

Survey

of

Newly

Licensed

Agents

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Research Economist

TECHNICAL REPORT

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Texas A&M University

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Survey of Newly Licensed Agents

The Real Estate Center conducted two surveys of real estate professionals in 2002. Newly licensed individuals were surveyed at midyear; those renewing their licenses were surveyed late in the year. Survey results are detailed below.

Survey of Licensees Renewing Their Licenses

This survey was given to everyone who renewed a real estate broker or salesperson license with the Texas Real Estate Commission during the latter months of 2002. A total of 3,382 responses were tabulated. The tables that follow show response

percentages for the entire sample and for subgroups of respondents who:

- renewed a salesperson or broker license;
- work for franchise firms or independent firms;
- consider themselves full-time real estate sales agents;
- are part-time real estate agents (do other types of work in addition to real estate sales);
- are Realtors (members of the National Association of Realtors) and those who are not and
- work primarily in a rural, an urban or suburban area.

1. What type of license do you hold?

	Salesperson (percent)	Broker (percent)
All responses	70.3	29.7
Franchise firms	86.6	13.4
Independent firms	58.0	42.0
Full-time real estate	66.5	33.5
Part-time real estate	76.7	23.3
Realtors	72.4	27.6
Non-Realtors	66.1	33.9
Rural market area	69.2	30.8
Urban market area	64.8	35.2
Suburban market area	70.6	29.4

Those who renewed a broker's license identified themselves as:

Broker/owner	72 percent
Designated broker	7.1 percent
Broker who works in a firm	20.9 percent

2. How many licensed real estate people work in the office where you are located?

	5 or fewer (percent)	6 to 10 (percent)	11 to 25 (percent)	More than 25 (percent)
All responses	47.6	10.4	13.3	28.7
Salesperson	34.1	12.2	16.5	37.2
Broker	75.2	7.0	6.6	11.3
Franchise firms	5.9	11.6	19.0	63.5
Independent firms	66.1	9.7	10.7	13.5
Full-time real estate	46.3	10.5	13.6	29.6
Part-time real estate	76.9	6.0	6.0	11.1
Realtors	35.2	12.2	16.3	36.3
Non-Realtors	80.2	5.8	5.4	8.6
Rural market area	60.6	19.7	10.1	9.6
Urban market area	51.4	9.7	14.8	24.1
Suburban market area	40.6	7.7	13.5	38.2

3. Your real estate firm is:

	Part of a franchise (percent)	Independent (percent)
All responses	30.4	69.6
Salesperson	39.5	60.5
Broker	12.3	87.7
Full-time real estate	35.6	64.5
Part-time real estate	19.2	80.8
Realtors	38.9	61.1
Non-Realtors	7.9	92.1
Rural market area	22.7	77.3
Urban market area	23.6	76.4
Suburban market area	38.3	61.7

4. What is the status of your license?

	Active (percent)	Inactive (percent)
All responses	87.9	12.1
Salesperson	84.2	15.8
Broker	97.0	3.0
Franchise	97.7	2.3
Independent	95.3	4.7
Full-time real estate	97.7	2.3
Part-time real estate	71.0	29.0
Realtors	98.4	1.6
Non-Realtors	67.0	33.0
Rural market area	92.2	7.8
Urban market area	94.1	5.9
Suburban market area	94.5	5.5

5. How many years have you been licensed?

	Less than 2 (percent)	2 to 5 (percent)	6 to 10 (percent)	10 to 15 (percent)	Over 15 (percent)
All responses	21.6	19.7	14.8	14.3	29.5
Salesperson	30.5	25.4	15.6	13.6	14.9
Broker	0.7	6.4	12.9	16.0	64.1
Franchise firms	31.2	23.3	14.2	12.0	19.3
Independent firms	17.9	18.4	14.8	14.0	34.9
Full-time real estate	21.6	19.5	14.9	14.2	29.8
Part-time real estate	21.6	20.0	14.6	14.5	29.3
Realtors	24.4	21.7	15.2	13.5	25.1
Non-Realtors	16.0	15.7	13.8	15.9	38.7
Rural market area	21.1	24.7	14.0	9.2	31.1
Urban market area	21.2	18.7	14.4	15.3	30.4
Suburban market area	22.9	20.0	15.2	13.9	27.9

