Program Recommendation

This report was compiled by the Los Angeles/Orange County Center of Excellence to provide regional labor market data for the program recommendation of real estate salesperson. This report can help determine whether there is demand in the local labor market that is not being met by the supply from programs of study (CCC and non-CCC) that align with this occupation group.

Based on the data, the COE has determined there is an unmet need for the real estate salesperson program in Los Angeles County. Reasons include:

- Jobs related to real estate sales are predicted to experience a 3% increase through 2022
- Entry-level hourly earnings are $14.53 for real estate sales agents
- Nearly 40% of the workforce has some postsecondary education, making these occupations relevant to community college students

Occupation Codes and Descriptions

Currently, there is one occupation in the standard occupational classification (SOC) system related to real estate sales. The occupation title, description, and reported job titles are included in Exhibit 1.

Exhibit 1 – Occupation, description, and sample job titles

SOC Code	Title	Description	Sample of Reported Job Titles
41-9022	Real Estate Sales Agents	Rent, buy, or sell property for clients. Perform duties, such as study property listings, interview prospective clients, accompany clients to property site, discuss conditions of sale, and draw up real estate contracts. Includes agents who represent buyer.	Associate Broker, Broker Associate, Broker in Charge, Real Estate Agent, Real Estate Broker, Real Estate Broker Associate, Real Estate Salesperson, Realtor, Sales Agent

Source: O*NET Online

Current and Future Employment

In Los Angeles County, the number of jobs related to real estate sales are expected to increase by 3% over the next five years. Nearly 1,700 job opportunities will be available annually for this occupation through 2022 due to new job growth and replacement need (e.g., retirements). Exhibit 2 contains detailed employment projections data for this occupation.

Exhibit 2 – Five-year projections for real estate sales agents

SOC	Occupation	2017 Jobs	2022 Jobs	2017 - 2022 Change	2017 - 2022 % Change	Annual Openings
41-9022	Real Estate Sales Agents	17,134	17,653	519	3%	1,679

Source: Economic Modeling Specialists International (EMSI)

Earnings

In Los Angeles County, the entry-level average wage for real estate sales agents is $14.53 per hour, which is above the MIT Living Wage[1] estimate of $13.54 per hour for a single adult. The average annual earnings for this occupation in the region is $43,810 per year, assuming full-time employment.

Exhibit 3 contains hourly wages and annual average earnings for this occupation. Entry-level hourly earnings is represented by the 10th percentile of wages, median hourly earnings is represented by the 50th percentile of wages, and experienced hourly earnings is represented by the 90th percentile of wages, demonstrating various levels of employment.

Exhibit 3 – Earnings for real estate sales agents

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings	Average Annual Earnings
41-9022	Real Estate Sales Agents	$14.53	$18.96	$25.26	$43,810

Source: Economic Modeling Specialists International (EMSI)

Employer Job Postings

In this research brief, real-time labor market information is used to provide a more nuanced view of the current job market, as it captures job advertisements for occupations relevant to the field of study. Employer job postings are consulted to understand who is employing real estate salespersons, and what they are looking for in potential candidates. To identify job postings related to real estate sales, the

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[1] MIT Living Wage Calculator. http://livingwage.mit.edu/

SOC code 41-9022 was used. In 2017, there were 2,547 employer postings for real estate sales agents. There were 2,489 job postings for the same occupation in 2016, and 1,901 job postings in 2015.

Top Titles

The top job titles for employers posting ads for real estate sales professionals are listed in Exhibit 4. Real estate agent is mentioned as the job title in 23% of all relevant job postings (587 out of 2,547 postings).

Exhibit 4 –Job titles (n=2,547)

Title	Job Postings, Full Year 2017
Real Estate Agent	587
Leasing Consultant	187
Real Estate Sales Associate	74
Real Estate Sales Agent	53
Sales Professional	52
Sales Representative	46
Real Estate Listing Consultant	44
Real Estate Professional	43
Leasing Specialist	42
Sales Consultant	41
Leasing Agent	38
Marketing Associate	36

Source: Labor Insight/Jobs (Burning Glass)

