

## TOP 500

### Rallying Around Recovery

*by Maria Patterson*

While there is still plenty of room for improvement in our current economic and housing climate, Power Brokers are advancing full speed ahead toward recovery. The door to the downturn has been shut and there's nowhere to go but up.

And based on the record-setting response to our 25<sup>th</sup> Annual Power Broker Survey, brokers are eager to report their respective tales of recovery. This year's 1,000 respondents collectively amassed \$767,983,687,087 in sales volume for 2012 and 2,985,668 in closed transactions. This represents a more than \$158 billion increase in sales volume over 2011.

According to Power Brokers, while they had expected 2012 to be a transitional year as housing began the gradual process of recovery, these expectations were widely exceeded and many brokers closed the year in much better shape than they had anticipated. A bit of positive news about the economy, getting past the presidential election, and a stabilizing housing market was all that was needed to get buyers and sellers off the fence and fueling the housing engine once again.

Even more impressive than the climbing numbers in this year's survey is the widespread mindset of today's Power Brokers. While we're not out of the woods in terms of unemployment, foreclosures and pending legislative issues, brokers are choosing to focus on the positives...and there are many:

*Continued on page 64*

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# Celebrating 25 Years of the Power Broker Report: The Great Journey Continues

by John Featherston, President & CEO, RISMedia

**T**he world—and with it, our industry—has changed dramatically over the past 25 years. The challenges, the innovations and the competition that our industry has faced over the past two-and-a-half decades have not only reshaped this business but have given rise to a very unique, more effective and more efficient segment of our industry...what we at RISMedia call the 'Power Brokers.'



of the Internet for marketing listings. Almost a decade would pass before HFS—under the leadership of Henry Silverman and his young executive team, which at the time included Realogy's current Chairman & CEO Richard Smith—would shock the real estate industry and the financial world by acquiring Century 21, ERA, Coldwell Banker and PHH.

The idea of using a computer virtually anywhere in the world to gain instantaneous access to listing information was science fiction to people in 1988. Impossible from a technological standpoint at that place in history, but equally impossible from a philosophical standpoint. Why would we give our listing data to prospects?

The degree to which time, technology and competition have reshaped our industry and our relationship with the consumer is nothing short of amazing. It is equally amazing to see how many of the Power Brokers topping the charts in 1988 have withstood the test of time and flourished over the past 25 years.

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In this issue, our 25<sup>th</sup> edition of the Power Broker Report, we have the privilege of honoring the achievements of the industry's top 500 brokerage firms. The achievements of these firms are remarkable. Their leadership teams have successfully managed their respective firms through extremely difficult economic times.

It is my hope that in the 50<sup>th</sup> edition of RISMedia's Power Broker Report, we will all be reading about the continued achievements of many of the great firms we are honoring today. **RE**

In 1988, we were honored to publish RISMedia's First Annual Power Broker Report, originally dubbed "Superstars of Real Estate," followed by "Mega Brokers," before finally arriving in 1993 at the title these leading firms rightly deserved: "Power Brokers."

Throughout its evolution, the Power Broker Report has long honored the incredible business feats of remarkable real estate leaders who, to this day, are still helping to shape our industry—leaders like Jim Weichert, Wes Foster, Dick Schlott, The Rector family, Stephen Baird, Bill Raveis, Dick Elsea, Bill Watson, Ron Peltier, Ted Pappas, Harley Rouda, Lennox Scott, the entire Hanna family and Mary Frances Bureson, the loyal right hand of the legendary first lady of real estate, Ebby Halliday. If our industry had a Hall of Fame, these foremost brokerage owners, along with industry icons like Dave and Gail Liniger, Gordon Gundaker, Alex Perriello, Ed Krafchow, Larry Flick and Senator Johnny Isakson, to name a few, would have all been inducted years ago. Collectively, these icons personify our industry. They are innovative, competitive, honorable leaders whose firms have played a major role in helping millions of families achieve the American Dream of homeownership.

When I look back at what was making headlines in 1988—from the fax machine to local television property shows—it's truly inconceivable that, 25 years ago, the cellphone didn't exist and it was still eight years before Home Web and the first real use

First Issue  
1988

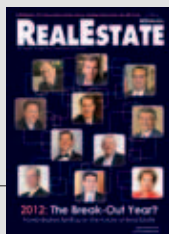
1990



2000



2010



25<sup>th</sup>  
Anniversary  
2013

improved consumer confidence, rising home prices, continued low interest rates, increasing housing starts, a stabilizing economy...the list goes on.

To celebrate real estate's return to health—along with the survey's 25<sup>th</sup> anniversary—this year's Power Broker Report, sponsored by Move, HSA Home Warranty, Homes.com and Leading Real Estate Companies of the World®, features more extensive data than ever before in an effort to dig deeper into the factors that are contributing to the recovery and the key challenges that lie ahead. In this special section, you'll find the top 500 firms ranked by transactions, along with insights from some of the nation's most notable Power Brokers. Complete interviews and our full ranking of the more than 1,200 responding firms will be available next month in the Power Broker Report publication, available in print and digital formats. Watch for details at [rismedia.com](http://rismedia.com).

This year's report also includes a wonderful retrospective of the History of the Power Broker Report from RISMedia President & CEO John Featherston (page 63). Don't miss John's incomparable insights into where this industry has been and where it's headed.

To all the brokers who took the time to complete the survey and bear witness to real estate's recovery, we extend our sincere appreciation. You and your teams are a great testament to the resiliency of housing and the enduring dream of homeownership. **RE**

## 2012

**Total number of transactions: 2,985,668**

**Total sales volume: \$767,983,687,087**

Source: RISMedia's 2013 Power Broker Survey; based on top 1,000 survey respondents

## 2011

**Total number of transactions: 2,448,845**

**Total sales volume: \$609,599,730,801**

Source: RISMedia's 2012 Power Broker Survey; based on top 1,000 survey respondents

**2012 Average Sales Price: \$257,223**

Source: RISMedia's 2013 Power Broker Survey; based on top 1,000 survey respondents

## Top 500 POWER BROKER

Trans. Rank	Sales Rank	Company	State	Transactions	Sales Volume	Total Offices	Total Agents
1	1	NRT LLC	NJ	289,614	\$128,750,466,000	712	41,300
2	2	HomeServices of America	MN	151,017	\$42,648,864,959	371	16,069
3	3	Long & Foster Real Estate, Inc.	VA	65,912	\$22,532,848,816	170	10,164
4	7	Howard Hanna Real Estate/Hanna Holdings, Inc.	PA	37,986	\$6,682,415,983	104	3,190
5	14	Crye-Leike REALTORS®	TN	25,520	\$4,086,340,792	77	2,449
6	6	Prudential Fox & Roach REALTORS®	PA	23,317	\$7,962,360,419	57	3,960
7	10	Realty ONE Group	CA	22,773	\$4,878,582,958	15	3,840
8	9	Coldwell Banker United, REALTORS®	TX	22,114	\$4,952,694,583	62	1,903
9	24	RealtyUSA	NY	20,158	\$2,926,638,000	56	1,871
10	29	Real Estate One, Inc.	MI	18,564	\$2,622,833,861	32	1,382
11	20	HomeSmart Real Estate	AZ	18,559	\$3,567,487,945	10	4,375
12	15	Baird & Warner	IL	18,269	\$3,990,927,849	25	1,500
13	21	Allen Tate Companies	NC	15,932	\$3,447,642,989	37	1,388
14	12	Ebby Halliday, REALTORS®	TX	15,916	\$4,799,215,545	30	1,389
15	22	RE/MAX Results	MN	15,633	\$3,079,993,431	24	707
16	27	West USA Realty, Inc.	AZ	13,389	\$2,811,690,000	23	1,172
17	25	Keller Williams Realty, Dallas	TX	13,369	\$2,860,658,020	11	1,517
18	4	Douglas Elliman Real Estate	NY	12,976	\$12,363,477,447	64	4,074
19	44	Watson Realty Corp.	FL	12,640	\$2,104,087,317	40	1,096

"The No. 1 challenge across the country is that we have moved from a surplus of inventory two years ago to a very, very critical shortage of inventory, and that will inadvertently keep a lid on growth."