6. Do you consider real estate your full-time profession?

	Yes (percent)	No (percent)
All responses	63.0	37.0
Salesperson	59.7	40.3
Broker	71.1	28.9
Franchise	80.0	20.0
Independent	63.3	36.7
Realtors	75.3	24.7
Non-Realtors	38.6	61.4
Rural market area	57.8	42.2
Urban market area	68.8	31.2
Suburban market area	69.7	30.3

7. How many hours per week, on average, do you work in real estate activities?

	Average Hours Per Week
All responses	35.0
Salesperson	33.6
Broker	37.9
Franchise	40.6
Independent	34.5
Full-time	45.9
Part-time	12.0
Realtors	39.1
Non-Realtors	25.1
Rural market area	30.9
Urban market area	37.2
Suburban market area	37.0

8. Do you have an assistant (licensed or not) who works directly for you?

	Yes (percent)	No (percent)
All responses	15.4	84.6
Salesperson	9.6	90.4
Broker	29.3	70.7
Franchise	14.4	85.6
Independent	17.9	82.1
Full-time	21.0	79.0
Part-time	6.0	94.0
Realtors	16.3	83.7
Non-Realtors	13.8	86.2
Rural market area	10.1	89.6
Urban market area	19.1	80.9
Suburban market area	17.1	82.9

9. Do you personally or does your firm offer limited service options (something other than a straight commission for listing or representing a buyer)?

	Yes (percent)	No (percent)
All responses	11.9	88.1
Salesperson	10.6	89.4
Broker	15.8	84.2
Franchise	15.4	84.6
Independent	12.2	87.8
Full-time	14.4	85.6
Part-time	7.7	92.3
Realtors	14.2	85.8
Non-Realtors	7.5	92.5
Rural market area	9.3	90.7
Urban market area	13.2	86.8
Suburban market area	14.5	85.5

10. Are you a member of the local board or association of Realtors?

	Yes (percent)	No (percent)
All responses	66.4	33.6
Salesperson	68.4	31.6
Broker	61.7	38.3
Franchise	92.9	7.1
Independent	63.7	36.3
Full-time	79.4	20.6
Part-time	44.2	55.8
Rural market area	60.5	39.5
Urban market area	68.2	31.8
Suburban market area	77.6	22.4

11. In approximately what percentage of your closings do you represent the buyer?

	Average (percent)
All responses	52.0
Salesperson	54.5
Broker	46.8
Franchise	58.0
Independent	50.1
Full-time	53.8
Part-time	47.8
Realtors	57.0
Non-Realtors	36.3
Rural market area	40.6
Urban market area	53.8
Suburban market area	54.7

12. Does your real estate company have a website?

	Yes (percent)	No (percent)
All responses	59.9	40.1
Salesperson	67.2	32.8
Broker	43.1	56.9
Franchise	95.4	4.6
Independent	52.1	47.9
Full-time	74.2	25.8
Part-time	35.7	64.3
Realtors	75.9	24.1
Non-Realtors	28.3	71.7
Rural market area	64.3	35.7
Urban market area	61.1	38.9
Suburban market area	67.7	32.3

13. Do you have a personal website?

	Yes (percent)	No (percent)
All responses	25.8	74.2
Salesperson	58.8	41.2
Broker	26.6	73.4
Franchise	52.3	47.7
Independent	18.6	81.4
Full-time	34.1	65.9
Part-time	12.7	87.3
Realtors	88.8	11.2
Non-Realtors	56.0	44.0
Rural market area	23.4	76.6
Urban market area	19.3	80.7
Suburban market area	36.2	63.8

