

# Program Market Demand

## Real Estate

Emsi Q3 2018 Data Set

September 2018

College of San Mateo



3401 CSM Drive  
San Mateo, California 94402  
650.358.6880

# Parameters

## Programs

Code	Description
52.1501	Real Estate

## Regions

Code	Description
6001	Alameda County, CA
6013	Contra Costa County, CA
6075	San Francisco County, CA
6081	San Mateo County, CA
6085	Santa Clara County, CA

## Education Levels

Any

## Completions Year

2015

## Jobs Timeframe

2017 - 2024

## Job Postings Timeframe

Sep 2016 - Aug 2018

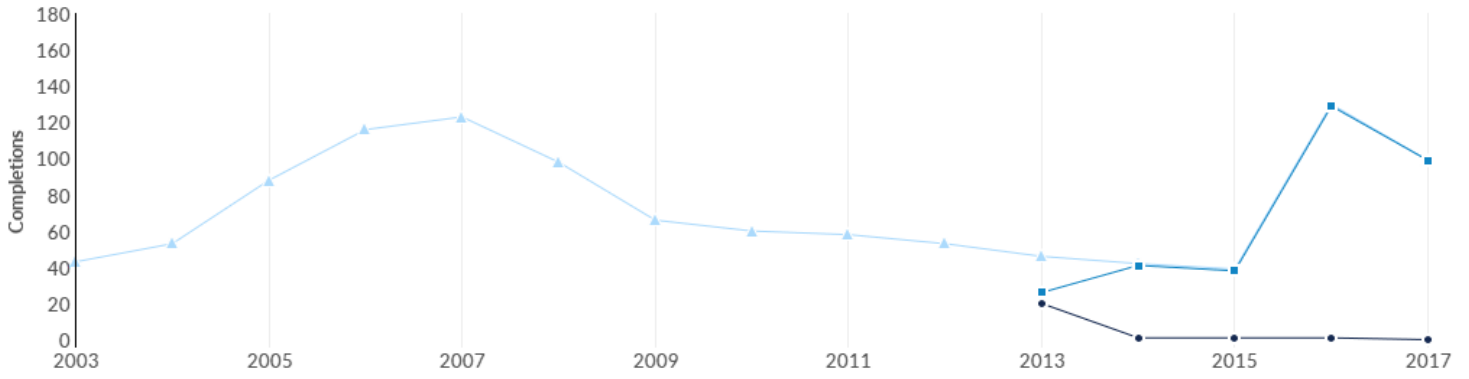
# Program Overview



	Completions (2015)	% Completions	Institutions (2015)	% Institutions
All Programs	39	100%	10	100%
Distance Offered Programs	1	3%	1	10%
Non-Distance Offered Programs	38	97%	9	90%

Institution	Completions (2015)	Growth % YOY (2015)	Market Share (2015)
City College of San Francisco	15	-16.7%	38.5%
Merritt College	9	12.5%	23.1%
Contra Costa College	4	100.0%	10.3%
Chabot College	3	50.0%	7.7%
Los Medanos College	2	Insf. Data	5.1%
College of San Mateo	2	-33.3%	5.1%
Diablo Valley College	1	Insf. Data	2.6%
De Anza College	1	-50.0%	2.6%
Foothill College	1	Insf. Data	2.6%
Ohlone College	1	-83.3%	2.6%

# Regional Trends



	2013 Completions	2015 Completions	% Change
● Distance Offered Programs	20	1	-95.0%
■ Non-Distance Offered Programs	26	38	+46.2%
▲ All Programs	46	39	-15.2%

