TECHNICAL
REPORT

**TEXAS REAL ESTATE
RESEARCH CENTER**
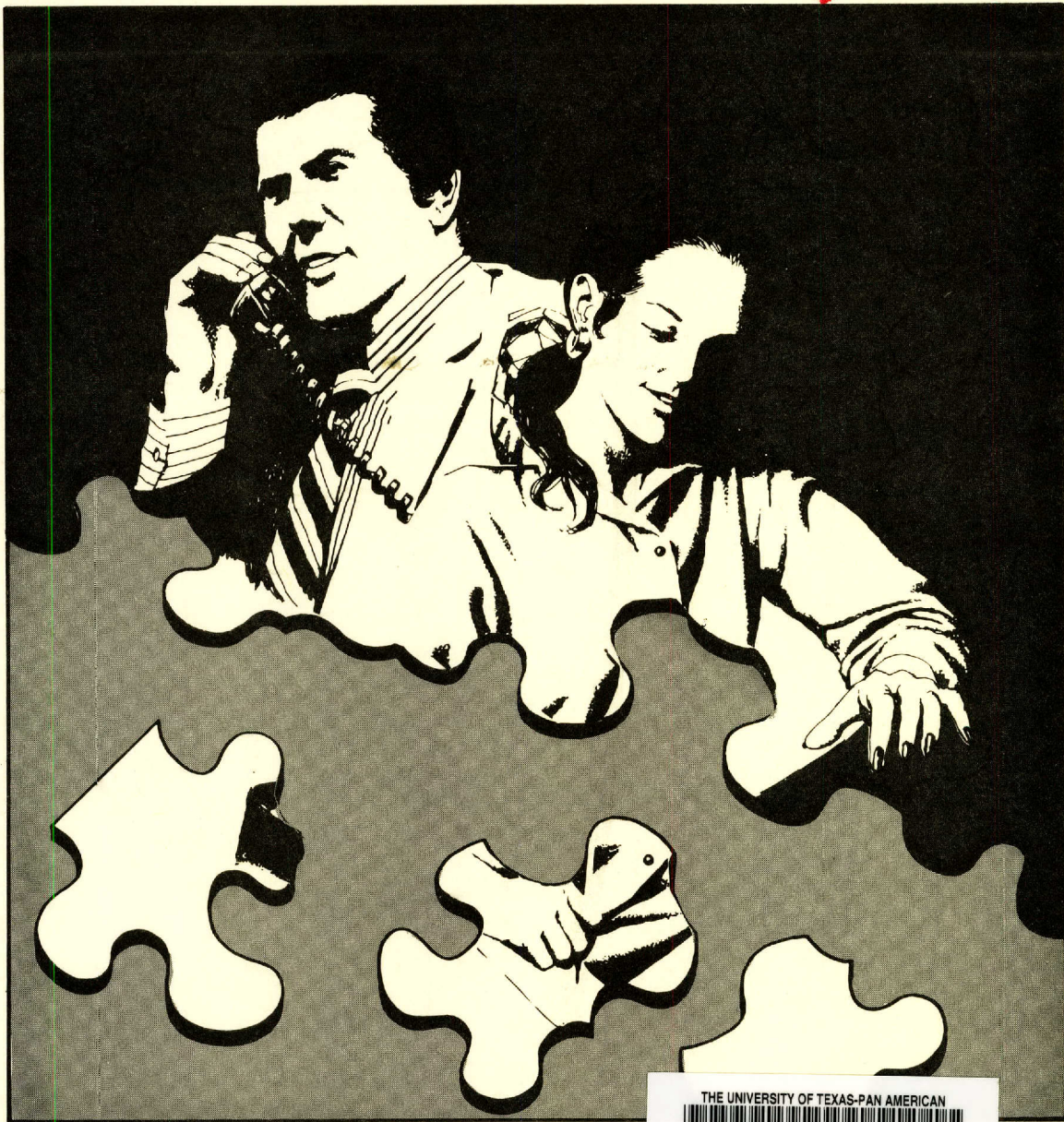
Characteristics of the High Performance Real Estate Salesperson

Characteristics of the High Performance
Real Estate Salesperson

James C. Stribling
Continuing Education Associate Professor

THE TEXAS REAL ESTATE RESEARCH CENTER

DIRECTOR

Dr. Richard Floyd

ADVISORY COMMITTEE

Executive Summary

This report focuses on the Texas real estate licensee classified by the Texas Real Estate Commission as a "salesman" (referred to in this report as salesperson). It compares certain characteristics of upper-income (or high performance) salespersons to those of lower income. The income classes are distinguished by brokerage income, dividing those whose income was from $0 to $24,999 in 1983 from those who made $25,000 or more. This arbitrary distinction separates approximately the upper-income quartile from the lower three.

Data were acquired from a random sample (2,367) of 144,068 licensees during April and May 1984. This sample contained 961 usable responses from "salesmen."

The hypothesis tested here was simply that differences will be found between income classes of real estate salespeople.

A simple statistical technique (Chi-square) was used to evaluate the differences between the income classes. The results of these evaluations are as follows:

Demographics

o   Age is not a factor in income. There are no significant differences in age between upper- and lower-income classes.

o   Sex is not a significant factor in income.

o   Marital status is a factor in income. While the majority are married in both upper-income and lower-income classes, singles are significantly overrepresented among upper-income respondents.

Education

o   Education level achieved is not a significant factor between the two income classes.

o   For those with college degrees, the specialization or major is not a factor in distinguishing the two income classes.

o   There are significant distinctions in reading habits between the income classes. Upper-income respondents are more likely to read such publications as Realtor Review, Wall Street Journal, Texas Business and U.S. News and World Report than are lower income respondents.

Time/Income Budgets

o   Upper-income salespersons work significantly more hours per week in brokerage as well as total hours per week than do lower-income salespersons.

o   The percent of upper-income salespersons with investments and income from their own brokerage business as well as investments and income from other non-brokerage real estate investments is significantly greater than for lower-income salespersons. This also is true for other non-real estate investments.

o   Upper-income salespersons (incomes of $25,000 or more from brokerage) represent approximately the upper quartile of salesperson incomes.

Business Characteristics

o   Upper-income salespersons are significantly overrepresented in the various forms of firm ownership.

o   The number of salespersons in the firm, full- or part-time, is not significantly related to income.

o   The function within the firm is not significantly associated with income. This result, however, may be masked by the large percent involved exclusively in selling (more than 80 percent for both high and low).

o   While approximately 80 percent of all salespersons are associated with an independent rather than a franchised firm, there is no significant difference between the income classes.

Career Characteristics

o   Upper-income salespersons are more likely to be members of Texas Association of Realtors.

o   There are no significant differences in membership in professional associations except in the cases of a national home builders association and a national CPA association where upper-income salespersons are overrepresented.

o   Lower-income respondents are overrepresented in having previous business or career experience.

o   There are no differences between income classes relative to the number of other real estate firms with which the salesperson was previously associated.

Aspirations and Expectations

o   Upper-income salespersons show significantly higher ratings in career satisfaction than lower-income salespersons.

o   Upper-income salespersons indicate significantly higher ratings for income and negotiations as the most satisfying aspects of their career. Lower-income salespersons indicated own hours as the most satisfying.

o   Upper-income salespersons indicate a significantly higher rating
for <u>dealing with financial institutions</u> as a least satisfying
aspect of their career. Lower-income salespersons indicate
<u>no guarantee of income/low income</u> as less satisfying.

o   While upper-income salespersons are overrepresented in their plans
to specialize in <u>commercial brokerage</u> and <u>farm and ranch property</u>,
lower-income respondents are overrepresented in their plans to
specialize in <u>residential brokerage</u>. Both upper- and lower-income
salespersons list <u>personal real estate investments</u> as the largest
category of response to future areas of career specialization.

Purpose

The purpose of this report is to compare and contrast certain characteristics of Texas licensed real estate salespersons. Salesperson, as used here, refers to the class of real estate licensees defined by the Texas Real Estate Commission as salesmen. While the sample used in this study is drawn from all Texas real estate licensees and includes both salespersons and brokers, the focus of this report is on the former. More specifically, this report compares the characteristics of two distinct income classes of salespersons: those whose annual income from brokerage is equal to or greater than $25,000 and those with incomes less than $25,000.

The analysis produces three kinds of findings: the identification of characteristics more often found in association with higher-income (or high performance) salespersons, characteristics more often found in association with lower-income salespersons, and characteristics not found to be associated with salesperson income.

This report is first in a series of analyses of data acquired through a survey of Texas real estate licensees conducted in early summer 1984 by the Texas Real Estate Research Center (TRERC) at Texas A&M University. See appendix A for a copy of the survey instrument.

Introduction

To be able to predict whether an individual will be successful in a real estate sales career is of interest not only to newly licensed salespersons and individuals considering a career in real estate but is of vital interest to the owner or manager of the real estate firm. While the criteria for career success may involve many things, brokerage income is a common denominator in real estate sales. This particular study focuses upon the relationships between certain characteristics of a sample of Texas real estate salespersons and their reported annual brokerage income. It compares selected characteristics of salespersons with brokerage income of $25,000 or more to the characteristics of those with less than $25,000. This arbitrary distinction separates approximately the upper-income quartile from the lower three. In the report, a high performance real estate salesperson is one with an annual brokerage income of $25,000 or more. Some of the characteristics selected for comparison include socio-economic (age, sex, marital status), education, specialization, time budgets, career aspirations and satisfactions, all selected from some 42 items covered in the 1984 survey of Texas real estate licensees conducted by TRERC.

The analysis is largely based upon a simple two-by-two matrix, comparing on one axis the income classes ($25,000 and up vs. less than $25,000/year). On the second axis, responses are divided between other characteristics, such as male vs. female. Chi-square is chosen as the test to determine if statistically significant differences exist in the responses between the two income classes of salespersons.

Finally, for those relationships or differences shown to be statistically significant, some discussion will follow and conclusions drawn that may have some influence on career choice and personnel selection among real estate professionals.

Survey Methods

During April and May of 1984, TRERC conducted a mail survey of Texas real estate licensees. The sample was drawn from a magnetic tape record provided by the Texas Real Estate Commission (TREC) and reflected the status of licensees at the end of February 1984. From this total population of 144,068 individuals, an initial sample of 600 was randomly drawn. A proto-type instrument was mailed to this pre-test sample, and the responses (186 usable, for a response rate of 31 percent) analyzed. From this pre-test critique and analysis, a final instrument was developed. The final instrument design included 42 items and gathered data in the following areas:

> Type of License Held
> Educational Background
> Professional Affiliations
> Nature of Income Sources
> Areas of Real Estate Specialization
> Time Budgets
> Career Satisfactions
> Career Aspirations
> Educational and Informational Needs

The main survey involved the mailout of 6,500 instruments to randomly selected licensees (4.5 percent of the population). Following up in three successive waves of mailouts to the non-respondents, a total (usable response) of 2,367 instruments were returned, a response rate of 36.4 percent or 1.64 percent of the total population. A comparison of some known characteristics of the population (144,068 from TREC tapes) to the sample (6,500 mailed) and the response (2,367 returned) follows in Table 1.

While most characteristics of the sample shown in Table 1 appear quite similar when compared to those of the population, a potentially significant anomaly exists in the type of license held. While the TREC tape (the population) shows 51.8 percent of licensees are salespersons, licensee salespersons represent 40.9 percent of the study respondents. Because of the way many salespersons receive (or may not receive, through their sponsoring broker) their mail, they may be underrepresented in this survey.

Additional comparisons of the characteristics of survey respondents might be made. While the samples shown in Table 2 are not from the same point in time nor drawn from a common population, surveys conducted by the National Association of Realtors (1981) and Texas Association of Realtors (1984) do overlap the study population.

Table 1: A Comparison of Known Characteristics of the Population to Those of the Sample and the Response

	Percent of TREC Tape (n = 144,068)	Percent of the Sample (n = 6,500)	Percent of the Response (n = 2,367)
License Status (TREC)			
Broker	45.6	45.2	56.7
Salesperson	51.8	52.1	40.9
Partnership	0.0	0.0	0.0
Branch	2.6	2.7	2.4
	100.0	100.0	100.0
Licensee's County of Residence			
Bexar	6.6	6.6	6.2
Collin	1.3	1.6	1.7
Dallas	1|.9	16.4	15.3
El Paso	2.3	2.2	2.1
Fort Bend	1.0	1.1	0.9
Galveston	1.0	1.0	0.9
Harris	22.8	22.9	19.9
Lubbock	1.2	1.1	1.3
Montgomery	1.0	0.9	1.1
Nueces	2.0	2.0	1.3
Potter	1.1	1.1	1.4
Tarrant	6.1	6.1	6.1
Travis	6.0	6.4	7.1
Subtotal	69.3	69.4	65.3
All Other Counties	30.7	30.6	34.7
Original Licensing Date			
Before 1977	37.0	36.3	34.6
1978	8.0	8.1	6.5
1979	9.6	10.1	9.6
1980	8.6	8.4	8.4
1981	13.3	14.0	15.5
1982	10.2	9.6	9.8
1983	11.5	11.3	13.4
1984	1.9	2.2	2.5

Source: 1984 TRERC Survey of Texas Real Estate Licensees

Table 2:   A Comparison of Selected Characteristics of Three Overlapping
Populations: TRERC (1984); TAR (1984) and NAR (1981).

	Percent of 1984 TRERC Texas Licensee Survey Respondents	Percent of 1984 TAR Membership Survey Respondents	Percent of 1984 NAR National Membership Survey Respondents
Gender			
male	59.2	53.8	51.3
female	40.8	46.2	48.7
Age			
median	42.8	44.0	NA
Marital Status			
married	77.4	79.1	NA
single	21.7	20.9	NA
Education			
high school or less	9.9	11.6	21.0
some college	36.5	37.4	36.5
associate degree	5.1	8.3	
bachelor's degree	35.4	29.6	27.1
master's degree	10.0	10.8	
doctorate	1.2	1.0	15.4
law degree	1.1	0.7	
TAR/NAR Membership	49.2	100.0	100.0
Type of License Held			
broker	59.0	44.2	NA
salesperson	40.9	55.8	NA
Ownership Interest in Firm			
no ownership interest	52.6	66.6	NA
sole owner	28.2	18.9	NA
partner	7.3	7.0	NA
stockholder and corporate office	6.9	6.6	NA
stockholder	1.0	0.9	NA
Type of Organization			
franchise	16.8	28.0	
independent & other	83.2	72.0	

NA = not available

Sources: 1984 TRERC Survey of Texas Real Estate Licensees
1984 TAR Membership Survey
1981 NAR National Membership Survey

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While a comparison of the characteristics of the population to that of the sample is a valid means of assessing the random nature of the survey response, such direct comparisons of data from other studies of partially dissimilar populations acquired at different dates are not.

Findings and Discussion

The survey findings are organized to systematically narrow the focus from all respondent licensees, to salespersons, and finally to upper income (brokerage) salespersons. (See appendix B for tabulation of responses from all Texas real estate licensees to selected questions. See appendix C for tabulation of responses from all Texas real estate salespersons.) Most data are presented in graphic form. Where tests for statistically significant differences between response groups are conducted, the type of test used and the significance level is indicated. To avoid misinterpretation of the response, questions as stated in the survey instrument accompany the tabulated responses.

Profile of the High Performance Salesperson

While a wide array of factors may be used to characterize career performance, brokerage income was selected in this study as the single performance proxy. Other factors commonly associated with job performance are included in this survey and are compared to the chosen proxy. These include tenure in the industry (years since licensing), professional affiliations (membership), percentage of working time devoted to brokerage, ownership interest in the firm, function in the firm, years associated with the present firm, and the degree and kinds of satisfactions related to career.

The following tabulations profile the characteristics of high performance salespersons. This group is defined as the segment of salespersons with annual incomes of $25,000 or more. Income is more specifically defined as personal income, after business expenses but before personal expenses and income taxes, from real estate brokerage during 1983, excluding earnings from personal real estate investments.

Twenty-five of the 42 survey questions were selected for comparison of characteristics between the upper- ($25,000 and more) and lower-income ($0 - 24,999) salespersons. The comparison involves the use of Chi-square analysis to determine those items for which a statistically significant difference exists in the responses between income classes. The following results list the 25 items (questions), the response frequencies and the level of significance under the Chi-square test for responding salespersons. A probability of 0.05 or higher is considered not statistically significant.

Note: Chi-square (x^2) is the term for a particular statistical technique used to test for the presence (or absense) of an association between two variables. As is the case in this study, the Chi-square technique is used to test the hypothesis (in this case the null hypothesis)

that no statistically significant association exists between variables (that is, the variables are independent). The significance value (P) measures the probability that the statistic value occurred by chance alone. The smaller the P value, the greater confidence may be placed in the conclusion. For example, a significance value of P (Probability) = 0.05 means that the probability of the statistics value occurring by chance is 1 in 20.

