CARE Report: Community Aid and Real Estate
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National Association of REALTORS® Research Group
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Overview

Charity and volunteerism have always been an essential part of what it means to be a REALTOR®. This has become even more true during the times of COVID-19, when REALTORS® are expected to step up and assist their communities that need them most. This report provides insight on the monetary and volunteer contributions that general members at large, broker owners, and Association Executives (AEs) or Multiple Listing Service (MLS) Staff give to society.

Despite many health precautions, social distancing, and stay-at-home orders due to COVID-19, volunteering among REALTORS® remains high. In fact, compared to 2018 when this study was last conducted, volunteering remains at the same high levels, and donations increased, further demonstrating REALTORS®’ dedication to their communities. Members are most likely to have volunteered with food delivery for elderly or wellness checks to help with COVID-19, and are most likely to have donated to food banks or masks/protective gear.

Members At-Large

- Sixty-seven percent of REALTOR® members at-large volunteered on a monthly basis (66 percent in 2018).
- Among all general members at-large, the typical amount of hours spent volunteering monthly was four, and eight hours among those who volunteered monthly.
- Eighty-two percent of REALTOR® members at-large made donations last year (82 percent in 2018).

- Sixty-eight percent of general members at-large reported that their firm encourages its employees to volunteer (64 percent in 2018).

Broker-Owners

- Seventy-nine percent of broker-owners volunteered on a monthly basis (77 percent in 2018).
- Ninety-two percent of broker-owners made donations last year, an increase from 81 percent in 2018.
- The typical amount donated annually among all broker-owners was $1,800, and $2,000 among those who donated.
- Seventy-three percent of all broker-owners encouraged their agents associated with their firm to volunteer.

AEs or MLS Staff

- Sixty-eight percent of AEs or MLS staff volunteered on a monthly basis.
- Ninety-three percent of AEs or MLS staff made personal donations last year.
- Ninety-one percent of AE or MLS respondents’ associations held a fundraiser last year for their community (89 percent in 2018).
- The median annual value that an association donated to their community was $10,000 ($5,000 in 2018).
<table>
<thead>
<tr>
<th><strong>COVID-19 Volunteering &amp; Donating</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Volunteered</strong></td>
</tr>
<tr>
<td>Food delivery for elderly/housebound</td>
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<tr>
<td>Wellness calls/checks</td>
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<tr>
<td>Virtual companionship</td>
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<tr>
<td>Food bank</td>
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<tr>
<td>Masks and protective gear</td>
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<tr>
<td>Food delivery for frontline workers</td>
</tr>
<tr>
<td>School meals for children</td>
</tr>
<tr>
<td>Stable and secure housing</td>
</tr>
<tr>
<td><strong>Other</strong></td>
</tr>
<tr>
<td>16%</td>
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</tbody>
</table>

| **Donated**                         |
| Food delivery for elderly/housebound | 20% |
| Wellness calls/checks                | 9%  |
| Virtual companionship               | 4%  |
| Food bank                           | 11% |
| Masks and protective gear           | 9%  |
| Food delivery for frontline workers  | 6%  |
| School meals for children           | 6%  |
| Stable and secure housing           | 6%  |
| Other                               |
| 18%                                 |

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

* = less than 1%

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Members At-Large
Sixty-seven percent of REALTOR® members at-large volunteered on a monthly basis (66 percent in 2018).
For all general members at-large, the typical amount of hours spent volunteering monthly was four. Of those that volunteered, the typical amount of hours spent volunteering monthly was eight.
Eighty-two percent of REALTOR® members at-large made donations last year (82 percent in 2018).
The typical amount donated annually was $700. General members at-large who donated annually gave a median of $1,100.
Sixty-eight percent of general members at-large reported that their firm encourages its employees to volunteer (64 percent in 2018).
Eighty-five percent of general members at-large reported that it is an important component of their business plan to be involved in their community (79 percent in 2018).
Twenty-four percent of general members at-large hosted fundraisers annually for their local community and 27 percent hosted fundraisers for other nonprofits.
Broker-Owners

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Seventy-nine percent of broker-owners volunteered on a monthly basis (77 percent in 2018).
For all broker-owners, the typical amount of hours spent volunteering monthly was eight. Of those that volunteered, the typical amount of hours spent volunteering monthly was 10.
Donate Annually

Ninety-two percent of broker-owners made donations last year (81 percent in 2018).
The typical amount donated annually was $1,800. Broker-owners who donated annually gave a median of $2,000.
Agents Encouraged to Volunteer

Seventy-three percent of all broker-owners encouraged their agents associated with their firm to volunteer (74 percent in 2018).
Agents Encouraged to Be Involved

Seventy-nine percent of broker-owners encouraged their agents to be involved in their local community (80 percent in 2018).

- Local community: 79%
- Local association: 52%
- State association: 30%
- NAR: 23%
- None of these: 15%
Eighty-two percent of broker-owners reported that it is an important component of their business plan to be involved in their community.
Association Executives (AEs) or MLS Staff
Sixty-eight percent of AEs or MLS staff volunteered on a monthly basis (85 percent in 2018).
For all AEs and MLS staff, the typical amount of hours spent volunteering monthly was six. Of those that volunteered, the typical amount of hours spent volunteering monthly was 11.
Donate Annually

- **Donated**
  - 93%

- **Donated to community nonprofits or school**
  - 94%

- **Donated to other nonprofits**
  - 86%

Ninety-three percent of AEs or MLS staff made personal donations last year (90 percent in 2018).

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Personal Donations Given Annually

The typical amount personally donated annually was $1,280. AEs or MLS staff who personally donated annually gave a median of $1,500.
91% of AE or MLS respondents’ associations held a fundraiser last year for their community (89% in 2018). Typically, associations held three fundraisers annually for their community (three in 2018).
Annual Association Donations

The median annual value that an association donated to their community was $10,000 ($5,000 in 2018).

* = less than 1%

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Eighty-five percent of AEs or MLS staff said that their association encourages its employees to volunteer (82 percent in 2018).
Ninety-one percent of AEs or MLS staff said that their association holds events that encourage their members to volunteer.
Survey Respondent
Demographics
The median years active as a real estate professional for a general member at-large was 10 years, broker-owner was 21 years, and AE or MLS staff was 16 years.
Sixty-nine percent of survey respondents were members at-large, 25 percent were broker-owners, and six percent were AEs or MLS staff.
The median gross income for a general member at-large was $43,700, broker-owners was $98,300, and AE or MLS staff was $75,700.
Methodology

In August 2020, 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 6,988 respondents for a response rate of 4.8 percent. The survey was sent to a total of 147,000 people and approximately 107,000 of the total sample was randomly selected REALTORS® who are not Brokers of Record. The remaining invitations were sent to a random sample of 40,000 Designated REALTORS® (Brokers of Record) and all AEs, which included some MLS staff. The margin of error for the survey is +/-1.17 percentage points at the 95% confidence level.

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