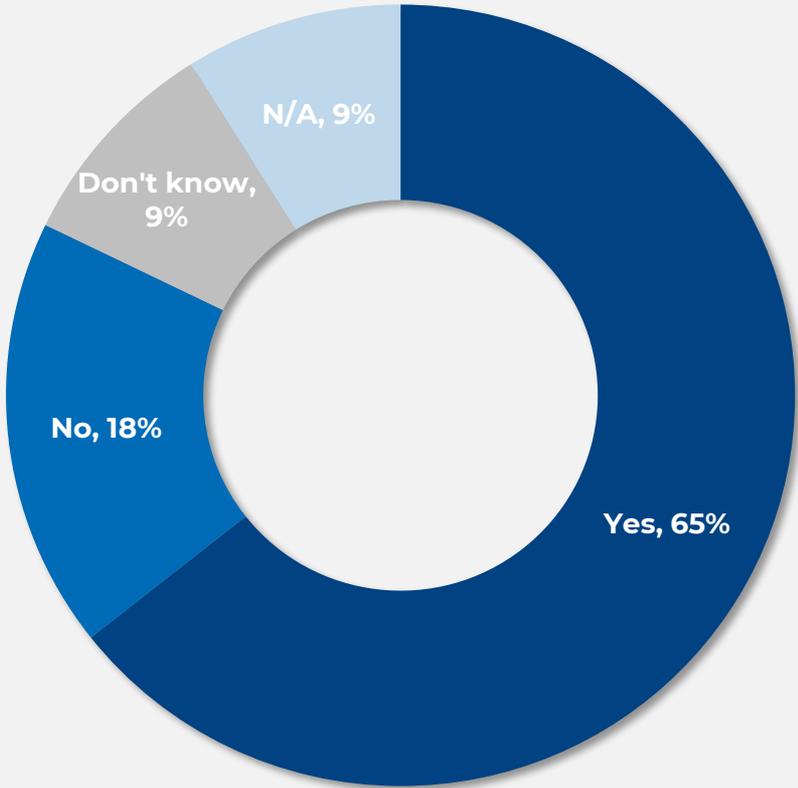
**Eighty-six percent of REALTOR® members at large made donations last year (79 percent in 2022).**

# Donations Given Annually



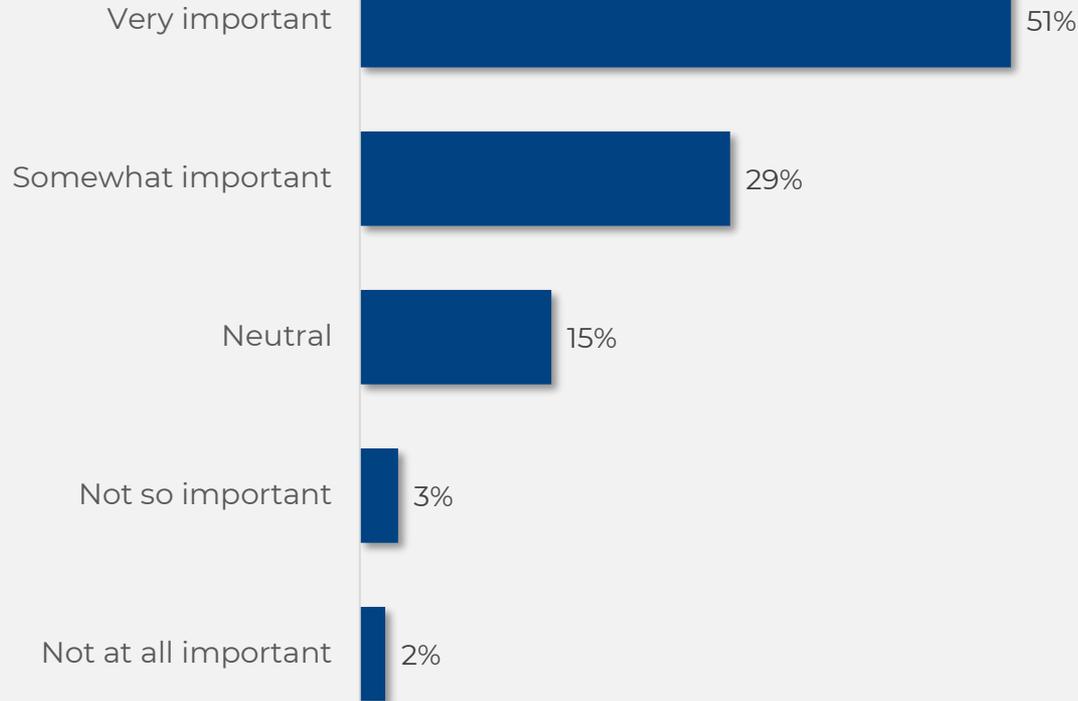
**The typical amount donated annually was \$1,000 (\$800 in 2022). General members at large who donated annually gave a median of \$1,200 (\$1,200 in 2022).**

# Firm Encourages Volunteering



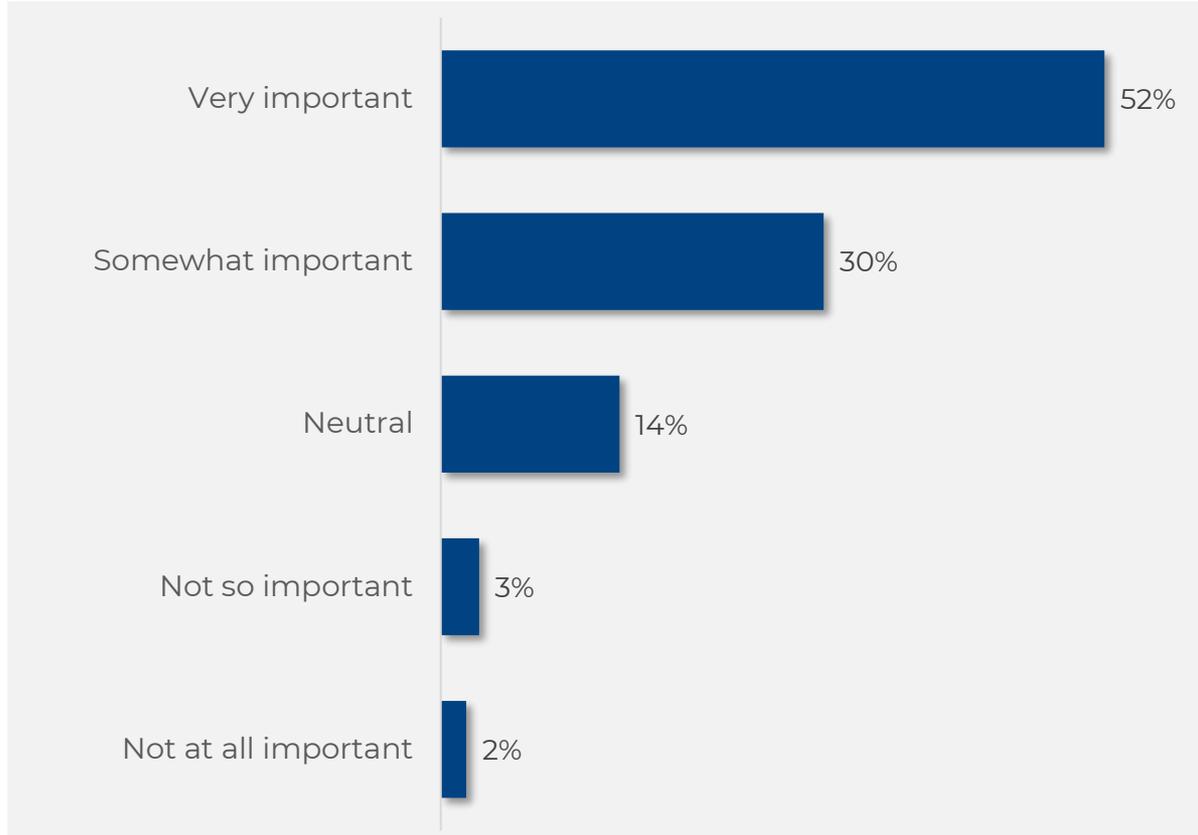
**Sixty-five percent of general members at large reported that their firm encourages its employees to volunteer (67 percent in 2022).**

