

# Program Overview

Real Estate

Lightcast Q3 2023 Data Set

August 2023

San Mateo County Community College District



# Parameters

Completions Year: 2020

Jobs Timeframe: 2022 - 2029

Job Postings Timeframe: Jun 2021 - Jul 2023

Programs:

Code	Description
52.1501	Real Estate

Regions:

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

Education Level:

Description
Associate degree

Tuition Type: Tuition & Fees

Graduate Status: Undergraduate

Residency: In-State

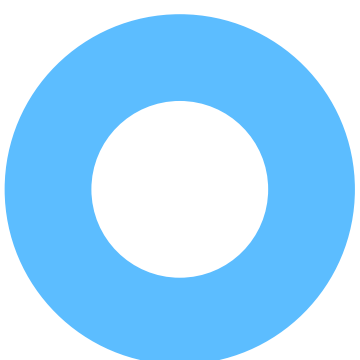
<p>7</p> <p>Institutions</p> <p>40% Growth (2016-2020)</p>	<p>26</p> <p>Completions</p> <p>53% Growth (2016-2020)</p>	<p>Completions Distribution</p> <p>Average: 3.7</p> <p>Median: 2</p>
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### Program Overview



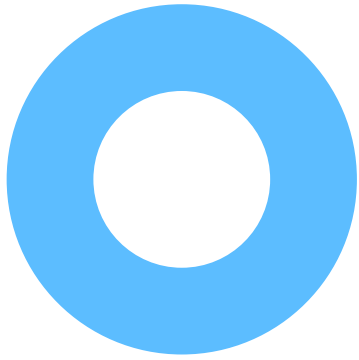
	Completions (2020)	% Completions	Institutions (2020)	% Institutions
● All Programs	26	100%	7	100%
● Distance Offered Programs	1	4%	1	14%
● Non-Distance Offered Programs	25	96%	6	86%

### Market Share by Institution Type



Institution Type	Completions (2020)	Market Share
● Public, 2-year	26	100.0%

## Market Share by Program

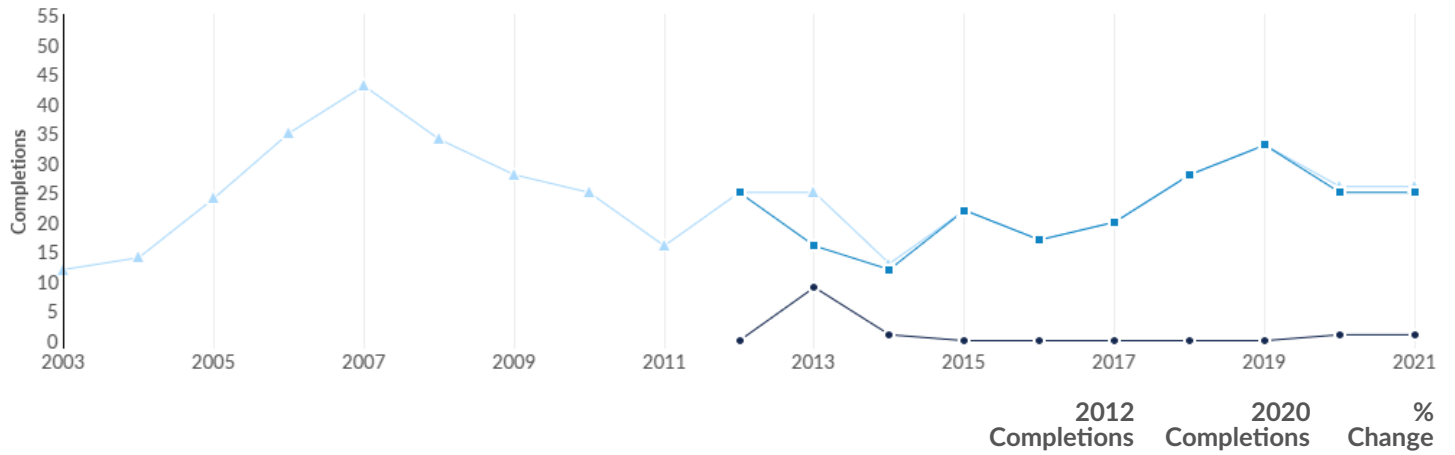


Program	Completions (2020)	Market Share
● Real Estate (52.1501)	26	100.0%

## Completions by Institution

Institution	Associate's Degree Completions (2020)	Growth % YOY (2020)	Market Share (2020)	IPEDS Tuition & Fees (2020)	Completions Trend (2016-2020)
City College of San Francisco	8	-33.3%	30.8%	\$1,165	
Merritt College	7	-22.2%	26.9%	\$1,167	
Chabot College	5	-16.7%	19.2%	\$1,150	
Contra Costa College	2	Insf. Data	7.7%	\$1,312	
De Anza College	2	-33.3%	7.7%	\$1,561	
Ohlone College	1	-50.0%	3.8%	\$1,196	
College of San Mateo	1	Insf. Data	3.8%	\$1,434	