# Job Postings vs. Hires

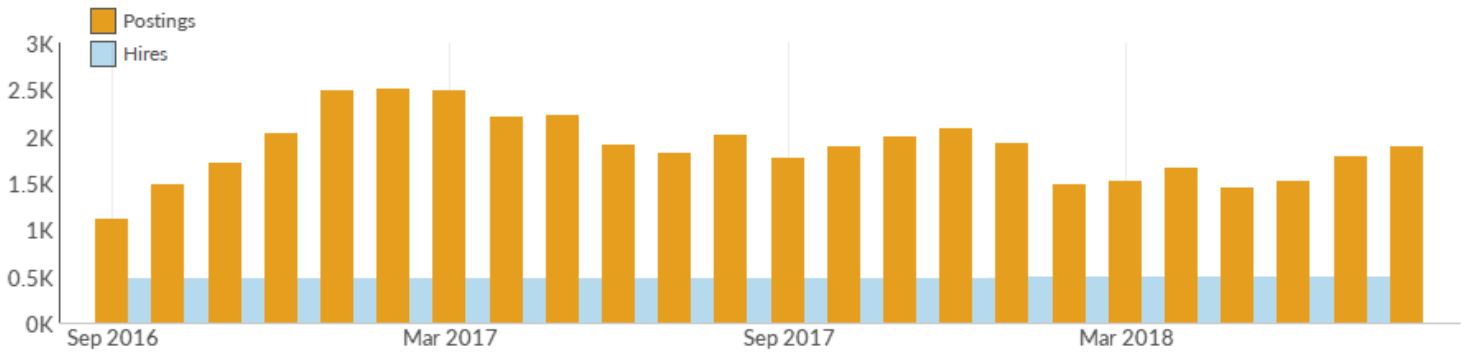
1,874

Avg. Monthly Postings (Sep 2016 - Aug 2018)

481


Avg. Monthly Hires (Sep 2016 - Aug 2018)

In an average month, there were 1,874 unique job postings for 4 Occupations, and 481 actually hired. This means there was approximately 1 hire for every 4 unique job postings for 4 Occupations.



Occupation	Avg Monthly Postings (Sep 2016 - Aug 2018)	Avg Monthly Hires (Sep 2016 - Aug 2018)
Property, Real Estate, and Community Association Managers	994	242
Real Estate Sales Agents	830	151
Appraisers and Assessors of Real Estate	36	26
Real Estate Brokers	14	62

## Job Postings Summary

<p>15,782</p> <p>Unique Postings</p> <p>58,622 Total Postings</p>	<p>4 : 1</p> <p>Posting Intensity</p>  <p>Regional Average: 4 : 1</p>	<p>35 days</p> <p>Median Posting Duration</p> <p>Regional Average: 33 days</p>
---	--	--

There were 58,622 total job postings for your selection from September 2016 to August 2018, of which 15,782 were unique. These numbers give us a Posting Intensity of 4-to-1, meaning that for every 4 postings there is 1 unique job posting.

This is close to the Posting Intensity for all other occupations and companies in the region (4-to-1), indicating that they are putting average effort toward hiring for this position.

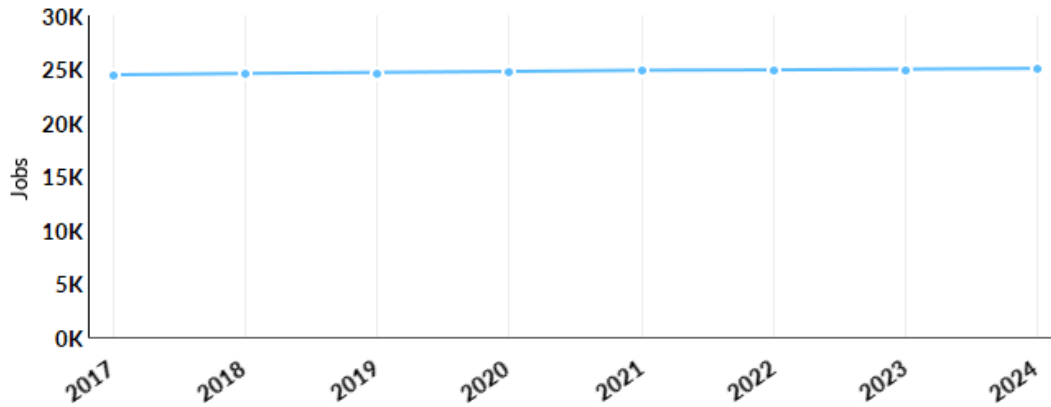
## Target Occupations

<p>24,452</p> <p>Jobs (2017)</p> <p>17% above National average</p>	<p>+2.4%</p> <p>% Change (2017-2024)</p> <p>Nation: +5.0%</p>	<p>\$22.49/hr</p> <p>Median Hourly Earnings</p> <p>Nation: \$20.99/hr</p>	<p>2,217</p> <p>Annual Openings</p>
--	---	---	-------------------------------------