Significance levels are indicated in the following figures, tables and texts by either a statement such as P=0.22, or by the following legend:

| | Cross Hatch Fill | No statistically significant difference. P = 0.051 or higher. |
| | Solid Fill | Likelihood of a statistically significant difference exists. P = 0.0001 to 0.04999 |

P = Probability that two groups have exactly same distribution of responses or that X^2 = 0 in population.

Q. 4. What is the highest level of education you have completed?

Although a slightly higher percent of upper-income salespersons hold advanced degrees (15 percent vs 10 percent), the difference between income classes is not statistically significant.
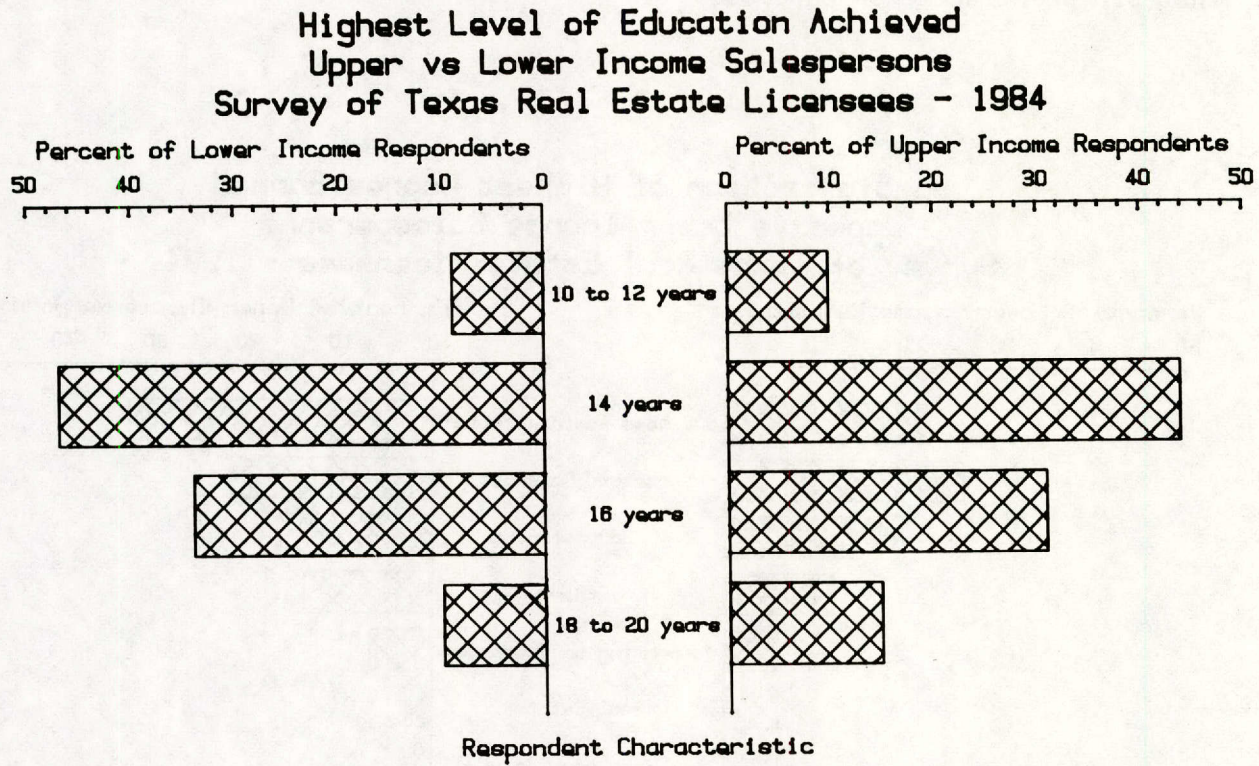
Highest Level of Education Achieved
Upper vs Lower Income Salespersons
Survey of Texas Real Estate Licensees - 1984

Percent of Lower Income Respondents   Percent of Upper Income Respondents

Respondent Characteristic

Texas Real Estate Research Center
n=652

7

Q. 5. If you hold a college degree, what is the specialization of your
       highest degree?

       Though the overall differences between income classes are not
statistically significant when related to educational backgrounds, some
small differences are apparent in the data. While the arts and sciences
category is the largest for lower-income quartiles, business administration
is the largest for the upper-income group. Though not statistically
significant, when the eight educational specializations are compared, the
percentage of lower-income salespersons with a real estate degree is twice
that of upper-income salespersons.

Specialization of Highest Degree Earned
Upper vs Lower Income Salespersons
Survey of Texas Real Estate Licensees - 1984

Percent of Lower Income Respondents   Percent of Upper Income Respondents

50   40   30   20   10   0   0   10   20   30   40   50

Business Administration

Arts and Sciences

Education

Other

Accounting or Economics

Real Estate

Engineering

Agriculture

Respondent Characteristic
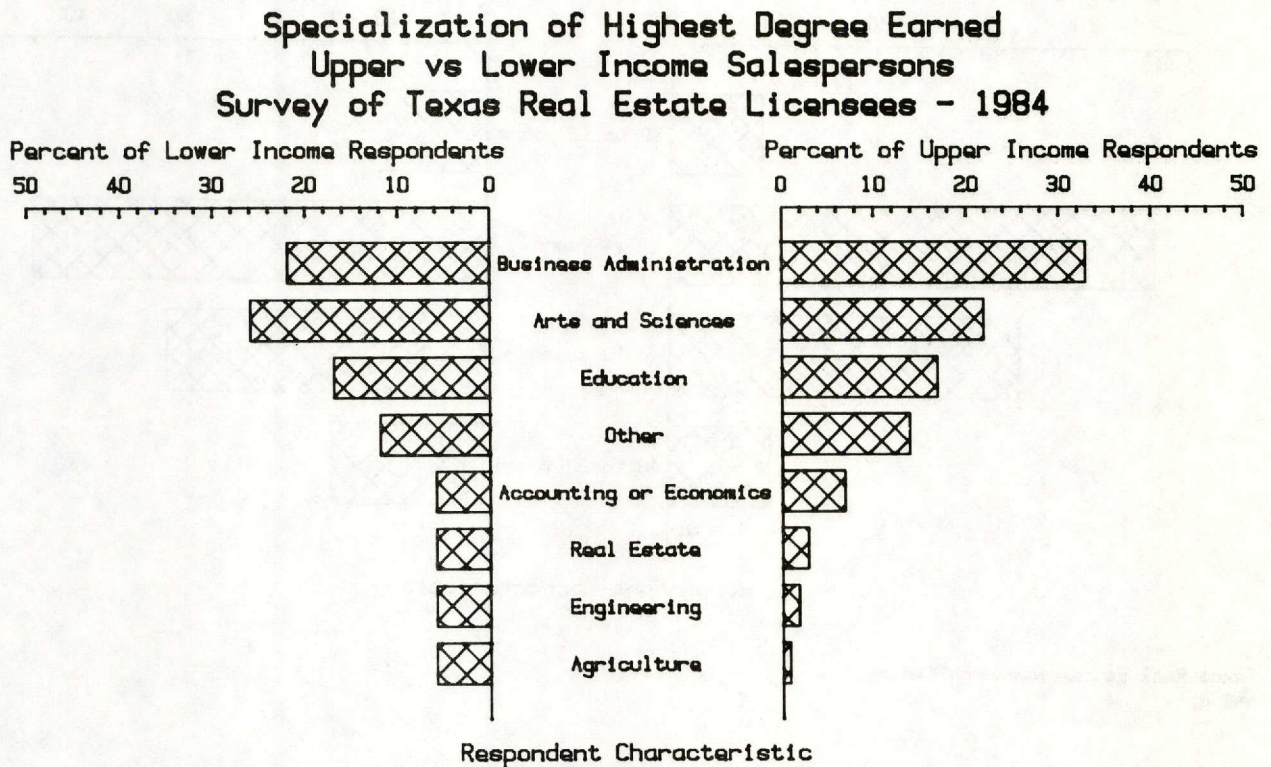
Texas Real Estate Research Center
n = 336

8

Q. 7. Are you presently a member of the Texas Association of Realtors (TAR)?

Higher-income respondents are significantly different in their membership in TAR. Texas Association of Realtor members are significantly overrepresented in the upper-income class.

Membership in Texas Association of Realtors
Upper vs Lower Income Salespersons
Survey of Texas Real Estate Licensees - 1984

Percent of Lower Income Respondents   Percent of Upper Income Respondents

100 90 80 70 60 50 40 30 20 10   0   0   10 20 30 40 50 60 70 80 90 100

yes

no

Respondent Characteristic
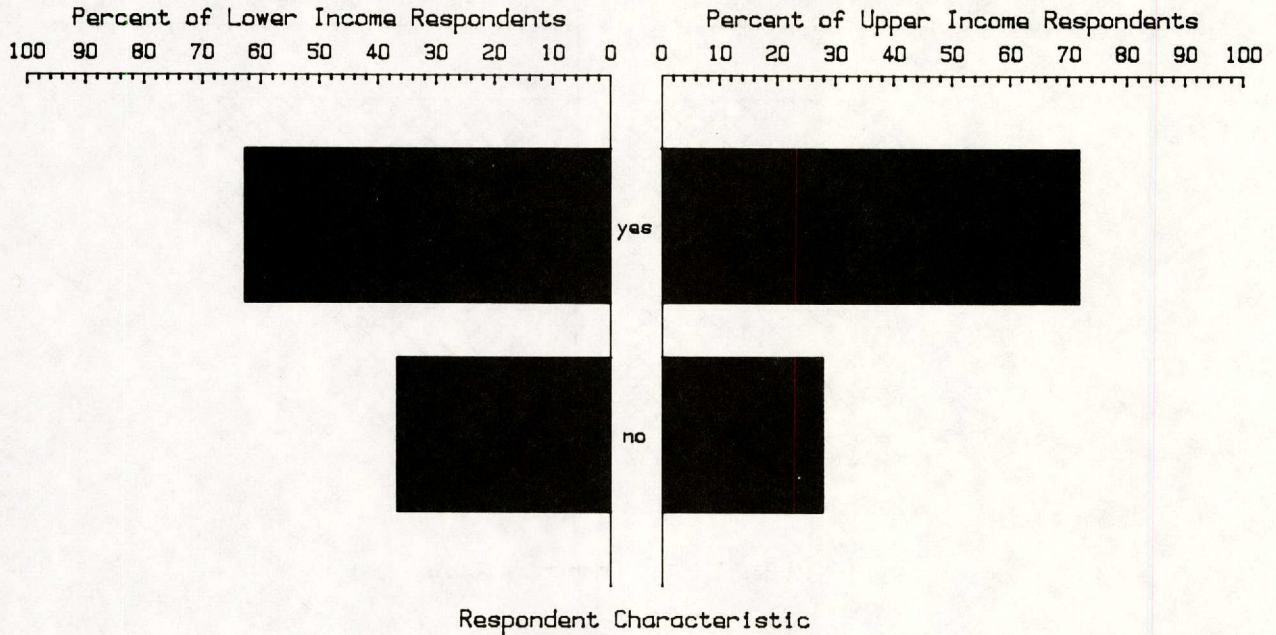
Texas Real Estate Research Center
n = 647

9

Q. 8a. Do you belong to any other professional associations?

While the majority of both income classes indicate they belong to other professional associations, the difference between the income classes is not statistically significant.

Membership in Other Professional Associations
Upper vs Lower Income Salespersons
Survey of Texas Real Estate Licensees – 1984

Percent of Lower Income Respondents   Percent of Upper Income Respondents

100 90 80 70 60 50 40 30 20 10 0   0 10 20 30 40 50 60 70 80 90 100

yes

no

Respondent Characteristic

Texas Real Estate Research Center
n = 621

10
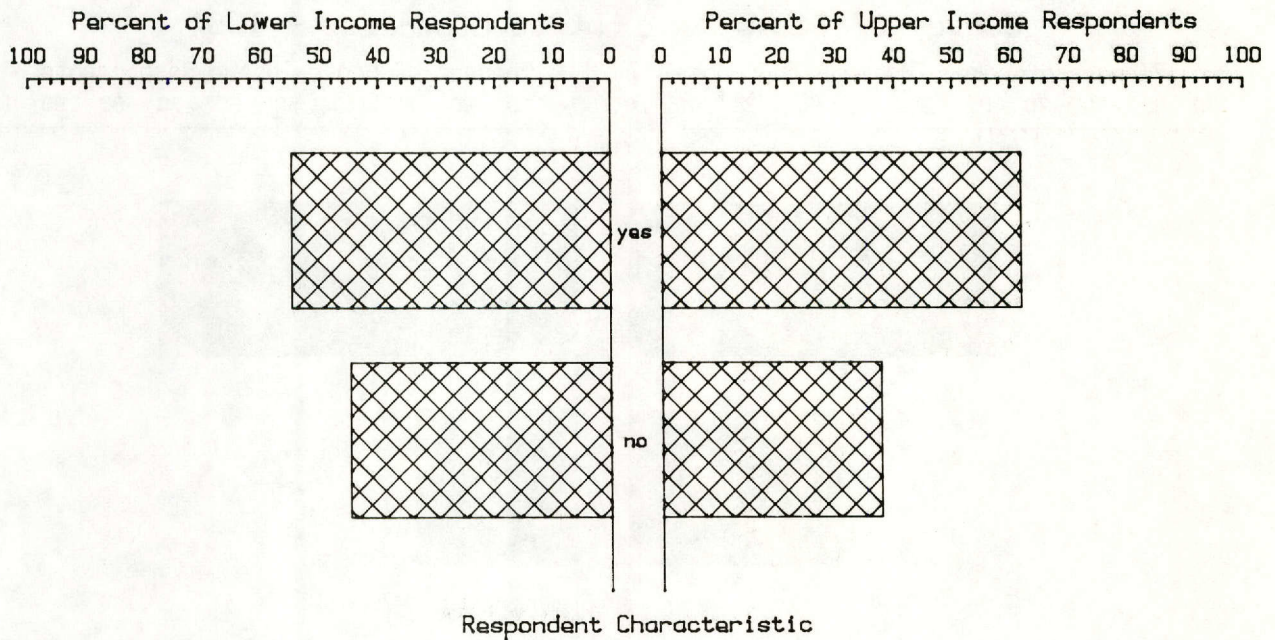
Q. 8b. (belonging to other professional associations):

Differences in income response between upper and lower classes are not statistically significant except in the cases of membership in national home builders associations and national CPA associations. In both cases, upper-income respondents are overrepresented. The data are arrayed by descending combined frequencies of response.

