

# 2024 Association Profile

August 2024



NATIONAL  
ASSOCIATION OF  
REALTORS®



# 2024 NAR Leadership Team

2024 Association Profile

KEVIN SEARS, AHWD, C2EX  
President

---

KEVIN BROWN, AHWD, C2EX  
First Vice President

GREGORY J. HRABCAK, CCIM, C2EX  
Treasurer

---

ERIC SAIN, AHWD, C2EX, CIPS, ePRO, GRI  
Vice President of Association Affairs

NATE K. JOHNSON, AHWD, ABR, C2EX, CIPS, CRS,  
GRI, PSA, SRES  
Vice President of Advocacy

---

NYKIA WRIGHT  
Interim Chief Executive Officer



---

Lawrence Yun, Ph.D.  
Chief Economist and Senior Vice President

Jessica Lautz, Dr. of Real Estate  
Deputy Chief Economist and Vice President,  
Research

**Lead Author:**  
Matt Christopherson  
Director, Business and Consumer Research

# NAR Research Staff

---



# Table of Contents

2024 Association Profile

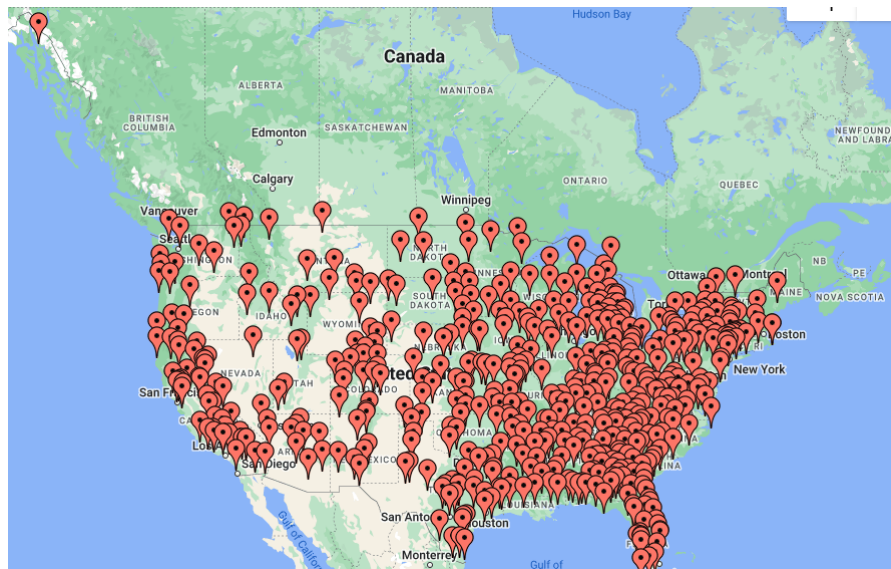
---

Introduction	5
Key Highlights	6
Associations Overview	8
Staff Characteristics	12
Benefits	19
Rules & Guidelines	23
Financial & Operations	27
Offerings & Courses	37
Governance/Board of Directors	52
Methodology	59

# Introduction

The Association became the largest trade association in the United States in the early 1970s, with over 400,000 members in 1975. Today, the National Association of REALTORS® has 1.5 million members, 54 state associations (including Guam, Puerto Rico, and the Virgin Islands), and more than 1,000 local associations. With varying sizes, markets, members, and resources, different associations have different priorities and policies. The purpose of this report is to serve as a reference guide of best and common practices for Association Executives and staff members nationwide.

The report is broken down by association size, determined by NAR's predetermined categories: Mega, Large, Medium, and Small. More details about the association size definition can be found in the Methodology section.





# Key Highlights

With a network of more than 1,000 local associations and 54 state associations, it is important to understand commonalities and differences and to understand best practices. With varying sizes, resources, and local markets, let's take a look at how REALTOR® associations operate and compare to each other:

## Associations Overview

- **Most local REALTOR® associations are smaller in size: 77% represent fewer than 2,000 members each.**
- Thirty-seven percent of associations' MLSs allow non-REALTOR® participation.

## Staff Characteristics

- Associations are most likely to at least employ an Association Executive/CEO (93%). Many REALTOR® associations also employ a Membership Director, Education Director, and Communications Director.
- Fifteen percent of associations share staff and services with other REALTOR® associations to conserve and optimize resources (down from 22% last year).
- **The typical REALTOR® association employs three full-time staff members and one part-time staff member. Mega associations typically have the largest staff with 21 full-time staff (17 last year), compared to Small associations, which typically have just one full-time staff member (1 last year).**

## Benefits

- While this varies by association size, the most common benefit offered to full-time staff is paid vacation time off (86%, 89% last year), followed by paid sick time (75%, 78% last year), bonuses (71%, 68% last year), and health insurance (56%, 58% last year).
- **Thirteen percent of associations offer association health plans to their REALTOR® members, and 8% offer statewide health plans.**

## Rules & Guidelines

- **Associations are most likely to have a social media policy or guidelines for staff (60%, 65% last year) and least likely to have these for members (38%, 35% last year).**
- REALTOR® associations are most likely to have a conflict-of-interest policy (93%, 95% last year), followed by a harassment policy (92%), and a whistle-blower policy (79%, 81% last year).
- Among associations with a social media policy, violations are most likely dealt with on a case-by-case basis.

# Key Highlights

## Financial & Operations

- **REALTOR® associations most often maintain financial reserves for a 1–2-year timeline (41%, 39% last year), followed by a 6-month – less than 1-year timeline (37%, 33% last year).**
- The most common non-dues revenue sources of REALTOR® associations are penalties through late fees (61%, 64% last year) and affiliate programs (61%, 54% last year), followed by CE courses (59%, 63% last year), and the local MLS (56%, 52% last year).
- Associations primarily (89%, 85% last year) conduct dues billing on an annual basis, where all members are charged at the same time.
- **Nearly four in five (79%) associations own at least one building for their operations.**

## Offerings & Courses

- Nearly all (82%, 94% last year) associations have an award program for REALTOR® of the Year, while half (50% 54% last year) have an awards program for service/community/charitable actions.
- **Nearly one-fifth (19%) of REALTOR® associations have a commercial division, group, or committee. This is much more common among Mega (50%) and Large (39%) associations.**

- REALTOR® associations most often participate in advocacy efforts for fair housing (85%, the same as last year), property rights (80%, the same as last year), and housing affordability (73%, 73% last year).
- **The typical REALTOR® association offers 12 continuing education courses (12 last year) and 25 total classes (20 last year).**
- More than half (55%) of associations offer a leadership development program (i.e. Leadership Academy, training director, committee, etc.).

## Governance/Board of Directors

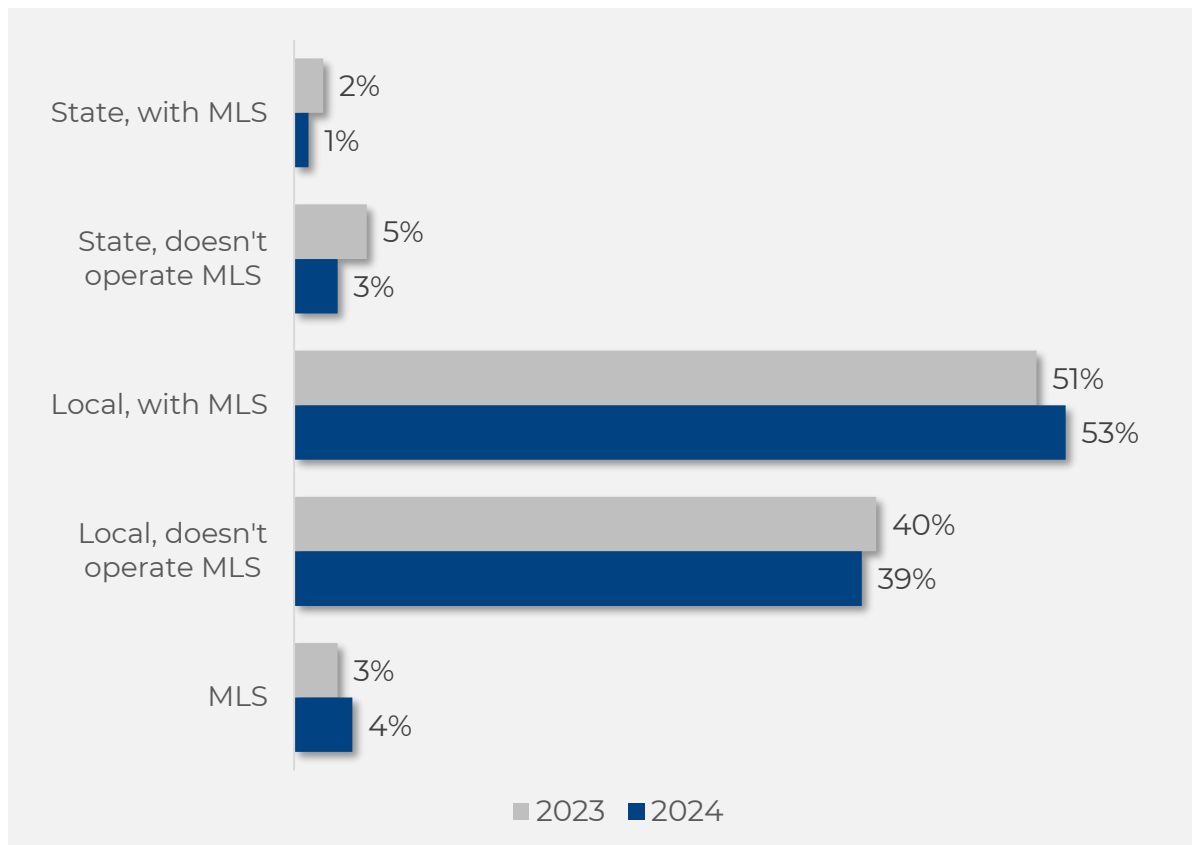
- **More than half (58%) of REALTOR® associations use virtual voting for governance meetings (56% last year).**
- REALTOR® associations are most likely (43%) to have a three-year term limit for their board members (38% last year).
- The most common criterion for Board of Directors participation among REALTOR® associations is a minimum tenure as a member of the association (51%, 52% last year), followed by a minimum tenure on a committee(s) (39%, 41% last year).



# Associations Overview

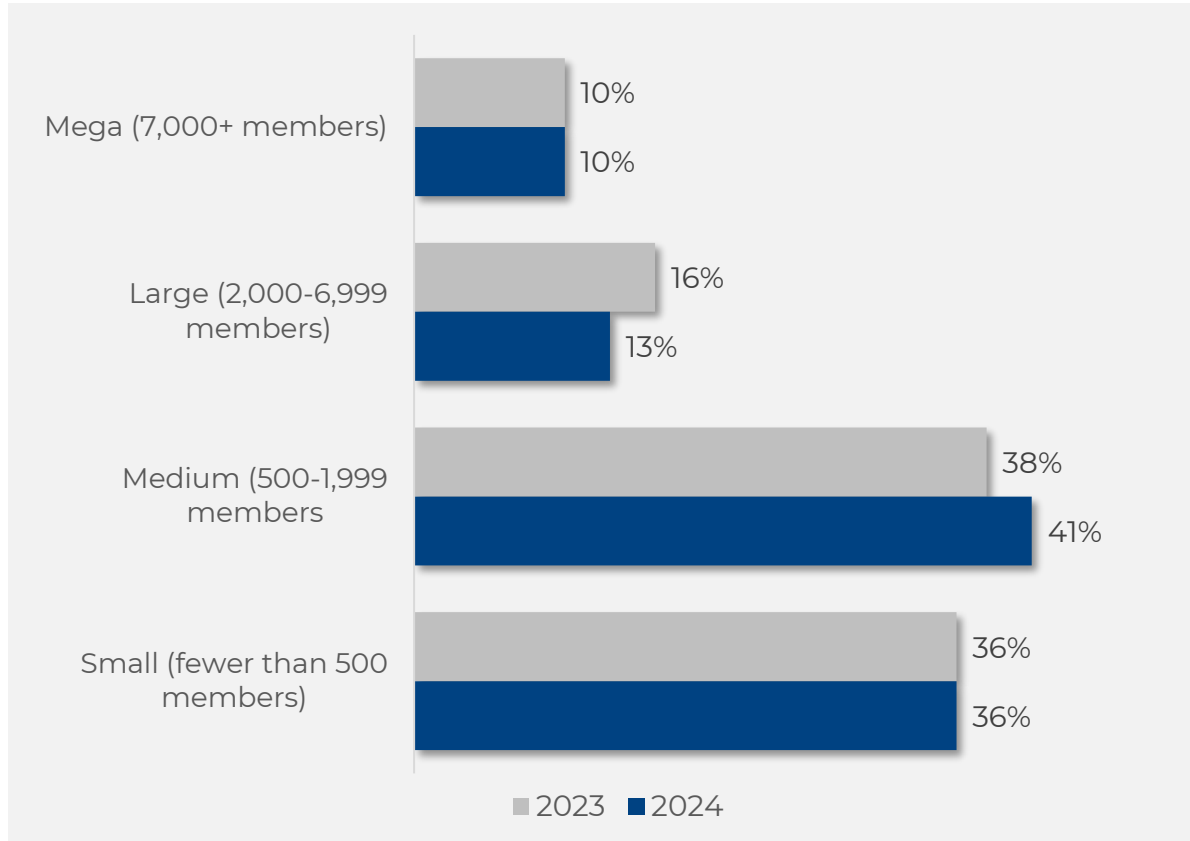


# Association Type



**Fifty-three percent of respondents represent a local REALTOR® association with an MLS (51% last year), while 39% represent a local association that doesn't operate their local MLS (40% last year).**

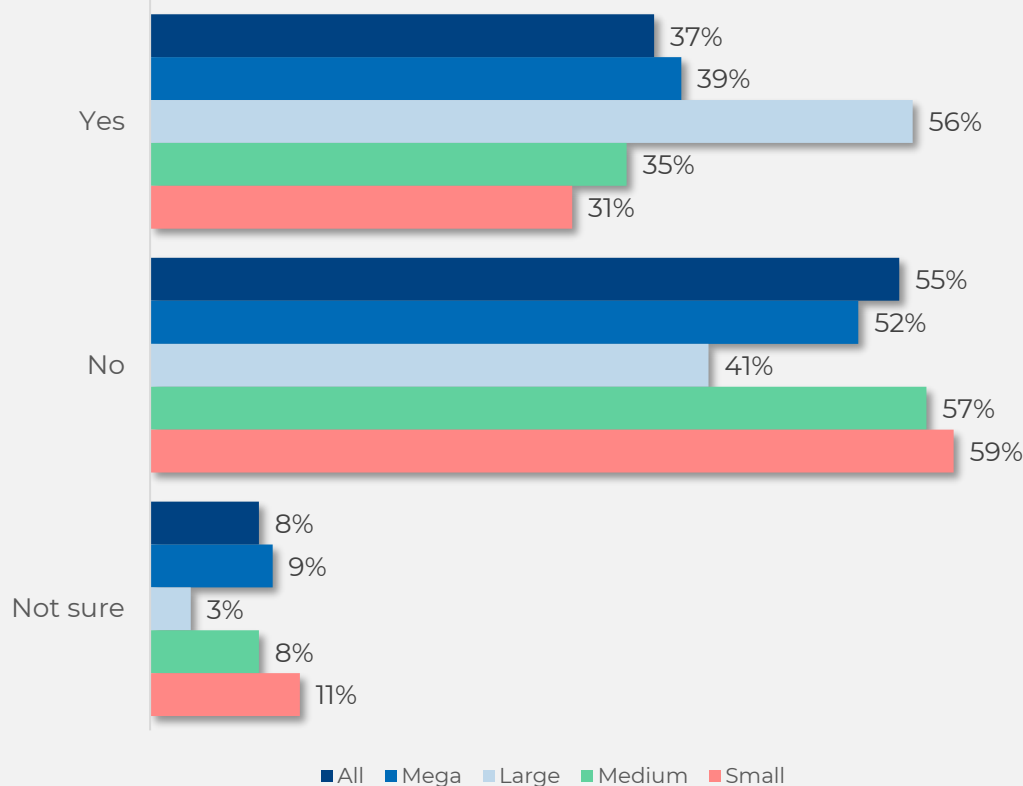
# Association Size



**Most local REALTOR® associations are smaller in size: 77% represent fewer than 2,000 members each.**

**Forty-one percent of respondents represent Medium associations, 36% represent Small associations, 13% represent Large associations, and 10% represent Mega associations.**

# MLS Allows Non-REALTOR® Participation



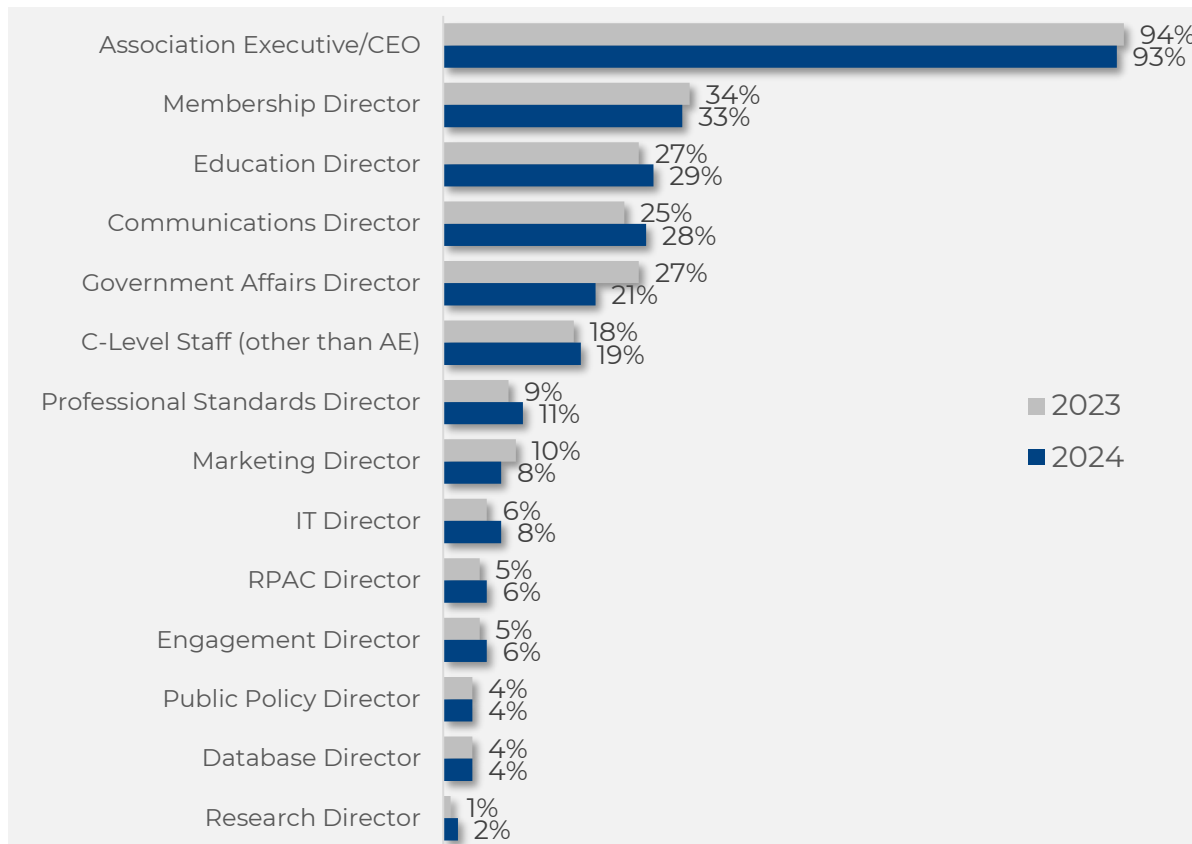
**Thirty-seven percent of associations' MLSs allow non-REALTOR® participation (38% last year).**

