



Labor Market Analysis for Program Recommendation

Real Estate Salesperson Occupations

West Valley College

Prepared by the San Francisco Bay Center of Excellence for Labor Market Research
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Recommendation

Based on all available data, there appears to be an “undersupply” of Real Estate Salesperson workers compared to the demand for this cluster of occupations in the Bay region and in the Silicon Valley sub-region (Santa Clara county). There is a projected annual gap of about 1,156 students in the Bay region and 296 students in the Silicon Valley Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 051 1.00 Real Estate programs in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at West Valley College and in the region.

This report profiles Real Estate Salesperson Occupations in the 12 county Bay region and in the Silicon Valley sub-region for a Real Estate Salesperson License regional program recommendation at West Valley College.

- **Real Estate Sales Agents (41-9022):** 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.
 Entry-Level Educational Requirement: High school diploma or equivalent
 Training Requirement: Moderate-term on-the-job training
 Percentage of Community College Award Holders or Some Postsecondary Coursework: 37%

Occupational Demand

Table 1. Employment Outlook for Real Estate Salesperson Occupations in Bay Region

Occupation	2020 Jobs	2025 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Real Estate Sales Agents	14,011	14,489	478	3%	6,606	1,321	\$17	\$30
Total	14,011	14,489	478	3%	6,606	1,321	\$17	\$30

Source: EMSI 2022.1

Bay Region includes: Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

Table 2. Employment Outlook for Real Estate Salesperson Occupations in Silicon Valley Sub-region

Occupation	2020 Jobs	2025 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Real Estate Sales Agents	3,181	3,294	113	4%	1,499	300	\$19	\$35
Total	3,181	3,294	113	4%	1,499	300	\$19	\$35

Source: EMSI 2022.1

Silicon Valley Sub-Region includes: Santa Clara County

Job Postings in Bay Region and Silicon Valley Sub-Region**Table 3. Number of Job Postings by Occupation for latest 12 months (Aug 2021 - Jul 2022)**

Occupation	Bay Region	Silicon Valley
Real Estate Sales Agents	6,893	2,200

Source: Burning Glass

Table 4a. Top Job Titles for Real Estate Salesperson Occupations for latest 12 months - Bay Region

Title	Bay	Title	Bay
Leasing Consultant	617	Real Estate Outside Sales Professional	62
Real Estate Agent	405	Real Estate Buyer Agent	60
Leasing Professional	201	Real Estate Listing Agent	59
Leasing Agent	147	Sales And Leasing Consultant	58
Real Estate Sales Agent	129	Real Estate Sales Representative	56
Leasing Specialist	113	Leasing Consultant - Sign	55
Leasing Agent, Multifamily	86	Real Estate Salesman	53
Licensed Real Estate Listing Agent	72	Apartment Leasing Agent	47
Apartment Leasing Consultant	67	Real Estate Agent - Work	47

Source: Burning Glass

Table 4b. Top Job Titles for Real Estate Salesperson Occupations for latest 12 months - Silicon Valley Sub-Region

Title	Silicon Valley	Title	Silicon Valley
Leasing Consultant	201	Real Estate Outside Sales Professional	26
Real Estate Agent	115	Licensed Real Estate Professional	25
Leasing Professional	63	Leasing Specialist	25

Licensed Real Estate Listing Agent	42	Licensed Real Estate Sales Agent	24
Real Estate Sales Representative	37	Leasing Agent, Multifamily	21
Leasing Agent	37	Leasing Consultant	20
Real Estate Buyer Agent	36	Apartment Leasing Consultant	19

Source: Burning Glass

Industry Concentration

Table 5. Industries hiring Real Estate Salesperson Workers in Bay Region

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2020)	Jobs in Industry (2025)	% Change (2020-25)	% Occupation Group in Industry (2020)
Offices of Real Estate Agents and Brokers	4,971	5,011	1%	40%
Lessors of Residential Buildings and Dwellings	2,744	2,855	4%	22%
Lessors of Nonresidential Buildings (except Miniwarehouses)	1,343	1,384	3%	11%
Residential Property Managers	903	833	-8%	6%
Lessors of Miniwarehouses and Self-Storage Units	727	773	6%	6%
Other Activities Related to Real Estate	779	612	-21%	6%
Lessors of Other Real Estate Property	414	422	2%	3%
Nonresidential Property Managers	285	231	-19%	2%
Residential Remodelers	120	112	-7%	1%
New Single-Family Housing Construction (except For-Sale Builders)	98	84	-14%	1%

Source: EMSI 2022.1

Table 6. Top Employers Posting Real Estate Salesperson Occupations in Bay and Silicon Valley Sub-Region

