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# 2010 Member Profile Illinois Report

Prepared for:  
Illinois Association of REALTORS®

Prepared by:  
NATIONAL ASSOCIATION OF REALTORS®  
Research Division

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NATIONAL ASSOCIATION OF REALTORS®

*The Voice for Real Estate®*

# 2010 Member Profile Illinois Report

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# 2010 Member Profile

## Illinois Report

### Introduction

#### **A Light at the End of the Tunnel**

In 2009, REALTOR® members were challenged to keep their business moving forward as the economy started to pull out of the Great Recession. Residential real estate business started to improve in some areas of the country. In others, however, the market continued to sag. Residential real estate has continued to feel the negative pressures of the recession, including substantial employment losses that continued through 2009, tepid consumer sentiment and confidence in the economy, and tightened consumer credit. Existing home sales improved slightly from 2008 to 2009, with levels above 5 million unit sales. While sales improved slightly, prices of existing homes continued to decline in 2009 from 2008: the median home sales price in 2008 was \$198,100, dropping to \$172,500 in 2009.

For current homeowners, the drop in home prices reduced their wealth. However, many potential buyers took advantage of the First-time Home Buyer tax credit, record low mortgage rates, and housing affordability at an all time high. Survey data from the *Profile of Home Buyers and Sellers* show these factors increased the share of first-time buyers from 41 percent of the market in 2008 to 47 percent of the market in 2009. The effect of the tax credit expansion and extension is still being tracked at the time of this publication, but sales are continuing at higher levels for first-time buyers.

Commercial real estate continued on a downward path in 2009. Credit markets tightened in commercial lending, making financing for new construction very difficult. On existing properties, delinquencies on commercial loans continued to rise and the volume of commercial property sales has fallen substantially. Leasing activity has slowed greatly as businesses are reluctant to open with low consumer spending.

The combination of soft sales volume and lower prices directly affects REALTOR® income since most real estate agents and brokers are compensated on a commission basis. The median gross income of REALTORS® fell 3 percent to \$35,700 in 2009, substantially better than the decline of 14 percent recorded in 2008. Residential brokerage specialists reported a median of seven transactions in 2009, the same as in 2008.

This report, drawn from the national survey, provides insights into the business activities and demographic characteristics of REALTORS® in Illinois.

# 2010 Member Profile

## Illinois Report

### Highlights

#### Business Characteristics of REALTORS®

- Fifty-nine percent of REALTORS® were licensed as sales agents nationwide, compared to 57 percent of REALTORS® in Illinois.
- Eighty-one percent of members specialize in residential brokerage nationwide, about the same share as in Illinois.
- The typical REALTOR® in Illinois has 10 years experience, the same as the nationwide median.
- Seventy-two percent of REALTORS® in Illinois reported having a website, one in ten members reported having a real estate blog, and more than half of members are using social media.
- The most commonly found information on websites, among commercial and residential REALTORS®, is the member's own listings.
- Twenty-seven percent of REALTORS® have an affiliate membership.
- Seventy-two percent of REALTORS® are certain they will remain in the business for two more years.

#### Business Activity of REALTORS®

- In 2009, the typical brokerage specialist in Illinois had seven transactions—the same amount as nationwide.
- Forty-three percent of REALTORS® completed at least one transaction involving a property in foreclosure and 38 percent completed at least one transaction involving a short sale, about the same as among members nationwide.
- The typical REALTOR® worked 40 hours per week in 2009, the same number as nationwide.
- The typical REALTOR® earned 20 percent of their business from past clients and customers, slightly higher than members nationwide.
- Thirty-six percent of REALTORS® reported having generated some business from holding an open house, slightly higher than among members in the U.S.

#### Income and Expenses of REALTORS®

- Percentage split-commission is the prevailing method for REALTOR® compensation.
- The median gross income of REALTORS® in 2009 in Illinois was \$29,500 compared to the nationwide median gross income of \$35,700.
- The median business expenses fell from \$4,770 in Illinois compared to \$5,480 in nationwide in 2009.

#### Office and Firm Affiliations of REALTORS®

- More than half of REALTORS® are affiliated with an independent non-franchised company.
- The typical REALTOR® works at a firm that employs 37 agents and brokers, larger than firm size reported nationwide.
- The median tenure for REALTORS® with their current firm is five years.
- Seventy-seven percent of brokers had some ownership interest in their firm with 57 percent having sole ownership of their firm.
- Seventy-eight percent of REALTORS® reported receiving no benefits through their firm.

### **Demographic Characteristics of REALTORS®**

- The typical REALTOR® is a 53 year old white female who attended college and is a homeowner.
- Sixty-one percent of REALTORS® are female, slightly higher than the share nationwide.
- Seventy-three percent of REALTORS® said that real estate was their only occupation.
- The median gross income of REALTOR® households was \$85, 700 in Illinois compared to \$89,100 nationwide in 2009
- Ninety-one percent of REALTORS® in Illinois own their primary residence.

## Conclusion

REALTORS® bring their expertise to many areas of the real estate market as brokers, sales agents, appraisers and property managers. Consumers and clients rely on real estate professionals to help them make one of the most important financial decisions of their lifetime. While providing national statistics representing more than 1.1 million members of NAR is helpful, it is also important to know how the business activity and characteristics of REALTORS® in Illinois differ. The *2010 NAR Member Profile* provides industry leaders, brokers and other real estate professionals with information about the roles, earnings, expenses, transactions, and demographics of REALTORS®. As an example, survey results show that the typical REALTOR® in Illinois had a median gross income of in 2009 of \$34,400. The nationwide median gross income among REALTORS® was \$35,700. Information in this report will assist industry professionals as they strive to more fully understand the factors that influence the success of REALTORS® and other real estate professionals.

## Methodology

In February 2010, NAR mailed a 93-question survey to a random sample of 58,022 REALTORS®. An identical questionnaire was also distributed to another group of 43,869 members via a Web-based online survey. A total of 6,830 responses were received. After accounting for undeliverable questionnaires, the survey had an adjusted response rate of 6.7 percent. There were 162 unweighted responses from Illinois, yielding a response rate of 4.6 percent, which form the basis for this report. Survey responses were weighted to be representative of state level NAR membership. Information about compensation, earnings, sales volume and number of transactions is characteristics of calendar year 2009, while all other data are representative of member characteristics in early 2010.

The NATIONAL ASSOCIATION OF REALTORS® is committed to equal opportunity in the real estate industry. In accordance with this commitment, racial and ethnic information was collected and is included in this report.

Where relevant, REALTOR® information in subgroups based on the license held by members of NAR: a broker, broker-associate or sales agent license. The term "broker" refers to REALTORS® holding a broker or broker associate license unless otherwise noted. In some cases, information is presented by REALTORS® main function within their firm or their real estate specialty regardless of the type of license held.

The primary measure of central tendency used throughout this report is the median, the middle point in the distribution of responses to a particular question or, equivalently, the point at which half of the responses are above and below a particular value. Data may not be comparable to previous Member Profile publications due to changes in questionnaire design.

## BUSINESS ACTIVITY OF REALTORS®

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## BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-1

### APPRAISAL: TYPES OF PROPERTIES APPRAISED

(Percent of Respondents, Appraisal Specialists only)

## Illinois

Residential (1 to 4 units)	100%
Agricultural land and farms	*
Commercial (retail, office, shopping centers, etc.)	*
Residential (5 or more units)	*
Industrial (manufacturing, warehouses, etc.)	*
Institutional (hospitals, schools, etc.)	*
Other	*

\* Less than 1 percent

## U.S.

	2010 Survey	2009 Survey
Residential (1 to 4 units)	95%	94%
Agricultural land and farms	33	34
Commercial (retail, office, shopping centers, etc.)	26	32
Residential (5 or more units)	23	28
Industrial (manufacturing, warehouses, etc.)	21	24
Institutional (hospitals, schools, etc.)	11	14
Other	7	11

## BUSINESS ACTIVITY OF REALTORS<sup>®</sup>

Exhibit 2-2

### APPRAISAL: NUMBER OF PROPERTIES APPRAISED, 2009

(Percentage Distribution, Appraisal Specialists only)

#### Illinois

	ALL APPRAISAL SPECIALISTS	RESIDENTIAL APPRAISAL SPECIALISTS
9 or fewer	*	*
10 to 24	*	*
25 to 49	*	*
50 to 99	*	*
100 to 199	50	50
200 to 299	50	50
300 to 399	*	*
400 or more	*	*
<b>Median (properties)</b>	<b>176</b>	<b>176</b>

\* Less than 1 percent

#### U.S.

	ALL APPRAISAL SPECIALISTS		RESIDENTIAL APPRAISAL SPECIALISTS
	In 2009	In 2008	
9 or fewer	5%	5%	5%
10 to 24	2	4	1
25 to 49	5	6	2
50 to 99	11	11	7
100 to 199	26	23	26
200 to 299	19	25	23
300 to 399	19	11	21
400 or more	14	14	15
<b>Median (properties)</b>	<b>200</b>	<b>200</b>	<b>200</b>

## BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-3

### APPRAISAL: OTHER REAL ESTATE ACTIVITIES OF APPRAISAL SPECIALISTS

(Percent of Respondents, Appraisal Specialists only)

#### Illinois

	ALL APPRAISAL SPECIALISTS	RESIDENTIAL APPRAISAL SPECIALISTS
Residential brokerage	*	*
Counseling	*	*
Relocation	*	*
Commercial appraisal	*	*
Land/development	*	*
Residential property management	*	*
Commercial brokerage	*	*
Commercial property management	*	*
Residential appraisal	*	N/A
International	*	*
Auction	*	*
Other	*	*
None	*	*

\* Less than 1 percent

N/A - Not Applicable

#### U.S.

	ALL APPRAISAL SPECIALISTS	RESIDENTIAL APPRAISAL SPECIALISTS
Residential brokerage	44%	47%
Commercial appraisal	13	16
Residential appraisal	11	N/A
Counseling	18	13
Commercial brokerage	10	7
Residential property management	8	9
Relocation	8	9
Land/development	3	3
Commercial property management	3	3
Auction	1	*
International	1	*
Other	4	5
None	6	7

\* Less than 1 percent

N/A - Not Applicable

## BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-4

### **BROKERAGE: AGENCY RELATIONSHIPS**

(Percentage Distribution, Brokerage Specialists only)

## Illinois

	ALL REALTORS®	RESIDENTIAL SPECIALISTS			Commercial Specialists
		All	Broker/ Broker Associate	Sales Agent	
Buyer agency and seller agency with disclosed dual agency	47%	49%	54%	46%	17%
Single agency	31	32	34	31	17
Transactional agency	3	3	2	3	*
Buyer agency exclusively	8	7	5	8	17
Seller agency exclusively	8	5	2	7	50
Other	2	2	*	3	*

\* Less than 1 percent

## U.S.

	ALL REALTORS®		RESIDENTIAL SPECIALISTS			Commercial Specialists
	2010 Survey	2009 Survey	All	Broker/ Broker Associate	Sales Agent	
Buyer agency and seller agency with disclosed dual agency	41%	41%	41%	44%	39%	35%
Single agency	29	30	29	27	31	29
Buyer agency exclusively	11	12	11	8	13	12
Transactional agency	10	9	10	11	9	11
Seller agency exclusively	7	7	7	8	6	12
Other	1	1	1	2	1	1

BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-5

**BROKERAGE: LISTINGS SOLD, 2009**

(Percentage Distribution, Brokerage Specialists only)

**Illinois**

All REALTORS®	NUMBER OF OWN LISTINGS SOLD	NUMBER OF OWN LISTINGS SOLD BY SOMEONE ELSE	NUMBER OF OTHERS' LISTINGS SOLD
0 listings	48%	25%	21%
1 listing	20	12	8
2 listings	6	9	10
3 listings	6	10	11
4 listings	3	8	8
5 listings	3	5	6
6 to 10 listings	9	11	22
11 listings or more	6	18	15
<b>Median (listings)</b>	<b>1</b>	<b>3</b>	<b>4</b>

**Residential Specialists**

0 listings	49%	26%	19%
1 listing	21	11	7
2 listings	6	10	10
3 listings	4	10	12
4 listings	2	8	8
5 listings	3	5	6
6 to 10 listings	9	12	23
11 listings or more	6	18	15
<b>Median (listings)</b>	<b>1</b>	<b>3</b>	<b>4</b>

**Commercial Specialists**

0 listings	33%	17%	50%
1 listing	*	33	17
2 listings	*	*	17
3 listings	33	17	*
4 listings	17	17	*
5 listings	*	*	*
6 to 10 listings	17	*	*
11 listings or more	*	17	17
<b>Median (listings)</b>	<b>3</b>	<b>2</b>	<b>1</b>

\* Less than 1 percent

BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-5

**BROKERAGE: LISTINGS SOLD, 2009**

(Percentage Distribution, Brokerage Specialists only)

**U.S.**

All REALTORS®	NUMBER OF OWN LISTINGS SOLD	NUMBER OF OWN LISTINGS SOLD BY SOMEONE ELSE	NUMBER OF OTHERS' LISTINGS SOLD
0 listings	40%	24%	14%
1 listing	15	11	9
2 listings	13	11	11
3 listings	7	8	9
4 listings	5	6	8
5 listings	5	7	9
6 to 10 listings	8	17	22
11 listings or more	8	16	18
<b>Median listings (2009)</b>	<b>1</b>	<b>3</b>	<b>4</b>
<b>Median listings (2008)</b>	<b>1</b>	<b>3</b>	<b>4</b>

**Residential Specialists**

0 listings	41%	24%	14%
1 listing	15	12	9
2 listings	13	11	10
3 listings	7	8	9
4 listings	4	6	8
5 listings	5	7	9
6 to 10 listings	8	17	23
11 listings or more	7	16	18
<b>Median listings (2009)</b>	<b>1</b>	<b>3</b>	<b>5</b>
<b>Median listings (2008)</b>	<b>1</b>	<b>3</b>	<b>4</b>

**Commercial Specialists**

0 listings	21%	30%	24%
1 listing	12	10	8
2 listings	12	14	20
3 listings	9	9	7
4 listings	10	5	4
5 listings	6	7	9
6 to 10 listings	12	14	13
11 listings or more	18	11	15
<b>Median listings (2009)</b>	<b>3</b>	<b>2</b>	<b>2</b>
<b>Median listings (2008)</b>	<b>3</b>	<b>2</b>	<b>3</b>

## BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-6

### **BROKERAGE: NUMBER OF TRANSACTION SIDES OR COMMERCIAL DEALS, 2009**

*(Percentage Distribution, Brokerage Specialists only)*

## Illinois

	ALL REALTORS®	RESIDENTIAL SPECIALISTS			Commercial Specialists
		All	Broker/ Associate	Sales Agent	
0 transactions	15%	15%	10%	19%	17%
1 to 5 transactions	26	27	22	31	17
6 to 10 transactions	19	17	20	15	50
11 to 15 transactions	18	19	22	17	*
16 to 20 transactions	8	8	5	10	*
21 to 50 transactions	12	13	20	8	*
51 transactions or more	2	1	2	*	17
<b>Median (transactions)</b>	<b>7</b>	<b>7</b>	<b>1</b>	<b>*</b>	<b>7</b>

\* Less than 1 percent

## U.S.

	ALL REALTORS®		RESIDENTIAL SPECIALISTS			Commercial Specialists
	In 2009	In 2008	All	Broker/ Associate	Sales Agent	
0 transactions	12%	12%	12%	10%	14%	12%
1 to 5 transactions	30	31	30	25	33	36
6 to 10 transactions	19	21	19	19	20	20
11 to 15 transactions	13	13	13	14	12	11
16 to 20 transactions	8	7	9	9	8	7
21 to 50 transactions	14	13	14	18	11	11
51 transactions or more	3	3	3	5	2	3
<b>Median (transactions)</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>10</b>	<b>6</b>	<b>6</b>

## BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-7

### **BROKERAGE: NUMBER OF TRANSACTION SIDES OR COMMERCIAL DEALS, BY EXPERIENCE, 2009**

*(Percentage Distribution, Brokerage Specialists only)*

## Illinois

	REAL ESTATE EXPERIENCE				
	ALL REALTORS®	2 years or less	3 to 5 years	6 to 15 years	16 years or more
0 transactions	15%	38%	11%	17%	11%
1 to 5 transactions	26	25	42	26	20
6 to 10 transactions	19	*	11	26	20
11 to 15 transactions	18	25	16	14	20
16 to 20 transactions	8	*	21	3	7
21 to 50 transactions	12	13	*	11	18
51 transactions or more	2	*	*	3	2
<b>Median (transactions)</b>	<b>7</b>	<b>2</b>	<b>5</b>	<b>6</b>	<b>7</b>

\* Less than 1 percent

## U.S.

	REAL ESTATE EXPERIENCE				
	ALL REALTORS®	2 years or less	3 to 5 years	6 to 15 years	16 years or more
0 transactions	12%	24%	13%	11%	10%
1 to 5 transactions	30	51	34	26	27
6 to 10 transactions	19	12	21	21	19
11 to 15 transactions	13	6	13	15	12
16 to 20 transactions	8	3	9	9	9
21 to 50 transactions	14	3	10	15	17
51 transactions or more	3	0	1	3	6
<b>Median (transactions)</b>	<b>7</b>	<b>3</b>	<b>6</b>	<b>8</b>	<b>9</b>

## BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-8

**BROKERAGE: NUMBER OF TRANSACTION SIDES INVOLVING PROPERTIES IN FORECLOSURE, 2009**  
*(Percentage Distribution, Brokerage Specialists only)*

### Illinois

	ALL REALTORS®	RESIDENTIAL SPECIALISTS		
		All	Broker/ Broker Associate	Sales Agent
0 transactions	57%	56%	45%	63%
1 to 5 transactions	35	35	40	32
6 to 10 transactions	5	5	8	3
11 to 15 transactions	2	2	3	2
16 to 20 transactions	*	*	*	*
21 transactions or more	2	2	5	*
<b>Median (transactions)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

\* Less than 1 percent

### U.S.

	ALL REALTORS®	RESIDENTIAL SPECIALISTS			Commercial Specialists
		All	Broker/ Broker Associate	Sales Agent	
0 transactions	52%	51%	46%	54%	65%
1 to 5 transactions	36	36	38	35	29
6 to 10 transactions	6	7	7	6	3
11 to 15 transactions	2	2	3	2	1
16 to 20 transactions	1	1	2	1	0
21 transactions or more	3	3	4	2	2
<b>Median (transactions)</b>	<b>*</b>	<b>*</b>	<b>1</b>	<b>*</b>	<b>*</b>

## BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-9

### BROKERAGE: NUMBER OF TRANSACTION SIDES INVOLVING PROPERTIES IN FORECLOSURE, BY EXPERIENCE, 2009

(Percentage Distribution, Brokerage Specialists only)

#### Illinois

	ALL REALTORS®	REAL ESTATE EXPERIENCE			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
0 transactions	57%	75%	50%	63%	51%
1 to 5 transactions	35	25	45	34	33
6 to 10 transactions	5	*	5	*	9
11 to 15 transactions	2	*	*	*	5
16 to 20 transactions	*	*	*	*	*
21 transactions or more	2	*	*	3	2
<b>Median (transactions)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

\* Less than 1 percent

#### U.S.

	ALL REALTORS®	REAL ESTATE EXPERIENCE			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
0 transactions	52%	72%	50%	49%	49%
1 to 5 transactions	36	24	37	37	36
6 to 10 transactions	6	4	7	7	6
11 to 15 transactions	2	1	2	3	3
16 to 20 transactions	1	*	1	1	2
21 transactions or more	3	*	2	3	4
<b>Median (transactions)</b>	<b>*</b>	<b>*</b>	<b>*</b>	<b>1</b>	<b>1</b>

\* Less than 1 percent

## BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-10

### **BROKERAGE: NUMBER OF TRANSACTION SIDES INVOLVING SHORT SALES, 2009**

*(Percentage Distribution, Brokerage Specialists only)*

## Illinois

	ALL REALTORS®	RESIDENTIAL SPECIALISTS		
		All	Broker/ Broker Associate	Sales Agent
0 transactions	62%	62%	63%	61%
1 to 5 transactions	34	34	27	39
6 to 10 transactions	3	3	7	*
11 transactions or more	1	1	2	*
<b>Median (transactions)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

