

A photograph of three people participating in a community cleanup activity in a grassy field. The person in the foreground is wearing a plaid shirt and dark pants, holding a large white bag filled with trash. The person in the middle is wearing a red shirt and blue jeans, holding a black trash bag. The person in the background is wearing a pink shirt and black pants, holding a green trash bag. They are all walking away from the camera towards the right. The background shows trees and a bright sun, creating a warm, golden light.

CARE Report: Community Aid and Real Estate

September 2022

National Association of REALTORS® Research Group



NAR Research Staff

CARE: Community Aid and Real Estate

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Overview

REALTORS® and REALTOR® associations serve as pillars of their communities and find charitable activities vital aspects of their ongoing efforts. 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.

Despite being one of the busiest years of real estate in recent history, REALTORS® remain charitably active in society. Monetary donations increased compared to 2020 when this study was last conducted, and charitable activities have largely been maintained since the onset of COVID-19, demonstrating REALTORS®' dedication to and priority of their communities. Members are most likely to have volunteered with food delivery for the elderly or food banks to help with COVID-19 and nearly half volunteer the same amount as before the onset of the pandemic.

members at large

- **Sixty-six percent of REALTOR® members at large volunteered every month** (67 percent in 2020).
- The typical member-at-large generally volunteered four hours per month, compared to eight hours per month among those who volunteer.
- **Seventy-nine percent of REALTOR® members at large made donations last year** (82 percent in 2020).
- Sixty-seven percent of general members at large reported that

their firm encourages its employees to volunteer (68 percent in 2020).

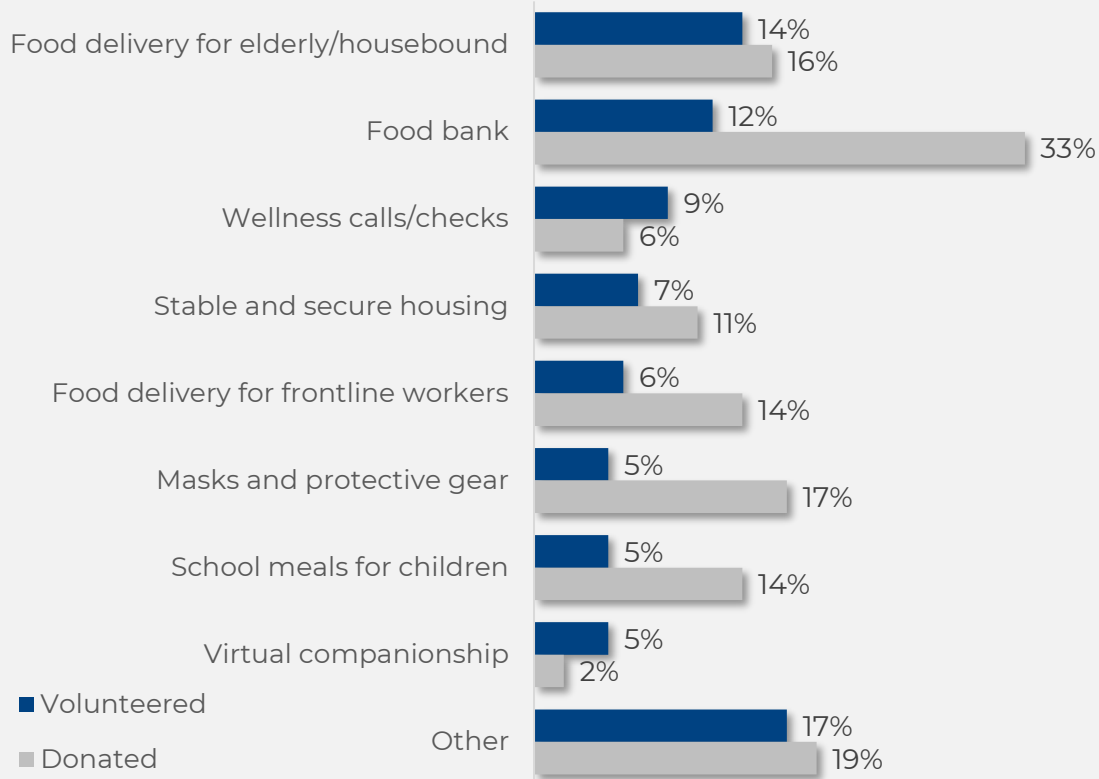
Broker-Owners

- **Seventy-seven percent of broker-owners volunteered on a monthly basis** (79 percent in 2020).
- Ninety percent of broker-owners made donations last year, compared to 92 percent in 2020.
- **The typical amount donated annually by broker-owners increased this year: \$2,300 among all broker-owners and \$3,000 among those who donated.**
- Eighty percent of all broker-owners encouraged their agents to be involved in their local community (69 percent in 2020).

AEs or MLS Staff

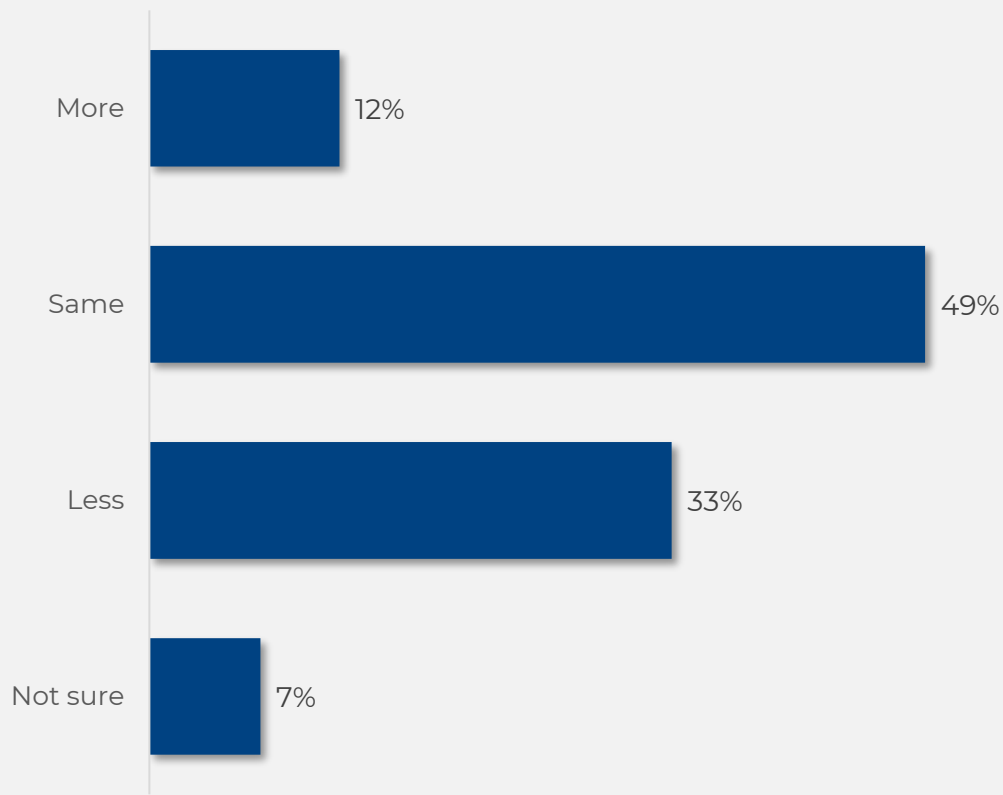
- Sixty-six percent of AEs or MLS staff volunteered every month (68 percent in 2020).
- **Eighty-seven percent of AEs or MLS staff made personal donations last year.**
- Ninety percent of AE or MLS respondents' associations held a fundraiser last year for their community (91 percent in 2020).
- **The median annual value that a typical association donated to their community increased again this year to \$12,070 (\$10,000 in 2020).**

COVID-19 Volunteering & Donating



Respondents are most likely to have volunteered with food delivery for the elderly or food banks to help with COVID-19; they are most likely to have donated to food banks or masks/protective gear.

COVID-19 Effect on Volunteering

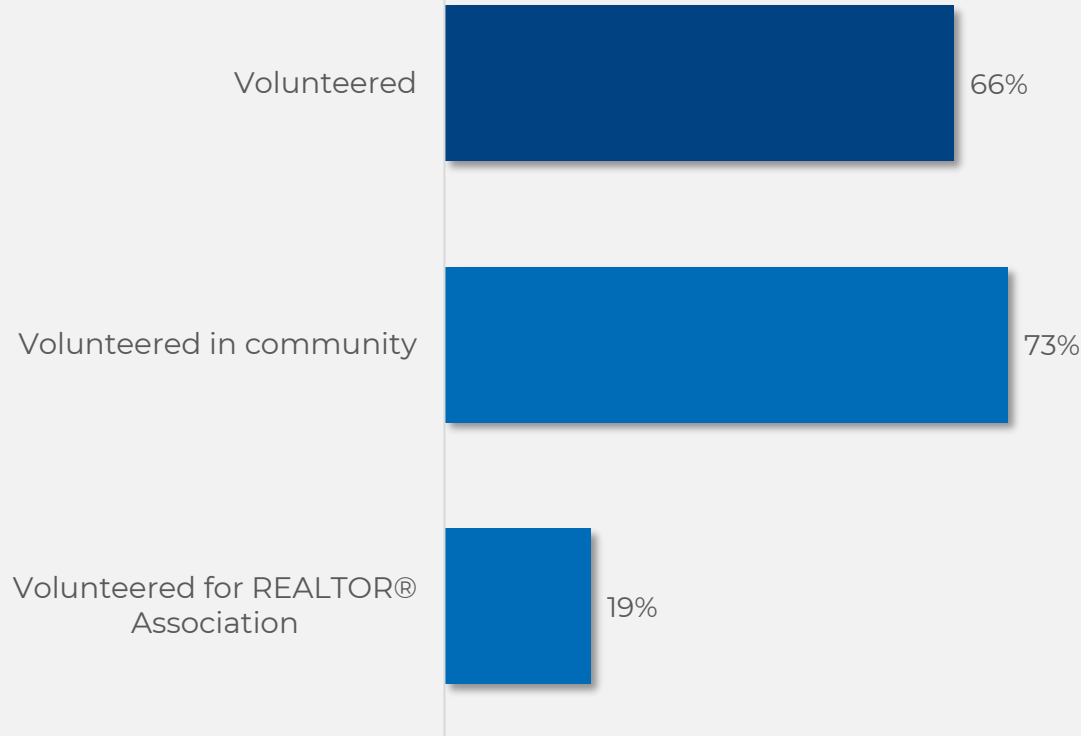


Respondents have largely maintained their charitable activities since the onset of COVID-19; nearly half volunteer the same amount now as before the pandemic.

