



REALTRENDS
THE TRUSTED SOURCE



Instructions for 2020

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

IT'S TIME TO RECOGNIZE THE OUTSTANDING SALES PROFESSIONALS WHO,
THROUGH DETERMINATION AND HARD WORK, ACHIEVED INCREDIBLE
RESULTS IN 2020



Hey Rockstars:

Give potential buyers and sellers a reason to choose you—your status as a real estate Rockstar who gets deals closed! Being recognized as a 2020 REAL Trends/Tom Ferry The Thousand as advertised in *The Wall Street Journal* and 2020 REAL Trends/Tom Ferry America's Best Real Estate Professionals (Ranked by State and Metropolitan Statistical Area) does just that—it gets you noticed!

Last year's award recipients are still receiving valuable press coverage and securing listings because of their incredible performance.

How: Enter today at <https://www.realtrends.com/agent-rankings>! All applications must be completed online. One application covers both rankings. A non-refundable application fee of \$125 per person or per team is required and must be submitted and paid prior to completing an application. Full payment does not guarantee you a place in the final rankings.

When: The final ranking of winners for The Thousand will be published online on Friday, June 12, 2020, on www.realtrends.com with a link also posted on *The Wall Street Journal's* www.realestatejournal.com website.

America's Best Real Estate Professionals ranking will be published on June 24, 2020, on www.realtrends.com.

The DEADLINE to submit an online application form and our \$125 per person or per team application fee is March 31, 2020.

Questions? Call Liz Smith with REAL Trends, Inc. at 303.741.1000 or e-mail at agentrankings@realtrends.com.



The Thousand and America's Best Real Estate Professionals INSTRUCTIONS

Please read these instructions carefully before submitting an application.

Complete an application online at: <https://www.realtrends.com/agent-rankings>.

It is vital that you provide ACCURATE information for inclusion in The Thousand and America's Best. Legal counsel has advised us that respondents who KNOWINGLY provide us with inaccurate information may subject themselves to civil liability to their competing professionals and brokers.

America's Best Real Estate Professionals/The Thousand Real Estate Professionals

1. All results should be based on closed residential business for calendar year 2019.
2. Results can be for closed transaction sides and/or closed dollar sales volume.
3. Verification Process for 2020: All sales professionals or teams applying for The Thousand and America's Best will be required to submit verification of the data submitted.

Only one form of verification needs to be submitted:

- a) A signed letter from the broker/owner (Note: broker/owners cannot sign off on their own submissions)
- b) The local or state Realtor® association which the sales professional or sales team has a membership
- c) Copy of 1099 or business tax return for 2019 (please black out any confidential information, i.e. date of birth, social security number, etc.) OR sales statistics from the national network which the sales professional or sales team has its affiliation.
- d) Off-market sales: copy of the HUD statement from the sale (please black out name of buyer/seller or other confidential information) or letter from an escrow officer acknowledging that agent to the sale used their title company.

Verification can be uploaded at the time of application or emailed to agentrankings@realtrends.com. Those ranked in the Top 20 may be required to provide a second form of verification. Applicants who do not send in verification will be removed from the rankings.

Definitions

MINIMUM QUALIFICATIONS TO APPLY:

- An individual must have closed at least 50 sides OR \$20 million in sales volume in calendar year 2019.
- A team or specialty brokerage must have closed at least 75 sides OR \$30 million in closed sales volume in calendar year 2019.

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.

TEAM:

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.

DID YOU SWITCH FIRMS IN 2019?

If so, please contact ismith@realtrends.com as it is the responsibility of the sales professional/team or specialty brokerage to submit verification of data from both companies. You should not rely on your firm to do so.

REAL Trends will no longer allow an individual within a team to break out their individual production for submission. If you are a team, you will have to submit as a team.

When a team and a brokerage company are owned by the same person(s) and they do not meet the qualifications for a specialty brokerage, the team production must be filed separately. Those in the top 20 will be required to show a tax return/GCI as well as the entire brokerage's tax return/GCI. They cannot be the same.

MIXED USE:

See below under COUNTING TRANSACTIONS/SALES VOLUME/NEW DEVELOPMENTS.

REFERRALS:

Referrals are not to be included, only closed transactions.

TEAMS

VS

BROKERAGE FIRM

Do you want to submit your brokerage's production numbers as a whole? Brokerages please submit to our REAL Trends 500 ranking, which ranks the company as a whole. Applications for the REAL Trends 500 can be found at www.realtrends.com/rankings/rt500. The deadline to submit is March 1, 2020.

Brokerages who combine multiple teams within their brokerage or Professionals who do not usually work together as a team but submit to the The Thousand/America's Best will be removed from the rankings.

COUNTING TRANSACTIONS/SALES VOLUME:

There are two transaction sides to each transaction, the selling side and the buying side. When you represent both sides of a transaction that is two sides. When you handle only one side, it is obviously only one side. For volume, when you complete both sides of a transaction you should double the sales volume for reporting to us.

Ex: If you represented both sides of the transaction of a home that sold for \$1 million, then you would count that as two closed transaction sides and count \$2 million towards your closed sales volume.

All **residential** sales of 1 to 4 unit buildings, including single family, condominium and co-op units and lots sold for residential uses are included.

Leases/rentals and time share units are not included. Commercial sales are not included.

New Developments: 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.

Co-listings: Co-listings should count as one-half of a transaction and thus the volume should also be divided in half.

Ex: If you co-list a home that sells for \$1 million, you would count that as .5 of a transaction and \$500,000 towards sales volume.

Questions or Changes? Please send an e-mail to Liz Smith at agentrankings@realtrends.com with any questions or revisions to your application.

The DEADLINE to submit an application March 31, 2020.