## Regional Trends



	2012 Completions	2020 Completions	% Change
Distance Offered Programs	0	1	+Inf. Data
Non-Distance Offered Programs	25	25	0.0%
All Programs	25	26	+4.0%

## Regional Completions by Award Level



Award Level	Completions (2020)	Percent
Associate's Degree	26	100.0%

## Similar Programs

4 Programs (2020)	2,446 Completions (2020)
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CIP Code	Program	Associate's Degree Completions (2020)
24.0101	Liberal Arts and Sciences/Liberal Studies	2,419
52.1801	Sales, Distribution, and Marketing Operations, General	27
24.0102	General Studies	0
24.0199	Liberal Arts and Sciences, General Studies and Humanities, Other	0


## Target Occupations

*\*Filtered by the proportion of the national workforce in these occupations with an Associate's degree*

2,730 Jobs (2022)* 17% above National average*	+3.9% % Change (2022-2029)* Nation: +9.4%*	\$32.96/hr \$68.6K/yr Median Earnings Nation: \$28.13/hr; \$58.5K/yr	258 Annual Openings*
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Occupation	2022 Jobs*	Annual Openings*	Median Earnings	Growth (2022 - 2029)*	Employment Concentration (2022)*
Property, Real Estate, and Community Association Managers	1,229	110	\$30.65/hr	+3.25%	1.61
Real Estate Sales Agents	1,017	100	\$30.03/hr	+4.52%	0.94
Real Estate Brokers	364	37	\$50.39/hr	+6.04%	1.12
Property Appraisers and Assessors	119	11	\$42.89/hr	0.00%	0.72











# Job Postings Summary

<p>1,060</p> <p>Unique Postings</p> <p>4,422 Total Postings</p>	<p>4 : 1</p> <p>Posting Intensity</p>  <p>Regional Average: 4 : 1</p>	<p>248</p> <p>Employers Competing</p> <p>86,762 Total Employers</p>	<p>33 days</p> <p>Median Posting Duration</p> <p>Regional Average: 30 days</p>
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There were 4,422 total job postings for your selection from June 2021 to July 2023, of which 1,060 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.