– Ron Peltier,  
Chairman & CEO,  
Berkshire Hathaway HomeServices of America

## 2012 in Review

### Ron Peltier

Chairman & CEO

Berkshire Hathaway HomeServices of America

2012 Transactions: **151,017**

2012 Sales Volume: **\$42,648,864,959**

Rank: **2**



"2012 was a real inflection point for the industry and also for HomeServices. 2011 was the bottom of the downturn and the bottom of the housing correction when existing home sales were at 4.19 million units and we were at the bottom of price destruction. We believed the forces were forming to make 2012 the beginning of the recovery, and indeed, that's what happened. The industry saw existing home sales up 10 percent and prices up 8 percent. For HomeServices, it was a very significant year and a year that marked a directional change. We have now acquired a majority interest in the Prudential network and the Real Living network. This marked, for the first time, our entry into the franchising side of the

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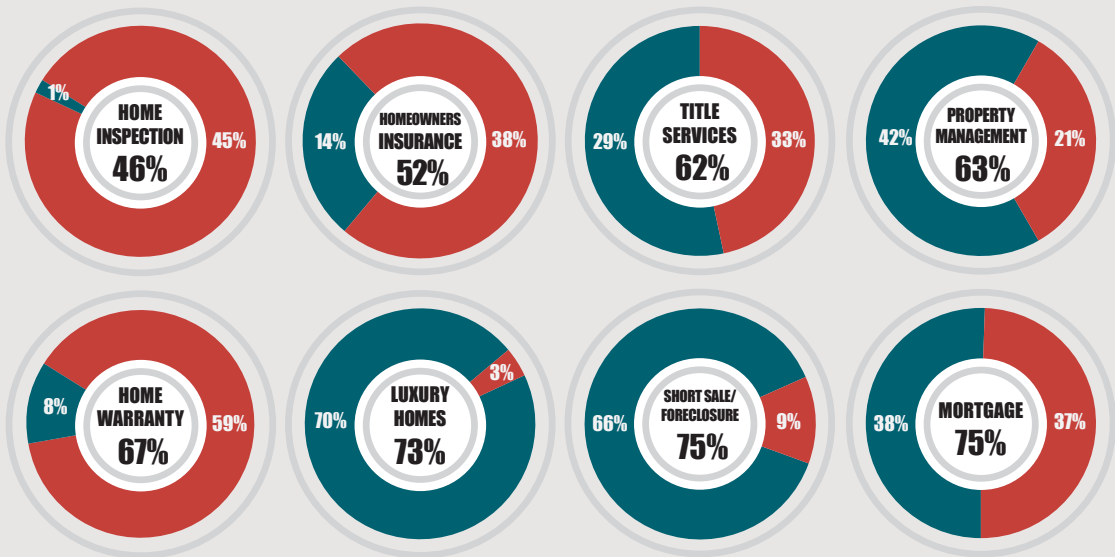
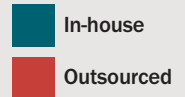
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Trans. Rank	Sales Rank	Company	State	Transactions	Sales Volume	Total Offices	Total Agents
20	50	First Weber Group	WI	12,265	\$1,963,087,351	61	1,025
21	8	William Raveis Real Estate, Inc.	CT	12,193	\$5,356,731,000	66	2,427
22	40	Realty Executives Phoenix	AZ	11,985	\$2,175,322,750	44	808
23	19	John L. Scott Real Estate	WA	11,833	\$3,784,987,269	31	1,078
24	42	Prudential Homesale Services Group	PA	11,571	\$2,143,355,231	26	1,046
25	75	Coldwell Banker Honig-Bell	IL	11,267	\$1,534,430,000	40	840
26	38	Prudential Americana Holdings	NV	11,141	\$2,227,961,412	17	1,474
27	23	RE/MAX Alliance	CO	10,818	\$2,946,108,713	20	759
28	43	Shorewest, REALTORS®	WI	10,746	\$2,111,000,000	22	900
29	16	Coldwell Banker Bain   Seal	WA	10,212	\$3,949,818,773	30	1,014
30	49	Prudential Georgia Realty	GA	9,900	\$1,990,000,000	18	986
31	11	First Team Real Estate	CA	9,696	\$4,845,015,600	36	1,749
32	86	Coldwell Banker Schmidt, REALTORS®	MI	9,515	\$1,346,617,765	44	624
33	76	Keller Williams Realty, Pinnacle Partners Group	GA	9,476	\$1,532,478,756	12	1,272
34	31	Keller Williams Realty, Austin	TX	9,397	\$2,493,100,389	4	1,564
35	56	The Keyes Company	FL	9,230	\$1,774,083,508	30	1,817
36	57	Sibcy Cline REALTORS®	OH	9,213	\$1,729,324,942	22	1,137
37	36	Prudential Florida Realty	FL	9,113	\$2,244,641,000	39	1,358
38	46	RE/MAX Gold	CA	9,055	\$2,034,453,267	21	643
39	88	Nothnagle REALTORS®	NY	9,021	\$1,300,000,000	25	641

## The Services that Matter Most

Power Brokers have relied heavily on core services and new revenue streams to help create profitability during the downturn and now into the future. Here are the top services Power Brokers offered in 2012:



Source: RISMedia's 2013 Power Broker Survey

## Top 500 POWER BROKER

Trans. Rank	Sales Rank	Company	State	Transactions	Sales Volume	Total Offices	Total Agents
40	45	Keller Williams Realty, Willis Management, Inc.	TX	8,946	\$2,098,126,860	3	1,396
41	65	Coldwell Banker Seacoast/Advantage	NC	8,690	\$1,666,173,786	26	625
42	5	Alain Pinel REALTORS®	CA	8,357	\$8,816,730,672	27	1,288
43	47	RE/MAX Equity Group	OR	8,158	\$2,017,808,089	14	609
44	120	Northwood Realty Services	PA	8,094	\$999,575,325	36	858
45	109	Solid Source Realty Companies	GA	7,984	\$1,081,390,677	10	2,414
46	91	HUNT Real Estate Corp. ERA	NY	7,796	\$1,266,433,249	35	1,150
47	48	Lyon Real Estate	CA	7,769	\$2,006,167,408	15	906
48	136	Better Homes and Gardens RE Metro Brokers	GA	7,754	\$896,361,274	25	1,575
49	81	Tomlinson Real Estate Group	ID	7,652	\$1,431,882,778	16	650
50	17	Houlihan Lawrence	NY	7,644	\$3,943,848,126	25	1,084
51	71	F.C. Tucker Company	IN	7,570	\$1,596,496,011	13	547
52	69	Latter & Blum ERA Powered	LA	7,476	\$1,600,681,325	24	1,100
53	123	Prudential Preferred, REALTORS®	MI	7,413	\$985,738,764	38	532
54	102	Coldwell Banker Select	OK	7,341	\$1,117,351,838	13	550
55	116	Coldwell Banker The Real Estate Group, Inc.	WI	7,208	\$1,020,396,880	15	339
56	96	Atlantic & Pacific Real Estate, LLC	CA	7,192	\$1,168,905,609	31	1,023
57	58	Better Homes and Gardens RE Gary Greene REALTORS®	TX	7,088	\$1,727,793,924	20	742
58	41	Prudential Rubloff Properties	IL	7,055	\$2,171,621,713	15	822
59	60	Carolina One Real Estate	SC	6,985	\$1,722,962,194	11	721



Continued from page 65

business. The new brand, Berkshire Hathaway HomeServices, is a significant departure from where we've been, but a truly exciting one, and I am extremely proud of the look and feel of the new brand.

