



REALTRENDS  
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TF TomFerry

## FAQs for 2020

The Thousand as advertised in *The Wall Street Journal*/America's Best Real Estate Professionals



## NEW IN 2020

## FAQs for 2020

**Deadline to Apply:** March 31, 2020

**Cost to Apply:** \$125 per person or per team

**Release Date:** 2020 Thousand rankings will be released Friday, June 12, 2020. America's Best will release on Wednesday, June 24, 2020. Both can be found on [www.realtrends.com](http://www.realtrends.com) once available.

**Qualifications to Apply:** An individual must have closed 50 transaction sides or \$20 million in closed sales volume for calendar year 2019. A team or specialty brokerage must have closed 75 transaction sides or \$30 million in closed sales volume for the prior year.

Only closed, residential transactions may be included. Commercial sales and leases/rentals should not be included.

**What are the rules for new development and mixed-use sales?** If a commercial property is bought to be turned into residential, it cannot be counted. The sale will later be counted when the newly developed residential deal sells. Mixed-use must only count the portion that is residential.

### Teams by size:

For the first time in 2020, we'll break teams into the following three categories by size:

- Teams of 2-5 licensed members
- Teams of 6-10 licensed members
- Teams of 11+ licensed members

### Specialty Brokerages:

We'll have a new Specialty Brokerage category. A Specialty Brokerage is where the owner of the Brokerage Company owns more than 50% of the brokerage firm and is either an Individual agent or the head of a Team. In these cases, if the head of the brokerage company wants to submit as either an Individual or a Team they must submit their Individual or Team production and separately submit the production of their whole brokerage. The purpose of requesting this information is to clarify the Individual or Team production from the whole brokerage production.

# Definitions

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## MINIMUM QUALIFICATIONS TO APPLY:

- An individual must have closed at least 50 sides OR \$20 million in sales volume.
- A team or specialty brokerage must have closed at least 75 sides OR \$30 million in closed sales volume.

## INDIVIDUAL SALES PROFESSIONALS VS. TEAMS OR SPECIALTY BROKERAGE

Should we determine that an applicant has knowingly submitted false information regarding their status as an individual versus a team or specialty brokerage (refer to the definitions listed below) or any other false data, we reserve the right to permanently ban them from the ranking.

## INDIVIDUAL SALES PROFESSIONAL:

An Agent who works alone, under a brokerage company, does not co-list or share transactions or commissions with other Buyer or Seller Professionals on their transactions, and who may employ unlicensed or licensed, non-selling administrative staff is an INDIVIDUAL AGENT.

## TEAMS:

All others will be considered TEAMS or SPECIALTY BROKERAGES for the purpose of our study.

## TEAMS BY SIZE:

For the first time in 2020, we'll break teams into the following three categories by size:

- A. Teams of 2-5 licensed members
- B. Teams of 6-10 licensed members
- C. Teams of 11+ licensed members

## SPECIALTY BROKERAGE:

We have a new SPECIALTY BROKERAGE category. An individual agent or team is categorized as a Specialty Brokerage when a) the agent or team leader/owner operates under their own brokerage license and not under another brokerage license, and/or b) when the agent or team leader/owner is the controlling shareholder of the separate entity. In these cases, if the owner/operator of the firm wants to submit as either an Individual or a Team they must submit their Individual or Team production separately from the whole brokerage. The purpose of requesting this information is to clarify and separate the Individual or Team production from the whole brokerage production.

## Required Information:

- Individual or Team production numbers
- If Team, name and email address of each team member

In addition, every TEAM or SPECIALTY BROKERAGE must submit the names and email addresses of each licensed member of the team as of December 31, 2019.

- An applicant may only submit as an individual, team or specialty brokerage, you may not submit for more than one category.
- REAL Trends will be carefully reviewing all websites and other sources to ensure the accuracy of the placement of individuals, teams and specialty brokerages. Any individual, team or specialty brokerage who submits incorrectly will be moved to their correct category or removed from the rankings.

<b>What is The Thousand?</b>	This ranking, which is advertised in <i>The Wall Street Journal</i> , is a ranking of top residential real estate professionals and teams across the United States and is broken down into ten categories ranking the top individuals, teams and specialty brokerages by transaction sides and sales volume.
<b>What is America's Best?</b>	Any agent, team or specialty brokerage who submits to our ranking, meets the minimum qualifications, and provides verification will be ranked on America's Best via their state and metropolitan statistical area. America's Best is separate from The Thousand, even though it's comprised of the same application pool, and is not associated with <i>The Wall Street Journal</i> .
<b>What verification is acceptable?</b>	We accept any of the following four types of verification: Verification from the local or state Realtor® association which the sales professional or sales team has a membership, a signed letter from the broker/owner (Note: broker/owners cannot sign off on their own submissions), copy of 1099 or business tax return for 2019, OR sales statistics from the national network which the sales professional or sales team has its affiliation. The top 20 may be required to submit a second form of verification.
<b>I paid, will I automatically be on the rankings?</b>	No, the \$125 application fee goes towards administrative costs and does not guarantee you will make the rankings. An application with your production numbers must be submitted along with third-party verification. Failure to submit verification will automatically disqualify you from the rankings.
<b>I didn't receive a confirmation email, what should I do?</b>	Please contact Liz Smith at REAL Trends ( <a href="mailto:agentrankings@realtrends.com">agentrankings@realtrends.com</a> or 303-741-1000) as your application may not have gone through. We will resend the confirmation email for your records.
<b>Why should I submit for these rankings?</b>	Agents may use their rankings and respective logos in their marketing and on their websites. Those on The Thousand represent the top 1/2 of 1% of all real estate professionals nationwide and those on America's Best represent 1.5% of all real estate professionals nationwide. In 2019, there were over 600,000 pageviews on our rankings' pages. Our rankings provide added exposure for agents and teams, including exclusive partnerships that allow agents and teams included on The Thousand and America's Best to gain more exposure to consumers.
<b>Does REAL Trends offer a Marketing Package?</b>	Yes, due to popular demand, upon release of the rankings, REAL Trends will offer a new and improved 2020 Marketing Package with options to help you showcase your accomplishments. For more details visit us at: <a href="https://www.realtrends.com/rankings/agent/">https://www.realtrends.com/rankings/agent/</a>
<b>REAL Trends wants your input:</b>	Should you have any ideas regarding ways we can add value for the agents and teams who make these final prestigious rankings we would like to hear from you. Email us at <a href="mailto:agentrankings@realtrends.com">agentrankings@realtrends.com</a> .