# Community Involvement in Business Plan



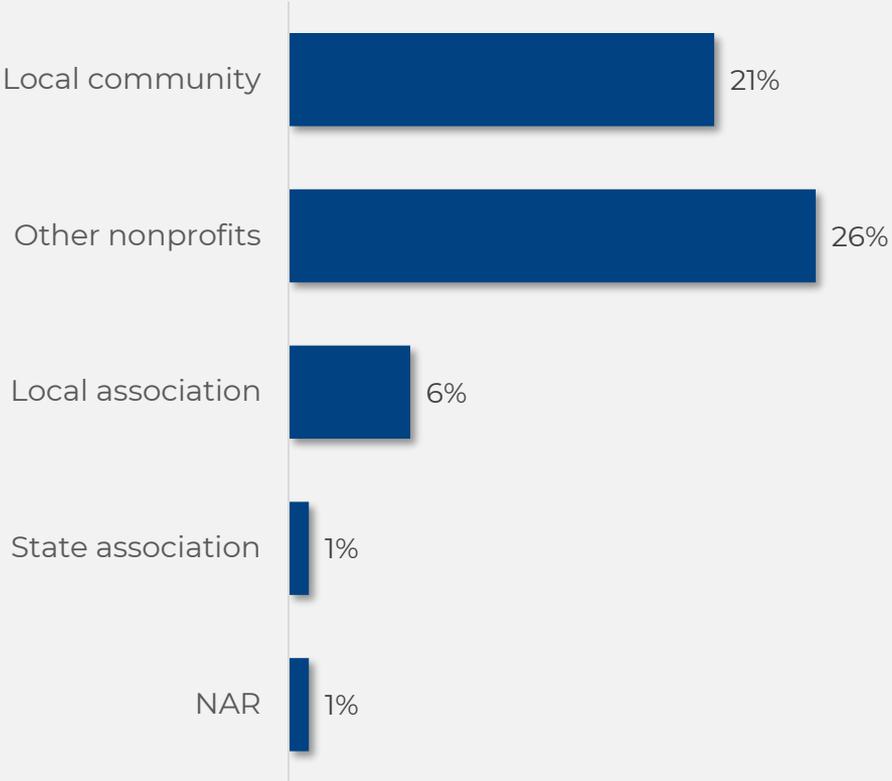
**Eighty percent of general members at large reported that being involved in their community is an important component of their business plan (83 percent in 2022).**

# Personal Importance of Community Involvement



**Eighty-two percent of general members at large reported that being involved in their community is important to them personally.**

# Annual Fundraisers

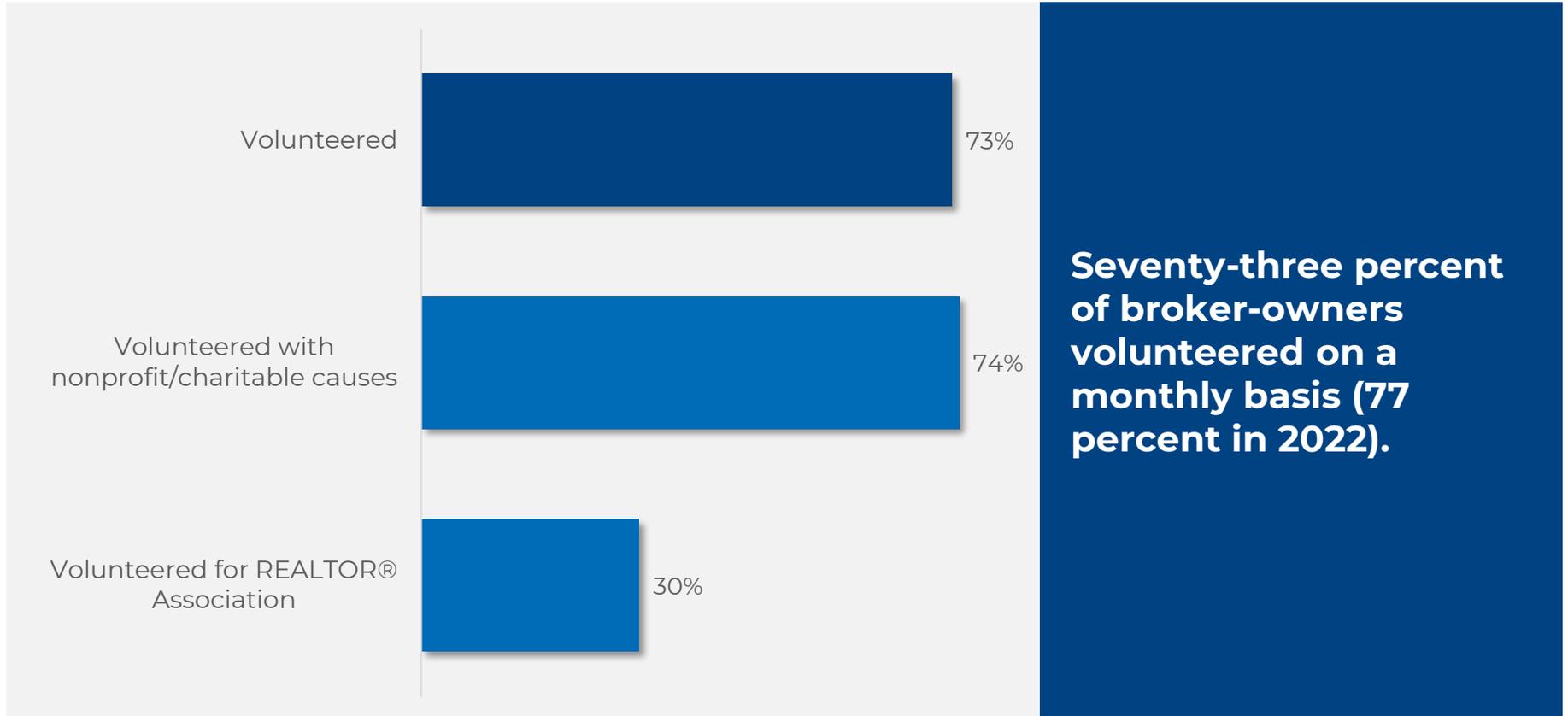


**Twenty-one percent of general members at large host fundraisers annually for their local community (22 percent in 2022), and 26 percent host fundraisers annually for other nonprofits (22 percent in 2022).**