I think we'll see the continuation of recovery in 2013. I think we'll be up another 10 percent in 2013 in units. There is lots of demand—we are seeing people on the sidelines now confident that homes are not losing value and the economy is showing enough signs of healing that confidence in housing is increasing. The future is clearly looking much, much brighter. I really believe that recovery will continue for the next few years and I think that housing has returned to its favorable position in the minds of consumers. The media did a lot to discourage them when housing values were falling, but housing has made its way back into a favorable light. The No. 1 challenge across the country is that we have moved from a surplus of inventory two years ago to a very, very critical shortage of inventory, and that will inadvertently keep a lid on growth that might otherwise be in excess of what is predicted."

## Getting Sellers Off the Fence and Buyers into Homes

**Dan Elsea**

President, Brokerage

Real Estate One

Michigan

2012 Transactions: **18,564**

2012 Sales: **\$2,622,833,861**

Rank: **10**



"We aren't having a problem getting buyers off the fence because they are everywhere. Our challenge today is actually finding sellers, so we are dusting off some old tricks and giving them more of a sophisticated twist in order to find sellers. Our approach includes sending out good, old-fashioned mailings on behalf of our salespeople, describing the buyers we have for a particular area and whether or not homeowners in particular neighborhoods know of anyone that's interested in moving. The overall message that we're trying to get out to sellers: Values have risen faster than you think, so you will be

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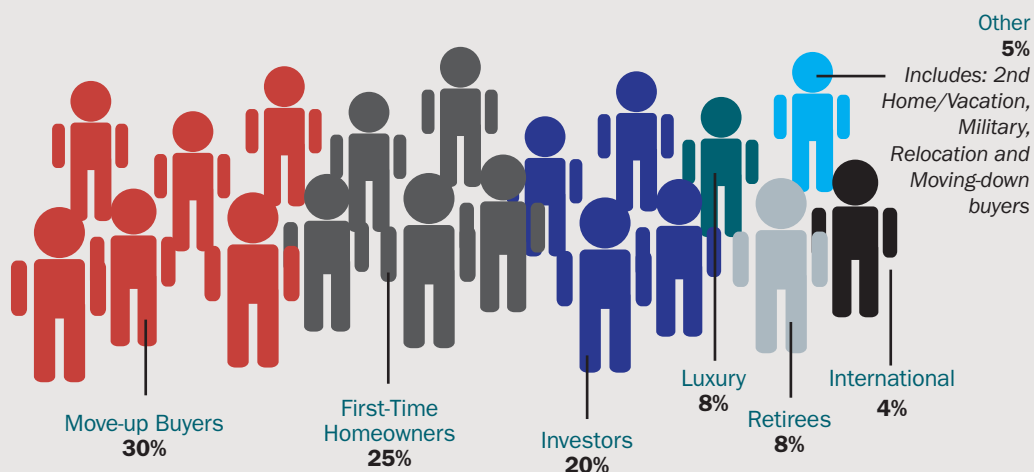
Sponsored By



Trans. Rank	Sales Rank	Company	State	Transactions	Sales Volume	Total Offices	Total Agents
60	13	Intero Real Estate Services, Inc.	CA	6,975	\$4,640,000,000	13	930
61	28	Rodeo Realty	CA	6,870	\$2,730,783,327	11	1,108
62	77	CENTURY 21 M&M and Associates	CA	6,733	\$1,513,183,525	32	948
63	26	Better Homes and Gardens RE Mason-McDuffie	CA	6,468	\$2,826,022,334	30	1,148
64	73	Coldwell Banker Howard Perry and Walston	NC	6,384	\$1,590,118,740	11	670
65	143	CENTURY 21 Affiliated	WI	6,237	\$839,797,688	43	551
66	121	NP Dodge Real Estate Sales, Inc.	NE	6,146	\$996,277,178	11	486
67	34	RE/MAX Allegiance	VA	6,144	\$2,290,362,447	19	500
68	90	CENTURY 21 Select Real Estate, Inc.	CA	6,115	\$1,285,450,512	24	675
69	93	Keller Williams Realty, Clarksville	TN	6,071	\$1,246,263,388	5	626
70	54	Realty World Northern CA & Northern NV	CA	6,022	\$1,803,476,230	211	1,141
71	195	Cutler Real Estate	OH	5,889	\$635,531,936	12	284
72	59	RE/MAX Professionals	CO	5,843	\$1,727,171,894	8	361
73	53	CENTURY 21 New Millennium	VA	5,815	\$1,807,551,574	16	741
74	117	PMZ Real Estate	CA	5,767	\$1,002,583,000	12	560
75	125	Keller Williams Realty, Atlanta	GA	5,721	\$947,627,916	5	512
76	51	Michael Saunders & Company	FL	5,534	\$1,952,370,956	18	598
77	161	Carpenter REALTORS®	IN	5,534	\$739,164,000	30	565
78	101	Keller Williams Realty, Roseville	CA	5,374	\$1,126,768,721	3	557
79	67	Prudential PenFed Realty	VA	5,360	\$1,622,593,779	44	894

## Who the Consumers Are

According to survey respondents, these consumer groups accounted for the following percentage of sales in 2012:



Source: RISMedia's 2013 Power Broker Survey

## Top 500 POWER BROKER

Trans. Rank	Sales Rank	Company	State	Transactions	Sales Volume	Total Offices	Total Agents
80	110	Prudential Preferred Realty	PA	5,156	\$1,067,616,759	19	595
81	160	Prudential Indiana Realty Group Companies	IN	5,142	\$742,032,689	15	402
82	158	Ruhl & Ruhl REALTORS® LLC	IA	5,049	\$749,811,624	11	286
83	64	Keller Williams Realty, Chantilly	VA	4,957	\$1,671,565,518	6	848
84	138	Coldwell Banker Weir Manuel	MI	4,926	\$884,290,981	16	402
85	127	Coldwell Banker Prime Properties	NY	4,901	\$941,955,813	17	449
86	68	Windermere Real Estate	CA	4,900	\$1,614,000,000	17	728
87	37	Russ Lyon Sotheby's International Realty	AZ	4,843	\$2,228,888,759	17	852
88	129	Prudential Ambassador Real Estate	NE	4,834	\$921,184,957	2	376
89	156	CENTURY 21 Judge Fite Company	TX	4,833	\$764,428,972	18	424
90	130	GARDNER, REALTORS®	LA	4,759	\$909,802,300	24	780
91	183	Murney Associates, REALTORS®	MO	4,752	\$670,114,500	5	428
92	66	CENTURY 21 Award	CA	4,748	\$1,660,539,257	15	988
93	222	Greenridge Realty, Inc.	MI	4,701	\$559,115,279	19	337
94	169	Prudential Tropical Realty	FL	4,683	\$706,724,880	16	422
95	83	Prudential California Realty - Cerritos	CA	4,654	\$1,370,010,426	20	800
96	98	Bob Parks Realty, LLC	TN	4,651	\$1,162,980,659	14	500
97	212	Coldwell Banker Roth Wehrly Graber REALTORS®	IN	4,637	\$583,461,312	13	310
98	108	Keller Williams Realty, Lansdale	PA	4,616	\$1,081,682,250	8	664
99	133	Keller Williams Realty, Edmond	OK	4,615	\$901,239,564	2	369

Continued from page 67

pleasantly surprised at what you can get for your home today. Sellers are responding to our efforts in this area, and we're actually seeing about a 10 percent return on these mailings.