Members at Large

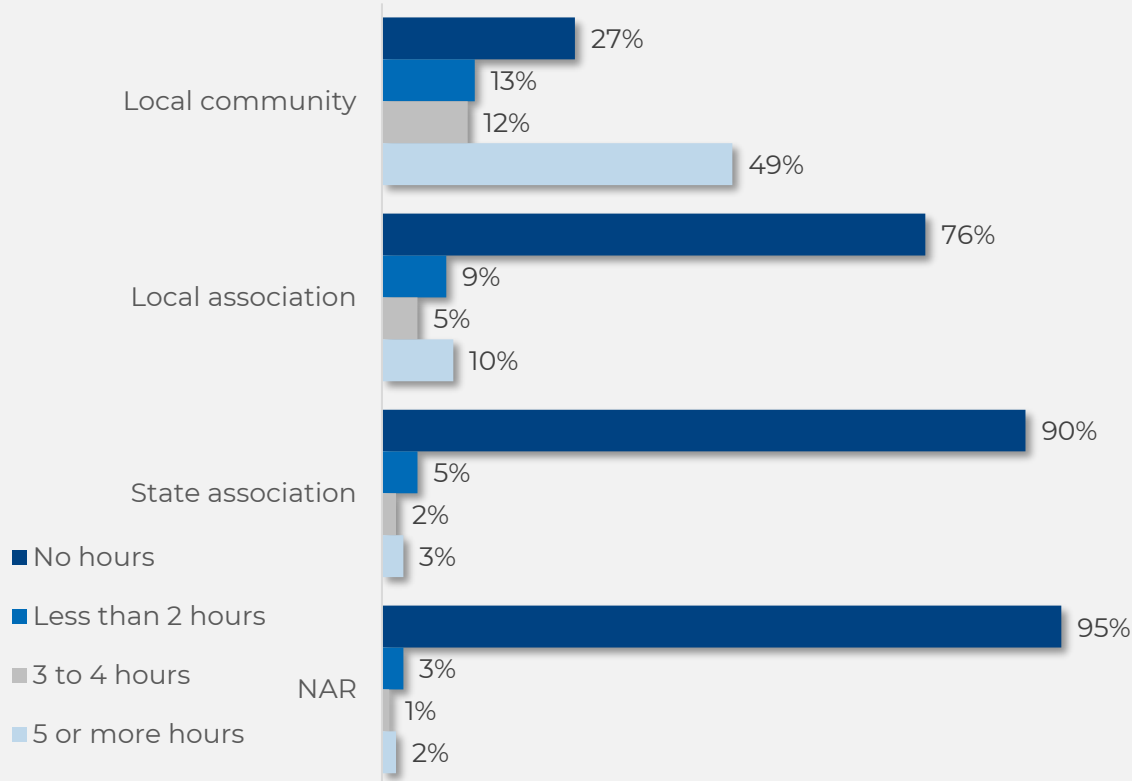


Volunteer Monthly



Sixty-six percent of REALTOR® members at large volunteered on a monthly basis (67 percent in 2020).

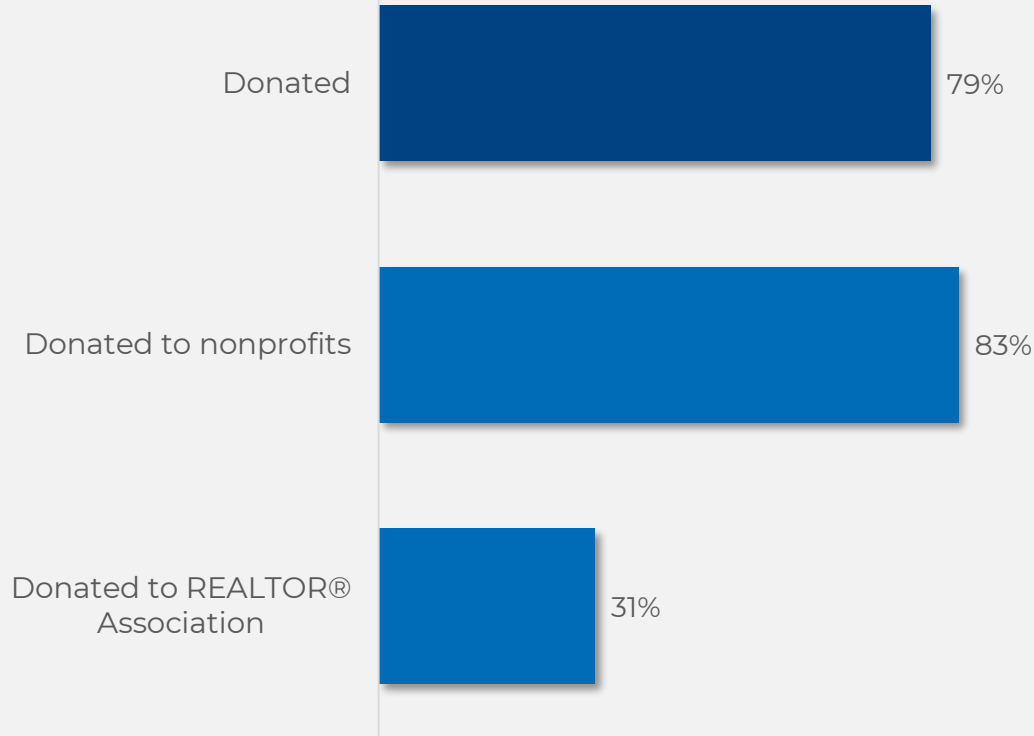
Hours Volunteered Monthly



For all general members at large, the typical number of hours spent volunteering monthly was four (four in 2020). Of those that volunteered, the typical number of hours spent volunteering monthly was eight (eight in 2020).

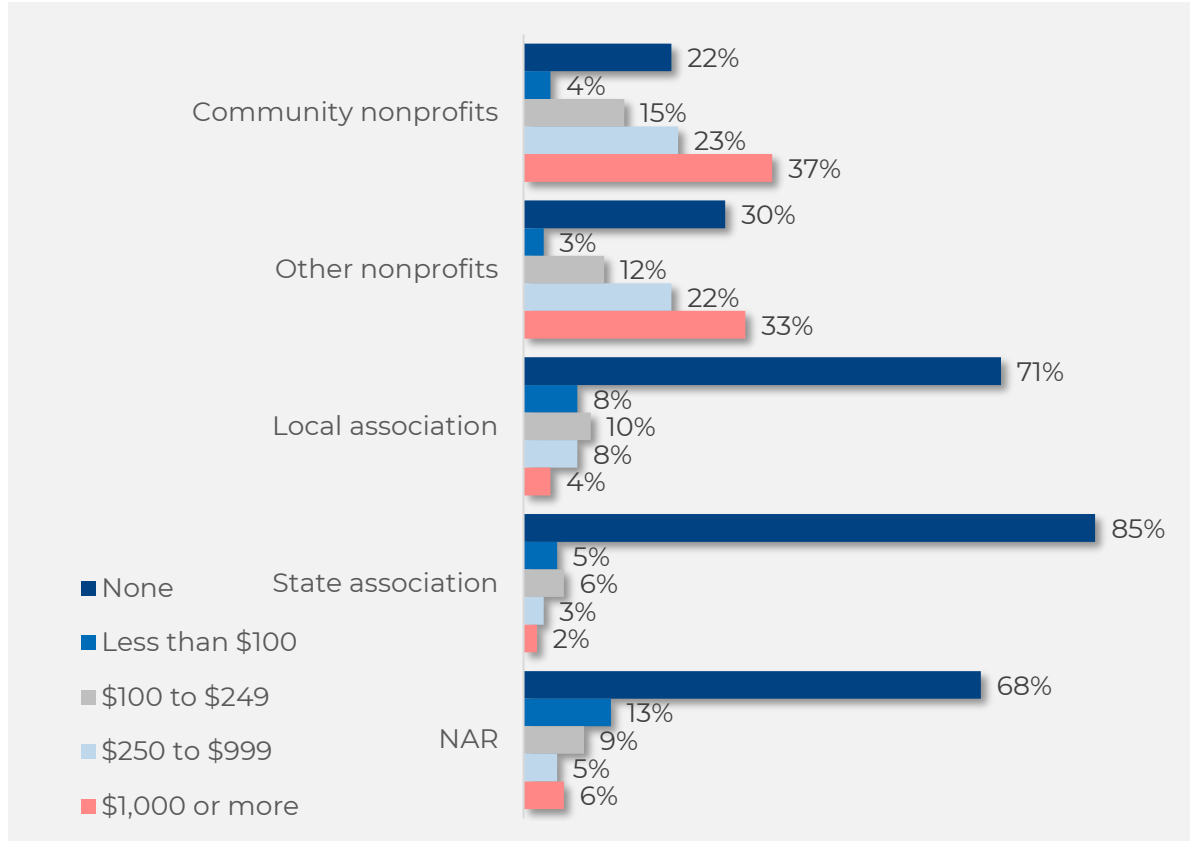
* = less than 1%

Donate Annually



Seventy-nine percent of REALTOR® members at large made donations last year (82 percent in 2020).

