

2025

Colibri Real Estate

Salary Guide



What's Inside?

Unlock your potential in the real estate industry with income insights compiled from Colibri Real Estate alumni.

 **Colibri
Real Estate**

Unlock the Door to Real Estate Success

The real estate industry saw its ups and downs throughout 2024, but the outlook remains promising for those considering a career in real estate or for current agents.

In June 2024, the median existing-home price across all housing types in the U.S. hit a record \$426,900, reflecting a 4.1% year-over-year increase. The luxury market experienced even greater growth, with the average price of a typical U.S. luxury home reaching a record \$1,180,000 in Q2 2024, up 8.8% from the previous year—the largest increase in two years. Housing inventory expanded by 25% year-over-year, with active listings rising from 726,779 in August 2023 to 909,344 in August 2024.

These trends signal a thriving market, offering opportunities for both aspiring and active real estate professionals. The following report delves into further insights from real estate agents and brokers nationwide, highlighting the key factors that influence income and showcasing the opportunity that awaits in the real estate industry.

*Source: <https://fred.stlouisfed.org/series/ACTLISCOUUS>
<https://www.redfin.com/news/q2-2024-luxury-report/>
<https://tradingeconomics.com/united-states/single-family-home-prices>

Disclaimer: This link is provided for informational purposes only. Users are encouraged to verify the information independently



Did You Know?

Between June and August 2024, **26%** of homebuyers across the country searched for homes in a different metro area. The top five states attracting the most interest were Florida, North Carolina, South Carolina, Tennessee, and Arizona.

*Source: <https://www.redfin.com/us-housing-market>

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Disclaimer: The information provided in this guide is for general informational purposes only and is based on data collected from surveys of Colibri Real Estate publicly available sources, and industry trends as of August 2024. Figures and information regarding earning potential are based on national averages from a survey conducted of Colibri Real Estate alumni who are active licensed real estate professionals. The survey generated 2,069 responses, with approximately 211 identifying licensure achievement with Colibri Real Estate.

While Colibri Real Estate strives to ensure the accuracy and reliability of the information provided in this Guide, Colibri Real Estate makes no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or applicability of the information contained herein. Any reliance you place on such information is strictly at your own risk.

Each situation is different and can be significantly influenced by any number of factors including location, individual qualifications and commitment, experience, specialty, market conditions, commission plans, and other external factors. As such, the data should not be relied upon as guarantees of income or career outcomes.

This Salary Guide does not constitute professional advice or a guarantee of income or career success. Users are encouraged to consult additional sources and professional advisors for tailored guidance.

Real Estate Snapshot

Disclaimer: All data reflects averages reported by surveyed participants and may not represent the entire U.S. real estate market. Individual outcomes may vary based on numerous factors, including hours worked, market conditions, and career stage.

Average Annual Income

Full-Time Agent

Agents that work 40+ hours per week

\$153,000

Part-Time Agent

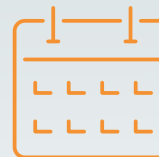
Agents that work less than 40 hours per week.

\$30,000



Average hours worked per week

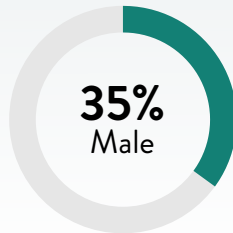
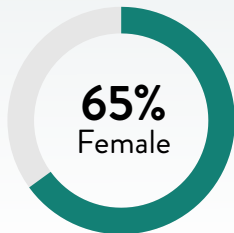
40-50



Average years of experience

4-10

Gender Ratio



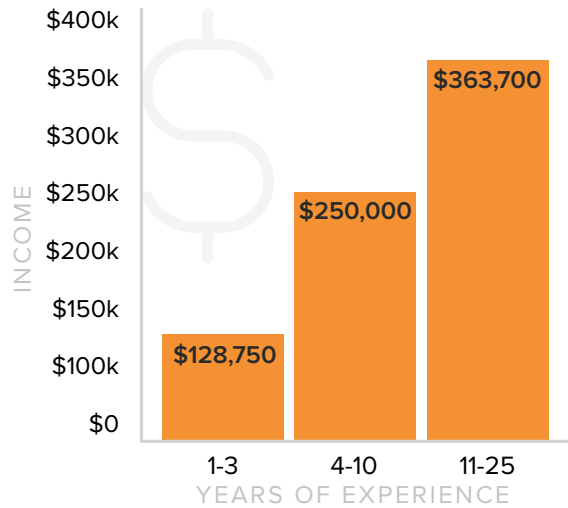
💡 Did You Know?