Membership in Other Professional Associations
Upper vs Lower Income Salespersons
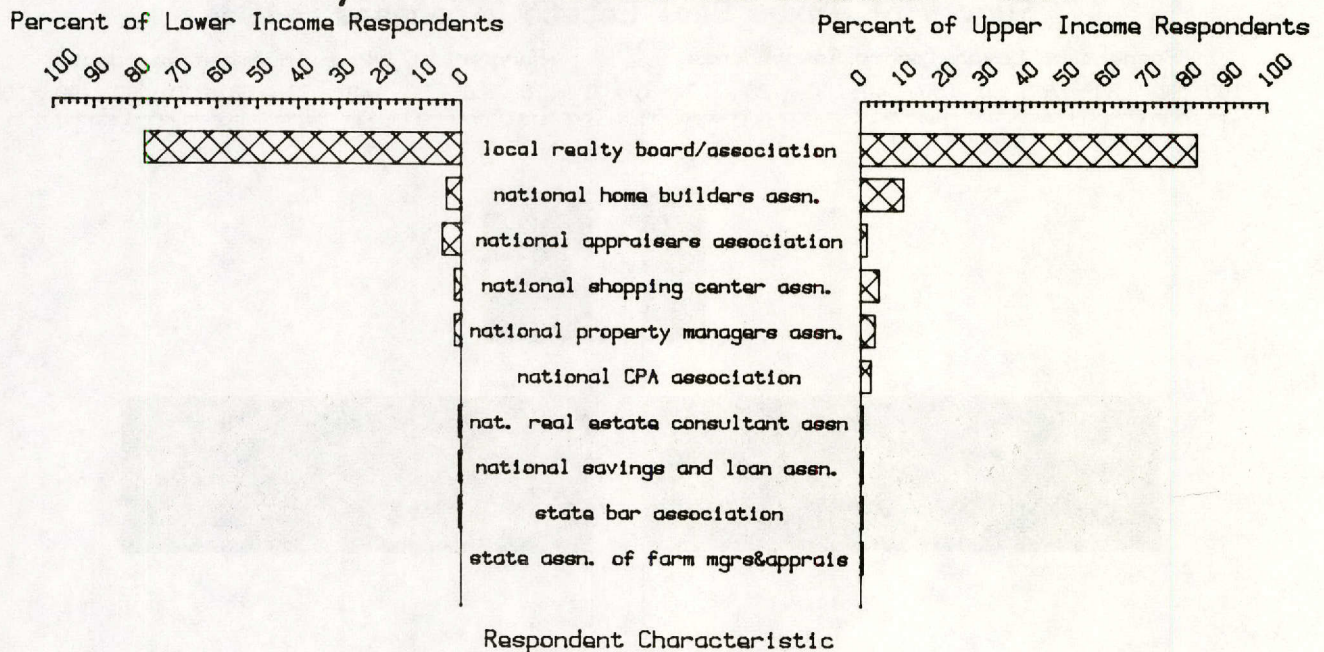### Survey of Texas Real Estate Licensees – 1984

Percent of Lower Income Respondents   Percent of Upper Income Respondents

100 90 80 70 60 50 40 30 20 10 0   0 10 20 30 40 50 60 70 80 90 100

local realty board/association

national home builders assn.

national appraisers association

national shopping center assn.

national property managers assn.

national CPA association

nat. real estate consultant assn

national savings and loan assn.

state bar association

state assn. of farm mgrs&apprais

Respondent Characteristic

Texas Real Estate Research Center
n = 621

11

Q. 9a.   Has your entire working career been in real estate?

    The majority of salespersons in both income classes had other careers before entering real estate.   There is a statistically significant difference between income classes with lower income respondents overrepresented in the "previous experience" category.
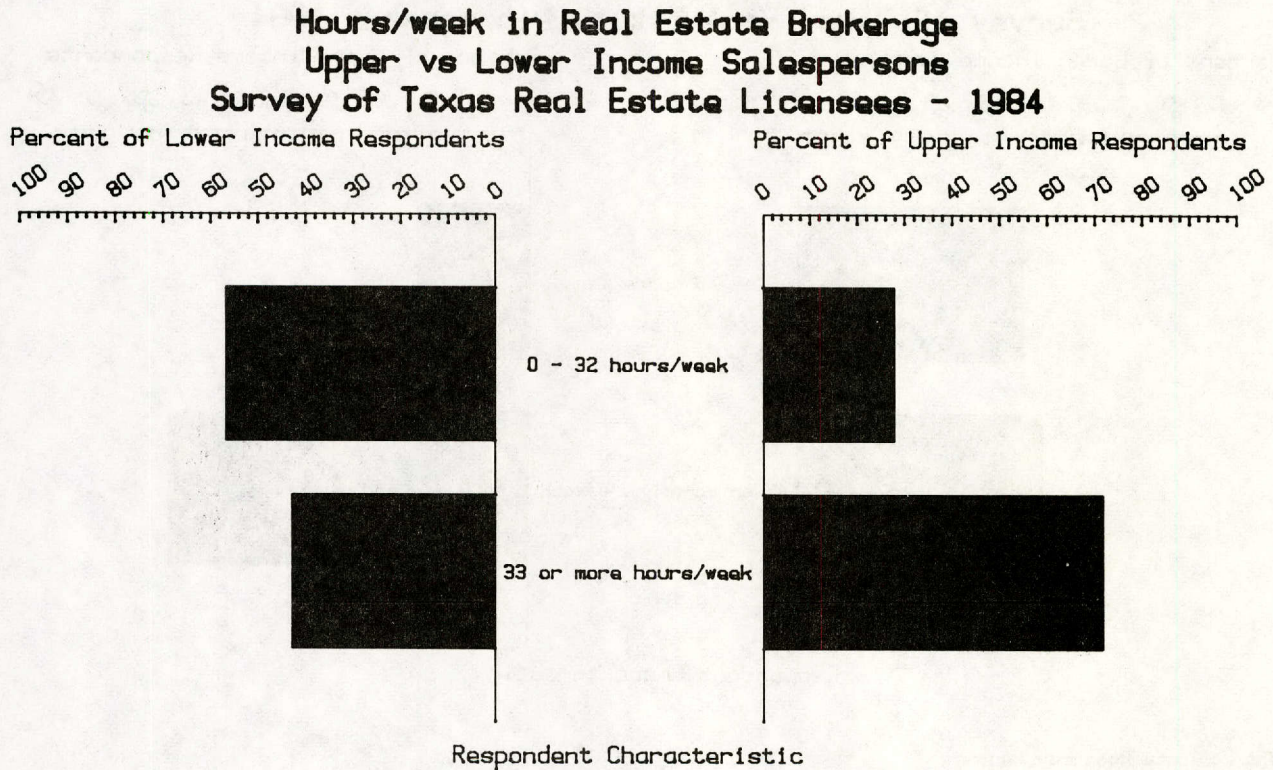
Entire Career in Real Estate
Upper vs Lower Income Salespersons
Survey of Texas Real Estate Licensees – 1984

Percent of Lower Income Respondents   Percent of Upper Income Respondents

100 90 80 70 60 50 40 30 20 10   0   0   10 20 30 40 50 60 70 80 90 100

yes

no

Respondent Characteristic
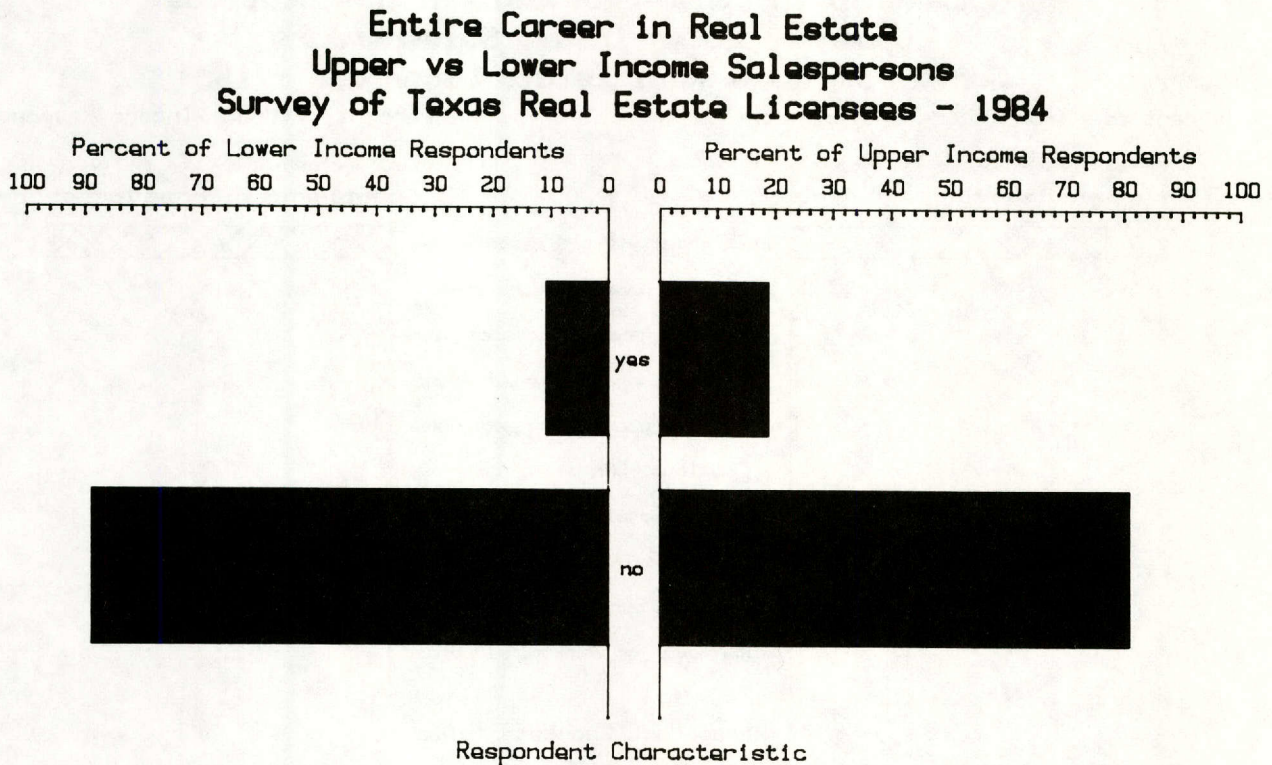
Texas Real Estate Research Center
n = 656

12

Q. 16a. How many hours per week on an average, do you work in real estate
         brokerage (time spent in earning a commission)?
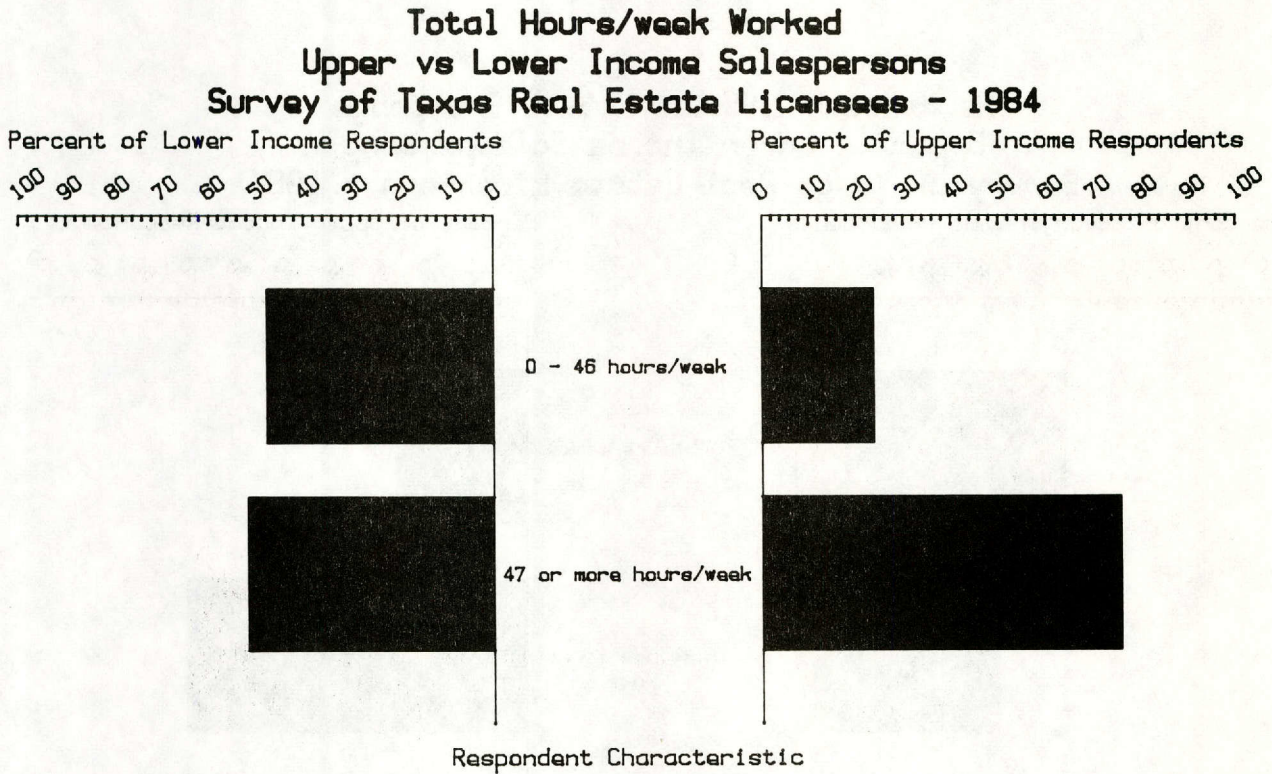
         The difference between income classes and their relationship to hours
per week devoted to brokerage is statistically significant. A greater
percentage of upper-income respondents report more than 33 hours per week
devoted to brokerage, while a majority of lower-income respondents report
working 32 hours or less. The median brokerage hours worked per week for
all licensees is 30.8 hours.

Hours/week in Real Estate Brokerage
Upper vs Lower Income Salespersons
Survey of Texas Real Estate Licensees - 1984

Percent of Lower Income Respondents   Percent of Upper Income Respondents

100 90 80 70 60 50 40 30 20 10 0   0 10 20 30 40 50 60 70 80 90 100

0 - 32 hours/week

33 or more hours/week

Respondent Characteristic

Texas Real Estate Research Center
n = 523

13

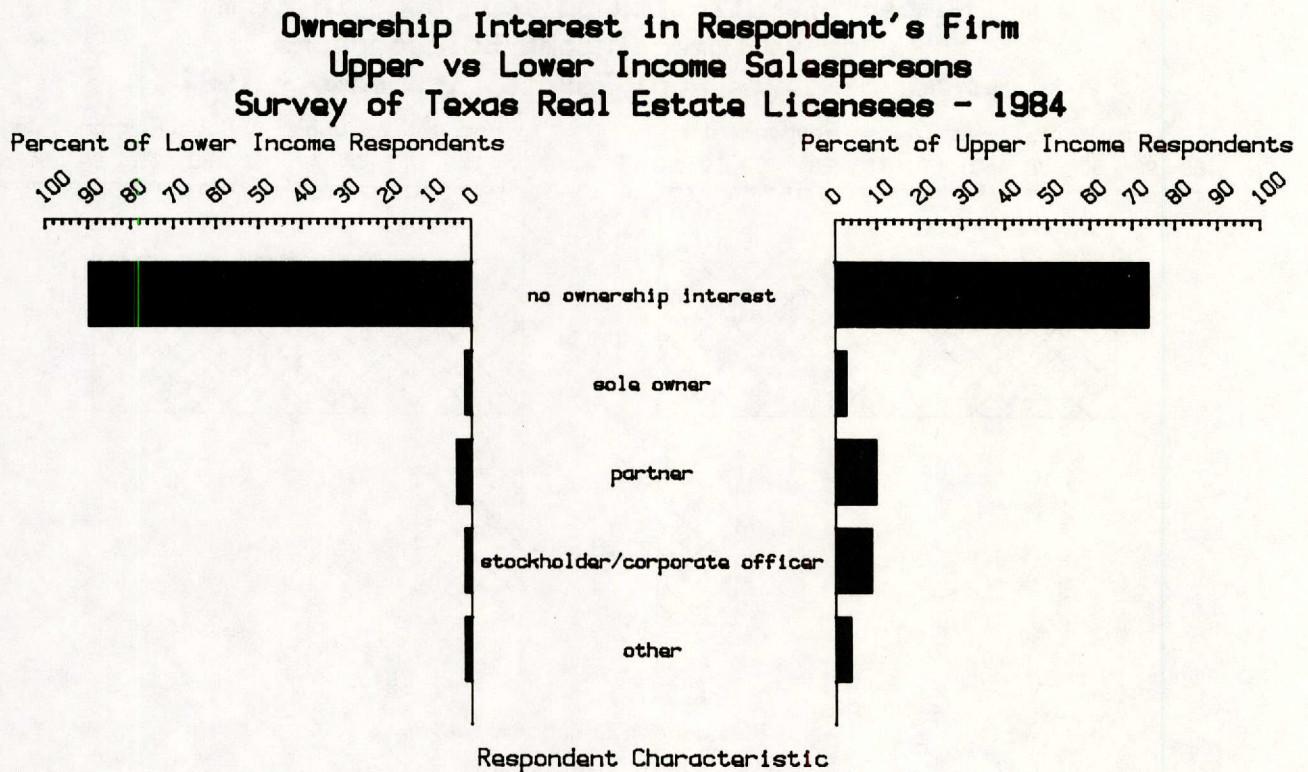Q. 16b. How many total hours per week do you work?

A statistically significant difference is found between income classes relative to total hours worked per week. Upper-income respondents are overrepresented in above-the-median in total hours worked per week. The median total hours per week worked for all licensees is 46.7 hours.

