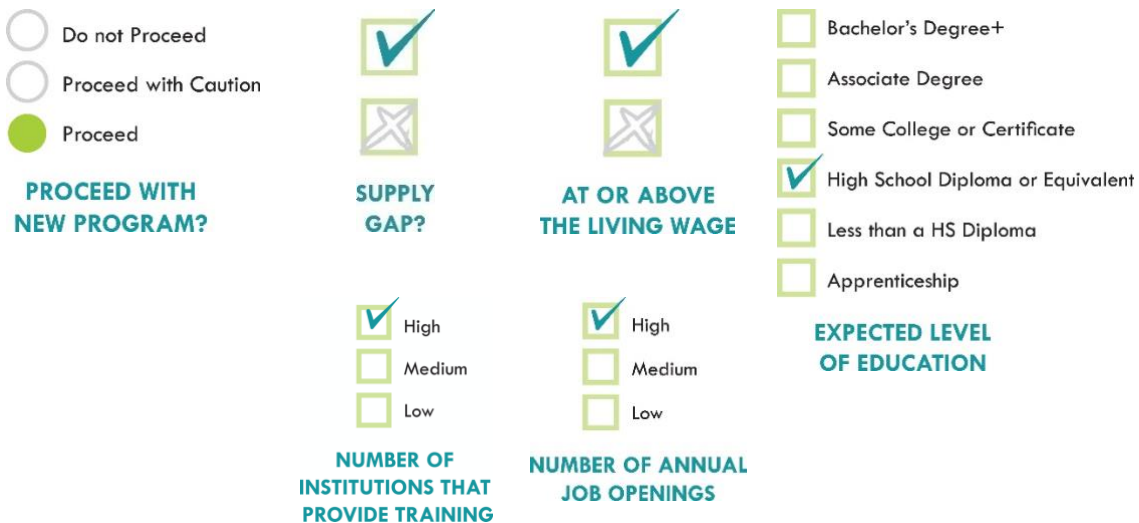


# Property, Real Estate, and Community Association Managers

Labor Market Analysis: San Diego County

February 2021

## Summary



The San Diego-Imperial Center of Excellence for Labor Market Research (COE) developed this brief to assist the region's community colleges with strategic planning and program development. According to available labor market information, *Property, Real Estate, and Community Association Managers* in San Diego County have a labor market demand of 418 annual job openings (while average demand for a single occupation in San Diego County is 277 annual job openings), and eight educational institutions in the San Diego region supply 140 awards for this occupation, suggesting that there is a **supply gap** in the labor market. Entry-level wages and median wages for this occupation are above the living wage in San Diego. The COE recommends proceeding with a new program because 1) a high number of annual job openings exist; 2) a supply gap exists for this occupation; and 3) entry-level and median earnings are above the living wage.

## Introduction

This report provides labor market information in San Diego County for the following occupational code in the Standard Occupational Classification (SOC)<sup>1</sup> system:

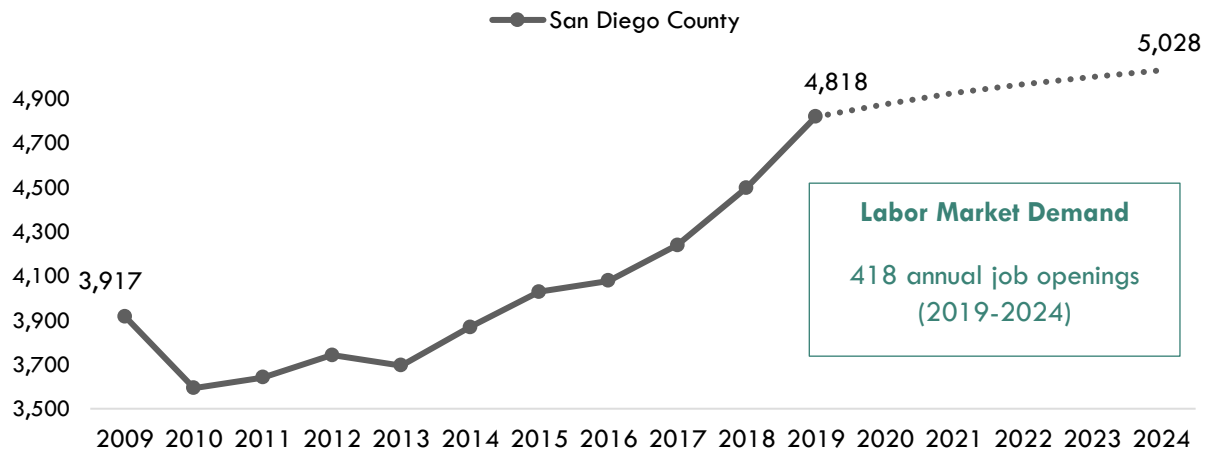
**Property, Real Estate, and Community Association Managers (SOC 11-9141):** Plan, direct, or coordinate the selling, buying, leasing, or governance activities of commercial, industrial, or residential real estate properties. Includes managers of homeowner and condominium associations, rented or leased housing units, buildings, or land (including rights-of-way). Sample reported job titles include:

- Property Manager
- Apartment Manager
- Resident Manager
- Leasing Manager
- Real Estate Manager
- Community Manager
- Community Association Manager
- On-Site Manager
- Occupancy Director
- Lease Administration Supervisor

## Projected Occupational Demand

Between 2019 and 2024, *Property, Real Estate, and Community Association Managers* are projected to increase by 210 net jobs or four percent (Exhibit 1). Employers in San Diego County will need to hire 418 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

**Exhibit 1: Number of Jobs for *Property, Real Estate, and Community Association Managers* (2009-2024)<sup>2</sup>**



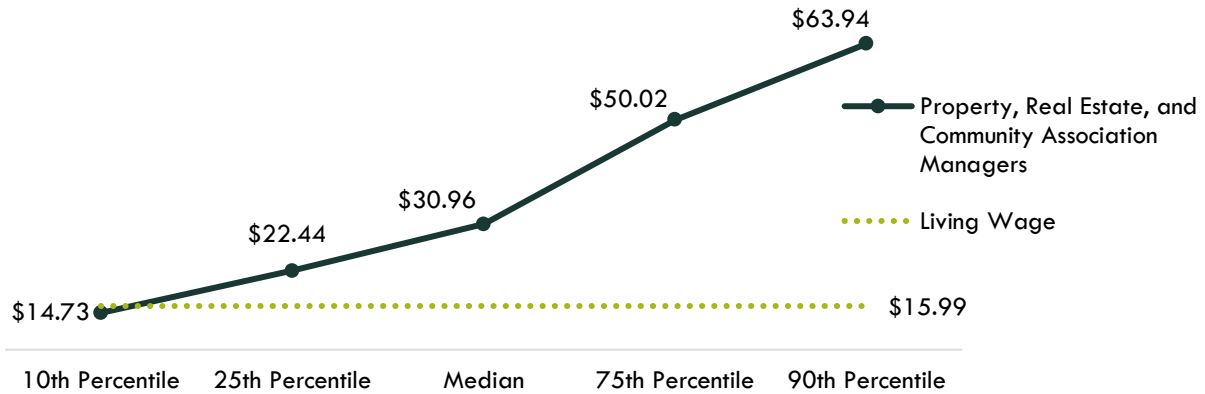
<sup>1</sup> The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. [bls.gov/soc](https://www.bls.gov/soc/).

<sup>2</sup> Emsi 2020.04; QCEW, Non-QCEW, Self-Employed.

## Earnings

*Property, Real Estate, and Community Association Managers* receive entry-level hourly earnings of \$22.44; this is more than the living wage for a single adult in San Diego County, which is \$15.99 per hour (Exhibit 2).<sup>3</sup>

**Exhibit 2: Hourly Earnings<sup>4</sup> for *Property, Real Estate, and Community Association Managers* in San Diego County<sup>5</sup>**



## Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes.<sup>6</sup> There is **one** TOP code and **one** CIP code related to *Property, Real Estate, and Community Association Managers* (Exhibit 3).

**Exhibit 3: Related TOP and CIP Codes for *Property, Real Estate, and Community Association Managers***

*Property, Real Estate, and Community Association Managers*

TOP 0511.00: Real Estate

CIP 52.1501: Real Estate

<sup>3</sup> "California Family Needs Calculator (formerly the Self-Sufficiency Standard)," Insight: Center for Community Economic Development, last updated 2018. [insightcced.org/2018-self-sufficiency-standard](https://insightcced.org/2018-self-sufficiency-standard).

<sup>4</sup> 10th and 25th percentiles could be considered entry-level wages, and 75th and 90th percentiles could be considered experienced wages for individuals who may have been in the occupation longer, received more training than others, etc.

<sup>5</sup> Emsi 2020.04; QCEW, Non-QCEW, Self-Employed.

<sup>6</sup> TOP data comes from the California Community Colleges Chancellor's Office MIS Data Mart ([datamart.cccco.edu](https://datamart.cccco.edu)) and CIP data comes from the Integrated Postsecondary Education Data System ([nces.ed.gov/ipeds/use-the-data](https://nces.ed.gov/ipeds/use-the-data)).