We are the only broker in Michigan that has integrated title, mortgage and insurance services under one roof, so we are able to package everything together and offer clients a one-stop shopping experience. One of the specific tools that we have found to be the most useful is the FHA 203k program, which enables buyers to purchase a home and fix it up through the mortgage.

"The overall message that we're trying to get out to sellers: Values have risen faster than you think, so you will be pleasantly surprised at what you can get for your home today."

- Dan Elsea,  
President, Brokerage,  
Real Estate One

In addition, we are the No. 1 MSHDA (Michigan State Housing Development Authority) lender in the state as well as a top FHA lender within the state. These products have been instrumental in helping us reach out to first-time homebuyers in order to expand the pie of who can own a home today."

## Seizing the Moment to Grow

**Helen Hanna Casey**

President

Howard Hanna Real Estate Services  
Ohio, Pennsylvania, Michigan, New York, West  
Virginia

2012 Transactions: **37,986**

2012 Sales Volume: **\$6,682,415,983**

Rank: **4**



"Back in the early '80s, we had many choices. Like most of the national players, we looked at the options and made some strategic decisions—among them, to do our own thing and keep our eye on the end goal—which was to become a large regional player. So we adapted a new, multi-generational marketing strategy and moved

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Trans. Rank	Sales Rank	Company	State	Transactions	Sales Volume	Total Offices	Total Agents
100	139	RE/MAX Alliance Group	FL	4,607	\$876,160,756	10	253
101	103	Allison James Estates and Homes	FL	4,581	\$1,114,717,385	1	663
102	186	Keller Williams Realty, Tulsa	OK	4,506	\$668,122,938	3	574
103	131	Better Homes and Gardens RE The Masiello Group	NH	4,466	\$908,814,604	24	409
104	141	RE/MAX Advantage Plus	MN	4,338	\$852,166,777	10	223
105	114	William E. Wood and Associates, REALTORS®	VA	4,326	\$1,040,375,116	14	493
106	126	Coldwell Banker Legacy	NM	4,300	\$945,677,890	8	404
107	150	Keller Williams Realty, Brandon	FL	4,238	\$797,900,662	4	412
108	204	RE/MAX Professionals	AZ	4,229	\$601,723,228	6	174
109	176	Coldwell Banker Apex, REALTORS®	TX	4,206	\$687,827,565	9	342
110	154	Keller Williams Realty, Boise	ID	4,202	\$776,929,409	1	371
111	106	The Group, Inc. Real Estate	CO	4,199	\$1,085,011,830	5	148
112	112	Better Homes and Gardens RE Kansas City Homes	KS	4,196	\$1,063,535,500	6	420
113	80	Prudential California Realty The Cosner Group	CA	4,161	\$1,490,249,605	8	553
114	151	Realty Executives Associates	TN	4,151	\$796,756,987	7	405
115	220	Coldwell Banker Heritage	OH	4,095	\$569,505,922	8	280
116	167	London Properties	CA	4,083	\$712,636,109	10	440
117	82	Windermere Cronin & Caplan/Stellar Realty Group	OR	4,052	\$1,415,787,700	11	354
118	85	Better Homes and Gardens RE Rand Realty	NY	4,029	\$1,353,951,325	26	766
119	115	Rose & Womble Realty	VA	3,970	\$1,021,161,065	9	550



## Defining Today's Market

According to Power Brokers, today's market can best be described as:

**3% – Struggling**

**10% – Stable**

**23% – Growing**

**64% – Recovering**

Source: RISMedia's 2013 Power Broker Survey

For us, expansion has been a key to our growth. You have to keep food on the table, of course—and good banking relationships are essential. You need to carefully consider the financials. What's the cost of operation? What's the likely gain? And, as important, what's the buy-in of your people? We are a close-knit, family company. Everyone has to be on the same page."

## The New Consumer

### Rei Mesa

President & CEO

Prudential Florida Realty,

Florida Real Estate Services

Florida

2012 Transactions: **9,113**

2012 Sales: **\$2,244,641,000**

Rank: **37**



forward. Recently, for example, we decided to allocate \$250 million for expansion and acquisitions in our current market and into new markets in the Northeast, Mid-Atlantic and Midwest regions of the country.

"Consumers are falling into four different buckets right now. The investors are aggressively looking for rental properties to hold onto for the long term. First-time buyers are, unfortunately, competing with these investors—but they are finding it tough because they don't have

## Top 500

## POWER BROKER

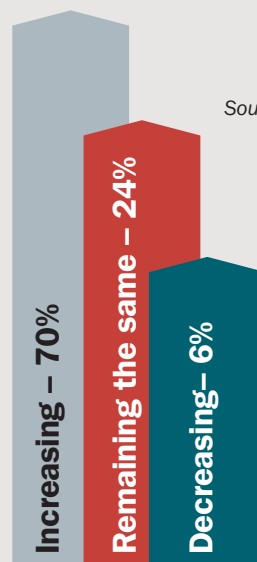
Trans. Rank	Sales Rank	Company	State	Transactions	Sales Volume	Total Offices	Total Agents
120	144	Coldwell Banker D'Ann Harper, REALTORS®	TX	3,923	\$824,458,503	6	333
121	214	Prudential Select Properties	MO	3,897	\$580,560,941	10	493
122	33	RE/MAX Estate Properties	CA	3,874	\$2,372,283,902	14	572
123	79	Prudential Utah Real Estate	UT	3,864	\$1,498,581,759	11	420
124	30	William Pitt/Julia B. Fee Sotheby's International Realty	CT	3,858	\$2,579,023,077	26	912
125	18	Pacific Union International	CA	3,845	\$3,897,794,852	20	450
126	149	Keller Williams Realty, Meggers Management Group	CA	3,791	\$804,883,001	4	574
127	170	CENTURY 21 Scheetz	IN	3,788	\$706,200,760	5	250
128	197	Skogman Realty	IA	3,780	\$626,111,380	5	219
129	119	RE/MAX DFW Associates	TX	3,725	\$1,000,550,000	6	249
130	122	RE/MAX Advantage Realty	MD	3,707	\$986,770,547	6	270
131	95	Illustrated Properties	FL	3,700	\$1,200,000,000	22	504
132	213	Keller Williams Realty, Palm Harbor	FL	3,695	\$580,782,706	3	411
133	128	McGraw REALTORS®	OK	3,668	\$930,970,859	7	463
134	185	Guarantee Real Estate	CA	3,659	\$668,614,415	13	419
135	140	CENTURY 21 Alliance	PA	3,614	\$860,151,451	14	765
136	159	RE/MAX Executive Realty	NC	3,587	\$748,957,012	8	197
137	134	Patterson-Schwartz & Associates	DE	3,570	\$899,612,991	8	312
138	255	Coldwell Banker Hubbell Briarwood	MI	3,527	\$469,775,232	6	155
139	132	RE/MAX 100	MD	3,512	\$903,332,735	6	251

cash and are dependent on getting a mortgage loan. Then there's the vacation- or second-home buyer or those looking ahead to retirement. They basically have the cash, or have an easier time with the banks, and they are looking at beachfront or golf course property so they are not competing as much with the investors. But because inventory is low, it's taking a lot longer to find what they want. And then there are the international buyers, who are seeing tremendous bargains here and also want to snap up property.

All in all, it's a competitive market and consumers are beginning to understand that. We're educating agents to better understand the ins and outs of down payment strategies, debt reduction, and so forth, and we're educating buyers to understand that in today's lending environment, the lending process should start before the home selection process. It saves a lot of time and a lot of heartbreak...and we are capitalizing on our long-term banking relationships to help smooth the way whenever possible."