Total Hours/week Worked
Upper vs Lower Income Salespersons
Survey of Texas Real Estate Licensees - 1984

Percent of Lower Income Respondents

100 90 80 70 60 50 40 30 20 10 0

Percent of Upper Income Respondents

0 10 20 30 40 50 60 70 80 90 100

0 - 46 hours/week

47 or more hours/week

Respondent Characteristic

Texas Real Estate Research Center
n = 514

14

Q. 17. What ownership interest do you have in your firm?

Differences between respondent income classes are statistically significant relative to ownership interest. Upper-income respondents are overrepresented in every category of ownership.
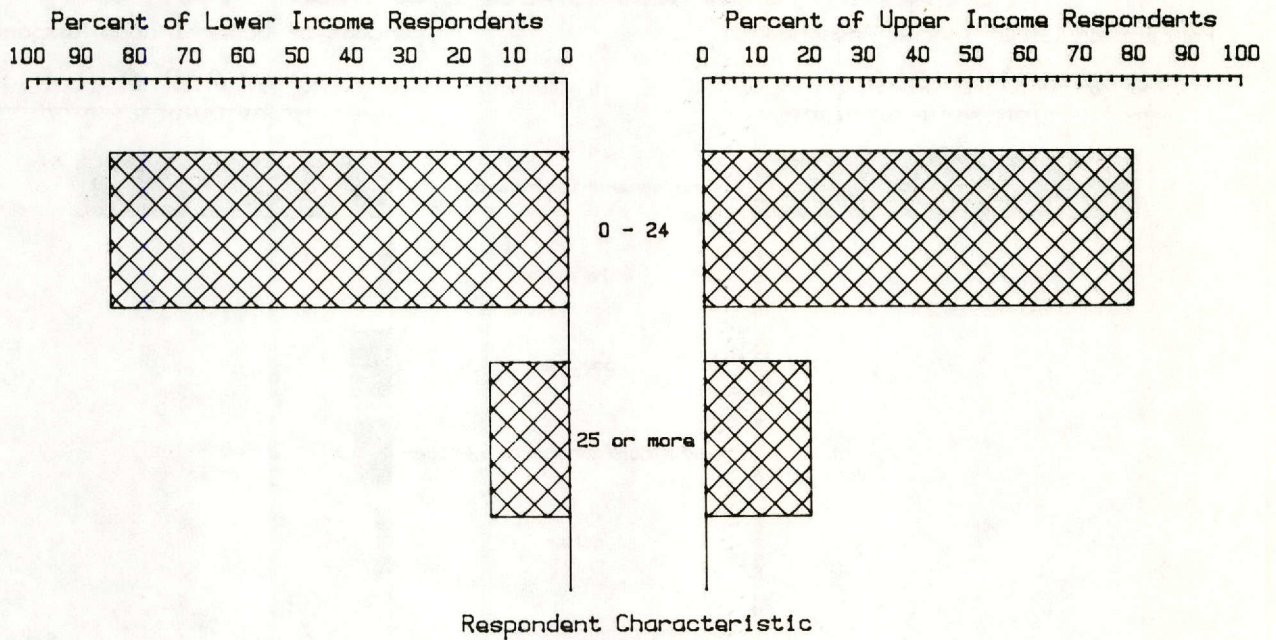
Ownership Interest in Respondent's Firm
Upper vs Lower Income Salespersons
Survey of Texas Real Estate Licensees - 1984

Percent of Lower Income Respondents   Percent of Upper Income Respondents

100 90 80 70 60 50 40 30 20 10 0   0 10 20 30 40 50 60 70 80 90 100

no ownership interest

sole owner

partner

stockholder/corporate officer

other

Respondent Characteristic

Texas Real Estate Research Center
n = 624

15

Q. 18a. How many full-time persons, associated with your real estate firm
or the firm you are associated with, are engaged in selling?

While a higher percent of upper-income respondents report being
associated with more full-time salespersons in their firm, the differences
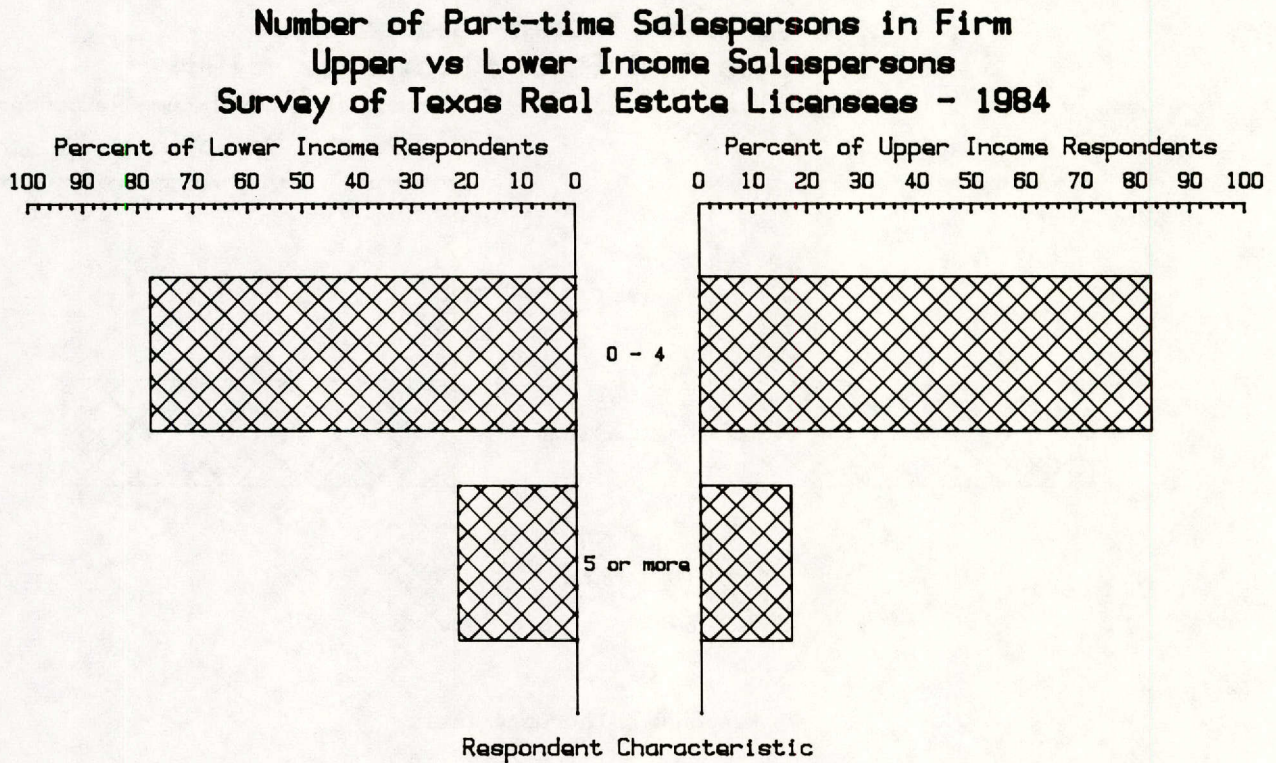between income classes are not statistically significant.

Number of Full-time Salespersons in Firm
Upper vs Lower Income Salespersons
Survey of Texas Real Estate Licensees - 1984

Percent of Lower Income Respondents   Percent of Upper Income Respondents

100 90 80 70 60 50 40 30 20 10 0   0 10 20 30 40 50 60 70 80 90 100

0 - 24

25 or more

Respondent Characteristic

Texas Real Estate Research Center
n = 611

16

Q. 18b. How many part-time salespersons are associated with your real
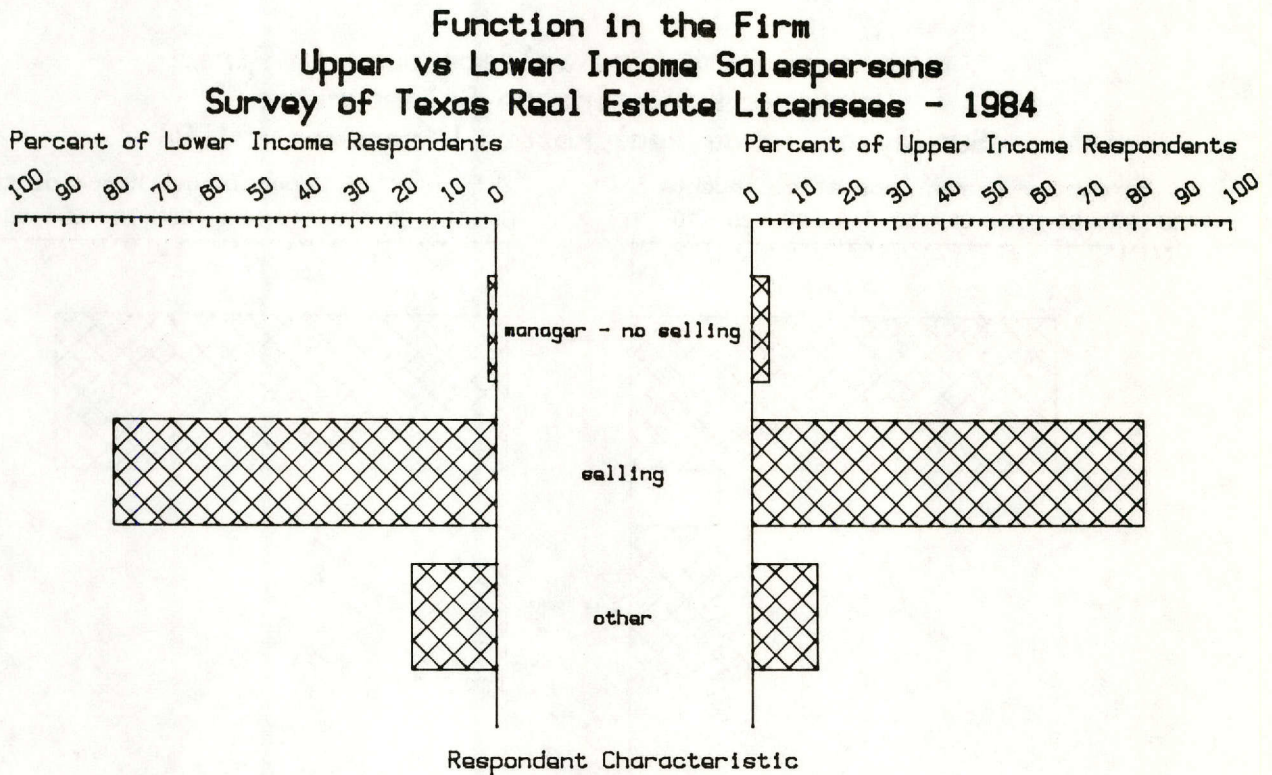   estate firm?

     A higher percent of upper-income respondents report being associated
with fewer part-time salespersons in their firm. The differences are not,
however, statistically significant.

Number of Part-time Salespersons in Firm
Upper vs Lower Income Salespersons
Survey of Texas Real Estate Licensees - 1984

Percent of Lower Income Respondents   Percent of Upper Income Respondents

100 90 80 70 60 50 40 30 20 10 0   0 10 20 30 40 50 60 70 80 90 100

0 - 4

5 or more

Respondent Characteristic

Texas Real Estate Research Center
n = 490

17

Q. 19. Which statement best describes your function in your real estate
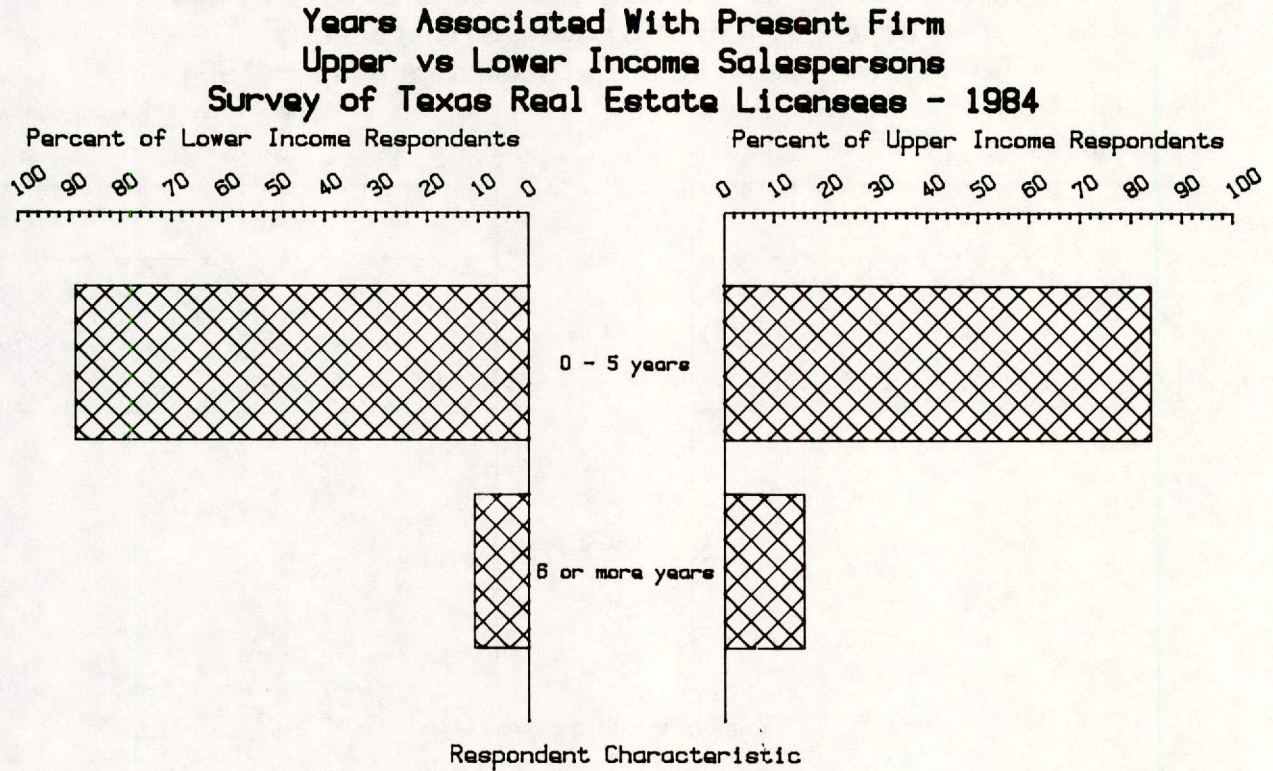firm or the firm you are associated with? (check one).

When combining response categories into selling and no selling, no
statistically significant difference is observed between upper- and lower-
income classes.

Function in the Firm
Upper vs Lower Income Salespersons
Survey of Texas Real Estate Licensees - 1984

Percent of Lower Income Respondents   Percent of Upper Income Respondents

100 90 80 70 60 50 40 30 20 10 0   0 10 20 30 40 50 60 70 80 90 100

manager - no selling

selling

other

Respondent Characteristic

Texas Real Estate Research Center
n = 620

18

Q. 20. How many years have you been associated with your present real
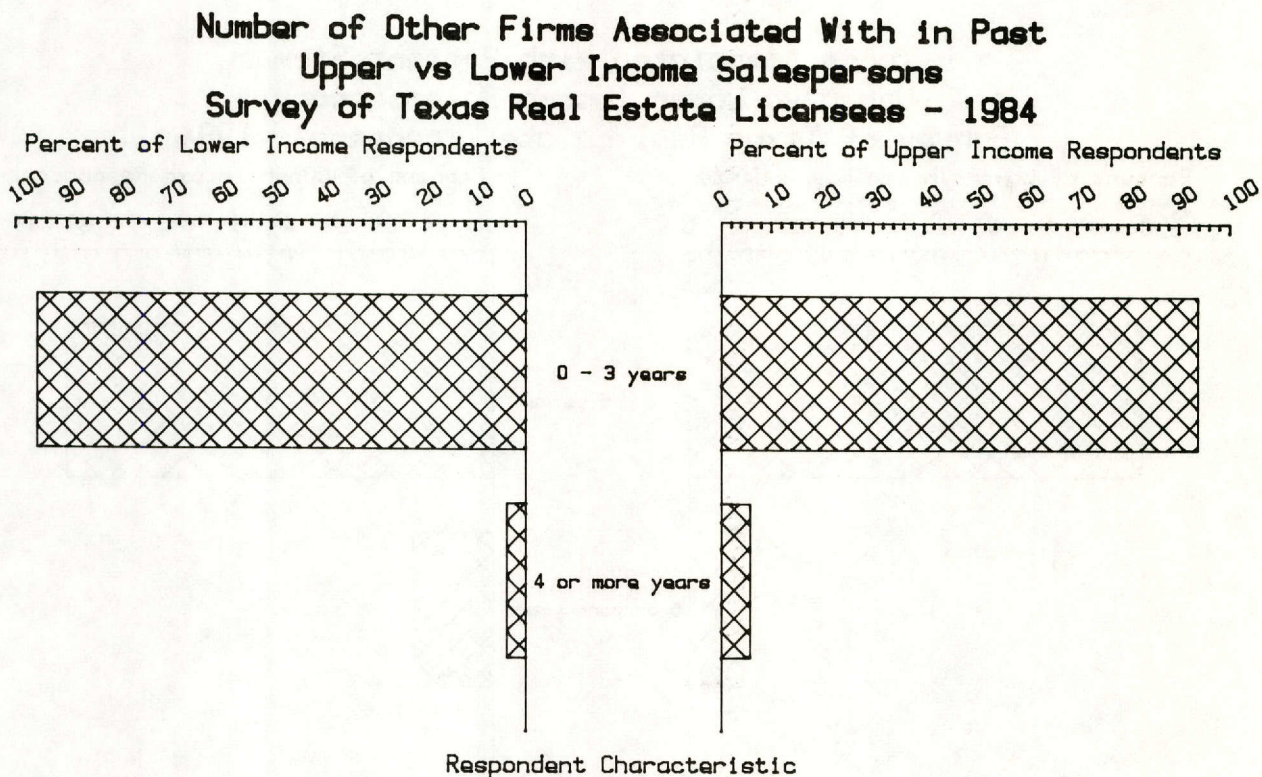   estate firm?