The current average real estate commission in the U.S. is around **5.49%**. Based on a median home price of **\$433,229**, the commission opportunity is approximately **\$23,784 per sale**.

**Source: <https://listwithclever.com/average-real-estate-commission-rate/>*

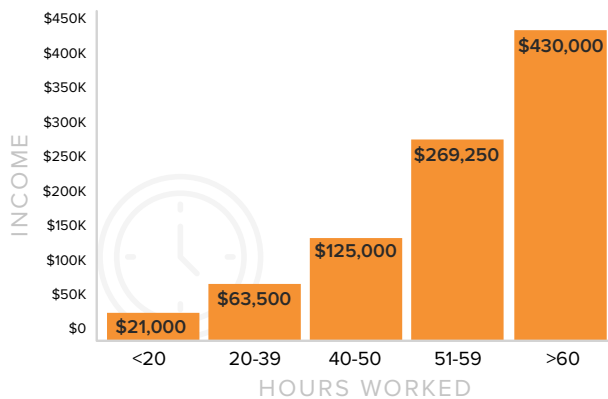
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Factors that Influence Income



Average Annual, Full Time Income by Experience

As in many professions, earnings typically increase in real estate as agents sharpen their skills and gain experience. Beyond that, cultivating a strong network can lead to more referrals and repeat business, enhancing income potential. Establishing and maintaining solid client relationships is crucial. The most successful agents are those who focus on building a loyal client base, which ultimately leads to greater financial rewards.



Average Annual Income by Hours Worked

In the real estate industry, hard work pays off. The more time and effort you dedicate, the greater your income potential. Agents working 60+ hours per week leads to the greatest opportunity to maximize earnings. However, success as a real estate agent involves more than just clocking in hours. It's about seizing new opportunities, staying committed, and consistently delivering exceptional service to your clients. If you aim to increase your income in this field, it's essential to invest both time and effort while maintaining a high standard of service.

Disclaimer: Income potential varies based on individual effort, market conditions, and other factors. Higher earnings are not guaranteed solely by working additional hours or maintaining client relationships.

“

Support from my managing broker has been the best thing for my real estate business.

— SURVEY RESPONDENT

Disclaimer: Individual testimonials represent personal experiences and may not be indicative of typical outcomes for all real estate professionals.

Average Annual Income of Full Time Agents by Niche or Specialty

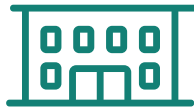
Agents who prioritize ongoing education and keep up with industry trends tend to earn more, especially those who choose to specialize or earn certifications.



Residential
\$135,000



Multi-Family
\$305,000



Commerical Properties
\$317,500



Investment Properties
\$213,500



Luxury Real Estate:
\$166,500

Disclaimer: These salary points reflect 40+ hours committed per week.

INSTITUTE for LUXURY HOME MARKETING[®]

by Colibri Real Estate

Colibri Real Estate is proud to partner with **The Institute for Luxury Home Marketing**, offering real estate agents the chance to elevate their expertise and enhance their professional standing through top-tier education for luxury real estate designations. Real estate professionals who earn The Institute's Certified Luxury Home Marketing Specialist (CLHMS) designation for luxury home marketing earn an average of **\$297,865 per year**.

[Learn More](#)



Did You Know?

Luxury inventory increased by **9.7%** year over year, marking the fourth consecutive quarter of growth after a significant decline during and after the pandemic.

*Source: <https://www.redfin.com/news/q2-2024-luxury-report/>

Disclaimer: This link is provided for informational purposes only. Users are encouraged to verify the information independently

Disclaimer: Income averages by niche reflect survey data and are not guarantees of future earnings. Certifications and specializations may influence earnings, but individual results depend on market conditions and personal performance.

