



# NAR

BY THE NUMBERS

2023



# MEDIA/CONSUMER OUTREACH

40

state and local REALTOR® associations used *Advocacy Everywhere* to contact consumers.

- **Over 62,000 Consumer Calls for Action** messages sent to elected officials

15

Consumer Advocacy grants awarded to state and local associations, totaling **\$460,000**.

82

NAR Issues Mobilization Grants totaling **\$7,266,404** awarded to state and local REALTOR® associations in 2023.

*Grants supported effective advocacy campaigns and ballot initiatives on public policy issues critical to REALTORS® and the real estate industry, including rent control, short term rental restrictions, transfer taxes, and increasing housing inventory.*

87%

of consumers are more likely to work with a REALTOR® after seeing NAR's 'That's Who We R' national advertising campaign, *which shares who REALTORS® are and the value they bring to consumers.*

## JUNE HOMEOWNERSHIP MONTH

- Reached over **6 million consumers** through NAR's "A Path to Stability and Prosperity for All" online campaign
- Over **7,000** signatures on the "More Homes on the Market" petition
- Added **20,000** consumers to NAR's consumer database

# MEDIA/CONSUMER OUTREACH (CONTINUED)

**60**

awards received by NAR's 'That's Who We R' consumer ad campaign since it launched in 2019, recognizing everything from advertising excellence to media effectiveness.

**2.94 BILLION**

impressions amassed by the 2023 'That's Who We R' consumer ad campaign through September.

**447 BILLION**

reaches through NAR's national and local media communications in 2022, *a 45% increase from 2021.*

**70,000+**

NAR members using Photofy on social media, allowing REALTORS® to capitalize on the power of the CAC and other NAR program assets.

**75,000+**

followers of the 'REALTORS® are Good Neighbors' Facebook page.

**TOP 5**

NAR's "First-Time Buyer" television series received a **Top 5** ranking in Hulu's "Lifestyle" category after Season 3 launched on the platform in December 2022, generating significant, positive coverage and credibility for NAR members nationwide.

- **2.3 million+** additional views of the series recorded on NAR-owned channels



# COMMUNITY INVOLVEMENT

**11,119**

pounds of surplus food have been recovered by NAR and its affiliate members through a partnership with the Food Recovery Network (FRN), the *equivalent of roughly 9,266 meals donated since 2019.*

- **3,261** pounds of surplus food were donated by NAR and its affiliate members in 2023 alone, the equivalent of more than **3,000** meals to feed those in need across the country

**373**

state and local REALTOR® association requests for Community Outreach grants approved in 2023. *These grants fund a variety of real estate-related advocacy and educational efforts.*

**MORE THAN 20,000**

families in total supported by the REALTORS® Relief Foundation (RRF) since its inception.

**\$8.1 MILLION**

awarded to support **24** disaster relief efforts through August 2023, helping more than 3,700 families recover in all corners of the country.

- **100%** of all donations raised through RRF go directly to disaster relief efforts

**\$3.1 MILLION**

raised from members and state and local REALTOR® associations through August 2023.



2023 | NAR BY THE NUMBERS

MEMBER OF NATIONAL ASSOCIATION OF REALTORS®

# MEMBER AND ASSOCIATION ENGAGEMENT

**26**

countries—spanning 6 continents—visited by NAR Global volunteer leaders and staff in 2023, promoting NAR resources and the REALTOR® brand to an estimated **3,000** international members.

**550,000+**

REALTORS® have used the Realtors Property Resource® (RPR) platform in 2023.

**10,207**

nationwide brokerage companies partnered in RPR's 'Broker Tool Set' program, which provides broker/owners and managers with the resources to enhance their brand value and increase profitability.

**785,000**

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

**1,045**

unique programs and offerings in NAR's Right Tools, Right Now (RTRN) program, which was created to help NAR members navigate today's real estate market.

**393,000**

REALTORS® have cumulatively capitalized on over **1 million** unique RTRN offerings, valued at over **\$32 million in total**.

- **98** programs added to RTRN in 2023 alone

**3,250**

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

**MORE THAN  
151,700**

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

**290**

active requests submitted through NAR's Executive Outreach Program. *The program has been enhanced to support additional real estate stakeholders, including multicultural organizations and global audiences.*

**250+**

available micro courses and other personalized learning experiences with **1,400+ hours** of total course content, helping REALTORS® serve consumers in the most efficient, practical manner possible.