\* Less than 1 percent

## U.S.

	ALL REALTORS®	RESIDENTIAL SPECIALISTS			Commercial Specialists
		All	Broker/ Broker Associate	Sales Agent	
0 transactions	60%	59%	58%	60%	75%
1 to 5 transactions	36	36	36	37	22
6 to 10 transactions	3	3	3	2	1
11 transactions or more	2	2	3	1	1
<b>Median (transactions)</b>	<b>*</b>	<b>*</b>	<b>*</b>	<b>*</b>	<b>*</b>

\* Less than 1 percent

## BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-11

### **BROKERAGE: NUMBER OF TRANSACTION SIDES INVOLVING SHORT SALES, BY EXPERIENCE, 2009**

*(Percentage Distribution, Brokerage Specialists only)*

## Illinois

	ALL REALTORS®	REAL ESTATE EXPERIENCE			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
0 transactions	62%	100%	65%	57%	58%
1 to 5 transactions	34	*	35	40	35
6 to 10 transactions	3	*	*	3	5
11 transactions or more	1	*	*	*	2
<b>Median (transactions)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

\* Less than 1 percent

## U.S.

	ALL REALTORS®	REAL ESTATE EXPERIENCE			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
0 transactions	60%	77%	63%	56%	58%
1 to 5 transactions	36	22	35	38	37
6 to 10 transactions	3	1	2	4	3
11 transactions or more	2	*	*	2	3
<b>Median (transactions)</b>	<b>*</b>	<b>*</b>	<b>*</b>	<b>*</b>	<b>*</b>

\* Less than 1 percent

## BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-12

### BROKERAGE: SALES VOLUME, 2009

(Percentage Distribution, Brokerage Specialists only)

## Illinois

	ALL REALTORS®	RESIDENTIAL SPECIALISTS			Commercial Specialists
		All	Broker/ Associate	Sales Agent	
Less than \$500,000	27%	26%	22%	29%	33%
\$500,000 to under \$1 million	11	11	7	14	17
\$1 to under \$1.5 million	9	9	12	7	*
\$1.5 to under \$2 million	13	13	17	10	17
\$2 to under \$3 million	14	14	7	19	17
\$3 to under \$4 million	8	8	15	3	*
\$4 to under \$5 million	6	6	7	5	*
\$5 to under \$6 million	5	5	2	7	*
\$6 to under \$7 million	2	2	*	3	*
\$7 to under \$8 million	1	1	2	*	*
\$8 to under \$10 million	3	3	5	2	*
\$10 million or more	2	1	2	*	17
<b>Median (millions)</b>	<b>\$1.7</b>	<b>\$1.7</b>	<b>\$1.8</b>	<b>\$1.6</b>	<b>\$1.0</b>

\* Less than 1 percent

## U.S.

	ALL REALTORS®		RESIDENTIAL SPECIALISTS			Commercial Specialists
	In 2009	In 2008	All	Broker/ Associate	Sales Agent	
Less than \$500,000	35%	34%	35%	27%	40%	37%
\$500,000 to under \$1 million	12	12	13	11	14	11
\$1 to under \$1.5 million	9	10	9	9	10	8
\$1.5 to under \$2 million	10	9	10	11	9	9
\$2 to under \$3 million	11	11	11	12	11	8
\$3 to under \$4 million	7	8	7	8	5	9
\$4 to under \$5 million	4	5	4	5	4	4
\$5 to under \$6 million	3	3	4	5	3	2
\$6 to under \$7 million	2	2	2	3	1	1
\$7 to under \$8 million	1	1	1	2	1	1
\$8 to under \$10 million	2	2	2	3	1	4
\$10 million or more	4	4	3	5	3	5
<b>Median (millions)</b>	<b>\$1.2</b>	<b>\$1.2</b>	<b>\$1.2</b>	<b>\$1.7</b>	<b>\$0.9</b>	<b>\$1.3</b>

## BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-13

### **BROKERAGE: SALES VOLUME, BY EXPERIENCE, 2009**

(Percentage Distribution, Brokerage Specialists only)

#### **Illinois**

	REAL ESTATE EXPERIENCE				
	ALL REALTORS®	2 years or less	3 to 5 years	6 to 15 years	16 years or more
Less than \$500,000	27%	57%	40%	21%	20%
\$500,000 to under \$1 million	11	*	15	15	9
\$1 to under \$1.5 million	9	14	10	9	7
\$1.5 to under \$2 million	13	*	*	24	14
\$2 to under \$3 million	14	29	25	3	16
\$3 to under \$4 million	8	*	*	9	11
\$4 to under \$5 million	6	*	10	*	9
\$5 to under \$6 million	5	*	*	9	5
\$6 to under \$7 million	2	*	*	6	*
\$7 to under \$8 million	1	*	*	*	2
\$8 to under \$10 million	3	*	*	3	5
\$10 million or more	2	*	*	3	2
<b>Median (millions)</b>	<b>\$1.7</b>	<b>\$0.5</b>	<b>\$0.8</b>	<b>\$1.7</b>	<b>\$2.0</b>

\* Less than 1 percent

#### **U.S.**

	REAL ESTATE EXPERIENCE				
	ALL REALTORS®	2 years or less	3 to 5 years	6 to 15 years	16 years or more
Less than \$500,000	35%	64%	39%	29%	29%
\$500,000 to under \$1 million	12	14	15	11	12
\$1 to under \$1.5 million	9	8	12	9	8
\$1.5 to under \$2 million	10	4	10	12	9
\$2 to under \$3 million	11	6	10	13	11
\$3 to under \$4 million	7	2	6	8	8
\$4 to under \$5 million	4	1	4	5	4
\$5 to under \$6 million	3	*	3	3	5
\$6 to under \$7 million	2	*	1	2	3
\$7 to under \$8 million	1	*	1	2	2
\$8 to under \$10 million	2	*	*	2	2
\$10 million or more	4	*	1	3	6
<b>Median (millions)</b>	<b>\$1.2</b>	<b>\$0.3</b>	<b>\$0.9</b>	<b>\$1.5</b>	<b>\$1.6</b>

\* Less than 1 percent

## BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-14

### THE MOST IMPORTANT FACTOR LIMITING POTENTIAL CLIENTS IN COMPLETING A TRANSACTION

(Percentage Distribution, Brokerage Specialists only)

## Illinois

	ALL REALTORS®	RESIDENTIAL SPECIALISTS			Commercial Specialists
		All	Broker/ Associate	Sales Agent	
No factors are limiting potential clients	10%	11%	10%	12%	*
Difficulty in obtaining mortgage finance	27	26	27	25	50
Expectation that prices might fall further	21	21	15	25	33
Expectation that mortgage rates might come down	*	*	*	*	*
Low consumer confidence	17	17	27	10	17
Difficulty in finding the right property	8	9	2	13	*
Concern about losing job	10	11	12	10	*
Ability to sell existing home	1	1	*	2	NA
Other	5	5	7	3	*

\* Less than 1 percent

## U.S.

	ALL REALTORS®	RESIDENTIAL SPECIALISTS			Commercial Specialists
		All	Broker/ Associate	Sales Agent	
Difficulty in obtaining mortgage finance	34%	33%	34%	32%	48%
Expectation that prices might fall further	23	23	22	23	19
Low consumer confidence	13	13	16	11	12
Difficulty in finding the right property	11	12	9	13	8
No factors are limiting potential clients	7	7	7	8	7
Concern about losing job	6	6	6	6	1
Ability to sell existing home	1	1	1	1	0
Expectation that mortgage rates might come down	*	0	0	1	1
Other	5	5	5	6	3

\* Less than 1 percent

## BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-15

### THE MOST IMPORTANT FACTOR LIMITING POTENTIAL CLIENTS IN COMPLETING A TRANSACTION, BY EXPERIENCE, 2009

(Percentage Distribution, Brokerage Specialists only)

#### Illinois

	ALL REALTORS®	REAL ESTATE EXPERIENCE			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
No factors are limiting potential clients	10%	25%	5%	14%	7%
Difficulty in obtaining mortgage finance	27	38	30	26	25
Expectation that prices might fall further	21	13	10	34	18
Expectation that mortgage rates might come down	*	*	*	*	*
Low consumer confidence	17	13	10	11	25
Difficulty in finding the right property	8	*	20	6	7
Concern about losing job	10	13	10	6	14
Other	5	*	10	3	5

\* Less than 1 percent

#### U.S.

	ALL REALTORS®	REAL ESTATE EXPERIENCE			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
Difficulty in obtaining mortgage finance	34%	39%	37%	35%	29%
Expectation that prices might fall further	23	18	21	24	24
Low consumer confidence	13	10	11	12	16
Difficulty in finding the right property	11	14	11	11	11
No factors are limiting potential clients	7	9	8	7	7
Concern about losing job	6	4	5	6	7
Ability to sell existing home	1	1	2	1	1
Expectation that mortgage rates might come down	0	0	1	0	0
Other	5	5	5	5	5

# BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-16

## HOW RECENT HOME BUYERS ARE VIEWING THEIR HOME PURCHASE

*(Percentage Distribution, Brokerage Specialists only)*

	All REALTORS	Illinois	REGION			
			Northeast	Midwest	South	West
Primarily as a way to satisfy their desire to be homeowners	55%	62%	62%	61%	53%	48%
Primarily as a financial investment	5	3	3	3	7	6
Both	40	35	35	36	40	46

## BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-17

### BROKERAGE: WEB SITES WHERE REALTORS® PLACE THEIR LISTINGS

(Percent of Respondents, Brokerage Specialists only)

#### Illinois

	ALL REALTORS®	RESIDENTIAL SPECIALISTS			Commercial Specialists
		All	Broker/ Associate	Sales Agent	
REALTOR.com®	93%	93%	90%	95%	100%
Firm's Web site	85	86	83	88	67
Local MLS Web site	70	70	71	70	67
Personal Web site	48	49	41	53	33
Local REALTOR® association Web site	40	40	34	43	50
Local newspaper Web site	42	43	49	38	33
Franchiser's Web site	33	34	34	33	17
Local real estate magazine Web site	25	27	32	23	*
Other Broker's Web site	32	33	27	37	17
Commercial listing service**	13	10	15	7	67
Other	67	67	59	73	67
None	1	1	2	*	*

\* Less than 1 percent

\*\* Commercial listing service, e.g., CoStar, LoopNet, CCIMNet, or other commercial information exchange (CIE)

#### U.S.

	ALL REALTORS®		RESIDENTIAL SPECIALISTS			Commercial Specialists
	2010 Survey	2009 Survey	All	Broker/ Associate	Sales Agent	
Firm's Web site	81%	81%	82%	81%	82%	66%
REALTOR.com®	80	80	82	84	81	49
Local MLS Web site	69	66	70	69	70	50
Personal Web site	48	46	49	47	51	20
Local REALTOR® association Web site	39	34	39	42	36	40
Franchiser's Web site	27	25	27	27	27	23
Local newspaper Web site	25	27	26	27	24	12
Local real estate magazine Web site	22	22	22	24	21	13
Other Broker's Web site	17	16	18	21	16	7
Commercial listing service**	12	11	9	10	8	70
Other	65	59	66	66	66	40
None	2	3	2	1	3	4

\*\* Commercial listing service, e.g., CoStar, LoopNet, CCIMNet, or other commercial information exchange (CIE)

## BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-18

### PROPERTY MANAGEMENT: TYPES OF PROPERTIES MANAGED

(Percent of Respondents, Property Management Specialists only)

#### Illinois

Single-family residential	67%
Multi-family residential	100
Office	33
Retail	*
Industrial	*
Land	*
Other	33

\* Less than 1 percent

#### U.S.

	2010 Survey	2009 Survey
Single-family residential	79%	83%
Multi-family residential	54	62
Office	24	31
Retail	13	19
Industrial	11	10
Land	4	5
Other	6	7

## BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-19

### PROPERTY MANAGEMENT: NUMBER OF PROPERTIES MANAGED

(Percentage Distribution, Property Management Specialists only)

#### Illinois

	ALL REALTORS®	Residential Specialists	Commercial Specialists
1 to 5 properties	33%	33%	*
6 to 10 properties	*	*	*
11 to 20 properties	33	33	*
21 to 40 properties	*	*	*
41 to 60 properties	*	*	*
61 to 80 properties	*	100	*
81 to 100 properties	*	*	*
101 to 500 properties	33	33	*
501 properties or more	*	*	*
<b>Median (properties)</b>	<b>14</b>	<b>14</b>	<b>NA</b>

\* Less than 1 percent

#### U.S.

	ALL REALTORS®		Residential Specialists	Commercial Specialists
	2010 Survey	2009 Survey		
1 to 5 properties	12%	11%	13%	5%
6 to 10 properties	12	13	9	32
11 to 20 properties	14	12	11	31
21 to 40 properties	16	13	17	7
41 to 60 properties	9	11	9	8
61 to 80 properties	5	5	5	5
81 to 100 properties	6	8	7	*
101 to 500 properties	22	21	24	*
501 properties or more	6	5	6	3
<b>Median (properties)</b>	<b>33</b>	<b>40</b>	<b>40</b>	<b>15</b>

\* Less than 1 percent

## BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-20

### PROPERTY MANAGEMENT: MANAGEMENT FUNCTIONS PERFORMED

(Percent of Respondents, Property Management Specialists only)

#### Illinois

Select tenants	67%
Take tenant applications	67
Collect rent	67
Marketing	33
Initiate evictions	33
Perform small repairs	100
Perform large repairs or upgrades	33
Make mortgage payments	*
Make tax payments	*
Initiate legal actions (other than evictions)	33
Other	33

#### U.S.

	2010 Survey	2009 Survey
Select tenants	89%	91%
Collect rent	88	89
Take tenant applications	85	90
Marketing	83	81
Initiate evictions	77	81
Perform small repairs	74	71
Perform large repairs or upgrades	62	57
Make tax payments	43	49
Initiate legal actions (other than evictions)	40	33
Make mortgage payments	36	48
Other	23	28

## BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-21

### HOURS WORKED PER WEEK

(Percentage Distribution)

#### Illinois

	ALL REALTORS®	LICENSED AS:		MAIN FUNCTION IN FIRM						
		Broker/ Associate	Sales Agent	Broker- Owner (without selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent	Appraiser
Less than 20 hours	12%	11%	13%	*	8%	9%	100%	*	12%	*
20 to 39 hours	35	30	38	*	25	26	*	50	41	33
40 to 59 hours	42	47	39	*	46	57	*	50	38	33
60 hours or more	11	12	10	*	21	9	*	*	10	33
Median (hours)	40	40	37	NA	40	40	3	35	35	50

\* Less than 1 percent

#### U.S.

	ALL REALTORS®		LICENSED AS:		MAIN FUNCTION IN FIRM						
	2010 Survey	2009 Survey	Broker/ Associate	Sales Agent	Broker- Owner (without selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent	Appraiser
Less than 20 hours	11%	12%	8%	13%	17%	11%	5%	6%	2%	12%	3%
20 to 39 hours	30	31	26	33	11	24	31	9	18	34	19
40 to 59 hours	45	43	49	41	48	45	49	70	59	41	60
60 hours or more	15	14	18	13	24	20	15	15	20	13	18
Median (hours)	40	40	40	40	44	40	40	50	50	40	40

\* Less than 1 percent

# BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-22

## REPEAT BUSINESS FROM PAST CONSUMERS AND CLIENTS, BY SPECIALTY, 2009

(Percentage Distribution)

### Illinois

	ALL REALTORS®	PRIMARY REAL ESTATE SPECIALTY					
		APPRAISAL		BROKERAGE		PROPERTY MANAGEMENT	
		Residential	Commercial	Residential	Commercial	Residential	Commercial
None	18%	*	*	19%	14%	25%	*
Less than 10%	18	33	*	18	*	*	*
Up to 25%	21	*	*	21	29	25	*
Up to 50%	15	*	*	18	*	*	*
More than 50%	28	67	100	24	57	50	*
<b>Median</b>	<b>20</b>	<b>64</b>	<b>76</b>	<b>19</b>	<b>57</b>	<b>25</b>	<b>*</b>

\* Less than 1 percent

### U.S.

	ALL REALTORS®		PRIMARY REAL ESTATE SPECIALTY					
			APPRAISAL		BROKERAGE		PROPERTY MANAGEMENT	
			In 2009	In 2008	Residential	Commercial	Residential	Commercial
None	21%	21%	7%	4%	22%	9%	16%	17%
Less than 10%	19	17	7	3	20	15	14	17
Up to 25%	20	22	5	12	21	23	18	4
Up to 50%	17	17	11	19	17	22	13	14
More than 50%	24	23	70	61	21	31	39	48
<b>Median</b>	<b>18%</b>	<b>18%</b>	<b>65%</b>	<b>60%</b>	<b>16%</b>	<b>29%</b>	<b>30%</b>	<b>46%</b>

\*\* In the previous survey, "percent of business originated with referrals from past customers and clients" was asked.

## BUSINESS ACTIVITY OF REALTORS

Exhibit 2-23

### REPEAT BUSINESS FROM PAST CONSUMERS AND CLIENTS, BY EXPERIENCE, 2009

(Percentage Distribution)

#### Illinois

	REAL ESTATE EXPERIENCE				
	ALL REALTORS®	2 years or less	3 to 5 years	6 to 15 years	16 years or more
None	18%	60%	35%	19%	*
Less than 10%	18	20	29	19	11
Up to 25%	21	10	21	26	20
Up to 50%	15	10	3	17	21
More than 50%	28	*	12	20	48
Median	20%	*	6%	18%	48%

#### U.S.

	REAL ESTATE EXPERIENCE				
	ALL REALTORS®	2 years or less	3 to 5 years	6 to 15 years	16 years or more
None	21%	71%	31%	14%	7%
Less than 10%	19	15	30	21	12
Up to 25%	20	7	21	24	19
Up to 50%	17	4	10	18	22
More than 50%	24	3	9	22	39
Median	18%	*	7%	19%	39%

# BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-24

## BUSINESS THROUGH REFERRALS FROM PAST CONSUMERS AND CLIENTS, BY SPECIALTY, 2009

(Percentage Distribution)

### Illinois

	ALL REALTORS®	PRIMARY REAL ESTATE SPECIALTY					
		APPRAISAL		BROKERAGE		PROPERTY MANAGEMENT	
		Residential	Commercial	Residential	Commercial	Residential	Commercial
None	15%	33%	*	15%	33%	*	*
Less than 10%	17	*	*	15	*	67	*
Up to 25%	31	*	100	33	33	*	*
Up to 50%	19	*	*	18	17	*	*
More than 50%	18	67	*	18	17	33	*
<b>Median</b>	<b>18</b>	<b>64</b>	<b>18</b>	<b>19</b>	<b>18</b>	<b>8</b>	<b>*</b>

\* Less than 1 percent

### U.S.

	ALL REALTORS®		PRIMARY REAL ESTATE SPECIALTY					
	In 2009	In 2008	APPRAISAL		BROKERAGE		PROPERTY MANAGEMENT	
			Residential	Commercial	Residential	Commercial	Residential	Commercial
None	13%	14%	14%	*	13%	8%	15%	23%
Less than 10%	18	18	25	18	17	19	21	26
Up to 25%	29	29	24	51	29	31	30	22
Up to 50%	19	19	14	17	19	22	15	9
More than 50%	21	19	23	14	21	19	18	20
<b>Median</b>	<b>20%</b>	<b>19%</b>	<b>17%</b>	<b>19%</b>	<b>20%</b>	<b>21%</b>	<b>17%</b>	<b>11%</b>

\*\* In the previous survey, "percent of business originated with referrals from past customers and clients" was asked.