        Upper-income respondents report a greater percentage with longer
association with the present firm than did lower-income respondents. The
difference between income classes is not statistically significant.

Years Associated With Present Firm
Upper vs Lower Income Salespersons
Survey of Texas Real Estate Licensees - 1984

Percent of Lower Income Respondents   Percent of Upper Income Respondents

100 90 80 70 60 50 40 30 20 10 0   0 10 20 30 40 50 60 70 80 90 100

0 - 5 years

6 or more years

Respondent Characteristic

Texas Real Estate Research Center
n = 636

Q. 21. Excluding the association with your present firm, how many other firms have you been associated with over the years?
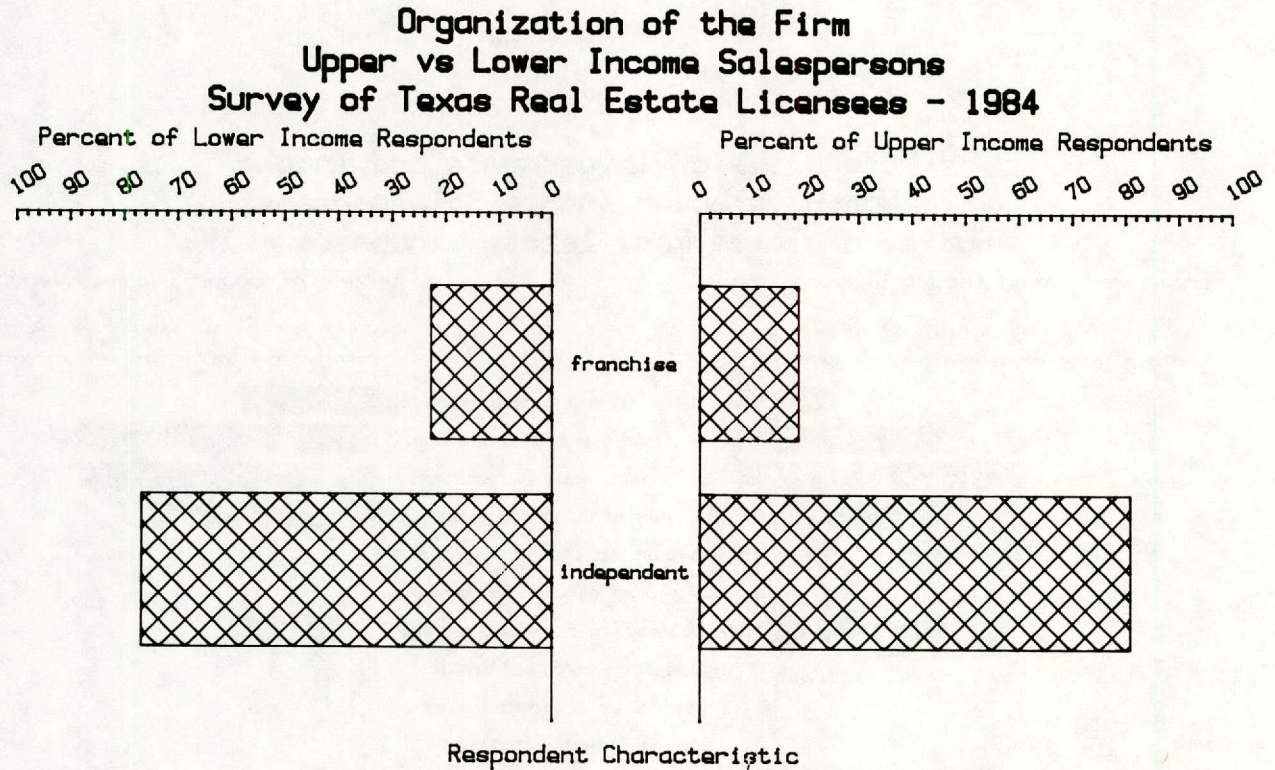
No statistically significant difference exists between income groups in the number of firms with which they have been associated. Ninety-five percent of all salespersons surveyed have been associated with three or fewer firms.

Number of Other Firms Associated With in Past
Upper vs Lower Income Salespersons
Survey of Texas Real Estate Licensees – 1984

Percent of Lower Income Respondents   Percent of Upper Income Respondents

0 – 3 years

4 or more years

Respondent Characteristic

Texas Real Estate Research Center
n = 644

20

Q. 22. Which of the following types of organizations best describes your
        firm?

        No statistically significant difference exists between upper- and
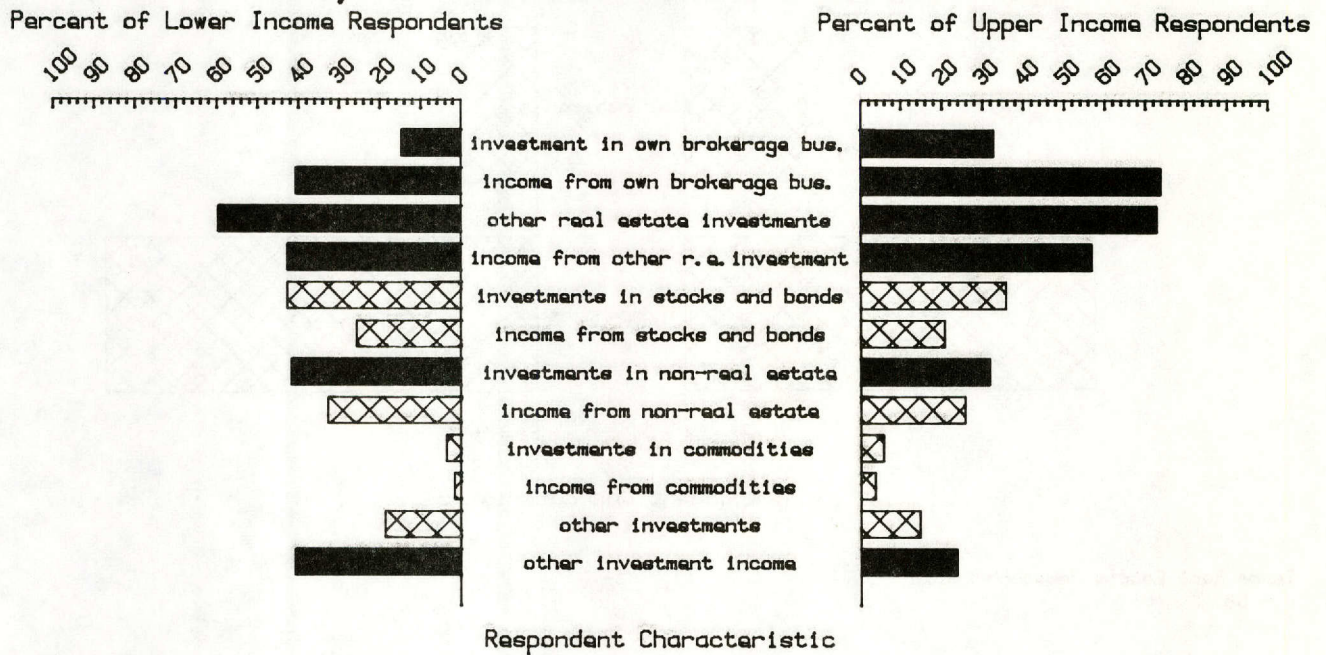lower-income classes in franchise vs. non-franchise firms.

Organization of the Firm
Upper vs Lower Income Salespersons
Survey of Texas Real Estate Licensees - 1984

Percent of Lower Income Respondents   Percent of Upper Income Respondents

100 90 80 70 60 50 40 30 20 10 0   0 10 20 30 40 50 60 70 80 90 100

franchise

independent

Respondent Characteristic

Texas Real Estate Research Center
n = 639

21

Q. 25 & 26.   What percent of your investments fall into the following
              categories? What percent of your income is derived from
              the following investments?

     The graphic depiction of responses to these two questions is arrayed in
income and investment pairs. Statistically significant differences in
responses between income classes are found for investments and income from
"own brokerage firm" and investments and income from "other real estate."
In all four cases, upper-income respondents are overrepresented.
Differences are statistically significant for "income from other
investments," where lower-income respondents are overrepresented.

Categories of Investments and Income
Upper vs Lower Income Salespersons
Survey of Texas Real Estate Licensees - 1984

Percent of Lower Income Respondents   Percent of Upper Income Respondents

100 90 80 70 60 50 40 30 20 10 0   0 10 20 30 40 50 60 70 80 90 100

investment in own brokerage bus.
income from own brokerage bus.
other real estate investments
income from other r.e. investment
investments in stocks and bonds
income from stocks and bonds
investments in non-real estate
income from non-real estate
investments in commodities
income from commodities
other investments
other investment income

Respondent Characteristic

Texas Real Estate Research Center
n. question 25 = 519
n. question 26 = 514

22

Q. 30. Please indicate the periodicals you read for real estate information.
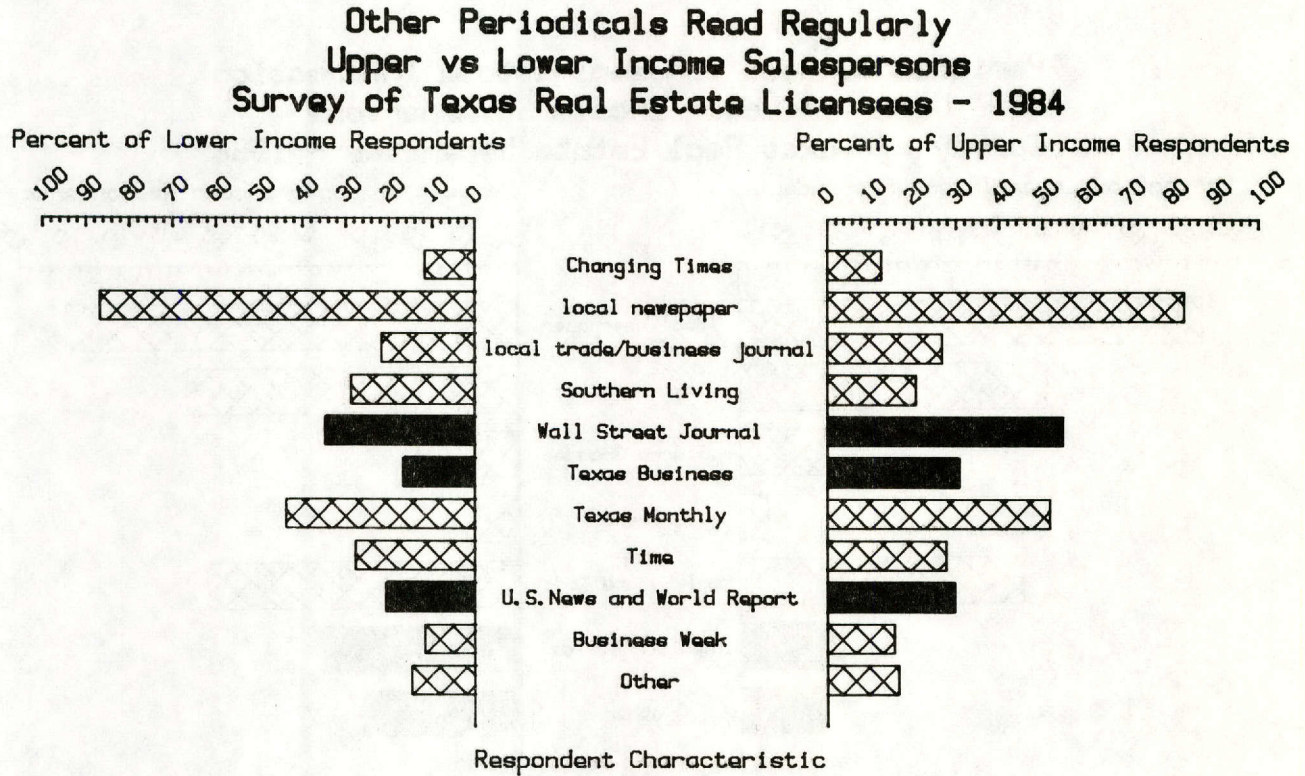
    Only in the case of Realtor Review and the other category do responses
between upper- and lower-income salespersons differ significantly. Upper-
income respondents are overrepresented in both cases.

Periodicals Read for Real Estate Information
Upper vs Lower Income Salespersons
Survey of Texas Real Estate Licensees - 1984

Percent of Lower Income Respondents   Percent of Upper Income Respondents

100 90 80 70 60 50 40 30 20 10 0   0 10 20 30 40 50 60 70 80 90 100

local newspaper

Texas Realtor

Tierra Grande

Trend

Real Estate Today

Realtor Review

other

Respondent Characteristic

Texas Real Estate Research Center
n = 644

23
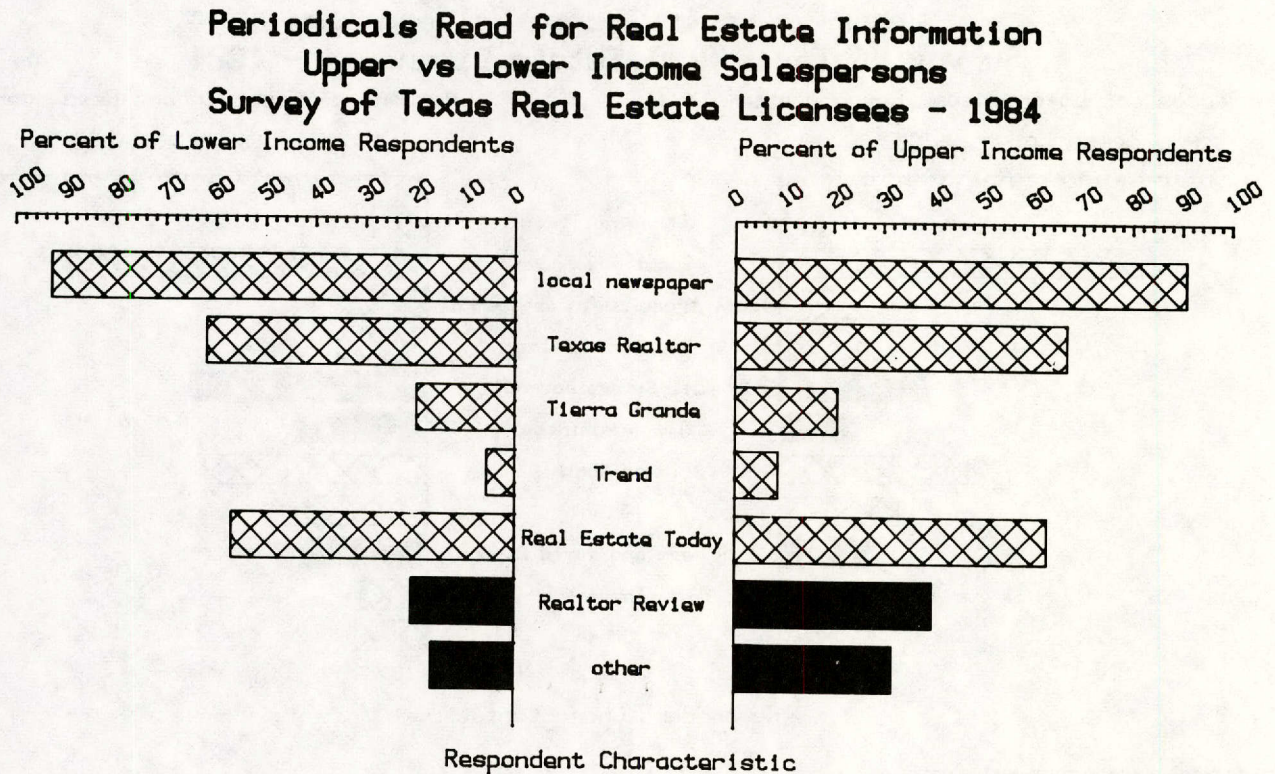
Q. 31. What other periodicals do you read regularly?

There is a statistically significant difference between income classes in two of the publications listed. In all but one case (<u>Southern Living</u>), upper-income respondents are overrepresented in readership.

Other Periodicals Read Regularly
Upper vs Lower Income Salespersons
Survey of Texas Real Estate Licensees – 1984

Percent of Lower Income Respondents   Percent of Upper Income Respondents

100 90 80 70 60 50 40 30 20 10 0   0 10 20 30 40 50 60 70 80 90 100

	Changing Times
	local newspaper
	local trade/business journal
	Southern Living
	Wall Street Journal
	Texas Business
	Texas Monthly
	Time
	U. S. News and World Report
	Business Week
	Other

Respondent Characteristic

Texas Real Estate Research Center
n = 633

24

Q. 34. What is your age?

The median age for the upper-income class falls within the 30-to-39-year range and that of the lower-income class falls within the 40-to-49-year range. There is no statistically significant difference between income classes in this test.