- Through these programs, members can earn one or more of **11** official credentials to sharpen skills and enhance their businesses

**254,000**

NAR members hold a designation or certification, demonstrating advanced and specialized real estate knowledge and boosting their ability to serve clients.



# POLITICAL PARTICIPATION AND ADVOCACY

**\$44 MILLION**

raised for RPAC at all three levels of the association in 2023.

**550,000+**

REALTORS® who have invested in RPAC in 2023, strengthening the voice of real estate and of consumers nationwide.

**\$3.7 MILLION**

invested and dispersed to federal candidates nationally and to leadership PACs through NAR President's Circle.

**NEARLY 9,000**

NAR members responded within 24 hours to an all-member *Call For Action* launched on September 29 in support of extending authorization for the National Flood Insurance Program.

**37,000**

member-sent messages came collectively from 11,754 REALTORS® to 538 members of Congress. *Of those, 6,143 messages were from "New Advocates," or members who had not previously engaged in a CFA.*

**2,500+**

contacts between NAR's Federal Political Coordinators and members of Congress over the past 12 months.

# DIVERSITY, EQUITY, AND INCLUSION

**26,075+**

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

**56,500**

REALTORS® and real estate professionals have completed Fairhaven, NAR's immersive fair housing training resource.

**15,631**

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

**177**

NAR Fair Housing Grants totaling **\$792,394** awarded to state and local REALTOR® associations in 2023. Grants supported NAR initiatives like fair housing education, curriculum development, awareness campaigns, and community forums.

**\$267,129**

in Diversity and Inclusion Grants approved by NAR's Diversity Grant Team this year.

**50**

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



# REAL ESTATE TECHNOLOGY

## OVER 200

top technology firms scaled through NAR's strategic investment arm, Second Century Ventures, and its tech accelerator, REACH.

**U.S. REACH cohorts engaged 14 new residential & commercial firms in 2023.**

## 6

REACH technology growth programs across 4 continents. *Programs in Canada, the United Kingdom, Australia, and Latin America, in addition to U.S. commercial and residential REACH programs.*

American real estate accounted for

## \$4.1 TRILLION

in economic activity in 2022, an increase of over \$200 billion from 2021.

- Real estate represents roughly **16.3%** of annual U.S. GDP

## \$120,500

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

## 11

years of REACH operation, representing more than a decade of NAR work to ensure members can capitalize on the latest technology in the market to more effectively and efficiently serve consumers.

## 370,000

REALTORS® served by associations and MLS organizations that have established REACH Labs. *These help state and local REALTOR® associations source innovation and new technology for NAR members' benefit.*

- **13** individual U.S. markets served through the REACH Labs program

# REAL ESTATE AND THE U.S. ECONOMY

## 26%

of homes sold above the list price in September 2023, with inventory remaining tight nationwide.

- The average U.S. house was on the market for **21 days** in September 2023

## 69%

of sellers reported that their properties sold in less than one month in September.

# NAR EVENT ENGAGEMENT

## IN-PERSON EVENTS

**600**

in attendance at the C5+CCIM Global Summit in Atlanta.

**9,000**

attended the REALTORS® Legislative Meetings (RLM) in May.

**1,800**

registered for Leadership Summit in August.

**OVER 500**

registered for iOi Summit, connecting real estate professionals to top tech innovators and entrepreneurs across the globe.

**1,283**

attended NAR's 2023 AE Institute, bringing together AEs from across the country to better serve REALTORS® and consumers.

**500**

in attendance at NAR's Broker Summit in Kansas City in April.

**12,000**

expected to attend NAR NXT in Anaheim in November.

## VIRTUAL SESSIONS

**2,894**

total views at nar.realtor for the REALTORS® Legislative Meetings general sessions.

**7,000+**

total views for NAR's iOi Pitch Battle.

**7,416**

registered for NAR's Quarter 3 Economic Forecast Summit.

**1,239**

streaming views for Leadership Summit.

**5,000**

REALTORS® attended a monthly virtual education session hosted by the Center for REALTOR® Financial Wellness, providing members with the latest strategies to help them secure their finances.





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