## BUSINESS ACTIVITY OF REALTORS

Exhibit 2-25

### **BUSINESS THROUGH REFERRALS FROM PAST CONSUMERS AND CLIENTS, BY EXPERIENCE, 2009**

*(Percentage Distribution)*

#### **Illinois**

	REAL ESTATE EXPERIENCE				
	ALL REALTORS®	2 years or less	3 to 5 years	6 to 15 years	16 years or more
None	15%	50%	26%	13%	5%
Less than 10%	17	20	18	23	12
Up to 25%	31	10	26	28	39
Up to 50%	19	20	12	19	22
More than 50%	18	*	18	17	22
<b>Median</b>	<b>18%</b>	<b>*</b>	<b>13%</b>	<b>18%</b>	<b>23%</b>

#### **U.S.**

	REAL ESTATE EXPERIENCE				
	ALL REALTORS®	2 years or less	3 to 5 years	6 to 15 years	16 years or more
None	13%	48%	14%	9%	8%
Less than 10%	18	15	22	19	16
Up to 25%	29	16	29	31	30
Up to 50%	19	11	18	21	21
More than 50%	21	10	17	21	25
<b>Median</b>	<b>20%</b>	<b>2%</b>	<b>17%</b>	<b>21%</b>	<b>23%</b>

## BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-26

### BUSINESS ORIGINATED FROM AN OPEN HOUSE, BY SPECIALTY, 2009

(Percentage Distribution)

#### Illinois

	ALL REALTORS®	RESIDENTIAL SPECIALISTS		
		All	Broker/ Broker Associate	Sales Agent
None	64%	60%	72%	53%
Less than 10%	24	26	19	31
Up to 25%	7	9	7	10
Up to 50%	3	4	2	6
More than 50%	2	1	*	1
Median	*	*	*	*

\* Less than 1 percent

#### U.S.

	ALL REALTORS®	RESIDENTIAL SPECIALISTS		
		All	Broker/ Broker Associate	Sales Agent
None	64%	59%	61%	58%
Less than 10%	26	29	30	28
Up to 25%	7	8	6	9
Up to 50%	2	2	1	3
More than 50%	2	2	1	2
Median	*	*	*	*

## BUSINESS ACTIVITY OF REALTORS

Exhibit 2-27

### **BUSINESS ORIGINATED FROM AN OPEN HOUSE, BY EXPERIENCE, 2009**

*(Percentage Distribution)*

#### **Illinois**

	REAL ESTATE EXPERIENCE				
	ALL REALTORS®	2 years or less	3 to 5 years	6 to 15 years	16 years or more
None	24%	40%	53%	66%	73%
Less than 10%	7	30	29	27	17
Up to 25%	3	20	3	5	8
Up to 50%	2	10	9	2	*
More than 50%	*	*	6	*	2
Median	*	*	*	*	*

#### **U.S.**

	REAL ESTATE EXPERIENCE				
	ALL REALTORS®	2 years or less	3 to 5 years	6 to 15 years	16 years or more
None	64%	66%	59%	64%	65%
Less than 10%	26	19	26	26	27
Up to 25%	7	9	8	7	5
Up to 50%	2	3	4	2	1
More than 50%	2	3	3	1	1
Median	*	*	*	*	*

## BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-28

### CUSTOMERS AND CLIENTS WHOSE PRIMARY LANGUAGE IS NOT ENGLISH, 2009

(Percentage Distribution)

#### Illinois

	ALL REALTORS®	REALTOR® IS	
		Fluent in a language other than English	Fluent in English only
None	38%	4%	46%
Less than 10%	32	15	36
Up to 25%	15	23	13
Up to 50%	6	27	2
More than 50%	7	31	2
<b>Median</b>	<b>4%</b>	<b>33%</b>	<b>11%</b>

#### U.S.

	ALL REALTORS®		REALTOR® IS:	
	In 2009	In 2008	Fluent in a language other than English	Fluent in English only
None	44%	45%	17%	49%
Less than 10%	33	34	24	35
Up to 25%	11	11	17	10
Up to 50%	5	5	15	4
More than 50%	6	5	27	3
<b>Median</b>	<b>3%</b>	<b>2%</b>	<b>18%</b>	<b>1%</b>

## BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-29

### **CUSTOMERS AND CLIENTS WHO WERE FOREIGN NATIONALS, 2009**

*(Percentage Distribution)*

#### **Illinois**

	ALL REALTORS®
None	78%
Less than 10%	16
Up to 25%	1
Up to 50%	2
More than 50%	2

\* Less than 1 percent

#### **U.S.**

	ALL REALTORS®	
	In 2009	In 2008
None	70%	69%
Less than 10%	22	23
Up to 25%	5	5
Up to 50%	2	2
More than 50%	2	1

# BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-30

## EXPENDITURES TO MAINTAIN REALTOR® WEB SITE, 2009

(Percentage Distribution)

### Illinois

	ALL REALTORS®	LICENSED AS:		MAIN FUNCTION IN FIRM					
		Broker/ Broker Associate	Sales Agent	Broker- Owner (without selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent
None	22%	27%	18%	*	10%	25%	*	*	24%
Less than \$100	17	13	19	*	20	6	*	*	20
\$100 to \$499	38	35	40	100	40	38	*	33	38
\$500 to \$999	15	15	15	*	20	19	*	33	11
\$1,000 or more	9	10	8	*	10	13	*	33	7
<b>Median</b>	<b>\$220</b>	<b>\$210</b>	<b>\$230</b>	<b>\$300</b>	<b>\$300</b>	<b>\$300</b>	<b>NA</b>	<b>\$750</b>	<b>\$170</b>

\* Less than 1 percent

### U.S.

	ALL REALTORS®		LICENSED AS:		MAIN FUNCTION IN FIRM					
	In 2009	In 2008	Broker/ Broker Associate	Sales Agent	Broker- Owner (without selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent
None	23%	22%	18%	26%	13%	12%	18%	42%	16%	26%
Less than \$100	17	18	13	20	4	12	16	4	23	19
\$100 to \$499	33	30	35	32	50	38	31	11	28	33
\$500 to \$999	15	18	18	13	11	20	19	23	16	14
\$1,000 or more	12	13	16	9	22	18	15	20	17	9
<b>Median</b>	<b>\$220</b>	<b>\$240</b>	<b>\$320</b>	<b>\$150</b>	<b>\$370</b>	<b>\$380</b>	<b>\$300</b>	<b>\$230</b>	<b>\$250</b>	<b>\$170</b>

## BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-31

### CUSTOMER INQUIRIES GENERATED FROM WEB SITE, 2009

(Percentage Distribution)

#### Illinois

	ALL REALTORS®	LICENSED AS:		MAIN FUNCTION IN FIRM					
		Broker/ Associate	Sales Agent	Broker- Owner (without selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent
None	30%	23%	36%	*	17%	25%	*	33%	35%
1 to 5 inquiries	39	48	33	*	50	38	*	*	39
6 to 10 inquiries	15	10	18	*	6	19	*	*	16
11 to 20 inquiries	6	6	7	*	6	13	*	33	4
21 to 50 inquiries	5	8	2	*	17	*	*	*	3
51 to 100 inquiries	2	2	2	*	6	*	*	*	1
More than 100 inquiries	3	2	3	*	*	6	*	33	1
Median (inquiries)	3	3	3	NA	4	4	NA	16	3

\* Less than 1 percent

#### U.S.

	ALL REALTORS®		LICENSED AS:		MAIN FUNCTION IN FIRM					
	In 2009	In 2008	Broker/ Associate	Sales Agent	Broker- Owner (without selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent
None	27%	28%	22%	31%	16%	24%	20%	17%	19%	31%
1 to 5 inquiries	35	33	35	35	25	31	36	31	33	37
6 to 10 inquiries	12	13	11	12	4	10	15		19	12
11 to 20 inquiries	9	7	10	8	6	10	10	10	6	8
21 to 50 inquiries	7	8	8	6	12	10	7	8	10	6
51 to 100 inquiries	4	4	5	3	6	6	5	7	2	3
More than 100 inquiries	6	7	8	4	31	9	7	26	10	4
Median (inquiries)	4	4	4	3	20	4	4	12	5	3

\* Less than 1 percent

## BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-32

### CUSTOMER INQUIRIES GENERATED FROM WEB SITE BY AMOUNT SPENT TO MAINTAIN, 2009

(Percentage Distribution)

#### Illinois

##### AMOUNT SPENT TO MAINTAIN THE WEB SITE:

	ALL REALTORS®	None	Less than \$100	\$100 to \$499	\$500 to \$999	\$1,000 or more
None	30%	35%	37%	33%	13%	*
1 to 5 inquiries	39	55	58	33	20	33
6 to 10 inquiries	15	10	*	18	33	22
11 to 20 inquiries	6	*	*	8	13	22
21 to 50 inquiries	5	*	5	5	7	11
51 to 100 inquiries	2	*	*	3	7	*
More than 100 inquiries	3	*	*	3	7	11
<b>Median (inquiries)</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>8</b>	<b>9</b>

\* Less than 1 percent

#### U.S.

##### AMOUNT SPENT TO MAINTAIN THE WEB SITE:

	ALL REALTORS®	None	Less than \$100	\$100 to \$499	\$500 to \$999	\$1,000 or more
None	27%	53%	33%	21%	17%	6%
1 to 5 inquiries	35	30	40	41	34	24
6 to 10 inquiries	12	7	10	14	16	13
11 to 20 inquiries	9	5	6	9	11	15
21 to 50 inquiries	7	2	6	7	9	15
51 to 100 inquiries	4	1	2	4	6	8
More than 100 inquiries	6	3	3	4	7	18
<b>Median (inquiries)</b>	<b>4</b>	<b>*</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>16</b>

## BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-33

### BUSINESS GENERATED FROM REALTOR® WEB SITE, 2009

(Percentage Distribution)

#### Illinois

	All REALTORS®	LICENSED AS:		MAIN FUNCTION IN FIRM					
		Broker/ Broker/ Associate	Sales Agent	Broker- Owner (without selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent
None	37%	30%	42%	*	22%	33%	*	33%	42%
1% to 5%	30	35	26	*	33	33	*	33	28
6% to 10%	16	22	11	*	22	27	*	*	12
11% to 25%	13	9	16	*	17	7	*	33	13
26% to 50%	3	4	2	*	6	*	*	*	3
More than 50%	2	*	3	*	*	*	*	*	3
Median (percent of business)	3%	3%	2%	NA	4%	3%	NA	3%	2%

\* Less than 1 percent

#### U.S.

	All REALTORS®		LICENSED AS:		MAIN FUNCTION IN FIRM					
	In 2009	In 2008	Broker/ Broker/ Associate	Sales Agent	Broker- Owner (without selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent
None	37%	36%	31%	42%	18%	32%	28%	25%	22%	41%
1% to 5%	27	27	27	27	24	21	31	19	32	28
6% to 10%	15	14	17	13	12	17	17	24	18	14
11% to 25%	10	11	13	9	16	15	12	15	16	8
26% to 50%	6	7	8	5	15	8	9	11	6	5
More than 50%	4	5	5	4	14	6	4	5	6	4
Median (percent of business)	3%	3%	4%	2%	8%	4%	4%	7%	5%	2%

\* Less than 1 percent

## BUSINESS ACTIVITY OF REALTORS®

Exhibit 2-34

### BUSINESS GENERATED FROM REALTOR® WEB SITE, BY AMOUNT SPENT TO MAINTAIN, 2009 (Percentage Distribution)

#### Illinois

##### AMOUNT SPENT TO MAINTAIN THE WEB SITE:

	ALL REALTORS®	None	Less than \$100	\$100 to \$499	\$500 to \$999	\$1,000 or more
None	37%	47%	42%	39%	13%	11%
1% to 5%	30	32	42	32	20	22
6% to 10%	16	11	5	15	40	22
11% to 25%	13	*	11	10	27	33
26% to 50%	3	11	*	2	*	*
More than 50%	2	*	*	2	*	11
Median (percent of business)	3	1%	2%	2%	8%	9%

\* Less than 1 percent

#### U.S.

##### AMOUNT SPENT TO MAINTAIN THE WEB SITE:

	ALL REALTORS®	None	Less than \$100	\$100 to \$499	\$500 to \$999	\$1,000 or more
None	37%	62%	41%	31%	27%	13%
1% to 5%	27	20	33	31	25	26
6% to 10%	15	8	11	17	21	19
11% to 25%	10	4	9	11	14	18
26% to 50%	6	3	3	6	9	15
More than 50%	4	2	3	4	5	10
Median (percent of business)	5	*	4%	6%	9%	19%

## BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-1	REALTORS® BY TYPE OF LICENSE
Exhibit 1-2	SPECIALTY AND MAIN FUNCTION OF REALTORS®
Exhibit 1-3	PRIMARY BUSINESS SPECIALTY OF BROKER/BROKER ASSOCIATE LICENSEES, 1999-2010
Exhibit 1-4	PRIMARY BUSINESS SPECIALTY OF SALES AGENT LICENSEES, 1999-2010
Exhibit 1-5	SECONDARY BUSINESS SPECIALTY OF REALTORS®
Exhibit 1-6	REAL ESTATE EXPERIENCE OF REALTORS®, BY MAIN FUNCTION
Exhibit 1-7	INCOME FROM PRIMARY REAL ESTATE SPECIALTY, BY YEARS OF EXPERIENCE
Exhibit 1-8	INCOME FROM PRIMARY REAL ESTATE SPECIALTY, BY NUMBER OF HOURS WORKED
Exhibit 1-9	NUMBER OF PERSONAL ASSISTANTS
Exhibit 1-10	NUMBER OF PERSONAL ASSISTANTS, BY YEARS OF REAL ESTATE EXPERIENCE
Exhibit 1-11	TASKS PERFORMED BY PERSONAL ASSISTANTS
Exhibit 1-12	CHARACTERISTICS OF PERSONAL ASSISTANTS
Exhibit 1-13	REALTORS® MAINTAINING A HOME OFFICE
Exhibit 1-14	FREQUENCY OF USE OF COMMUNICATIONS AND TECHNOLOGY PRODUCTS
Exhibit 1-15	TECHNOLOGY USE, BY YEARS OF EXPERIENCE
Exhibit 1-16	FREQUENCY OF USE OF BUSINESS SOFTWARE
Exhibit 1-17	PREFERRED METHOD OF COMMUNICATION WITH CLIENTS
Exhibit 1-18	REALTOR'S® FIRM WEB PRESENCE
Exhibit 1-19	REALTORS® WITH WEB SITES, BY LICENSE AND FUNCTION
Exhibit 1-20	REALTORS® WITH WEB SITES, BY EXPERIENCE
Exhibit 1-21	LENGTH OF TIME REALTORS® HAVE HAD A WEB SITE FOR BUSINESS USE
Exhibit 1-22	INFORMATION ON REALTOR® WEB SITES
Exhibit 1-23	REAL ESTATE BLOGS
Exhibit 1-24	ACTIVE USE OF SOCIAL OR PROFESSIONAL NETWORKING WEB SITES
Exhibit 1-25	AFFILIATE MEMBERSHIP OF REALTORS®
Exhibit 1-26	PROFESSIONAL DESIGNATIONS AND CERTIFICATIONS OF REALTORS®
Exhibit 1-27	RELOCATION ACTIVITY OF REALTORS®
Exhibit 1-28	WILL REMAIN ACTIVE AS A REAL ESTATE PROFESSIONAL DURING THE NEXT TWO YEARS

# BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-1

## REALTORS® BY TYPE OF LICENSE

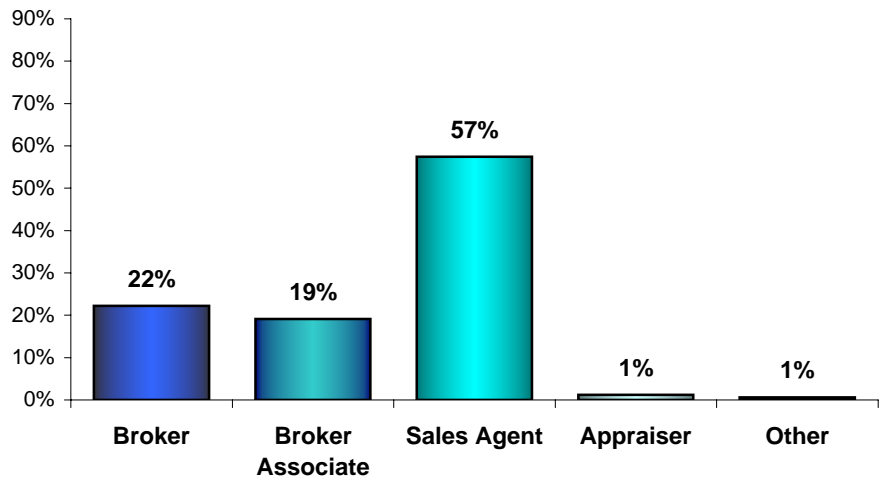
(Percent of Respondents)

Number of Total Respondents = 162

### Illinois

Broker	22%
Broker Associate	19%
Sales Agent	57%
Appraiser	1%
Other	1%

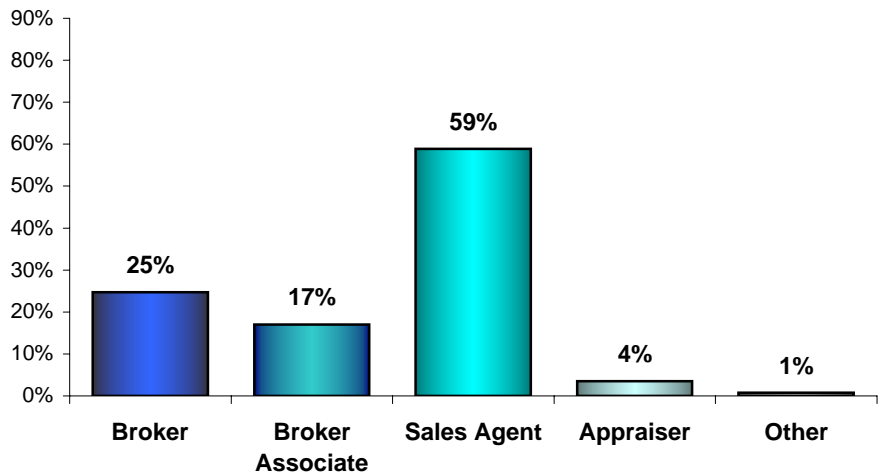
### REALTORS® BY TYPE OF LICENSE



### U.S.

Broker	25%
Broker Associate	17%
Sales Agent	59%
Appraiser	4%
Other	1%

### REALTORS® BY TYPE OF LICENSE



# BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-2

## SPECIALTY AND MAIN FUNCTION OF REALTORS®

(Percentage Distribution)

### Illinois

	ALL REALTORS®	LICENSED AS			
		Broker	Broker Associate	Sales Agent	Appraiser
<b>Primary Real Estate Specialty</b>					
Residential brokerage	83%	79%	84%	86%	*
Commercial brokerage	4	12	6	1	*
Residential appraisal	2	*	3	1	67
Commercial appraisal	1	*	*	*	33
Relocation	4	*	*	6	*
Property management	2	3	3	2	*
Counseling	1	*	*	2	*
Land/Development	2	6	3	*	*
Other specialties	1	*	*	1	*
<b>Main Function</b>					
Broker-owner (with selling)	15%	69%	*	*	*
Broker-owner (without selling)	*	*	*	*	*
Associate broker	14	9	65	*	*
Manager	3	9	*	2	*
Sales agent	63	14	32	94	*
Appraiser	2	*	*	*	100
Other	3	*	3	4	*

\* Less than 1 percent

### U.S.

	ALL REALTORS®		LICENSED AS			
	2010 Survey	2009 Survey	Broker	Broker Associate	Sales Agent	Appraiser
<b>Primary Real Estate Specialty</b>						
Residential brokerage	81%	82%	75%	86%	87%	1%
Commercial brokerage	4	4	7	5	3	*
Residential appraisal	3	2	1	1	*	80
Commercial appraisal	1	1	*	*	*	18
Relocation	1	2	*	1	2	*
Property management	5	4	9	3	3	1
Counseling	1	1	1	*	1	*
Land/Development	2	2	3	1	1	*
Other specialties	2	2	3	2	2	*
<b>Main Function</b>						
Broker-owner (with selling)	15%	14%	59%	3%	1%	2
Broker-owner (without selling)	1	1	4	1	*	*
Associate broker	10	10	10	48	*	*
Manager	4	4	6	6	3	1
Sales agent	61	62	15	38	89	*
Appraiser	3	2	*	*	*	97
Other	6	6	6	5	6	*

\* Less than 1 percent

## BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-3

### PRIMARY BUSINESS SPECIALTY OF BROKER/BROKER ASSOCIATE LICENSEES, 1999-2010

(Percentage Distribution)

#### Illinois

	2010
Residential brokerage	82%
Commercial brokerage	9
Land/Development	5
Relocation	*
Counseling	*
Appraising	2
Property management	3
International	*
Other	*