Age of the Respondent
Upper vs Lower Income Salespersons
Survey of Texas Real Estate Licensees - 1984

Percent of Lower Income Respondents   Percent of Upper Income Respondents

50   40   30   20   10   0   0   10   20   30   40   50

under 25 years

25 - 29 years

30 - 39 years

40 - 49 years

50 - 59 years

60 - 65 years

over 65 years

Respondent Characteristic
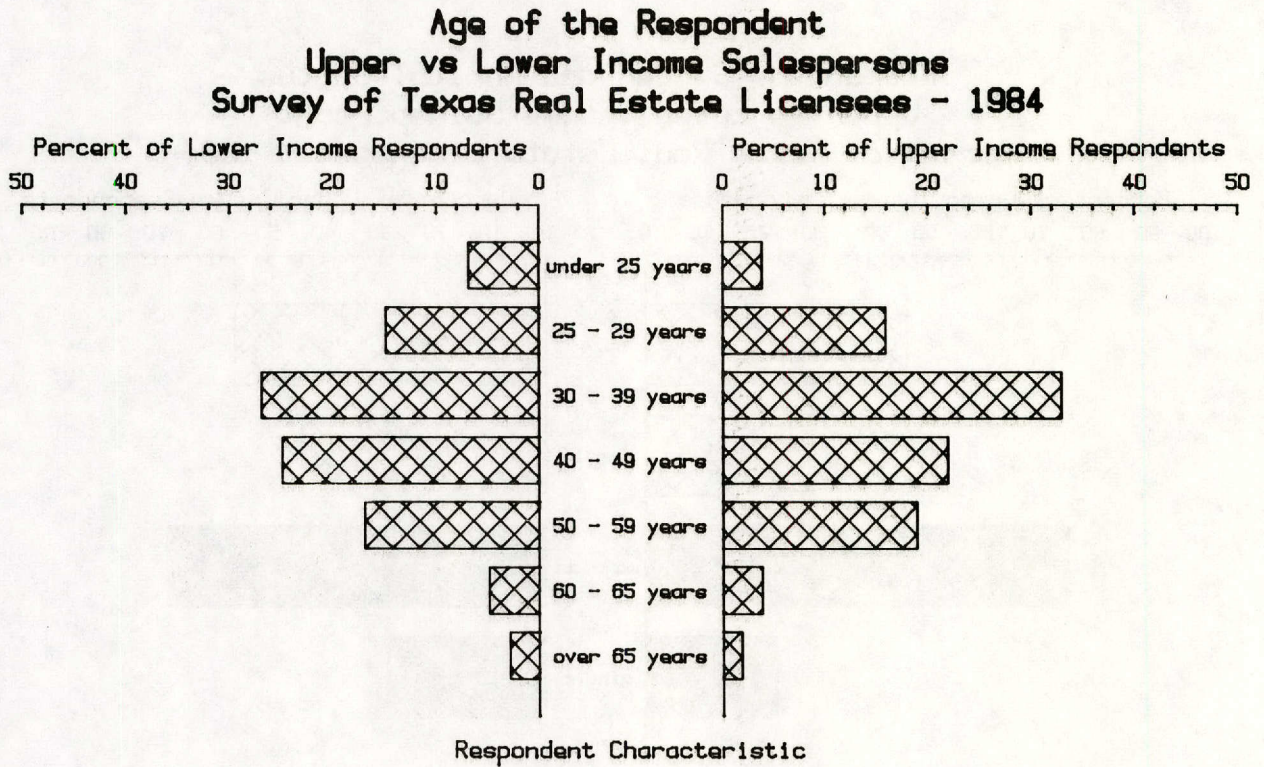
Texas Real Estate Research Center
n = 645

Q. 35a. What is your gender and marital status?

    While males are significantly overrepresented in the upper income, differences between income classes by sex are not statistically significant. Married respondents are overrepresented among lower-income salespersons at a statistically significant level.
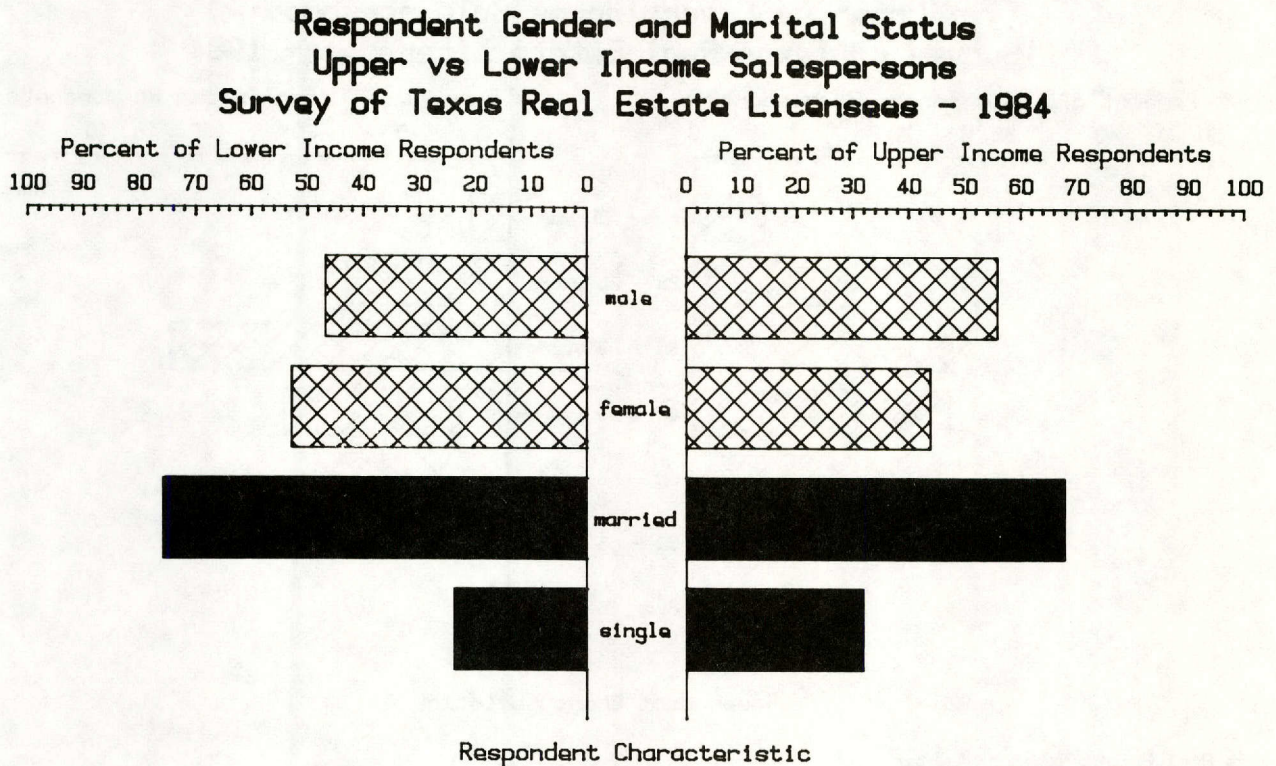
Respondent Gender and Marital Status
Upper vs Lower Income Salespersons
Survey of Texas Real Estate Licensees – 1984

Percent of Lower Income Respondents   Percent of Upper Income Respondents

100 90 80 70 60 50 40 30 20 10 0   0 10 20 30 40 50 60 70 80 90 100

male

female

married

single

Respondent Characteristic

Texas Real Estate Research Center
n = 621

26

Q. 36. How satisfied are you with your career in real estate? (circle the
        appropriate number)

    A statistically significant difference exists between income classes on
the question of career satisfaction. Upper-income salespersons are more
satisfied with their career in real estate than are the lower three
quartiles.

Real Estate Career Satisfaction
Upper vs Lower Income Salespersons
Survey of Texas Real Estate Licensees - 1984

Percent of Lower Income Respondents   Percent of Upper Income Respondents
50   40   30   20   10   0   0   10   20   30   40   50

1 (very dissatisfied)

2

3

4

5 (very satisfied)

Respondent Characteristic
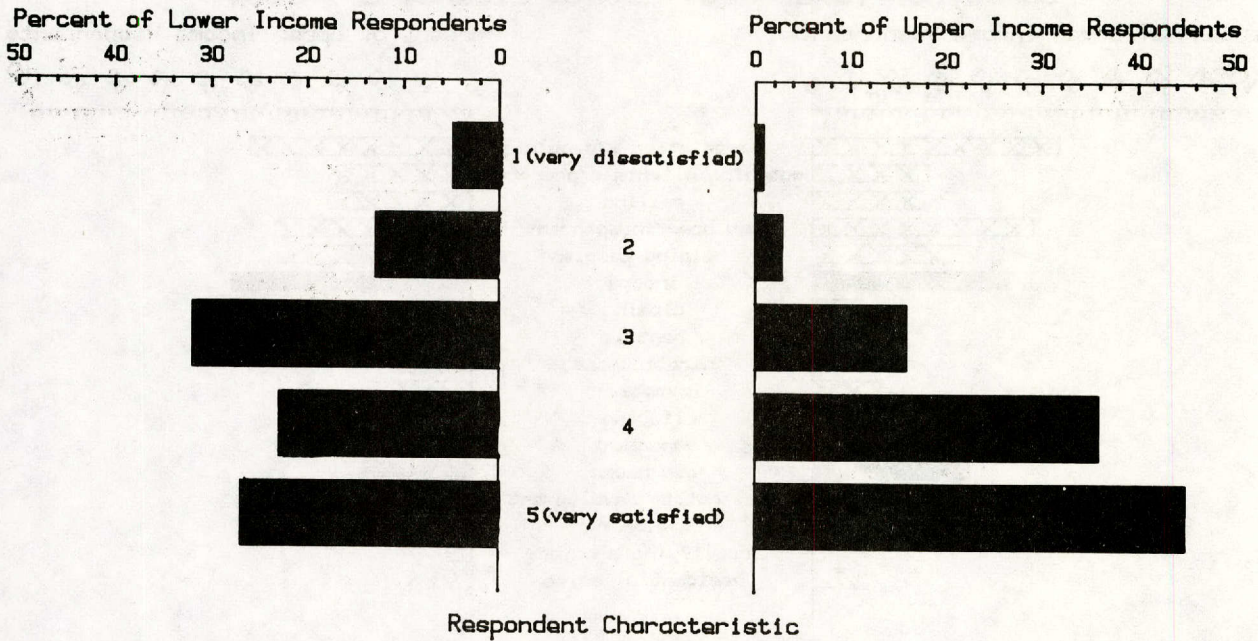
Texas Real Estate Research Center
n = 823

Q. 37. What aspects of the real estate business are most satisfying to you
        personally?

        Of the 17 aspects of real estate listed as personally satisfying, only
three ("income," 55 percent of upper income, 45 percent lower income,
"negotiations," 19 percent upper income, 11 percent lower income; and "own
hours;" 26 percent upper income, 36 percent lower income) show statistically
significant differences between income classes.

Satisfying Aspects of the Real Estate Career
Upper vs Lower Income Salespersons
Survey of Texas Real Estate Licensees – 1984

Percent of Lower Income Respondents   Percent of Upper Income Respondents

100 90 80 70 60 50 40 30 20 10 0   0 10 20 30 40 50 60 70 80 90 100

	Respondent Characteristic	
	association w/people	
	matching clients w/property	
	selling	
	own boss; independent	
	helping people	
	income	
	closing	
	rentals	
	negotiations	
	investment	
	listing	
	managment	
	own hours	
	real estate development	
	developing	
	qualifying a buyer	
	residential sales	

Respondent Characteristic
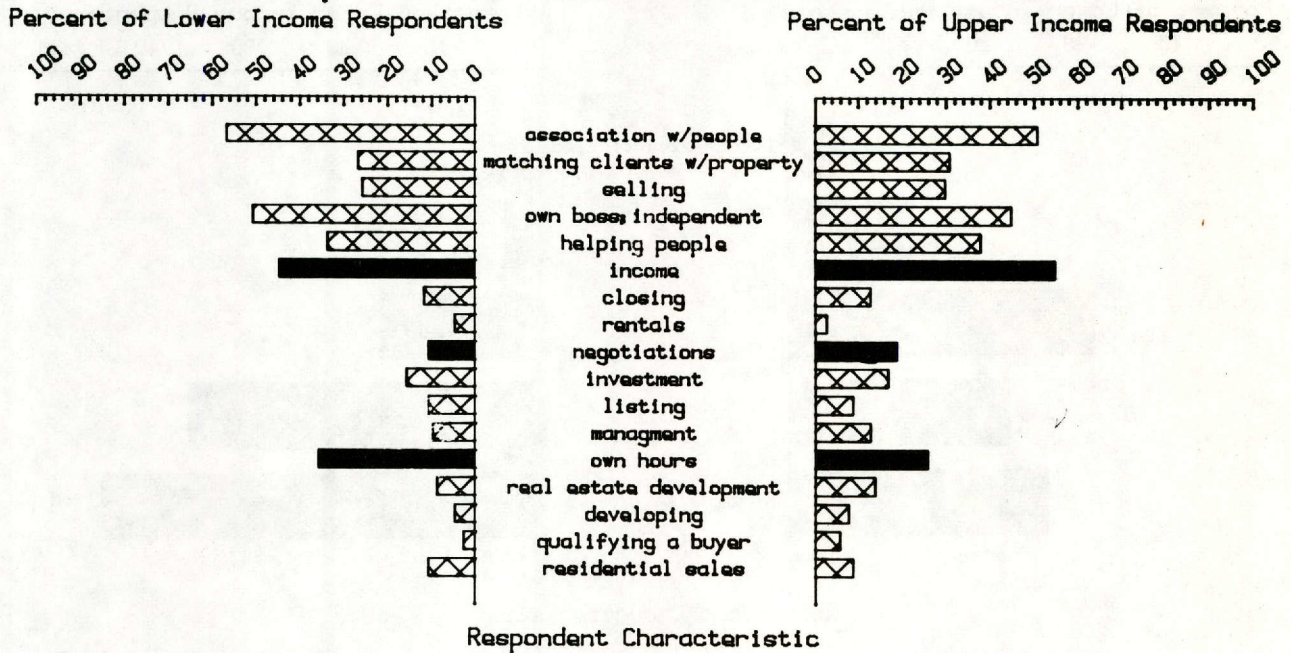
Texas Real Estate Research Center
n = 637

28

Q. 38. What aspect of the real estate business is least personally
satisfying to you?

Both upper- and lower-income salespersons list "slow times in the
market" most frequently as the aspect of real estate least personally
satisfying. "Not completing a real estate transaction," "conflicting
demands between family and business" and "unfaithful clients" are all
aspects frequently identified by both income classes as least satisfying.
The items showing a statistically significant difference between income
classes are:

1. "dealing with financial institutions": upper income overrepresented (9
percent of upper income class, 5 percent of lower income class)

2. "Low income," "no guarantee of income,": lower income class
overrepresented (12 percent of lower income class, 3 percent of upper
income class)

Dissatisfying Aspects of the Real Estate Career
Upper vs Lower Income Salespersons
Survey of Texas Real Estate Licensees – 1984

Percent of Lower Income Respondents   Percent of Upper Income Respondents

50 40 30 20 10 0   0 10 20 30 40 50

bad hours; long hours
detailed reports; paperwork
slow times in the market
variable income
dealing w/financial institutions
no guarantee of income/low incom
not being able to help client
not completing a transaction
conflicting demands, family/bus.
property managment
research
sales
uneducated buyers
unfaithful clients
cut-throat competition
dealing with builders
liability
poor professional reputation

Respondent Characteristic

Texas Real Estate Research Center
n = 623

29

Q. 39a. Do you plan to continue a career in real estate?

While almost all salespersons indicate an intention to continue their careers in real estate, there is no statistically significant difference between income classes.