## Home Prices on the Rise

According to Power Brokers, today's home prices can best be described as:



Source: RISMedia's 2013 Power Broker Survey

Sponsored By



Trans. Rank	Sales Rank	Company	State	Transactions	Sales Volume	Total Offices	Total Agents
140	148	RE/MAX Prestige	MA	3,495	\$810,096,720	15	287
141	245	Keller Williams Realty of Central Florida LLC	FL	3,494	\$491,544,026	4	404
142	237	McColly REALTORS®, Inc.	IN	3,482	\$512,509,000	19	512
143	219	Keller Williams Realty of Grand Rapids	MI	3,446	\$571,838,000	2	234
144	221	Russell and Jeffcoat Real Estate	SC	3,445	\$567,075,046	12	411
145	32	Keller Williams - Forward Management	CA	3,440	\$2,376,078,632	6	1,182
146	239	Keller Williams - Cook and Company	GA	3,435	\$503,784,138	4	296
147	217	Coldwell Banker Premier Realty	NV	3,331	\$574,584,712	3	200
148	62	Kentwood Real Estate	CO	3,272	\$1,718,516,376	3	170
149	135	RE/MAX The Woodlands and Spring	TX	3,265	\$896,907,544	6	169
150	162	RE/MAX Properties Inc.	CO	3,250	\$729,052,948	4	201
151	145	Prudential Jack White/Vista Real Estate	AK	3,246	\$824,335,606	3	236
152	254	Mel Foster Co., Inc.	IA	3,225	\$472,597,438	9	224
153	155	Keller Williams - Agnew Real Estate LLC	AZ	3,224	\$771,895,794	3	461
154	184	Coldwell Banker Vanguard Realty, Inc.	FL	3,223	\$668,771,704	13	282
155	142	Prudential Towne Realty	VA	3,220	\$850,092,466	7	360
156	216	Coldwell Banker Barnes	TN	3,215	\$579,373,605	10	227
157	179	Keller Williams, Benton Group	CA	3,208	\$681,828,598	5	634
158	168	Prudential Alliance, REALTORS®	MO	3,181	\$706,767,307	7	370
159	202	Atlanta Communities Real Estate Brokerage, LLC	GA	3,171	\$606,050,779	4	385

## Leading and Motivating for Maximum Impact

### Todd Hetherington

CEO

CENTURY 21 New Millennium

Northern Virginia/Washington, D.C.

2012 Transactions: **5,815**

2012 Sales: **\$1,807,551,574**

Rank: **73**



"I think agents are motivated by results. The results speak for themselves. We were fortunate enough to finish 2012 up 39 percent in closed units when our market was only up 12 percent. Our agents, our staff and our leadership proactively go after the business and do a phenomenal job providing exceptional quality service to our clients. We have a company of true competitors that work in concert with one another to get the job done.

Today's brokers and managers need to be more hands-on. Gone are the days where brokers can sit idly by and not actively assist, coach, mentor and guide agents to achieve their personal level of success. I'm not talking about 'hand holding' through technical and contractual

issues or deal doctoring. I'm talking about working in tandem to execute a carefully crafted action plan.

Agents need to be passionate about the business and they need to put forth the energy to make it happen. That passion and that energy is contagious and our clients sense it and want to work with passionate, energetic people."

## The Pace of the Recovery

### Dick Schlott

Chairman & CEO

Gloria Nilson, REALTORS® /RLS, REALTORS®

New Jersey

2012 Transactions: **2,896**

2012 Sales Volume: **\$1,145,972,700**

Rank: **184**



"The market is recovering, there is no doubt, but it's recovering in different places at different rates. The problem for me, for many years, is talking about the market in generalities. For instance, right now, the market is recovering in a number of places, but in New York, New Jersey and Connecticut, markets aren't seeing the

## Top 500 POWER BROKER

Trans. Rank	Sales Rank	Company	State	Transactions	Sales Volume	Total Offices	Total Agents
160	354	The Russell Realty Company	OH	3,171	\$315,486,000	8	474
161	241	Keller Williams Realty, Antelope Valley	CA	3,135	\$500,134,156	2	382
162	242	J.P. Weigand & Sons, Inc.	KS	3,113	\$497,906,197	8	237
163	107	Hasson Company REALTORS®	OR	3,104	\$1,082,397,192	6	179
164	87	RE/MAX Accord	CA	3,091	\$1,346,243,998	8	292
165	198	Keller Williams Salt Lake City	UT	3,052	\$624,405,379	3	322
166	232	RE/MAX Boone Realty	MO	3,041	\$522,255,742	2	146
167	70	Martha Turner Properties	TX	3,033	\$1,598,902,635	6	228
168	240	Keller Williams Realty, Lubbock	TX	3,030	\$500,140,982	4	328
169	63	J. Rockcliff REALTORS®	CA	3,029	\$1,694,821,856	9	375
170	208	Coldwell Banker Select Professionals	PA	3,024	\$591,802,960	12	377
171	227	Keller Williams Realty, Jupiter/Palm Beaches/Treasure Coast	FL	3,021	\$536,232,035	3	560
172	35	Premier Sotheby's International Realty	FL	3,015	\$2,264,400,728	21	431
173	173	RE/MAX Suburban	IL	3,009	\$692,976,378	7	179
174	206	RE/MAX Commonwealth	VA	3,009	\$596,737,131	6	140
175	200	Prudential C. Dan Joyner Co., Inc.	SC	3,004	\$613,073,589	8	236
176	233	West USA Realty Revelation	AZ	2,946	\$519,252,668	2	346
177	174	Keller Williams Realty, Rancho Mirage	CA	2,940	\$690,936,544	3	625
178	297	RE/MAX Classic	MI	2,930	\$385,308,859	4	116
179	277	CENTURY 21 Town & Country	MI	2,924	\$425,013,274	7	284

"I really don't think there's something that will derail the recovery. Recoveries have an energy of their own despite what people in Washington or people in the state capitols do. We should have optimism in America no matter what side of the aisle you're on."

- Dick Schlott,  
Chairman & CEO  
Gloria Nilson, REALTORS®/RLS, REALTORS®

same tremendous growth you find in other parts of the country.

I feel positive about what's going on in the future, but continued recovery depends on what happens economically in the country and what is going on in each of the states. It depends on what the tax bases are and if individual states are driving business and people out of the state versus opening their arms and letting people in by offering better taxes and a better lifestyle. People who were holding off are starting to think more positively about the market and builders are returning to the mar-

ket in pockets, which is good for employment figures.

I really don't think there's something that will derail the recovery. Recoveries have an energy of their own despite what people in Washington or people in the state capitols do. We should have optimism in America no matter what side of the aisle you're on—America has a vibrancy that can't be squeezed out of it."

## Redefining the Model

### Ed Krafchow

Chairman of the Board

Better Homes and Gardens Real Estate

Mason-McDuffie

Northern California

2012 Transactions: **6,468**

2012 Sales: **\$2,826,022,334**

Rank: **63**



"Two of the biggest problems during the downturn had to do with people and leases, so we have restructured significantly out of leases. We have worked hard to streamline the business toward profitability.