\* Less than 1 percent

#### U.S.

	1999	2001	2003	2005	2007	2008	2009	2010
Residential brokerage	75%	76%	81%	76%	79%	79%	80%	79%
Commercial brokerage	6	6	3	4	5	6	6	7
Land/Development	4	3	1	3	3	1	3	2
Relocation	1	1	2	3	2	*	1	1
Counseling	1	1	2	3	1	1	1	1
Appraising	4	4	3	2	1	4	1	1
Property management	6	5	4	4	4	1	6	6
International	NA	*	*	1	*	3	*	*
Other	4	3	4	4	4	4	2	3

NA - Not Asked

\* Less than 1 percent

# BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-4

## PRIMARY BUSINESS SPECIALTY OF SALES AGENT LICENSEES, 1999-2010

(Percentage Distribution)

### Illinois

	2010
Residential brokerage	86%
Commercial brokerage	1
Land/Development	*
Relocation	6
Counseling	2
Appraising	1
Property management	2
International	*
Other	1

\* Less than 1 percent

### U.S.

	1999	2001	2003	2005	2007	2008	2009	2010
Residential brokerage	88%	82%	84%	74%	75%	77%	86%	87%
Commercial brokerage	2	2	2	1	2	2	3	3
Land/Development	2	2	1	3	3	1	1	1
Relocation	1	2	2	5	6	*	2	2
Counseling	1	3	2	5	4	5	1	1
Appraising	2	3	3	5	1	4	1	*
Property management	2	3	3	3	4	3	4	3
International	NA	*	*	*	2	2	1	*
Other	2	3	3	3	4	6	2	2

NA - not asked

\* Less than 1 percent

BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-5

**SECONDARY BUSINESS SPECIALTY OF REALTORS®**

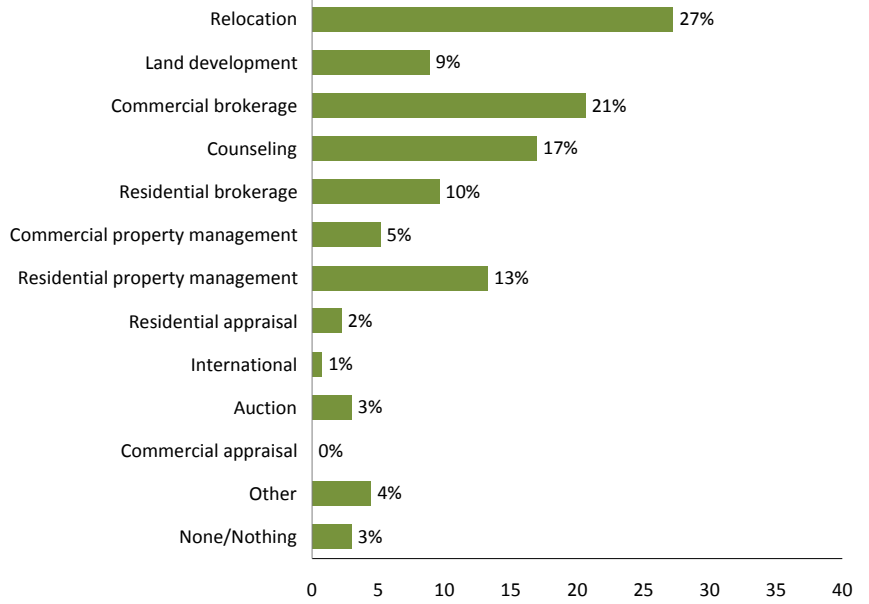
(Percent of Respondents)

**Illinois**

Relocation	27%
Land development	9%
Commercial brokerage	21%
Counseling	17%
Residential brokerage	10%
Commercial property management	5%
Residential property management	13%
Residential appraisal	2%
International	1%
Auction	3%
Commercial appraisal	*
Other	4%
None/Nothing	3%

**SECONDARY BUSINESS SPECIALTY OF REALTORS®**

(Percent of Respondents)

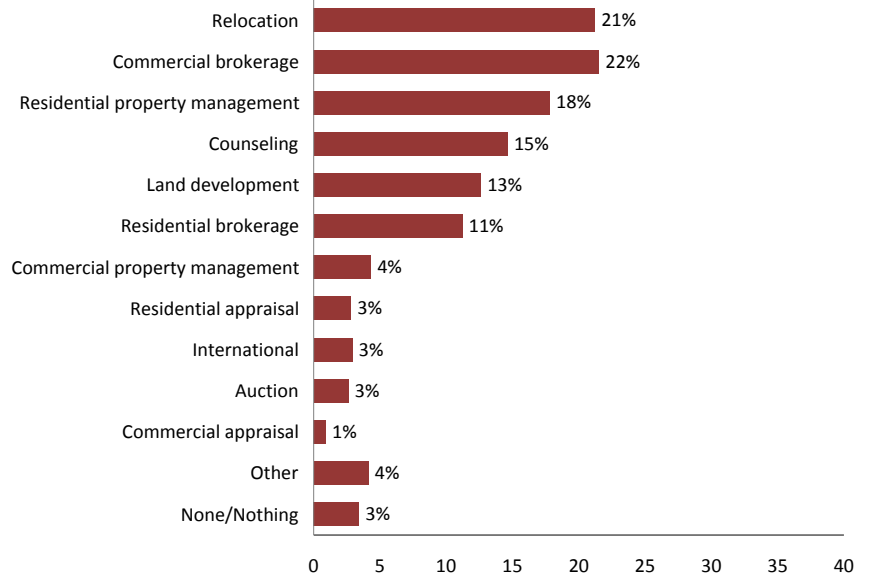


**U.S.**

Relocation	21%
Commercial brokerage	22%
Residential property management	18%
Counseling	15%
Land development	13%
Residential brokerage	11%
Commercial property management	4%
Residential appraisal	3%
International	3%
Auction	3%
Commercial appraisal	1%
Other	4%
None/Nothing	3%

**SECONDARY BUSINESS SPECIALTY OF REALTORS®**

(Percent of Respondents)





## BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-6

### REAL ESTATE EXPERIENCE OF REALTORS®, BY MAIN FUNCTION

(Percentage Distribution)

#### Illinois

##### MAIN FUNCTION IN FIRM

	ALL REALTORS®	MAIN FUNCTION IN FIRM						
		Broker- Owner (without selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent	Appraiser
1 year or less	4%	*	*	*	100%	*	6%	*
2 years	2	*	4	*	*	*	3	*
3 years	6	*	*	9	*	*	7	*
4 years	2	*	*	*	*	*	4	*
5 years	13	*	13	13	*	*	15	*
6 to 10 years	23	*	25	17	*	*	23	33
11 to 15 years	12	*	13	4	*	75	11	33
16 to 25 years	23	33	25	48	*	*	18	33
26 to 39 years	12	67	13	9	*	*	14	*
40 or more years	2	*	8	*	*	25	1	*
<b>Median (years)</b>	<b>10</b>	<b>27</b>	<b>15</b>	<b>18</b>	<b>1</b>	<b>15</b>	<b>8</b>	<b>13</b>

\* Less than 1 percent

#### U.S.

##### ALL REALTORS®

##### MAIN FUNCTION IN FIRM

	ALL REALTORS®		MAIN FUNCTION IN FIRM						
	2010 Survey	2009 Survey	Broker- Owner (without selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent	Appraiser
1 year or less	6%	7%	1%	*	3%	3%	3%	8%	*
2 years	4	6	*	1	4	*	3	6	1
3 years	7	6	1	2	5	1	3	9	2
4 years	5	7	*	2	5	*	3	7	*
5 years	8	7	6	4	5	2	4	10	*
6 to 10 years	22	20	10	18	23	9	23	24	20
11 to 15 years	11	11	5	11	12	11	13	11	12
16 to 25 years	19	19	27	27	22	32	24	16	28
26 to 39 years	15	15	39	28	18	34	21	9	30
40 or more years	2	2	12	6	2	9	2	1	7
<b>Median (years)</b>	<b>10</b>	<b>10</b>	<b>23</b>	<b>20</b>	<b>12</b>	<b>24</b>	<b>14</b>	<b>7</b>	<b>19</b>

\* Less than 1 percent

## BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-7

### INCOME FROM PRIMARY REAL ESTATE SPECIALTY, BY YEARS OF EXPERIENCE

(Percentage Distribution)

#### Illinois

Percent of income from real estate specialty	ALL REALTORS®	REAL ESTATE EXPERIENCE			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
Less than 50%	16%	18%	18%	18%	12%
Less than 25%	6	18	3	9	3
25% to 49%	9	*	15	9	8
50% to less than 100%	43%	18%	47%	39%	50%
50% to 74%	9	*	15	5	12
75% to 99%	34	18	32	34	38
100%	41	64	35	43	38

#### U.S.

Percent of income from real estate specialty	ALL REALTORS®	REAL ESTATE EXPERIENCE			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
Less than 50%	13%	20%	16%	11%	10%
Less than 25%	7	16	10	6	5
25% to 49%	5	4	7	5	6
50% to less than 100%	49%	35%	43%	49%	55%
50% to 74%	11	7	8	11	14
75% to 99%	38	28	35	39	41
100%	39	45	40	40	34

# BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-8

## INCOME FROM PRIMARY REAL ESTATE SPECIALTY, BY NUMBER OF HOURS WORKED

(Percentage Distribution)

### Illinois

Percent of income from real estate specialty	ALL REALTORS®	HOURS WORKED PER WEEK			
		Less than 20 hours	20 to 39 hours	40 to 59 hours	60 hours or more
Less than 50%	16%	26%	21%	7%	11%
Less than 25%	6	16	5	3	11
25% to 49%	9	11	16	4	*
50% to less than 100%	43%	32%	32%	58%	39%
50% to 74%	9	5	13	10	*
75% to 99%	34	26	20	48	39
100%	41	42	46	34	50

### U.S.

Percent of income from real estate specialty	ALL REALTORS®	HOURS WORKED PER WEEK			
		Less than 20 hours	20 to 39 hours	40 to 59 hours	60 hours or more
Less than 50%	13%	34%	18%	7%	5%
Less than 25%	7	27	10	3	2
25% to 49%	5	6	8	4	3
50% to less than 100%	49%	30%	44%	54%	57%
50% to 74%	11	8	11	11	13
75% to 99%	38	21	33	43	44
100%	39	37	38	40	38

## BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-9

### NUMBER OF PERSONAL ASSISTANTS

(Percentage Distribution)

#### Illinois

	ALL REALTORS®	LICENSED AS		MAIN FUNCTION IN FIRM					
		Broker/ Associate	Sales Agent	Broker- Owner (without selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent
None	88%	80%	92%	*	77%	78%	100%	75%	91%
One	11	16	8	*	18	22	*	25	8
Two	1	4	*	*	5	*	*	*	1
Three or more	*	*	**	*	*	*	*	*	*

\* Less than 1 percent

#### U.S.

	ALL REALTORS®	LICENSED AS		MAIN FUNCTION IN FIRM					
		Broker/ Associate	Sales Agent	Broker- Owner (without selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent
None	83%	76%	87%	64%	70%	82%	71%	73%	87%
One	14	19	11	32	24	15	16	18	11
Two	2	4	1	3	4	2	2	6	1
Three or more	1	2	*	2	2	1	10	2	*

\* Less than 1 percent

## BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-10

### NUMBER OF PERSONAL ASSISTANTS, BY YEARS OF REAL ESTATE EXPERIENCE

(Percentage Distribution)

#### Illinois

	REAL ESTATE EXPERIENCE				
	ALL REALTORS®	2 years or less	3 to 5 years	6 to 15 years	16 years or more
None	88%	100%	91%	88%	82%
One	11	*	6	10	18
Two or more	1	*	3	2	*

\* Less than 1 percent

#### U.S.

	REAL ESTATE EXPERIENCE				
	ALL REALTORS®	2 years or less	3 to 5 years	6 to 15 years	16 years or more
None	83%	96%	89%	83%	75%
One	14	3	10	14	20
Two or more	3	1	1	3	5

## BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-11

### TASKS PERFORMED BY PERSONAL ASSISTANTS

(Percent of Respondents)

#### Illinois

Process new listings and enter them in the MLS	*
Manage closing paperwork	*
Prepare comps	100
Schedule listing presentations, closings, and appointments	100
Photograph listings	*
Send mailings to past clients or prospects	100
Order inspections	*
Write ads	*
Place/track advertising of listings	*
Send progress reports to sellers	*
Prepare escrow files	*
Check MLS for expireds	*
Prospect FSBOs	*
Check newspapers for FSBOs	*
Other	100

\* Less than 1 percent

#### U.S.

Send mailings to past clients or prospects	62%
Process new listings and enter them in the MLS	58
Schedule listing presentations, closings, and appointments	49
Manage closing paperwork	47
Photograph listings	44
Place/track advertising of listings	41
Order inspections	40
Prepare comps	35
Send progress reports to sellers	34
Check MLS for expireds	31
Write ads	30
Prepare escrow files	29
Check newspapers for FSBOs	11
Prospect FSBOs	8
Other	38

# BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-12

## CHARACTERISTICS OF PERSONAL ASSISTANTS

(Percentage Distribution)

### Illinois

<b>License Information</b>	Licensed	40%
	Unlicensed	60
<b>Salary Expenses</b>	Paid by REALTOR®	28
	Paid by company	52
	Both	20
<b>Employment</b>	Full-time	48
	Part-time	52
<b>Exclusivity</b>	Exclusive assistant	60
	Shared with others	40
<b>Employment Arrangement</b>	Independent contractor	59
	Employee	41
<b>Compensation Structure</b>	Hourly	28
	Arrangement varies	28
	Salary	17
	Percent of commission	17
	Per task	11

### U.S.

<b>License Information</b>	Licensed	49%
	Unlicensed	51
<b>Salary Expenses</b>	Paid by REALTOR®	47
	Paid by company	35
	Both	18
<b>Employment</b>	Full-time	52
	Part-time	48
<b>Exclusivity</b>	Exclusive assistant	72
	Shared with others	28
<b>Employment Arrangement</b>	Independent contractor	58
	Employee	42
<b>Compensation Structure</b>	Hourly	36
	Salary	19
	Arrangement varies	22
	Percent of commission	13
	Per task	11

# BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-13

## REALTORS® MAINTAINING A HOME OFFICE

(Percent of Respondents)

### Illinois

<b>All REALTORS®</b>	75%
<b>License</b>	
Broker/Broker associate	75
Sales agent	75
<b>Main Function</b>	
Broker-Owner (without selling)	67
Broker-Owner (with selling)	83
Associate broker	77
Manager (without selling)	*
Manager (with selling)	50
Sales agent	74
Appraiser	67
Other	80
<b>Real Estate Experience</b>	
2 years or less	73
3 to 5 years	79
6 to 15 years	75
16 years or more	73

### U.S.

	2010 Survey	2009 Survey
<b>All REALTORS®</b>	71%	72%
<b>License</b>		
Broker/Broker associate	67	67
Sales agent	74	76
<b>Main Function</b>		
Broker-Owner (without selling)	47	52
Broker-Owner (with selling)	70	66
Associate broker	69	72
Manager (without selling)	32	46
Manager (with selling)	57	59
Sales agent	74	77
Appraiser	72	71
Other	59	56
<b>Real Estate Experience</b>		
2 years or less	71	74
3 to 5 years	78	78
6 to 15 years	72	74
16 years or more	66	66

## BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-14

### FREQUENCY OF USE OF COMMUNICATIONS AND TECHNOLOGY PRODUCTS

(Percentage Distribution)

#### Illinois

All REALTORS®	Daily or nearly every day	A few times a week	A few times a month	A few times a year	Rarely or Never
E-mail	94%	4%	1%	1%	*
Laptop/Desktop computer	94	1	1	1	3
Cell phone (no email and Internet)	74	3	1	1	21
Smartphone with wireless email and Internet capabilities (e.g., Treo/BlackBerry)	58	4	1	1	36
Digital camera	24	33	25	14	3
Global positioning system (GPS)	30	20	13	4	33
Instant messaging (IM)	29	7	11	4	49
PDA/Handheld (no phone capabilities)	12	1	1	1	86
Blogs	5	3	7	8	76
RSS feeds	3	3	7	7	80
Podcasts	2	1	6	6	85

\* Less than 1 percent

#### U.S.

All REALTORS®	Daily or nearly every day	A few times a week	A few times a month	A few times a year	Rarely or Never
E-mail	94%	4%	1%	0%	2%
Laptop/Desktop computer	91	4	1	0	3
Cell phone (no email and Internet)	71	4	1	1	23
Smartphone with wireless email and Internet capabilities (e.g., Treo/BlackBerry)	56	3	1	1	39
Digital camera	30	27	30	9	4
Instant messaging (IM)	28	10	7	4	51
Global positioning system (GPS)	28	20	16	6	30
PDA/Handheld (no phone capabilities)	12	2	1	1	85
Blogs	5	5	9	7	74
RSS feeds	4	4	5	5	83
Podcasts	2	2	5	7	84

\* Less than 1 percent

# BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-15

## TECHNOLOGY USE, BY YEARS OF EXPERIENCE

(Percent of Respondents Using Each Technology Daily or Nearly Every Day)

### Illinois

	ALL REALTORS®	REAL ESTATE EXPERIENCE			
		2 years or less	3 to 5 years 6 to 15 years	16 years or more	
E-mail	94%	100%	94%	93%	95%
Laptop/Desktop computer	94	100	94	94	93
Cell phone (no email and Internet)	74	36	67	71	87
Smartphone with wireless email and Internet capabilities (e.g., Treo/BlackBerry)	58	82	62	58	50
Digital camera	24	18	18	19	35
Global positioning system (GPS)	30	55	24	37	21
Instant messaging (IM)	29	45	39	27	20
PDA/Handheld (no phone capabilities)	12	9	18	11	9
Blogs	5	9	3	6	6
RSS feeds	3	9	3	6	*
Podcasts	2	*	3	4	*

\* Less than 1 percent

### U.S.

	ALL REALTORS®		REAL ESTATE EXPERIENCE			
	2010 Survey	2009 Survey	2 years or less	3 to 5 years 6 to 15 years	16 years or more	
E-mail	94%	93%	95%	95%	94%	92%
Laptop/Desktop computer	91	90	94	93	92	89
Cell phone (no email and Internet)	71	78	62	71	70	76
Smartphone with wireless email and Internet capabilities (e.g., Treo/BlackBerry)	56	42	66	60	60	48
Digital camera	30	27	22	27	31	31
Instant messaging (IM)	28	22	31	31	30	23
Global positioning system (GPS)	28	22	33	31	30	22
PDA/Handheld (no phone capabilities)	12	13	9	14	13	10
Blogs	5	4	6	6	5	4
RSS feeds	4	3	4	5	4	3
Podcasts	2	1	1	3	2	1

## BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-16

### FREQUENCY OF USE OF BUSINESS SOFTWARE

(Percentage Distribution)

#### Illinois

ALL REALTORS®	Daily or nearly every day	A few times a week	A few times a month	A few times a year	Rarely or Never
Multiple listing	79%	9%	3%	3%	6%
Contact management	30	13	17	9	32
Document preparation	23	23	24	7	24
Comparative market analysis	17	26	35	15	8
Customer relationship management	19	13	13	11	45
Electronic contract and forms	20	22	36	12	10
Transaction management	16	12	13	9	51
Graphics or presentation	7	17	23	20	33
Property management	9	5	5	9	72
Loan analysis	6	9	20	20	45

#### U.S.

ALL REALTORS®	Daily or nearly every day	A few times a week	A few times a month	A few times a year	Rarely or Never
Multiple listing	71%	13%	7%	3%	6%
Contact management	30	18	14	7	32
Document preparation	24	26	22	8	20
Electronic contract and forms	23	30	27	10	12
Customer relationship management	17	13	12	9	49
Comparative market analysis	19	31	32	11	7
Transaction management	14	13	13	9	50
Graphics or presentation	9	15	24	17	34
Property management	9	5	8	10	68
Loan analysis	4	10	21	18	48

## BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-17

### PREFERRED METHOD OF COMMUNICATION WITH CLIENTS

(Percent of Respondents)