Occupation	2017 Jobs	Annual Openings	Median Hourly Earnings	Growth (2017 - 2024)	Location Quotient (2017)
Real Estate Sales Agents	10,569	1,001	\$19.56/hr	+0.01%	1.09
Property, Real Estate, and Community Association Managers	8,777	757	\$29.80/hr	+5.96%	1.36
Real Estate Brokers	3,665	350	\$24.65/hr	+0.93%	1.29
Appraisers and Assessors of Real Estate	1,441	109	\$24.10/hr	+2.29%	0.74

# Growth

24,452 2017 Jobs	25,043 2024 Jobs	591 Change (2017-2024)	2.4% % Change (2017-2024)
---------------------	---------------------	---------------------------	------------------------------



Occupation	2017 Jobs	2024 Jobs	Change	% Change
Property, Real Estate, and Community Association Managers (11-9141)	8,777	9,300	523	6%
Appraisers and Assessors of Real Estate (13-2021)	1,441	1,474	33	2%
Real Estate Brokers (41-9021)	3,665	3,699	34	1%
Real Estate Sales Agents (41-9022)	10,569	10,570	1	0%

# Percentile Earnings

\$18.88/hr

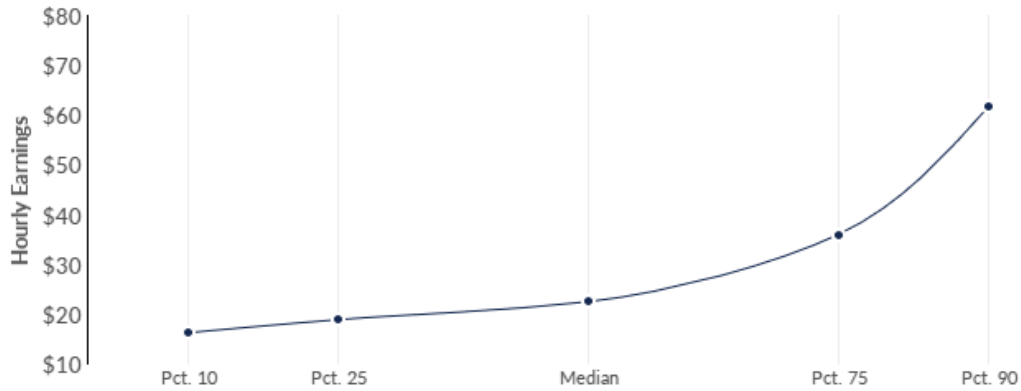
25th Percentile Earnings

\$22.49/hr

Median Earnings

\$36.03/hr

75th Percentile Earnings



Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
Property, Real Estate, and Community Association Managers (11-9141)	\$20.82	\$29.80	\$50.33
Appraisers and Assessors of Real Estate (13-2021)	\$20.82	\$24.10	\$42.51
Real Estate Brokers (41-9021)	\$21.91	\$24.65	\$29.33
Real Estate Sales Agents (41-9022)	\$18.06	\$19.56	\$22.73