**This is most common among Large associations (56%) and least common among Small associations (3%).**

# Staff Characteristics



# Executive/Director Level Roles at Association



**Associations are most likely to at least employ an Association Executive/CEO (93%).**

**Many REALTOR® associations also employ a Membership Director, Education Director, and Communications Director.**

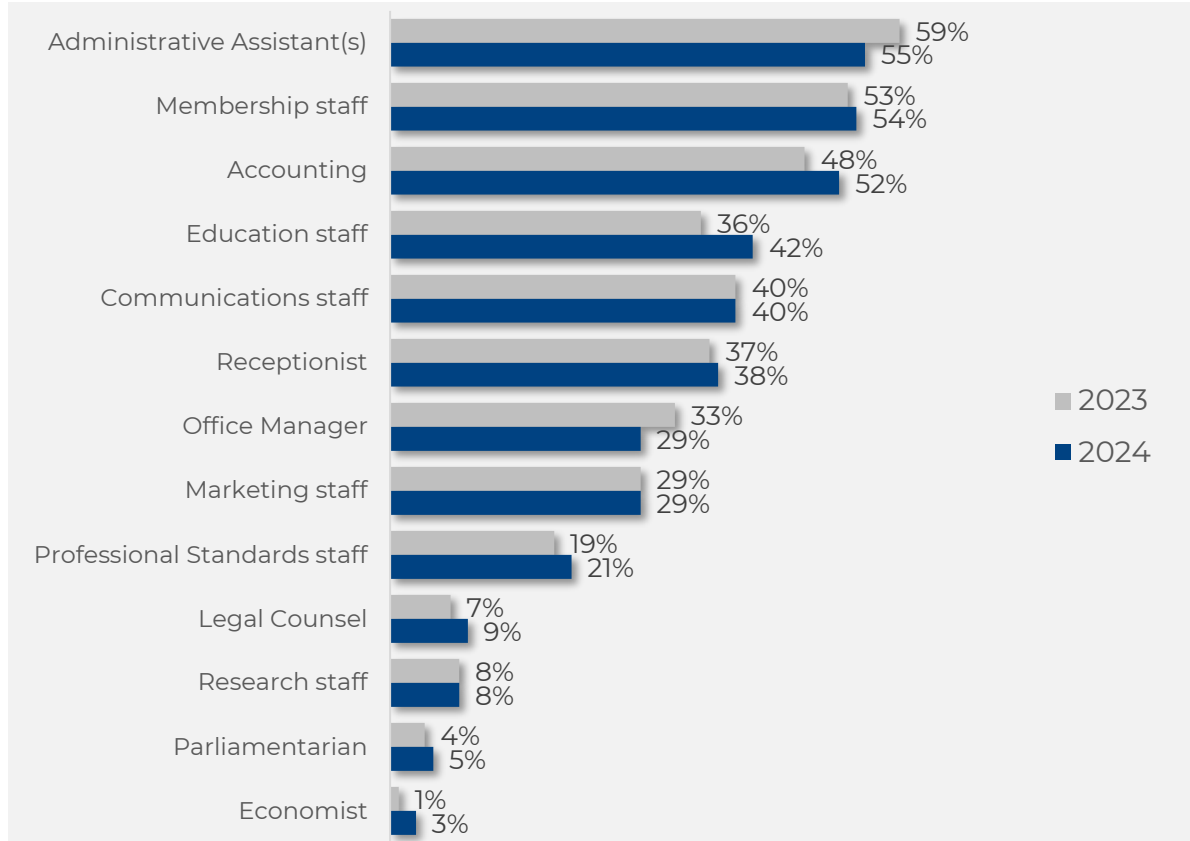


# Executive/Director Level Roles at Association, by Size

	Mega	Large	Medium	Small
Association Executive/CEO	87%	91%	92%	96%
Education Director	78%	68%	25%	7%
Communications Director	74%	65%	29%	3%
Government Affairs Director	70%	50%	18%	2%
C-Level Staff (other than AE)	70%	41%	12%	7%
Membership Director	57%	59%	40%	11%
Professional Standards Director	57%	18%	4%	4%
Marketing Director	52%	3%	6%	2%
IT Director	35%	18%	5%	2%
Engagement Director	26%	12%	3%	2%
RPAC Director	22%	*	4%	5%
Public Policy Director	22%	3%	1%	2%
Research Director	13%	*	1%	2%
Database Director	9%	6%	1%	4%

\*Less than one percent

# Other Roles at Association



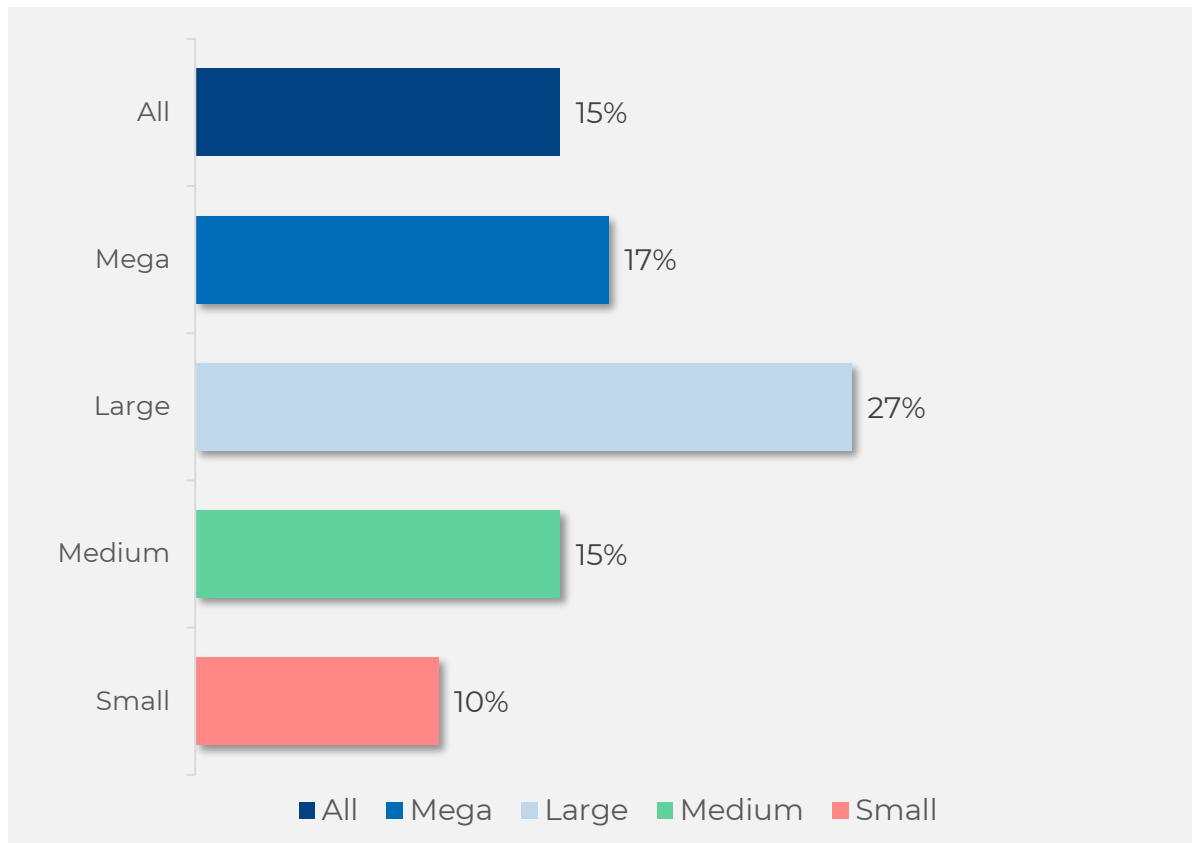
Apart from executive-level roles, many REALTOR® associations employ **Administrative Assistants (55%), Membership staff (54%), and Accounting staff (52%).**

# Other Roles at Association, by Size

	Mega	Large	Medium	Small
Membership staff	87%	70%	53%	40%
Administrative Assistant(s)	83%	67%	57%	42%
Communications staff	78%	52%	33%	33%
Accounting	74%	79%	47%	41%
Marketing staff	70%	30%	24%	24%
Education staff	65%	48%	41%	34%
Professional Standards staff	52%	36%	14%	14%
Receptionist	48%	42%	39%	33%
Legal Counsel	43%	12%	4%	3%
Office Manager	30%	30%	28%	30%
Economist	9%	3%	1%	4%
Research staff	4%	6%	3%	14%
Parliamentarian	*	6%	3%	7%

\*Less than one percent

# Shares Staff/Services with Other Associations

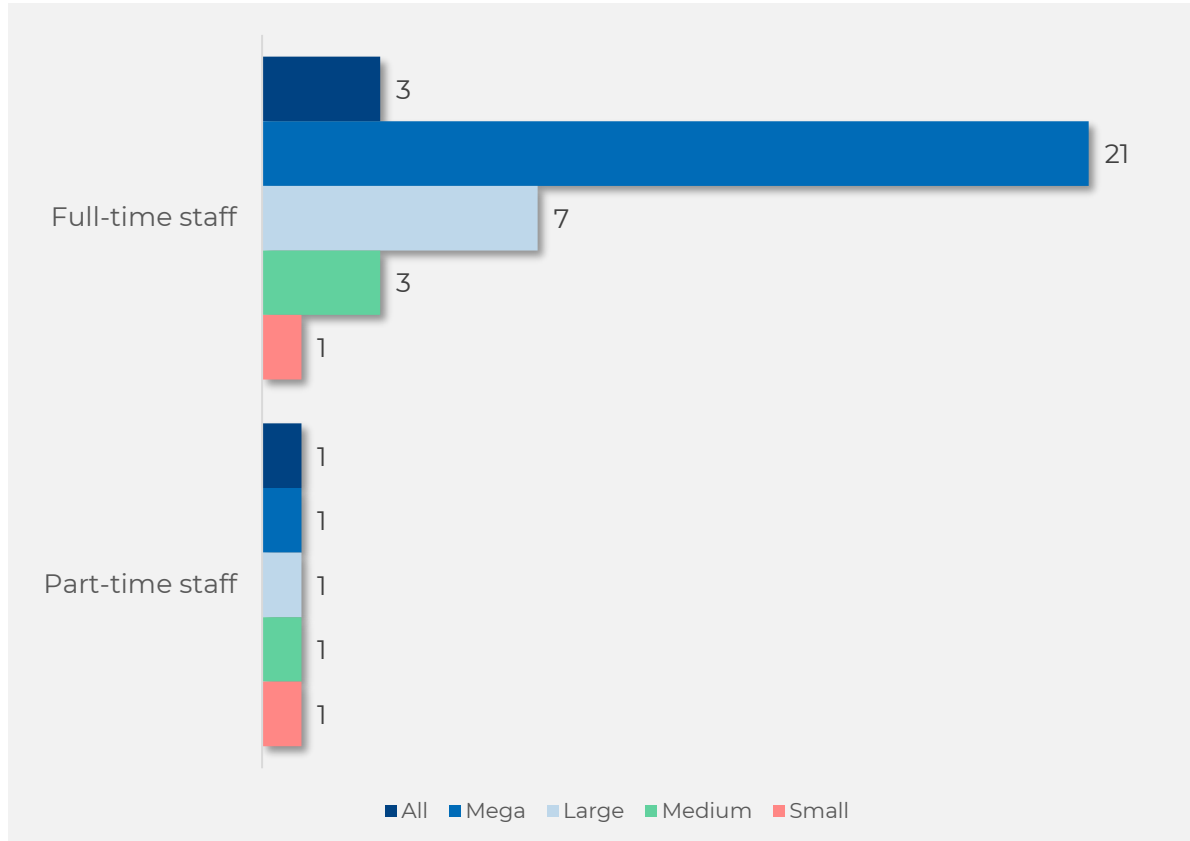


**Some associations share staff and services with other REALTOR® associations to conserve and optimize resources.**

**Fifteen percent of all associations share staff and services with other associations (22% last year).**

**This is most common among Large associations (27%) and least common among Small associations (10%).**

# Median Number of Association Staff Members



The typical REALTOR® association employs three full-time staff members and one part-time staff member (same as last year).

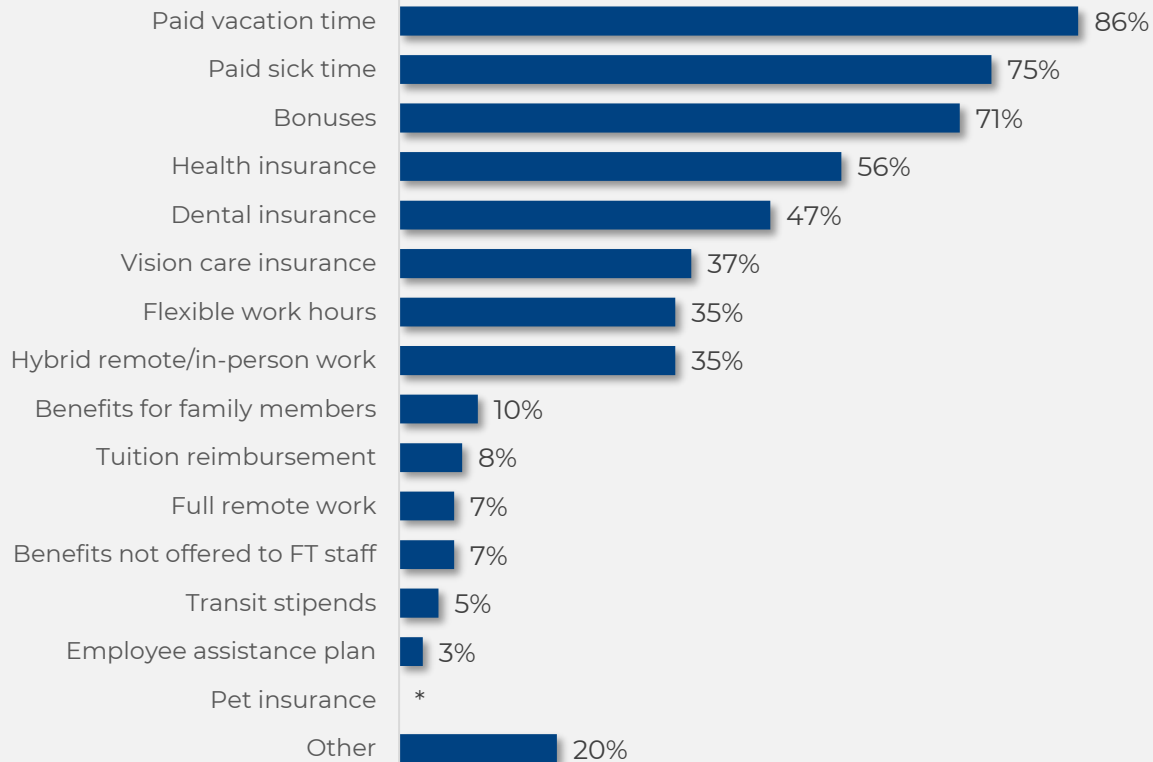
Mega associations typically have the largest staff with 21 full-time staff (17 last year), compared to Small associations, which typically have just one full-time staff member (1 last year).



A man with dark curly hair and a beard, wearing a yellow sweater and white earbuds, is sitting at a desk in profile, facing a large computer monitor. The monitor displays a video conference with eight participants in a grid layout. A webcam is mounted on top of the monitor. The desk has a keyboard, a mouse, and some papers. The background is a brick wall with a window.