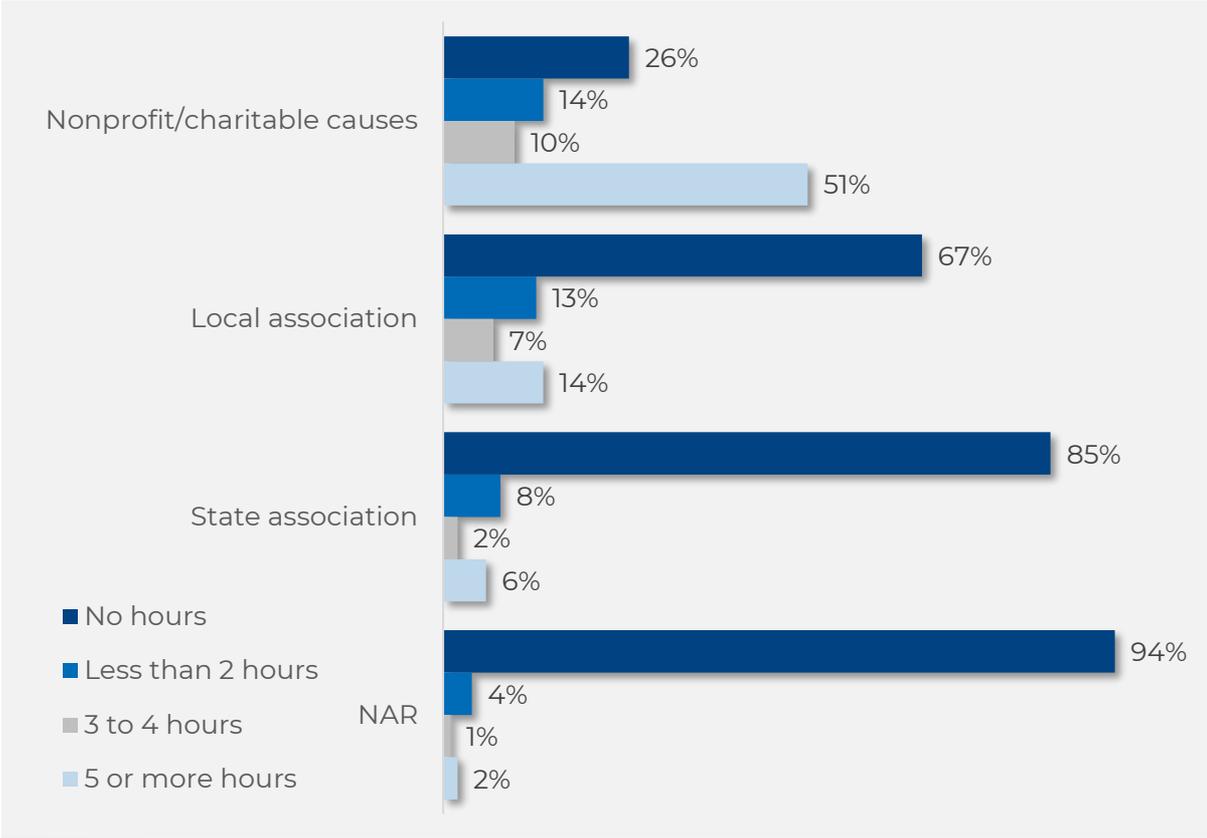
# Broker-Owners



# Volunteer Monthly

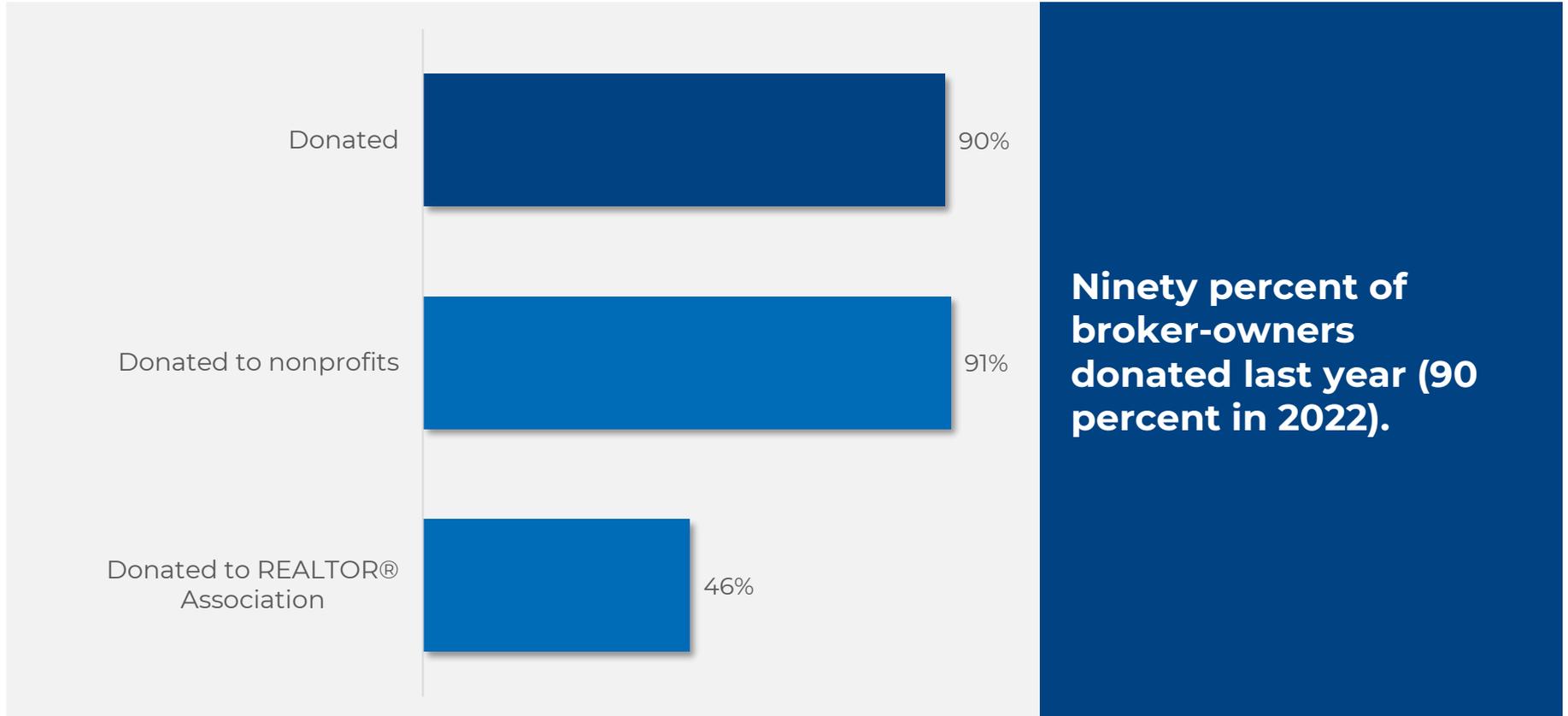


# Hours Volunteered Monthly

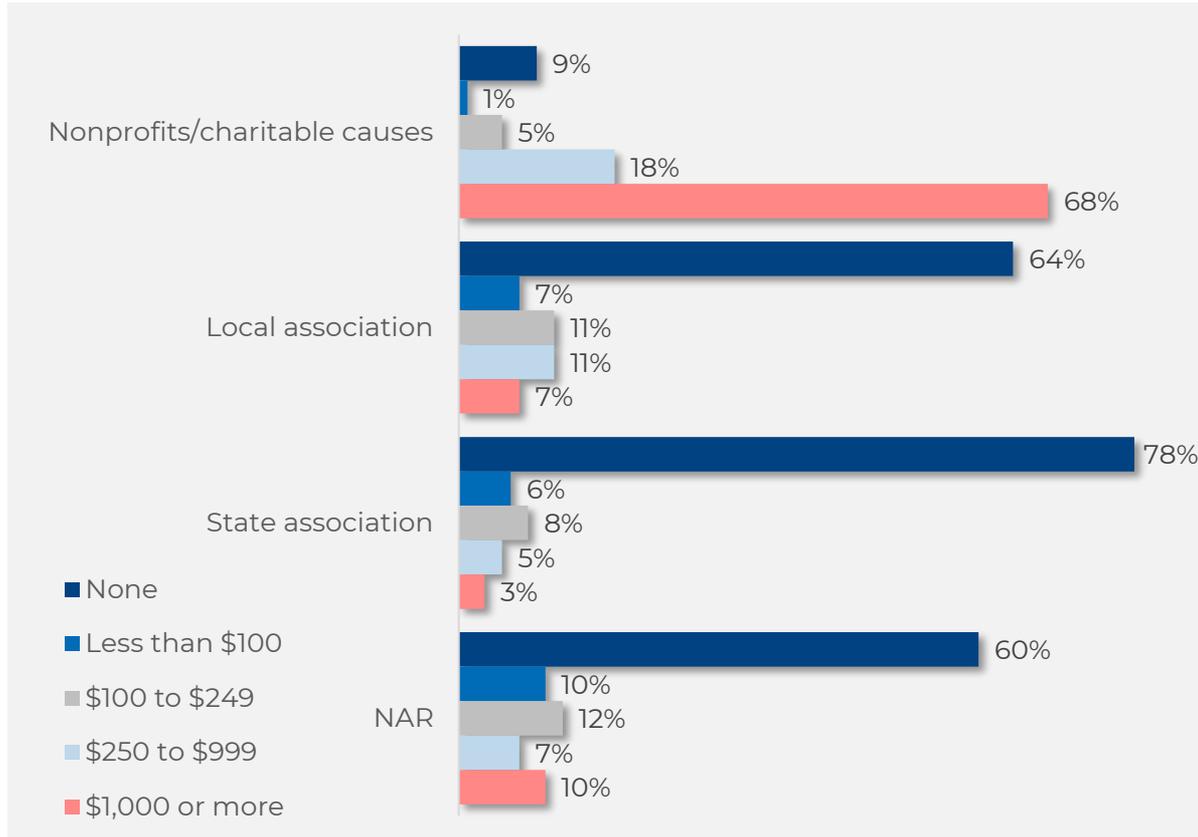


**For all broker-owners, the typical number of hours spent volunteering monthly was five (eight in 2022). Of those who volunteered, the typical number of hours spent volunteering monthly was 10 (10 in 2022).**

