3 Occupations
in San Diego-Chula Vista-Carlsbad, CA

Contents

What is Lightcast Data?

Lightcast data is a hybrid dataset derived from official government sources such as the US Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics. Leveraging the unique strengths of each source, our data modeling team creates an authoritative dataset that captures more than 99% of all workers in the United States. This core offering is then enriched with data from online social profiles, resumés, and job postings to give you a complete view of the workforce.

Lightcast data is frequently cited in major publications such as *The Atlantic*, *Forbes*, *Harvard Business Review*, *The New York Times*, *The Wall Street Journal*, and *USA Today*.

Report Parameters

3 Occupations

41-9022	Real Estate Sales Agents		11-9141	Property, Real Estate, and Community Association Managers
41-9021	Real Estate Brokers			

1 MSA

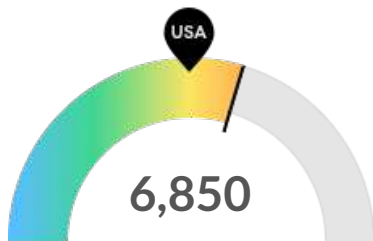|	
41740	San Diego-Chula Vista-Carlsbad, CA

Class of Worker

QCEW Employees

The information in this report pertains to the chosen occupations and geographical area.
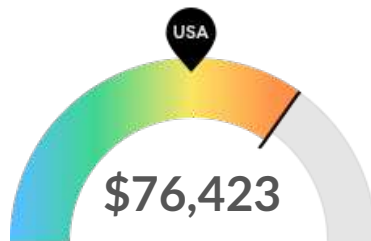
Executive Summary

## Aggressive Job Posting Demand Over a Deep Supply of Regional Jobs

6,850
Jobs (2023)

San Diego-Chula Vista-Carlsbad, CA is a hotspot for this kind of job. The national average for an area this size is 5,293* employees, while there are 6,850 here.

$76,423
Compensation

Earnings are high in San Diego-Chula Vista-Carlsbad, CA. The national median salary for your occupations is $60,147, compared to $76,423 here.
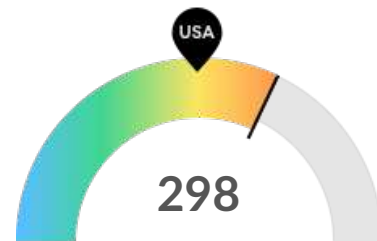
298
Job Posting Demand

Job posting activity is high in San Diego-Chula Vista-Carlsbad, CA. The national average for an area this size is 201* job postings/mo, while there are 298 here.

*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and San Diego-Chula Vista-Carlsbad, CA. In other words, the values represent the national average adjusted for region size.

