

The 2022 Report on Offices of Real Estate Agents and Brokers: World Market Segmentation by City

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Abstracts

This report was created for global strategic planners who cannot be content with traditional methods of segmenting world markets. With the advent of a 'borderless world', cities become a more important criteria in prioritizing markets, as opposed to regions, continents, or countries. This report covers the top 2,000 cities in over 200 countries. It does so by reporting the estimated market size (in terms of latent demand) for each major city of the world. It then ranks these cities and reports them in terms of their size as a percent of the country where they are located, their geographic region (e.g. Africa, Asia, Europe, Middle East, North America, Latin America), and the total world market.

This study covers offices of real estate agents and brokers as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for offices of real estate agents and brokers is 5312. It is for this definition that aggregate latent demand estimates are derived. Offices of real estate agents and brokers is specifically defined as follows:

5312 Offices of Real Estate Agents and Brokers

53121 See industry description for 531210.

531210 This industry comprises establishments primarily engaged in acting as agents and/or brokers in one or more of the following: (1) selling real estate for others; (2) buying real estate for others; and (3) renting real estate for others.

531210P Primary services

5312101 Residential property sales, brokerage fees, and commissions

5312102 Residential property rental, brokerage fees, and commissions

5312103 Nonresidential property sales, brokerage fees, and commissions

5312104 Nonresidential property rental, brokerage fees, and commissions

5312105 Other real estate agent & broker services, incl fees from land sales & rental

531210SM Other receipts

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