# Benefits

# Benefits Offered to Full-time Staff



\*Less than one percent

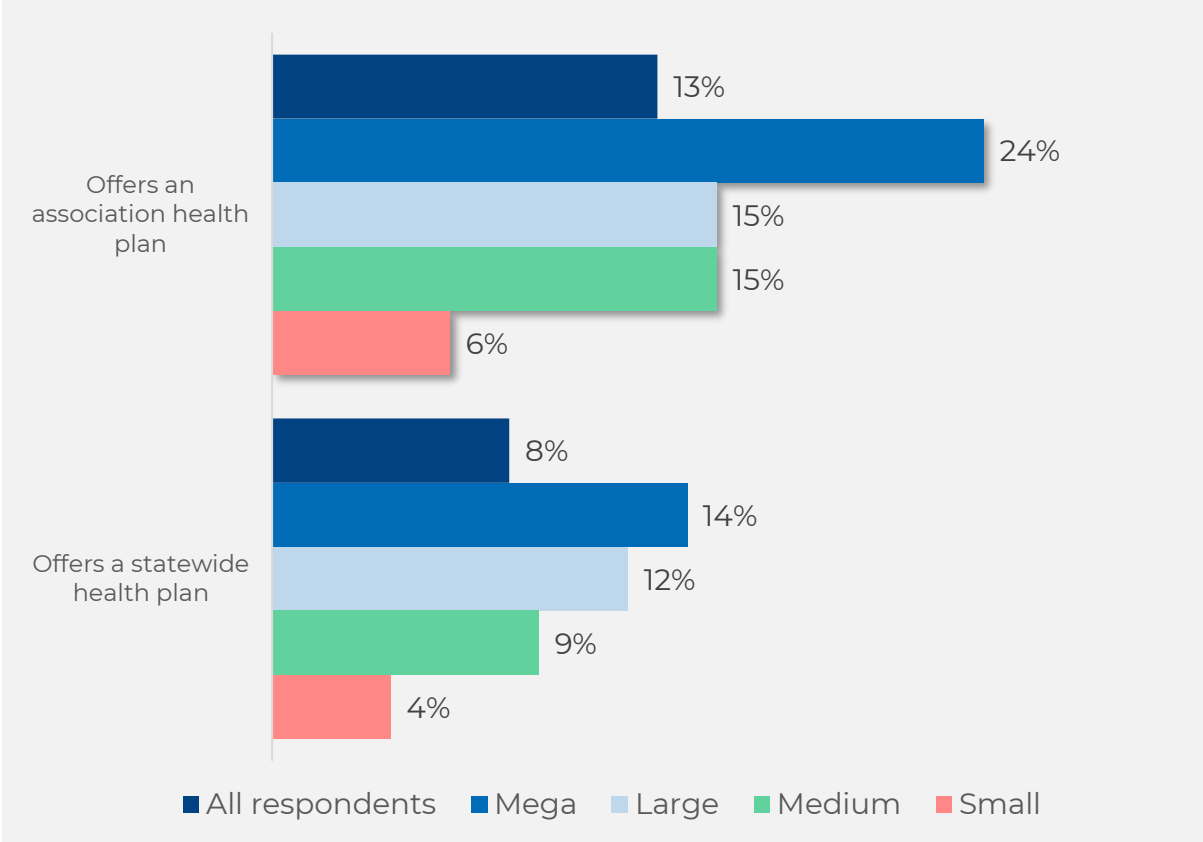
**While this varies by association size, the most common benefit offered to full-time staff is paid vacation time off (86%, 89% last year), followed by paid sick time (75%, 78% last year), bonuses (71%, 68% last year), and health insurance (56%, 58% last year).**

# Benefits Offered to Full-time Staff, by Association Size

	Mega	Large	Medium	Small
Health insurance	100%	88%	64%	23%
Paid vacation time	100%	94%	93%	71%
Dental insurance	100%	85%	52%	10%
Bonuses	100%	85%	74%	54%
Paid sick time	91%	91%	80%	57%
Vision care insurance	87%	76%	42%	4%
Hybrid remote/in-person work	65%	58%	36%	18%
Flexible work hours	35%	48%	32%	33%
Tuition reimbursement	35%	15%	4%	2%
Benefits for family members	35%	15%	9%	1%
Employee assistance plan	17%	3%	2%	1%
Full remote work	17%	15%	5%	4%
Transit stipends	4%	9%	6%	4%
Pet insurance	*	*	*	*
Other	13%	30%	21%	15%
Benefits not offered to FT staff	*	*	1%	18%

\*Less than one percent

# Offers Association Health Plans to Members



**Thirteen percent of associations offer association health plans to their REALTOR® members, and 8% offer statewide health plans.**

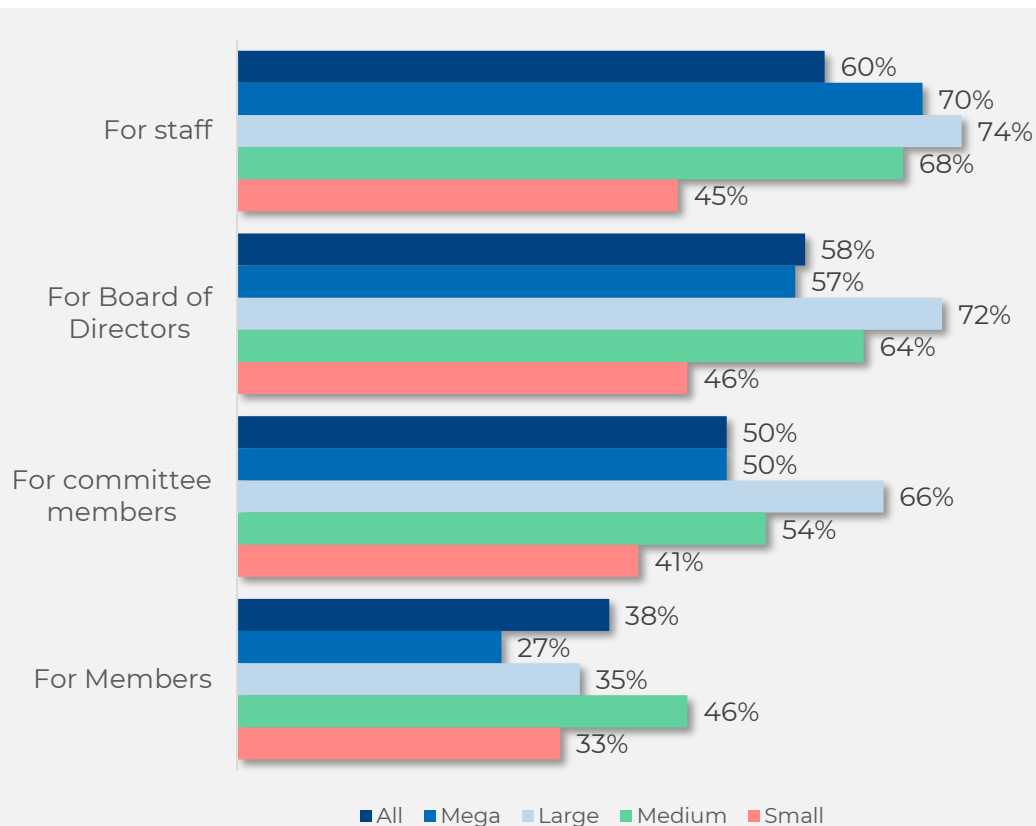
**This is most common among Mega associations.**

# Rules & Guidelines





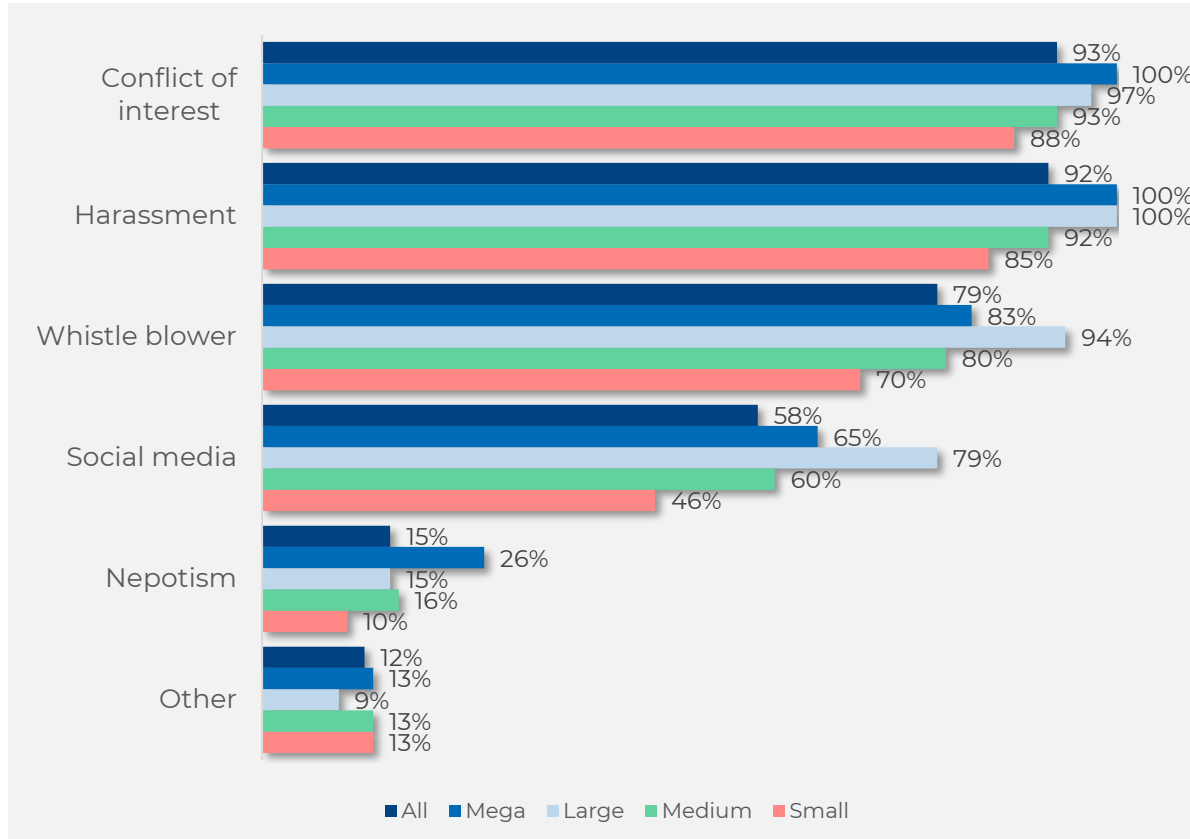
# Association has Social Media Policy or Guidelines



**Associations are most likely to have a social media policy or guidelines for staff (60%, 65% last year) and least likely to have these for members (38%, 35% last year).**

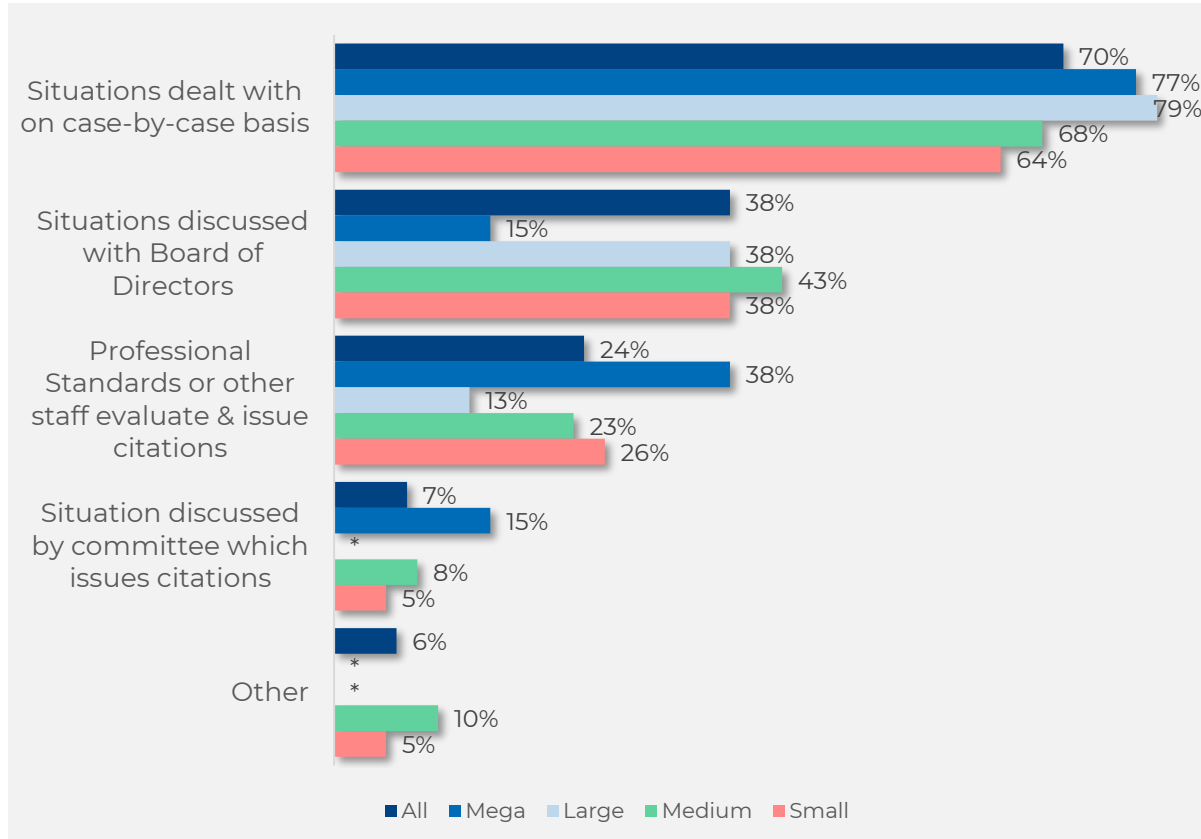
**Generally, Large REALTOR® associations are most likely to have a social media policy or guidelines.**

# Association has Policy for...



**REALTOR® associations are most likely to have a conflict-of-interest policy (93%, 95% last year), followed by a harassment policy (92%), and a whistle-blower policy (79%, 81% last year).**

# Response to Violations of Social Media Policies



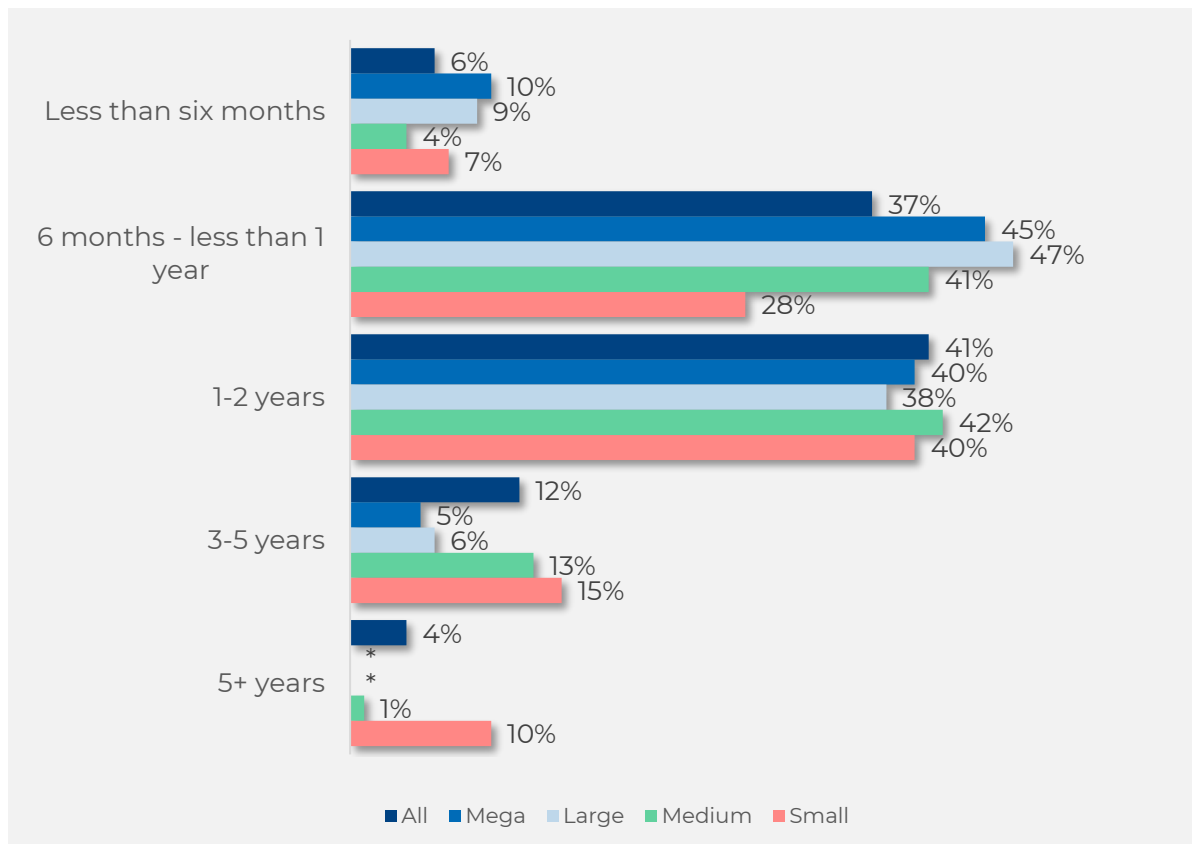
**Among associations with a social media policy, violations are most likely dealt with on a case-by-case basis.**

\*Less than one percent

# Financial & Operations



# Operating Timeline for Financial Reserves

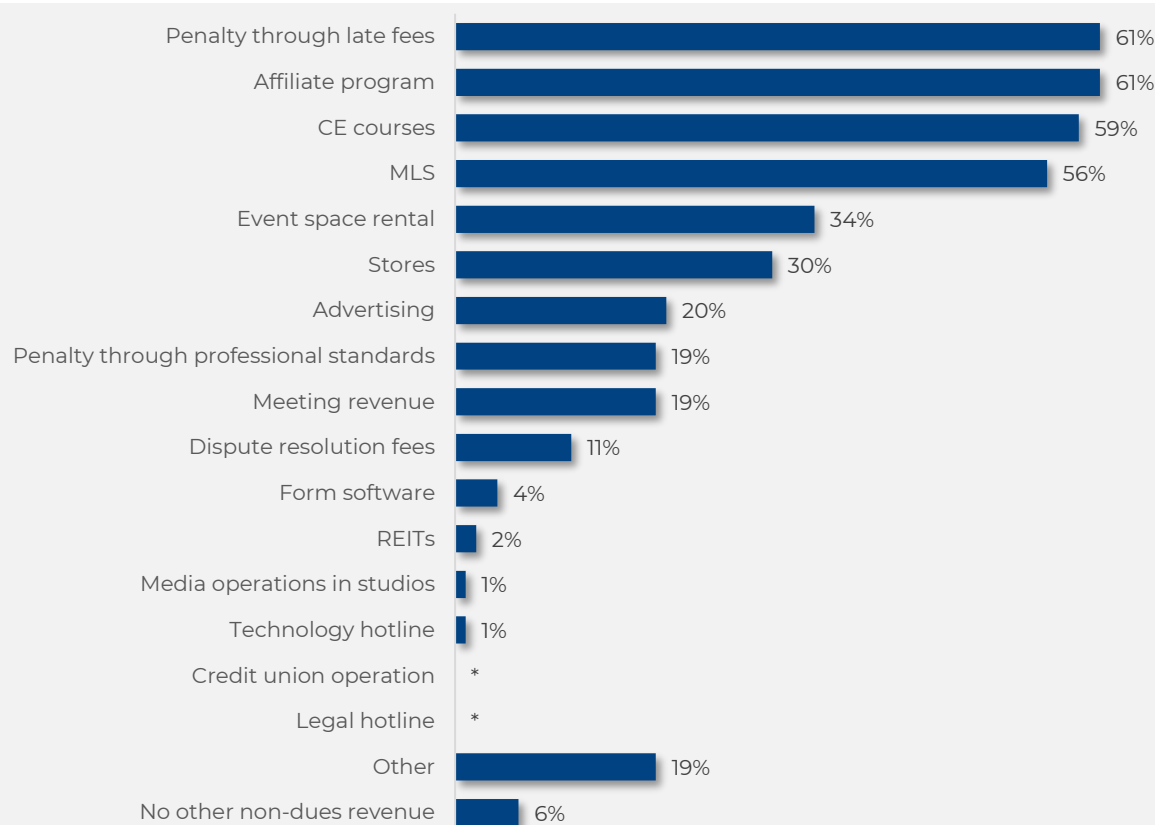


\*Less than one percent

**REALTOR® associations most often maintain financial reserves for a 1-2-year timeline (41%, 39% last year), followed by a 6-month – less than 1-year timeline (37%, 33% last year).**