# Donate Annually

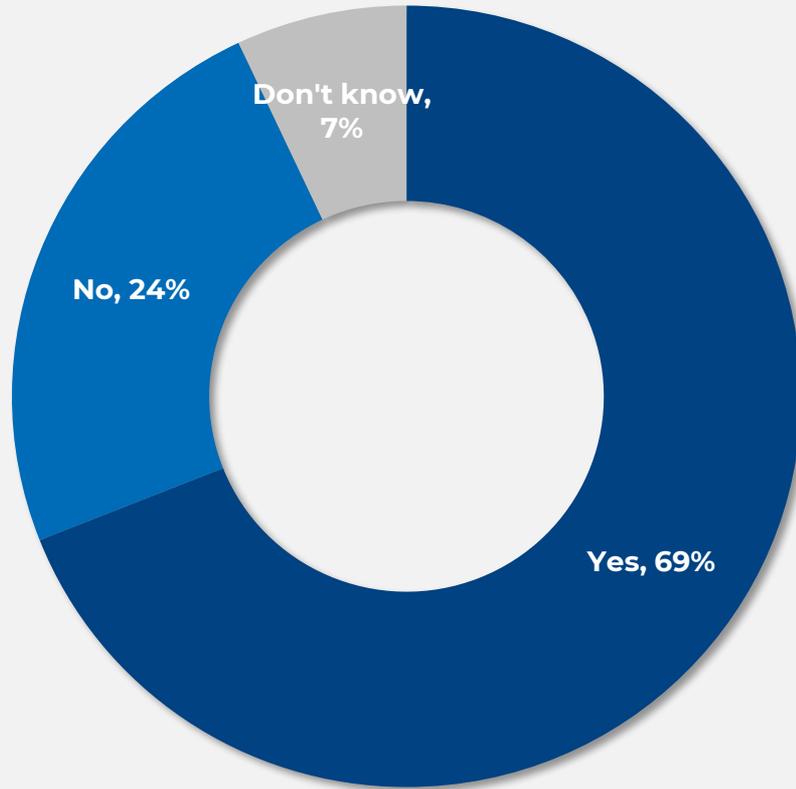


# Donations Given Annually



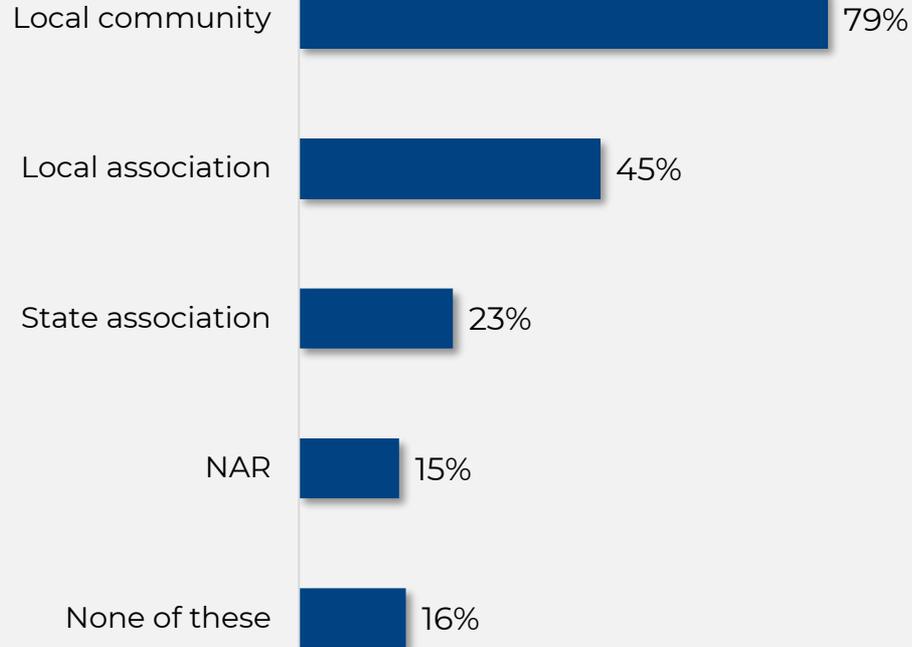
**The typical annual donation was \$2,400 (\$2,300 in 2022), and broker-owners who donated annually gave a median of \$3,000 (\$3,000 in 2022).**

# Agents Encouraged to Volunteer



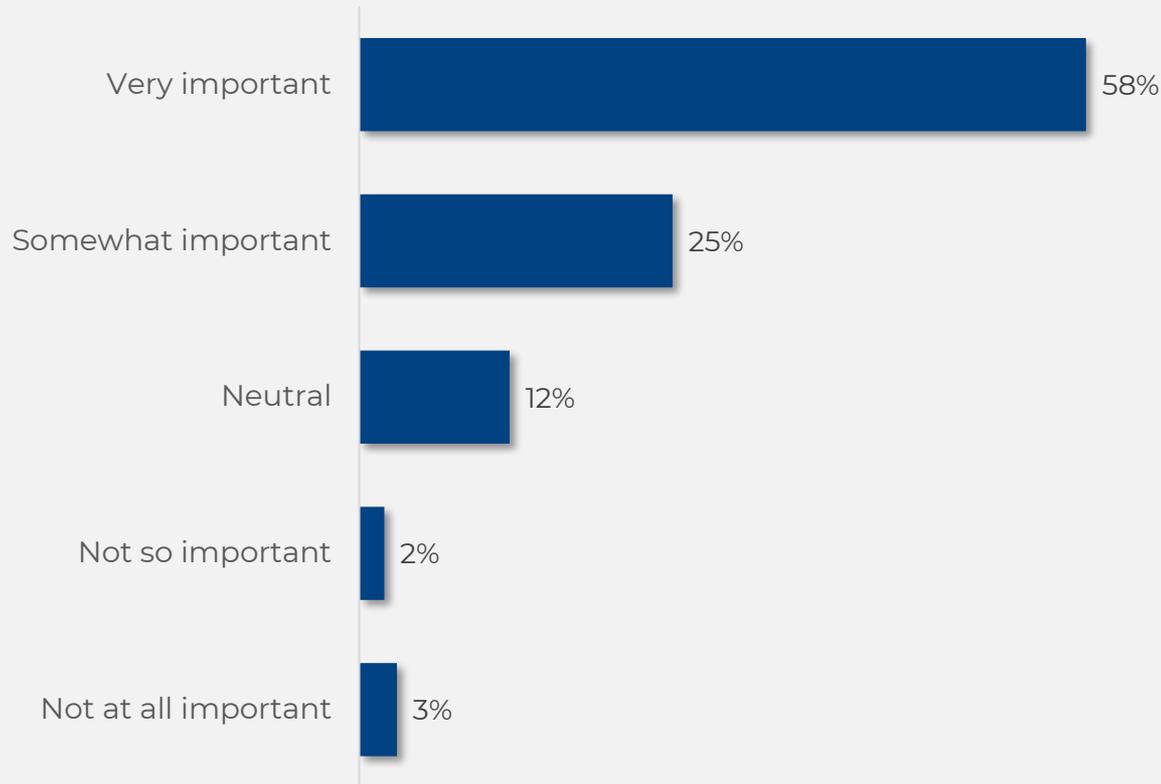
**Sixty-nine percent of all broker-owners encouraged agents associated with their firm to volunteer (73 percent in 2022).**

# Agents Encouraged to Be Involved



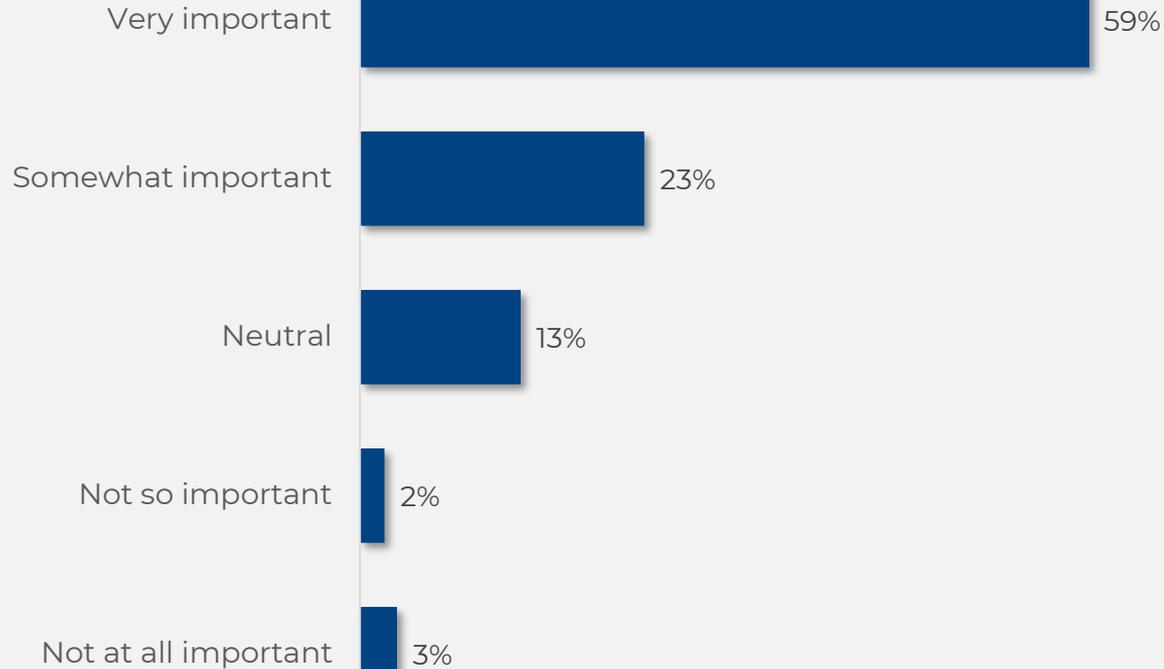
**Seventy-nine percent of broker-owners encouraged their agents to be involved in their local community (80 percent in 2022).**

# Community Involvement in Business Plan



**Eighty-three percent of broker-owners reported that it is an important component of their business plan to be involved in their community (81 percent in 2022).**