According to TOP data, six community colleges supply the region with awards for this occupation, Cuyamaca College, MiraCosta College, Palomar College, San Diego City College, San Diego Mesa College, and Southwestern College. According to CIP data, two non-community-college institutions supply the region with awards, Ashford University and the University of San Diego (Exhibit 4).

**Exhibit 4: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions  
(Program Year 2014-15 through PY2018-19 Average)**

TOP6 or CIP	TOP6 or CIP Title	3-Yr Annual Average CC Awards (PY16-17 to PY18-19)	Other Educational Institutions 3-Yr Annual Average Awards (PY14-15 to PY16-17)	3-Yr Total Average Supply (PY14-15 to PY18-19)
0511.00	Real Estate	<b>65</b>	<b>0</b>	<b>65</b>
	• Cuyamaca	9	0	
	• MiraCosta	11	0	
	• Palomar	14	0	
	• San Diego City	6	0	
	• San Diego Mesa	9	0	
	• Southwestern	16	0	
52.1501	Real Estate	<b>0</b>	<b>75</b>	<b>75</b>
	• Ashford University	0	44	
	• University of San Diego	0	31	
			<b>Total</b>	<b>140</b>

## Demand vs. Supply

Comparing labor demand (annual openings) with labor supply<sup>7</sup> suggests that there is a **supply gap** for this occupation in San Diego County, with **418** annual openings and **140** awards. Comparatively, there are **4,765** annual openings in California and **912** awards, suggesting that there is also a supply gap across the state<sup>8</sup> (Exhibit 5).

**Exhibit 5: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)**

Community Colleges and Other Postsecondary Educational Institutions	Demand (Annual Openings)	Supply (Total Annual Average Supply)	Supply Gap or Oversupply
San Diego	418	140	<b>278</b>
California	4,765	912	<b>3,853</b>

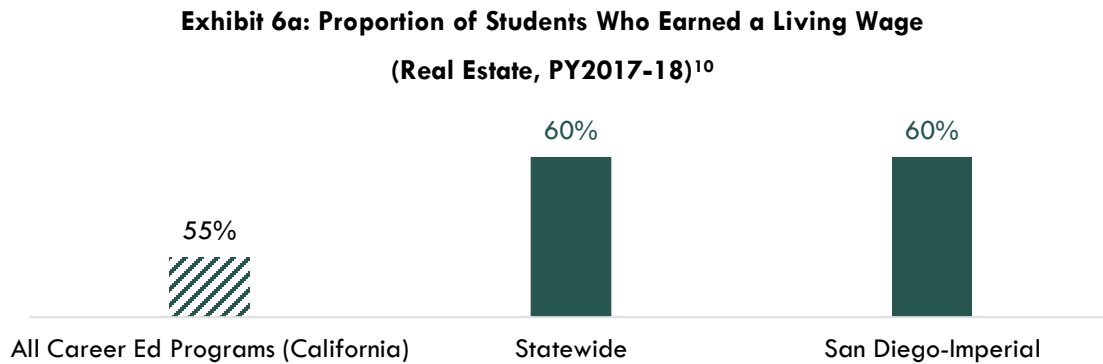
**Please note:** This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; however, it should not be the only basis for determining whether or not a program should be developed.

<sup>7</sup> Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

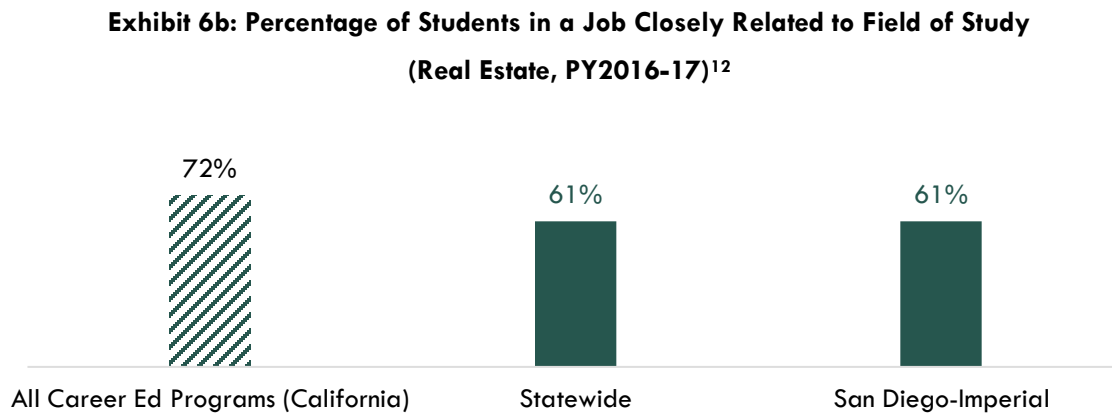
<sup>8</sup> "Supply and Demand," Centers of Excellence Student Outcomes, [coecc.net/Supply-and-Demand.aspx](http://coecc.net/Supply-and-Demand.aspx).