## Illinois

#### ALL REALTORS®

	Current clients/ customers	Past clients/ customers	Potential clients/ customers
E-mail	89%	76%	75%
Instant messaging (IM)	15	6	4
Text messaging	43	16	16
Telephone	90	66	69
Postal mail	33	54	45
Blog	2	3	8
Podcast	*	1	4

\* Less than 1 percent

## U.S.

#### ALL REALTORS®

	Current clients/ customers	Past clients/ customers	Potential clients/ customers
E-mail	90%	75%	73%
Telephone	88	64	67
Postal mail	28	44	38
Text messaging	40	17	16
Instant messaging (IM)	14	6	6
Blog	4	4	7
Podcast	1	1	3

\* Less than 1 percent

# BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-18

## REALTOR'S® FIRM WEB PRESENCE

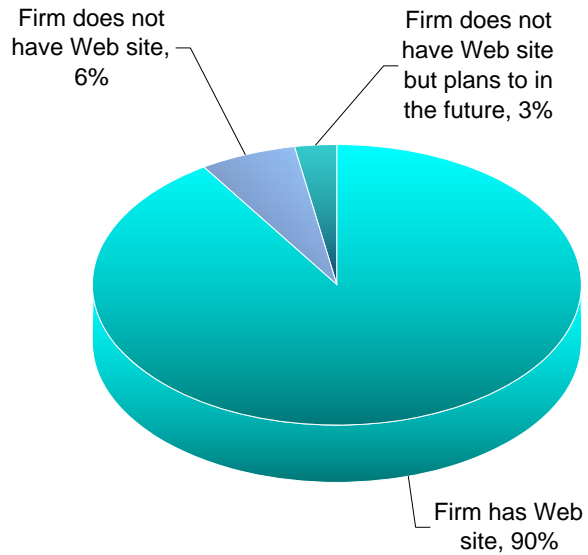
(Percentage Distribution)

### Illinois

Firm has Web site	90%
Firm does not have Web site	6%
Firm does not have Web site but plans to in the future	3%

### REALTOR'S® FIRM WEB PRESENCE

(Percentage Distribution)



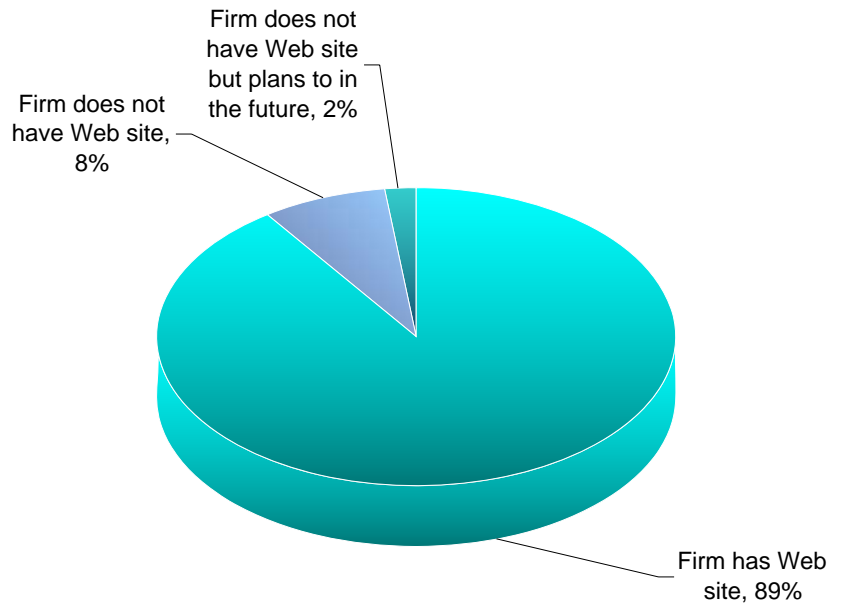
### U.S.

2010  
Survey

Firm has Web site	89%
Firm does not have Web site	8%
Firm does not have Web site but plans to in the future	2%

### REALTOR'S® FIRM WEB PRESENCE

(Percentage Distribution)



## BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-19

### REALTORS® WITH WEB SITES, BY LICENSE AND FUNCTION

(Percentage Distribution)

#### Illinois

	ALL REALTORS®	LICENSED AS		MAIN FUNCTION IN FIRM						
		Broker/ Associate	Sales Agent	Broker- Owner (no selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent	Appraiser
Have a Web site	72%	74%	73%	*	78%	62%	*	75%	75%	*
A Web site developed and/or maintained by REALTOR®	29	31	29	*	48	29	*	50	27	*
A Web site provided by firm	43	44	43	*	30	33	*	25	49	*
Do not have a Web site	28	26	27	*	22	38	100	25	25	100
No Web site	18	15	18	*	9	29	*	25	16	100
No Web site, but plan to have one in the future	10	11	9	*	13	10	100	*	9	*

\* Less than 1 percent

#### U.S.

	ALL REALTORS®	LICENSED AS:		MAIN FUNCTION IN FIRM						
		Broker/ Associate	Sales Agent	Broker- Owner (no selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent	Appraiser
Have a Web site	63%	65%	62%	56%	65%	67%	59%	63%	64%	36%
A Web site developed and/or maintained by REALTOR®	34	39	31	27	45	39	12	34	32	26
A Web site provided by firm	29	26	31	29	19	28	47	30	32	11
Do not have a Web site	37	35	38	44	35	33	41	37	36	64
No Web site	28	27	27	39	26	24	38	31	25	53
No Web site, but plan to have one in the future	10	8	11	5	9	8	3	6	11	11

## BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-20

### REALTORS® WITH WEB SITES, BY EXPERIENCE

(Percentage Distribution)

#### Illinois

	ALL REALTORS®	REAL ESTATE EXPERIENCE			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
Have a Web site	72%	73%	71%	71%	74%
A Web site developed and/or maintained by REALTOR®	29	45	26	29	28
A Web site provided by firm	43	27	44	42	46
Do not have a Web site	28	27	29	29	26
No Web site	18	*	9	25	21
No Web site, but plan to have one in the future	10	27	21	4	5

#### U.S.

	ALL REALTORS®		REAL ESTATE EXPERIENCE			
	2010 Survey	2009 Survey	2 years or less	3 to 5 years	6 to 15 years	16 years or more
Have a Web site	63%	60%	59%	63%	67%	60%
A Web site developed and/or maintained by REALTOR®	34	33	27	30	39	33
A Web site provided by firm	29	27	33	32	28	27
Do not have a Web site	37	40	41	37	33	40
No Web site	28	29	25	25	25	33
No Web site, but plan to have one in the future	10	11	16	13	8	8

## BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-21

### LENGTH OF TIME REALTORS® HAVE HAD A WEB SITE FOR BUSINESS USE

(Percentage Distribution Among those with a Web Site)

#### Illinois

	ALL REALTORS®	REAL ESTATE EXPERIENCE			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
Less than one year	1%	*	*	3%	*
1 to 2 years	18	100	25	11	5
3 to 4 years	20	*	58	16	5
5 or more years	61	*	17	71	90
<b>Median years</b>	<b>6</b>	<b>1</b>	<b>3</b>	<b>6</b>	<b>10</b>

#### U.S.

	ALL REALTORS®		REAL ESTATE EXPERIENCE			
	2010 Survey	2009 Survey	2 years or less	3 to 5 years	6 to 15 years	16 years or more
Less than one year	1	*	2%	1	1	*
1 to 2 years	24	26	93	29	15	11
3 to 4 years	18	19	0	46	15	10
5 or more years	57	54	5	24	69	79
<b>Median years</b>	<b>5</b>	<b>5</b>	<b>1</b>	<b>3</b>	<b>6</b>	<b>8</b>

\* Less than 1 percent

## BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-22

### INFORMATION ON REALTOR® WEB SITES

(Percent of Respondents with a Web Site)

#### Illinois

	ALL REALTORS®	BROKERAGE SPECIALISTS	
		Residential	Commercial
Own property listings	94%	99%	67%
Information about home buying and selling	82	81	100
Mortgage or financial calculators	76	80	33
Link to firm's Web site	66	65	67
Community information or demographics	55	55	*
School reports	60	61	33
Virtual tours	65	64	33
Links to state and local government Web sites	41	37	33
Current mortgage rates	45	42	*
Home valuation or Comparative Market Analysis tools	38	40	*
Links to mortgage lenders' Web sites	31	35	*
Links to real estate service providers	24	23	33
Appointment scheduler	33	37	*
Link to commercial information exchange (CIE)	4	4	33

\* Less than 1 percent

#### U.S.

	ALL REALTORS®	BROKERAGE SPECIALISTS	
		Residential	Commercial
Own property listings	91%	94%	88%
Information about home buying and selling	78	81	52
Mortgage or financial calculators	68	72	48
Link to firm's Web site	61	62	60
Community information or demographics	55	58	34
Virtual tours	54	57	32
School reports	50	53	26
Links to state and local government Web sites	45	46	37
Home valuation or Comparative Market Analysis tools	34	35	28
Current mortgage rates	34	34	27
Links to real estate service providers	29	29	32
Links to mortgage lenders' Web sites	26	28	13
Appointment scheduler	18	19	9
Link to commercial information exchange (CIE)	4	4	18
Other	5	4	6

## BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-23

### REAL ESTATE BLOGS

(Percentage Distribution)

#### Illinois

	ALL REALTORS®	AGE			
		29 or younger	30 to 39	40 to 49	50 to 59
Have a blog	9%	*	19%	16%	12%
Do not have a blog	78	71	62	72	81
Do not have a blog, but plan to in the future	12	29	19	13	7

\* Less than 1 percent

#### U.S.

	ALL REALTORS®		AGE			
	2010 Survey	2009 Survey	29 or younger	30 to 39	40 to 49	50 to 59
Have a blog	10%	7%	18%	16%	12%	9%
Do not have a blog	77	80	63	67	71	78
Do not have a blog, but plan to in the future	12	13	17	16	16	12

<b>60 or older</b>
*
88
12

<b>60 or older</b>
6%
85
8

# BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-24

## ACTIVE USE OF SOCIAL OR PROFESSIONAL NETWORKING WEB SITES

(Percentage Distribution)

### Illinois

Actively use social or professional networking Web sites:	ALL REALTORS®	AGE				
		29 or younger	30 to 39	40 to 49	50 to 59	60 or older
Yes	56%	71%	67%	59%	67%	41%
No	34	14	24	28	28	51
No, but plan to in the future	9	14	10	13	5	8

\* Less than 1 percent

### U.S.

Actively use social or professional networking Web sites:	ALL REALTORS®	AGE				
		29 or younger	30 to 39	40 to 49	50 to 59	60 or older
Yes	51%	79%	72%	63%	52%	34%
No	36	12	19	25	36	51
No, but plan to in the future	12	8	8	12	11	14

## BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-25

### AFFILIATE MEMBERSHIP OF REALTORS®

(Percent of Respondents)

#### Illinois

NAR Affiliates	ALL REALTORS®	LICENSED AS		MAIN FUNCTION IN FIRM						
		Broker/ Broker Associate	Sales Agent	Broker- Owner (no selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent	Appraiser
Not a member of any affiliate	73%	68%	76%	*	75%	64%	100%	50%	74%	100%
CCIM Institute - Certified Commercial Investment Member	1	3	*	*	*	5	*	*	1	*
CRE - Counselors of Real Estate	3	3	3	*	4	5	*	*	3	*
CRB - Council of Real Estate Brokerage Managers	2	3	1	*	8	*	*	*	1	*
CRS - Council of Residential Specialists	8	11	7	*	8	9	*	*	9	*
IREM - Institute of Real Estate Management	*	*	*	*	*	*	*	*	*	*
REBAC - Real Estate Buyer's Agent Council	13	13	14	*	8	18	*	25	14	*
RLI - REALTORS® Land Institute	3	3	2	*	*	5	*	25	2	*
SIOR - Society of Industrial and Office REALTORS®	1	2	*	*	4	*	*	*	*	*
WCR - Women's Council of REALTORS®	3	2	3	*	4	*	*	25	2	*

\* Less than 1 percent

#### U.S.

NAR Affiliates	ALL REALTORS®	LICENSED AS		MAIN FUNCTION IN FIRM						
		Broker/ Broker Associate	Sales Agent	Broker- Owner (no selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent	Appraiser
Not a member of any affiliate	75%	67%	80%	76%	70%	68%	62%	65%	77%	92%
CCIM Institute - Certified Commercial Investment Member	2	3	1	3	4	1	7	3	1	2
CRE - Counselors of Real Estate	1	1	1	*	2	1	1	1	1	3
CRB - Council of Real Estate Brokerage Managers	3	5	1	13	6	2	17	7	2	1
CRS - Council of Residential Specialists	11	17	8	12	14	17	20	14	10	3
IREM - Institute of Real Estate Management	1	1	*	2	1	1	5	1	*	1
REBAC - Real Estate Buyer's Agent Council	10	12	9	1	10	15	9	13	10	*
RLI - REALTORS® Land Institute	1	1	*	*	*	1	*	2	*	*
SIOR - Society of Industrial and Office REALTORS®	*	*	*	*	1	*	2	*	*	*
WCR - Women's Council of REALTORS®	4	4	3	3	5	4	8	8	3	*

\* Less than 1 percent

# BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-26

## PROFESSIONAL DESIGNATIONS AND CERTIFICATIONS OF REALTORS®

(Percent of Respondents)

### Illinois

	LICENSED AS			MAIN FUNCTION IN FIRM						
	ALL REALTORS®	Broker/ Associate	Sales Agent	Broker- Owner (no selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent	Appraiser
<b>Designations</b>										
No designations	67%	59%	72%	*	65%	62%	100%	50%	68%	100%
ABR - Accredited Buyer Representative	15	18	13	*	17	19	*	25	15	*
ABRM - Accredited Buyer Representative Manager	1	2	*	*	4	*	*	*	*	*
ALC - Accredited Land Consultant	*	*	*	*	*	*	*	*	*	*
CCIM - Certified Commercial Investment Member	1	2	1	*	*	*	*	*	2	*
CIPS - Certified International Property Specialist	1	*	1	*	*	*	*	*	1	*
CPM - Certified Property Manager	1	3	*	*	4	5	*	*	*	*
CRB - Certified Real Estate Brokerage Manager	1	2	*	*	4	*	*	*	*	*
CRE - Counselor of Real Estate	*	*	*	*	*	*	*	*	*	*
CRS - Certified Residential Specialist	6	8	4	*	4	10	*	*	6	*
GAA - General Accredited Appraiser	*	*	*	*	*	*	*	*	*	*
Green Designation	*	*	*	*	*	*	*	*	*	*
GRI - Graduate REALTOR® Institute	19	25	16	*	13	19	*	50	20	*
PMN - Performance Management Network	1	2	*	*	4	*	*	*	*	*
RAA - Residential Accredited Appraiser	*	*	*	*	*	*	*	*	*	*
RCE - REALTOR® Association Certified Executive	*	*	*	*	*	*	*	*	*	*
SIOR - Society of Industrial and Office REALTORS®	1	2	*	*	4	*	*	*	*	*
SRES - Seniors Real Estate Specialists	5	5	4	*	4	10	*	*	4	*
<b>Certifications</b>										
No certifications	73	78	69	*	80	67	100	75	71	100
At Home with Diversity	5	4	6	*	5	6	*	25	4	*
e-Pro	12	8	14	*	5	17	*	*	13	*
REPA - Real Estate Professional Assistant	*	*	*	*	*	*	*	*	*	*
Short Sales and Foreclosures (SFR)	14	14	14	*	15	17	*	*	15	*
RSPS - Resort & Second Home Specialist	*	*	*	*	*	*	*	*	*	*
TRC - Transnational Referral Certification	*	*	*	*	*	*	*	*	*	*

\* Less than 1 percent

N/A - Not Available

## U.S.

Designations	LICENSED AS:			MAIN FUNCTION IN FIRM						
	ALL REALTORS®	Broker/ Broker Associate	Sales Agent	Broker- Owner (no selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent	Appraiser
<b>Designations</b>										
No designations	66%	54%	73%	61%	60%	57%	44%	55%	69%	83%
ABR - Accredited Buyer Representative	13	18	11	8	13	20	11	19	13	*
ABRM - Accredited Buyer Representative Manager	*	*	*	1	1	*	1	1	*	*
ALC - Accredited Land Consultant	*	*	*	*	*	*	*	*	*	*
CCIM - Certified Commercial Investment Member	1	2	*	3	2	1	4	1	*	1
CIPS - Certified International Property Specialist	1	1	*	*	1	1		1	1	*
CPM - Certified Property Manager	*	1	*	1	1	1	2	*	*	*
CRB - Certified Real Estate Brokerage Manager	2	4	1	11	4	2	21	5	1	2
CRE - Counselor of Real Estate	1	1	*	2	*	1	*	*	*	2
CRS - Certified Residential Specialist	10	16	6	8	13	14	22	14	9	5
GAA - General Accredited Appraiser	*	*	*	4	*	*	1	*	*	3
Green Designation	2	2	2	*	2	2	2	2	2	*
GRI - Graduate REALTOR® Institute	19	29	13	29	26	26	30	25	16	11
PMN - Performance Management Network	*	1	*	*	1	*	2	*	*	*
RAA - Residential Accredited Appraiser	*	*	*	*	*	*	1	*	*	4
RCE - REALTOR® Association Certified Executive	*	*	*	*	*	*	*	*	*	*
SIOR - Society of Industrial and Office REALTORS®	*	*	*	*	*	*	2	*	*	*
SRES - Seniors Real Estate Specialists	5	6	5	3	3	8	2	8	5	*
<b>Certifications</b>										
No certifications	76	73	77	83	81	69	77	67	75	100
At Home with Diversity	4	5	4	1	4	5	8	5	4	*
e-Pro	11	13	10	5	11	15	6	13	11	*
REPA - Real Estate Professional Assistant	1	1	1	*	*	*	*	3	1	*
RSPS - Resort & Second Home Specialist	1	1	1	*	1	1	2	1	1	*
Short Sales and Foreclosures (SFR)	12	11	12	12	7	14	11	18	13	*
TRC - Transnational Referral Certification	1	1	1	*	1	1	*	*	1	*

\* Less than 1 percent

## BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-27

### RELOCATION ACTIVITY OF REALTORS®

(Percentage Distribution)

#### Illinois

	ALL REALTORS®	LICENSED AS		REAL ESTATE EXPERIENCE			
		Broker/ Associate	Sales Agent	2 years or less	3 to 5 years	6 to 15 years	16 years or more
<i>REALTORS®'s firm have a relocation department or business development department responsible for relocation activities</i>							
Yes	50%	37%	57%	45%	56%	47%	51%
No	45	61	36	45	38	47	47
Don't know	4	2	7	9	6	5	2

#### U.S.

	ALL REALTORS®	LICENSED AS		REAL ESTATE EXPERIENCE			
		Broker/ Associate	Sales Agent	2 years or less	3 to 5 years	6 to 15 years	16 years or more
<i>REALTORS®'s firm have a relocation department or business development department responsible for relocation activities</i>							
Yes	39%	34%	44%	43%	39%	37%	39%
No	51	61	43	39	47	53	56
Don't know	10	5	13	17	14	10	5

## BUSINESS CHARACTERISTICS OF REALTORS®

Exhibit 1-28

### WILL REMAIN ACTIVE AS A REAL ESTATE PROFESSIONAL DURING THE NEXT TWO YEARS

(Percentage Distribution)

#### Illinois

	ALL REALTORS®	LICENSED AS		REAL ESTATE EXPERIENCE			
		Broker/ Associate	Sales Agent	2 years or less	3 to 5 years	6 to 15 years	16 years or more
Very certain	72%	77%	68%	82%	68%	63%	80%
Somewhat certain	19	9	25	18	24	26	10
Not certain	9	14	7	*	9	11	10

#### U.S.

	ALL REALTORS®		LICENSED AS		REAL ESTATE EXPERIENCE			
	2010 Survey	2009 Survey	Broker/ Associate	Sales Agent	2 years or less	3 to 5 years	6 to 15 years	16 years or more
Very certain	74%	73%	76%	73%	69%	72%	75%	76%
Somewhat certain	18	20	17	19	23	20	17	17
Not certain	8	7	7	8	8	8	8	7