Plans to Continue a Real Estate Career
Upper vs Lower Income Salespersons
Survey of Texas Real Estate Licensees - 1984

Percent of Lower Income Respondents · Percent of Upper Income Respondents

100 90 80 70 60 50 40 30 20 10   0   0   10 20 30 40 50 60 70 80 90 100

yes

no

Respondent Characteristic

Texas Real Estate Research Center
n = 623

30
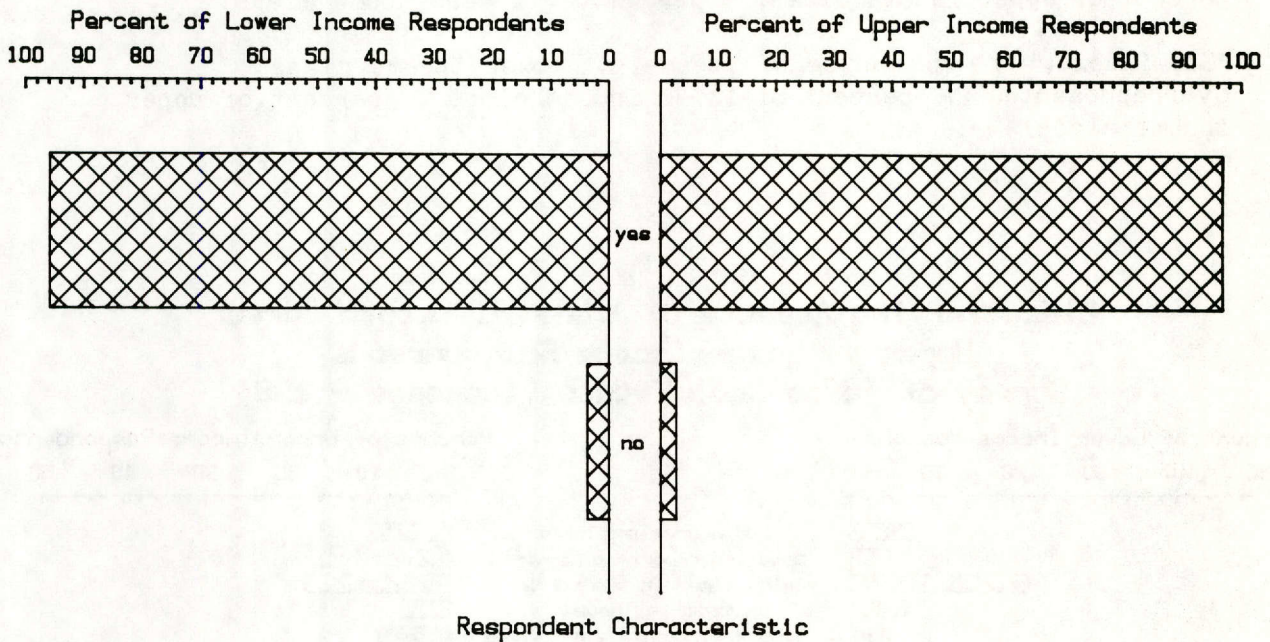
Q. 39b. Do you intend to develop a specialization or increase your present specialization in real estate?

The majority of salespersons indicate the intention to develop a specialization. No statistically significant difference exists between income classes, however.

Q. 39c. Do you intend to develop a specialization or increase your present specialization in real estate? If yes, please specify:

In only three of the 11 response categories to this question does a statistically significant difference exist between income classes.

Upper-income salespersons are significantly overrepresented in "commercial brokerage" and "construction." Lower-income salespersons are significantly overrepresented in "residential brokerage."

Expected Area of Career Specialization
Upper vs Lower Income Salespersons
Survey of Texas Real Estate Licensees - 1984

Percent of Lower Income Respondents   Percent of Upper Income Respondents

50 40 30 20 10   0   0   10 20 30 40 50

	Respondent Characteristic	
	personal real estate investments	
	commercial brokerage	
	residential brokerage	
	investment properties brokerage	
	development	
	land development	
	farm and ranch	
	construction	
	other	
	industrial brokerage	

Respondent Characteristic
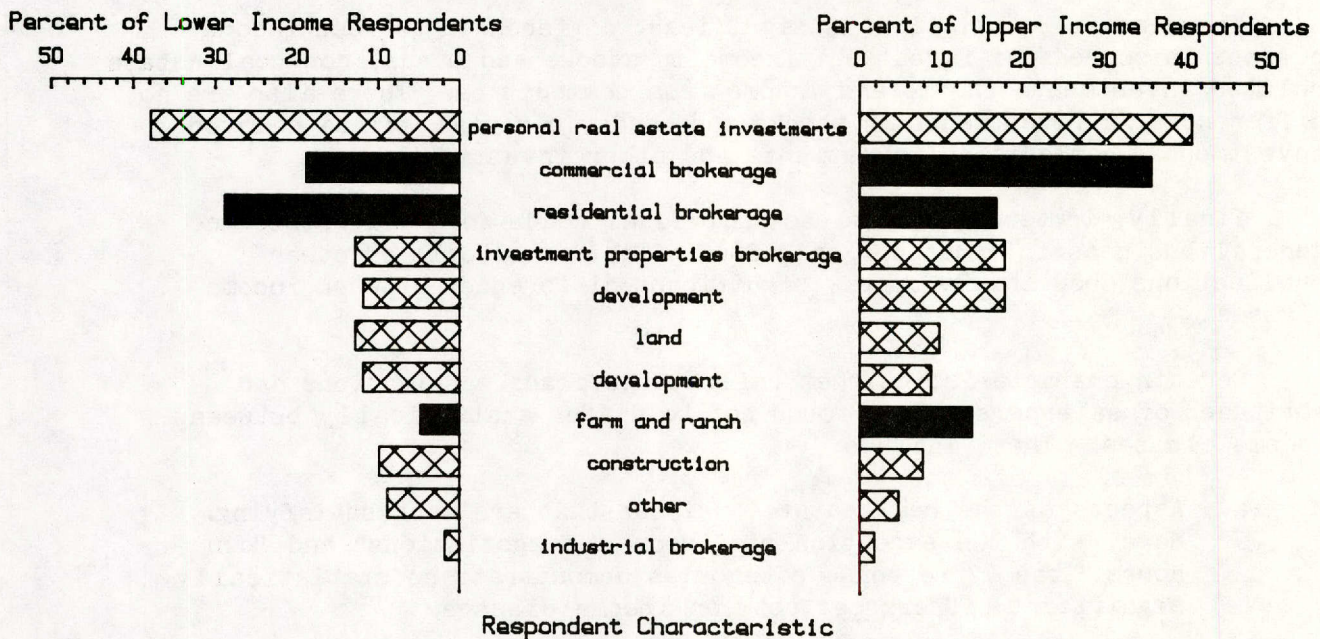
Texas Real Estate Research Center
n = 623

Summary and Conclusions

The characteristics chosen to profile the salesperson might be aggregated into three broad classes: a) those characteristics intrinsic to the individual, b) those characteristics that describe what the individual does, and c) the plans, aspirations and attitudes the individual holds about the future. For certain characteristics in each of these three broad classes, no statistically significant differences exist between upper- and lower-income salespersons.

Some characteristics reflect the individual. Many are not subject to change. Others, by some point in the individual's career, are unlikely to change. For these characteristics covered in this report -- age, sex, level of education and college degree specialization, no statistically significant difference exists between income classes. They are not associated with income.

Other characteristics reflect what the individual does. Most are subject to change. For these characteristics -- the individual's function in the firm, years with the firm, previous associations with other firms, whether the firm is franchised or nonfranchised and number of full- or part-time salespersons in the firm -- no statistically significant differences exist between income classes. With the exception of membership in a national home builders and a national CPA organization, no statistically significant difference exists between income classes for these professional affiliations.

There are no statistically significant differences between income classes in sources of investment income in stocks and bonds, non-real estate related investments income and income from commodities. There also are no differences in investments in stocks and bonds, non-real estate related investments, commodities investments and other investments.

Finally, in terms of what the individual reads for real estate and general business information, only four of 18 periodicals or other publications show statistically significant differences between income classes.

Certain characteristics that reflect the plans, aspirations and attitudes of salespersons are found not to differ statistically between income classes. These include:

a. Aspects of the real estate business that are most satisfying. Here, with the exception of "income," "negotiations" and "own hours," the 17 response categories demonstrate no statistically significant differences between income classes.

b. Aspects of the real estate business that are least satisfying. Here, with the exception of "dealing with financial institutions" and "low income, no guarantee of income," the 18 response categories demonstrate no statistically significant differences between income classes.

c. Plans to continue a career in real estate show no statistically significant difference between income classes. This also is the case with plans to develop or increase specialization in the real estate career.

There were three (of 11) areas of intended real estate specialization where differences between income classes were statistically significant. Otherwise, there were no differences between income classes.

Characteristics Overrepresented Among Upper-Income Salespersons

Continuing with three broad classes of characteristics used to profile the salesperson, certain of these characteristics demonstrate statistically significant differences between respondent income classes.

Only two characteristics essentially intrinsic to the individual are overrepresented in the upper-income class (differences between income classes are statistically significant). One is marital status, where "single" status is overrepresented within the upper-income class. The upper-income class also is overrepresented in the "entire career in real estate" response.

Statistically significant differences are found between income classes for several characteristics that relate to what the respondent does. Upper-income salespersons were overrepresented in:

a. Membership in TAR
b. 32 hours/week or more in real estate brokerage activities
c. 47 or more hours of work per week in all activities
d. Member of a national home builders organization
e. Member of a national CPA organization
f. Some ownership interest in firm

Upper-income salespeople also are overrepresented in several classes of investments and sources of income.

a. investments in their own brokerage firm
b. income from their own brokerage firm investments
c. investments in other (non-brokerage) real estate
d. income from other real estate investments
e. income from other investments

Upper-income salespersons are overrepresented in several classes of information sources (publications) used to keep up with real estate or general business matters:

a. readership of Realtor Review
b. readership of Wall Street Journal
c. readership of Texas Business
d. readership of other

33

There are several characteristics related to plans, aspirations and attitude where statistically significant differences were found between the income classes:

a. On a five-point scale of career satisfaction, upper-income salespersons are overrepresented in the higher levels of satisfaction.
b. More specifically, upper-income respondents were overrepresented in "income" and "negotiations" as aspects of their business that are most satisfying personally.
c. Upper-income respondents are overrepresented in "dealing with financial institutions" as an aspect of their career that is least satisfying personally.

Upper-income salespersons also are overrepresented in "commercial brokerage" and "construction" as intended areas of future specialization.

Characteristics Overrepresented Among Lower Income Salespersons

Few, if any, characteristics largely intrinsic to the individual are found in association with cases where differences between income classes were statistically significant.

Statistically significant differences are found between income classes for the following characteristics where lower income respondents were overrepresented:

a. Marital status: "Married."
b. Lower-income salespersons are overrepresented on the lower end of a five-point scale of career satisfactions.
c. Lower-income salespersons were overrepresented in working 0-32 hours per week in brokerage and 0-46 hours per week overall.
d. Lower-income salespersons are overrepresented in deriving income from "other" investments.

Lower-income salespersons are overrepresented in "own hours" as the aspect of real estate most satisfying personally, while "low income, no guarantee of income" is least satisfying personally. They also are overrepresented in "residential brokerage" as an area of future career specialization.

Conclusions

Certain characteristics of Texas real estate licensees characterized as "salesmen" by the Texas Real Estate Commission exhibit significant differences between income classes. While these profiles of the high- and lower-income salespersons can provide insight into career plans and hiring practices, certain reservations need be made concerning the application of findings.

34

First, the profiles portrayed here contain only a small fraction of those variables that might be associated with income. The best questions are seldom asked the first time such a survey instrument is constructed and applied. Further, though this survey was subject to extensive pretest in its development, fixed response categories limit (and therefore bias) the response.

Additionally, the Chi-square only tests for the presence (or absence) of a statistically significant association. Questions of cause and effect (dependent vs. independent variables), strength of associations and interdependence are not addressed here. Future studies and analyses can provide futher insight and ultimately application to the profiling of the high performance salesperson. Such efforts will be the result of strong interest expressed by the audiences of this and similar TRERC publications.

Appendix A

Survey Instrument
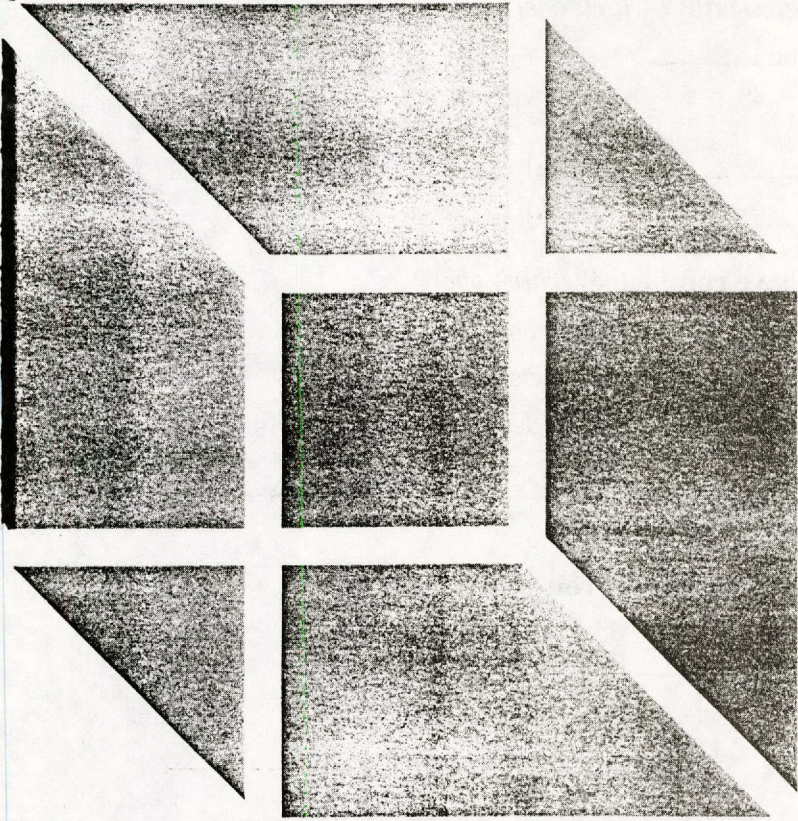
TEXAS REAL ESTATE RESEARCH CENTER

SURVEY OF REAL ESTATE LICENSEES

TEXAS A&M UNIVERSITY

SECTION I: *Getting To Know You*

First, a few general questions about your career:

1. **Describe the location of your real estate sales by percentage:**

    central city _____%   rural property _____%   suburbs _____%   small town _____%

    others _____ **total = 100%**

2. **What Texas real estate license do you hold presently?** *(check one)*

    broker _____   salesperson _____   none _____

3. **In what year did you receive your license?**

    salesperson in _____ (year) from _____ (state)

    broker in _____ (year) from _____ (state)

4. **What is the *highest* level of education you have completed?** *(check one)*

some high school _____	associate's degree _____	doctorate _____
high school graduate _____	bachelor's degree _____	law degree _____
some college *(no degree)* _____	master's degree _____	other degree *(specify)*

    _____

5. **If you hold a college degree, what is the specialization of your *highest* degree?**
   (Please check only one.)

accounting _____	business administration _____	engineering _____
agriculture _____	economics _____	real estate _____
arts and sciences _____	education _____	other *(specify)* _____

6. **Indicate how many real estate courses you have completed in each of the following categories.** *(Exclude mandatory licensure education requirements.) Check as many as appropriate.*

university real estate courses _____	National Association of Realtors Institute courses _____	trade association _____
		proprietary school _____
junior college real estate courses _____	Board of Realtors courses or seminars _____	GRI courses _____
community colleges _____	broker training _____	others *(specify)*

    _____

7. **Are you presently a member of the Texas Association of Realtors (TAR)?**

    yes _____   no _____   **If yes, are you a:** Realtor _____?   Realtor associate _____?

8. Do you belong to any other professional associations? yes _____ no _____
If yes, please specify:

local realty board or association	____	national savings & loan organ.	____
national property managers association	____	state bar association	____
		national CPA association	____
national home builders organization	____	national shopping center assoc.	____
national appraiser's organization	____	state association of farm managers & rural appraisers	____
national real estate consultants organization	____		

others (please specify) _____

9. Has your entire working career been in real estate? yes _____ no _____
If no, in what field were you last employed before entering real estate?
Please specify (by job title)

_____

SECTION II: *The Nature Of Your Business*

10. Please indicate the percent of time spent in the following real estate activities.

single-family sales	____%	investment	____%	property management (for self)	____%
commercial sales	____%	appraising	____%	property management (for others)	____%
industrial sales	____%	construction-development	____%	other (specify) _____	____%
farm and land sales	____%	counseling	____%	_____	____%
mortgage financing	____%	leasing	____%	**total = 100%**	

11. How many years have you been engaged *actively* in real estate? _____

12. How actively are you presently engaged in the real estate *brokerage* business? *(Time you spend in earning a commission.)*

full time _____   part time _____

holding active license but not using it _____   holding inactive license _____

(If you are full time in commission brokerage, please skip to question #16.)