# Top Companies Posting

Company	Total/Unique (Sep 2016 - Aug 2018)	Posting Intensity	Median Posting Duration
Intero Real Estate Services	24,136 / 6,158	4 : 1	34 days
Greystar Real Estate Partners, LLC	1,663 / 631	3 : 1	94 days
Robert Half International Inc.	1,973 / 305	6 : 1	23 days
Riverstone Residential Group LLC	380 / 265	1 : 1	283 days
Redfin	601 / 155	4 : 1	37 days
Keller Williams Realty, Inc.	687 / 147	5 : 1	37 days
Essex Property Trust, Inc.	417 / 143	3 : 1	24 days
Cbre Group, Inc.	1,111 / 138	8 : 1	48 days
FPI Management, Inc.	299 / 134	2 : 1	76 days
Cybercoders, Inc.	500 / 127	4 : 1	38 days
Equity Residential	623 / 119	5 : 1	30 days
Atrium Staffing Services Ltd.	1,197 / 118	10 : 1	65 days
Cushman & Wakefield	524 / 110	5 : 1	47 days
John Stewart Company	374 / 106	4 : 1	52 days
Mlive Media Group	142 / 99	1 : 1	4 days
Avalonbay Communities, Inc.	552 / 84	7 : 1	44 days
Coldwell Banker Real Estate LLC	292 / 79	4 : 1	11 days
Berkshire Hathaway Inc.	484 / 71	7 : 1	33 days
Apartmentcareers.com	427 / 68	6 : 1	54 days
Jones Lang Lasalle Incorporated	496 / 65	8 : 1	57 days
Aimco Inc	465 / 59	8 : 1	39 days
AppleOne	127 / 56	2 : 1	17 days
Bcg Attorney Search	131 / 54	2 : 1	32 days
Midpen Housing Corporation	87 / 52	2 : 1	45 days
Prometheus Real Estate Group, Inc.	222 / 52	4 : 1	39 days

J Williams Staffing Inc	183 / 51	4 : 1		60 days
Fairfield Residential LLC	133 / 49	3 : 1		50 days
Goldrich & Kest Industries LLC	127 / 48	3 : 1		39 days
Apple Inc.	204 / 46	4 : 1		43 days
United Dominion Realty Trust, Inc.	157 / 43	4 : 1		42 days
Alliance Residential, LLC	126 / 39	3 : 1		25 days
Mercy Housing, Inc.	162 / 39	4 : 1		70 days
Ross Stores, Inc.	169 / 38	4 : 1		68 days
Google Inc.	133 / 37	4 : 1		44 days
Selectleaders LLC	228 / 37	6 : 1		62 days
Eden Housing Management, Inc.	65 / 36	2 : 1		33 days
University of California	175 / 36	5 : 1		51 days
AMC Entertainment Holdings, Inc.	112 / 35	3 : 1		39 days
Harvest Properties, Inc	71 / 33	2 : 1		32 days
Family Service-Roanoke Valley	65 / 31	2 : 1		20 days
Wells Fargo & Company	123 / 31	4 : 1		21 days
EA HOUSING LTD	54 / 30	2 : 1		42 days
REGUS PLC	70 / 30	2 : 1		34 days
Berkshire Realty Holdings L.P.	34 / 28	1 : 1		50 days
Company 3 Inc	87 / 28	3 : 1		49 days
Hudson Global, Inc.	56 / 25	2 : 1		40 days
Nai Northern California	114 / 25	5 : 1		37 days
Pinnacle Family of Companies	55 / 25	2 : 1		245 days
The Pinnacle Corporation	109 / 25	4 : 1		33 days
Chinatown Community Development Center, Inc.	48 / 24	2 : 1		36 days