Top Employers

Exhibit 5 lists the major employers hiring real estate sales professionals. Top employers posting job ads included Berkshire Hathaway, CBRE and AECOM Technology Corporation. The top worksite cities in the region for these occupations were Los Angeles, Long Beach and Torrance.
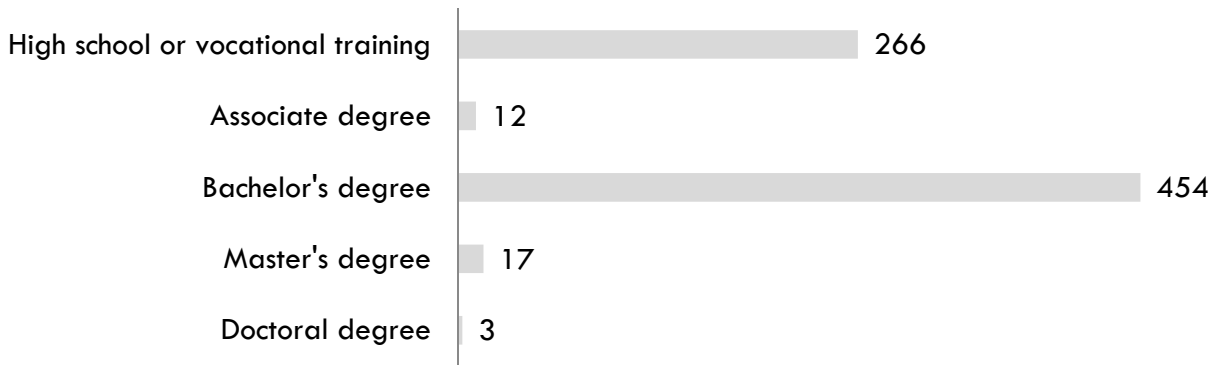
Exhibit 5 – Top employers (n=1,442)

Employer	Job Postings, Full Year 2017
Berkshire Hathaway	573
CBRE	36
AECOM Technology Corporation	22
Liberty Mutual	18
Deloitte	17
Equity Residential	17

Source: Labor Insight/Jobs (Burning Glass)

Advertised Education Levels

Exhibit 6 displays the education level requested by employers in online job ads. The majority of employers were looking for a candidate with a Bachelor's degree. Approximately 70% of job postings did not specify a level of education.

Exhibit 6 – Education requirements listed in real estate sales job ads (n=752)

Source: Labor Insight/Jobs (Burning Glass)

Education and Training

Exhibit 7 shows the typical entry-level education requirement for the occupation of interest, along with the typical on-the-job training, and percentage of workers in the field who hold a community college award or have completed some postsecondary courses. Nearly 40% of the workforce has completed some community college education as their highest level of education.

Exhibit 7 – Education and training requirements

SOC	Occupation	Typical entry-level education	Typical on-the-job training	% of Community College Award Holders or Some Postsecondary Coursework
41-9022	Real Estate Sales Agents	High school diploma or equivalent	Moderate-term on-the-job training	38%

Source: Economic Modeling Specialists International, Bureau of Labor Statistics Employment Projections (Educational Attainment)

Currently, 13 community colleges in Los Angeles County train students in real estate. Exhibit 8 displays the annual awards conferred for each of the colleges training in this field. It is important to note an award is not equivalent to a single person in search of a job opening, since a student may earn more than one award (e.g. an associate degree and a certificate).

Between 2013 and 2016, the total annual average community college awards conferred was 177 across one program: Real Estate (0511.00).

Exhibit 8 – CCC Student Awards (by TOP and College)

TOP Code	Program	College	2013-2016 Annual Average			
			2013-14 Awards	2014-15 Awards	2015-2016 Awards	Total Average CC Awards
0511.00	Real Estate	Cerritos	4	8	8	7
		Compton	3	0	0	1
		East LA	35	53	38	42
		El Camino	10	10	9	10
		Glendale	6	8	5	6
		LA City	4	9	9	7
		LA Harbor	1	1	0	1
		LA Southwest	0	0	0	0
		LA Trade	3	8	6	6
		LA Valley	11	3	14	9
		Long Beach	2	2	0	1
		Mt San Antonio	106	62	72	80
		West LA	3	9	9	7
		Total	**188**	**173**	**170**	**177**

Source: California Community Colleges Chancellor's Office MIS Data Mart

Student Outcomes

The CTE LaunchBoard provides student outcome data on the effectiveness of CTE programs. The following student outcome information was collected from exiters of the Real Estate Taxonomy of Program (TOP) code (0511.00) in Los Angeles County for the 2014-15 academic year.

- The median annual wage after program completion is $31,919
- 53% of students are earning a living wage
- 67% of students are employed within six months after completing a program

Source: CTE LaunchBoard

Sources

O*Net Online, Labor Insight/Jobs (Burning Glass), Economic Modeling Specialists International (EMSI), MIT Living Wage Calculator, Bureau of Labor Statistics (BLS) Education Attainment, California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart, CTE LaunchBoard, Statewide CTE Outcomes Survey, Employment Development Department Unemployment Insurance Dataset

Notes

Data included in this analysis represents the labor market demand for positions most closely related to real estate salesperson. Standard occupational classification (SOC) codes were chosen based on the national education level required for employment (associate degree and postsecondary certificate) as well as the proportion of current workers who hold a community college award or have had some community college training. This selection process narrows the labor market analysis to the most relevant employment opportunities for students with community college education and/or training.

Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges. Real-time labor market information captures job post advertisements for occupations relevant to the field of study and should not be used to establish current job openings, because the numbers may include duplicate job postings or postings intended to gather a pool of applicants. Real-time labor market information can signal demand and show what employers are looking for in potential employees, but is not a perfect measure of the quantity of open positions.