# Personal Importance of Community Involvement

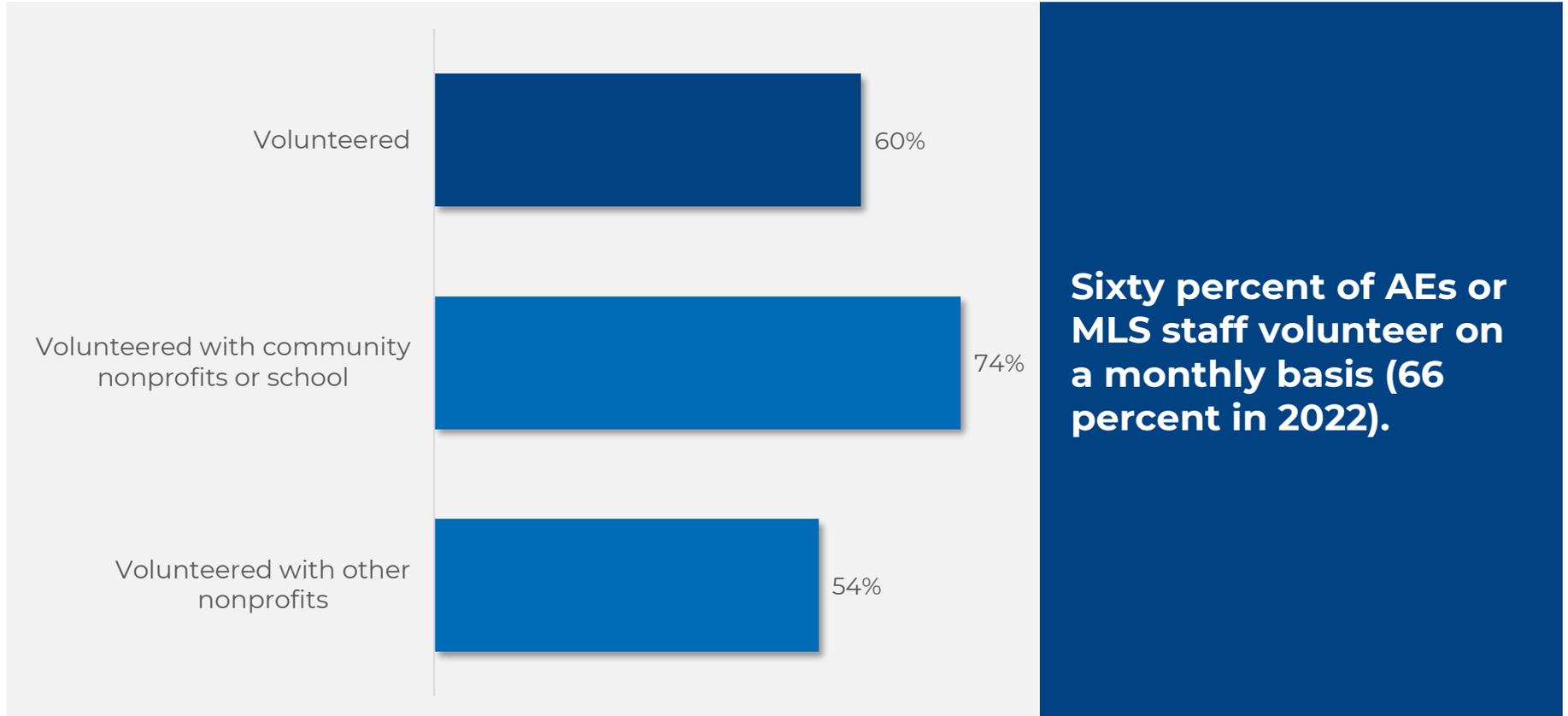


**Eighty-two percent of broker-owners reported that being involved in their community is important to them personally.**

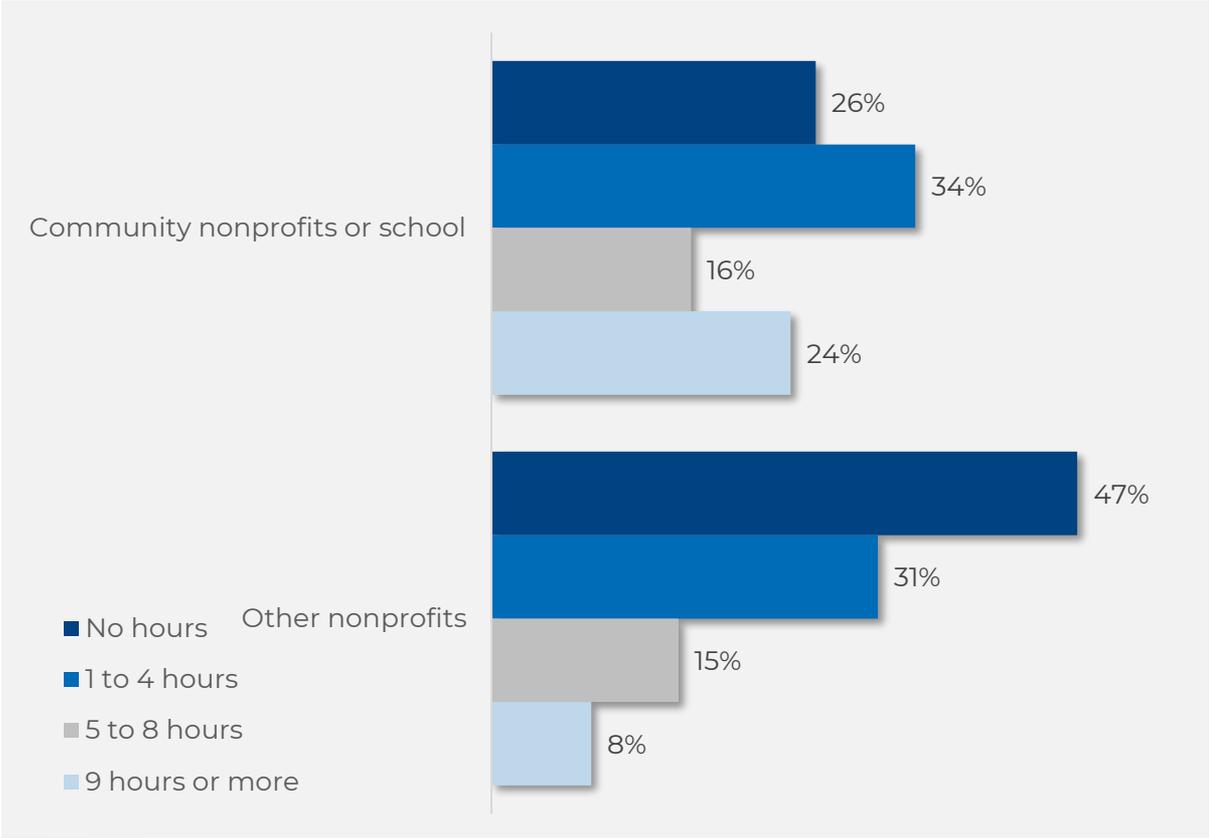
# Association Executives (AEs) or MLS Staff