# Non-dues Revenue Sources



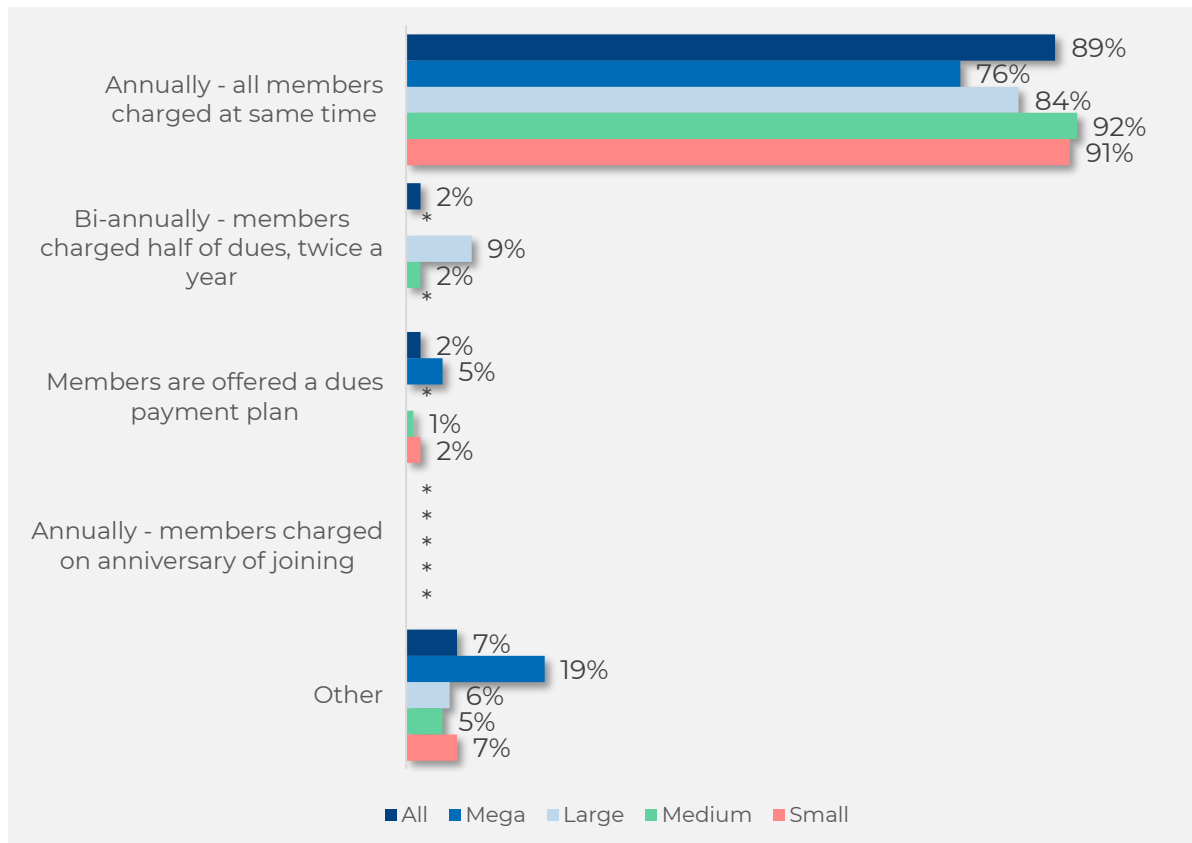
**The most common non-dues revenue sources of REALTOR® associations are penalties through late fees (61%, 64% last year) and affiliate programs (61%, 54% last year), followed by CE courses (59%, 63% last year), and the local MLS (56%, 52% last year).**

\*Less than one percent

# Non-dues Revenue Sources, by Size

	Mega	Large	Medium	Small
Penalty through late fees	70%	65%	64%	54%
CE courses	60%	68%	63%	52%
Advertising	60%	23%	18%	13%
Affiliate program	55%	77%	62%	54%
Dispute resolution fees	50%	19%	7%	4%
Event space rental	45%	65%	47%	6%
Stores	45%	45%	42%	8%
MLS	40%	55%	52%	64%
Penalty through professional standards	35%	32%	19%	11%
Meeting revenue	35%	26%	20%	12%
Media operations in studios	5%	*	2%	*
Form software	*	6%	6%	2%
REITs	*	3%	2%	1%
Legal hotline	*	3%	*	*
Technology hotline	*	*	2%	*
Credit union operation	*	*	*	*
Other	35%	26%	21%	11%
No other non-dues revenue	5%	3%	2%	10%

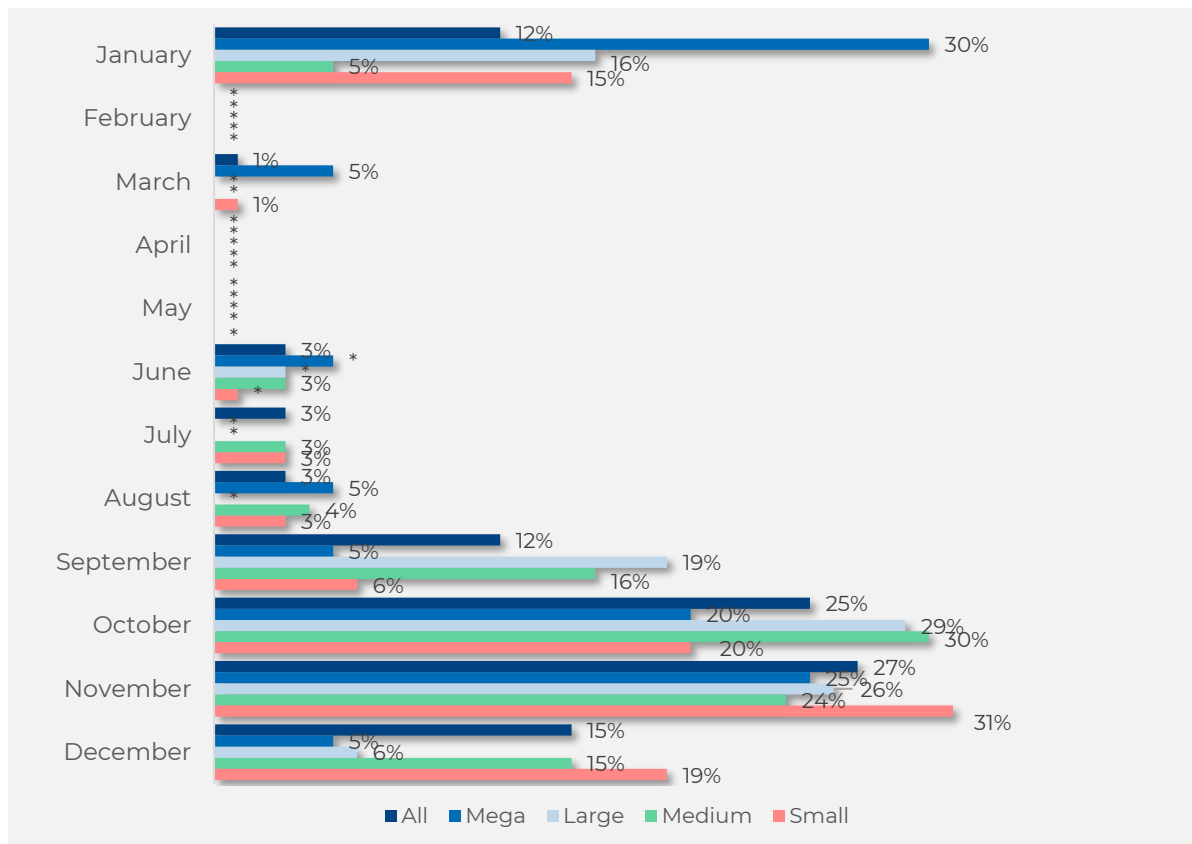
# Timing of Dues Payment Billing



**Associations primarily (89%, 85% last year) conduct dues billing on an annual basis, where all members are charged at the same time.**

\*Less than one percent

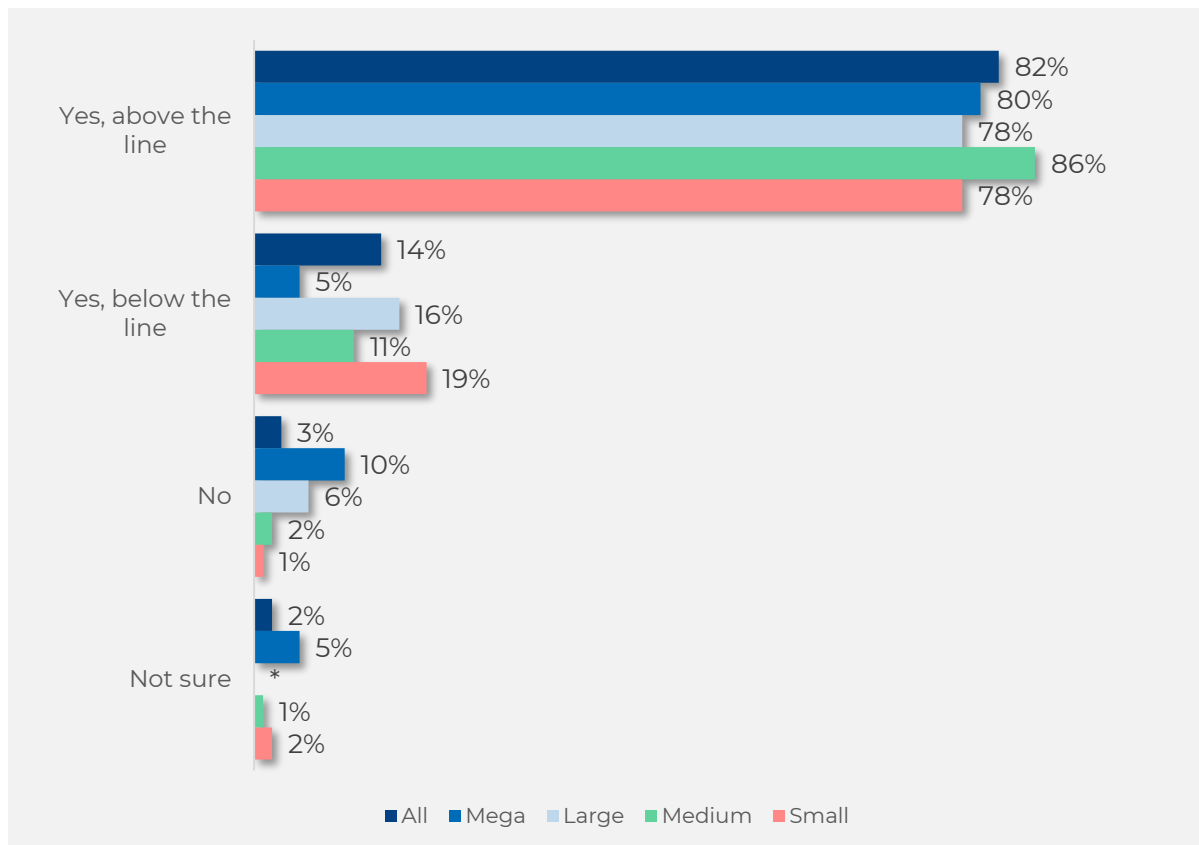
# Month Association Begins Collecting Dues



\*Less than one percent

**Associations most often begin collecting dues payments in November (27%, 27% last year) or October (25%, 28% last year).**

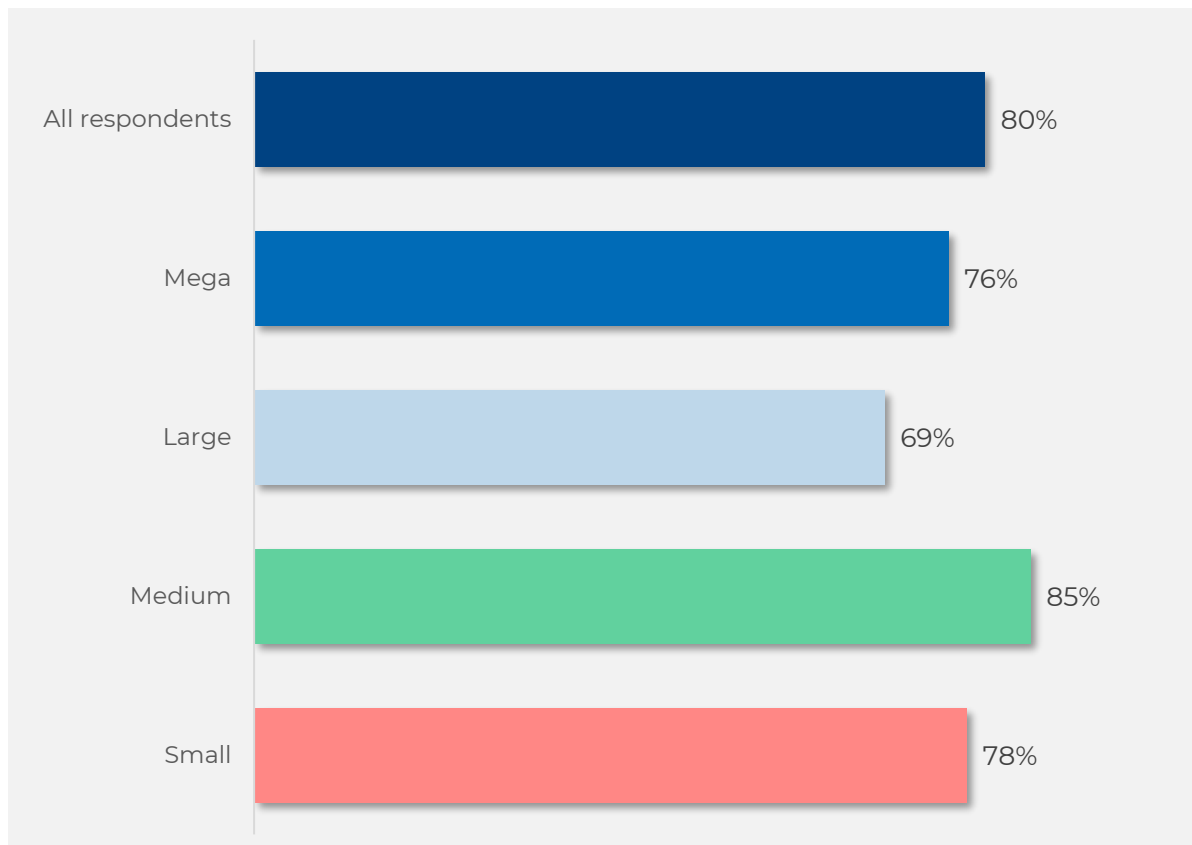
# Solicits RPAC Contributions at Same Time as Dues



**The far majority (82%) of associations solicit RPAC contributions at the same time as dues, above the line.**

\*Less than one percent

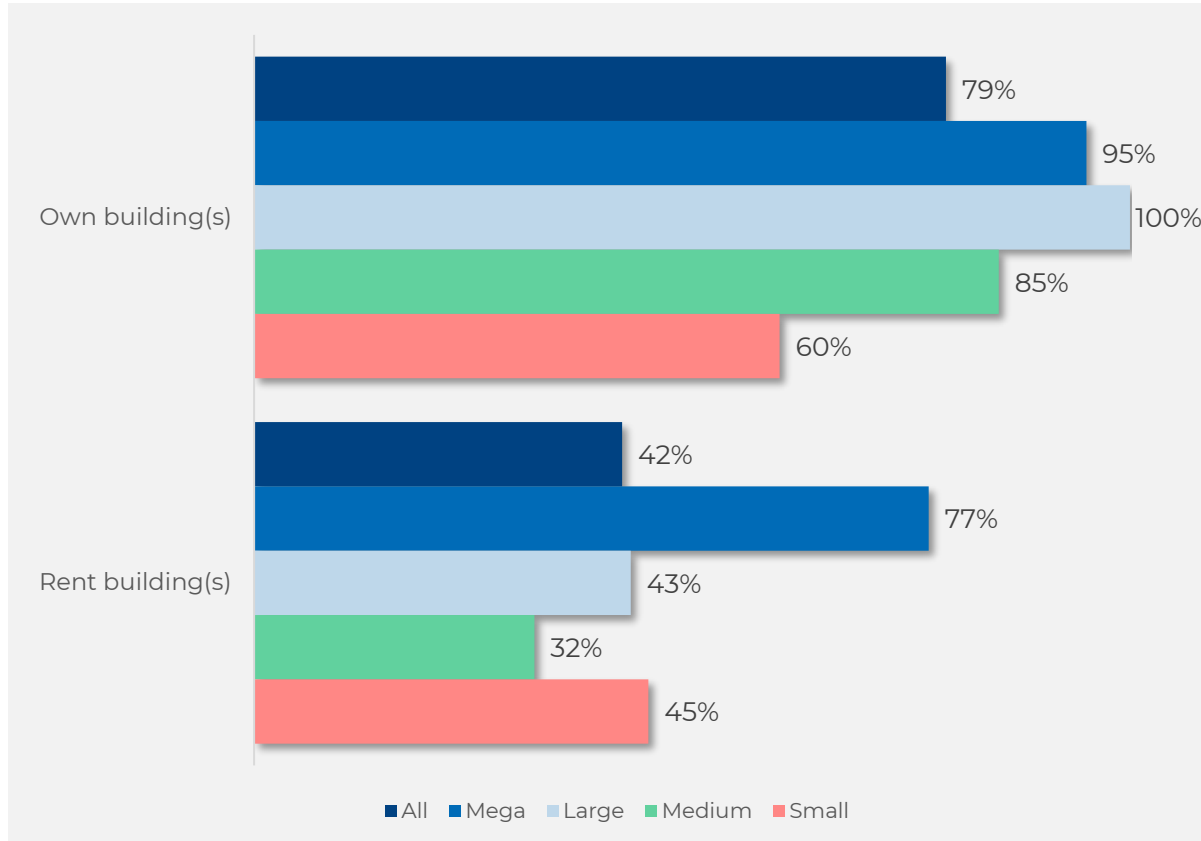
# Holds or Hosts RPAC Fundraising Events