# Top Posted Job Titles

Job Title	Total/Unique (Sep 2016 - Aug 2018)	Posting Intensity	Median Posting Duration
Real Estate Sales Representative	15,009 / 4,087	4 : 1 	32 days
Property Manager	7,552 / 1,817	4 : 1 	37 days
Real Estate Manager	7,123 / 1,631	4 : 1 	37 days
Leasing Manager	4,109 / 1,263	3 : 1 	46 days
Real Estate Agent	4,632 / 1,172	4 : 1 	32 days
Community Manager	2,736 / 987	3 : 1 	38 days
Real Estate Consultant	1,709 / 502	3 : 1 	32 days
Real Estate Director	1,622 / 442	4 : 1 	34 days
Leasing Consultant	889 / 280	3 : 1 	40 days
Sales Representative	1,188 / 265	4 : 1 	36 days
Real Estate Analyst	803 / 232	3 : 1 	36 days
Property Administrator	1,060 / 217	5 : 1 	26 days
Real Estate Assistant	835 / 206	4 : 1 	33 days
Sales Specialist	454 / 150	3 : 1 	28 days
Real Estate Appraiser	641 / 140	5 : 1 	37 days
Administrative Assistant	399 / 104	4 : 1 	75 days
Lease Administrator	440 / 104	4 : 1 	44 days
Leasing Agent	367 / 102	4 : 1 	38 days
Business Development Representative	356 / 101	4 : 1 	33 days
Apartment Manager	243 / 89	3 : 1 	50 days
Real Estate Attorney	183 / 83	2 : 1 	34 days
Sales Manager (Management)	381 / 83	5 : 1 	28 days
Sales Coordinator	322 / 79	4 : 1 	36 days
Independent Contractor (Sales and Related)	250 / 76	3 : 1 	16 days
Acquisitions Manager	314 / 73	4 : 1 	32 days

Resident Manager	117 / 66	2 : 1		37 days
Appraiser	235 / 53	4 : 1		55 days
Residential Appraiser	147 / 52	3 : 1		46 days
Asset Manager	175 / 48	4 : 1		35 days
Community Relations Director	128 / 47	3 : 1		421 days
General Manager	182 / 46	4 : 1		41 days
Office Manager (Management)	131 / 36	4 : 1		25 days
Portfolio Manager	105 / 33	3 : 1		32 days
Marketing Manager	90 / 32	3 : 1		32 days
Maintenance Manager (Installation, Maintenance, and Repair)	84 / 30	3 : 1		28 days
Assistant Manager	51 / 28	2 : 1		28 days
Project Manager (Management)	130 / 28	5 : 1		47 days
Human Resources (HR) Manager	92 / 25	4 : 1		47 days
Real Estate Administrator	82 / 25	3 : 1		42 days
Retail Sales Associate	57 / 25	2 : 1		31 days
Real Estate Paralegal	64 / 24	3 : 1		48 days
Sales Associate	91 / 24	4 : 1		30 days
Broker	48 / 20	2 : 1		36 days
Business Development Manager (Management)	98 / 20	5 : 1		44 days
Sales Counselor	122 / 19	6 : 1		67 days
Managing Consultant	81 / 18	5 : 1		45 days
English Teacher	127 / 17	7 : 1		12 days
Sales Manager (Sales and Related)	32 / 17	2 : 1		37 days
Transaction Manager	106 / 17	6 : 1		66 days
Project Manager (Computer and Mathematical)	34 / 16	2 : 1		31 days

The following provides insight into the supply and demand of relevant skills by comparing the frequency of skills present in job postings against skills present in today's workforce. Along with Emsi's job posting analytics, this comparison leverages Emsi's dataset of more than 100M online resumés and profiles. All resumés and profiles used in these comparisons have been updated within the last three years.

\*The skills associated with workforce profiles represent workers of all education and experience levels.