Jobs

Regional Employment Is Higher Than the National Average

An average area of this size typically has 5,293* jobs, while there are 6,850 here. This higher than average supply of jobs may make it easier for workers in this field to find employment in your area.
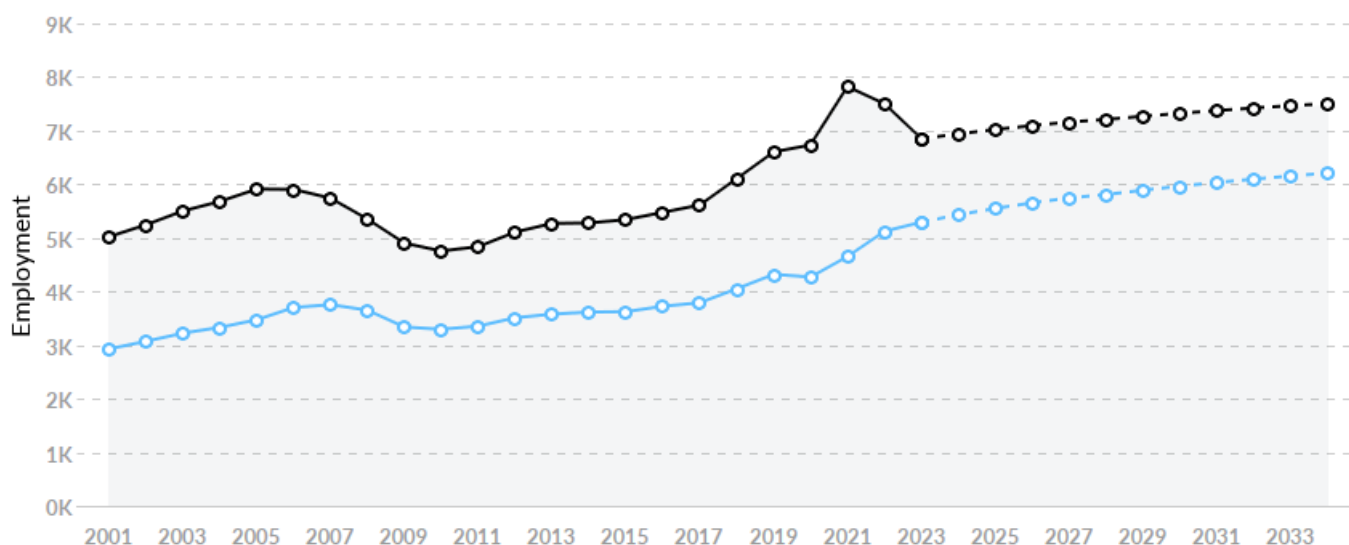
	Region	2023 Jobs	2024 Jobs	Change	% Change
●	San Diego-Chula Vista-Carlsbad, CA	6,850	6,939	90	1.3%
●	National Average	5,293	5,431	138	2.6%

*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and San Diego-Chula Vista-Carlsbad, CA. In other words, the values represent the national average adjusted for region size.

Regional Breakdown
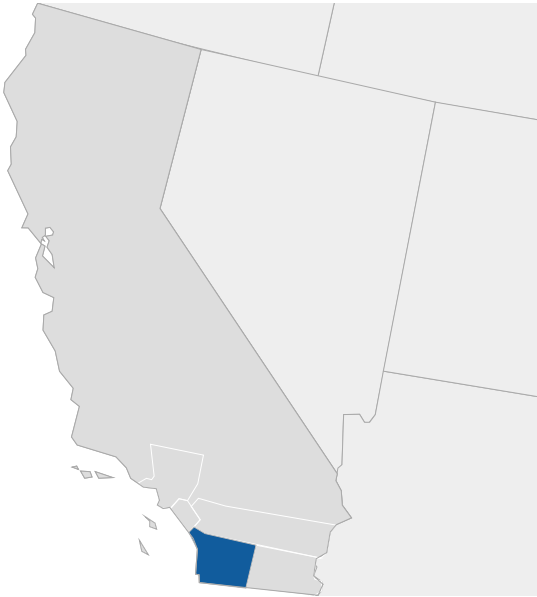
County	2023 Jobs
San Diego County, CA	6,850

Most Jobs are Found in the Activities Related to Real Estate Industry Sector
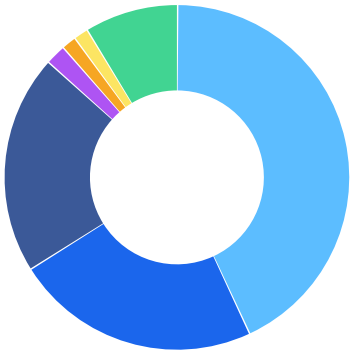
Industry	% of Occupation in Industry (2023)
● Activities Related to Real Estate	43.0%
● Lessors of Real Estate	23.0%
● Offices of Real Estate Agents and Brokers	20.6%
● Residential Building Construction	1.9%
● Local Government, Excluding Education and Hospitals	1.4%
● Management, Scientific, and Technical Consulting Services	1.4%
● Other	8.8%