**Eighty percent of associations hold or host RPAC fundraising events (83% last year).**

**This is most common among Medium associations and least common among Large associations.**

# Association Buildings



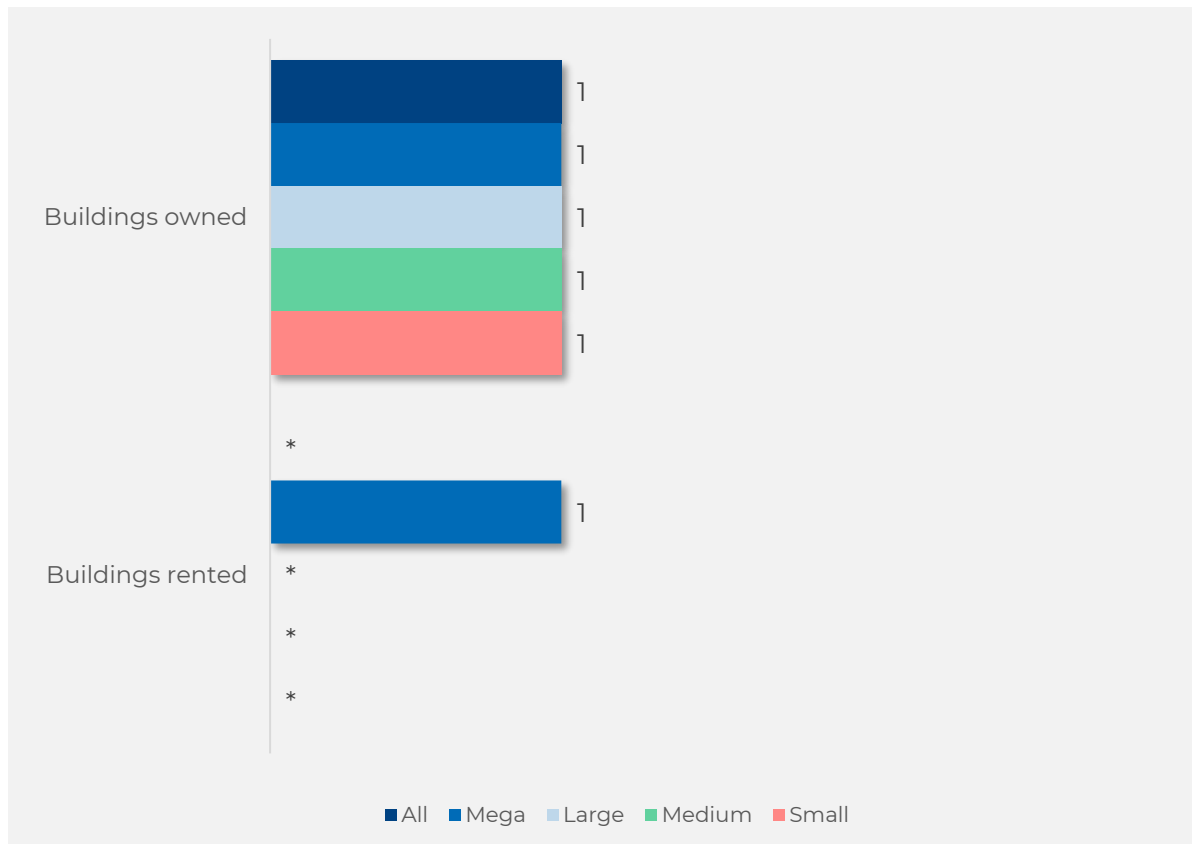
**Nearly four in five (79%) associations own at least one building for their operations.**

**Additionally, 42% of REALTOR® associations rent at least one building.**

\*Less than one percent



# Number of Buildings Operated by Association



**Associations typically own one building and rent none.**

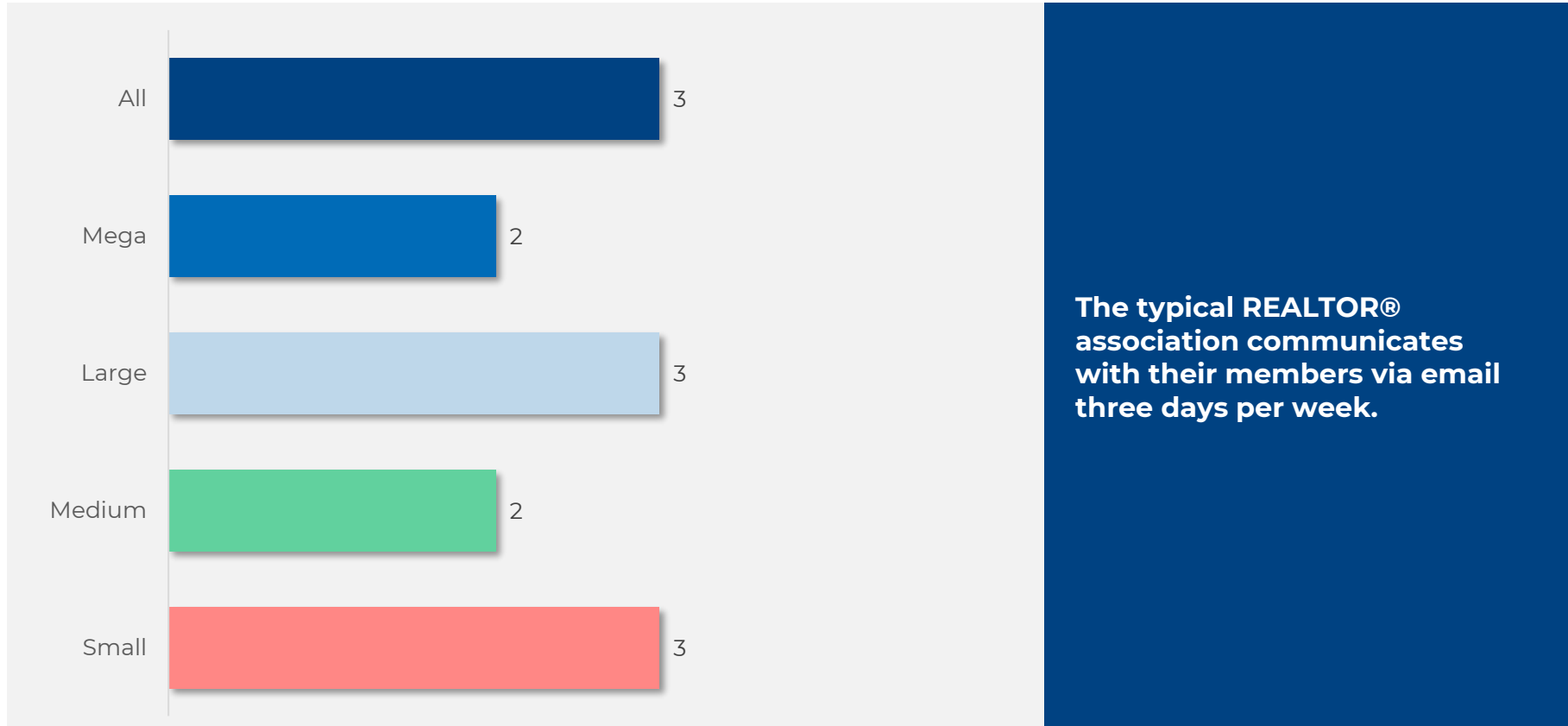
**However, Mega associations also rent a median of one building.**

\*Less than one percent

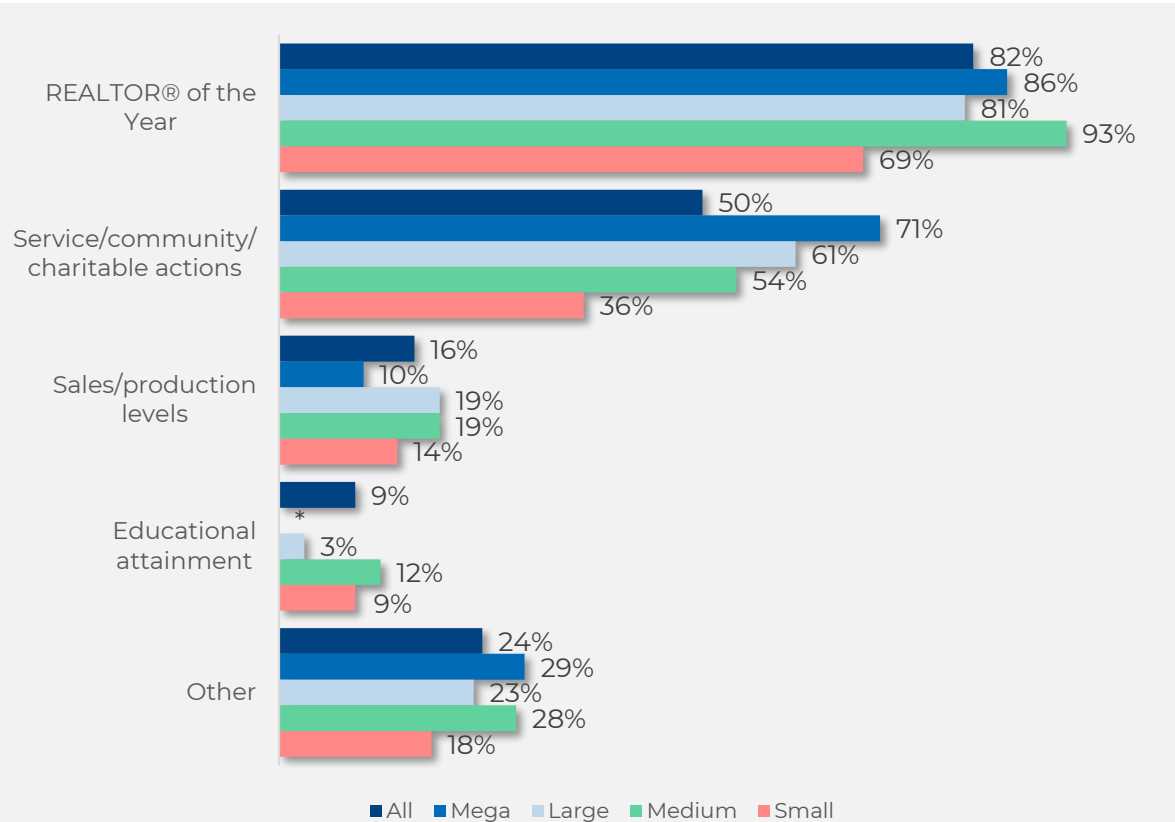
# Offerings & Courses



# Days Per Week Communicating with Members via Email



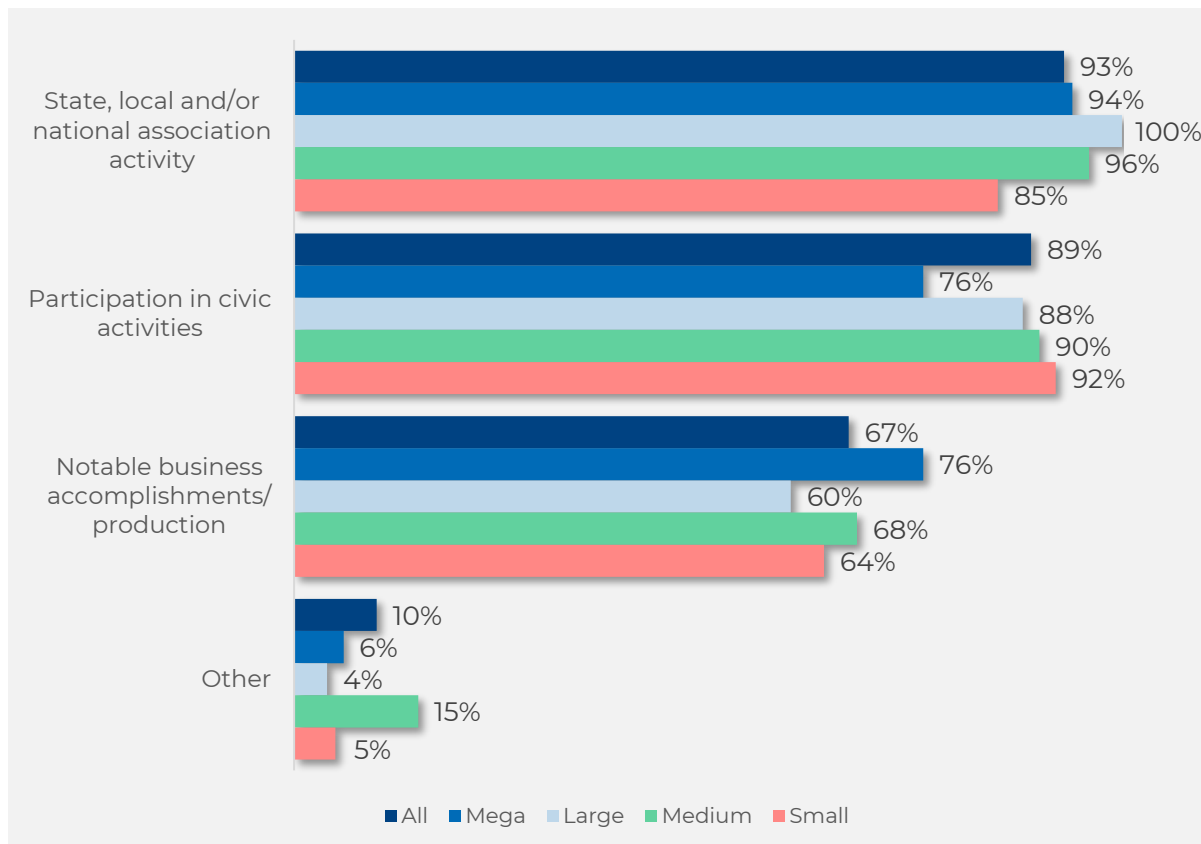
# Has Awards Program for...



\*Less than one percent

Nearly all (82%, 94% last year) associations have an award program for REALTOR® of the Year, while half (50% 54% last year) have an awards program for service/community/charitable actions.

# Criteria for REALTOR® of the Year

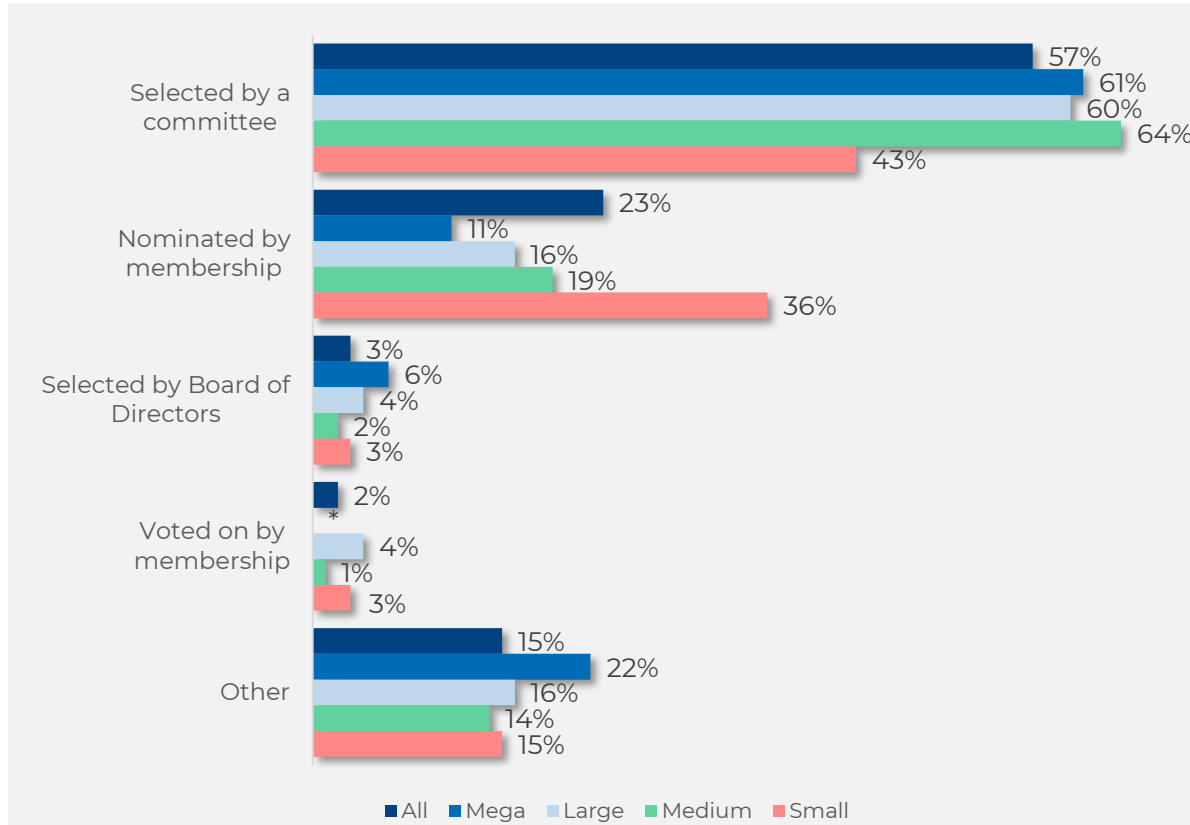


\*Less than one percent

Nearly all (93%) associations use state, local, and/or national association activity as criteria for REALTOR® of the Year, while 89% use participation in civic activities, and 67% use notable business accomplishments/production as criteria.

Small associations are more likely to focus on civic activity, while Large associations are most likely to focus on association activity.

