C.A.R.E. Report
Community Aid and Real Estate
December 2018

National Association of REALTORS® Research Group
Introduction

The Community Aid and Real Estate (C.A.R.E.) 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. The results show that all three groups donated the most money and volunteered the largest amount of time to their local community, but also that they still supported their REALTOR® Associations.

General Members At-Large
- Sixty-six percent volunteered on a monthly basis.
- The median amount of hours volunteered is four hours for all general members at-large and eight hours among those who volunteer monthly.
- Sixty-seven percent volunteered on a monthly basis in their community and 17 percent volunteer for their Realtor® Association (monthly).
- Eighty-two percent donated money on an annual basis.
- The median amount donated annually $650, and $1,000 among only those who donate.
- Eighty percent donated on an annual basis to their community and 31 percent donated annually to their Realtor® Association (REALTOR® Relief Fund).

Broker-Owners
- Seventy-seven percent volunteered on a monthly basis.
- The median amount of hours volunteered is six hours for all broker-owners and 10 hours among those who volunteer monthly.
- Seventy-five percent volunteered monthly in their community and 25 percent volunteered for their Realtor® Association (monthly).
- Eighty-one percent donated money on an annual basis.
- The median amount donated annually $1,050, and $1,950 among only those who donate.
- Eighty percent donated on an annual basis to their community and 45 percent donate annually to their Realtor® Association (REALTOR® Relief Fund).

AEs or MLS Staff
- Eighty-five percent volunteered on a monthly basis.
- The median amount of hours volunteered is 7.5 hours for all AEs or MLS staff and 10 hours among those who volunteer monthly.
- Eighty-two percent volunteered monthly in their community and 58 percent volunteered for their Realtor® Association (monthly).
- Ninety percent donated money on an annual basis.
- The median amount donated annually $1,000 for all, and $1,250 among only those who donate.
- Eighty-seven percent donated on an annual basis to their community and 71 percent donated annually to their Realtor® Association (REALTOR® Relief Fund).
General Members
At-Large
Volunteered Monthly

- Sixty-six percent of general members at-large volunteered each month.
- Sixty-seven percent volunteered specifically within the community and 17 percent volunteered with a REALTOR® Association (on the local, state, or national level).

Volunteered Monthly By General Member At-Large

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volunteered</td>
<td>66%</td>
<td></td>
</tr>
<tr>
<td>Volunteered in community</td>
<td>67%</td>
<td></td>
</tr>
<tr>
<td>Volunteered for REALTOR® Association</td>
<td>83%</td>
<td>17%</td>
</tr>
</tbody>
</table>
• General members at-large were most likely to volunteer in their community (66 percent), followed by their local association, and state association.
• For all general members at-large, the typical amount of hours spent monthly volunteering was four. Of those that volunteered, the typical amount of hours spent monthly volunteering was eight.

### By General Members At-Large

<table>
<thead>
<tr>
<th>Volunteered</th>
<th>Volunteered in community</th>
<th>Volunteered with REALTOR® Association</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Amount Volunteered (Among all General Members At-Large)</td>
<td>4 hours</td>
<td>4 hours</td>
</tr>
<tr>
<td>Median Amount Volunteered (Among General Members At-Large who volunteered)</td>
<td>8 hours</td>
<td>7 hours</td>
</tr>
</tbody>
</table>

C.A.R.E. Report
Donated Annually

- Eighty-two percent of general members at-large donated annually.
- Eighty percent of general members at large donated annually to nonprofits and approximately one-third donated to their REALTOR® Association (including REALTOR® Relief Fund).

Donated Annually By General Members At-Large

<table>
<thead>
<tr>
<th>Category</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donated</td>
<td>82%</td>
<td>18%</td>
</tr>
<tr>
<td>Donated to nonprofits (local or national)</td>
<td>80%</td>
<td>20%</td>
</tr>
<tr>
<td>Donated to REALTOR® Association (local, state or NAR)</td>
<td>69%</td>
<td>31%</td>
</tr>
</tbody>
</table>
Seventy-eight percent of general members at-large donated annually to community nonprofits and 69 percent donated to other nonprofits.

One-third of this population donated $1,000 or more to their community nonprofits.

The typical amount donated annually was $650. General members at-large who donated annually gave a median of $1,000.
Firm Encouraged Volunteering

- Sixty-four percent of general members at-large reported that their firm encouraged its employees to volunteer.

Firm Encouraged General Members At-Large to Volunteer

- Yes: 64%
- No: 21%
- Don’t know: 15%

C.A.R.E. Report
Involved in Community As Part of Business Plan

• Four-fifths of general members at-large reported that it is an important component of their business plan to be involved in their local community.
• Seven percent don’t consider involvement in local community to be important, and 15 percent were neutral.

Importance of Being Involved in Local Community as Part of Business Plan
Hosted Annual Fundraisers

- Twenty-one percent of general members at-large hosted fundraisers for their local community and 22 percent hosted fundraisers for other nonprofits.