## Top Companies Posting

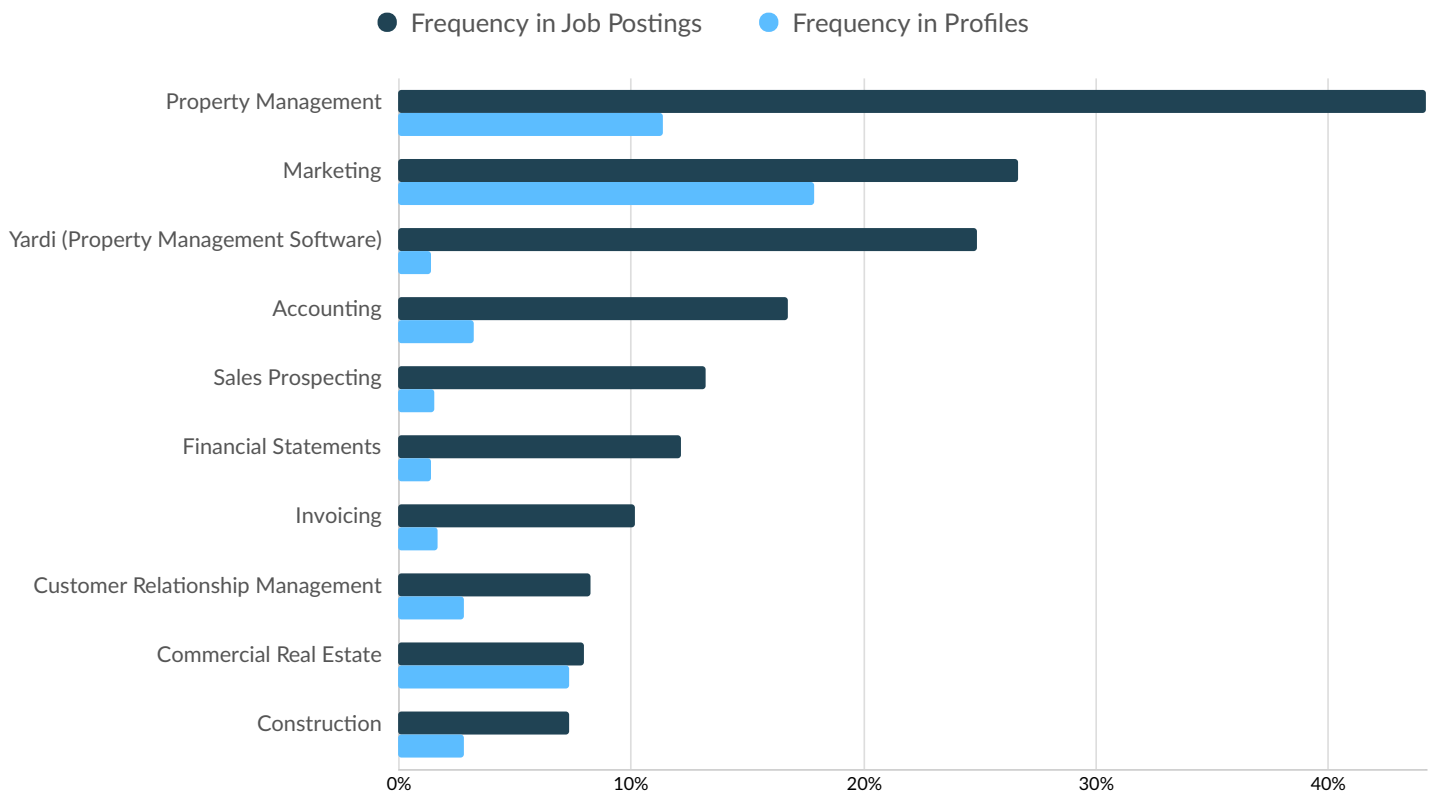
Company	Total/Unique (Jun 2021 - Jul 2023)	Posting Intensity	Median Posting Duration
Sequoia Equities	433 / 102	4 : 1 	38 days
Starboard Commercial Real Estate	277 / 53	5 : 1 	26 days
Midpen Housing Corporation	92 / 41	2 : 1 	31 days
Associa	186 / 38	5 : 1 	28 days
Brookfield Properties	132 / 32	4 : 1 	33 days
Sequoia Company	57 / 31	2 : 1 	28 days
Cushman & Wakefield	87 / 27	3 : 1 	39 days
Essex Property Trust	102 / 26	4 : 1 	56 days
J.F. Shea	23 / 18	1 : 1 	50 days
Reliant Property Management	67 / 18	4 : 1 	21 days

# Top Posted Job Titles

Job Title	Total/Unique (Jun 2021 - Jul 2023)	Posting Intensity	Median Posting Duration
Assistant Community Managers	656 / 117	6 : 1 	32 days
Community Managers	388 / 105	4 : 1 	36 days
Property Managers	447 / 65	7 : 1 	20 days
Assistant Property Managers	155 / 46	3 : 1 	30 days
Leasing Specialists	161 / 46	4 : 1 	39 days
Community Association Managers	153 / 45	3 : 1 	30 days
Leasing Consultants	131 / 37	4 : 1 	39 days
Commercial Real Estate Agents	156 / 36	4 : 1 	27 days
Property Administrators	83 / 21	4 : 1 	44 days
Sales and Leasing Managers	49 / 20	2 : 1 	53 days