Most large firms have restructured or closed less-

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Trans. Rank	Sales Rank	Company	State	Transactions	Sales Volume	Total Offices	Total Agents
180	272	Prudential Starck, REALTORS®	IL	2,915	\$432,208,781	15	387
181	263	Keller Williams Southern Arizona	AZ	2,913	\$460,983,805	2	309
182	52	Frank Howard Allen, REALTORS®	CA	2,912	\$1,853,764,113	16	333
183	250	Coldwell Banker Mid-America Group, REALTORS®	IA	2,900	\$482,936,760	8	192
184	99	Gloria Nilson, REALTORS® and RLS, REALTORS®	NJ	2,896	\$1,145,972,700	19	715
185	211	ERA Herman Group Real Estate	CO	2,893	\$584,294,175	4	516
186	339	RE/MAX Crossroads Properties	OH	2,878	\$329,263,222	7	115
187	315	The Danberry Co., REALTORS®	OH	2,866	\$354,991,239	5	215
188	118	Prudential California Realty - San Ramon	CA	2,847	\$1,000,719,967	18	508
189	84	John R Wood REALTORS®	FL	2,835	\$1,367,683,678	4	341
190	224	Keller Williams Realty, RM Realty Associates LLC	DE	2,833	\$553,941,414	5	587
191	188	Charles Reinhart Company	MI	2,828	\$663,911,197	7	180
192	282	RE/MAX of Reading	PA	2,826	\$420,016,626	1	136
193	275	Keller Williams Realty, Tyrell Enterprise, Inc.	FL	2,805	\$428,471,822	3	315
194	199	Keller Williams Signature	TX	2,787	\$616,610,166	2	403
195	313	Five Star Real Estate	MI	2,780	\$360,429,765	4	157
196	203	Prudential Verani Realty, Inc.	NH	2,765	\$605,789,364	11	313
197	247	Realty Executives of Kansas City	KS	2,743	\$488,215,559	2	162
198	317	Prudential One, REALTORS® / Select Properties	OH	2,741	\$352,055,412	13	306
199	303	Keller Williams Realty, Professional Partners	AZ	2,739	\$373,881,974	2	268

than-profitable offices throughout the downturn, however, only so much of that can be done before it becomes critical that we really focus on using the space we have efficiently. And we have done both. In fact, we're in the midst of launching a program that will provide the use of work space within our environment to others. We have a project going on in Berkeley, Calif., where we are taking half of our space and using it for modern lease space, so someone can lease the space by the hour, day, week month or even year. Sometimes it's being used by correlated professions and other times it is used as drop-in space, creating a different kind of community with interesting foot traffic. In San Francisco especially, co-working space is a predominant trend.

The integration of technology into the business actually presents a light at the end of the tunnel. If we move the business into the cloud, we have the opportunity to take down co-location facilities and other expenses that have been hanging over the business."

## Ramped-up Marketing

### Sam Rader

Broker/Owner

Coldwell Banker Select

Oklahoma

2012 Transactions: **7,341**

2012 Sales Volume: **\$1,117,351,838**

Rank: **54**



"We furnish listings with professional photography and online marketing. We do that as a company when we list a house, and it gives our listings an edge. We also offer all of our sellers a free home staging consultation with a professional home stager. We have mobile apps for our listings so people can see the home info on their mobile devices, and we have print advertising in the local newspaper and other periodicals. In addition, we have our own real estate academy, where we provide educational classes for people interested in getting a real estate license.

We also have a periodical that we print every six weeks called 'Select Living,' which is a high-gloss, color photog-

## Top 500

## POWER BROKER

Trans. Rank	Sales Rank	Company	State	Transactions	Sales Volume	Total Offices	Total Agents
200	269	RE/MAX Realty 100	WI	2,713	\$439,652,566	4	150
201	172	RE/MAX Excalibur Realty	AZ	2,711	\$699,930,016	4	173
202	104	Prudential New Jersey Properties	NJ	2,708	\$1,087,905,719	18	623
203	302	CENTURY 21 Sunbelt Realty	FL	2,685	\$374,641,943	23	256
204	182	Keller Williams Realty, DTC LLC - Masters Realty LLC	CO	2,682	\$670,194,844	1	325
205	271	RE/MAX Realty Group	NY	2,677	\$433,578,491	2	155
206	257	The AgentOwned Realty Co.	SC	2,674	\$469,048,469	12	408
207	72	McEneaney Associates, Inc.	VA	2,644	\$1,593,129,585	7	329
208	266	ERA Sellers Buyers & Associates	TX	2,630	\$443,676,422	7	206
209	358	RE/MAX Results	IN	2,595	\$310,389,907	5	113
210	261	Coldwell Banker Harris McHaney & Faucette Real Estate	AR	2,593	\$463,471,001	4	165
211	210	Keller Williams Realty, CH Realty Investments	GA	2,581	\$588,563,657	3	305
212	152	Realty Austin	TX	2,575	\$794,758,263	2	104
213	296	Keller Williams Realty, Arlington	TX	2,549	\$386,566,705	1	282
214	89	Prudential Locations LLC	HI	2,526	\$1,287,138,510	5	285
215	111	Kinlin Grover, Page Taft & Randall REALTORS® Real Living	RI	2,520	\$1,064,198,520	26	470
216	276	Keller Williams Realty, Chattanooga	TN	2,511	\$428,007,879	2	224
217	175	Coldwell Banker Hearthside, REALTORS®	PA	2,504	\$689,556,735	26	545
218	293	RE/MAX Center	GA	2,484	\$396,155,800	3	93
219	307	Ken Meade Realty, Inc.	AZ	2,480	\$363,709,919	6	271



raphy book with some articles, but primarily, it covers all of our luxury homes for sale. That helps our brand stand apart considerably.”

## About the Survey

RISMedia's 25th Annual Power Broker Report & Survey is based on results garnered from a survey distributed via email and available online at [rismedia.com](http://rismedia.com). The survey ranks residential real estate brokerage firms according to closed transaction numbers and closed sales volume for the year 2012. All sales and transaction data is submitted directly by brokerage firms and verified by the firm's financial executives, outside accounting firms and/or corporate franchise headquarters. This year's survey received upwards of 1,300 submissions. Statistical analysis and Transaction rank in the April issue of Real Estate magazine is based on the top 1,000 responding firms; sales volume rank is based on the top 500 responding firms. A complete ranking list will be available this May in The Power Broker Report publication. For more information, please visit [www.rismedia.com](http://www.rismedia.com).

## Follow the Money

### Bill Plattos

General Manager and EVP  
First Team Real Estate  
Southern California

2012 Transactions: **9,696**

2012 Sales: **\$4,845,015,600**

Rank: **31**



“We continue to generate revenue by keeping our eye on the ball. Back in 2007, for instance, when the market was down by 50 percent—especially on the coasts—I was one of a group of large brokers to meet with Fed Chairman Ben Bernanke. My take then was that the short sale was a phenomenal tool that we were having great success with in California. As a result of that meeting, Bernanke lowered the rates, but the point is, you have to be ready to move in new directions when the market calls for it.