## Student Outcomes and Regional Comparisons

According to the California Community Colleges LaunchBoard, 60 percent of students in the San Diego-Imperial region earned a living wage after completing a Real Estate (TOP 0511.00) program, compared to 60 percent statewide and 55 percent of students in Career Education programs in general across the state (Exhibit 6a).<sup>9</sup>



According to the California Community Colleges LaunchBoard, 61 percent of students statewide obtained a job closely related to their field of study after completing a Real Estate (TOP 0511.00) program, compared to 72 percent of students in Career Education programs in general across the state (Exhibit 6b).<sup>11</sup>



<sup>9</sup> "California Community Colleges Strong Workforce Program," California Community Colleges, [calpassplus.org/LaunchBoard/SWP.aspx](http://calpassplus.org/LaunchBoard/SWP.aspx).

<sup>10</sup> Among completers and skills builders who exited, the proportion of students who attained a living wage.

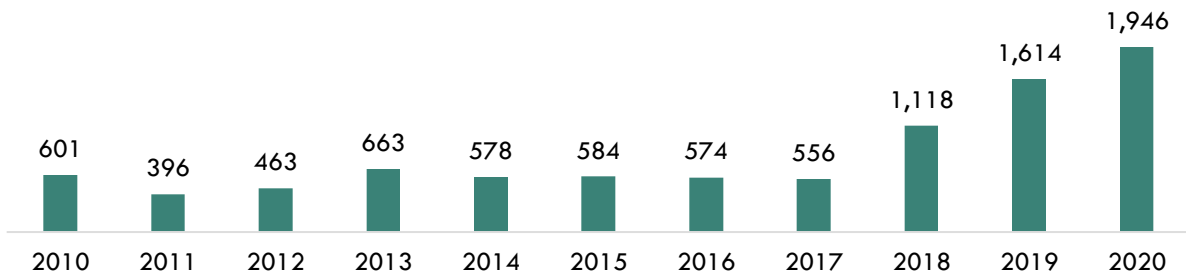
<sup>11</sup> "California Community Colleges Strong Workforce Program," California Community Colleges, [calpassplus.org/LaunchBoard/SWP.aspx](http://calpassplus.org/LaunchBoard/SWP.aspx).

<sup>12</sup> Most recent year with available data is Program Year 2016-17. Percentage of Students in a Job Closely Related to Field of Study: Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

## Online Job Postings

This report analyzes not only historical and projected (traditional LMI) data, but also recent data from online job postings (real-time LMI). Online job postings may provide additional insight about recent changes in the labor market that are not captured by historical data. Between 2010 and 2020, there was an average of 827 online job postings per year for *Property, Real Estate, and Community Association Managers* in San Diego County (Exhibit 7). Please note that online job postings do **not** equal labor market demand; demand is represented by annual job openings (see Exhibit 1). Employers may post a position multiple times for various reasons, such as increasing the pool of applicants, for example.

**Exhibit 7: Number of Online Job Postings for *Property, Real Estate, and Community Association Managers* in San Diego County (2010-2020)<sup>13</sup>**



## Top Employers

Between January 1, 2018 and December 31, 2020, the top five employers in San Diego County for this occupation were [Sunrise Management](#), [Lincoln Property Company](#), [ConAm Management Corporation](#), [Cushman & Wakefield](#), [ConAm](#), and [Associa NN Jaeschke](#) based on online job postings (Exhibit 8).

