

# OFFICES OF REAL ESTATE AGENTS & BROKERS (NAICS 53121)

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## USERS' GUIDE

The Barnes Reports are the leading publications on U.S. industries and estimates and forecasts on sales and employment demographics. As a way of making the most of this information, we have included a few suggestions and tips to aid you in processing and using this information.

Managers, planners, and market researchers use this information for a variety of activities:

- Sizing markets and segments – You can estimate the size of the regional markets you sell in and your company's market penetration into that market. You can do the same with the market segments in which you participate.
- Sales territory potential – You can estimate your market penetration and also the market potential in any regional area or market segment.
- Sales forecasting – With the estimates on the size of the industry, market researchers supporting a sales force can then estimate and forecast the future size of the industry.
- Advertising strategies – You can use this information for forecasting and estimating sales potential and target advertising campaigns.
- Competitive analysis – You will use the information to locate your possible competitors (if it is not already known), to estimate their size, growth and strengths and weaknesses and to see what market segments in which they participate.

We recognize that many managers today are asked to provide detailed analysis of their markets, sales territories, distribution channels, and product placements. We have organized these reports in a logical format making your market analysis and research tasks easy to accomplish.

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# OFFICES OF REAL ESTATE AGENTS & BROKERS (NAICS 53121)

## INDUSTRY DEFINITION AND RELATED INDUSTRIES

**NAICS 53121: Real Estate Agents & Brokers.** This industry comprises establishments primarily engaged in renting, buying, selling, managing, and appraising real estate for others.

### Related Industries

- Real Estate Property Managers
- Single-home Construction Industry
- Plumbing Contractors
- Carpentry Contractors

### U.S. Census Categories

NAICS 53121 – Real Estate Agents & Brokers is almost comparable to:  
52% of SIC 6531 – Real Estate Agents

### Sub-Industries

- Real estate agents and managers
- Real estate brokers and agents
- Broker of manufactured homes, on site
- Buying agent, real estate
- Escrow agent, real estate
- Real estate agent, commercial
- Real estate agent, residential
- Selling agent, real estate
- Real estate managers
- Cemetery management service
- Condominium manager
- Cooperative apartment manager

## **OFFICES OF REAL ESTATE AGENTS & BROKERS (NAICS 53121)**

Real estate listing services

Multiple listing service, real estate

Real estate leasing and rentals

Rental agent, real estate

Time-sharing real estate sales, leasing and rentals

Appraiser, real estate

Auction, real estate

Fiduciary, real estate

Housing authority operator