Compensation

Regional Compensation Is 27% Higher Than National Compensation

For your occupations, the 2023 median wage in San Diego-Chula Vista-Carlsbad, CA is $76,423, while the national median wage is $60,147.
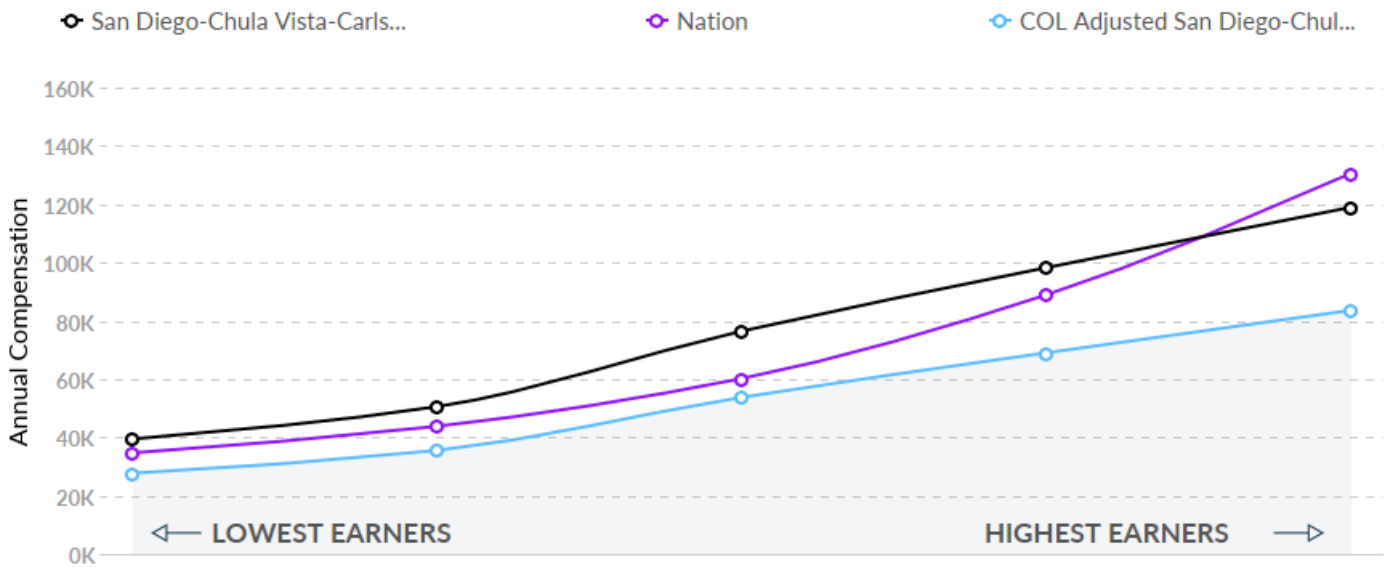
Job Posting Activity

5,362 Unique Job Postings

The number of unique postings for this job from Jan 2023 to Jun 2024.

919 Employers Competing

All employers in the region who posted for this job from Jan 2023 to Jun 2024.

