



NAR

BY THE NUMBERS

2022

COMMUNITY INVOLVEMENT

250

NAR employees dedicated **1,875** hours to Volunteer Day in summer 2022, helping to solidify the reputation of NAR members and staff in their commitment to community service.

1,575,000

trees—one for each REALTOR®—will be planted on public lands through a recently announced partnership between NAR and the National Forest Foundation.

\$8.7 MILLION

raised through the REALTORS® Relief Foundation's (RRF) 20th Anniversary Campaign, ensuring REALTORS® can continue supporting disaster victims.

6,293

pounds of surplus food have been recovered by NAR and its affiliate members through a partnership with the Food Recovery Network (FRN). *That's the equivalent of roughly **5,250** meals donated since 2019*

750,000

metric tons of carbon will be reduced as a result of the tree-planting initiative. *That's the equivalent of **155,000** U.S. homes' annual electricity use or **160,000** gas-powered cars driven for one year*

\$3 MILLION

distributed through RRF to assist some **1,300** American families in 2022.

2,154

pounds of food donated by NAR and its affiliate members through FRN in 2022, equivalent to **1,600** meals for Americans in need.

\$12,000

average amount donated by REALTOR® associations to their local communities last year. *A **20% increase** from donations recorded in 2020*

2.2 BILLION

impressions garnered by NAR's 2022 'That's Who We R' national advertising campaign, educating U.S. consumers and property owners on who REALTORS® are and the value they bring to the real estate transaction and beyond.



MEMBER AND ASSOCIATION ENGAGEMENT

360

active requests through the Executive Outreach Program, directing NAR staff and executives to local and state associations and brokerages around the country.

426

speeches delivered by NAR Leadership Team members and other volunteer leaders in 2022, reaching approximately **200,000** REALTORS® through both virtual and in-person events.

800,000

NAR members who've cumulatively saved more than **\$75 million** from products offered through the NAR REALTOR Benefits® Program. *NAR's official member benefits resource, delivering unique offers designed just for REALTORS®*

4,000

average weekly interactions (calls, chats, and emails) handled by NAR's Member Support team.

10,100

brokerage companies partnered in the Realtors Property Resource® (RPR) 'Broker Tool Set' program. *Offers broker-owners and managers resources to enhance brand value*

860,000 +

active commercial listings on RPR Commercial, increasing NAR members' access to lease, sale, and buying opportunities for their clients and customers.

912

unique programs and offerings in NAR's Right Tools, Right Now (RTRN) program. Nearly **360,000** REALTORS® have capitalized on over **1 million** total offerings. *RTRN created to equip NAR members to navigate today's real estate market*

30

countries visited by NAR's Global Team in 2022, including LT members, volunteer leaders, and staff. Outreach included over **3,500** international members as the team furthers its commitment to ensuring NAR's message reaches our bilateral partners around the globe.

200 +

micro courses & other personalized learning experiences offered to REALTORS® in pursuit of one or more of 11 official credentials intended to sharpen professional skills and help NAR members serve consumers more efficiently.

248,000

real estate professionals who have earned a Center for REALTOR® Development (CRD) credential.

122,000

REALTORS® participating in the Commitment to Excellence (C2EX) Program, raising the level of professionalism throughout the industry.



POLITICAL PARTICIPATION AND ADVOCACY

545,000

REALTORS® Political Action Committee (RPAC) investors who have engaged during the 2022 election cycle.

\$80+ MILLION

raised for RPAC in the 2022 election cycle.

\$42.5 MILLION

raised for RPAC at all three levels of the association in 2022.

3,900

interactions between members of Congress and NAR Federal Political Coordinators (FPCs) during the 117th Congress (2021-22).

375

state and local REALTOR® association requests for community outreach grants approved in 2022, funding a variety of real-estate-related advocacy and educational efforts.

\$350 BILLION

recently approved for use by local governments to develop, repair, and operate affordable housing units nationwide.

\$1.47 TRILLION

in federal taxes saved over the next **10 years** by U.S. consumers and property owners, thanks in part to successful NAR advocacy efforts like protecting 1031 like-kind exchanges and deterring capital gains tax increases.

DIVERSITY, EQUITY, AND INCLUSION

30,000 +

REALTORS® hold NAR's *At Home With Diversity* certification.

50,000

have accessed Fairhaven, NAR's immersive fair housing training resource. *Fairhaven is an essential component of the association's strategic priority to expand equal housing opportunity and promote Diversity, Equity, and Inclusion (DEI)*

40,000 +

have taken advantage of NAR's implicit bias training videos, created to help real estate professionals better serve consumers throughout the market.

143

NAR Fair Housing grants totaling **\$332,455** awarded to state and local REALTOR® associations in 2022. *Grants supported everything from housing curriculum development to specialized training sessions and community forums*

\$202,721

in diversity and inclusion grants approved by NAR's diversity grant team this year.

51

state and local associations and **510** participants in NAR Spire. *Mentorship program designed in part to better communicate the generational wealth-building opportunities of property ownership*



REAL ESTATE TECHNOLOGY

10

years of REACH operation & NAR leadership in identifying technologies that make REALTORS® more efficient & better equipped to serve consumers everywhere.

NEARLY 200

top technology firms scaled through NAR's strategic investment arm, Second Century Ventures (SCV), and REACH, its tech growth program.

\$60 MILLION

in annual benefits, on average, capitalized on by REALTORS® through REACH and SCV entities.

U.S. REACH classes engaged 17 new residential & commercial firms in '22.

American real estate accounted for

\$3.89 TRILLION

in economic activity in 2021. *The industry represents roughly 16.9% of annual U.S. GDP*

\$113,200

is injected into the economy each time a house is sold.

NAR's 2021 research found the U.S. facing a

6 MILLION

unit housing shortage. *NAR has worked with White House officials & bipartisan lawmakers on solutions to America's housing supply crisis*

5

REACH technology growth programs across **3** continents. *Programs in Canada, the United Kingdom, and Australia, in addition to U.S. commercial and residential REACH programs*

12

separate U.S. markets served through the REACH Labs program. *Helps state & local REALTOR® associations stay on the forefront of innovation and new market technology*

270,000

served by associations and MLSs that have established REACH Labs, improving efficiencies in REALTORS®' work to benefit consumers.

HOUSING AND U.S. REAL ESTATE

32%

of homes sold above the list price in August.

Average U.S. house on the market for **19 days** in September, after hitting an all-time low of **14 days** in July.

127

consecutive months of year-over-year U.S. home price increases.

NAR EVENT ENGAGEMENT

IN-PERSON EVENTS

364

registered for NAR's Broker Summit.

8,290

attended NAR's REALTORS® Legislative Meetings (RLM) in May.

511

in attendance at September's C5 Summit, the nation's premier commercial real estate event.

1,638

registered for NAR's Leadership Summit in August.

520

registered for NAR's 2022 Innovation, Opportunity, and Investment (iOi) Summit, **up from 406** last year.

10,500

registered for NAR NXT, NAR's 2022 annual conference, as of October 24.

VIRTUAL SESSIONS

7,100

streaming views at nar.realtor for RLM general sessions.

2,869

streaming views for NAR Leadership Summit.

2,150

streaming views for NAR's iOi Pitch Battle.
(over 4,000 total views)

5,000

REALTORS® attended a monthly virtual education session from the Center for REALTOR® Financial Wellness, learning the latest strategies to secure personal and business finances.





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