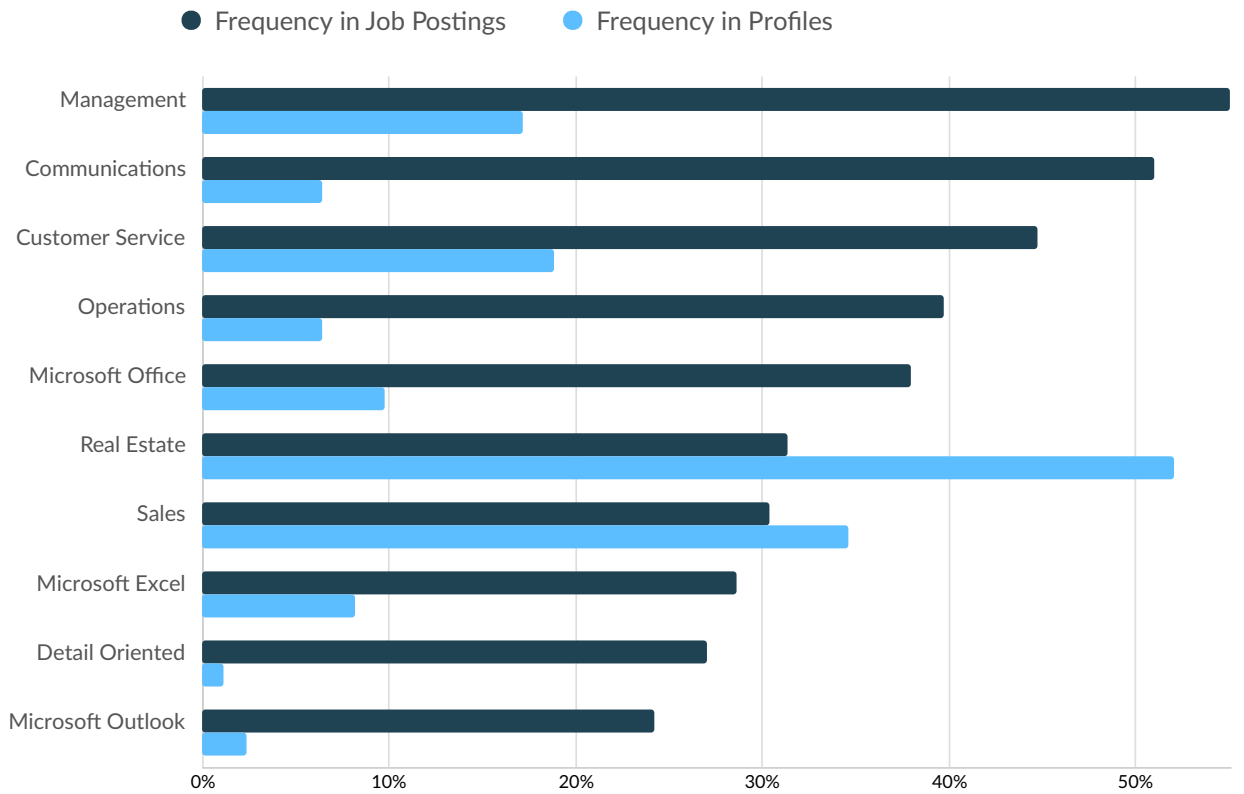


# Top Specialized Skills



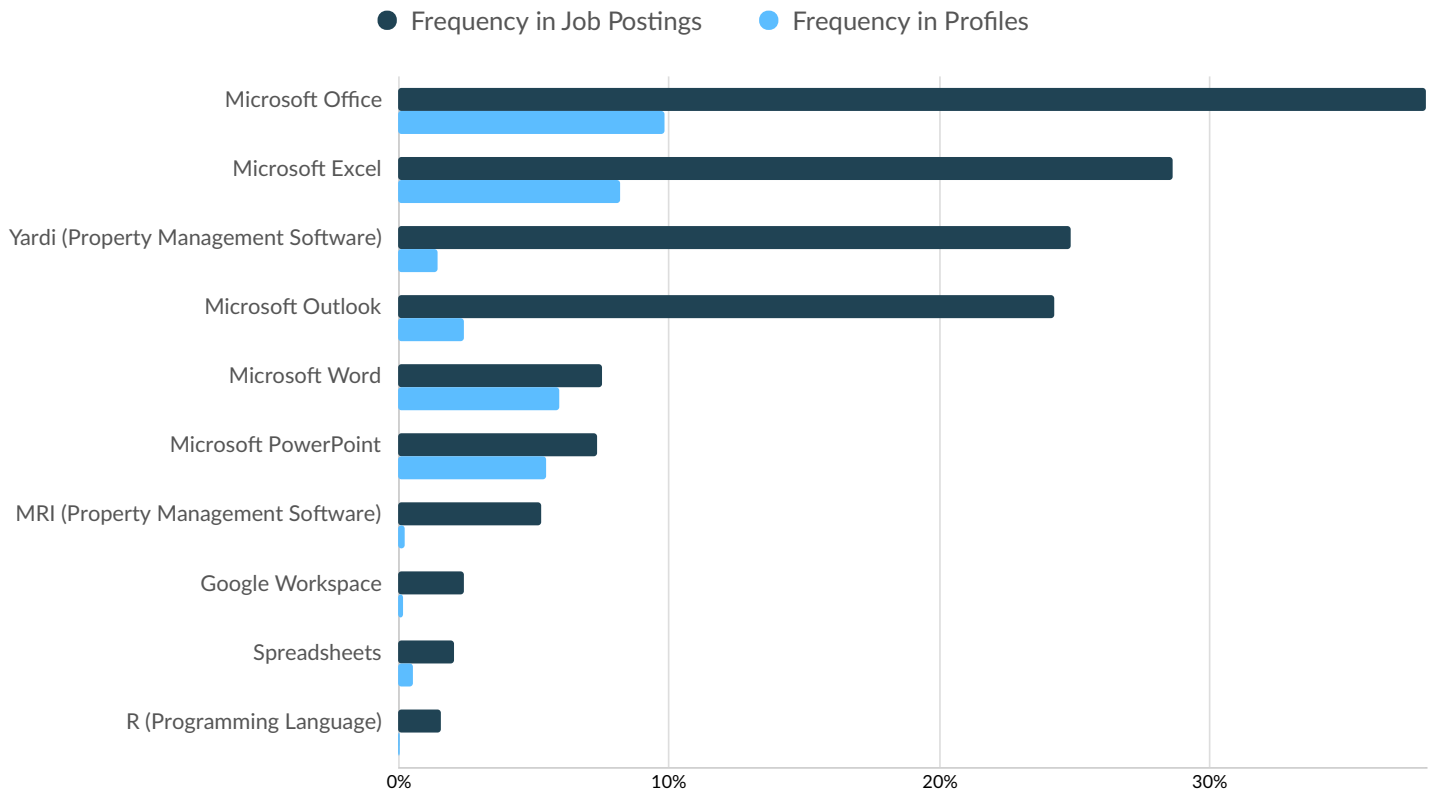
Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Property Management	469	44%	5,447	11%
Marketing	283	27%	8,574	18%
Yardi (Property Management Software)	264	25%	687	1%
Accounting	178	17%	1,545	3%
Sales Prospecting	140	13%	729	2%
Financial Statements	129	12%	693	1%
Invoicing	108	10%	807	2%
Customer Relationship Management	88	8%	1,351	3%
Commercial Real Estate	85	8%	3,531	7%
Construction	78	7%	1,342	3%

# Top Common Skills



Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Management	584	55%	8,228	17%
Communications	541	51%	3,062	6%
Customer Service	475	45%	9,029	19%
Operations	421	40%	3,098	6%
Microsoft Office	403	38%	4,706	10%
Real Estate	333	31%	24,955	52%
Sales	322	30%	16,597	35%
Microsoft Excel	304	29%	3,928	8%
Detail Oriented	287	27%	532	1%
Microsoft Outlook	257	24%	1,158	2%

# Top Software Skills



Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Microsoft Office	403	38%	4,706	10%
Microsoft Excel	304	29%	3,928	8%
Yardi (Property Management Software)	264	25%	687	1%
Microsoft Outlook	257	24%	1,158	2%
Microsoft Word	80	8%	2,864	6%
Microsoft PowerPoint	78	7%	2,621	5%
MRI (Property Management Software)	56	5%	113	0%
Google Workspace	26	2%	94	0%
Spreadsheets	22	2%	262	1%
R (Programming Language)	17	2%	38	0%

# Top Qualifications

Qualification	Postings with Qualification
Valid Driver's License	349
Real Estate Salesperson License	104
Certified Occupancy Specialist (COS)	52
Tax Credit Specialist	48
Certified Property Manager	21
Board Certified Behavior Analyst (BCBA)	17
Accredited Residential Manager	14
10-Hour OSHA General Industry Card	13
CDL Class C License	13
Insurance License	12

# Appendix A

## Program Selection Details

CIP Code	Program Name
52.1501	Real Estate

# Appendix B - 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.

## 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.

## 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 are also affected by county-level Emsi earnings by industry.

## Lightcast Job Postings

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

## State Data Sources

This report uses state data from the following agencies: California Employment Development Department