14. How often do you use the Internet in the course of business activities?

	More than once a day (percent)	Once a day (percent)	3-5 times a week (percent)	Once a week (percent)	Less than once a week (percent)
All responses	67.1	8.7	11.5	4.5	8.2
Salesperson	75.2	8.4	9.6	2.8	4.0
Broker	74.7	8.0	9.7	2.5	5.1
Franchise firms	83.0	8.8	7.5	0.7	0
Independent firms	72.9	7.7	10.4	2.9	6.1
Full-time real estate	84.4	6.4	5.9	1.8	1.5
Part-time real estate	53.5	12.4	18.2	4.7	11.2
Realtors	80.1	7.6	8.4	1.6	2.4
Non-Realtors	64.0	9.6	12.4	5.1	9.0
Rural market area	76.6	6.4	8.5	0	8.5
Urban market area	76.7	9.0	8.1	2.4	3.8
Suburban market area	73.7	8.1	10.5	3.5	4.2

15. What is your age?

	Average	20–25 years (percent)	26–35 years (percent)	36–45 years (percent)	46–60 years (percent)	Over 60 years (percent)
All responses	50.9	2.1	12.8	23.8	44.4	16.8
Salesperson	47.2	2.9	16.6	25.9	42.9	11.8
Broker	54.4	0.4	3.7	18.6	48.3	29.0
Franchise	47.9	3.2	12.7	25.0	44.6	14.4
Independent	49.9	2.0	12.8	28.4	53.7	3.1
Full-time	49.1	2.5	10.8	24.3	46.1	16.2
Part-time	49.9	1.7	12.7	28.5	52.3	4.8
Realtors	48.8	2.1	11.2	25.7	45.3	15.6
Non-Realtors	50.6	2.4	10.0	21.1	45.9	20.6
Rural market area	50.3	2.4	7.0	47.9	33.6	9.1
Urban market area	48.9	2.5	14.7	29.6	50.0	3.1
Suburban market area	49.3	1.6	10.3	25.8	45.8	16.4

16. Which of the following best describes the location where you conduct most of your business?

	Rural (percent)	Urban (percent)	Suburban (percent)
All responses	14.5	37.4	48.1
Salesperson	14.7	35.5	49.8
Broker	14.1	41.4	44.6
Franchise	10.6	28.6	60.8
Independent	15.9	40.9	43.2
Full-time	12.4	38.0	49.6
Part-time	18.9	36.0	45.0
Realtors	12.2	35.6	52.2
Non-Realtors	20.2	41.9	37.9

Survey of Newly Licensed Agents

In mid-2002, the Real Estate Center sent questionnaires to 13,000 people who had obtained a Texas real estate license for the first time. The following tables detail the 1,353 responses received both by total sample and by subgroups of respondents who:

- plan to specialize in selling homes;
- plan to specialize in selling income property;
- plan to specialize in farms, ranches and land sales;
- got their preparatory education at a proprietary real estate school;
- prepared at a four-year college;
- prepared at a junior or community college;
- have no college education;
- have some college education;
- have gone to graduate school;
- have a personal website; or
- have an e-mail account.

1. Do you consider real estate your full-time profession?

	Yes (percent)	No (percent)
All responses	67.7	32.3
Home specialists	69.3	30.7
Commercial specialists	54.2	45.8
Farm and ranch specialists	61.5	38.5
Proprietary real estate school	69.5	30.5
Four-year college or university	60.3	39.7
Junior or community college	61.7	38.3
No college	75.8	24.2
Some college	69.6	30.4
Graduate school	58.1	41.9
Have personal website	77.7	22.3
Have e-mail account	68.1	31.9

2. What was your job or profession prior to getting your license?

Top ten former jobs	Number of respondents	Percentage of sample
Sales	162	11.6
Administrator/manager	88	6.3
Education/teacher	77	5.5
Accountant/bookkeeper	66	4.7
Homemaker/wife/mom	54	3.9
Real estate investment	49	3.5
Student	46	3.3
Human resources	43	3.1
Insurance	35	2.5
Computers	33	2.4