## Top Hard Skills



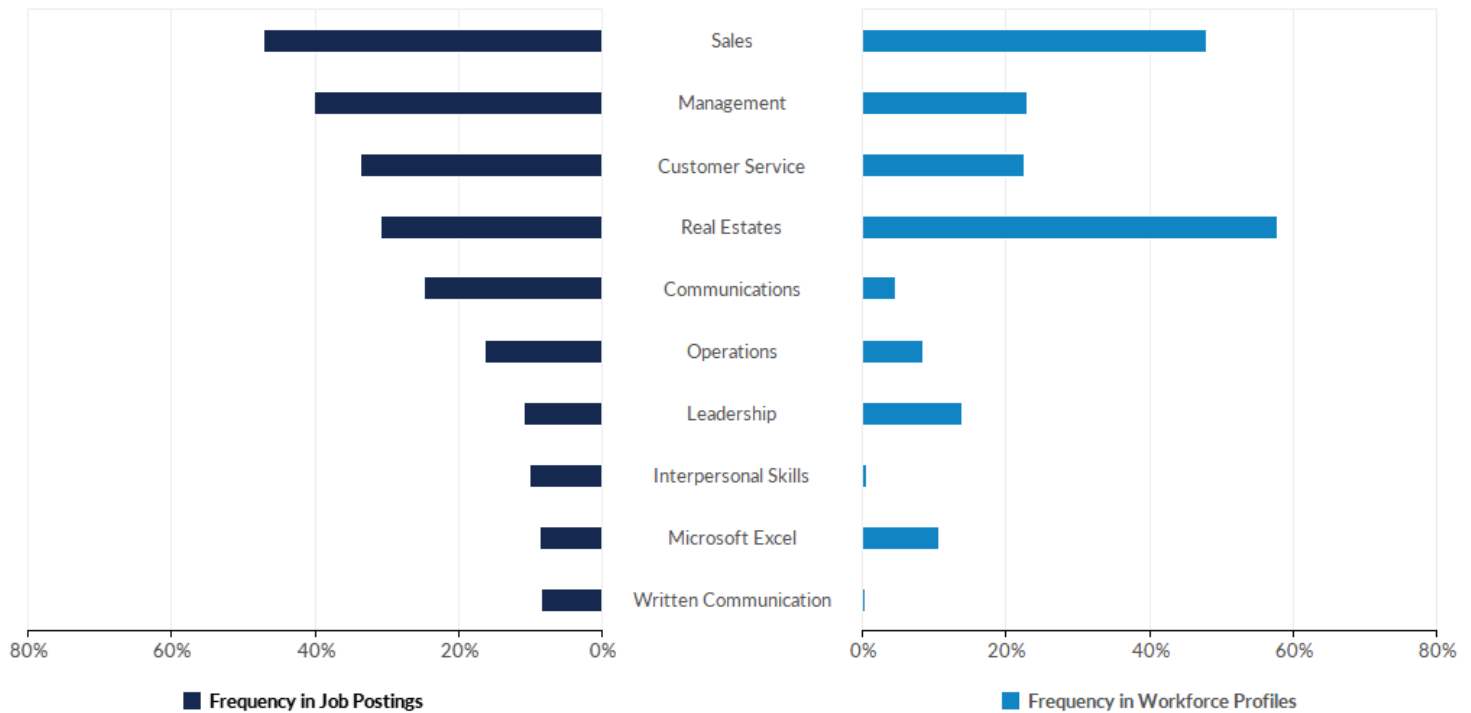
## Top Hard Skills

Skill	Frequency in Postings	Postings with Skill / Total Postings (Sep 2016 - Aug 2018)	Frequency in Profiles	Profiles with Skill / Total Profiles (2016 - 2018)
Franchising	40%	6,301 / 15,782	0%	115 / 26,312
Property Management	24%	3,754 / 15,782	18%	4,643 / 26,312
Selling Techniques	19%	2,985 / 15,782	16%	4,324 / 26,312
Accounting	14%	2,277 / 15,782	5%	1,241 / 26,312
Purchasing	14%	2,276 / 15,782	6%	1,554 / 26,312
Business Development	8%	1,191 / 15,782	6%	1,467 / 26,312
Budgeting	7%	1,183 / 15,782	9%	2,263 / 26,312

