

Show 1: State of the Residential Market

Statistics You Should Know

Part 1: The Industry is Big & Complex

- ❖ 1.48 million real estate agents in the United States, according to NAR.
- ❖ 200,000 or 13.5% of agents in the US practice in the state of Florida, according to Florida Realtors.
- ❖ 18,223 realtors in Central Florida, according to ORRA.
- ❖ 1,650+ listings in Orange County, according to the MLS as of 05/07/21.
- ❖ Orlando Regional Realtors Association is the 8th largest Realtor Association in the United States, according to ORRA.
- ❖ NAR Membership has risen 50% in 5 years.

Part 2: Why Most Agents Fail

- ❖ Realtors with less than 2 years of experience had a median gross income of \$8,900, according to NAR.
- ❖ 27% of realtors have been in the business for less than a year, according to NAR.
- ❖ 80% of realtors fail, according to City Insight Houston.

Part 3: How to Become a Successful Realtor

- ❖ The typical realtor earns 15% of their business from repeat clients and customers, 20% through referrals from past clients, according to NAR.
- ❖ 74% of REALTORS® reported having a website for business use, according to NAR.
- ❖ 71% of Fortune 500 companies have mentoring programs, according to Chronus.

Objective: What 3 statistics can you use to better your real estate career or help someone else?