29 Day Median Duration

Posting duration is 1 day longer than what's typical in the region.
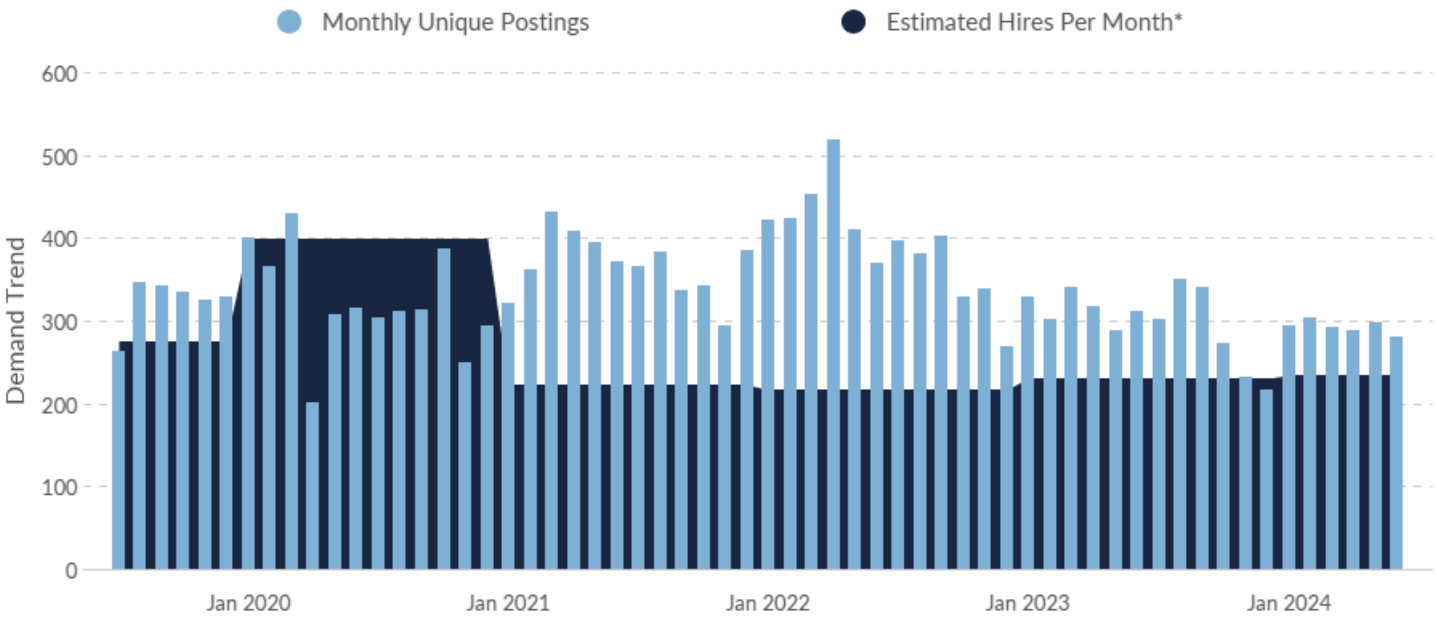
Occupation	Avg Monthly Postings (Jan 2023 - Jun 2024)	Avg Monthly Hires (Jan 2023 - Jun 2024)
Property, Real Estate, and Community Association Managers	136	128
Real Estate Sales Agents	122	68
Real Estate Brokers	40	36

*A hire is reported by the Quarterly Workforce Indicators when an individual's Social Security Number appears on a company's payroll and was not there the quarter before. Lightcast hires are calculated using a combination of Lightcast jobs data, information on separation rates from the Bureau of Labor Statistics (BLS), and industry-based hires data from the Census Bureau.

Top Companies	Unique Postings	
Greystar	251	▰▰▰▰
Keller Williams Realty	150	▰▰
Carole Realty-Keller Williams Sa…	139	▰▰
Fpi Management	132	▰▰
Realty Connect USA	90	▰
ConAm Management	83	▰
Coldwell Banker	81	▰
Beer Home Team	67	▰
Avenue5 Residential	56	▰
Intersolutions	56	▰

Top Job Titles	Unique Postings	
Real Estate Agents	601	▰▰▰▰
Community Managers	362	▰▰▰
Leasing Consultants	337	▰▰▰
Property Managers	228	▰▰
Assistant Property Managers	224	▰▰
Leasing Professionals	159	▰
Assistant Community Managers	146	▰
Real Estate Buyer's Agents	87	▰
Leasing Agents	75	▰
Apartment Leasing Consultants	71	▰

Top Distinguishing Skills by Demand

An occupation's Distinguishing Skills are the advanced skills that are called for occasionally. An employee with these skills is likely more specialized and able to differentiate themselves from others in the same role.
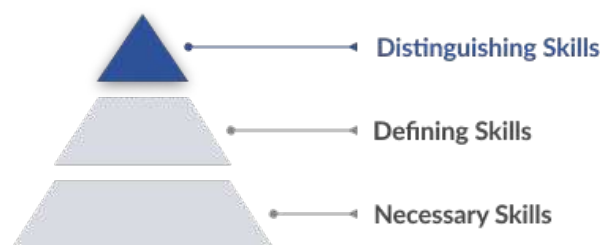
Distinguishing Skills

