The real estate market expands as the region’s population grows

Northeast Florida continues as a hot spot for real estate. People are moving to the region to enjoy the climate, amenities and reasonable cost of living.

Annual demand has overall trended upward. 2,652 jobs have been added to the region’s economy in the last decade, making this industry more competitive than others in the nation.

According to JobsEQ, strong entrepreneurial activity is also seen in this industry, as 1,953 are self-employed. Typically, this is an indicator of a growing industry.

Opportunities exist in subsets of the industry, including: Offices of Real Estate Agents and Brokers, Residential and Nonresidential Property Managers, Offices of Real Estate Appraisers, and Lessors of other real estate property, such as self-storage facilities. For example, an average positive annual change of 9.1 percent in the last decade has been seen for Residential Property Managers.

FAST FACTS

<table>
<thead>
<tr>
<th>EMPLOYED IN THE SECTOR IN THE REGION</th>
<th>REAL ESTATE ESTABLISHMENTS EXIST IN THE REGION</th>
<th>AVERAGE WAGE PER WORKER</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,065</td>
<td>2,218</td>
<td>$51,952</td>
</tr>
</tbody>
</table>

TOP INDUSTRY EMPLOYER JOB POSTINGS (2020)

<table>
<thead>
<tr>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Madison</td>
</tr>
<tr>
<td>Watson</td>
</tr>
<tr>
<td>Weichert</td>
</tr>
<tr>
<td>Madison Alley, Inc.</td>
</tr>
<tr>
<td>Keller Williams</td>
</tr>
</tbody>
</table>

AVERAGE WAGES & EMPLOYMENT

<table>
<thead>
<tr>
<th>Job Position</th>
<th>Average Wage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Real Estate Sales Agents</td>
<td>$61,400</td>
</tr>
<tr>
<td>Real Estate Brokers</td>
<td>$57,700</td>
</tr>
<tr>
<td>Property and Association Managers</td>
<td>$61,400</td>
</tr>
<tr>
<td>Bookkeeping and Auditing Clerks</td>
<td>$41,800</td>
</tr>
<tr>
<td>Maintenance and Repair Workers</td>
<td>$40,500</td>
</tr>
<tr>
<td>General and Operations Managers</td>
<td>$107,700</td>
</tr>
</tbody>
</table>
Real Estate Career Pathway

**Graduate Level**
- Business Administration, MBA
- Management, Master of Science

**Bachelor Level**
- Business Management, BBA
- Finance, Bachelor of Business Admin. (BBA)
- Business Administration, BS
- Accounting, BS or BA

**Associate Level**
- Business Administration
- Accounting Technology

**Certificate Level**
- HVAC Career Certificate
- Electricity (Construction) Career Certificate
- Welding Technology
- Real Estate Sales Associate License
- Department of Business & Professional Regulation (DBPR)
- Real Estate Broker Associate License (DBPR)

**Entry Point**
- High school students enrolled in related academies or core curriculum

**Regional colleges & degree or certificate programs with applicable concentrations**
- Edward Waters College
- Florida State College at Jacksonville
- Jacksonville University
- Keiser University
- St. Johns River State College
- University of North Florida

**TALENT PIPELINE**
2
- Real Estate and Broker Licenses can be obtained in the State of Florida.

**ADVANCED DEGREE**
- General and Operations Manager
  (Avg. Annual Wage: $107,700)

**4-YEAR DEGREE**
- Bookkeeping and Auditing Clerks
  (Avg. Annual Wage: $41,800)
- Real Estate Sales Agent
  ($61,400)
- Property Manager
  ($72,400)

**2-YEAR CERTIFICATE**
- Real Estate Broker
  (Avg. Annual Wage: $57,700)
- Real Estate Sales Agent
  ($61,400)
- Bookkeeping and Auditing Clerks
  ($41,800)

**1-YEAR (OR LESS) CERTIFICATE**
- Real Estate Broker
  (Avg. Annual Wage: $57,700)
- Real Estate Sales Agent
  ($61,400)
- Maintenance and Repair Workers
  ($40,500)

**HIGH SCHOOL DIPLOMA**
- Customer Service Representatives
  ($37,100)

DATA PROVIDED BY JOBSEQ 2021, ONET.ORG, BLS.GOV AND SALARY.COM This represents a sampling of programs currently being offered. Curriculum is subject to change.
Real Estate Offers Career Opportunities

Real estate can be broken into subsets such as residential, commercial, and relocation specialist based on the area of interest and the types of clients an individual wishes to serve. All jobs require an initial training course that prepares individuals for the Sales Associate Exam that is offered in several formats, such as seven days in class, two nights per week for eight weeks, or online. Passing the Department of Business and Professional Regulation exam allows one to earn the initial Real Estate Sales Associate license. The same process is followed to obtain the Real Estate Broker Sales Associate license.

Over 10,000 are employed in real estate occupations in the region according to JobsEQ data. Roles include:

- Residential Property Managers
- Appraisers
- Brokers
- Bookkeeping/Auditing Clerks
- Offices of Agents and Brokers
- Real Estate Sales Agents

Real estate is a long-term career option, as the region’s population expands two percent yearly. According to new Census data, Jacksonville had the 15th largest population growth in the country in the past decade including In-migration.

Earn Up is powered by JAXUSA Partnership, the private, nonprofit division of JAX Chamber that is Jacksonville’s regional economic development initiative overseeing the efforts of the seven counties of Northeast Florida. Earn Up also works closely with CareerSource Northeast Florida to ensure that employers have the best assistance or any pertinent workforce needs. For more information, please contact:

**JAXUSA TALENT DEVELOPMENT**

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