## OFFICE AND FIRM AFFILIATION OF REALTORS®

Exhibit 4-1	FIRM AFFILIATION, BY LICENSE TYPE AND FUNCTION
Exhibit 4-2	FIRM AFFILIATION, BY SPECIALTY
Exhibit 4-3	FIRM AFFILIATION, BY FIRM SIZE
Exhibit 4-4	REALTOR® AFFILIATION WITH FIRMS
Exhibit 4-5	SIZE OF FIRM, BY NUMBER OF COMMERCIAL AND RESIDENTIAL BROKERS AND AGENTS
Exhibit 4-6	NUMBER OF OFFICES
Exhibit 4-7	SIZE OF OFFICES, BY NUMBER OF COMMERCIAL AND RESIDENTIAL BROKERS AND AGENTS
Exhibit 4-8	TENURE OF REALTORS® AT THEIR PRESENT FIRM
Exhibit 4-9	BROKER OWNERSHIP INTEREST, 2009
Exhibit 4-10	BROKER OWNERSHIP INTEREST IN INDEPENDENT COMPANIES, BY REAL ESTATE EXPERIENCE
Exhibit 4-11	BENEFITS RECEIVED THROUGH FIRM
Exhibit 4-12	BENEFITS RECEIVED THROUGH FIRM, BY FIRM TYPE
Exhibit 4-13	WORKED FOR A FIRM THAT WAS BOUGHT OR MERGED
Exhibit 4-14	REALTORS® CHANGING FIRMS DUE TO CONSOLIDATION
Exhibit 4-15	CHANGE IN COMPENSATION RESULTING FROM MERGER

# OFFICE AND FIRM AFFILIATION OF REALTORS®

Exhibit 4-1

## FIRM AFFILIATION, BY LICENSE TYPE AND FUNCTION

(Percentage Distribution)

### Illinois

Firm Description	ALL REALTORS®	LICENSED AS		MAIN FUNCTION IN FIRM							
		Broker/ Broker Associate	Sales Agent	Broker- Owner (without selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent	Appraiser	Other
Independent, non-franchised company	51%	63%	42%	33%	87%	52%	100%	75%	40%	100%	50%
Independent, franchised company	33	31	35	33	13	43	*	25	36	*	50
Franchised subsidiary of a national or regional corporation	11	2	18	*	*	*	*	*	17	*	*
Non-franchised subsidiary of a national or regional corporation	5	5	5	*	*	5	*	*	7	*	*
Other	*	*	*	33	*	*	*	*	*	*	*

\* Less than 1 percent

### U.S.

Firm Description	ALL REALTORS®		LICENSED AS		MAIN FUNCTION IN FIRM							
	2010 Survey	2009 Survey	Broker/ Broker Associate	Sales Agent	Broker- Owner (without selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent	Appraiser	Other
Independent, non-franchised company	54%	51%	62%	47%	64%	85%	43%	48%	60%	45%	87%	65%
Independent, franchised company	32	33	29	35	30	12	41	29	34	37	1	22
Franchised subsidiary of a national or regional corporation	9	10	6	11	5	1	10	12	4	11	3	8
Non-franchised subsidiary of a national or regional corporation	4	5	3	5		*	5	7	1	6	2	2
Other	1	1	1	1	*	1	0	4	1	1	7	3

\* Less than 1 percent

## OFFICE AND FIRM AFFILIATION OF REALTORS®

Exhibit 4-2

### FIRM AFFILIATION, BY SPECIALTY

(Percentage Distribution)

#### Illinois

Firm Description	PRIMARY REAL ESTATE SPECIALTY					
	ALL REALTORS®	Appraisal	BROKERAGE		PROPERTY MANAGEMENT	
			Residential	Commercial	Residential	Commercial
Independent, non-franchised company	51%	100%	42%	83%	*	33%
Independent, franchised company	33	*	41	17	*	67
Franchised subsidiary of a national or regional corporation	11	*	12	*	*	*
Non-franchised subsidiary of a national or regional corporation	5	*	5	*	*	*
Other	*	*	*	*	*	*

\* Less than 1 percent

#### U.S.

Firm Description	PRIMARY REAL ESTATE SPECIALTY					
	ALL REALTORS®	Appraisal	BROKERAGE		PROPERTY MANAGEMENT	
			Residential	Commercial	Residential	Commercial
Independent, non-franchised company	54%	82%	49%	60%	90%	79%
Independent, franchised company	32	5	36	27	6	11
Franchised subsidiary of a national or regional corporation	9	5	10	8		6
Non-franchised subsidiary of a national or regional corporation	4	3	5	3	1	2
Other	1	6	1	2	2	2

## OFFICE AND FIRM AFFILIATION OF REALTORS®

Exhibit 4-3

### FIRM AFFILIATION, BY FIRM SIZE

(Percentage Distribution)

#### Illinois

Firm Description	All REALTORS®	NUMBER EMPLOYED BY OR AFFILIATED WITH FIRM				
		One	2 to 5	6 to 25	26 to 100	101 or more
Independent, non-franchised company	51%	100%	73%	56%	45%	39%
Independent, franchised company	33	*	23	34	45	33
Franchised subsidiary of a national or regional corporation	11	*	5	9	6	16
Non-franchised subsidiary of a national or regional corporation	5	*	*	*	3	12
Other	*	*	*	*	*	*

\* Less than 1 percent

Note: Includes administrative staff, sales staff, agents, brokers, and management

#### U.S.

Firm Description	ALL REALTORS®	NUMBER EMPLOYED BY OR AFFILIATED WITH FIRM				
		One	2 to 5	6 to 25	26 to 100	101 or more
Independent, non-franchised company	54%	94%	85%	65%	38%	38%
Independent, franchised company	32	2	11	30	48	38
Franchised subsidiary of a national or regional corporation	9	*	2	4	10	14
Non-franchised subsidiary of a national or regional corporation	4	*	*	1	3	9
Other	1	3	2	1	1	1

\* Less than 1 percent

Note: Includes administrative staff, sales staff, agents, brokers, and management

# OFFICE AND FIRM AFFILIATION OF REALTORS®

Exhibit 4-4

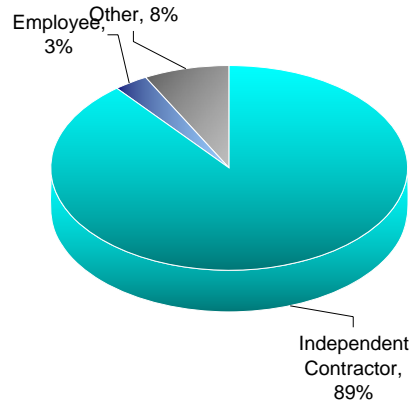
## REALTOR® AFFILIATION WITH FIRMS

(Percentage Distribution)

### Illinois

Independent Contractor	89%
Employee	3%
Other	8%

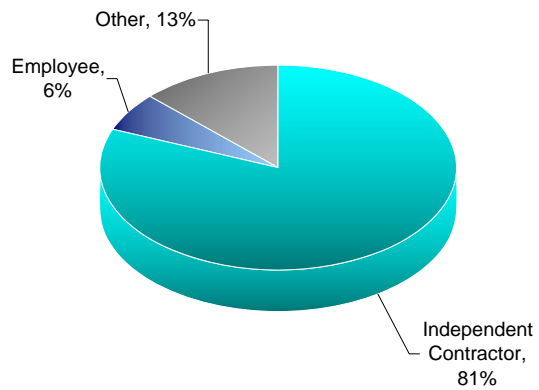
**REALTOR® AFFILIATION WITH FIRMS**  
(Percentage Distribution)



### U.S.

Independent Contractor	81%
Employee	6%
Other	13%

**REALTOR® AFFILIATION WITH FIRMS**  
(Percentage Distribution)



## OFFICE AND FIRM AFFILIATION OF REALTORS®

Exhibit 4-5

### SIZE OF FIRM, BY NUMBER OF COMMERCIAL AND RESIDENTIAL BROKERS AND AGENTS

(Percentage Distribution)

#### Illinois

	ALL REALTORS®	LICENSED AS		MAIN FUNCTION IN FIRM						
		Broker/ Broker Associate	Sales Agent	Broker- Owner (no selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent	Appraiser
One	4%	7%	*	50%	17%	*	*	*	*	33%
2 to 5	19	27	12	*	35	20	100	25	11	33
6 to 25	17	16	19	*	9	30	*	75	15	*
26 to 50	14	14	15	*	13	20	*	*	14	*
51 to 100	11	2	19	*	*	*	*	*	19	*
101 to 250	12	11	14	*	*	15	*	*	16	*
251 to 500	2	2	3	*	*	*	*	*	4	*
501 to 999	4	5	3	*	*	10	*	*	4	*
1,000 or more	8	4	12	*	*	*	*	*	14	*
None/Not applicable	8	13	4	50	26	5	*	*	3	33
Median	37	18	56	NA	4	24	4	13	73	1

\* Less than 1 percent

#### U.S.

	ALL REALTORS®		LICENSED AS		MAIN FUNCTION IN FIRM						
	2010 Survey	2009 Survey	Broker/ Broker Associate	Sales Agent	Broker- Owner (no selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent	Appraiser
One	6%	5%	11%	2%	13%	21%	1%		4%	1%	16%
2 to 5	20	20	24	16	29	36	15	15	24	14	12
6 to 25	23	24	21	25	22	17	28	9	26	25	3
26 to 50	11	10	8	13	8	4	12	11	7	13	2
51 to 100	9	9	6	11	6	2	11	9	9	11	*
101 to 250	8	8	6	10	3	1	11	7	10	11	*
251 to 500	4	4	4	5	2	*	5	7	4	6	*
501 to 999	4	4	3	4	2	*	6	4	4	5	*
1,000 or more	9	8	6	10	5	1	8	32	6	11	1
None/Not applicable	7	7	10	3	9	19	4	6	6	3	65
Median	29	27	20	39	13	4	38	228	22	44	NA

\* Less than 1 percent

## OFFICE AND FIRM AFFILIATION OF REALTORS®

Exhibit 4-6

### NUMBER OF OFFICES

(Percentage Distribution)

## Illinois

	ALL REALTORS®	LICENSED AS		MAIN FUNCTION IN FIRM						
		Broker/ Broker Associate	Sales Agent	Broker- Owner (no selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent	Appraiser
1 office	54%	67%	41%	*	91%	67%	100%	100%	34%	100%
2 to 4 offices	16	9	23	*	9	10	*	*	23	*
5 to 9 offices	10	9	11	*	*	5	*	*	14	*
10 to 99 offices	20	16	25	*	*	19	*	*	29	*
100 or more offices	*	*	*	*	*	*	*	*	*	*
Median	1	1	2	*	1	1	1	1	3	1

## U.S.

	ALL REALTORS®		LICENSED AS		MAIN FUNCTION IN FIRM						
	2010 Survey	2009 Survey	Broker/ Broker Associate	Sales Agent	Broker- Owner (no selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent	Appraiser
1 office	55%	53%	62%	47%	58%	88%	45%	31%	49%	44%	94%
2 to 4 offices	22	24	18	26	25	10	26	23	23	27	2
5 to 9 offices	9	8	7	10	6	1	13	11	11	11	*
10 to 99 offices	12	12	10	14	6	1	14	24	14	16	2
100 or more offices	2	2	2	3	4	*	2	10	2	3	*
Median	1	1	1	2	1	1	2	4	2	2	1

\* Less than 1 percent

# OFFICE AND FIRM AFFILIATION OF REALTORS®

Exhibit 4-7

## SIZE OF OFFICES, BY NUMBER OF COMMERCIAL AND RESIDENTIAL BROKERS AND AGENTS

(Percentage Distribution)

### Illinois

Commercial and residential brokers and agents only	ALL REALTORS®	LICENSED AS		MAIN FUNCTION IN FIRM						
		Broker/ Broker Associate	Sales Agent	Broker- Owner (no selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent	Appraiser
One	5%	10%	1%	*	26%	*	*	25%	*	*
2 to 5	20	31	12	*	35	33	100	25	11	33
6 to 25	23	22	25	*	13	39	*	50	23	*
26 to 50	22	17	27	*	9	17	*	*	29	*
51 to 100	13	10	16	*	*	11	*	*	19	*
101 to 250	8	2	14	*	*	*	*	*	13	*
251 to 500	1	2	*	*	*	*	*	*	1	*
501 to 999	*	*	*	*	*	*	*	*	*	*
1,000 or more	1	*	2	*	*	*	*	*	2	*
None/Not applicable	6	7	2	*	17	*	*	*	2	67
<b>Median</b>	<b>25</b>	<b>11</b>	<b>36</b>	<b>NA</b>	<b>3</b>	<b>15</b>	<b>4</b>	<b>5</b>	<b>39</b>	<b>4</b>

\* Less than 1 percent

### U.S.

Commercial and residential brokers and agents only	ALL REALTORS®		LICENSED AS		MAIN FUNCTION IN FIRM						
	2010 Survey	2009 Survey	Broker/ Broker Associate	Sales Agent	Broker- Owner (no selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent	Appraiser
One	6%	5%	12%	1%	10%	24%	2%	*	5%	1%	21%
2 to 5	18	17	23	14	21	36	15	12	27	12	13
6 to 25	28	30	27	30	25	20	34	24	34	30	7
26 to 50	18	17	13	22	12	4	20	20	16	23	*
51 to 100	15	15	12	19	10	3	19	31	12	19	*
101 to 250	7	7	5	9	9	1	7	8	4	10	1
251 to 500	2	1	1	2	3	*	1	*	*	2	*
501 to 999	1	1	1	1	*	*	1	*	*	1	*
1,000 or more	*	1	*	1	*	*	1	*	1	1	*
None/Not applicable	6	5	6	2	11	12	1	4	1	2	58
<b>Median</b>	<b>24</b>	<b>23</b>	<b>17</b>	<b>32</b>	<b>21</b>	<b>4</b>	<b>25</b>	<b>42</b>	<b>16</b>	<b>34</b>	<b>NA</b>

\* Less than 1 percent

## OFFICE AND FIRM AFFILIATION OF REALTORS®

Exhibit 4-8

### TENURE OF REALTORS® AT THEIR PRESENT FIRM

(Percentage Distribution)

#### Illinois

	All REALTORS®	LICENSED AS:		MAIN FUNCTION IN FIRM						
		Broker/ Broker Associate	Sales Agent	Broker- Owner (no selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent	Appraiser
1 year or less	16%	12%	19%	*	9%	10%	100%	25%	18%	50%
2 years	10	5	14	*	5	10	*	*	13	*
3 years	10	13	8	*	*	25	*	*	10	*
4 years	8	5	11	*	5	10	*	*	10	*
5 years	7	8	7	*	18	5	*	*	6	*
6 to 10 years	25	25	25	*	36	20	*	25	21	*
11 years or more	23	32	16	*	27	20	*	50	22	50
Median (years)	5	7	4	*	8	4	1	11	4	9

#### U.S.

	All REALTORS®		LICENSED AS:		MAIN FUNCTION IN FIRM						
	2010 Survey	2009 Survey	Broker/ Broker Associate	Sales Agent	Broker- Owner (no selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent	Appraiser
1 year or less	18%	18%	12%	22%	6%	9%	18%	15%	12%	22%	2%
2 years	12	12	8	15	0	6	13	4	8	14	1
3 years	10	10	8	11	2	9	11	2	9	11	5
4 years	7	7	6	9	4	5	5	7	7	9	6
5 years	7	8	6	8	4	6	6	1	7	7	6
6 to 10 years	20	19	21	19	16	19	21	22	20	20	21
11 years or more	26	25	38	16	67	46	26	50	37	18	59
Median (years)	5	5	8	4	12	9	5	10	7	4	12

## OFFICE AND FIRM AFFILIATION OF REALTORS®

Exhibit 4-9

### BROKER OWNERSHIP INTEREST, 2009

(Percentage Distribution)

## Illinois

	ALL BROKERS	FIRM AFFILIATION			
		Independent, non-franchised company	Independent, franchised company	Franchised subsidiary of a national or regional corporation	Non-franchised subsidiary of a national or regional corporation
Sole ownership	57%	67%	25%	*	*
Partner in a partnership	6	7	*	*	*
Stockholder and/or corporate office	14	11	25	*	*
No ownership interest	23	15	50	*	*
Other	*	*	*	*	*

\* Less than 1 percent

## U.S.

	ALL BROKERS		FIRM AFFILIATION			
	2010 Survey	2009 Survey	Independent, non-franchised company	Independent, franchised company	Franchised subsidiary of a national or regional corporation	Non-franchised subsidiary of a national or regional corporation
Sole ownership	45%	42%	56%	12%	18%	1%
Partner in a partnership	11	10	10	16	5	*
Stockholder and/or corporate office	10	11	10	10	*	4
No ownership interest	33	36	23	60	76	95
Other	1	2	1	*	*	*

\* Less than 1 percent

OFFICE AND FIRM AFFILIATION OF REALTORS®

Exhibit 4-10

**BROKER OWNERSHIP INTEREST IN INDEPENDENT COMPANIES, BY REAL ESTATE EXPERIENCE**

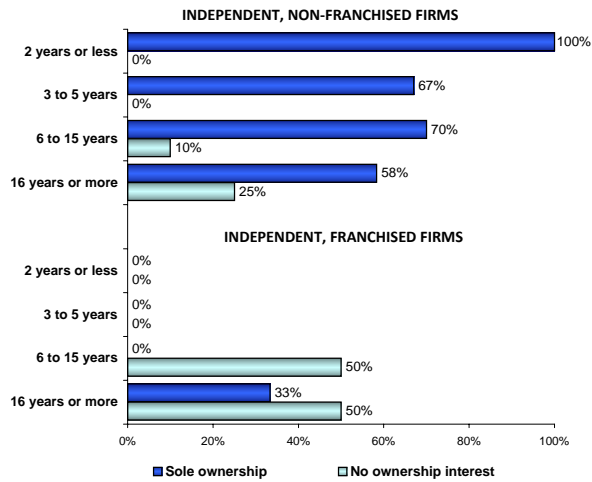
(Percentage Distribution)

**Illinois**

		Sole ownership	No ownership interest
Independent, non-franchised company	2 years or less	100%	*
	3 to 5 years	67%	*
	6 to 15 years	70%	10%
	16 years or more	58%	25%
Independent, franchised company	2 years or less	N/A	N/A
	3 to 5 years	N/A	N/A
	6 to 15 years	*	50%
	16 years or more	33%	50%

\* Less than 1 percent  
N/A - Not Available

**BROKER OWNERSHIP INTEREST IN INDEPENDENT COMPANIES, BY REAL ESTATE EXPERIENCE**

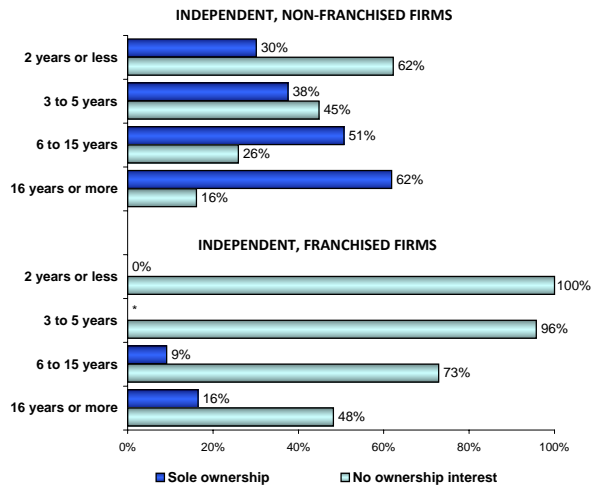


**U.S.**

		Sole ownership	No ownership interest
Independent, non-franchised company	2 years or less	30%	62%
	3 to 5 years	38%	45%
	6 to 15 years	51%	26%
	16 years or more	62%	16%
Independent, franchised company	2 years or less	*	100%
	3 to 5 years	*	96%
	6 to 15 years	9%	73%
	16 years or more	16%	48%

\* Less than 1 percent

**BROKER OWNERSHIP INTEREST IN INDEPENDENT COMPANIES, BY REAL ESTATE EXPERIENCE**



## OFFICE AND FIRM AFFILIATION OF REALTORS®

Exhibit 4-11

### BENEFITS RECEIVED THROUGH FIRM

(Percent of Respondents)