**Exhibit 8: Top Employers in San Diego County for *Property, Real Estate, and Community Association Managers* <sup>14</sup>**

Top Employers	
<ul style="list-style-type: none"> <li>• Sunrise Management</li> <li>• Lincoln Property Company</li> <li>• ConAm Management Corporation</li> <li>• Cushman &amp; Wakefield</li> <li>• Associa NN Jaeschke, Inc.</li> </ul>	<ul style="list-style-type: none"> <li>• Alliance Residential Company</li> <li>• Greystar</li> <li>• Property West Residential</li> <li>• CoreCivic</li> <li>• Jones Lang LaSalle IP, Inc.</li> </ul>

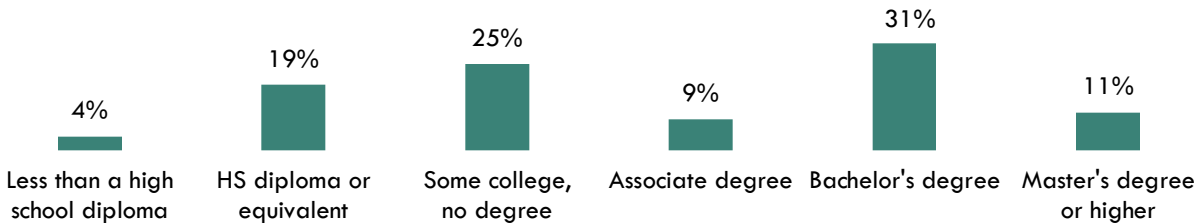
<sup>13</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2020.

<sup>14</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

## Education, Skills and Certifications

Exhibit 9 indicates the educational attainment for the occupation found currently in the national labor force. The typical entry-level education is a [high school diploma or equivalent](#).<sup>15</sup>

**Exhibit 9: National Educational Attainment of Property, Real Estate, and Community Association Managers<sup>16</sup>**



\*May not add to 100% due to rounding.

Exhibit 10 lists the top specialized, soft and software skills that appeared in online job postings between January 1, 2018 and December 31, 2020.

**Exhibit 10: Top Skills for Property, Real Estate, and Community Association Managers in San Diego County<sup>17</sup>**

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> <li>Property Management</li> <li>Budgeting</li> <li>Customer Service</li> <li>Accounting</li> <li>Staff Management</li> <li>Scheduling</li> <li>Repair</li> <li>Sales</li> <li>Real Estate Experience</li> <li>Financial Reporting</li> <li>Supervisory Skills</li> <li>Bookkeeping</li> <li>Legal Documentation</li> <li>Financial Statements</li> <li>Legal Document Composition</li> </ul>	<ul style="list-style-type: none"> <li>Communication Skills</li> <li>Organizational Skills</li> <li>Detail-Oriented</li> <li>Computer Literacy</li> <li>Problem Solving</li> <li>Teamwork / Collaboration</li> <li>Multi-Tasking</li> <li>Planning</li> <li>Time Management</li> <li>Writing</li> <li>Building Effective Relationships</li> <li>English</li> <li>Written Communication</li> <li>Physical Abilities</li> <li>Typing</li> </ul>	<ul style="list-style-type: none"> <li>Microsoft Excel</li> <li>Yardi Software</li> <li>Microsoft Word</li> <li>Microsoft Outlook</li> <li>Microsoft PowerPoint</li> <li>Accounting Software</li> <li>Word Processing</li> <li>QuickBooks</li> <li>Enterprise Resource Planning (ERP)</li> <li>Facebook</li> <li>Microsoft Access</li> <li>Salesforce</li> <li>Pinterest</li> <li>Microsoft SharePoint</li> <li>Adobe Acrobat</li> </ul>

<sup>15</sup> Emsi 2020.04; QCEW, Non-QCEW, Self-Employed.

<sup>16</sup> "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified September 4, 2019. [bls.gov/emp/tables/educational-attainment.htm](https://bls.gov/emp/tables/educational-attainment.htm).

<sup>17</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.



Exhibit 11 lists the top certifications that appeared in online job postings between January 1, 2018 and December 31, 2020.

**Exhibit 11: Top Certifications for Property, Real Estate, and Community Association Managers in San Diego County<sup>18</sup>**

Top Certifications in Online Job Postings

1. Real Estate Certification
  2. Property Manager Certification
  3. Fair Housing
  4. Certified Manager of Community Associations (CMCA)
  5. Social Work License
  6. Licensed Clinical Social Worker (LCSW)
  7. Professional Community Association Manager
  8. Counseling Certification
  9. Security Clearance
  10. First Aid CPR AED
  11. Leadership In Energy And Environmental Design (LEED) Certified
  12. Certified Commercial Investment Member (CCIM)
  13. Apartment Management Certification
  14. Project Management Certification
  15. LEED AP
- 

<sup>18</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

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### **Important Disclaimers**

All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. This study examines the most recent data available at the time of the analysis; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and the report findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.

This workforce demand report uses state and federal job projection data that was developed before the economic impact of COVID-19. The COE is monitoring the situation and will provide more information as it becomes available. Please consult with local employers to understand their current employment needs.