Hosted Annual Fundraisers for the Following:

- 21% Local community
- 22% Other nonprofits
- 4% Local association
- 0% State association
- 0% NAR
- 66% None of these

C.A.R.E. Report
Broker-Owners
Volunteered Monthly

- Seventy-seven percent of broker-owners volunteered each month.
- Three-quarters volunteered specifically within the community and 33 percent volunteered with a REALTOR® Association (on the local, state, or national level).

Volunteered Monthly By Broker-Owners

- **Volunteered**: 23%
  - Yes: 77%
  - No: 25%
- **Volunteered in community**: 25%
  - Yes: 75%
  - No: 25%
- **Volunteered for REALTOR® Association**: 67%
  - Yes: 33%
  - No: 67%

C.A.R.E. Report
• Seventy-six percent of broker-owners volunteered each month in the local community. Those who volunteered gave a median of six hours of their time to their local community.
• Broker-owners typically volunteered for six hours each month. Among those brokers-owners who volunteered, volunteered for 10 hours each month.

### Hours Volunteered Each Month Among Broker-Owners By Location

<table>
<thead>
<tr>
<th>Location</th>
<th>No hours</th>
<th>1 to 4 hours</th>
<th>5 to 8 hours</th>
<th>9 hours or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Community</td>
<td>25%</td>
<td>21%</td>
<td>22%</td>
<td>33%</td>
</tr>
<tr>
<td>Local Association</td>
<td>20%</td>
<td>8%</td>
<td>8%</td>
<td>65%</td>
</tr>
<tr>
<td>State Association</td>
<td></td>
<td>5%</td>
<td>2%</td>
<td>87%</td>
</tr>
<tr>
<td>NAR</td>
<td></td>
<td>5%</td>
<td>1%</td>
<td>93%</td>
</tr>
</tbody>
</table>

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### By Broker-Owners

<table>
<thead>
<tr>
<th>Volunteered</th>
<th>volunteered in Community</th>
<th>volunteered for REALTOR® Association</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Amount Volunteered (Among all Broker-Owners)</td>
<td>6 hours</td>
<td>5 hours</td>
</tr>
<tr>
<td>Median Amount Volunteered (Among Broker-Owners who volunteered)</td>
<td>10 hours</td>
<td>6 hours</td>
</tr>
</tbody>
</table>

C.A.R.E. Report
Donated Annually

- Eighty-one percent of broker-owners donated each month.
- Eighty percent volunteered specifically within the community and 45 percent volunteered with a REALTOR® Association (on the local, state, or national level).

C.A.R.E. Report
Personal Donations Given Annually

- Eighty percent of broker-owners donated to their community’s nonprofits and 42 percent gave to NAR.
- Broker-owners typically donated $1,050 annually. Amongst those who donated annually, they gave a median of $1,500 to nonprofits and $200 to a REALTOR® Association.

Personal Donations Given Annually Among Broker-Owners By Location

<table>
<thead>
<tr>
<th>Location</th>
<th>Donated</th>
<th>Donated to nonprofits</th>
<th>Donated to REALTOR® Association</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community nonprofits</td>
<td>$1,050</td>
<td>$1,000</td>
<td>$0</td>
</tr>
<tr>
<td>Other nonprofits</td>
<td>$1,050</td>
<td>$1,000</td>
<td>$0</td>
</tr>
<tr>
<td>Local Association</td>
<td>$1,950</td>
<td>$1,500</td>
<td>$200</td>
</tr>
<tr>
<td>State Association</td>
<td>$1,950</td>
<td>$1,500</td>
<td>$200</td>
</tr>
<tr>
<td>NAR</td>
<td>$1,950</td>
<td>$1,500</td>
<td>$200</td>
</tr>
</tbody>
</table>

C.A.R.E. Report
• Nearly three-quarters of all broker-owners encouraged their agents associated with their firm to volunteer.
• Seventeen percent of all broker-owners reported not encouraging their agents to volunteer.

C.A.R.E. Report
Agents Encouraged to be Involved

- Eighty percent of broker-owners encouraged their agents to be involved in their local community.
- Over half of all broker-owners encouraged their agents to be involved within their local Realtor® association, 24 percent within their state association and 17 percent with NAR.
Association Executives (AEs) or MLS Staff
Volunteered Monthly

- Eighty-five percent of AEs or MLS staff donated each month.
- Eighty-two percent volunteered specifically within the community and 58 percent volunteered with a REALTOR® Association (on the local, state, or national level).
Eighty-one percent of AEs or MLS staff volunteered each month in their local community (more than half gave five hours or more) and 63 percent volunteered with their local REALTOR® association.

AE or MLS staff volunteered a median of 7.5 hours each month.