# Volunteer Monthly

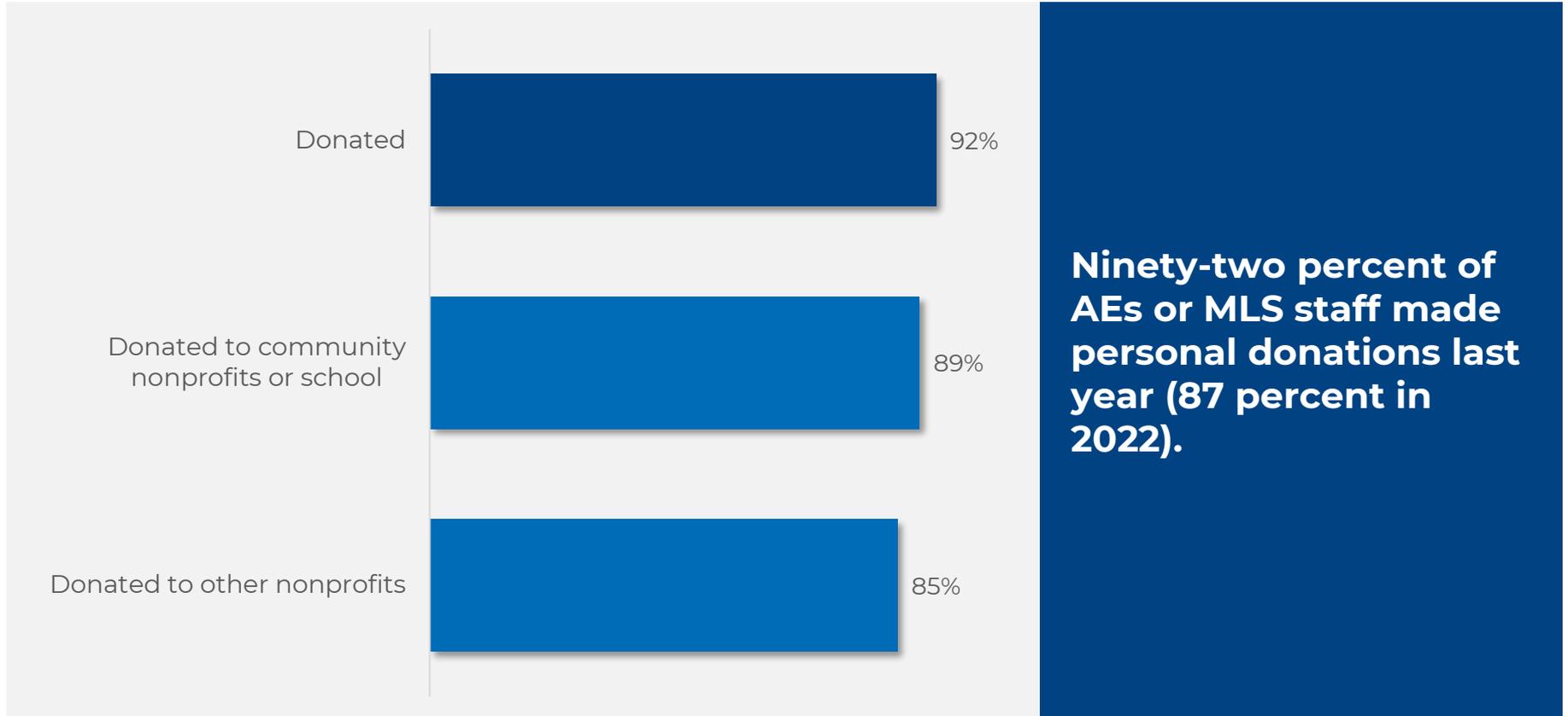


# Hours Volunteered Monthly



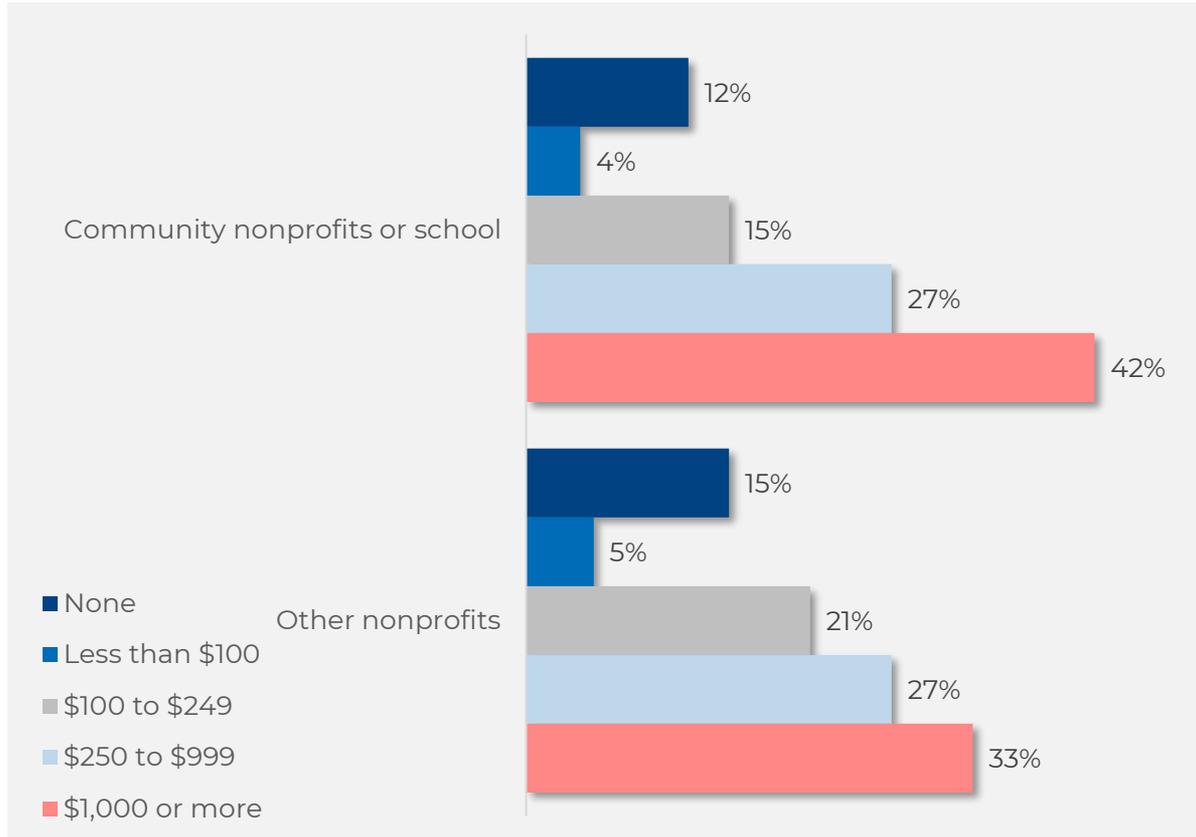
**For all AEs and MLS staff, the typical number of hours spent volunteering monthly was three (two in 2022). Of those who volunteered, the typical number of hours spent volunteering monthly was five (six in 2022).**

# Donate Annually



**Ninety-two percent of AEs or MLS staff made personal donations last year (87 percent in 2022).**

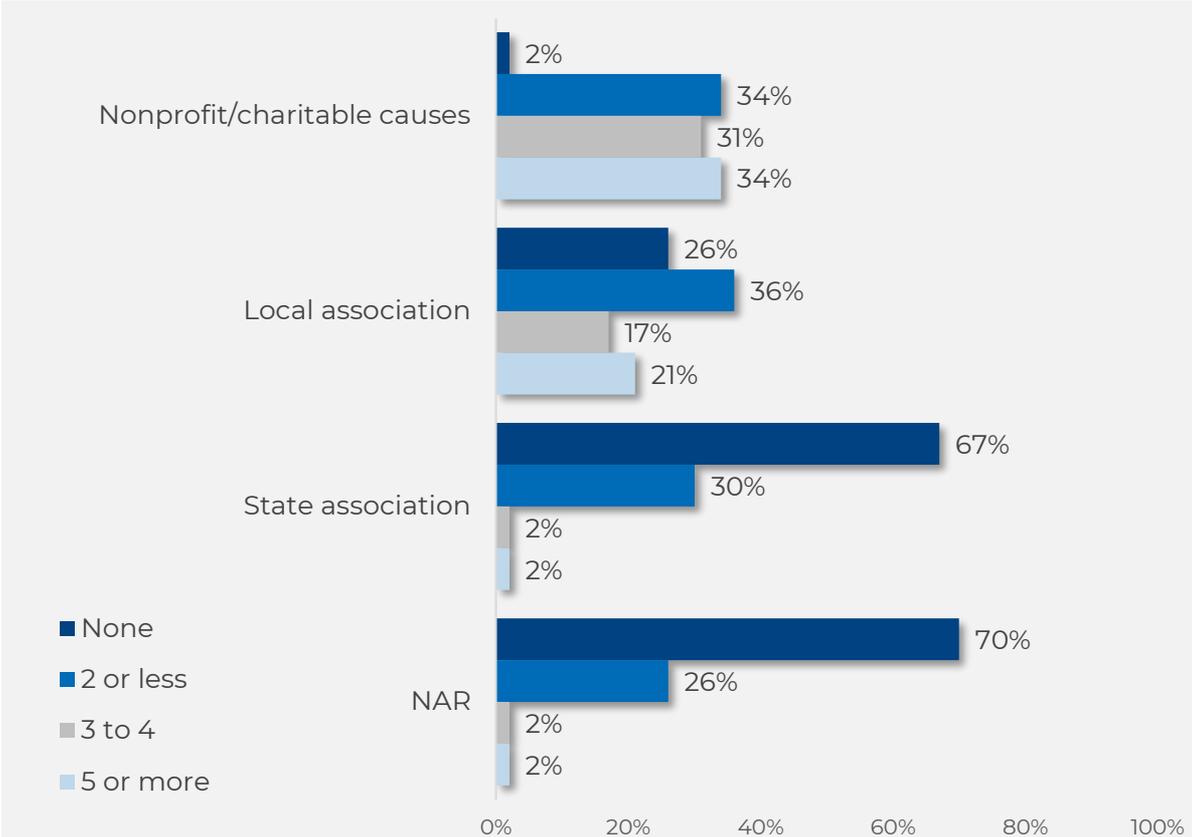
# Personal Donations Given Annually



**The typical amount personally donated annually was \$700 (\$1,050 in 2022). AEs or MLS staff who personally donated annually gave a median of \$1,000 (\$1,500 in 2022).**