# REALTOR® of the Year Selection Process



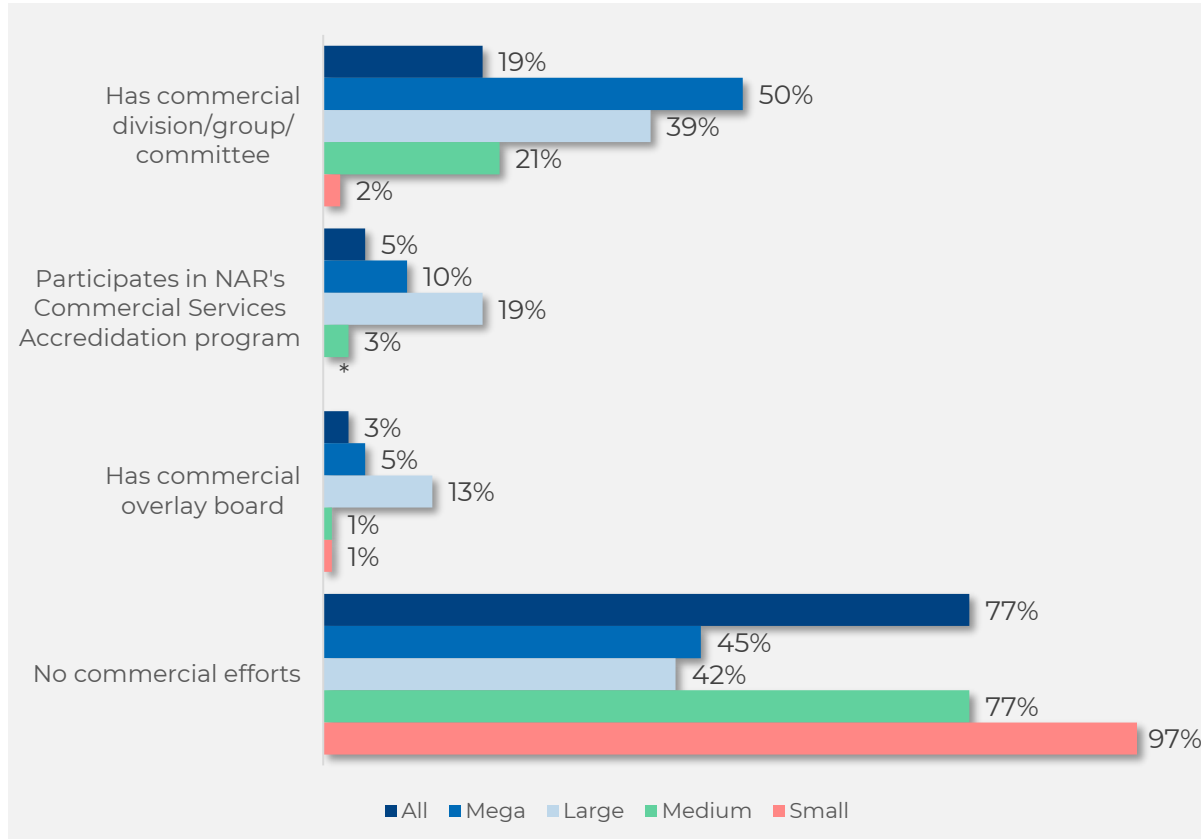
\*Less than one percent

**The majority of associations (57%) have a committee select REALTOR® of the Year, while nearly one in four (23%) are nominated by membership.**

**Small associations are much more likely to have their membership nominate their REALTOR® of the Year.**



# Association's Commercial Efforts

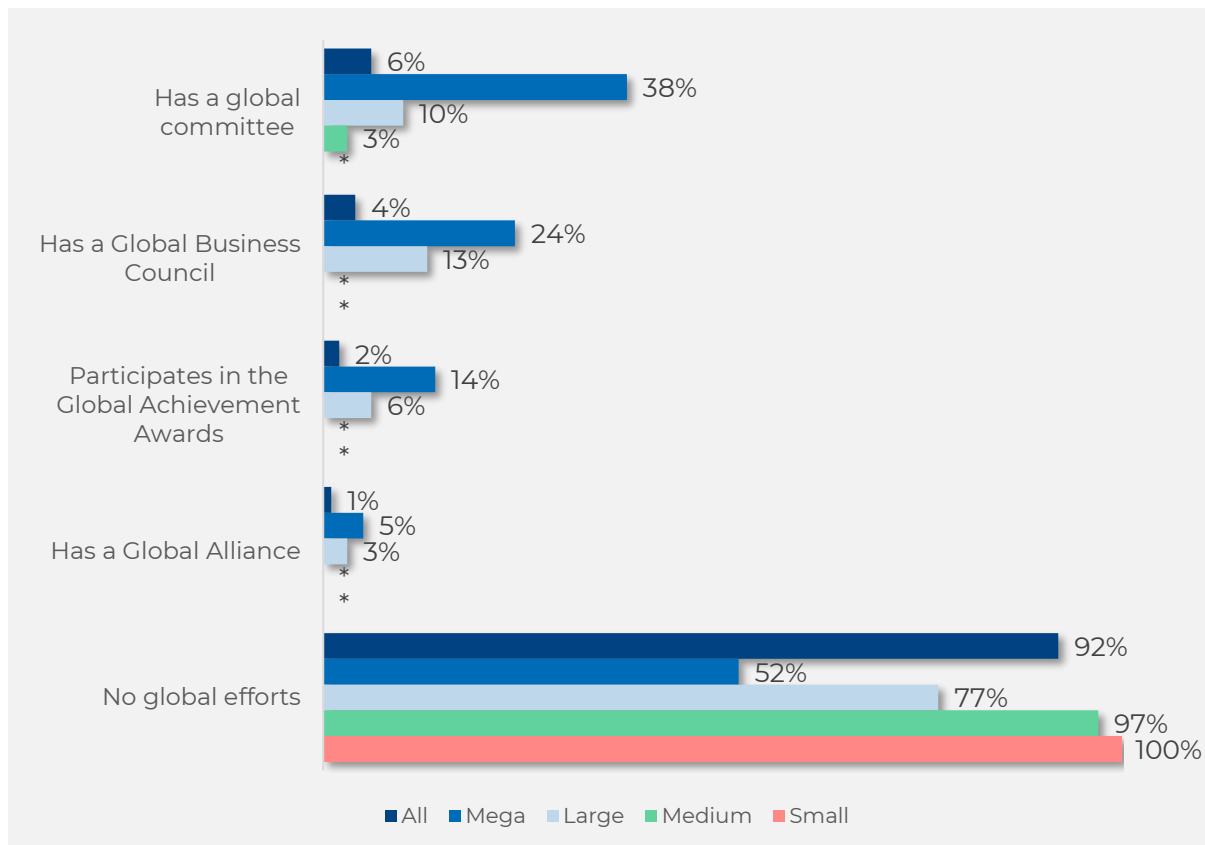


\*Less than one percent

Nearly one-fifth (19%) of REALTOR® associations have a commercial division, group, or committee. This is much more common among Mega (50%) and Large (39%) associations.

Only 5% participate in NAR's Commercial Services Accreditation program, while 3% have a commercial overlay board.

# Association's Global Efforts

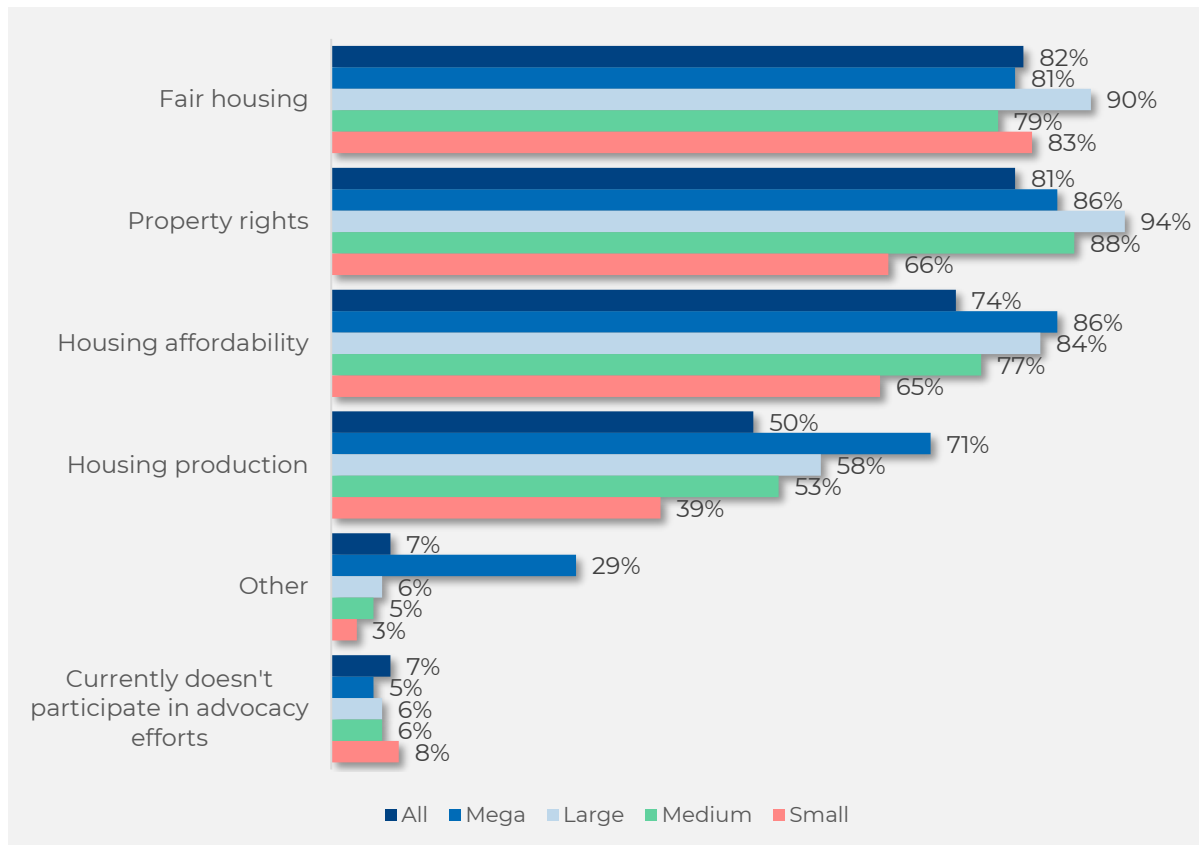


\*Less than one percent

**Only 6% of REALTOR® associations have a global committee, and 4% have a Global Business Council.**

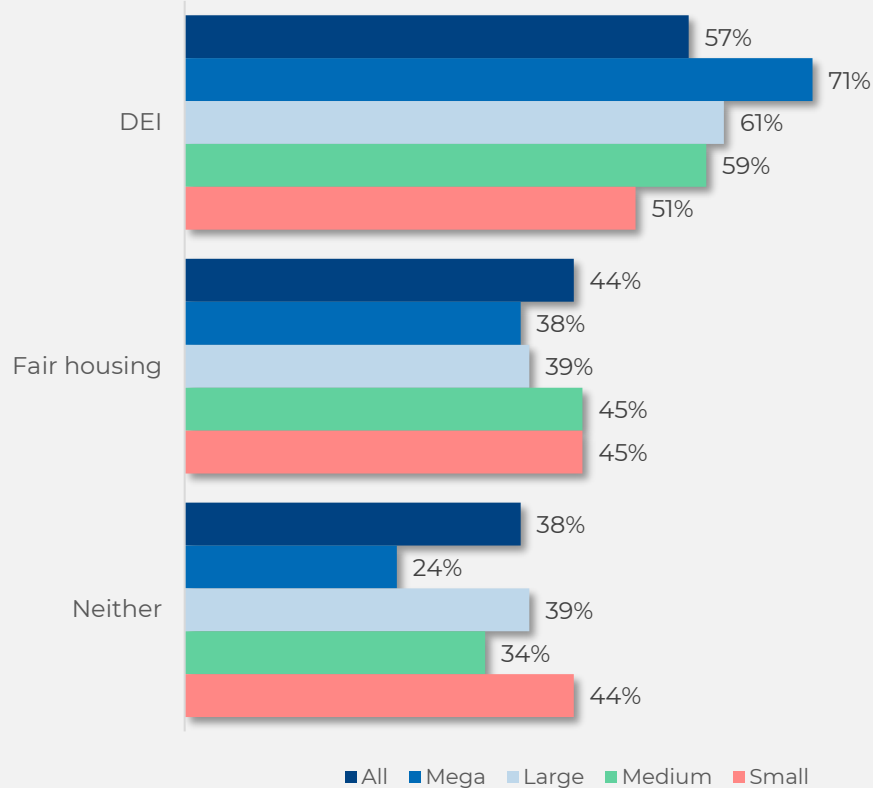
**Global efforts are most common among Mega REALTOR® associations.**

# Participates in Advocacy Efforts for...



**REALTOR® associations most often participate in advocacy efforts for fair housing (85%, the same as last year), property rights (80%, the same as last year), and housing affordability (73%, 73% last year).**

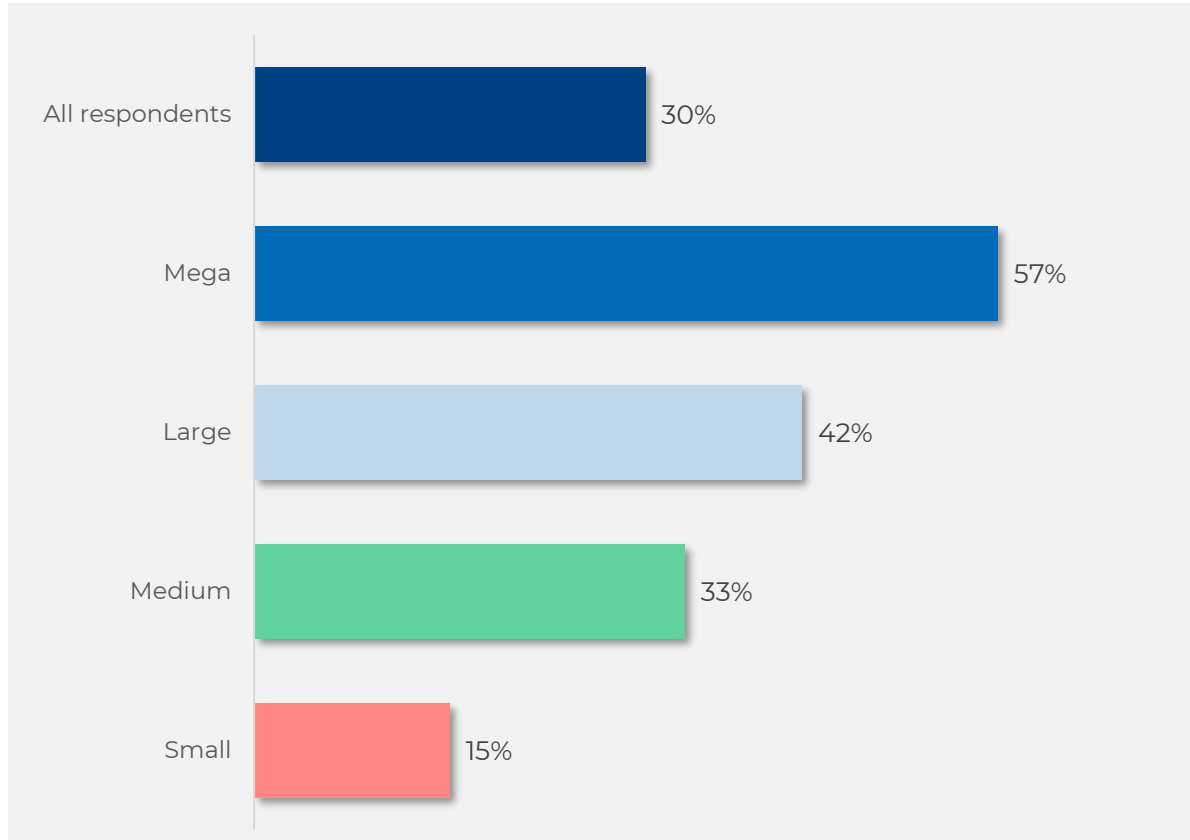
# Has Committee for...