Marketing Strategies	7%	1,135 / 15,782	7%	1,837 / 26,312
Collections	6%	976 / 15,782	2%	448 / 26,312
Financial Statements	5%	821 / 15,782	2%	515 / 26,312
Brokerage	5%	764 / 15,782	5%	1,273 / 26,312
Investments	4%	601 / 15,782	31%	8,028 / 26,312
Deposit Accounts	4%	572 / 15,782	1%	316 / 26,312
Tax Credits	3%	518 / 15,782	1%	247 / 26,312
Evictions	3%	458 / 15,782	1%	226 / 26,312
Mortgage Loans	3%	442 / 15,782	6%	1,676 / 26,312
Project Management Software	3%	436 / 15,782	0%	43 / 26,312
Accounts Payable	3%	424 / 15,782	3%	677 / 26,312
Mergers And Acquisitions	3%	423 / 15,782	3%	688 / 26,312
Client Rapport	3%	421 / 15,782	1%	179 / 26,312
Accounts Receivable	3%	417 / 15,782	2%	551 / 26,312
Forecasting	3%	398 / 15,782	2%	559 / 26,312
Bookkeeping	2%	382 / 15,782	1%	388 / 26,312
Auditing	2%	356 / 15,782	2%	514 / 26,312
Staging	2%	341 / 15,782	1%	149 / 26,312
Microsoft Access	2%	340 / 15,782	2%	463 / 26,312
Surveys	2%	327 / 15,782	0%	68 / 26,312
Financial Analysis	2%	314 / 15,782	3%	743 / 26,312
Due Diligence	2%	300 / 15,782	3%	724 / 26,312
Receivables	2%	292 / 15,782	0%	102 / 26,312
Rent Collection	2%	283 / 15,782	1%	177 / 26,312
Market Research	2%	274 / 15,782	2%	636 / 26,312
Customer Satisfaction	2%	253 / 15,782	4%	993 / 26,312

Appraisals	2%	247 / 15,782	2%	399 / 26,312
Customer Relationship Management	2%	245 / 15,782	4%	1,125 / 26,312
Marketing Management	2%	241 / 15,782	2%	419 / 26,312
Loans	2%	239 / 15,782	6%	1,497 / 26,312
Billing	1%	219 / 15,782	1%	363 / 26,312
Business Planning	1%	211 / 15,782	1%	394 / 26,312
Advising	1%	210 / 15,782	0%	0 / 26,312
Cold Calling	1%	207 / 15,782	2%	417 / 26,312
Facility Management	1%	189 / 15,782	2%	634 / 26,312
Lawsuits	1%	189 / 15,782	1%	228 / 26,312
Restaurant Operation	1%	178 / 15,782	2%	442 / 26,312
Economics	1%	171 / 15,782	5%	1,257 / 26,312
Underwriting	1%	157 / 15,782	2%	418 / 26,312
Equities	1%	156 / 15,782	1%	285 / 26,312
Landscaping	1%	154 / 15,782	1%	156 / 26,312
Investment Management	1%	151 / 15,782	0%	54 / 26,312
Construction Management	1%	138 / 15,782	2%	553 / 26,312

## Top Common Skills



## Top Common Skills

Skill	Frequency in Postings	Postings with Skill / Total Postings (Sep 2016 - Aug 2018)	Frequency in Profiles	Profiles with Skill / Total Profiles (2016 - 2018)
Sales	47%	7,435 / 15,782	48%	12,633 / 26,312
Management	40%	6,343 / 15,782	23%	6,036 / 26,312
Customer Service	34%	5,315 / 15,782	23%	5,962 / 26,312
Real Estates	31%	4,851 / 15,782	58%	15,235 / 26,312
Communications	25%	3,927 / 15,782	5%	1,237 / 26,312
Operations	16%	2,570 / 15,782	8%	2,223 / 26,312
Leadership	11%	1,712 / 15,782	14%	3,647 / 26,312
Interpersonal Skills	10%	1,592 / 15,782	1%	167 / 26,312
Microsoft Excel	9%	1,363 / 15,782	11%	2,811 / 26,312
Written Communication	9%	1,342 / 15,782	0%	94 / 26,312
Microsoft Outlook	8%	1,334 / 15,782	4%	1,169 / 26,312
Computer Literacy	8%	1,246 / 15,782	1%	189 / 26,312