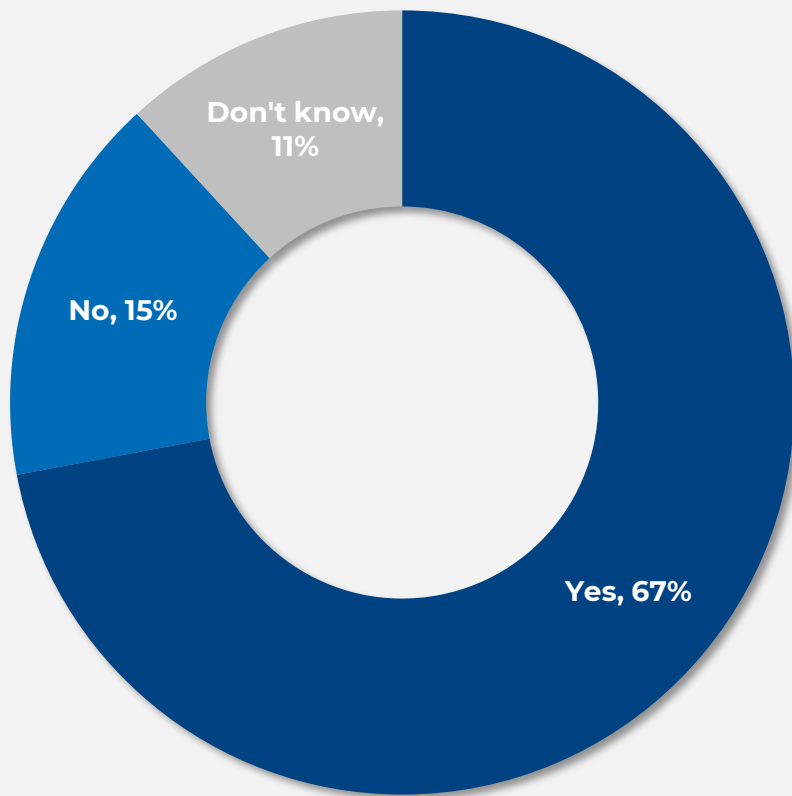
Donations Given Annually



The typical amount donated annually was \$800 (\$700 in 2020). General members at large who donated annually gave a median of \$1,200 (\$1,100 in 2020).

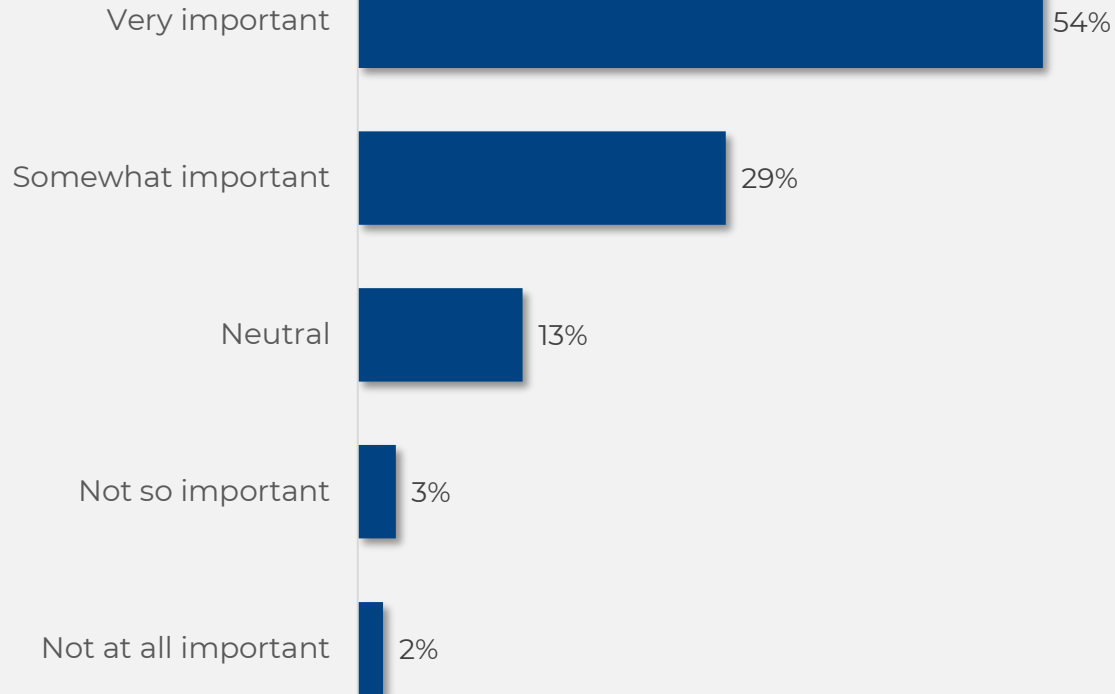
* = less than 1%

Firm Encourages Volunteering



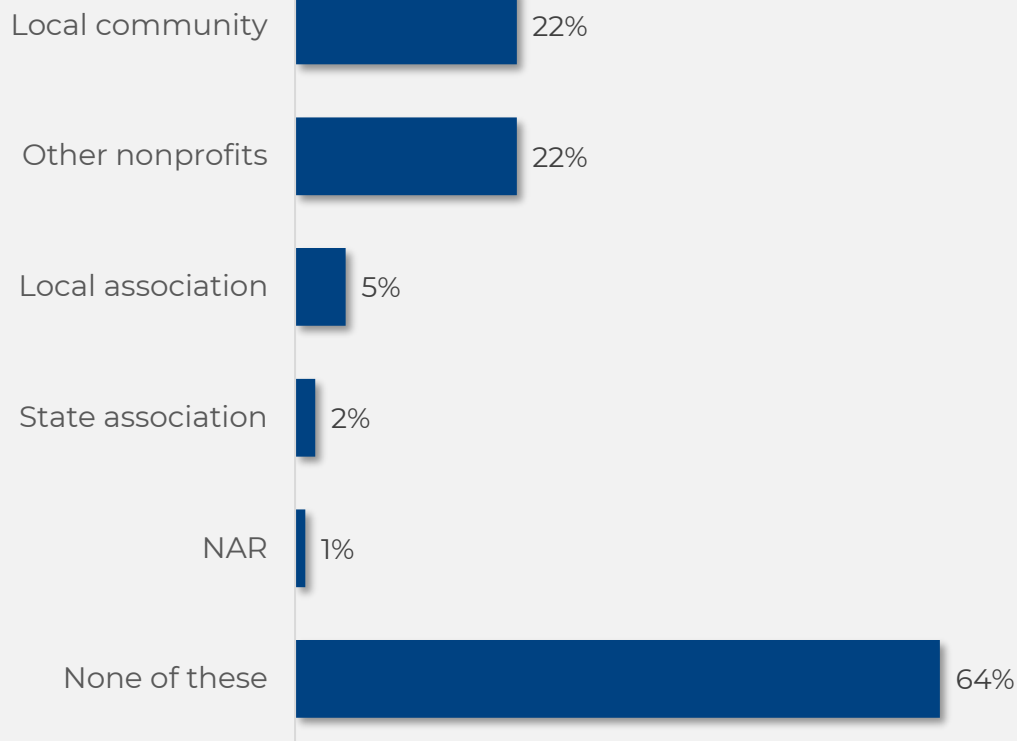
Sixty-seven percent of general members at large reported that their firm encourages its employees to volunteer (68 percent in 2020).

Community Involvement in Business Plan



Eighty-three percent of general members at large reported that it is an important component of their business plan to be involved in their community (85 percent in 2020).

Annual Fundraisers

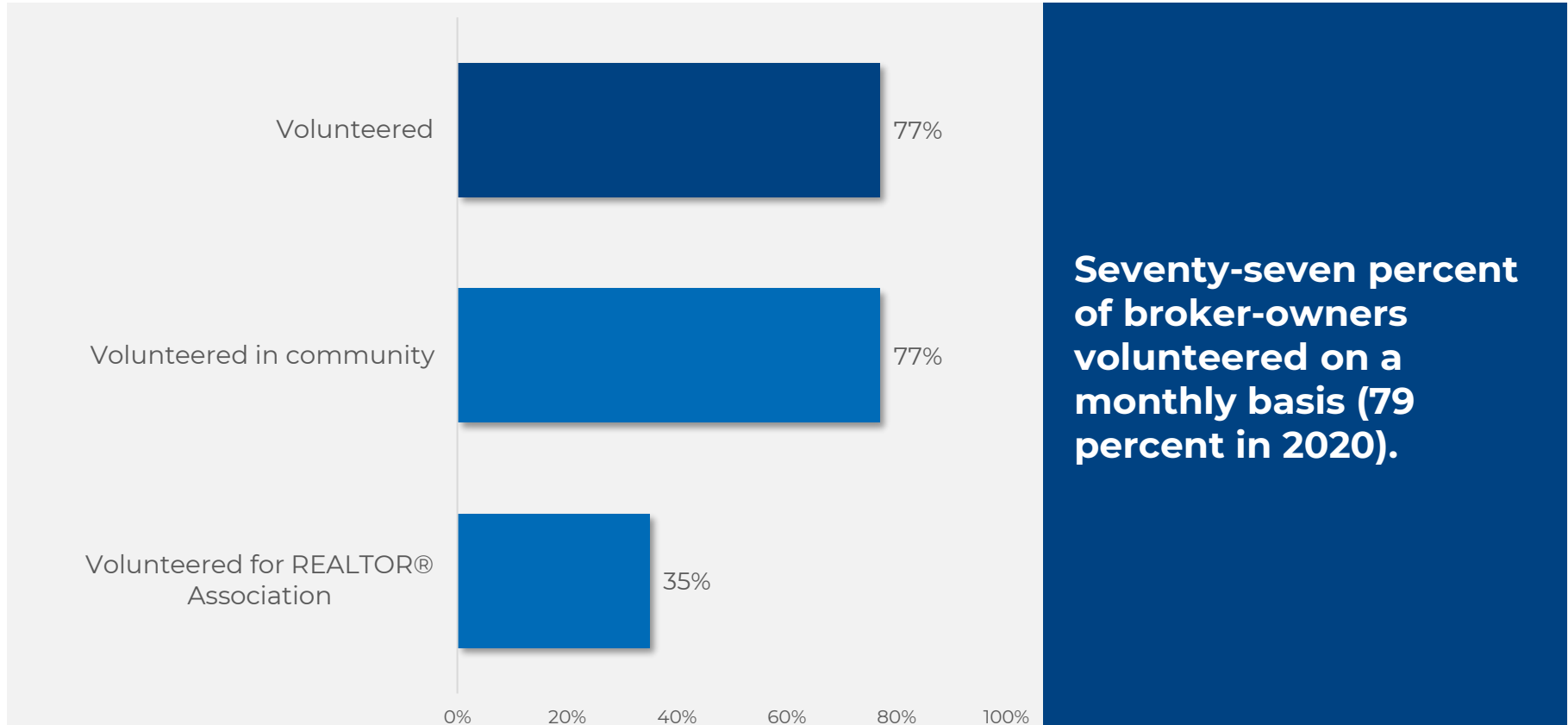


Twenty-two percent of general members at large hosted fundraisers annually for their local community (24 percent in 2020), and 22 percent hosted fundraisers for other nonprofits (27 percent in 2020).