Defining Skills

Necessary Skills

Skill	Salary Boosting	Job Postings Requesting	Projected Growth	Growth Relative to Market
Real Estate Salesperson License	✗	1,135	+9.8%	Growing
Lease Contracts	✓	267	+6.2%	Stable
Real Estate Transactions	✓	231	+7.8%	Stable
Lead Follow-Up	✓	213	+13.5%	Growing
Property Maintenance	✗	176	+6.9%	Stable
Low-Income Housing Tax Credit	✗	164	+5.1%	Stable
Tax Credits	✗	164	+9.4%	Growing
Property Leasing	✓	133	-0.2%	Lagging
Internet Marketing	✗	129	+4.4%	Lagging
Renewal Theory	✗	119	+6.4%	Stable

Top Defining Skills by Demand

An occupation's Defining Skills represent the day-to-day tasks and responsibilities of the job. An employee needs these skills to qualify for and perform successfully in this occupation.
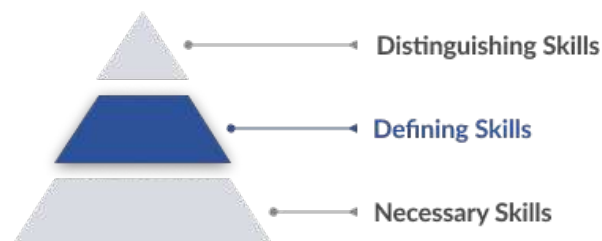
Distinguishing Skills

Defining Skills

Necessary Skills

Skill	Salary Boosting	Job Postings Requesting	Projected Growth	Growth Relative to Market
Property Management	❌	1,823	+13.1%	Growing
Marketing	✅	1,597	+23.0%	Rapidly Growing
Valid Driver's License	❌	1,200	+7.5%	Stable
Real Estate Salesperson License	❌	1,135	+9.8%	Growing
Sales Prospecting	❌	1,079	+19.0%	Growing
Yardi (Property Management Software)	✅	974	+10.7%	Growing
Real Estate Sales	✅	585	+8.7%	Growing
Property Inspection	✅	420	+3.7%	Lagging
Lease Contracts	✅	267	+6.2%	Stable
Evictions	✅	240	+5.4%	Stable

Top Necessary Skills by Demand

An occupation's Necessary Skills are the specialized skills required for that job and relevant across other similar jobs. An employee needs these skills as building blocks to perform the more complex Defining Skills.
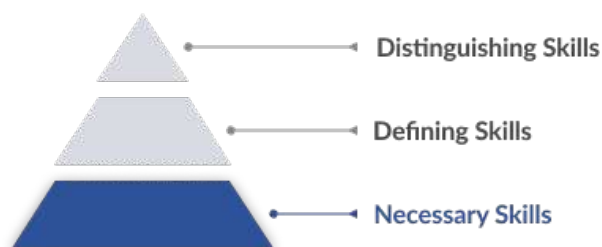
Distinguishing Skills

Defining Skills

Necessary Skills

Skill	Salary Boosting	Job Postings Requesting	Projected Growth	Growth Relative to Market
Property Management	❌	1,823	+13.1%	Growing
Valid Driver's License	❌	1,200	+7.5%	Stable
Sales Prospecting	❌	1,079	+19.0%	Growing
Yardi (Property Management Software)	✅	974	+10.7%	Growing
Accounting	❌	623	+24.0%	Rapidly Growing
Invoicing	❌	503	+16.2%	Growing
Financial Statements	❌	488	+20.1%	Rapidly Growing
Customer Relationship Management	❌	481	+22.1%	Rapidly Growing
Selling Techniques	❌	425	-1.2%	Lagging
Deposit Accounts	❌	342	+10.2%	Growing