**Fifty-seven percent of REALTOR® associations have a committee focused on DEI, and 44% have a committee focused on fair housing.**

**DEI committees are more common among Mega and Large associations, while fair housing committees are more common among Medium and Small associations.**

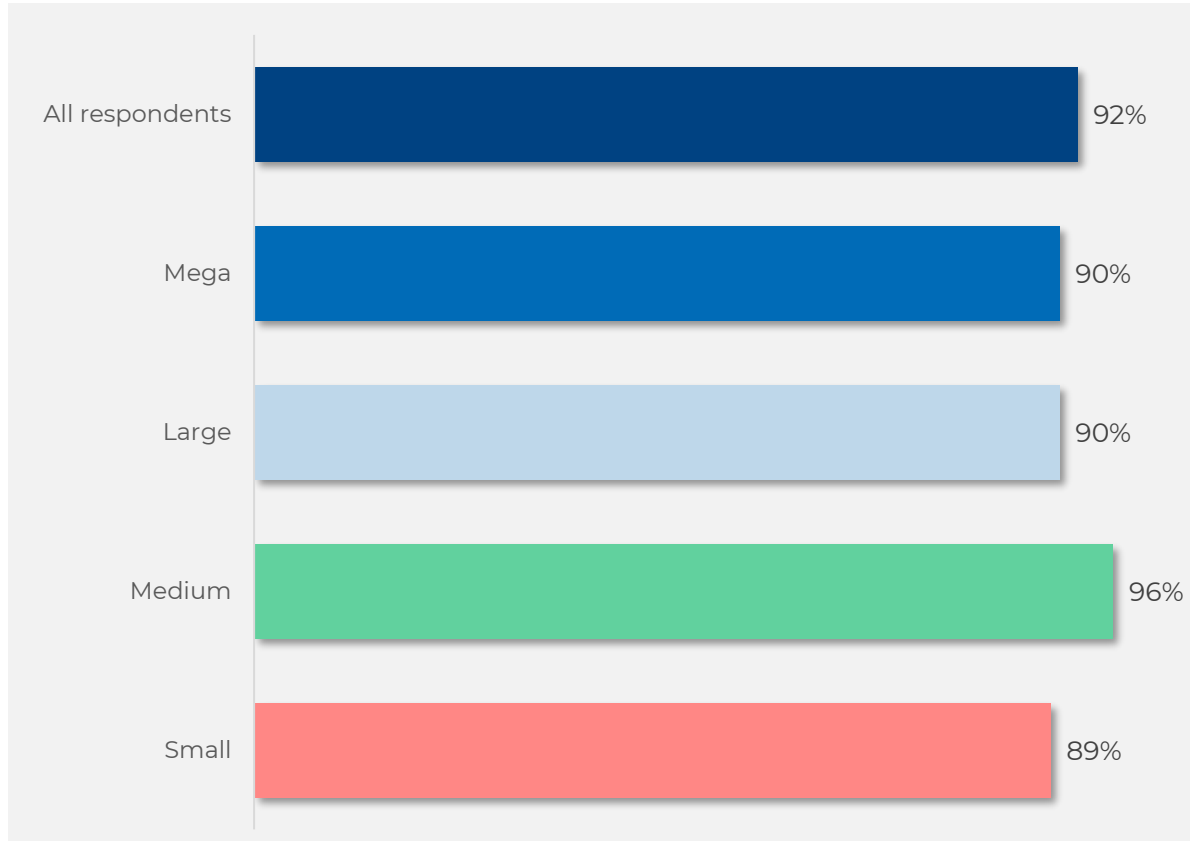
# Has Own Real Estate School



**Nearly one-third of REALTOR® associations have their own real estate school (30%, 32% last year).**

**This varies widely by association size – 57% of Mega associations have their own real estate school compared to 15% of Small associations.**

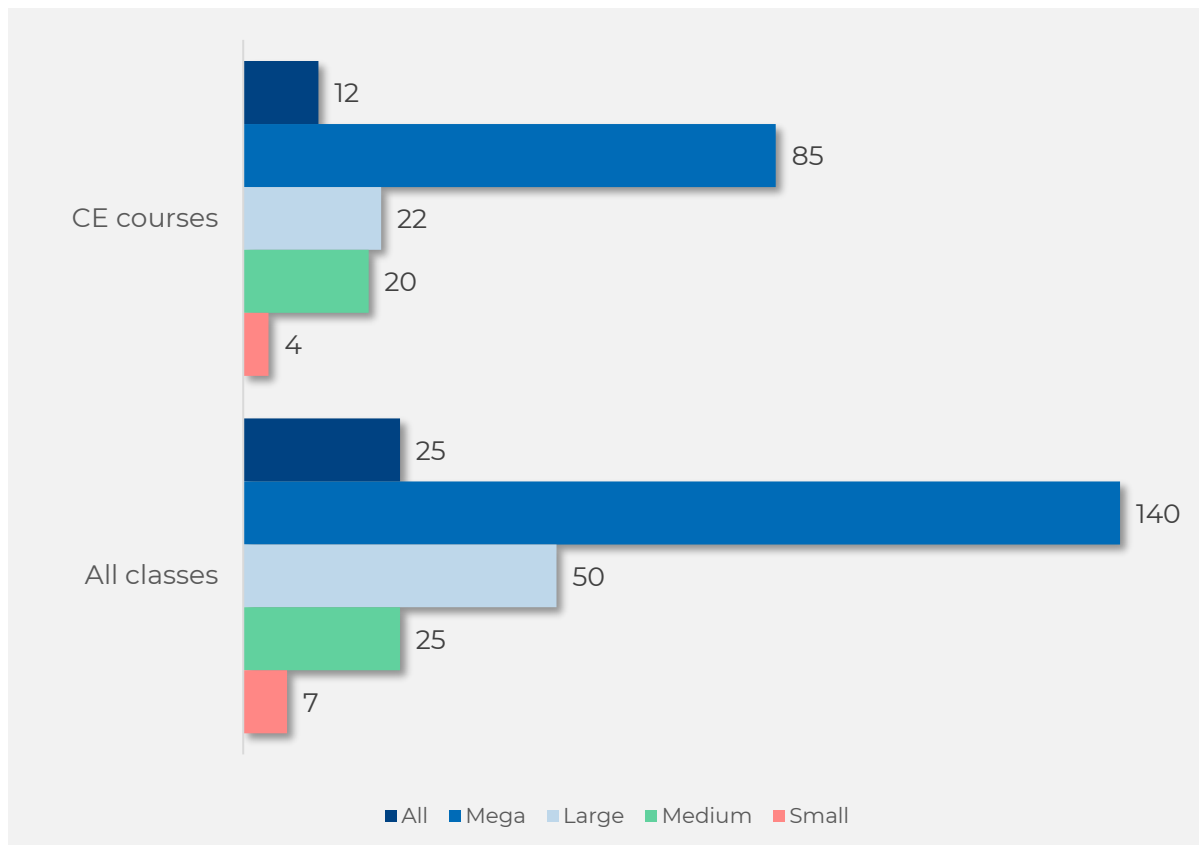
# Offers CE Courses



**The far majority of REALTOR® associations offer continuing education courses at 92% (90% last year).**



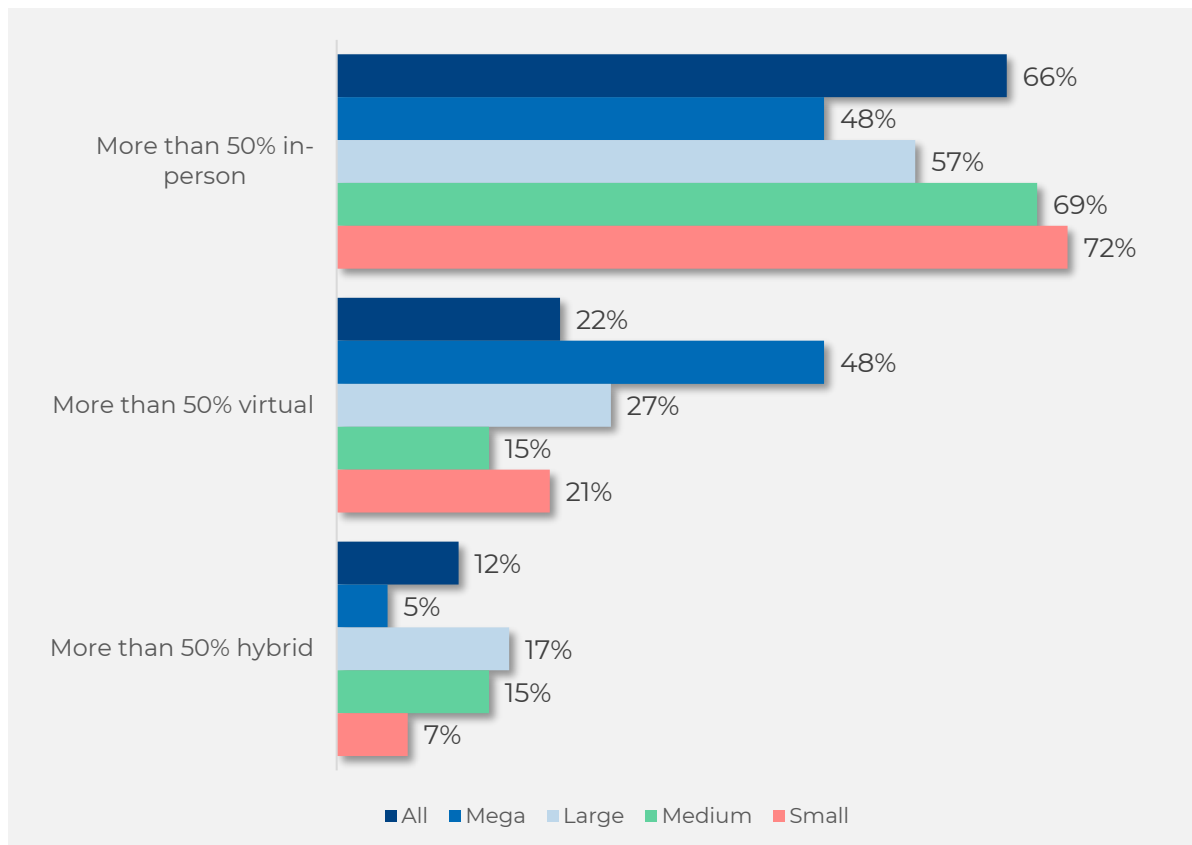
# Median Number of Educational Courses Offered



The typical REALTOR® association offers 12 continuing education courses (12 last year) and 25 total classes (20 last year).

This varies by association size – the typical Mega association offers 140 total classes, while the typical Small association offers seven total classes.

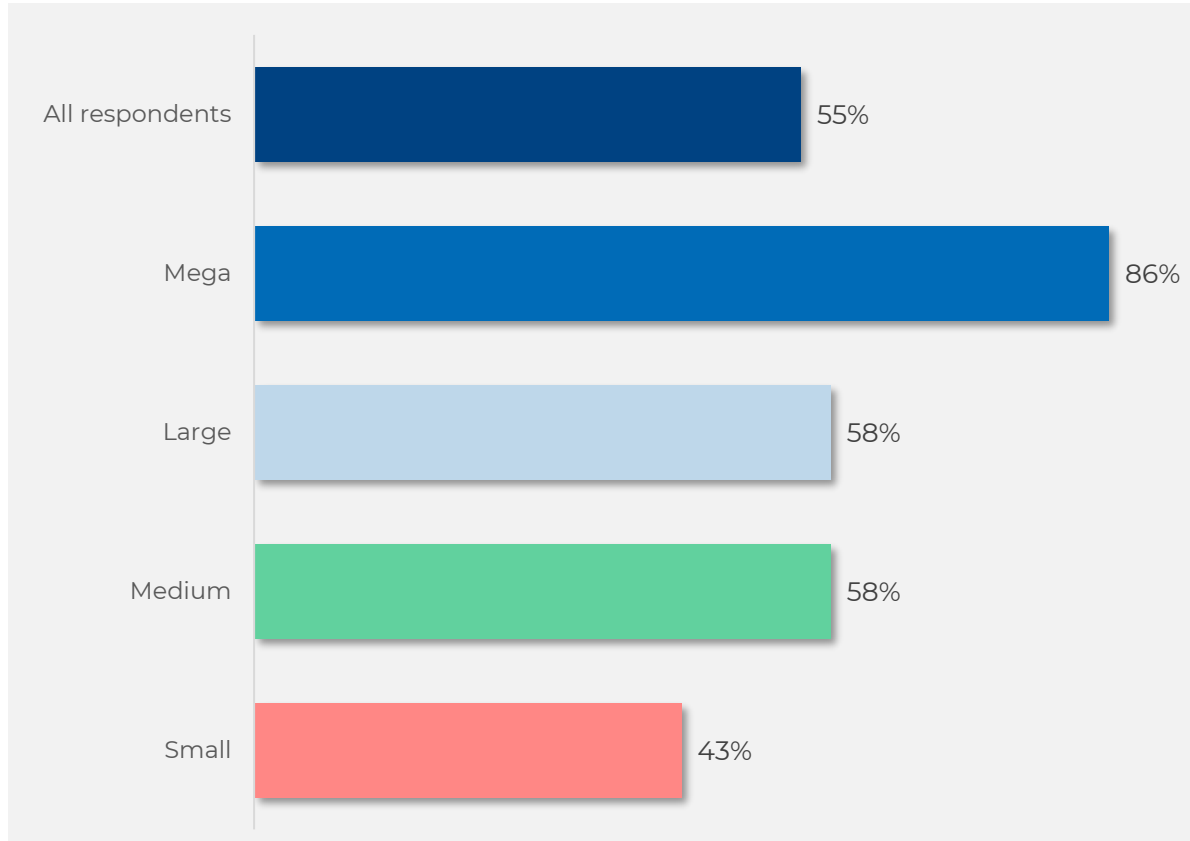
# Typical Audience for Educational Events



**Two-thirds of REALTOR® associations have more than 50% in-person attendance for their educational events (66%, 68% last year).**

**The smaller the association, the more likely their educational event audiences are majority in-person.**

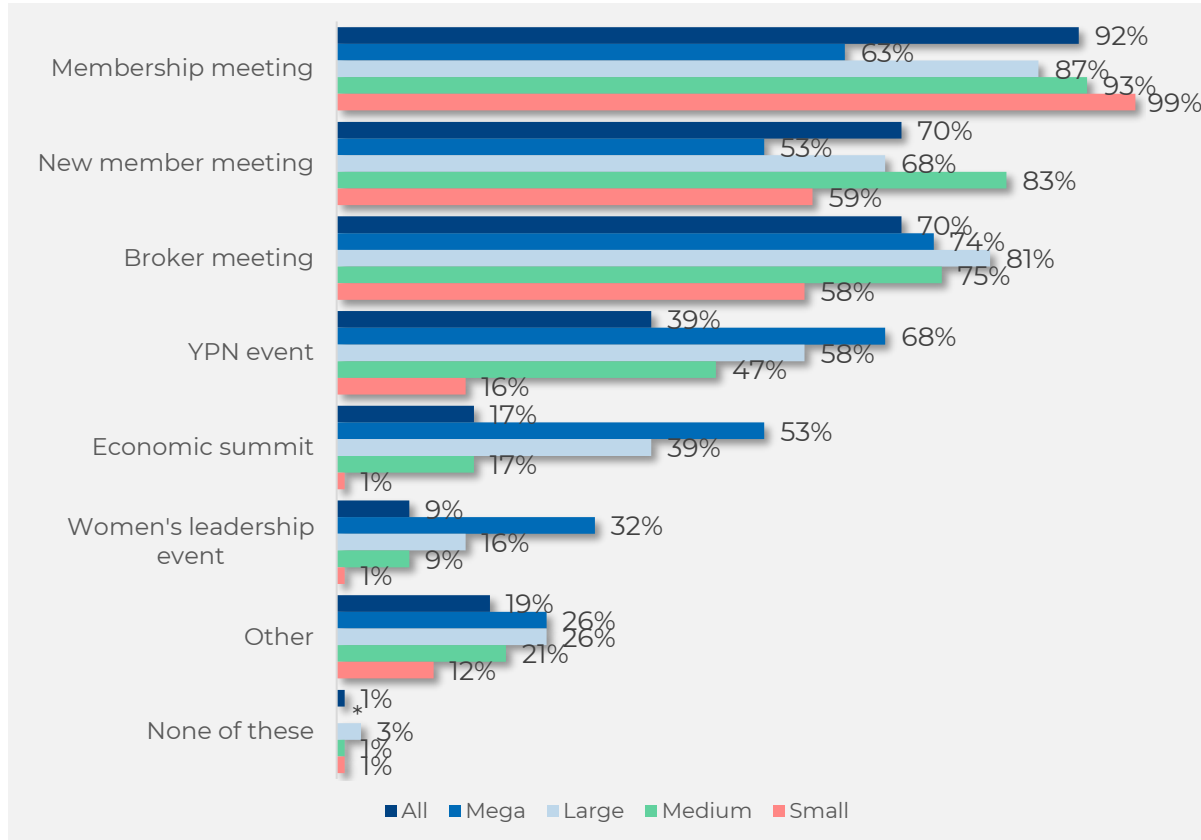
# Offers a Leadership Development Program



**More than half (55%) of associations offer a leadership development program (i.e. Leadership Academy, training director, committee, etc.).**

**Eighty-six percent of Mega associations offer a leadership development program, compared to 43% of Small REALTOR® associations.**

# Events Hosted in Past 12 Months

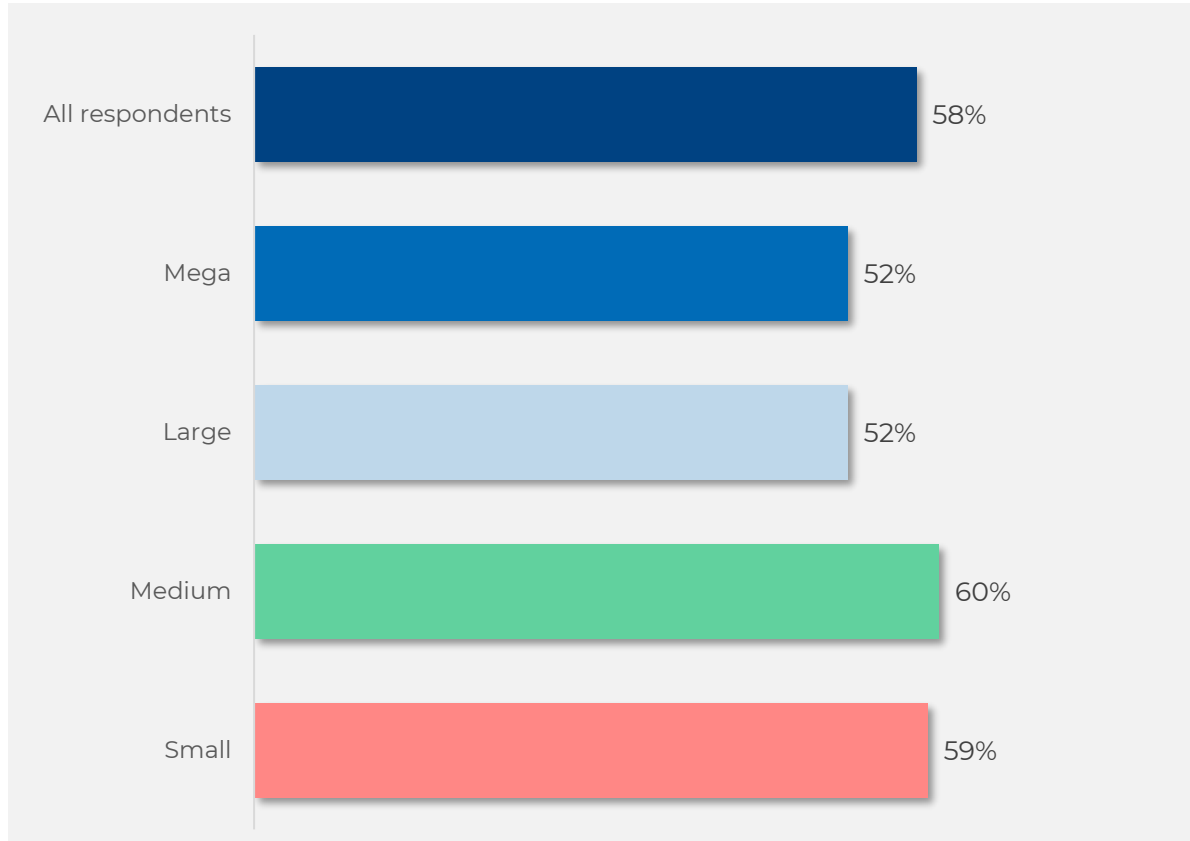


**REALTOR® associations are most likely to have hosted a membership meeting in the past 12 months (92%), followed by a new member meeting (70%), and a broker meeting (70%).**

# Governance/Board of Directors

A group of seven diverse professionals are seated around a white conference table in a modern office setting. They are engaged in a meeting, with some looking at documents and others gesturing. The office has large windows, a glass partition, and a potted plant in the foreground.