3. What are the primary reasons you decided to get your license?

	Have background in real estate (percent)	Current market creates opportunities (percent)	Like to work independently (percent)	Like to work with people (percent)	Have friends or contacts in industry (percent)
All responses	22.9	19.5	63.8	48.1	35.0
Home specialists	17.8	19.1	69.2	52.1	34.8
Commercial specialists	45.8	25.0	43.1	30.6	34.7
Farm and ranch specialists	21.5	27.7	63.1	44.6	41.5
Proprietary real estate school	21.6	19.4	63.5	48.1	35.8
Four-year college or university	27.3	18.2	65.3	51.2	36.4
Junior or community college	23.5	20.9	66.3	50.0	29.6
No college	15.6	19.5	64.1	53.9	30.5
Some college	23.5	20.0	65.1	50.1	36.1
Graduate school	24.7	19.2	58.1	38.3	35.4
Have personal website	19.4	18.3	67.4	52.3	32.9
Have e-mail account	23.2	19.6	64.1	48.4	35.4

4. When you become active, most of your time will be devoted to:

	Selling homes (percent)	Selling income property (percent)	Selling farms, ranches and land (percent)	Other (percent)
All responses	73.2	5.4	4.9	16.5
Proprietary real estate school	75.8	4.9	4.1	15.2
Four-year college or university	58.7	11.6	6.6	23.1
Junior or community college	75.8	4.1	5.7	14.4
No college	76.2	3.2	3.2	17.5
Some college	76.0	4.7	5.2	14.1
Graduate school	63.9	8.2	4.9	23.0
Have personal website	83.9	2.4	3.2	10.5
Have e-mail account	73.5	5.6	4.3	16.6

5. Did you apply for your license before January 1, 2002 (date after which education requirements were increased)? If so, did the change in qualifying education requirements enter into your decision?

	Yes (percent)	Applied early to avoid change in requirements (percent)
All responses	62.9	27.1
Home specialists	60.1	27.4
Commercial specialists	72.2	19.2
Farm and ranch specialists	76.9	34.0
Proprietary real estate school	59.9	24.1
Four-year college or university	69.4	21.4
Junior or community college	74.0	38.6
No college	66.4	16.5
Some college	61.0	27.7
Graduate school	68.8	30.2
Have personal website	60.7	25.3
Have e-mail account	63.2	27.1

6. Did you have a sponsoring broker at the time you applied for your license?

	Yes (percent)	No (percent)
All responses	66.9	33.1
Home specialists	65.8	34.2
Commercial specialists	64.9	35.1
Farm and ranch specialists	78.5	21.5
Proprietary real estate school	68.4	31.6
Four-year college or university	69.4	30.6
Junior or community college	61.2	38.8
No college	75.0	25.0
Some college	67.3	32.7
Graduate school	64.3	35.7
Have personal website	72.4	27.6
Have e-mail account	67.4	32.6

7. Did you apply for your license at the Texas Real Estate Commission website?

	Yes (percent)	No, did not know about site (percent)	No, had no access to Internet (percent)	No, computer or Internet service not adequate (percent)	No, had problems using site (percent)	No, prefer to handle in person (percent)
All responses	34.7	40.1	2.3	1.0	2.0	33.2
Home specialists	35.8	44.0	2.6	0.5	2.1	31.5
Commercial specialists	41.7	35.7	4.8	0	2.4	35.7
Farm and ranch specialists	23.1	26.0	2.0	6.0	0	42.0
Proprietary real estate school	33.8	43.2	2.4	1.0	1.9	32.3
Four-year college or university	38.8	36.5	0	1.4	0	31.1
Junior or community college	34.2	31.8	3.1	0.8	4.7	36.4
No college	22.7	33.3	6.1	1.0	1.0	43.4
Some college	35.5	42.3	1.9	1.2	2.3	32.8
Graduate school	38.9	39.5	1.6	0.5	2.2	33.0
Have personal website	42.7	42.6	1.9	0.9	1.4	30.1
Have e-mail account	36.0	41.6	1.7	1.0	2.1	32.8