Demographics

Retirement Risk Is About Average, While Overall Diversity Is High
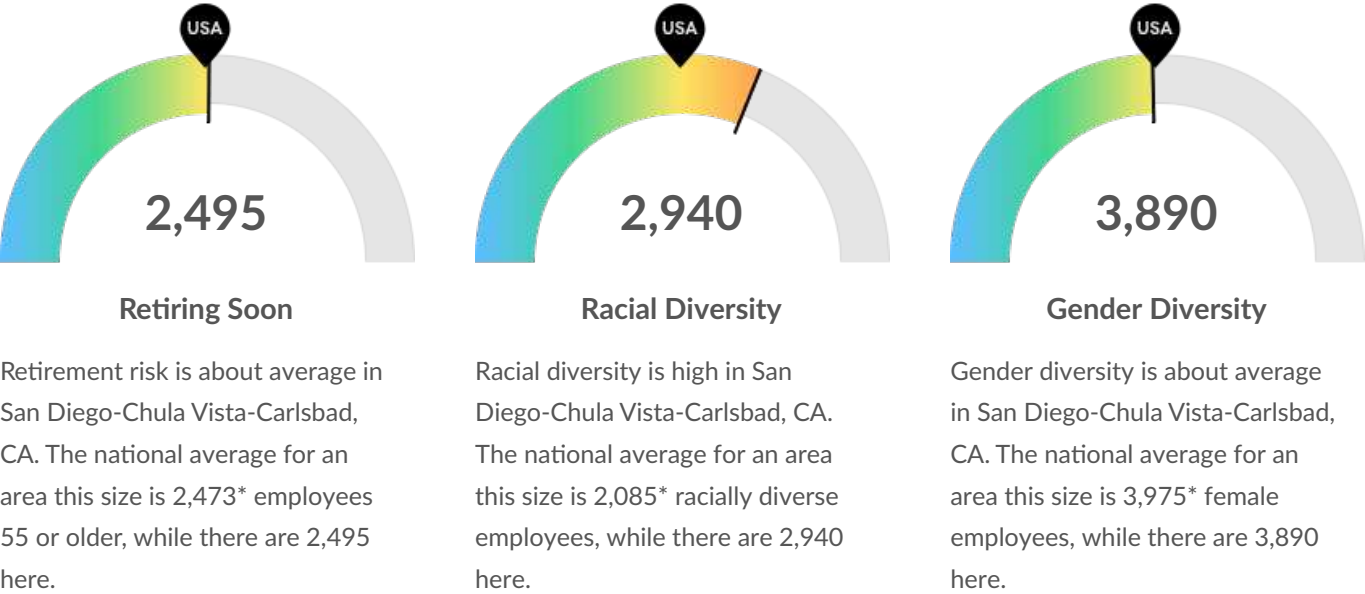
2,495

Retiring Soon

Retirement risk is about average in San Diego-Chula Vista-Carlsbad, CA. The national average for an area this size is 2,473* employees 55 or older, while there are 2,495 here.

2,940

Racial Diversity

Racial diversity is high in San Diego-Chula Vista-Carlsbad, CA. The national average for an area this size is 2,085* racially diverse employees, while there are 2,940 here.

3,890

Gender Diversity

Gender diversity is about average in San Diego-Chula Vista-Carlsbad, CA. The national average for an area this size is 3,975* female employees, while there are 3,890 here.
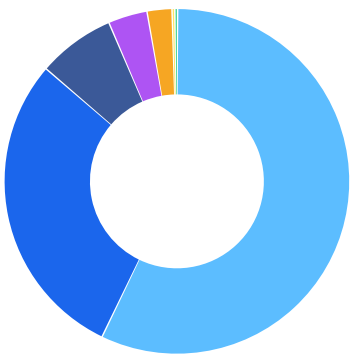
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Occupation Age Breakdown