### Hours Volunteered Each Month Among AE or MLS Staff By Location

<table>
<thead>
<tr>
<th>Location</th>
<th>No hours</th>
<th>1 to 4 hours</th>
<th>5 to 8 hours</th>
<th>9 hours or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Community</td>
<td>19%</td>
<td>30%</td>
<td>31%</td>
<td>37%</td>
</tr>
<tr>
<td>Local Association</td>
<td>15%</td>
<td>16%</td>
<td>19%</td>
<td>32%</td>
</tr>
<tr>
<td>State Association</td>
<td>19%</td>
<td>5%</td>
<td>4%</td>
<td>73%</td>
</tr>
<tr>
<td>NAR</td>
<td>80%</td>
<td>2%</td>
<td>4%</td>
<td>15%</td>
</tr>
</tbody>
</table>

- Eighty-one percent of AEs or MLS staff volunteered each month in their local community (more than half gave five hours or more) and 63 percent volunteered with their local REALTOR® association.
- AE or MLS staff volunteered a median of 7.5 hours each month.

### Median Amount Volunteered

| Volunteered (Among all AE or MLS Staff) | 7.5 hours | 5 hours | 2 hours |
| Volunteered in community               | 10 hours  | 5 hours | 5 hours |
| Volunteered for REALTOR® Association   |           |        |        |
Donated Annually

- Ninety percent of AEs or MLS staff donated each year.
- Annually, 87 percent donated to a nonprofit and greater than two-thirds donated to the REALTOR® Association.

Donated Annually By AEs or MLS Staff

- **Donated**
  - 10% Yes
  - 90% No

- **Donated to nonprofits (local or national)**
  - 13% Yes
  - 87% No

- **Donated to REALTOR® Association (local, state or NAR)**
  - 29% Yes
  - 71% No
Personal Donations Given Annually

- Approximately one-quarter of AEs or MLS Staff gave $1,000 or more to community nonprofits, other nonprofits and NAR.
- Seven percent of AEs or MLS staff did not donate money to their community and 31 percent did not donate to NAR.
- The median amount of those who donated was $1,000 and regarding those who gave annually, the median increased to $1,250.

Personal Donations Given Annually Among AE or MLS Staff By Location

- Median Amount Donated (Among all AE or MLS Staff) $1,000 $500 $125
- Median Amount Donated (Among AE or MLS who donated) $1,250 $700 $350

C.A.R.E. Report
Fundraisers Held Last Year By Association

- Eighty-nine percent of AE or MLS respondents’ associations held a fundraiser last year for their community. Typically, associations held three fundraisers annually for their community.
- Sixty-two percent of associations held at least one fundraiser for their local association and 40 percent held at least one for NAR.
- Ten percent of associations hosted five or more fundraisers for their local association. In comparison, only one percent held five or more fundraisers for NAR.

![Numbers of Fundraisers Held Last Year For:](chart)

<table>
<thead>
<tr>
<th>Community</th>
<th>Local Association</th>
<th>State Association</th>
<th>NAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Fundraisers Held (of those associations who held at least one fundraiser)</td>
<td>3 fundraisers</td>
<td>2 fundraisers</td>
<td>1 fundraiser</td>
</tr>
</tbody>
</table>

C.A.R.E. Report
Annual Donations Contributed by Association

- Ninety percent of AEs or MLS staff stated that their association donated annually to the local community. Seventy-seven percent of staff stated their association donated $1,000 or more annually to the local community.
- Forty-four percent of staff reported that their associations donated to NAR each year.
- The median annual value that an association donated to their community was $5,000 and $2,500 to NAR.

### Annual Donations Contributed by Association

<table>
<thead>
<tr>
<th>Community</th>
<th>None</th>
<th>Less than $100</th>
<th>$100 to $249</th>
<th>$250 to $999</th>
<th>Greater than $1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>9%</td>
<td>2%</td>
<td>4%</td>
<td>7%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NAR</th>
<th>None</th>
<th>Less than $100</th>
<th>$100 to $249</th>
<th>$250 to $999</th>
<th>Greater than $1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>1%</td>
<td>2%</td>
<td>5%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Community</th>
<th>Median Donations (of those associations that donated)</th>
<th>$5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>NAR</td>
<td>$2,500</td>
<td></td>
</tr>
</tbody>
</table>

C.A.R.E. Report
Eighty-two percent of AEs or MLS staff said that their association encouraged its employees to volunteer.
Demographics of Survey Respondents

- Seventy-five percent of respondents identified as general members at-large, 20 percent as broker-owners and six percent as AEs or MLS staff.
- One-quarter of respondents earn a gross personal income of less than $10,000.
- The median years active as a real estate professional for a general member at-large was 8 years, broker-owner was 20 years, and AE or MLS staff was 13 years.
- The median gross income for a general member at-large was $37,500, broker-owner was $100,000, and AE or MLS staff was $57,500.

Years Active as a Real Estate Professional

- 26% 2 years or less
- 12% 3 to 5 years
- 24% 6 to 15 years
- 38% 16 or more years
Demographics of Survey Respondents

Primary Area of Real Estate Business Activity

Gross Personal Income

C.A.R.E. Report
Methodology

In June 2018, 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 4,095 respondents. The survey was sent to a total of 162,474 people and approximately 120,000 of the total sample was randomly selected REALTORS® who are not Brokers of Record. The remaining 40,000 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 +/-1.5 percentage points at the 95% confidence level.
The National Association of REALTORS® is America’s largest trade association, representing 1.3 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
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