\* = less than 1%

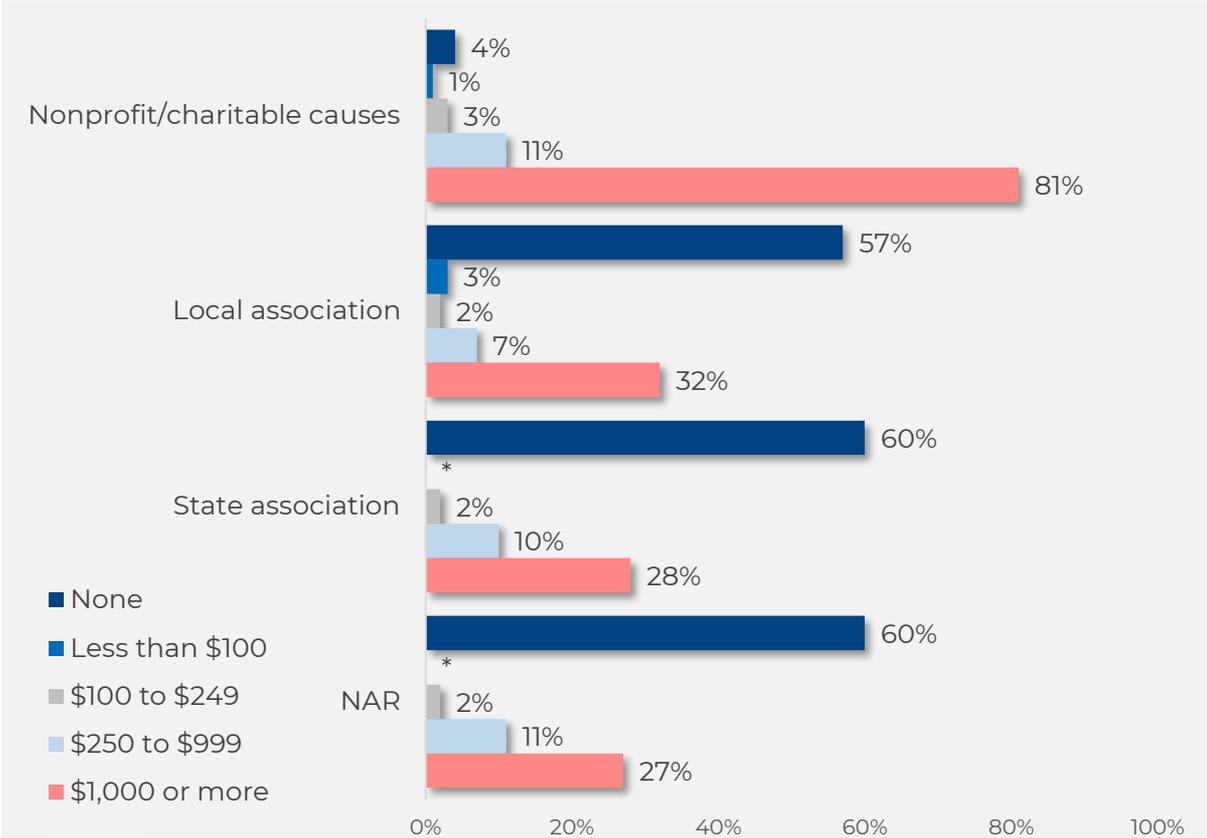
# Annual Association Fundraisers



**Ninety-eight percent of AE or MLS respondents' associations held a fundraiser last year for nonprofits or charitable causes (90 percent in 2022). Typically, associations held four fundraisers annually for their community (two in 2022).**

\* = less than 1%

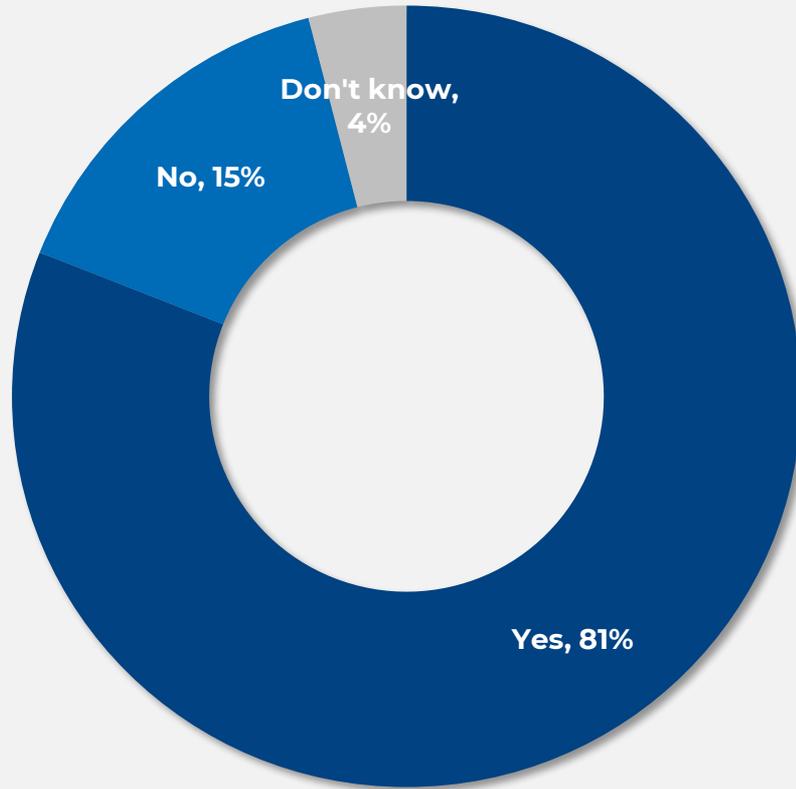
# Annual Association Donations



**The median annual value that an association donated to nonprofits and charitable causes was \$8,000 (12,070 in 2022).**

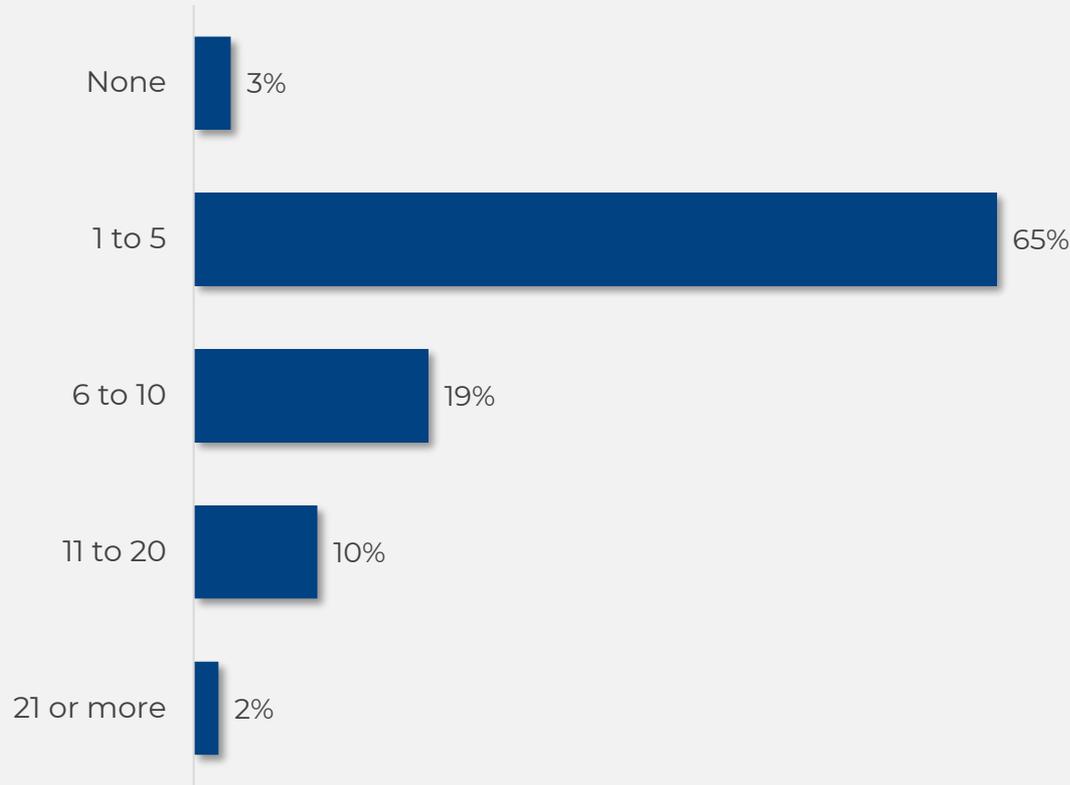
\* = less than 1%

# Association Encourages Volunteering



**Eighty-one percent of AEs or MLS staff said that their association encourages its employees to volunteer (82 percent in 2022).**