Right now, REOs are slowing down, but we still do a lot of short-sale training. In fact, we set up a whole department to assist families and establish how best to

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Trans. Rank	Sales Rank	Company	State	Transactions	Sales Volume	Total Offices	Total Agents
220	235	Coldwell Banker Gosslee	LA	2,462	\$516,792,289	2	180
221	273	RE/MAX Realtec Group	FL	2,457	\$431,599,123	1	117
222	346	CENTURY 21 Pro-Team	IL	2,447	\$323,998,486	10	297
223	228	Keller Williams Realty, Sonoran Living	AZ	2,444	\$536,115,551	2	264
224	304	Star One REALTORS®	OH	2,436	\$373,682,400	9	225
225	180	Keller Williams Realty, The Woodlands	TX	2,427	\$675,215,514	1	306
226	260	Coldwell Banker Wallace & Wallace, REALTORS®	TN	2,418	\$464,239,851	5	279
227	252	Realty Executives Integrity	WI	2,403	\$475,240,073	5	172
228	285	Coldwell Banker Preferred, REALTORS®	CA	2,402	\$411,081,741	3	168
229	193	Keller Williams Realty, Alaska	AK	2,392	\$641,493,173	1	233
230	105	CENTURY 21 Commonwealth	MA	2,388	\$1,086,815,944	17	423
231	328	Coldwell Banker Hunter Realty	OH	2,370	\$340,809,057	16	339
232	97	Dilbeck Real Estate Real Living	CA	2,367	\$1,166,374,928	14	519
233	39	Hammond Residential Real Estate LLC	MA	2,355	\$2,225,489,698	15	320
234	251	Van Eaton & Romero, Inc.	LA	2,346	\$482,896,291	5	225
235	291	Keller Williams Integrity First Realty	AZ	2,331	\$398,599,737	2	243
236	320	Prudential Dinning-Beard, REALTORS®	KS	2,331	\$351,139,173	4	238
237	177	Keller Williams Realty, Plano	TX	2,318	\$684,948,746	2	320
238	113	Prominent Properties Sotheby's International Realty	NJ	2,312	\$1,043,613,518	11	425
239	343	ERA First Advantage Realty Inc.	IN	2,311	\$325,165,698	5	120

approach the banks. At this point, though, equity sellers are picking up, and there's a pent-up demand to move up, downsize or relocate. We're just focused on giving them the best solutions because equity sellers create equity buyers."

## The Technology Factor

**Mary Tennant**

President

Keller Williams Realty International



"When it comes to technology, we've always been committed to benchmarking and trending. We research on a daily basis what's happening in our industry as well as what's happening outside of our industry. We take the best models and adapt them to the needs of our associates and the businesses they're building.

With social media, it's training. Real estate is a local service industry, so we're focusing on helping our associates build a vibrant online presence that helps them achieve their business goals. With mobile, we purposefully focused on mobile-optimized websites for our offic-

es and agents first. We've seen too many apps delivered that don't provide what consumers are looking for: full listing inventory anywhere they happen to be. We've also noticed that each app is branded to the franchise—not the local agent. Our philosophy is that the agent brand comes first, so our app reflects that, just as all of our other tools do. We're providing customized mobile apps to every single one of our 80,000 associates and ensuring a seamless transition between their mobile apps and agent websites."

## New Office Openings

We asked Power Brokers, "Are you planning to open new offices in 2013?" Here's how they responded:



Source: RISMedia's 2013 Power Broker Survey

## Top 500

## POWER BROKER

Trans. Rank	Sales Rank	Company	State	Transactions	Sales Volume	Total Offices	Total Agents
240	226	Keller Williams - Brian Smith Mgmt.	CO	2,304	\$543,298,106	5	592
241	345	F.C. Tucker Emge REALTORS®	IN	2,285	\$324,418,456	7	133
242	192	Keller Williams Realty, Metropolitan	MA	2,278	\$653,863,337	3	330
243	336	Coldwell Banker McMahan Co.	KY	2,276	\$332,954,607	15	190
244	334	ERA Wilder Realty	SC	2,275	\$334,508,278	7	222
245	451	Crossroads Realty	NJ	2,267	\$221,665,000	10	230
246	124	RE/MAX Olson & Associates	CA	2,263	\$980,486,104	5	169
247	499	RE/MAX Leading Edge	MI	2,246	\$85,492,935	2	33
248	265	Prudential Real Estate Professionals	OR	2,244	\$444,791,381	7	171
249	300	Keller Williams Realty, Las Vegas	NV	2,233	\$378,223,784	2	171
250	236	CENTURY 21 Beutler & Associates	ID	2,225	\$513,218,454	5	173
251	258	Keller Williams Realty, Integrity Northwest	MN	2,224	\$466,178,299	4	306
252	373	RE/MAX 200 Realty	FL	2,223	\$297,003,559	2	86
253	196	Jack Conway & Company, Inc.	MA	2,204	\$628,573,667	35	684
254	231	Chinowth & Cohen REALTORS®	OK	2,200	\$528,000,000	6	350
255	279	RE/MAX Elite	TN	2,197	\$422,958,863	3	136
256	274	Keller Williams Capital Partners Realty	OH	2,186	\$430,464,488	1	177
257	248	Keller Williams Realty, Greater Portland	ME	2,172	\$486,338,040	1	252
258	288	Keller Williams Professionals Realty	NC	2,161	\$407,763,899	2	371
259	207	Keller Williams Realty, Professionals	OR	2,154	\$595,287,213	1	203

## Powering Through a Tough Market

### Chris Masiello

President & CEO

Better Homes and Gardens Real Estate

The Masiello Group

New England Region

2012 Transactions: **4,466**

2012 Sales: **\$908,814,604**

Rank: **103**



"I think for anyone to succeed in this environment, it requires a tremendous amount of flexibility—even to the extent where traditional norms and practices are all subject to review. There aren't any more sacred cows as it relates to trends or legacy policies—especially as it relates to marketing and technology. Those elements of our industry are changing at breakneck speeds.

Throughout the whole downturn, we stayed very, very focused on quality. So to some degree, we kept our agent count suppressed so that our existing folks would have the greatest amount of opportunities possible.

Consequently, 2012 was the fourth year in a row where our per-agent earnings increased. It was a very deliberate strategy—the propensity would be to start stacking licenses, and we just cut against the grain and took the absolute opposite approach. We also focused on removing as many redundancies as we could in our systems."

## Maintaining Agent Production

### Tom Skiffington

RE/MAX 440

Pennsylvania

2012 Transactions: **1,888**

2012 Sales: **\$423,308,356**

Rank: **301**



"Since there are different needs in different segments, we have three distinct coaching programs geared toward teams, veterans and new agents. The people that struggle the most in this industry are those who have been around for a while as well as those just getting started. For veteran agents, their needs center around learning and adopting the technology and how to implement it based on what they have done in the past. New agents

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Trans. Rank	Sales Rank	Company	State	Transactions	Sales Volume	Total Offices	Total Agents
260	298	Keller Williams Realty, Coastal Area Partners	GA	2,144	\$382,092,952	4	217
261	314	CENTURY 21 Arizona Foothills	AZ	2,124	\$358,448,096	13	322
262	337	RE/MAX Platinum	MI	2,111	\$332,794,776	5	176
263	244	Prudential Montana Real Estate	MT	2,103	\$493,445,425	11	185
264	370	William Davis Realty	TX	2,100	\$300,000,000	3	400
265	306	Keller Williams Heritage Realty	FL	2,099	\$369,737,941	2	239
266	312	Keller Williams Advisor's Realty	OH	2,091	\$360,985,407	3	224
267	262	Prudential Utah Elite Real Estate	UT	2,071	\$461,618,889	4	139
268	391	RE/MAX Professionals	IL	2,071	\$279,734,518	1	85
269	284	Keller Williams Arizona Realty	AZ	2,070	\$417,831,191	2	271
270	283	RE/MAX Realty Affiliates	NV	2,068	\$418,508,024	3	87
271	243	ERA Key Realty Services	MA	2,061	\$495,024,001	13	340
272	163	Realty Executives Santa Clarita	CA	2,060	\$728,242,588	5	300
273	234	Bean Group	NH	2,053	\$517,274,398	15	300
274	305	RE/MAX Space Center-Clear Lake	TX	2,036	\$371,716,472	2	101
275	259	RE/MAX United	NC	2,033	\$464,810,086	2	107
276	321	Realty Executives of Nevada	NE	2,032	\$350,769,687	2	148
277	487	CENTURY 21 Curran & Christie	MI	2,026	\$165,719,266	4	119
278	453	RE/MAX Preferred Associates	OH	2,024	\$218,815,756	3	82
279	157	Jameson Real Estate LLC	IL	2,023	\$753,313,954	3	265