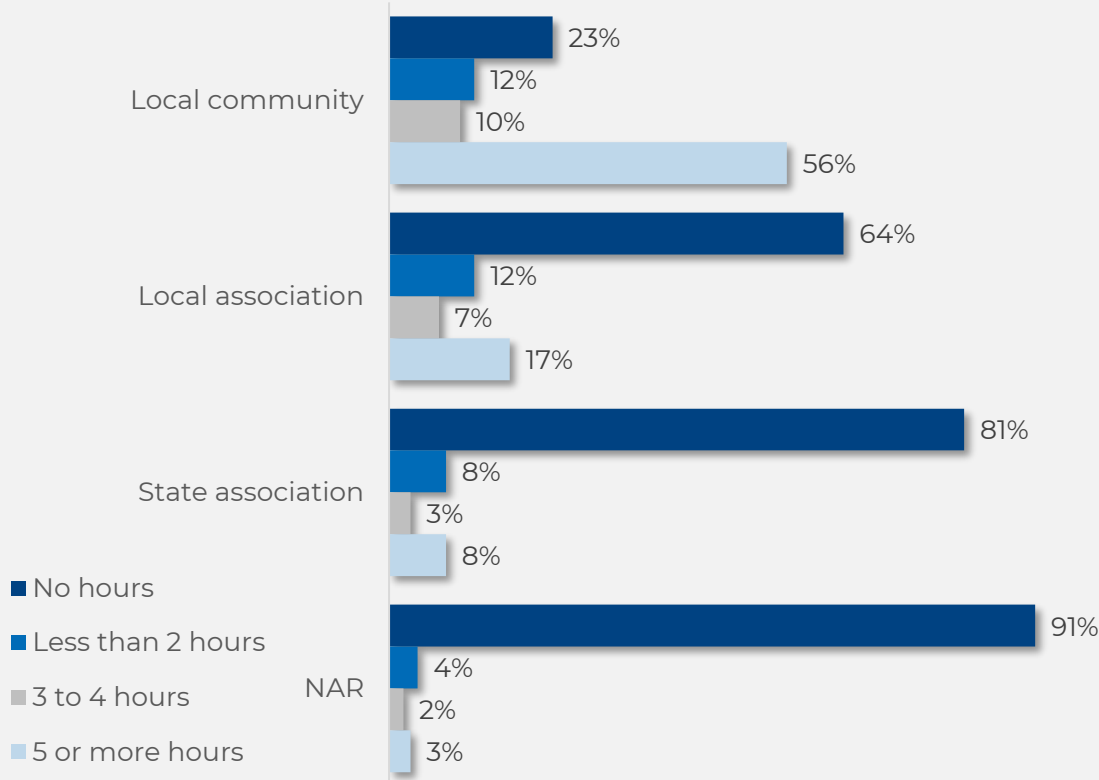
Broker-Owners

A woman with dark hair and sunglasses, wearing a white t-shirt, is smiling and painting a wall with a brush. The wall has vertical stripes of yellow, white, and brown. Another person in a white t-shirt is visible in the background, also painting.

Volunteer Monthly

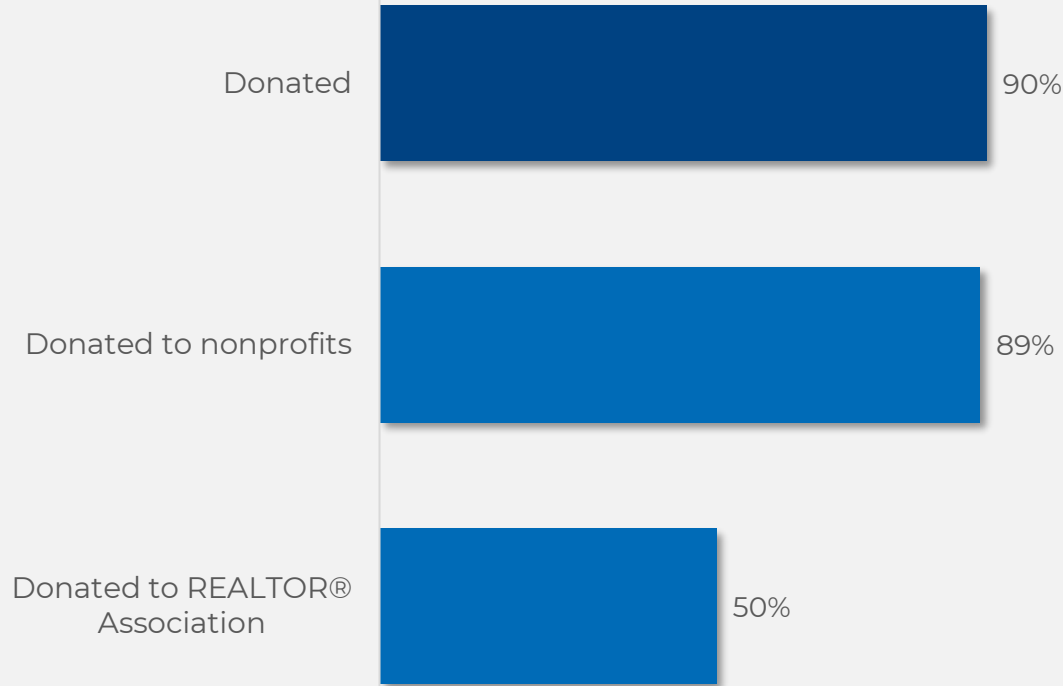


Hours Volunteered Monthly



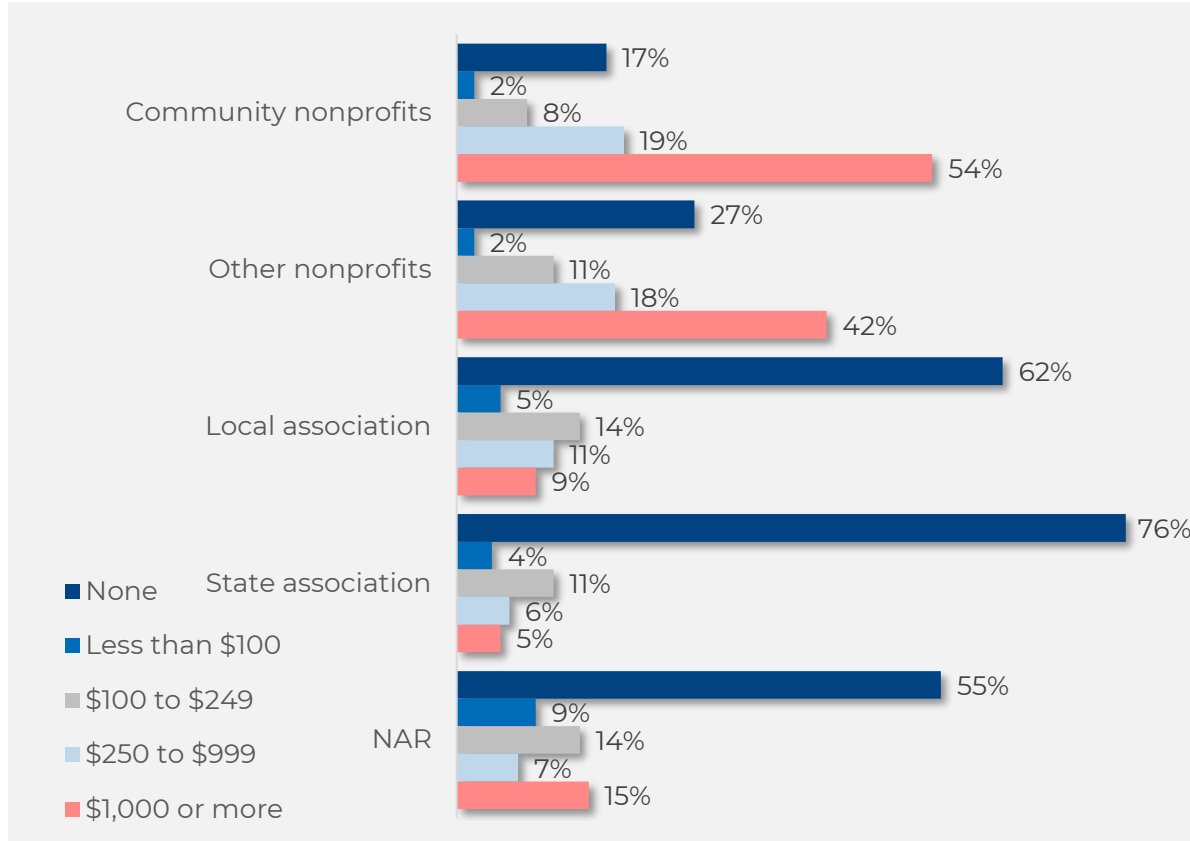
For all broker-owners, the typical number of hours spent volunteering monthly was eight (eight in 2020). Of those that volunteered, the typical number of hours spent volunteering monthly was 10 (10 in 2020).