# Has Virtual Voting for Governance Meetings

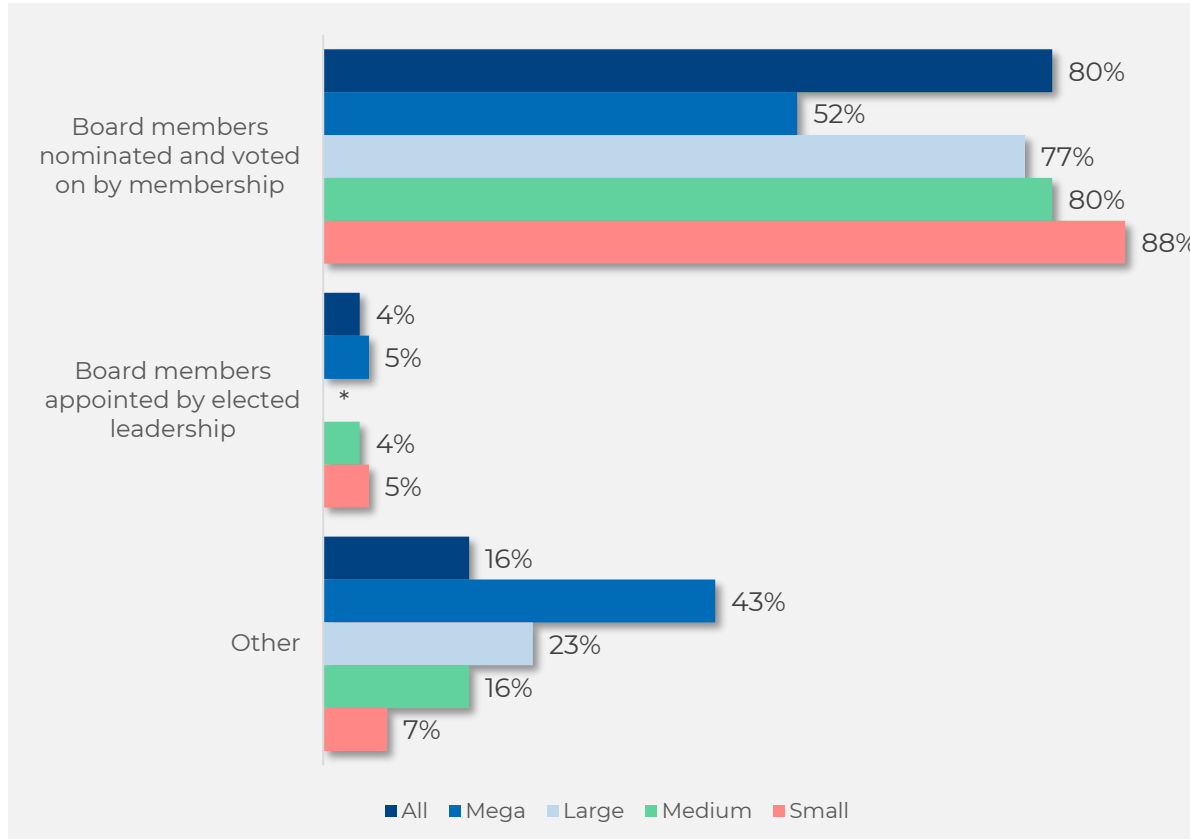


**More than half (58%) of REALTOR® associations use virtual voting for governance meetings (56% last year).**

**This is most common among Medium (60%) and Small (59%) associations.**



# How Association Board is Selected

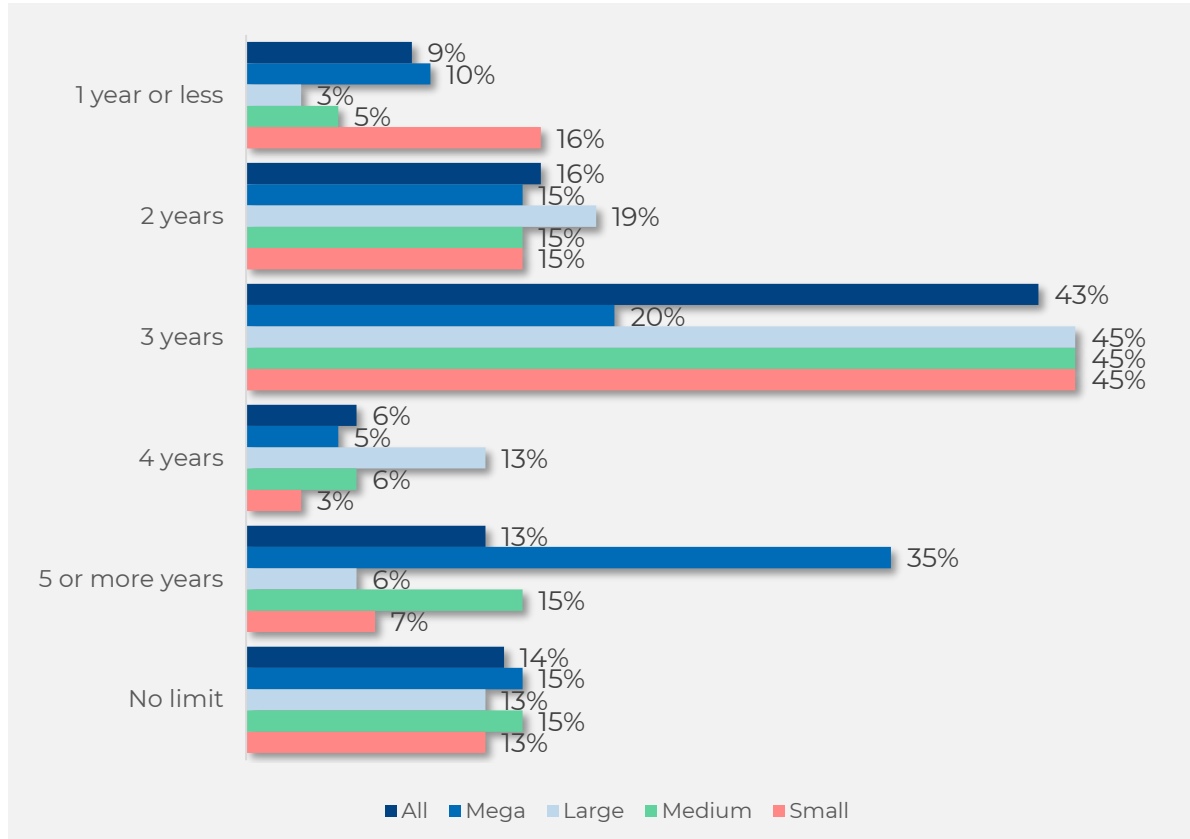


\*Less than one percent

**Eighty percent of REALTOR® associations' board members are nominated and voted on by their members (78% last year).**

**Mega associations are likely (43%) to use some other board selection process.**

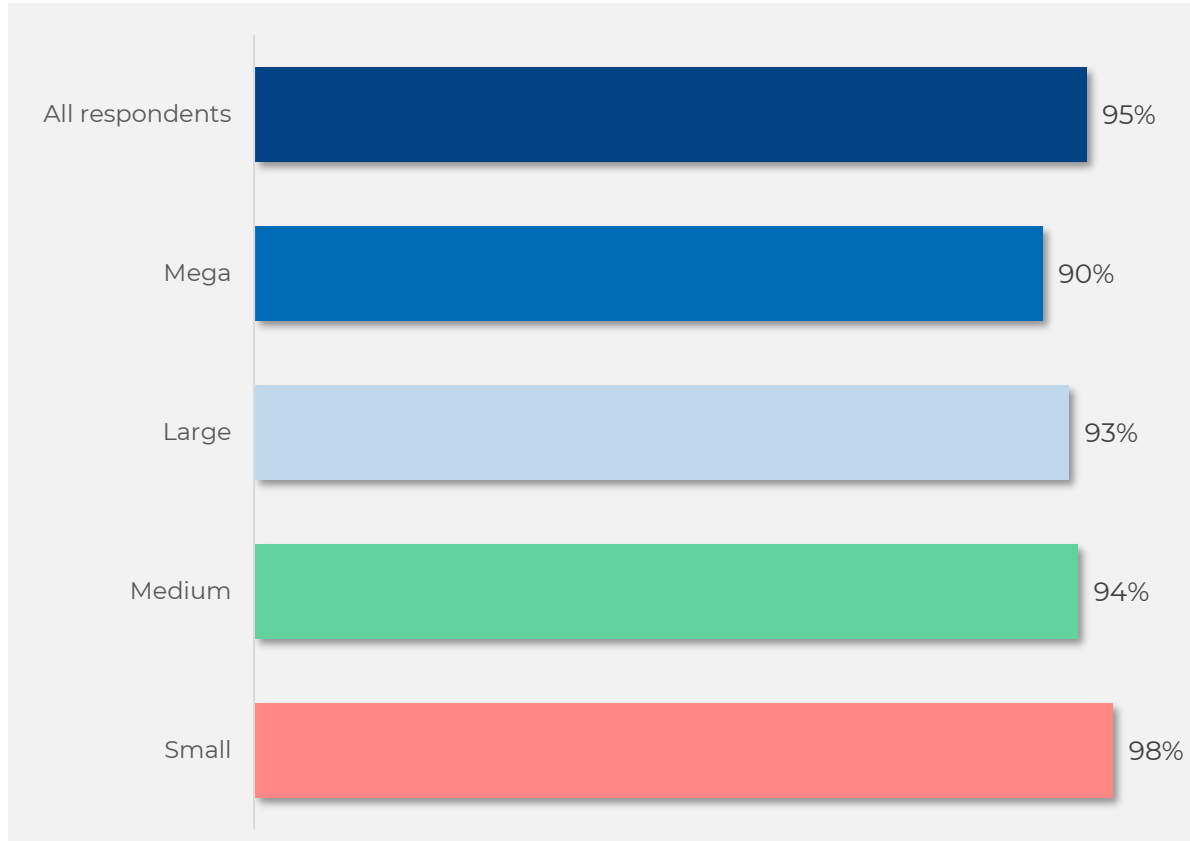
# Board Member Term Limit



**REALTOR® associations are most likely (43%) to have a three-year term limit for their board members (38% last year).**

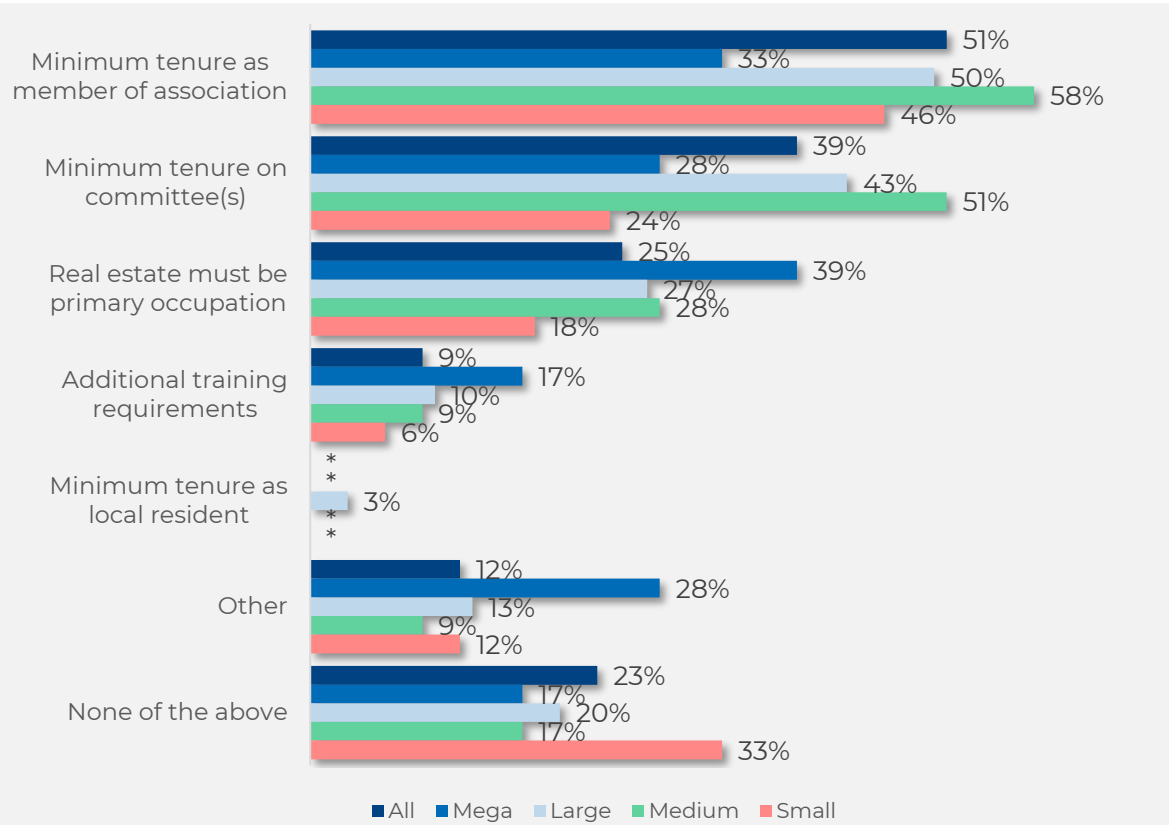
**This varies, however, by association size – Mega associations are most likely to have a 5+ year term limit, compared to a three-year limit among Large, Medium, and Small associations.**

# Has Vacancy Policy to Replace Directors/Officers Mid-term



**Nearly all (95%) REALTOR® associations have a vacancy policy for replacing directors or officers leaving mid-term (93% last year).**

# Board Criteria for Participation

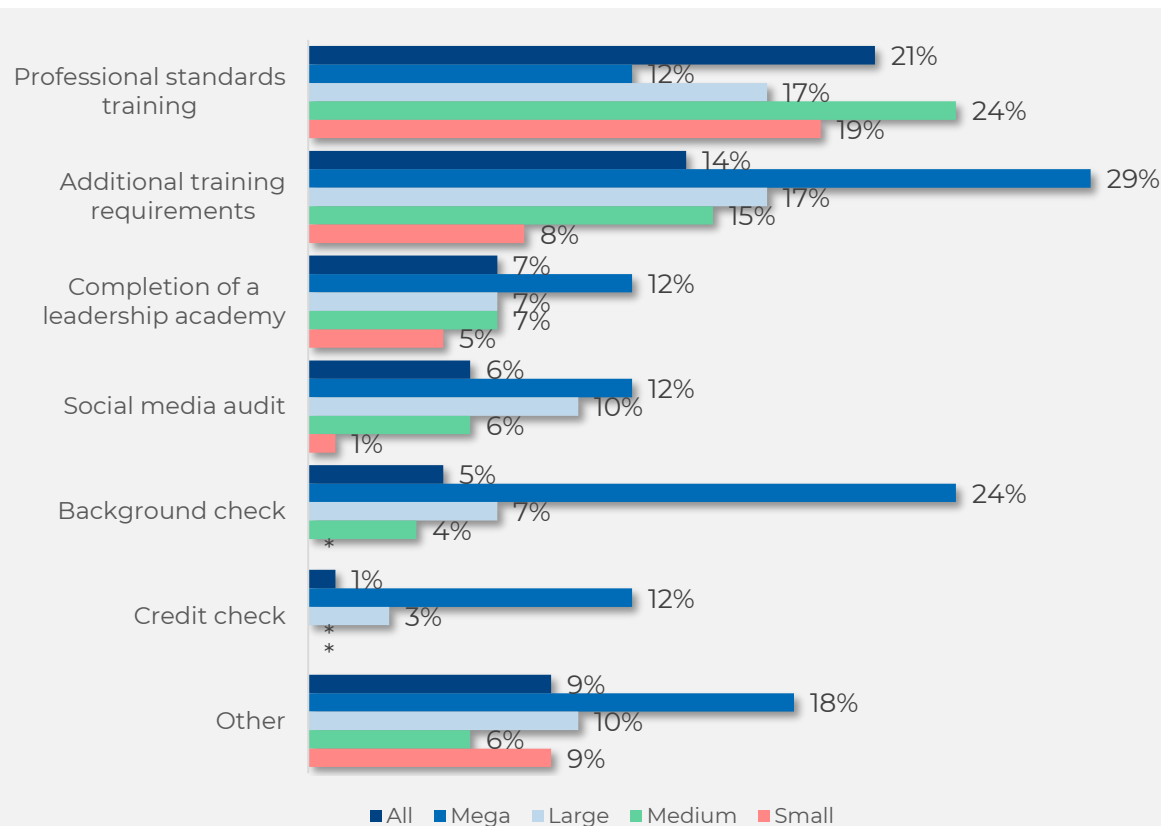


\*Less than one percent

**The most common criterion for Board of Directors participation among REALTOR® associations is a minimum tenure as a member of the association (51%, 52% last year), followed by a minimum tenure on a committee(s) (39%, 41% last year).**

**Small associations are most likely not to have any of the listed criteria for Board participation.**

# Additional Criteria for Leadership Positions



\*Less than one percent

**REALTOR® associations are most likely to require professional standards training for leadership position participation at 21%, followed by additional training requirements (i.e. Fairhaven, C2EX, etc.) at 14%.**

# Methodology

The 2024 Association Profile survey was sent via email in July 2024 to a random sample of 945 Association Executives across the nation. The survey received 267 responses for an overall response rate of 28.3 percent. The confidence interval at a 95 percent level of confidence is  $\pm 5.2$  percent.

Where relevant, association data is displayed and segmented based on size as follows:

- Mega – associations with 7,000 or more members
- Large – associations with 2,000 to 6,999 members
- Medium – association with 500 to 1,999 members
- Small – associations with fewer than 500 members





The National Association of REALTORS® is America's largest trade association, representing 1.5 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**

The Mission of the NATIONAL ASSOCIATION OF REALTORS® Research Group is to produce timely, data-driven market analysis and authoritative business intelligence to serve members, and inform consumers, policymakers and the media in a professional and accessible manner.

To find out about other products from NAR's Research Group, visit  
[nar.realtor/research-and-statistics](https://nar.realtor/research-and-statistics)

#### **NATIONAL ASSOCIATION OF REALTORS®**

Research Group  
500 New Jersey Avenue, NW  
Washington, DC 20001  
202-383-1000  
[data@nar.realtor](mailto:data@nar.realtor)