		% of Jobs	Jobs
●	14-18	0.0%	3
●	19-24	2.4%	164
●	25-34	16.8%	1,148
●	35-44	22.5%	1,540
●	45-54	21.9%	1,499
●	55-64	21.7%	1,489
●	65+	14.7%	1,006
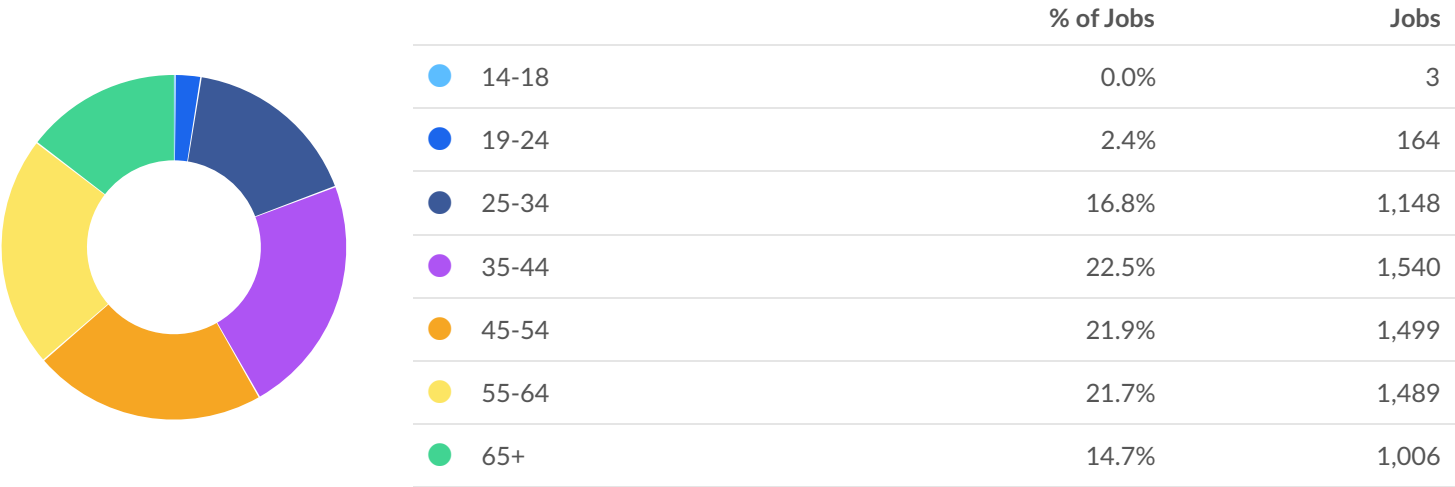
Occupation Race/Ethnicity Breakdown

		% of Jobs	Jobs
●	White	57.1%	3,909
●	Hispanic or Latino	29.2%	1,998
●	Asian	7.2%	496
●	Black or African American	3.7%	251
●	Two or More Races	2.3%	159
●	American Indian or Alaska Native	0.3%	18
●	Native Hawaiian or Other Pacific Islander	0.3%	18

Occupation Gender Breakdown

		% of Jobs	Jobs
●	Males	43.2%	2,960
●	Females	56.8%	3,890

Occupational Programs

8 Programs

Of the programs that can train for this job, 8 have produced completions in the last 5 years.

6,947 Completions (2023)

The completions from all regional institutions for all degree types.

629 Openings (2023)

The average number of openings for an occupation in the region is 257.

CIP Code	Top Programs	Completions (2023)	
24.0101	Liberal Arts and Sciences/Liberal Studies	5,733	
24.0102	General Studies	549	
52.0801	Finance, General	340	
52.1501	Real Estate	211	
04.1001	Real Estate Development	51	
52.1801	Sales, Distribution, and Marketing Operations, General	36	
30.0000	Multi-/Interdisciplinary Studies, General	25	
24.0199	Liberal Arts and Sciences, General Studies and Humanities, ...	2	

Top Schools	Completions (2023)	
Grossmont College	1,522	
MiraCosta College	1,319	
Palomar College	1,286	
Southwestern College	630	
San Diego Miramar College	281	
San Diego Mesa College	269	
Ashford University	247	
San Diego State University	239	
Cuyamaca College	236	
San Diego City College	231	

Appendix A - Data Sources and Calculations

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.

Staffing Patterns Data

The staffing pattern data in this report are compiled from several sources using a specialized process. For QCEW and Non-QCEW Employees classes of worker, sources include Occupational Employment Statistics, the National Industry-Occupation Employment Matrix, and the American Community Survey. For the Self-Employed and Extended Proprietors classes of worker, the primary source is the American Community Survey, with a small amount of information from Occupational Employment Statistics.

Cost of Living Data

Lightcast's cost of living data is based on the Cost of Living Index published by the Council for Community and Economic Research (C2ER).

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.

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.