#### Illinois

	ALL REALTORS®	AFFILIATION WITH FIRMS	
		Employees	Independent Contractors
Errors & Omissions insurance	15%	40%	15%
Health insurance	4	60	3
Pension/SEP/401(K)	3	20	2
Paid vacation/sick days	6	20	5
Dental insurance	1	20	1
Life insurance	3	20	2
Vision care	1	20	*
Disability insurance (long-term care)	1	20	*
Other	1	*	1
None	78	20	79

\* Less than 1 percent

#### U.S.

	ALL REALTORS®		AFFILIATION WITH FIRMS	
	2009 Survey	2009 Survey	Employees	Independent Contractors
Errors and omissions (liability insurance)	11%	13%	28%	10%
Paid vacation/sick days	12	12	40	10
Health insurance	6	7	45	2
Pension/SEP/401(K)	3	4	31	1
Life insurance	3	4	31	1
Dental insurance	3	3	28	1
Disability insurance (long-term care)	2	3	19	1
Vision care	3	3	20	1
Other	2	2	5	1
None	73	72	30	77

## OFFICE AND FIRM AFFILIATION OF REALTORS®

Exhibit 4-12

### BENEFITS RECEIVED THROUGH FIRM, BY FIRM TYPE

(Percent of Respondents)

#### Illinois

	FIRM AFFILIATION					
	ALL REALTORS®	Independent, non-franchised company	Independent, franchised company	Franchised subsidiary of a national or regional corporation	Non-franchised subsidiary of a national or regional corporation	Other
Errors & Omissions insurance	15%	14%	18%	18%	13%	*
Health insurance	4	5	2	12	*	*
Pension/SEP/401(K)	3	4	*	12	*	*
Paid vacation/sick days	6	6	4	12	*	*
Dental insurance	1	1	*	6	*	*
Life insurance	3	3	2	6	*	*
Vision care	1	1	*	*	*	*
Disability insurance (long-term care)	1	1	*	*	*	*
Other	1	*	*	6	*	*
None	78	77	78	71	88	*

#### U.S.

	FIRM AFFILIATION					
	ALL REALTORS®	Independent, non-franchised company	Independent, franchised company	Franchised subsidiary of a national or regional corporation	Non-franchised subsidiary of a national or regional corporation	Other
Errors and omissions (liability insurance)	11%	11%	13%	14%	10%	10%
Paid vacation/sick days	12	12	11	11	12	8
Health insurance	6	7	4	5	5	20
Pension/SEP/401(K)	3	3	2	4	4	16
Life insurance	3	3	2	3	5	20
Dental insurance	3	3	2	3	4	16
Disability insurance (long-term care)	2	2	2	2	3	14
Vision care	3	3	2	3	2	17
Other	2	2	2	2	*	2
None	73	73	73	73	78	70

# OFFICE AND FIRM AFFILIATION OF REALTORS®

Exhibit 4-13

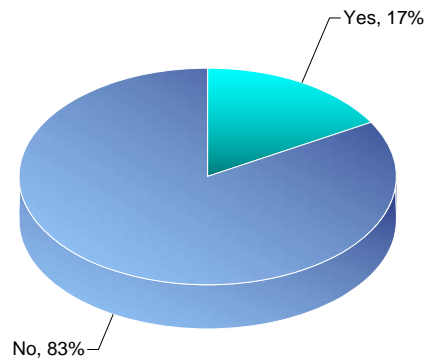
## WORKED FOR A FIRM THAT WAS BOUGHT OR MERGED

(Percentage Distribution)

### Illinois

Yes	17%
No	83%

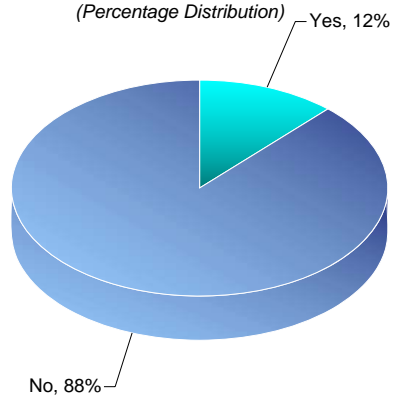
**WORKED FOR A FIRM THAT WAS BOUGHT OR MERGED**  
(Percentage Distribution)



### U.S.

Yes	12%
No	88%

**WORKED FOR A FIRM THAT WAS BOUGHT OR MERGED**  
(Percentage Distribution)



## OFFICE AND FIRM AFFILIATION OF REALTORS®

Exhibit 4-14

### REALTORS® CHANGING FIRMS DUE TO CONSOLIDATION

(Percentage Distribution)

#### Illinois

REALTOR® changed firms as a result of a merger:

Yes, voluntarily	27%
Yes, involuntarily	15
No	58

#### U.S.

	2010 Survey	2009 Survey
REALTOR® changed firms as a result of a merger:		
Yes, voluntarily	32%	30%
Yes, involuntarily	7	7
No	61	63

# OFFICE AND FIRM AFFILIATION OF REALTORS<sup>®</sup>

Exhibit 4-15

## CHANGE IN COMPENSATION RESULTING FROM MERGER

(Percentage Distribution)

### Illinois

Among all who  
worked for a firm that was bought or  
merged

Among those who  
changed firms as  
a result of merger

It increased	12%	18%
It stayed the same	73	73
It decreased	15	9

### U.S.

#### 2010 SURVEY

Among all who  
worked for a firm that was bought or  
merged

Among those who  
changed firms as  
a result of merger

It increased	11%	18%
It stayed the same	70	55
It decreased	19	27

#### 2009 SURVEY

Among all who  
worked for a firm that was bought or  
merged

Among those who  
changed firms as  
a result of merger

It increased	11%	15%
It stayed the same	69	54
It decreased	20	31

## DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 5-1	GENDER OF REALTORS®, BY AGE
Exhibit 5-2	GENDER OF REALTORS®, BY EXPERIENCE
Exhibit 5-3	GENDER OF REALTORS®, BY FUNCTION
Exhibit 5-4	AGE OF REALTORS®, 1999-2010
Exhibit 5-5	AGE OF REALTORS®, BY FUNCTION
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Exhibit 5-20	LANGUAGE FLUENCY OF REALTORS®
Exhibit 5-21	COUNTRY OF BIRTH OF REALTORS®

## DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 5-1

### GENDER OF REALTORS®, BY AGE

(Percentage Distribution)

#### Illinois

	All REALTORS®	Age			
		39 or younger	40 to 49	50 to 59	60 or older
Male	39%	57%	47%	21%	40%
Female	61	43	53	79	60

#### U.S.

	All REALTORS®	Age			
		39 or younger	40 to 49	50 to 59	60 or older
Male	43%	43%	39%	40%	49%
Female	57	57	61	60	51

## DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 5-2

### GENDER OF REALTORS®, BY EXPERIENCE

(Percentage Distribution)

#### Illinois

	All REALTORS®	Real estate experience			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
<b>All REALTORS®</b>					
Male	39%	23%	33%	36%	41%
Female	61	77	67	64	59
<b>Brokers/Broker Associates</b>					
Male	41%	50%	13%	47%	43%
Female	59	50	88	53	57
<b>Sales Agents: Work 40+ hours</b>					
Male	44%	67%	64%	47%	9%
Female	56	33	36	53	91
<b>Sales Agents: Work less than 40 hours</b>					
Male	28%	33%	40%	28%	10%
Female	72	67	60	72	90

#### U.S.

	All REALTORS®	Real estate experience			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
<b>All REALTORS®</b>					
Male	43%	40%	38%	43%	46%
Female	57	60	62	57	54
<b>Brokers/Broker Associates</b>					
Male	49	37	36	51	52
Female	51	63	64	49	48
<b>Sales Agents: Work 40+ hours</b>					
Male	39	48	40	39	34
Female	61	52	60	61	66
<b>Sales Agents: Work less than 40 hours</b>					
Male	34	34	36	36	29
Female	66	66	64	64	71

# DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 5-3

## GENDER OF REALTORS®, BY FUNCTION

(Percentage Distribution)

### Illinois

	All REALTORS®	Licensed as		Main Function in Firm						
		Brokers/ Broker Associates	Sales Agents	Broker- Owner (without selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent	Appraiser
Male	39%	41%	36%	50%	48%	43%	100%	25%	32%	100%
Female	61	59	64	50	52	57	*	75	68	*

### U.S.

	All REALTORS®	Licensed as		Main Function in Firm						
		Brokers/ Broker Associates	Sales Agents	Broker- Owner (without selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent	Appraiser
Male	43%	49%	37%	68%	57%	43%	45%	52%	38%	71%
Female	57	51	63	32	43	57	55	48	62	29

# DEMOGRAPHIC CHARACTERISTICS OF REALTORS<sup>®</sup>

Exhibit 5-4

## AGE OF REALTORS<sup>®</sup>, 1999-2010

(Percentage Distribution)

### Illinois

	2010
Under 30 years	4%
30 to 34 years	9
35 to 39 years	4
40 to 44 years	10
45 to 49 years	11
50 to 54 years	14
55 to 59 years	13
60 to 64 years	17
65 years and over	17
<b>Median age</b>	<b>53</b>

### U.S.

	1999	2001	2003	2005	2007	2008	2009	2010
Under 30 years	4%	4%	5%	5%	5%	5%	4%	4%
30 to 34 years	5	6	6	6	6	6	4	5
35 to 39 years	9	9	9	8	8	8	7	6
40 to 44 years	12	12	13	12	12	10	9	8
45 to 49 years	15	14	12	13	14	13	12	12
50 to 54 years	17	18	16	16	16	15	16	15
55 to 59 years	15	16	15	16	16	16	15	16
60 to 64 years	11	10	12	12	13	14	15	16
65 years and over	13	12	12	13	12	14	17	17
<b>Median age</b>	<b>52</b>	<b>52</b>	<b>51</b>	<b>52</b>	<b>51</b>	<b>52</b>	<b>54</b>	<b>54</b>

## DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 5-5

### AGE OF REALTORS®, BY FUNCTION

(Percentage Distribution)

#### Illinois

	All REALTORS®	Licensed as		Main Function in Firm						
		Brokers/ Broker Associates	Sales Agents	Broker- Owner (without selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent	Appraiser
Under 30 years	4%	*	8%	*	*	*	*	*	7%	*
30 to 34 years	9	6	11	*	9	5	100	*	10	*
35 to 39 years	4	3	4	*	9	*	*	*	4	50
40 to 44 years	10	10	11	*	18	5	*	*	10	*
45 to 49 years	11	15	8	*	27	9	*	*	8	50
50 to 54 years	14	13	15	*	5	14	*	33	17	*
55 to 59 years	13	13	14	*	9	23	*	33	13	*
60 to 64 years	17	15	18	*	9	23	*	33	16	*
65 years and over	17	26	11	*	14	23	*	*	16	*
<b>Median age</b>	<b>53</b>	<b>56</b>	<b>53</b>	<b>NA</b>	<b>47</b>	<b>57</b>	<b>31</b>	<b>56</b>	<b>53</b>	<b>41</b>

\* Less than one percent

#### U.S.

	All REALTORS®	Licensed as		Main Function in Firm						
		Brokers/ Broker Associates	Sales Agents	Broker- Owner (without selling)	Broker- Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent	Appraiser
Under 30 years	4%	2%	5%	1%	1%	2%	3%	4%	4%	2%
30 to 34 years	5	4	6	*	3	5	3	7	6	3
35 to 39 years	6	4	8	*	5	4	4	4	7	12
40 to 44 years	8	6	9	5	7	7	4	9	9	9
45 to 49 years	12	12	12	11	10	14	3	16	12	9
50 to 54 years	15	15	15	13	15	16	17	19	14	15
55 to 59 years	16	17	16	13	17	17	15	12	16	22
60 to 64 years	16	19	14	34	19	17	21	18	14	16
65 years and over	17	21	14	23	22	19	31	11	15	13
<b>Median age</b>	<b>54</b>	<b>57</b>	<b>52</b>	<b>61</b>	<b>57</b>	<b>55</b>	<b>60</b>	<b>52</b>	<b>53</b>	<b>54</b>

\* Less than one percent

## DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 5-6

### AGE OF REALTORS®, BY REAL ESTATE EXPERIENCE

(Percentage Distribution)

#### Illinois

	All REALTORS®	Real estate experience			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
Under 30 years	4%	27%	12%	*	NA
30 to 34 years	9	18	21	9	*
35 to 39 years	4	9	12	4	*
40 to 44 years	10	18	21	13	*
45 to 49 years	11	9	3	17	11
50 to 54 years	14	18	9	19	12
55 to 59 years	13	*	6	19	16
60 to 64 years	17	*	12	15	25
65 years and over	17	*	6	6	37
<b>Median age</b>	<b>53</b>	<b>37</b>	<b>40</b>	<b>52</b>	<b>62</b>

\* Less than one percent

NA- Not Applicable

#### U.S.

	All REALTORS®	Real estate experience			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
Under 30 years	4%	14%	8%	2%	NA
30 to 34 years	5	12	8	7	NA
35 to 39 years	6	12	10	9	1
40 to 44 years	8	10	13	11	3
45 to 49 years	12	14	16	14	7
50 to 54 years	15	13	15	18	13
55 to 59 years	16	14	14	15	20
60 to 64 years	16	9	10	14	24
65 years and over	17	3	6	10	33
<b>Median age</b>	<b>54</b>	<b>45</b>	<b>48</b>	<b>52</b>	<b>61</b>

\* Less than one percent

NA- Not Applicable

## DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

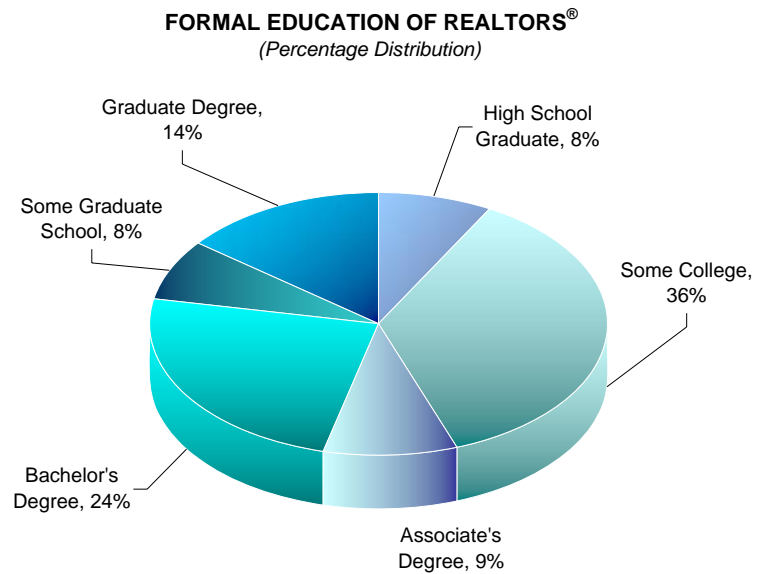
Exhibit 5-7

### FORMAL EDUCATION OF REALTORS®

(Percentage Distribution)

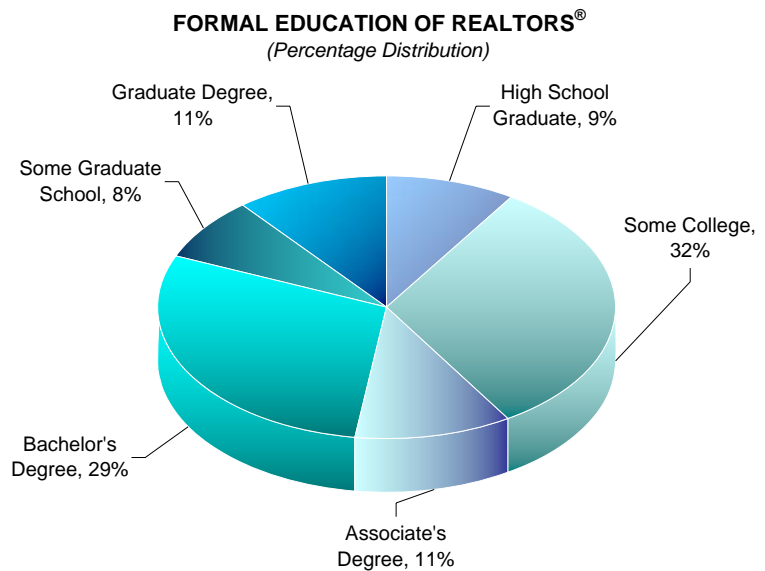
#### Illinois

	All REALTORS®
High School Graduate	8%
Some College	36%
Associate's Degree	9%
Bachelor's Degree	24%
Some Graduate School	8%
Graduate Degree	14%



#### U.S.

	All REALTORS®
High School Graduate	9%
Some College	32%
Associate's Degree	11%
Bachelor's Degree	29%
Some Graduate School	8%
Graduate Degree	11%



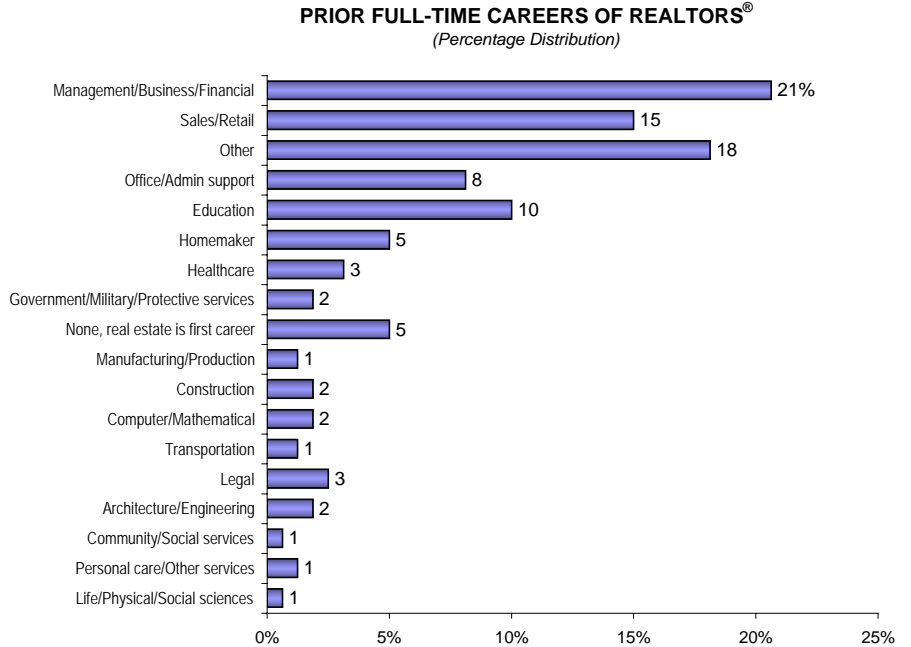
## DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 5-8

### PRIOR FULL-TIME CAREERS OF REALTORS® (Percentage Distribution)

#### Illinois

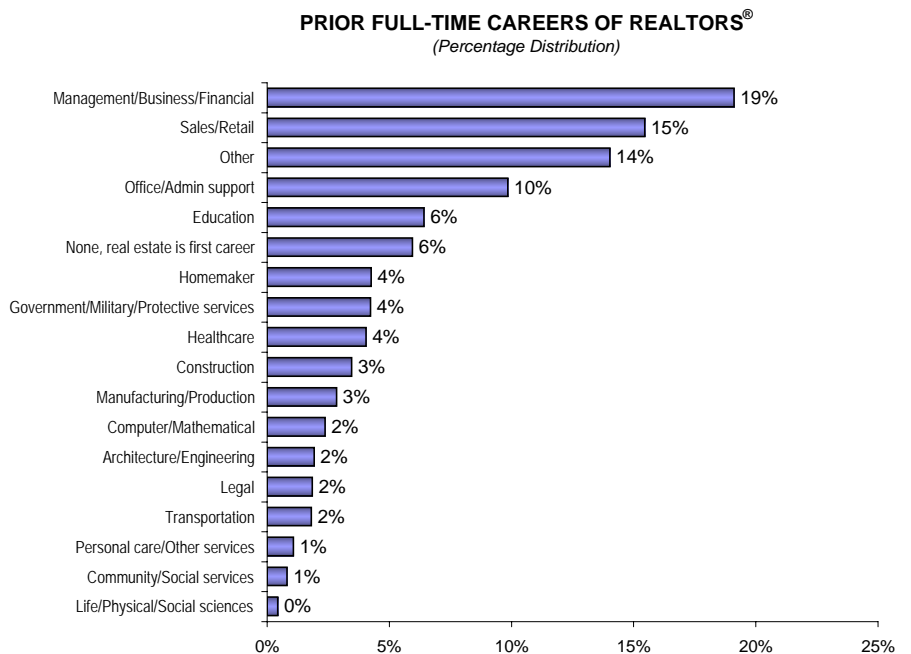
Management/Business/Financial	21%
Sales/Retail	15
Other	18
Office/Admin support	8
Education	10
Homemaker	5
Healthcare	3
Government/Military/Protective services	2
None, real estate is first career	5
Manufacturing/Production	1
Construction	2
Computer/Mathematical	2
Transportation	1
Legal	3
Architecture/Engineering	2
Community/Social services	1
Personal care/Other services	1
Life/Physical/Social sciences	1