8. Where did you complete the educational hours required for your license?

	Proprietary school (percent)	Community college (college)	Four-year college or university (percent)	Junior college (percent)	Other (percent)
All responses	70.3	11.8	9.1	3.0	5.7
Home specialists	72.7	12.3	7.4	3.0	4.7
Commercial specialists	62.5	6.9	19.4	4.2	6.9
Farm and ranch specialists	60.3	15.9	12.7	1.6	9.5
No college	77.2	12.6	2.4	1.6	6.3
Some college	69.9	13.9	7.8	3.7	4.7
Graduate school	66.1	8.5	15.6	1.6	8.1
Have personal website	73.2	10.2	9.4	1.6	5.6
Have e-mail account	70.4	11.6	9.2	2.9	5.9

9. How many of the required educational hours did you take online through computer-based instruction?

	Median hours completed on-line
All responses	5.4
Home specialists	5.4
Commercial specialists	7.5
Farm and ranch specialists	6.0
Proprietary real estate school	3.4
Four-year college or university	8.6
Junior or community college	4.9
No college	4.0
Some college	5.3
Graduate school	4.2
Have personal website	8.6
Have e-mail account	5.4

10. Following completion of your course work, about how many hours did you spend studying for the examination?

	Median hours spent studying
All responses	24.2
Home specialists	25.6
Commercial specialists	16.6
Farm and ranch specialists	21.3
Proprietary real estate school	24.1
Four-year college or university	19.3
Junior or community college	24.0
No college	28.0
Some college	23.6
Graduate school	24.4
Have personal website	25.0
Have e-mail account	23.8

11. What is the highest level of education you have completed?

	Some high school (percent)	High school diploma (percent)	Some college (percent)	Associate's degree (percent)	Bachelor's degree (percent)	Some graduate work (percent)	Master's degree (percent)	Doctorate degree (percent)
All responses	1.1	8.5	28.2	8.9	30.1	10.7	10.9	1.3
Home specialists	1.3	8.6	30.1	9.3	30.5	9.6	9.6	0.9
Commercial specialists	0	5.6	12.7	8.5	38.0	14.1	18.3	2.8
Farm and ranch specialists	0	5.3	21.3	8.0	32.0	13.3	17.3	2.7
Proprietary real estate school	1.5	9.1	27.5	9.5	30.3	11.2	9.9	1.0
Four-year college or university	0	2.5	17.5	3.3	36.7	14.2	20.8	5.0
Junior or community college	0.5	8.7	41.3	10.2	23.5	6.1	7.1	2.6
Have personal website	0.8	6.4	25.5	9.3	31.6	13.0	11.4	1.9
Have e-mail account	1.0	7.9	27.5	9.2	30.7	10.8	11.3	1.7

12. Do you have a personal website? Do you have an e-mail account?

	Personal website (percent)	E-mail account (percent)
All responses	27.9	94.6
Home specialists	32.1	95.6
Commercial specialists	12.5	98.6
Farm and ranch specialists	18.5	84.6
Proprietary real estate school	29.4	95.4
Four-year college or university	28.9	95.9
Junior or community college	22.4	93.4
No college	21.1	88.3
Some college	27.9	95.8
Graduate school	32.1	97.7

13. What is your age?

	Median age
All responses	42.4
Home specialists	42.7
Commercial specialists	38.6
Farm and ranch specialists	47.2
Proprietary real estate school	43.0
Four-year college or university	40.6
Junior or community college	42.0
No college	40.4
Some college	41.6
Graduate school	46.2
Have personal website	43.1
Have e-mail account	42.1



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