Top Qualities of Successful Real Estate Professionals

In competitive real estate markets across the country, successful agents possess a blend of key qualities that set them apart. Survey data indicates that that demonstration of **commitment to exceptional customer service, negotiation skills, and understanding of local markets, laws and legal documents** are among the key elements that drive success. Additionally, they stay adaptable to market trends, continuously expand their professional network, and maintain a tireless work ethic. These attributes enable them to navigate the diverse real estate landscape and consistently achieve outstanding results for their clients.

Disclaimer: The qualities listed are based on survey responses and industry research. Success in real estate may depend on a combination of these and other factors unique to each professional.

76% Consistently deliver superior customer or client experience

38% A deep understanding of the local market

38% Ability to negotiate

33% A thorough understanding of laws and legal documents

36% Strong social network, ability to network

36% Adapt to market changes



“

Client communication and education are what work for my real estate business. They help ensure that clients feel comfortable and understand the process.

– SURVEY RESPONDENT

Disclaimer: Individual testimonials represent personal experiences and may not be indicative of typical outcomes for all real estate professionals.



Introducing Real Estate Negotiation Institute

Real Estate Negotiation Institute (RENI) teaches a proven process that empowers real estate agents to excel in the most fundamental skill in real estate. Earn multiple designations to improve your confidence and ability to handle any negotiation, from your own commission to pricing properties, client contracts, and so much more.

[Learn More](#)

The Future of Real Estate

In 2025 through 2029, the US housing market is expected to see several key and positive developments.

After a 1.8% increase in 2023 and a 5.8% year-over-year surge in May 2024, home prices are expected to level off as more listings enter the market. This shift should improve affordability for prospective buyers through the end of the year.

From 2025 through 2029, home prices are projected to rise more gradually, at a rate slightly above inflation, leading to an estimated 17% increase from 2024 levels.

Home sales are also forecasted to grow in 2025 as mortgage rates decline, with continued growth expected through 2029. Sales of new homes, which saw steady increases in 2023 due to builders' strategies to lower mortgage rates and enhance affordability, are likely to build on those gains through 2029.

Together, these developments generate optimism and showcase the potential opportunities that await in 2025 and beyond.

Source: <https://realestate.usnews.com/real-estate/housing-market-index/articles/housing-market-predictions-for-the-next-5-years>

Disclaimer: Population growth projections and market forecasts and trends are based on third-party studies and are subject to change. Actual growth rates may differ. This link is provided for informational purposes only. Users are encouraged to verify the information independently.



About Colibri Real Estate

Colibri Real Estate empowers agents and brokers to start or advance their careers by offering real estate's most comprehensive, flexible learning solutions. As the leading education company for industry professionals, Colibri Real Estate has helped millions pursue and achieve more in their careers. We've done this by providing custom education solutions and recruitment resources to thousands of brokerages, schools, and other organizations. Our service line, unmatched in the industry, includes comprehensive content and curriculum, expert instructors, and robust classroom resources through our family of real estate schools and innovative online learning platform.

Why Colibri Real Estate?



132+ Instructors
Learn from local instructors.



Pass or Don't pay
Pass your exam on the first try.



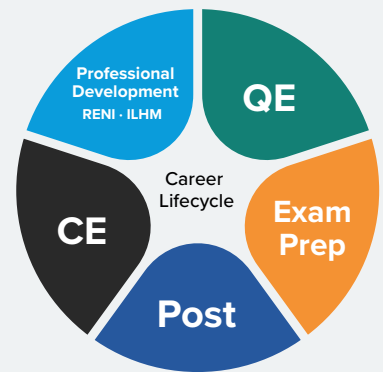
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Contact us

Enrollment: 844.701.2946
Support: 866.739.7277
colibrirealestate.com



Methodology

The findings in this report were drawn from a survey conducted in August 2024 that generated over 2,000 responses from licensed real estate professionals. Of the responses, 211 noted they were educated at Colibri Real Estate.

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