\* Less than one percent

#### U.S.

Management/Business/Financial	19%
Sales/Retail	15
Other	14
Office/Admin support	10
Education	6
None, real estate is first career	6
Homemaker	4
Government/Military/Protective services	4
Healthcare	4
Construction	3
Manufacturing/Production	3
Computer/Mathematical	2
Architecture/Engineering	2
Legal	2
Transportation	2
Personal care/Other services	1
Community/Social services	1
Life/Physical/Social sciences	*



\* Less than one percent

DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 5-9

**PRIOR FULL-TIME CAREER OF REALTORS®, BY REAL ESTATE EXPERIENCE**

(Percentage Distribution)

**Illinois**

	All REALTORS®	Real estate experience			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
Management/Business/Financial	21%	36%	24%	25%	12%
Sales/Retail	15	18	18	11	17
Office/Admin support	8	*	6	9	10
Education	10	*	3	13	13
Homemaker	5	*	3	2	10
Healthcare	3	*	*	2	7
Government/Military/Protective services	2	*	3	*	3
Manufacturing/Production	1	*	3	*	2
Construction	2	*	*	*	5
Computer/Mathematical	2	*	*	5	*
Transportation	1	*	*	4	*
Legal	3	9	3	*	3
Architecture/Engineering	2	9	3	2	*
Community/Social services	1	*	3	*	*
Personal care/Other services	1	*	*	2	2
Life/Physical/Social sciences	1	*	*	*	2
Other	18	18	24	22	12
None, real estate is first career	5	9	9	4	3

\* Less than one percent

**U.S.**

	All REALTORS®	Real estate experience			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
Management/Business/Financial	19%	22%	21%	22%	14%
Sales/Retail	15	15	15	15	16
Other	14	17	15	13	14
Office/Admin support	10	10	9	10	10
Education	6	6	5	6	8
None, real estate is first career	6	2	3	4	10
Homemaker	4	4	4	3	5
Government/Military/Protective services	4	4	4	4	5
Healthcare	4	4	6	4	3
Construction	3	5	3	3	4
Manufacturing/Production	3	3	4	3	3
Computer/Mathematical	2	3	2	4	1
Architecture/Engineering	2	2	2	2	2
Legal	2	2	2	2	2
Transportation	2	1	2	2	1
Personal care/Other services	1	1	1	2	1
Community/Social services	1	1	1	1	1
Life/Physical/Social sciences	*	1	*	1	*

\* Less than one percent

DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 5-10

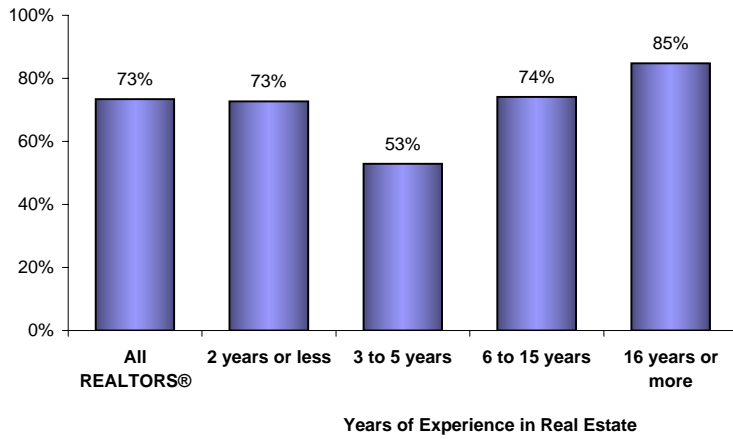
**REAL ESTATE IS ONLY OCCUPATION**

(Percent "Yes")

**Illinois**

	Real estate experience				
	All REALTORS®	2 years or less	3 to 5 years	6 to 15 years	16 years or more
Real estate is the only occupation at the present time	73%	73%	53%	74%	85%

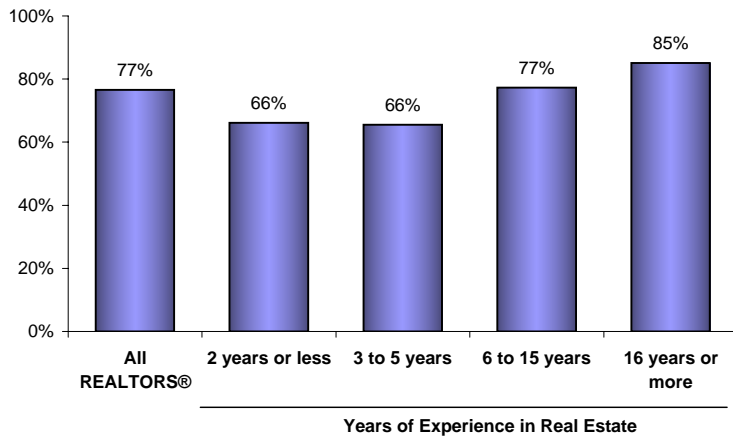
**REAL ESTATE IS ONLY OCCUPATION**



**U.S.**

	Real estate experience				
	All REALTORS®	2 years or less	3 to 5 years	6 to 15 years	16 years or more
Real estate is the only occupation at the present time	77%	66%	66%	77%	85%

**REAL ESTATE IS ONLY OCCUPATION**



# DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

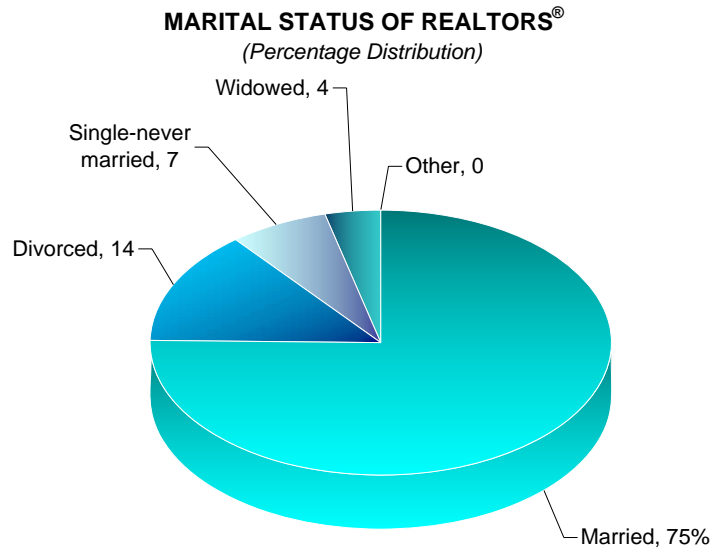
Exhibit 5-11

## MARITAL STATUS OF REALTORS®

(Percentage Distribution)

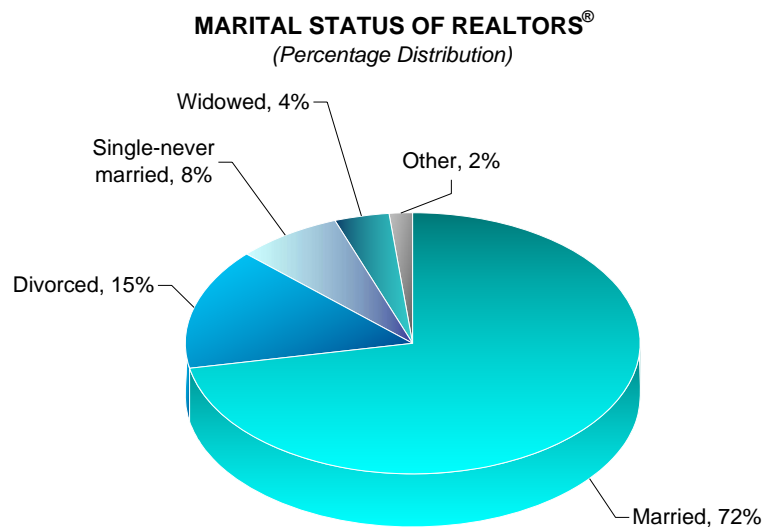
### Illinois

	All REALTORS®
Married	75%
Divorced	14
Single-never married	7
Widowed	4
Other	*



### U.S.

	All REALTORS®
Married	72%
Divorced	15%
Single-never married	8%
Widowed	4%
Other	2%



# DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 5-12

## SIZE OF REALTOR® HOUSEHOLDS

(Percentage Distribution)

### Illinois

	All REALTORS®	Age			
		39 or younger	40 to 49	50 to 59	60 or older
1 person	18%	35%	3%	5%	29%
2 persons	44	23	21	49	62
3 persons	18	12	24	33	8
4 persons	15	23	39	7	2
5 or more persons	6	8	12	7	*
Median	2	2	4	2	2

### U.S.

	All REALTORS®	Age			
		39 or younger	40 to 49	50 to 59	60 or older
1 person	16%	14%	11%	14%	20%
2 persons	47	28	23	50	67
3 persons	16	21	21	18	8
4 persons	14	24	28	12	3
5 or more persons	7	13	17	5	1
Median	2	3	3	2	2

## DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 5-13

### RACIAL AND ETHNIC DISTRIBUTION OF REALTORS®, BY REAL ESTATE EXPERIENCE

(Percentage of Respondents)

#### Illinois

	All REALTORS®	Real estate experience			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
White	89%	91%	94%	81%	91%
Hispanic/Latino	4	9	*	6	3
Black/African American	7	*	6	9	7
Asian/Pacific Islander	3	*	*	4	3
American Indian/Eskimo/Aleut	1	9	*	*	*
Other	*	*	*	*	*

Note: Respondent could choose more than one racial or ethnic category.

#### U.S.

	All REALTORS®	Real estate experience			
		2 years or less	3 to 5 years	6 to 15 years	16 years or more
White	87%	84%	80%	86%	92%
Hispanic/Latino	5	8	8	7	2
Black/African American	4	5	6	4	2
Asian/Pacific Islander	4	4	5	3	3
American Indian/Eskimo/Aleut	1	1	*	1	1
Other	1	*	1	1	1

Note: Respondent could choose more than one racial or ethnic category.

\* Less than one percent

## DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 5-14

### RACIAL AND ETHNIC DISTRIBUTION OF REALTORS®, BY AGE

(Percentage of Respondents)

#### Illinois

	All REALTORS®	Age			
		39 or younger	40 to 49	50 to 59	60 or older
White	89%	93%	85%	90%	87%
Hispanic/Latino	4	4	9	2	2
Black/African American	7	*	12	5	10
Asian/Pacific Islander	3	4	3	2	2
American Indian/Eskimo/Aleut	1	4	*	*	*
Other	*	*	*	*	*

Note: Respondent could choose more than one racial or ethnic category.

#### U.S.

	All REALTORS®	Age			
		39 or younger	40 to 49	50 to 59	60 or older
White	87%	79%	83%	89%	91%
Hispanic/Latino	5	9	7	4	3
Black/African American	4	5	5	3	3
Asian/Pacific Islander	4	5	4	4	2
American Indian/Eskimo/Aleut	1	1	1	1	1
Other	1	1	2	1	1

Note: Respondent could choose more than one racial or ethnic category.

\* Less than one percent

## DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 5-15

### GROSS HOUSEHOLD INCOME OF REALTORS®, BY REAL ESTATE EXPERIENCE, 2009

(Percentage Distribution)

#### Illinois

	All REALTORS®	Licensed as		Real estate experience			
		Brokers/ Broker Associates	Sales Agents	2 years or less	3 to 5 years	6 to 15 years	16 years or more
Less than \$10,000	3%	*	5%	10%	*	6%	*
\$10,000 to \$24,999	3	2	4	*	9	*	2
\$25,000 to \$34,999	6	5	7	*	13	6	4
\$35,000 to \$49,999	7	2	11	*	9	4	9
\$50,000 to \$74,999	23	30	19	40	19	18	27
\$75,000 to \$99,999	19	22	17	*	22	27	15
\$100,000 to \$149,999	19	17	20	30	16	18	20
\$150,000 to \$199,999	13	17	11	20	6	12	16
\$200,000 to \$249,999	4	5	4	*	6	6	2
\$250,000 or more	3	2	4	*	*	2	5
<b>Median</b>	<b>\$85,700</b>	<b>\$88,500</b>	<b>\$82,100</b>	<b>\$75,000</b>	<b>\$75,000</b>	<b>\$89,400</b>	<b>\$89,100</b>

\* Less than one percent

#### U.S.

	All REALTORS®	Licensed as		Real estate experience			
		Brokers/ Broker Associates	Sales Agents	2 years or less	3 to 5 years	6 to 15 years	16 years or more
Less than \$10,000	2%	2%	3%	5%	2%	3%	2%
\$10,000 to \$24,999	4	3	5	8	5	3	3
\$25,000 to \$34,999	5	4	6	8	6	5	4
\$35,000 to \$49,999	9	8	10	11	10	9	8
\$50,000 to \$74,999	19	18	20	20	20	17	20
\$75,000 to \$99,999	18	17	18	15	22	19	15
\$100,000 to \$149,999	20	22	19	17	21	20	21
\$150,000 to \$199,999	10	12	9	7	8	12	11
\$200,000 to \$249,999	5	7	4	3	3	6	6
\$250,000 or more	6	8	5	5	3	6	10
<b>Median</b>	<b>\$89,100</b>	<b>\$97,300</b>	<b>\$83,500</b>	<b>\$71,600</b>	<b>\$83,000</b>	<b>\$92,400</b>	<b>\$95,800</b>

## DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 5-16

### REAL ESTATE IS PRIMARY SOURCE OF INCOME FOR HOUSEHOLD

(Percent "Yes")

#### Illinois

	All REALTORS®	Licensed as		Real estate experience			
		Brokers/ Associates	Sales Agents	2 years or less	3 to 5 years	6 to 15 years	16 years or more
All REALTORS®	36%	42%	30%	30%	16%	16%	43%
Work less than 40 hours per week	21	25	18	*	6	26	33
Work 40 hours or more per week	49	55	41	50	29	58	50

#### U.S.

	All REALTORS®	Licensed as		Real estate experience			
		Brokers/ Associates	Sales Agents	2 years or less	3 to 5 years	6 to 15 years	16 years or more
All REALTORS®	45%	54%	37%	23%	32%	48%	57%
Work less than 40 hours per week	22	30	18	10	16	23	33
Work 40 hours or more per week	60	33	47	39	45	63	71

DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 5-17

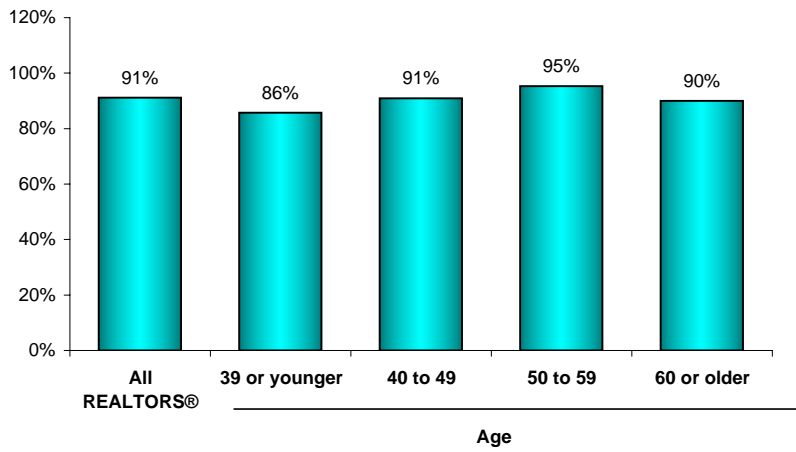
**HOMEOWNERSHIP OF REALTORS®, BY AGE**

(Percent "Own Primary Residence")

**Illinois**

	Age				
	All REALTORS®	39 or younger	40 to 49	50 to 59	60 or older
Own Home	91%	86%	91%	95%	90%

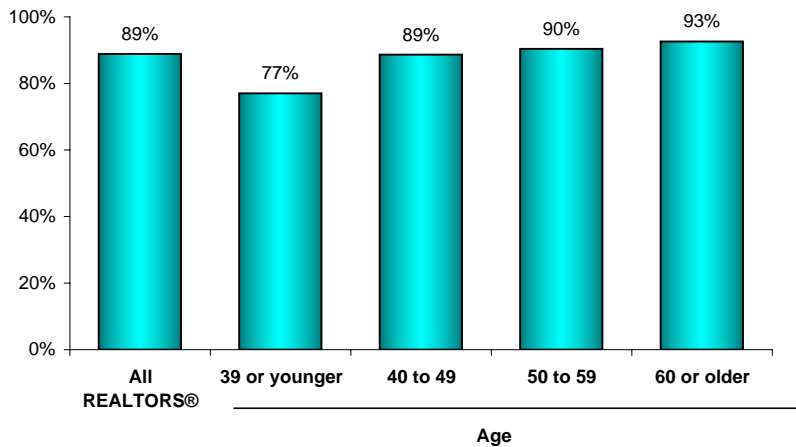
**HOME OWNERSHIP RATE BY REAL ESTATE EXPERIENCE**



**U.S.**

	Age				
	All REALTORS®	39 or younger	40 to 49	50 to 59	60 or older
Own Home	89%	77%	89%	90%	93%

**HOME OWNERSHIP RATE BY REAL ESTATE EXPERIENCE**



## DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 5-18

### REAL ESTATE INVESTMENTS OF REALTORS®

(Percentage Distribution)

## Illinois

### All REALTORS®

Vacation Homes	
None	82%
One	14
Two	4
Three or more	*
Residential Properties (except primary residence and vacation homes)	
None	59%
One	18
Two	8
Three or more	14
Commercial Properties	
None	85%
One	10
Two	3
Three or more	1

## U.S.

### All REALTORS®

Vacation Homes	
None	84%
One	13
Two	2
Three or more	1
Residential Properties (except primary residence and vacation homes)	
None	61%
One	17
Two	8
Three or more	14
Commercial Properties	
None	88%
One	8
Two	2
Three or more	2

\* Less than one percent

# DEMOGRAPHIC CHARACTERISTICS OF REALTORS<sup>®</sup>

Exhibit 5-19

## VOTING PATTERN OF REALTORS<sup>®</sup>

(Percent "Yes")

### Illinois

Registered to vote	95%
Voted in last national election	92
Voted in last local election	67

### U.S.

Registered to vote	96%
Voted in last national election	93
Voted in last local election	81

## DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 5-20

### LANGUAGE FLUENCY OF REALTORS®

(Percentage Distribution)

#### Illinois

	Age				
	All REALTORS®	39 or younger	40 to 49	50 to 59	60 or older
Fluent only in English	83%	71%	79%	84%	90%
Fluent in other languages	17	29	21	16	10
Spanish	5	*	12	7	2
Other	12	29	9	9	8

#### U.S.

	Age				
	All REALTORS®	39 or younger	40 to 49	50 to 59	60 or older
Fluent only in English	85%	78%	82%	86%	88%
Fluent in other languages	15	22	18	14	12
Spanish	7	11	9	6	5
Other	8	11	9	8	7

# DEMOGRAPHIC CHARACTERISTICS OF REALTORS®

Exhibit 5-21

## COUNTRY OF BIRTH OF REALTORS®

(Percentage Distribution)

### Illinois

	Age				
	All REALTORS®	39 or younger	40 to 49	50 to 59	60 or older
U.S.	91%	86%	85%	98%	90%
Outside U.S.	9	14	15	2	10

### U.S.

	Age				
	All REALTORS®	39 or younger	40 to 49	50 to 59	60 or older
U.S.	90%	87%	87%	91%	92%
Outside U.S.	10	13	13	9	8