Donate Annually



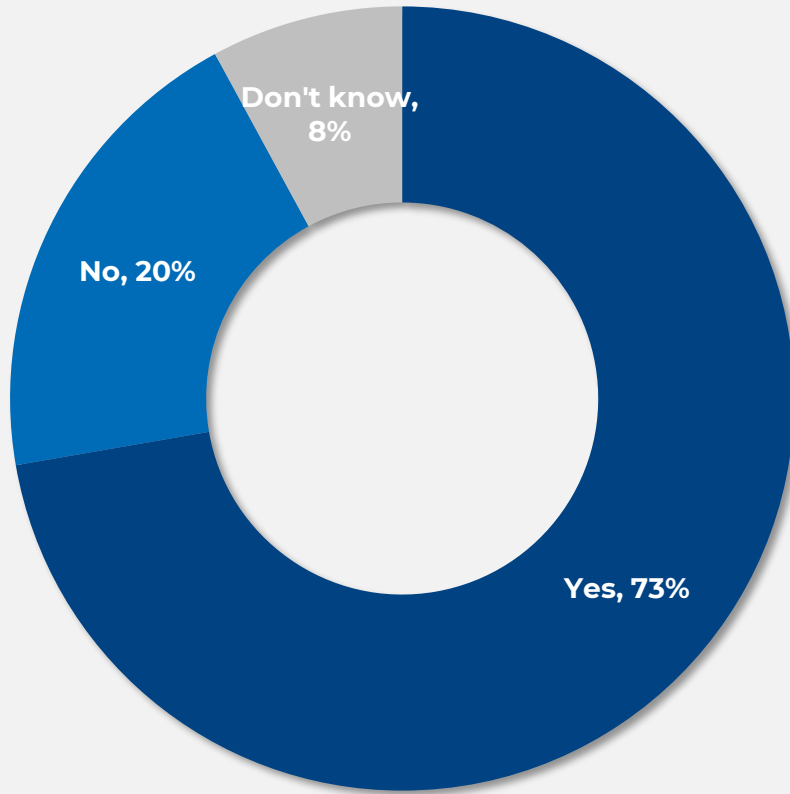
Ninety percent of broker-owners donated last year (92 percent in 2020).

Donations Given Annually



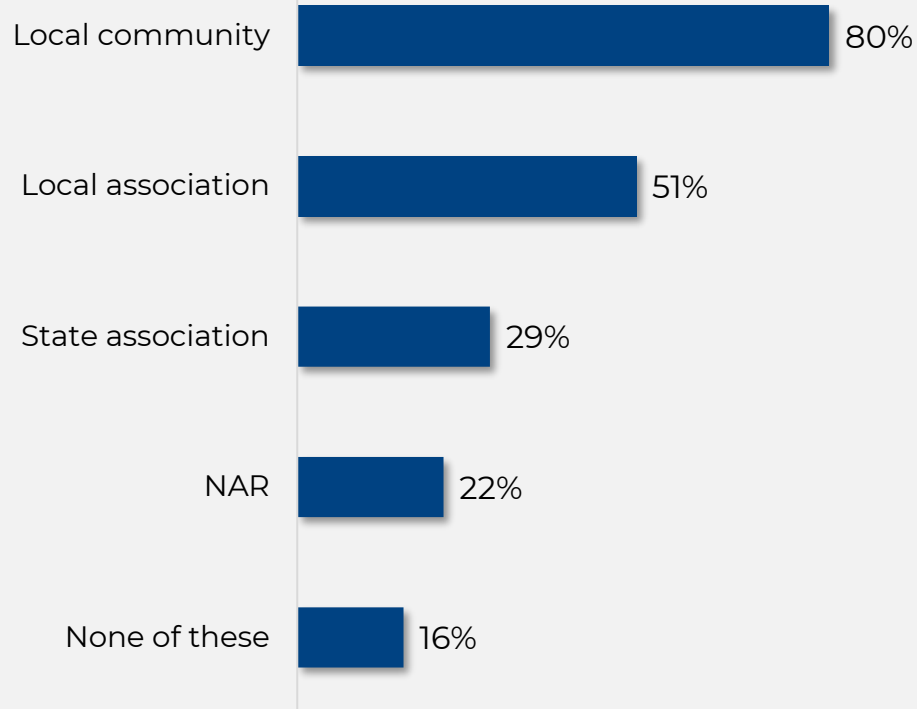
The typical amount donated annually was \$2,300 (\$1,800 in 2020). Broker-owners who donated annually gave a median of \$3,000 (\$2,000 in 2020).

Agents Encouraged to Volunteer



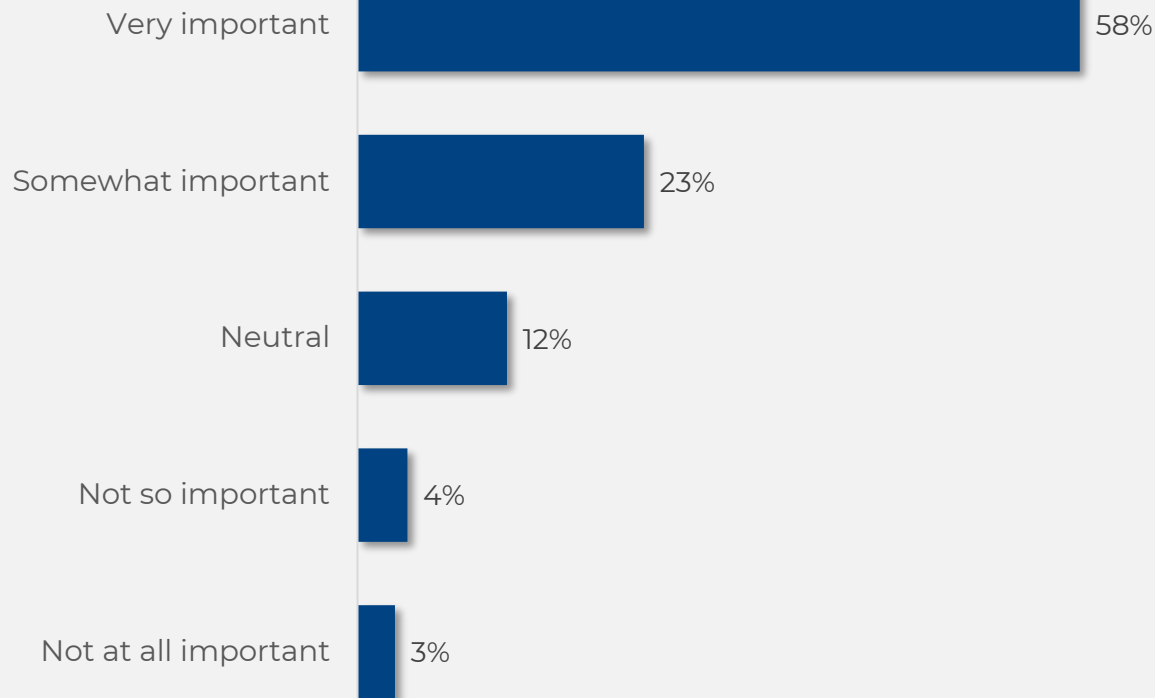
Seventy-three percent of all broker-owners encouraged agents associated with their firm to volunteer (73 percent in 2020).

Agents Encouraged to Be Involved



Eighty percent of broker-owners encouraged their agents to be involved in their local community (69 percent in 2020).

Community Involvement in Business Plan



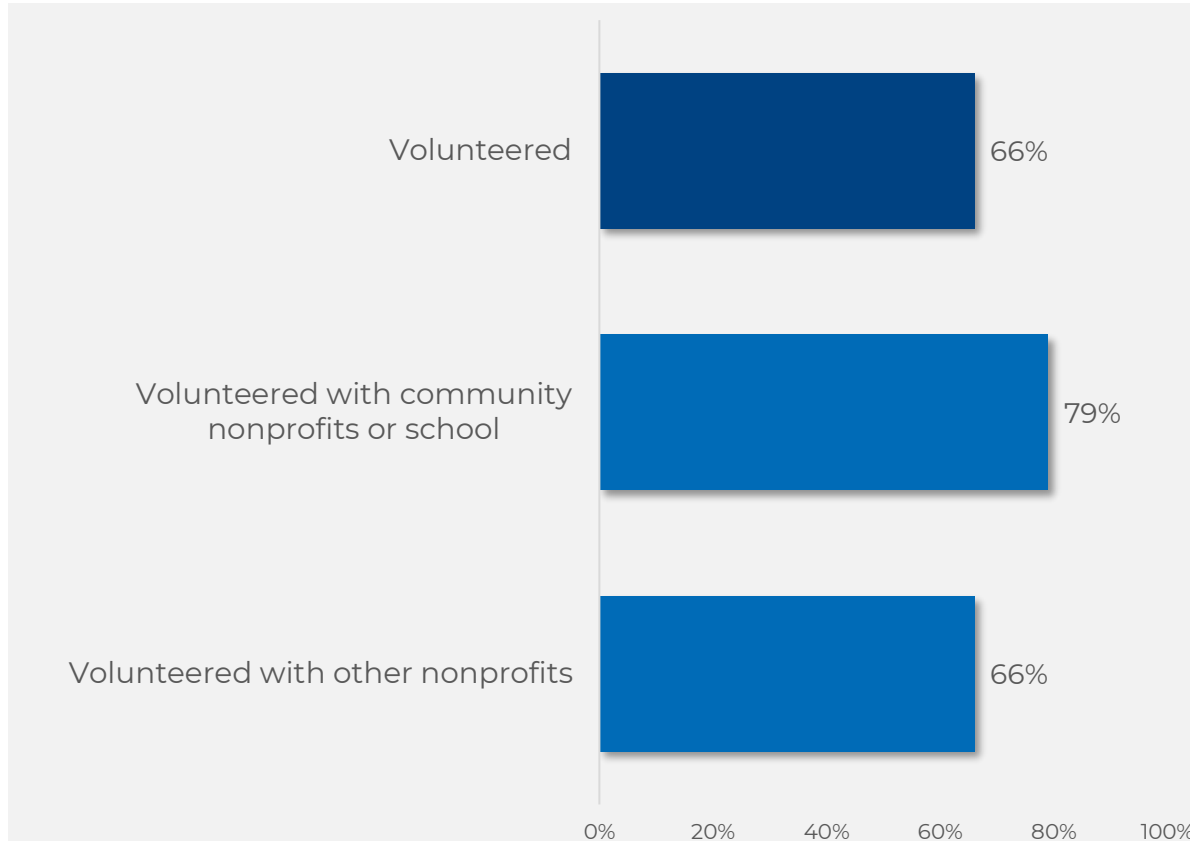
Eighty-one percent of broker-owners reported that it is an important component of their business plan to be involved in their community (82 percent in 2020).