# Number of Volunteering Events Hosted by Associations

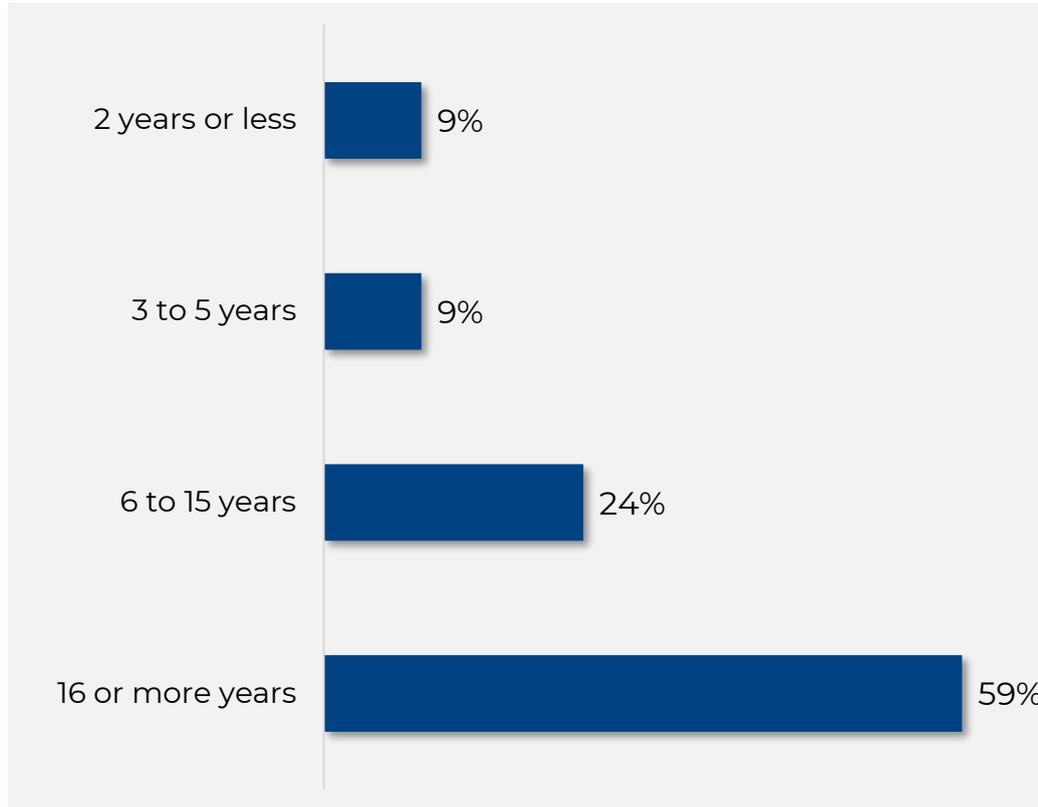


**Ninety-seven percent of AEs or MLS staff reported that their association held volunteer events in the past year and invited members to attend. The typical number of events hosted last year was four.**

# Survey Respondent Demographics

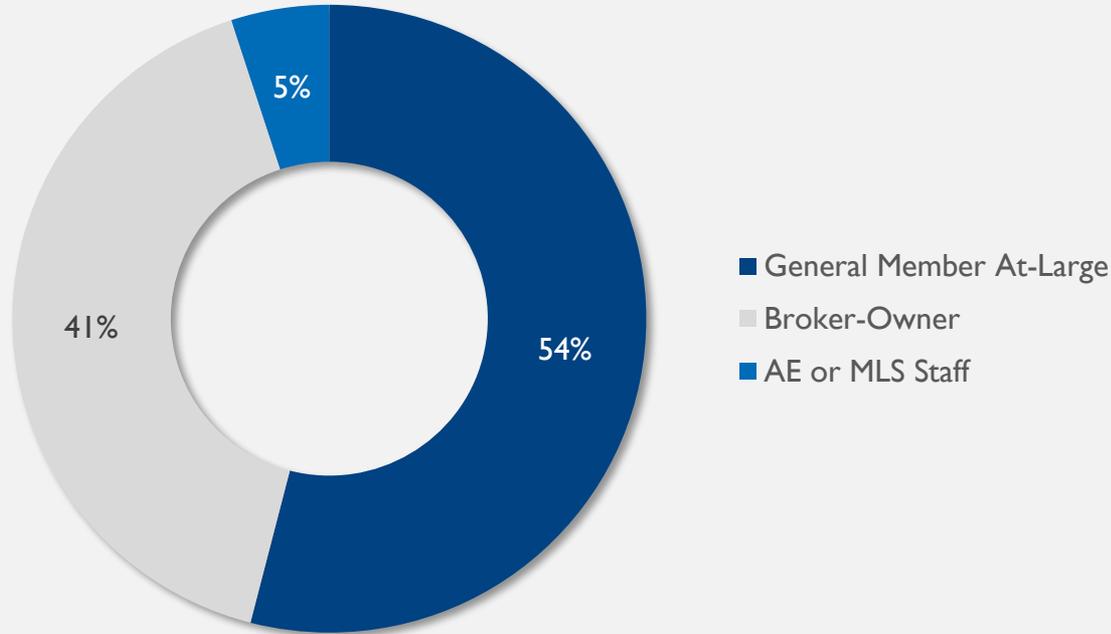


# Years of Real Estate Experience



**The median number of years active as a real estate professional for general members at large was 13, for broker-owners, 24, and for AE or MLS staff, 16.**

# Primary Area of RE Activity



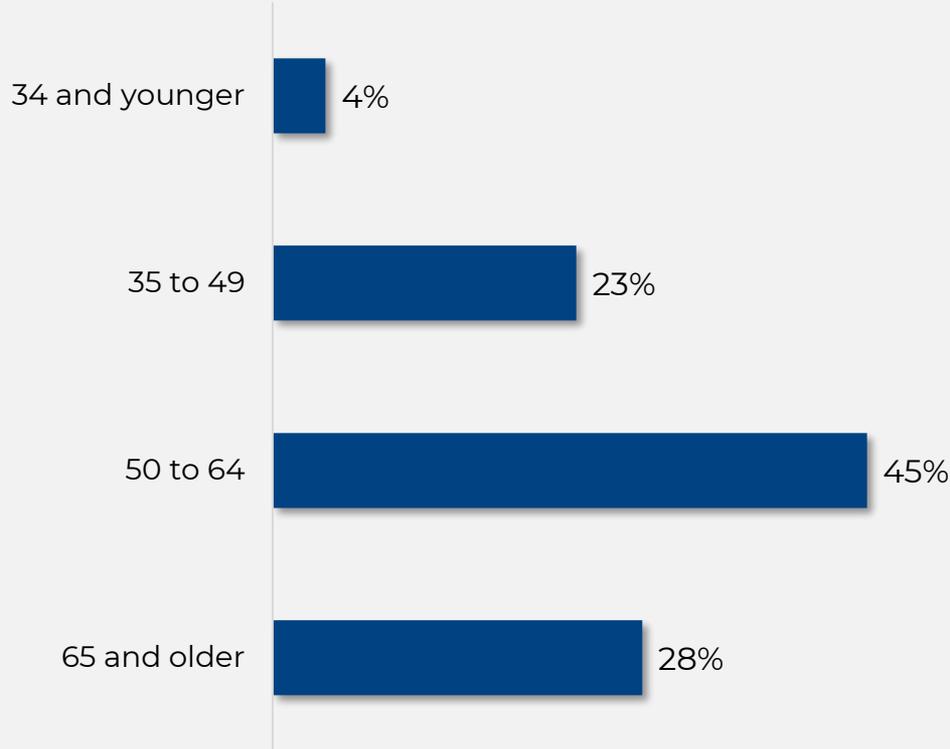
**Fifty-four percent of survey respondents were members at large, 41 percent were broker-owners, and five percent were AEs or MLS staff.**

# Gross Personal Income from RE



**In 2023, the median gross income for general members at large was \$72,600, broker-owners was \$129,900, and AE or MLS staff was \$81,100.**

# Respondent Age



**The median age of general members at large was 57, broker-owners was 59, and AE or MLS staff was 56.**

# Methodology

In February 2024, a survey was sent to general members at large, broker-owners, AEs, and MLS staff on the topic of charity and volunteer work. The data compiled for this report is based on 6,360 respondents for a response rate of 4.2 percent. The survey was sent to a total of 150,000 people and approximately 100,000 of the total sample was randomly selected REALTORS® who are not Brokers of Record. The remaining invitations were sent to a random sample of 50,000 Designated REALTORS® (Brokers of Record) and all AEs, which included some MLS staff. The margin of error for the survey is +/-1.23 percentage points at the 95% confidence level.

©2024 National Association of REALTORS®

All Rights Reserved.

May not be reprinted in whole or in part without permission of the National Association of REALTORS®.

For reprint information, contact [data@nar.realtor](mailto:data@nar.realtor).



The National Association of REALTORS® is America's largest trade association, representing 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](https://nar.realtor/research-and-statistics)

**NATIONAL ASSOCIATION OF REALTORS®**  
Research Group  
500 New Jersey Avenue, NW  
Washington, DC 20001  
202-383-1000  
[data@nar.realtor](mailto:data@nar.realtor)

