United States Real Estate Brokerage Market Size & Share Analysis - Growth Trends and Forecast (2025 - 2031)

> **Industry:** REITs, Property Investment & Management (Real Estate & Construction)
> **Source:** https://www.mordorintelligence.com/industry-reports/us-real-estate-brokerage-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 217.43 billion
Projected Forecast (2031)	USD 217.43 billion
Growth Rate (CAGR)	5.32 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in United States Real Estate Brokerage industry](images/chart_2.png)

![United States Real Estate Brokerage Market (2026 - 2031)](images/chart_3.png)

![United States Real Estate Brokerage Market: Market Share by Property Type](images/chart_4.png)

![United States Real Estate Brokerage Market: Market Share by Client Type](images/chart_5.png)

![United States Real Estate Brokerage Market Concentration](images/chart_6.png)

![Icon](images/chart_7.png)

![footer background image](images/chart_9.png)

![Mordor Intelligence on Facebook](images/chart_11.svg)

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![ESOMAR](images/chart_16.png)

![GPTW](images/chart_18.png)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period | 2020 - 2031 |
Forecast Data Period | 2026 - 2031 |
Base Year Market Size (2025) | USD 206.45 Billion |
Market Size (2026) | USD 217.43 Billion |
Market Size (2031) | USD 281.80 Billion |
Growth Rate (2026 - 2031) | 5.32 % |

Market Concentration | Low |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

United States Real Estate Brokerage Market Analysis by Mordor IntelligenceThe United States Real Estate Brokerage Market size was valued at USD 206.45 billion in 2025 and is estimated to grow from USD 217.43 billion in 2026 to reach USD 281.80 billion by 2031, at a CAGR of 5.32% during the forecast period (2026-2031).

Mortgage rates hovering near 6.8% in early 2026 are suppressing purchasing power, yet elevated household formation and steady in-migration keep transaction pipelines active. Regulatory shifts following the November 2024 National Association of Realtors (NAR) settlement compel brokerages to decouple buyer-agent fees from Multiple Listing Service (MLS) displays, accelerating experimentation with flat-fee and rebate models. At the same time, the Department of Justice (DOJ) continues antitrust scrutiny, which nudges the industry toward transparent, value-based pricing. Cloud-enabled brokerages and artificial-intelligence (AI) valuation tools are compressing listing-to-closing cycles, helping firms offset commission pressure through higher volume and ancillary service bundling.

Key Report Takeaways

* By property type, residential brokerage commanded 82.40% of the United States real estate brokerage market share in 2025, while commercial transactions are forecast to expand at a 4.77% CAGR through 2031.
* By service, sales retained a 65.20% of the United States real estate brokerage market size in 2025, yet leasing and rental services are set to grow at a 5.09% CAGR through 2031.
* By client type, individuals/households contributed 46.56% of the United States real estate brokerage market share in 2025, but corporate & SMEs clients are advancing at a 4.92% CAGR through 2031.
* By state, Texas captured 11.90% of of the United States real estate brokerage market size in 2025, whereas Illinois is projected to record the fastest growth at a 4.83% CAGR through 2031.

Key Market Trends

United States Real Estate Brokerage Market Trends and InsightsDrivers Impact Analysis*

Drivers	(~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
Rising housing demand and household formation increase residential property transaction volumes	+1.2%	National, with early gains in Texas, Florida, and Arizona	Medium term (2-4 years)
Recovery in housing inventory and new-build pipelines supports higher brokerage activity	+1.1%	National, strongest in Sunbelt states (Texas, Florida, Georgia, North Carolina)	Medium term (2-4 years)
Growing adoption of digital lead-generation platforms and CRM systems improves brokerage efficiency	+0.9%	National, concentrated in tech-forward metros (California, New York, Washington)	Short term (≤ 2 years)
Expansion of cloud-based and low-overhead brokerage models attracts new agents and firms	+0.7%	National, with rapid adoption in suburban and exurban markets	Short term (≤ 2 years)
AI-driven property valuation tools shorten the listing-to-closing transaction cycle	+0.6%	National, led by urban and high-transaction-volume markets	Short term (≤ 2 years)