Association Executives (AEs) or MLS Staff



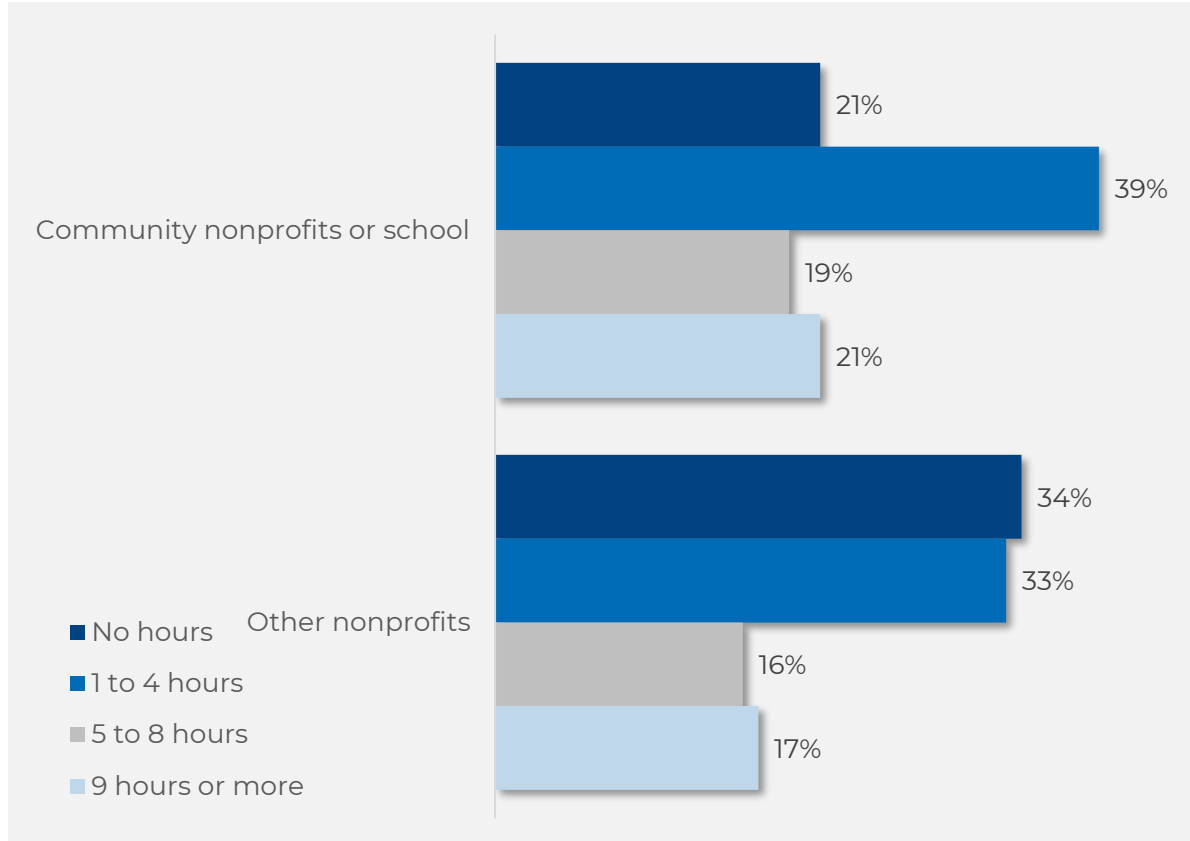
NATIONAL
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Volunteer Monthly



Sixty-six percent of AEs or MLS staff volunteered on a monthly basis (68 percent in 2020).

Hours Volunteered Monthly



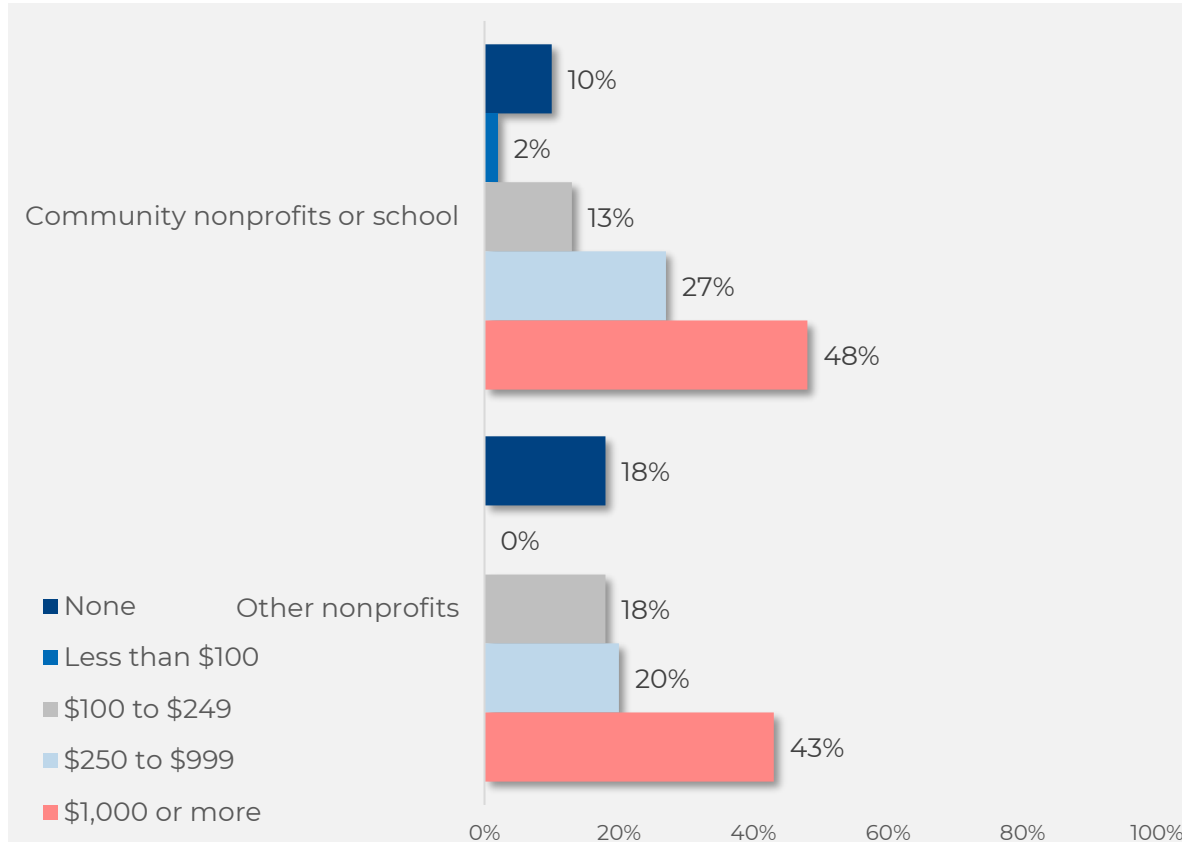
For all AEs and MLS staff, the typical number of hours spent volunteering monthly was two (six in 2020). Of those that volunteered, the typical number of hours spent volunteering monthly was six (11 in 2020).

Donate Annually



Eighty-seven percent of AEs or MLS staff made personal donations last year (93 percent in 2020).

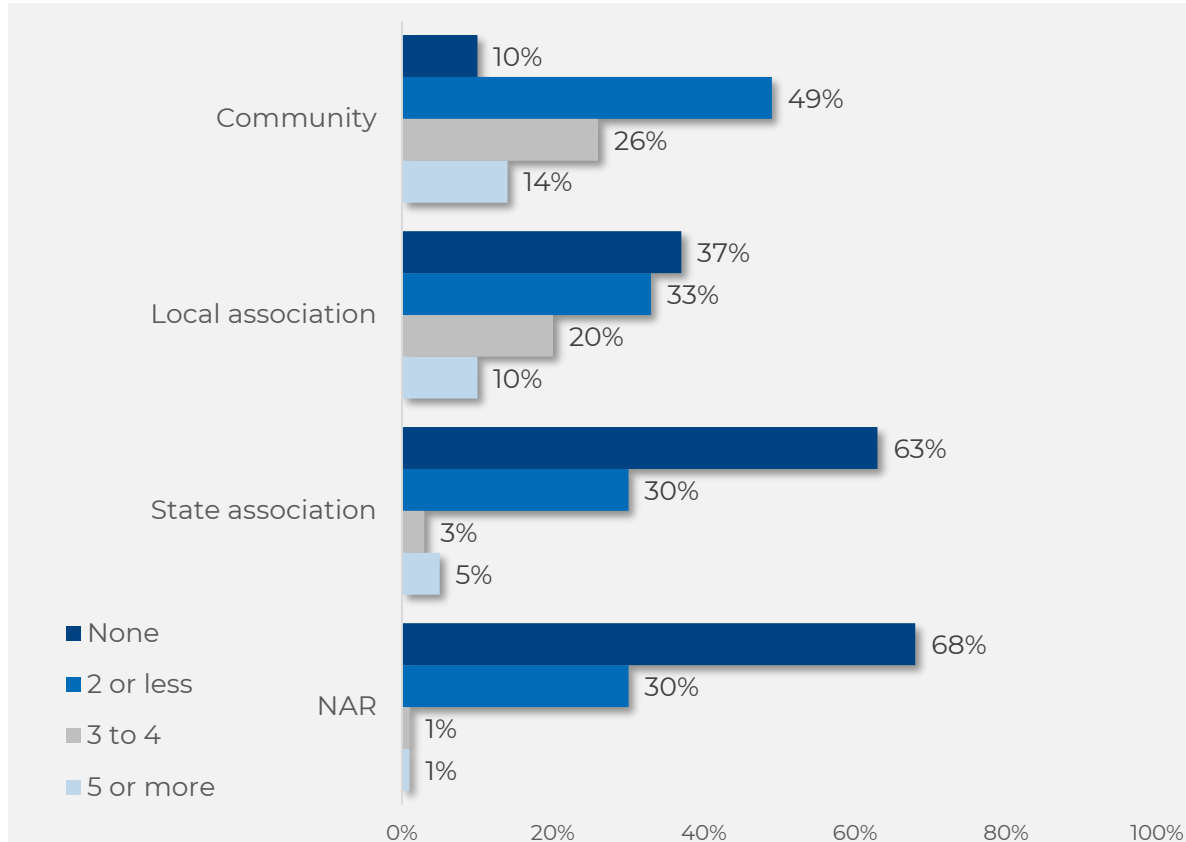
Personal Donations Given Annually



The typical amount personally donated annually was \$1,050 (\$1,280 in 2020). AEs or MLS staff who personally donated annually gave a median of \$1,500 (\$1,500 in 2020).