13. What is your current *major* occupation?

educator	____	real estate developer	____	retail sales	____
homemaker	____	real estate financier	____	retired	____
insurance	____	real estate investor	____	semi-retired	____
real estate appraiser	____	real estate property manager	____	other (specify) _____	
real estate consultant	____	real estate sales	____	_____	

SECTION III: *For Those Active In Any Area Of Real Estate*

*The remainder of this survey is for those actively involved in full or **part-time** real estate. If you are not engaged in real estate **in any way**, stop here. Thank you for completing this portion. All others, please continue.*

14. **Please indicate the percent of time you spend in the following business activities:**

real estate brokerage ＝ _____% non-real estate *(specify)* _____ _____%

non-brokerage real estate ＝ _____% **total time ＝ 100%**

15. **Please indicate by *percent* your total income resulting from each of the following activities.**

real estate brokerage ＝ _____% non-real estate *(specify)* _____ _____%

non-brokerage real estate ＝ _____% **total time ＝ 100%**

16. **How many hours per week on an average, do you work in real estate brokerage?** *(Time spent in earning a commission)*

_____ hours How many *total* hours per week do you work? _____ hours

17. **What ownership interest do you have in your real estate firm?**

no ownership interest _____ stockholder and corporate officer _____ other *(specify)*

sole owner _____ _____

partner _____ stockholder _____ _____

18. **How many *full-time* persons, associated with your real estate firm or the firm you are associated with, are engaged in selling?** _____

How many *part-time* salespersons are associated with your real estate firm? _____

19. **Which statement best describes your function in your real estate firm or the firm you are associated with?** *(check one)*

general manager—no selling _____ sales manager—some selling _____

general manager—some selling _____ salesperson/broker—selling _____

sales manager—no selling _____ property manager _____

other *(specify)* _____

20. **How many years have you been associated with your present real estate firm?**

_____ years

21. ***Excluding* the association with your present firm, with how many other real estate firms have you been associated over the years?** _____

22. **Which of the following types of organizations *best* describes your firm?** *(check one)*

single-office franchise _____ single-office independent _____

multiple-office franchise _____ multiple-office independent _____

other *(describe)* _____

23. **Does your business have video equipment?**   yes _____ no _____

   If yes, which format do you have?   Beta _____ VHS _____ ¾″ _____

   Do you have a video camera?   yes _____ no _____

24. **Do you have or is your office equipped with a computer?**

   yes _____ no _____   **Phone Modem?**   yes _____ no _____

   If yes, please specify make and model of computer: _____

   _____

   Operating system _____

25. **What percent of your investments fall into the following categories?**

   in your own
   brokerage business ____%

   in other real estate
   related investments ____%

   in stocks-bonds   ____%

   in commodities   ____%

   in non-real estate
   related business   ____%

   other *(specify)*

   _____ ____%

   _____ ____%

   total = 100%

26. **What percent of your income is derived from the following investments?**

   from your own
   brokerage business   ____%

   from other real estate-
   related investments ____%

   from non-real estate-
   related business   ____%

   from stocks-bonds   ____%

   from commodities   ____%

   from other sources   ____%

   _____ ____%

   total = 100%

27. **Please indicate the types of real estate investments you have currently.**

   farm-ranch land   _____

   suburban undeveloped land   _____

   commercial-industrial
   property   _____

   residential income property _____

   other *(specify)* _____

   _____

28. **What percentage of your 1983 household income did *you* earn from real estate activities?**

   _____%

29. **What was your personal income, after business expenses but before personal expenses and income taxes, from real estate *brokerage* during 1983?** *(Exclude earnings from personal real estate investments.)*

   less than $5,000 _____ $20,000 - 24,999 _____ $50,000 - 59,999 _____

   $5,000 - 9,999   _____ $25,000 - 29,999 _____ $60,000 or more   _____

   $10,000 - 14,999 _____ $30,000 - 39,999 _____

   $15,000 - 19,999 _____ $40,000 - 49,999 _____

30. **Please indicate the periodicals you read for real estate information.**

   Local newspaper _____   Real Estate Today _____

   Texas Realtor   _____   Realtor Review   _____

   Tierra Grande   _____   Other *(specify)* _____

   TREND   _____   _____

31. What other periodicals do you read regularly?

Changing Times	_____	Texas Business	_____
Local newspaper	_____	Texas Monthly	_____
Local trade/ business journal	_____	Time	_____
		U.S. News & World Report	_____
Southern Living	_____	Business Week	_____
Wall Street Journal	_____	Other *(specify)* _____	

32. Have you ever heard a "Realty Report" on the radio?   yes _____ no _____

33. How did you find out about the Texas Real Estate Research Center?

radio, TV, newspaper	_____	on TRERC's mailing list	_____
from sponsoring broker	_____	through TRERC sponsored educational programs	_____
from Tierra Grande	_____	through local board	_____
from this survey	_____		
individual word-of-mouth	_____	through real estate trade publications	_____

other *(specify)* _____

34. What is your age?

under 25 years _____	30 - 39 _____	50 - 59 _____	over 65 _____
25 - 29 _____	40 - 49 _____	60 - 65 _____	

35. What is your gender and marital status?

female _____   male _____   single _____   married _____

SECTION IV: *Your Career Aspirations*

An especially important segment of this survey will assess your career aspirations. This information will be influential in determining future programs; please respond as fully as possible.

36. How satisfied are you with your career in real estate? *(Circle the appropriate number)*

5	4	3	2	1
very satisfied				very dissatisfied

37. What aspects of the real estate business are *most* satisfying to you personally? Please indicate by number the three most satisfying.
(1 = most satisfying, 2 = second most satisfying, 3 = third)

association with people	_____	income	_____	management	_____
matching clients with property	_____	closing	_____	own hours	_____
		rentals	_____	real estate development	_____
selling (sales)	_____	negotiations	_____	developing	_____
own boss, independence	_____	investment	_____	qualifying a buyer	_____
serving a useful purpose, helping people	_____	listing	_____	residential sales	_____

38. What aspect of the real estate business is *least* personally satisfying to you?
(check only one)

bad hours, long hours ____	not being able to help client meet needs ____	working with uneducated buyers ____
detailed reports, paperwork ____	not completing a real estate transaction ____	unfaithful clients ____
slow times in market (cyclic nature of industry) ____	conflicting demands between family and business ____	cut-throat competition, dog-eat-dog ____
variable income ____		dealing with builders ____
dealing with financial institutions ____	property management ____	liability ____
no guarantee of income, low income ____	research ____	poor professional reputation ____
	sales ____	

39. Do you plan to continue a career in real estate? yes ____ no ____

If yes, do you intend to develop a specialization or increase your present specialization in real estate? yes ____ no ____

If yes, please specify:

commercial brokerage ____	industrial brokerage ____	personal real estate investments ____
construction ____	investment properties brokerage ____	property management ____
development ____		
farm and ranch ____	land development ____	residential brokerage ____

other _____

40. What real estate information do you need to be effective in your routine work? Please indicate by number the three most important.
(1 = most important, 2 = second important, 3 = third)

appropriate real estate computer software ____	local market information ____
current and accurate MLS data ____	national economic conditions ____
current data on financing (general) ____	data on new housing ____
current local data on interest and points ____	trends in homebuyer tastes, style ____
law and legislation affecting real estate ____	local economic conditions ____
listings, properties for sale ____	other *(specify)* _____ ____

41. What important skill do you need to help you achieve your career aspirations? Please indicate by number the three most important.
(1 = most important, 2 = second most important, 3 = third)

computer utilization ____	management training ____
financial training ____	market analysis ____
forecasting ____	marketing and sales training ____
location analysis ____	other *(specify)* _____
investment analysis ____	_____

42. Considering your future goals and aspirations, what areas of specialization are most important to you? Please indicate by number the three most important.
(1 = most important, 2 = second most important, 3 = third)
(Rate the most important area 1, the second 2, the third 3.)

single-family sales	___	farm and land sales	___	appraising	___
multi-family sales	___	mortgage financing	___	construction-development	___
commercial sales	___	property management	___	other *(specify)* _____
industrial sales	___	counseling	___	_____

SECTION V. *Sound Off*

Comments *(Anything we neglected to ask? Anything you would like to tell us?):*

If you would like to receive a copy of the results of this survey, please write to: Texas Real Estate Research Center, Texas A&M University, College Station, Texas 77843-2115.

Appendix B

Tabulation of Responses
From All Texas Real Estate Licensees
To Selected Questions

The following tabulation reflects responses from <u>all Texas real estate</u>
<u>licensees</u>.

Q. 2. What Texas real estate license do you hold presently? (check one)

broker	59.1%
salesperson	40.9%

Q. 4. What is the highest level of education you have completed? (check one)

some college (no degree)	36.5%
bachelor's degree	35.4
master's degree	10.0
high school graduate	8.2
associate's degree	5.1
some high school	1.7
doctorate	1.2
law degree	1.1
other degree (specify)	0.8

Q. 5. If you hold a college degree, what is the specialization of your
highest degree?

business administration	28.9%
arts & sciences	20.7
other	14.1
education	13.2
engineering	6.4
accounting	5.2
agriculture	3.9
economics	3.9
real estate	3.7

Q. 7. Are you presently a member of the Texas Association of Realtors (TAR)?

no	50.8%
yes	49.2

If yes, are you a:

Realtor	63.3%
Realtor Associate	36.7

Q. 8. Do you belong to any other professional associations?

yes	51.9%
no	48.1

If yes, please specify:

local realty board or association	70.2%
others (please specify)	17.0
national home builders organization	4.0
national appraiser's organization	2.1
national CPA association	1.7
national property manager's association	1.3
state bar association	1.1
national shopping center association	1.1
national savings-and-loan organization	0.7
national real estate consultant's organization	0.4

Q. 9.   Has your entire working career been in real estate?

no	87.4%
yes	12.6

Q. 12.   How actively are you presently engaged in the real estate brokerage business?   (Time you spend in earning a commission.)

full-time	44.5%
part-time	25.5
holding active license but not using it	28.0
holding inactive license	2.0

Q. 16.   How many hours per week on an average do you work in real estate brokerage?   (Time spent in earning a commission.)

less than 5 hours	17.5%
5 - 9 hours	7.6
10 - 14 hours	7.1
15 - 19 hours	2.7
20 - 24 hours	7.3
25 - 29 hours	2.2
30 - 39 hours	9.3 (median)
40 - 49 hours	18.7
50 - 59 hours	13.2
60 - 69 hours	9.7
70 - 79 hours	3.0
over 79 hours	1.4

How many total hours per week do you work?

less than 5 hours	3.9%
5 - 9 hours	0.9
10 - 14 hours	1.3
15 - 19 hours	0.6
20 - 24 hours	2.8
25 - 29 hours	1.2
30 - 39 hours	7.2
40 - 49 hours	25.8
50 - 59 hours	24.6 (median)
60 - 69 hours	20.9
70 - 79 hours	6.5
over 79 hours	4.3

Q. 17. What ownership interest do you have in your real estate firm?

no ownership interest	52.6%
sole owner	28.2
partner	7.3
stockholder and corporate officer	6.9
other	4.0
stockholder	1.0

Q. 19. Which statement best describes your function in your real estate firm or the firm you are associated with? (check one)

salesperson/broker selling	59.5%
other	17.9
general manager-some selling	11.0
property manager	4.6
sales manager-some selling	3.2
general manager-no selling	3.0
general manager-no selling	0.8

Q. 28. What percentage of your 1983 household income did you earn from real estate activities?

0%	11.2%
but less than 10%	8.6%
10% to 90%	53.2%
over 90%	27.0%

Q. 29. What was your personal income, after business expenses but before personal expenses and income taxes from real estate brokerage during 1983? (exclude earnings from personal real estate investments)

*no income from real estate	11.2
less than $5,000	20.0
$5,000 - 9,999	9.7
10,000 - 14,999	7.1
15,000 - 19,999	7.1 (median)
20,000 - 24,999	8.0
25,000 - 29,999	6.0
30,000 - 39,999	6.6
40,000 - 49,999	5.8
50,000 - 59,999	3.3
60,000 or more	15.1

*(from those who responded with 0 percent to question 28)

Q. 34. What is your age?

under 25 years	3.4%
25 - 29	9.1
30 - 39	22.7
40 - 49	27.0 (median)
50 - 59	21.6
60 - 65	8.9
over 65	7.3

Q. 35. What is your gender and marital status?

male	40.8%
female	59.2
married	77.4
single	21.7
other	0.9

Q. 36. How satisfied are you with your career in real estate?

very satisfied	(5)	39.2%
	(4)	25.4
	(3)	23.1
	(2)	8.3
very dissatisfied	(1)	4.0

Q. 39. Do you plan to continue a career in real estate?

        yes   96.0%
        no   4.0

If yes, do you intend to develop a specialization or increase your present specialization in real estate?

        yes   83.0%
        no   17.0

Summary of derived characteristics defining all licensee respondents:

Median age:	40 - 49 years
Median income (brokerage):	$15,000 - 19,999
Years since licensed ($\bar{x}$):	8.7 years
Years of formal education ($\bar{x}$):	15.0 years
Hours devoted to brokerage per week ($\bar{x}$):	30.8 hours
Total hours worked per week ($\bar{x}$):	46.7 hours

Appendix C

Tabulation of Responses
From All Texas Real Estate Salespersons
To Selected Questions

Of the total usable responses to the Texas Real Estate Licensee Survey (n = 2,367), 40.9 percent are salespersons (n = 961). The following tabulation reflects selected responses from <u>all salespersons.</u>

Q. 3. In what year did you receive your license?

before 1960	4.0%
1960 - 1969	11.0
1970 - 1974	18.0
1975 - 1979	37.0
1980 - 1984	30.0

(responses converted to <u>years since licensing</u> by subtracting date of licensing from 1984)

Years since licensing ($\bar{x}$):   4.55 years

Q. 4. What is the highest level of education you have completed? (check one)

(responses converted to <u>years</u> by assigning the following values to response categories)

some high school	(10 years)	1.42%
high school graduate	12 years	7.28%
some college (no degree)	14 years	40.4%
associates degree	14 years	5.27%
bachelor's degree	16 years	32.52%
master's degree	18 years	10.42%
doctorate	20 years	1.02%
law degree	18 years	0.62%

Highest educational level ($\bar{x}$):   14.9 years

Q. 5. If you hold a college degree, what is the specialization of your highest degree?

arts & sciences	26.2%
business administration	23.9
education	17.3
other (specify)	13.8
engineering	5.2
real estate	4.1
agriculture	3.9
accounting	3.1
economics	2.5

Q. 7.   Are you presently a member of the Texas Association of Realtors
        (TAR)?

                    yes   65.5%
                    no   34.5

Q. 10. Please indicate the percent of time spent in the following real
        estate activities.

            (tabulations reflect percent of respondents who spent
             10 percent or more of their time in each category)

                    single-family sales   74.9%
                    commercial sales   33.4
                    farm and land sales   31.8
                    investment   23.0
                    leasing   17.9
                    property management (for self)   14.2
                    property management (for others)   13.9
                    mortgage financing   12.6
                    counseling   9.7
                    appraising   8.8

Q. 16. How many hours per week on an average, do you work in real estate
        brokerage?

        Hours per week ($\bar{x}$) = 32.0 hours

Q. 19. Which statement best describes your function in your real estate
        firm or the firm you are associated with?   (check one)

                    salesperson/broker   74.0
                    other (specify)   13.2
                    property manager   4.0
                    general manager-some selling   3.5
                    sales manager-some selling   3.0
                    general manager-no selling   1.6
                    sales manager-no selling   0.7

Q. 29. What was your personal income, after business expenses but before
        personal expenses and income taxes, from real estate brokerage during
        1983? (exclude earnings from personal real estate investments)

                    0 (from question 28)   19.7
                    less than $5,000 (but not zero)   23.2
                    $5,000 - 9,999   12.0 (median)
                    10,000 - 14,999   6.8
                    15,000 - 19,999   8.0

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20,000 - 24,999                          7.6
25,000 - 29,999                          5.2
30,000 - 39,999                          5.6
40,000 - 49,999                          4.1
50,000 - 59,999                          1.7
60,000 or more                           6.2
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Q. 35. What is your gender and marital status?

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        female                           50.5%
        male                             49.5

        married                          74.2
        single                           25.8
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Summary of derived characteristics defining the salesperson respondents are:

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        median age:                      30 - 39 years
        median income (brokerage):       $5,000 - 9,999
        years since licensed (x̄):        4.55 years
        median years of education:       14.9 years
        median hours/week in brokerage:  32.0 hours
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The Texas Real Estate Research Center is committed to serving the educational needs of the citizens of Texas on topics related to real estate and urban economics. Your completion of this questionnaire will help us accomplish this end.

NAME _____ ADDRESS _____

CITY _____ STATE _____

Present principal business _____

To what professional organization do you belong? _____

_____

What magazines/periodicals do you read most regularly to stay abreast of real estate topics?

(1) _____ (2) _____

(3) _____ (4) _____

To what degree did this publication or audio visual meet your needs?

Too technical

Not technical enough _____

Too brief

Too detailed

Other comments _____

What information/topics/issues related to real estate do you need to know more about?

_____

_____

Have you had previous contact with Texas Real Estate Research Center?

No _____ Yes (if YES, specify) _____

Realty Reports ____

Tierra Grande ____

Center publications ____

Seminars, workshops, short courses ____

Other (specify) _____

We appreciate your cooperation and assistance.

Return this questionnaire to:
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Texas A&M University
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