Tokenized real estate deals create new brokerage revenue streams and fee pools | +0.3% | Pilot markets (New York, California, Florida) | Long term (≥ 4 years) |

Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

Competition in the United States real estate brokerage market remains fragmented. Traditional franchises such as Keller Williams, RE/MAX, and Coldwell Banker lean on brand equity and in-house coaching, yet escalating agent splits and technology expenditure gnaw at margins. eXp Realty's cloud office ignited rapid share capture by promising 80% splits plus equity participation, revealing the vulnerability of bricks-and-mortar networks to digital insurgents. Compass invests heavily in proprietary CRM, but sustaining growth demanded USD 270 million in 2024 losses, spotlighting the cost of tech-driven market entry.

Discount brokerages like Redfin and Clever Real Estate advertise 1.0–1.5% listing commissions or USD 3,000 flat fees, pressuring the customary 2.5–3.0% band. Yet consumer wariness about reduced service keeps their aggregate share below 5%. Meanwhile, iBuyer giants such as Opendoor, Offerpad, and a relaunched Zillow Offers provide instant liquidity, albeit at margins reliant on rapid resale in appreciating markets. Brokerages counter through partnership funnels or by offering bridge-financing programs that replicate certainty while preserving agency involvement.

Compliance and data security emerge as new competitive axes. Firms that swiftly implemented FinCEN ownership-reporting tools and revised buyer-broker workflows in line with the NAR settlement avoid fines and win consumer trust. AI-enhanced recruitment platforms help leading brokerages court top producers with customized compensation simulations, raising switching costs once equity vests. Niche specialists target luxury vacation rentals, senior-housing transitions, or foreign-investor concierge services areas where national franchises often lack bespoke expertise. With concentrated market share still limited, both regional breakouts and tech-first challengers retain significant headroom for organic and acquisitive growth.

United States Real Estate Brokerage Industry Leaders* Keller Williams Realty

* RE/MAX

* Berkshire Hathaway HomeServices

* eXp Realty

* Anywhere Real Estate

* *Disclaimer: Major Players sorted in no particular order

Component Component 3 Scope Of The Report Bottom

United States Real Estate Brokerage Market Report ScopeBy Property TypeResidential | Apartments and Condominums |
| Villas and Landed Houses |
Commercial | Office |
| Retail |
| Logistics |
| Others |

Segmentation Accordion Item

By StateTexas |
California |
Florida |
New York |
Illinois |
Rest of the United States |

Frequently Asked Questions

How large is the U.S. real-estate brokerage business in 2026?

The United States real estate brokerage market stands at USD 217.43 billion in 2026 and is on course to reach USD 281.80 billion by 2031.

What is the current growth rate outlook?

Between 2026 and 2031, the market is projected to grow at a 5.32% CAGR, powered by household formation and technology-driven efficiency gains.

Which property segment generates the highest brokerage revenue?

Residential transactions remain dominant, capturing 82.40% of 2025 revenue, though commercial assets are expanding faster at a 4.77% CAGR.

How are new commission rules changing brokerage models?

The 2024 NAR settlement and ongoing DOJ scrutiny push firms to separate buyer-agent fees from list prices, sparking adoption of flat-fee, rebate, and buyer-pays structures.

Which states are driving brokerage growth?

Texas leads in absolute revenue share at 11.90%, while Illinois is forecast to post the quickest CAGR 4.83% through 2031 on the back of industrial and tech expansion.

Are technology platforms eroding traditional agent roles?

AI valuations, cloud office models, and iBuyer platforms reduce friction but have not displaced agents; instead, they reward brokers who integrate digital tools to enhance client service.