* = less than 1%

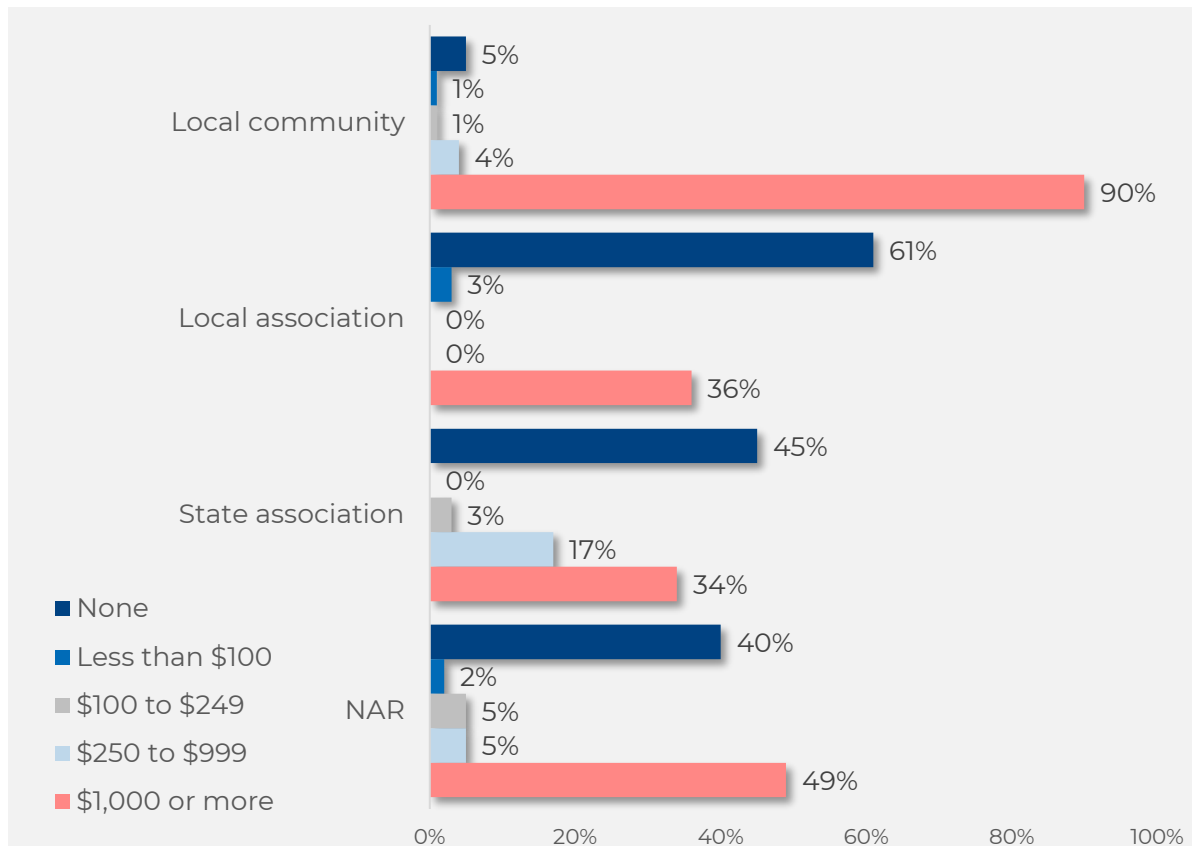
Annual Association Fundraisers



Ninety percent of AE or MLS respondents' associations held a fundraiser last year for their community (91 percent in 2020). Typically, associations held two fundraisers annually for their community (three in 2020).

* = less than 1%

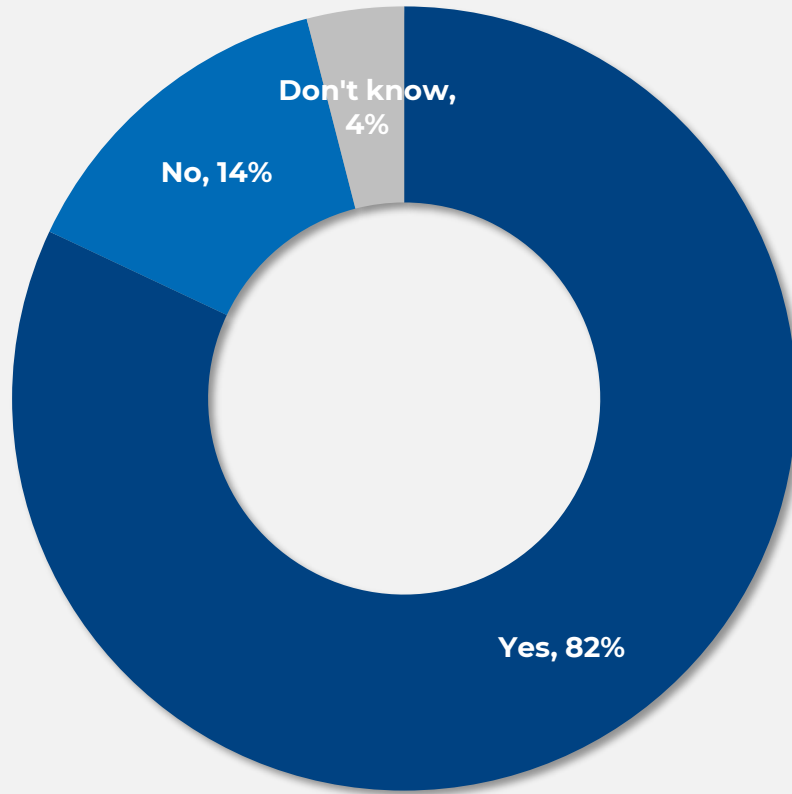
Annual Association Donations



The median annual value that an association donated to their community was \$12,070 (\$10,000 in 2020).

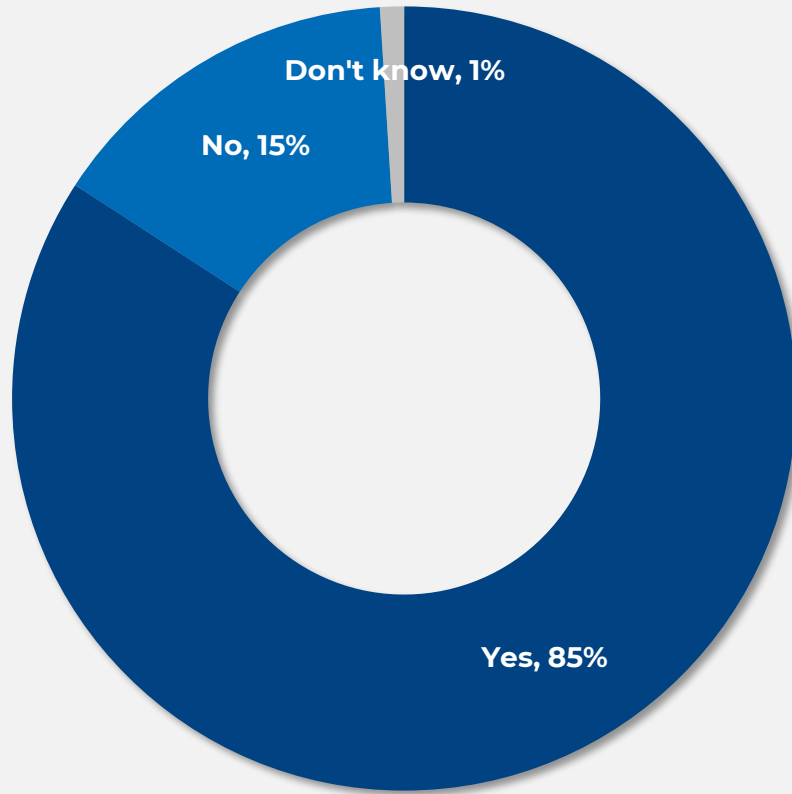
* = less than 1%

Association Encourages Volunteering



Eighty-two percent of AEs or MLS staff said that their association encourages its employees to volunteer (85 percent in 2020).

