

NAR & GfK STATISTICS

87%

OF REALTORS® FAIL WITHIN THE FIRST 2 YEARS OF BUSINESS. Only 13% of REALTORS® renew their license after 2 years in the business.

1.4 MILLION

CURRENT ACTIVE REAL ESTATE LICENSES in the United States

\$41,800

IS THE MEDIAN GROSS INCOME of REALTORS® in 2018.

76% **OF RECIPIENTS APPRECIATE THEIR REALTOR®** or professional more because they receive the magazine from them.

46 minutes **IS THE AVERAGE TIME** recipients spend reading the magazine.

77% **OF RECIPIENTS FEEL MORE POSITIVELY** about the professional who sent them the magazine.

2.6 people **ARE EXPOSED TO EVERY MAGAZINE.** Each issue is read by the recipient, one person within the household, and one person outside the household.

58% **OF RECIPIENTS HAVE REFERRED FRIENDS AND FAMILY** to the professional who sent them the magazine in the last 12 months.

57% **OF READERS SAVE TEAR OUT CARDS,** giving you a permanent presence in the household.

86% **OF RECIPIENTS HAVE TAKEN AN ACTION** that benefits the sender's business as a result of reading the magazine.

80% **OF READERS ARE MORE LIKELY TO DO BUSINESS WITH A PROFESSIONAL** who sends them the magazine.