Innovation	7%	1,095 / 15,782	1%	358 / 26,312
Time Management	6%	932 / 15,782	3%	795 / 26,312
Problem Solving	5%	840 / 15,782	3%	734 / 26,312
Negotiation	5%	797 / 15,782	17%	4,439 / 26,312
Microsoft Office	5%	789 / 15,782	11%	2,981 / 26,312
Presentations	5%	743 / 15,782	3%	916 / 26,312
Construction	4%	706 / 15,782	5%	1,350 / 26,312
Office Suite	4%	612 / 15,782	0%	18 / 26,312
Research	4%	607 / 15,782	8%	2,021 / 26,312
Coordinating	4%	598 / 15,782	3%	800 / 26,312
Creativity	4%	581 / 15,782	0%	0 / 26,312
Mentorship	4%	565 / 15,782	1%	323 / 26,312
Hospitality	4%	560 / 15,782	1%	366 / 26,312
Verbal Communication Skills	3%	536 / 15,782	0%	36 / 26,312
Filing	3%	503 / 15,782	2%	456 / 26,312
Microsoft Word	3%	500 / 15,782	7%	1,864 / 26,312
Service-Orientation	3%	477 / 15,782	0%	37 / 26,312
Retail Sales	3%	448 / 15,782	2%	570 / 26,312
Writing	2%	389 / 15,782	3%	715 / 26,312
Clerical Works	2%	324 / 15,782	1%	215 / 26,312
Prioritization	2%	318 / 15,782	0%	102 / 26,312
Microsoft PowerPoint	2%	278 / 15,782	7%	1,843 / 26,312
Spreadsheets	2%	257 / 15,782	0%	121 / 26,312
Driving	2%	237 / 15,782	0%	95 / 26,312
Trust	2%	237 / 15,782	0%	128 / 26,312
Multilingualism	1%	229 / 15,782	1%	220 / 26,312

Word Processor	1%	214 / 15,782	0%	85 / 26,312
Information Technology	1%	208 / 15,782	2%	565 / 26,312
Literacy	1%	200 / 15,782	0%	23 / 26,312
Persuasive Communication	1%	198 / 15,782	0%	53 / 26,312
Business Administration	1%	197 / 15,782	1%	251 / 26,312
Decision Making	1%	194 / 15,782	1%	140 / 26,312
Creative Thinking	1%	185 / 15,782	0%	15 / 26,312
Project Management	1%	185 / 15,782	7%	1,907 / 26,312
Financial Services	1%	184 / 15,782	1%	257 / 26,312
Typing	1%	171 / 15,782	1%	139 / 26,312
Teaching	1%	144 / 15,782	3%	670 / 26,312
Business Acumen	1%	143 / 15,782	0%	36 / 26,312

# Top Qualifications

Qualification	Postings with Qualification
Master Of Business Administration (MBA)	94
Financial Accounting Standards Board (FASB) Certified	16
Certified Facility Manager	10
Commercial Driver's License (CDL)	5
Project Management Professional Certification	5
Registered Investment Advisor	5
Series 7 General Securities Representative License (Stockbroker)	5
Certified Financial Manager	4
Program Management Professional	4
Certified Commercial Investment Member (CCIM)	3
Certified IRB Manager	3
Certified Public Accountant	3
Chartered Financial Analyst	3
Master Of Public Administration	3
Certified Medical Assistant	2
Housing Credit Certified Professional	2
National Apartment Leasing Professional	2
Certified Broadcast Radio Engineer	1
Certified Manager Of Community Associations	1
Certified Nursing Assistant	1
Certified Physician Practice Manager	1
Chartered Alternative Investment Analyst	1
Licensed Practical Nurse	1
Licensed Vocational Nurses	1
PMI Certified	1
Professional Engineer	1



# Appendix A - Data Sources and Calculations

## Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

## Emsi Job Postings

Job postings are collected from various sources and processed/enriched to provide information such as standardized company name, occupation, skills, and geography.

## Occupation Data

Emsi occupation employment data are based on final Emsi industry data and final Emsi staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level Emsi earnings by industry.

## Location Quotient

Location quotient (LQ) is a way of quantifying how concentrated a particular industry, cluster, occupation, or demographic group is in a region as compared to the nation. It can reveal what makes a particular region unique in comparison to the national average.

## State Data Sources

This report uses state data from the following agencies: California Labor Market Information Department