Employer	Bay	Employer	Silicon Valley
Intero Real Estate Services	543	Intero Real Estate Services	512
Better Homes And Gardens Real Estate	225	Nexthome Lifestyles	186
Nexthome Lifestyles	186	Better Homes And Gardens Real Estate	61
Keller Williams Realty, Inc.	159	Greystar Real Estate Partners Llc	48

Greystar Real Estate Partners Llc	155	Prometheus Real Estate Group	43
Corcoran Global Living	108	PRG Real Estate	42
Fpi Management Incorporated	105	Corcoran Global Living	42

Source: Burning Glass

Educational Supply

There are 12 community colleges in the Bay Region issuing 165 awards on average annually (last 3 years ending 2018-19) on TOP 0511.00 Real Estate. In the Silicon Valley Sub-Region, there is one (1) community college that issued four (4) awards on average annually (last 3 years) on this TOP code.

Table 7. Community College Awards on TOP 0511.00 Real Estate and CIP 52.1501 in Bay Region

College	Subregion	Associate Degree	Award < 1 academic yr	Total
Chabot College	East Bay	6	21	27
City College of San Francisco	Mid-Peninsula	10	14	24
College of Marin	North Bay	4	1	5
College of San Mateo	Mid-Peninsula	2	23	25
Contra Costa College	East Bay	1	1	2
De Anza College	Silicon Valley	2	2	4
Diablo Valley College	East Bay	0	5	5
Merritt College	East Bay	7	10	17
Monterey Peninsula College	SC-Monterey	1	2	3
Ohlone College	East Bay	1	7	8
Santa Rosa Junior College	North Bay	4	40	44
Solano Community College	North Bay	1	0	1
Total		39	126	165

Note: The annual average for awards is 2017-18 to 2019-20.

Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 1,321 annual openings for the Real Estate Salesperson License occupational cluster and 165 annual (3-year average) awards for an annual undersupply of 1,156 students. In the Silicon Valley Sub-Region, there is also a gap with 300 annual openings and four (4) annual (3-year average) awards for an annual undersupply of 296 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0511.00 Real Estate

Metric Outcomes	Bay All CTE Programs	West Valley All CTE Programs	State 0511.00	Bay 0511.00	Silicon Valley 0511.00	West Valley 0511.00
Students with a Job Closely Related to Their Field of Study	74%	86%	60%	62%	63%	79%
Median Annual Earnings for SWP Exiting Students	\$47,419	\$43,060	\$42,232	\$54,730	\$56,637	\$62,348
Median Change in Earnings for SWP Exiting Students	23%	28%	11%	10%	9%	7%
Exiting Students Who Attained the Living Wage	52%	38%	57%	57%	52%	60%

Source: Launchboard Strong Workforce Program Median of 2017 to 2020.

Skills, Certifications and Education

Table 9. Top Skills for Real Estate Salesperson Occupations in Bay Region

Skill	Posting	Skill	Posting
Sales	2,556	Market Strategy	506
Leasing	2,281	Prospective Clients	498
Customer Service	1,984	Marketing Materials	468
Property Management	1,749	Housing Industry Knowledge	410
Real Estate Experience	1,438	Client Base Retention	382
Real Estate Sales	1,105	Mediation	370
Social Media	1,027	Facebook	369
Yardi Software	868	Merchandising	349
Budgeting	744	Traffic Management	349
Contract Preparation	643	Retail Industry Knowledge	337
Scheduling	633	Internet Marketing	321
Customer Contact	570	Accounting	311

Source: Burning Glass

Table 10. Certifications for Real Estate Salesperson Occupations in Bay Region

Certification	Posting	Certification	Posting
Real Estate Certification	2,675	Licensed Real Estate Broker	10
Driver's License	1,028	Paralegal Certification	9
Project Management Certification	92	Leadership In Energy And Environmental Design (LEED) Certified	8
Fair Housing	75	Certified Fraud Examiner (CFE)	8
Adjuster License	75	Property Manager Certification	7
Chartered Property Casualty Underwriter (CPCU)	40	Business License	7
Licensed Attorney	29	Security Clearance	6
Certified Occupancy Specialist	16	Property and Casualty License	6
Contractors License	15	Project Management Professional (PMP)	6
Ca License	12	Licensed Professional Engineer	6

Source: Burning Glass

Table 11. Education Requirements for Real Estate Salesperson Occupations in Bay Region

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
High school or vocational training	1,640	62%
Associate's degree	78	3%
Bachelor's degree and higher	947	35%

Source: Burning Glass

Note: 61% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.

Methodology

Occupations for this report were identified by use of skills listed in O*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCCO Data Mart.

Sources

O*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)

CTE LaunchBoard www.calpassplus.org/Launchboard/

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

Contacts

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