

NAR

BY THE NUMBERS

2021



NATIONAL
ASSOCIATION OF
REALTORS®

MEMBERS AND ENGAGEMENT

1,556,762

Members of the National Association of REALTORS®
(an all-time high)

924,814

Right Tools, Right Now offers taken across **605** unique program products and services

\$27.5 MILLION

in savings for **311,753** NAR members who participated in RTRN *(a member-support program reinstituted in response to the COVID-19 pandemic)*

10,000

registered for this year's REALTORS® Conference & Expo

12,100

Facebook views for NAR 360 in April
(roughly 2,000 REALTORS® attend annually in person)

15,000

registered for the virtual REALTORS® Legislative Meetings in May
(in-person attendance averages around 9,000)

3,540

views for August's iOi Summit Pitch Battle competition *(won by next generation furniture and home décor rental service, Feather)*

3,200

Facebook views for iOi's Leadership Live
(in-person attendance was 450)

6,300

online views for Leadership Summit's Market and Legislative Outlook session
(in-person attendance was 1,200)

1,666

registered for AEI
(an NAR record)

4,800

registered for NAR's Commercial Real Estate Forecast Summit
(part of a quarterly summit series implemented this year by NAR's Research Team)

172 BILLION

reached through NAR's national and local earned media communications in 2020 *(a 36% increase from 2019)*



36,000+

members using Photofy on social media
(allowing REALTORS® to capitalize on the power of NAR's consumer advertising campaign assets)

2,552

REALTORS® served on an NAR committee in 2021

1,608 lb

of food donated from REALTOR® groups through NAR's partnership with the Food Recovery Network
(the equivalent of 1,340 meals)

10,000

nationwide brokerage companies partnered in RPR's 'Broker Tool Set' program *(which offers broker/owners & managers resources to enhance their brand value and increase profitability)*

1,200

hours cumulatively spent by 50 Governance Game Changer Presidential Advisory Group (PAG) members to develop the group's final recommendations *(all of which can be viewed at govpag.realtor)*

\$800,000+

raised at the REALTORS® Relief Foundation 20th Anniversary Commemorative Event *(the annual campaign, Hope Rising, has raised more than \$8.1 million in 2021 and is on pace to hit its \$8.5 million goal by year's end, ensuring the RRF can continue providing shelter and security to the victims of national disasters)*

530

Executive Outreach Program requests completed throughout 2020 and 2021

340,000

90-day users on Realtors Property Resource® *(an all-time record)*

40,500

followers of the 'REALTORS® are Good Neighbors' Facebook page *(a 30,000-follower increase from one year ago)*

800,000

members who've cumulatively saved more than **\$75 million** from one or more products offered through the REALTOR Benefits® Program *(NAR's official member benefits resource, delivering unique offers created specifically for REALTORS®)*

1 MILLION

active commercial listings on RPR Commercial *(which has seen a 125% increase in commercial listings since 2020 Q1)*





PROFESSIONALISM AND AWARDS

235,000

REALTORS® hold
an NAR Credential

90,000+

REALTORS® currently
participating in NAR's
C2EX program
(Commitment to Excellence)

100+ AWARDS

earned by NAR and
staff since early 2020

DIVERSITY, EQUITY AND INCLUSION

27,800+

views of NAR's Implicit
Bias Training video

28,000

NAR members who have visited
Fairhaven, NAR's interactive fair
housing training resource

26,284

REALTORS® hold the AHWD certification
(8,646 earned since 2020)

ADVOCACY

10.2 MILLION

consumers who are part of NAR's Consumer Advocacy Outreach database

1,900+

contacts by NAR's Federal Political Coordinators (FPCs) in 2021

929

in-person or virtual meetings held between FPCs and Members of Congress in 2021

709

FPC interactions with Members of Congress since district work periods began in July

100%

of new Members of Congress have met with NAR's advocacy team and/or FPCs

475,716

RPAC investors participated in the 2020 Election Cycle
(an RPAC all-time record)

\$78,526,031

raised through RPAC during the 2020 Election Cycle

36%

national RPAC participation, a **4% increase** from this time last year *(RPAC is on pace to exceed its 37%-member participation goal for the first time)*

OVER \$4 MILLION

dispersed to Democrats **(51%)** and Republicans **(49%)**, in the last election cycle *(RPAC remains the most bipartisan major political action committee in America)*





CONSUMER ENGAGEMENT

3 BILLION

impressions of NAR's 'That's Who We R'
national consumer advertising campaign in 2020
(**2.4 billion** impressions garnered in the first nine months of 2021)

179,000+

views of NAR's "First Time Buyer" television
series during its inaugural season
(earning the program a renewal and a second season)

TECHNOLOGY

5

REACH technology growth programs across
3 continents (programs in Canada, the United
Kingdom, and Australia, in addition to commercial
and residential U.S. REACH programs)

150

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

600,000+

members annually who use products and
services from SCV and REACH companies
(resources which have delivered **\$60 million** in savings
to America's REALTORS®)

30,000+

members of the REACH insight panel

NAR AND THE U.S. REAL ESTATE INDUSTRY

2

consecutive years NAR has been named a “Great Place to Work” by the *Great Place to Work Institute*

84%

of employees said NAR is a “great place to work” in 2021

(compared to 59% of average U.S. employees)

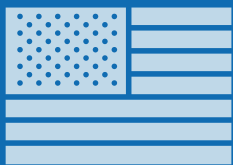
\$93,800

is injected into the economy each time a house is sold

American real estate accounted for **\$3.83** trillion in economic activity in 2020

(that means our industry represents roughly 18.3% of annual U.S. GDP)

NAR research found the U.S. facing a **6 million**-unit housing shortage



NAR continues working with lawmakers in D.C. to secure policies that incentivize development, ease supply chain constraints, and ensure housing is part of a comprehensive national infrastructure strategy.





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