Association Holds Volunteering Events



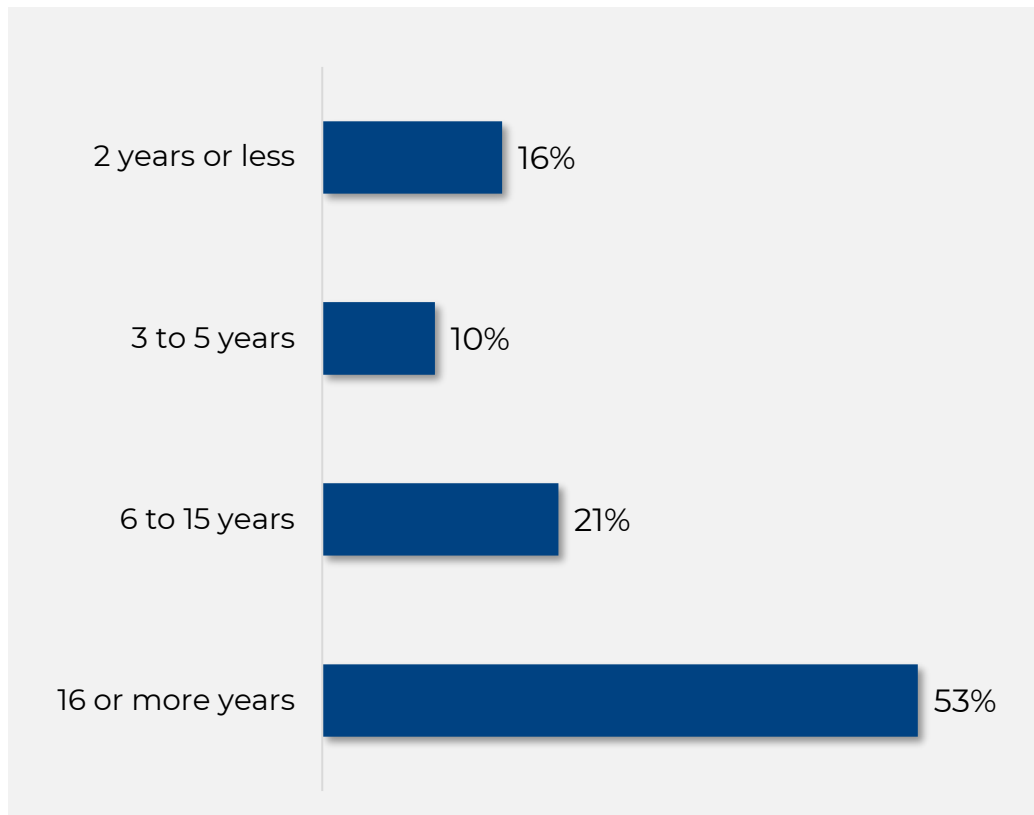
Eighty-five percent of AEs or MLS staff said that their association holds events that encourage their members to volunteer (91 percent in 2020).



Survey Respondent Demographics

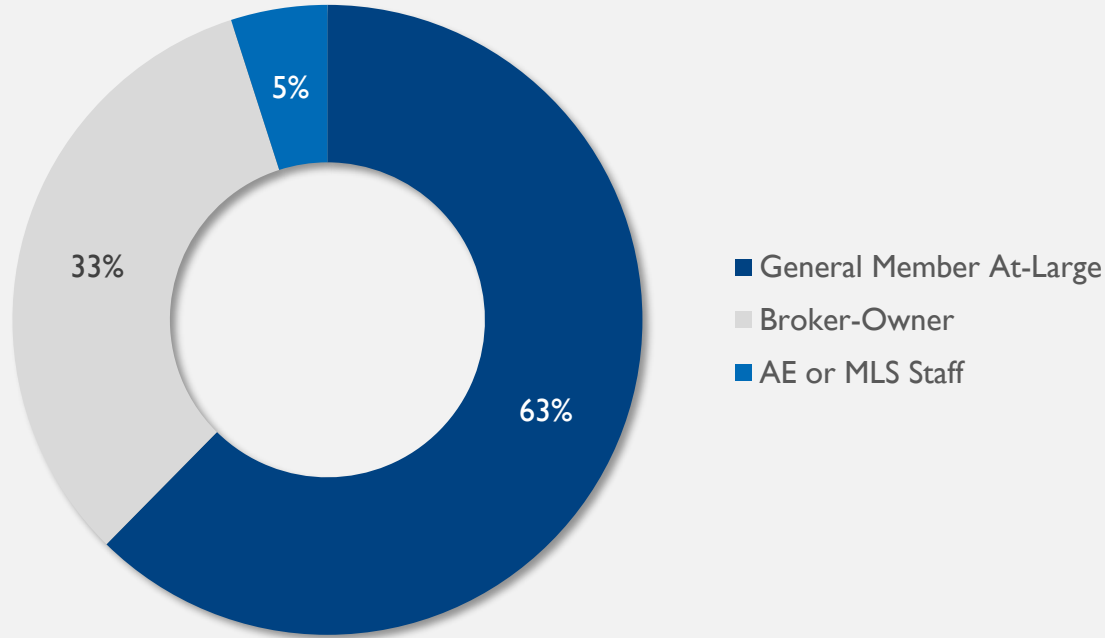
CLOTHES

Years of Real Estate Experience



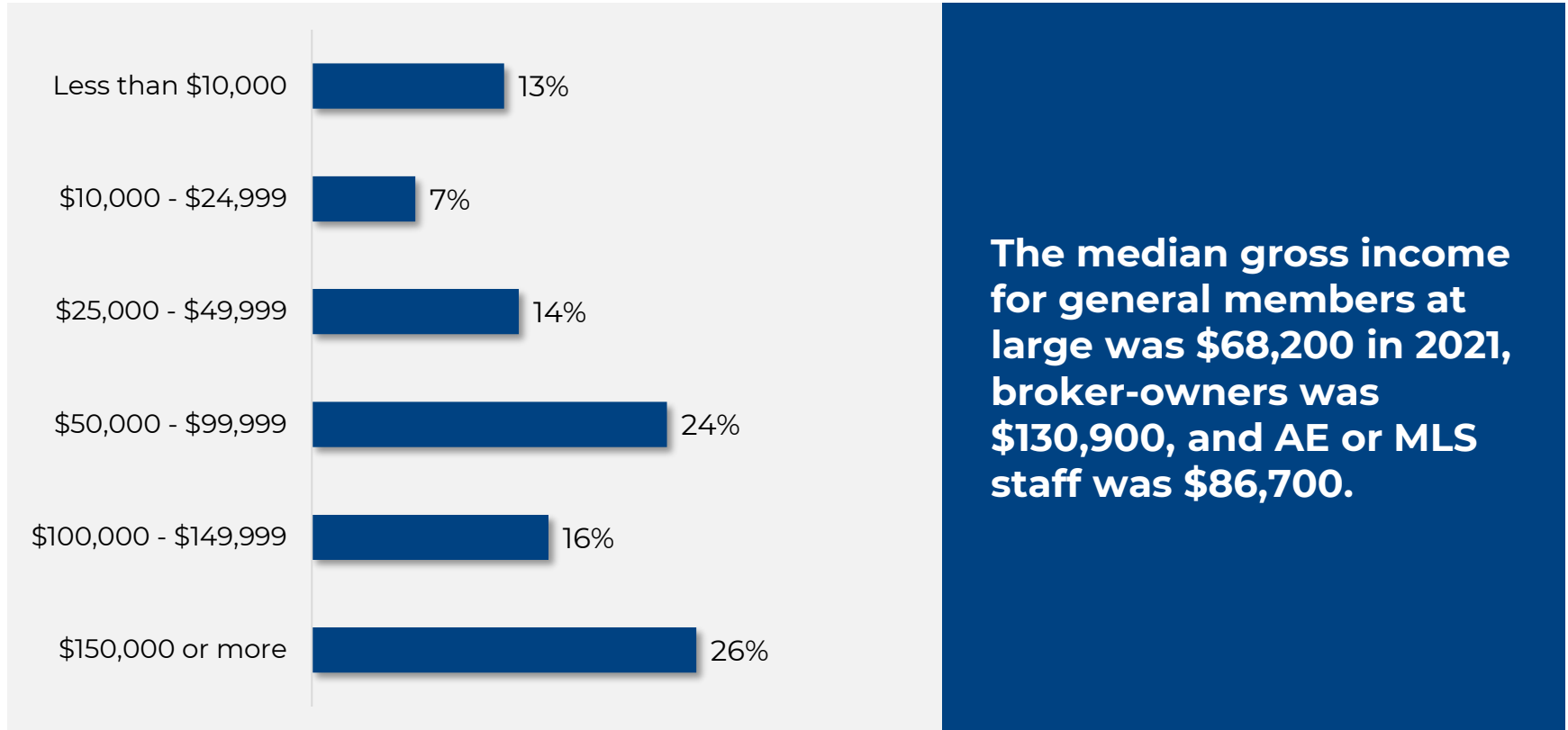
The median years active as a real estate professional for a general member at large was 11 years, broker-owner was 24 years, and AE or MLS staff was 16 years.

Primary Area of RE Activity

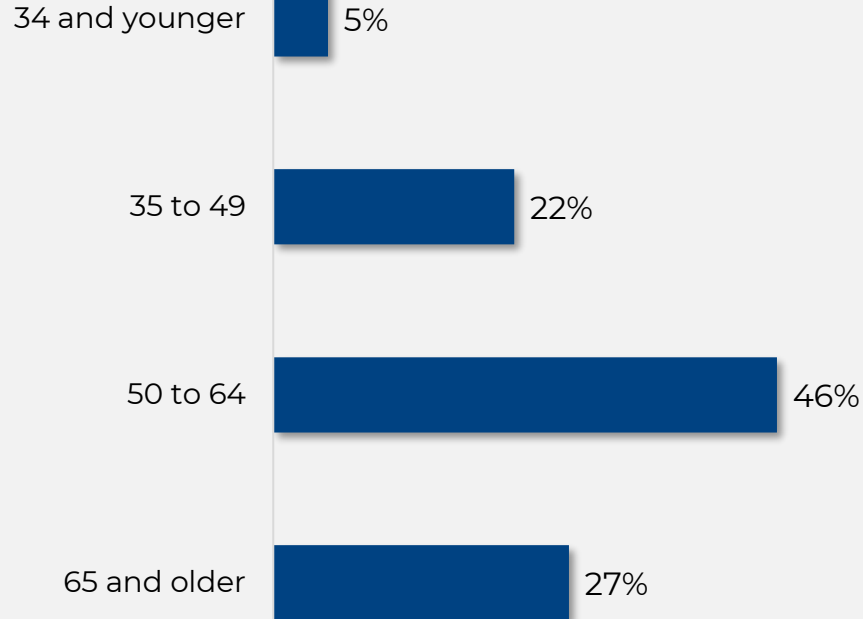


Sixty-three percent of survey respondents were members at large, 33 percent were broker-owners, and five percent were AEs or MLS staff.

Gross Personal Income from RE



Respondent Age



The median age of general members at large was 57, broker-owners was 60, and AE or MLS staff was 56.

Methodology

In June 2022, 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 7,075 respondents for a response rate of 4.7 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 +/-1.16 percentage points at the 95% confidence level.

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