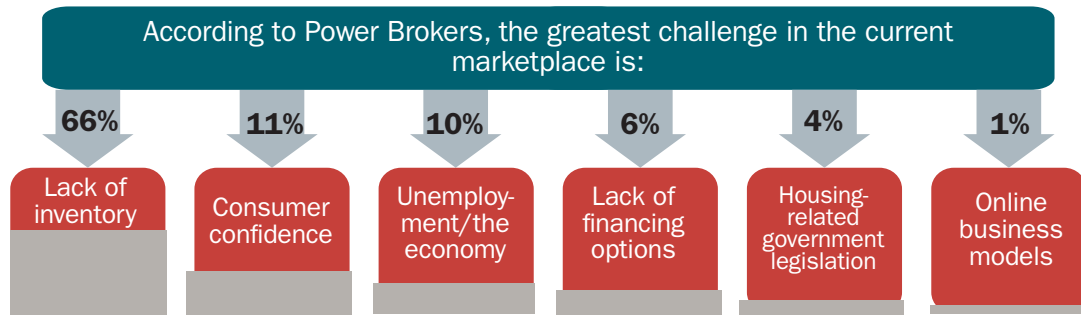
struggle simply because they don't have knowledge of the real estate business. They are up-to-date with technology, so we work with them regarding how to effectively implement it into real estate, in addition to teaching them the laws and practices of real estate work.

Leadership and motivation play a big role in agent productivity. As a broker—or anyone in the industry—we need to demonstrate the proper way to do things and

encourage our agents to continually learn and do things the correct way. It's crucial that our agents have leaders who are constantly showing them the correct way to do things and not to take shortcuts.” **RE**

*Paige Tepping, Nick Caruso, Zoe Eisenberg and Barbara Pronin contributed to this report.*

## The Challenges Ahead



Source: RISMedia's 2013 Power Broker Survey

## Top 500

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**POWER BROKER**

**move**

**LEADING REAL ESTATE COMPANIES OF THE WORLD**

**Homes.com**

**HSA**

Trans. Rank	Sales Rank	Company	State	Transactions	Sales Volume	Total Offices	Total Agents
280	351	Keller Williams Realty, Fort Worth	TX	2,020	\$317,011,739	2	190
281	352	RE/MAX Unlimited	IL	2,012	\$316,698,149	6	81
282	264	CENTURY 21 Allstars	CA	2,008	\$459,962,986	1	195
283	408	ERA Sunrise Realty	GA	2,007	\$267,187,909	7	146
284	327	CENTURY 21 Mike Bowman, Inc.	TX	1,999	\$342,336,933	1	142
285	426	RE/MAX Real Estate Concepts	IA	1,969	\$246,332,087	8	85
286	238	RE/MAX Gateway	VA	1,962	\$509,582,832	4	134
287	357	Keller Williams Classic/Homestead Realty	FL	1,959	\$311,130,636	3	238
288	400	Cressy & Everett, Inc.	IN	1,951	\$273,088,820	9	143
289	367	Keller Williams WinStar Realty	ID	1,949	\$301,318,519	1	90
290	218	RE/MAX Masters	CO	1,940	\$572,889,179	1	105
291	322	Jack Gaughen REALTOR® ERA	PA	1,938	\$347,547,868	11	296
292	61	Daniel Gale Sotheby's International Realty	NY	1,931	\$1,722,919,000	21	575
293	189	Coldwell Banker Danforth	WA	1,928	\$663,114,055	3	428
294	435	Ultima Real Estate	TX	1,919	\$239,637,043	1	310
295	147	RE/MAX Leading Edge	MA	1,918	\$818,587,393	11	177
296	309	RE/MAX Properties East	KY	1,918	\$362,574,236	1	106
297	249	Keller Williams Realty, Frisco	TX	1,903	\$483,390,950	1	260
298	55	Sereno Group	CA	1,899	\$1,800,000,000	6	210
299	318	RE/MAX Integrity	OR	1,894	\$352,037,872	3	101



# Top 500

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**POWER BROKER**



Trans. Rank	Sales Rank	Company	State	Transactions	Sales Volume	Total Offices	Total Agents
300	194	RE/MAX Northwest REALTORS®	WA	1,888	\$640,815,244	3	159
301	278	RE/MAX 440	PA	1,888	\$423,308,356	10	152
302	301	Keller Williams Realty, Premier Partners	WA	1,885	\$374,860,666	1	183
303	190	RE/MAX Eastside Brokers, Inc.	WA	1,881	\$658,346,443	2	192
304	333	Keller Williams Realty, Atlantic Partners	FL	1,871	\$335,663,470	3	244
305	431	MJ Peterson Real Estate, Inc.	NY	1,861	\$244,089,057	7	195
306	153	Keller Williams Capital Properties	DC	1,855	\$780,025,279	3	418
307	295	Coldwell Banker Caine	SC	1,837	\$393,006,032	5	145
308	332	Keller Williams Realty, Woodbury	MN	1,829	\$336,702,472	2	176
309	379	RE/MAX Results	MO	1,828	\$292,799,742	5	114
310	381	CENTURY 21 Beggins Enterprises	FL	1,822	\$288,411,723	5	247
311	486	RE/MAX Real Estate Professionals	MI	1,817	\$167,584,335	5	75
312	427	Keller Williams The Marketplace	NV	1,811	\$246,269,136	2	158
313	341	ERA Colonial Real Estate	TX	1,810	\$327,198,347	5	85
314	376	Coldwell Banker RPM	AR	1,810	\$294,170,296	6	185
315	100	Fuller Sotheby's International Realty	CO	1,808	\$1,140,850,092	7	158
316	253	Keller Williams Realty, Langhorne	PA	1,804	\$473,211,868	2	263
317	480	Better Homes and Gardens Real Estate Big Hill	OH	1,803	\$189,797,216	9	209
318	281	RE/MAX Associates	UT	1,800	\$420,087,448	5	95
319	395	Prudential Detrick Realty	OK	1,799	\$276,253,610	7	141
320	365	Coldwell Banker Heart of America REALTORS®, Ltd.	IL	1,790	\$302,173,435	1	98
321	382	RE/MAX Realty Associates	IL	1,789	\$287,549,008	3	59
322	338	Keller Williams Realty, Huntsville - Classic Realty, LLC	AL	1,786	\$331,147,171	2	197
323	399	Keller Williams North Florida	FL	1,785	\$274,030,770	3	204
324	420	CENTURY 21 Bradley Realty, Inc.	IN	1,778	\$255,577,763	4	139
325	350	Prudential California Realty - Modesto	CA	1,776	\$319,400,377	8	193
326	78	Zephyr Real Estate	CA	1,775	\$1,511,490,000	6	200
327	445	RE/MAX Realty Team	FL	1,762	\$231,544,778	1	108
328	446	RE/MAX Synergy	IL	1,762	\$227,282,904	2	82
329	368	RE/MAX Platinum	AL	1,760	\$301,152,812	4	116
330	166	Chase International	NV	1,757	\$722,030,247	9	230
331	412	CENTURY 21 Maselle & Associates, Inc.	MS	1,751	\$262,044,071	6	125
332	201	CENTURY 21 Masters	CA	1,749	\$611,684,250	4	211
333	329	RE/MAX First	LA	1,747	\$339,839,975	2	91
334	407	RE/MAX Realty Professionals	SC	1,743	\$267,217,033	3	64
335	335	Keller Williams Classic Realty Northwest	MN	1,736	\$334,402,880	2	162
336	424	Keller Williams Real Estate Professionals	PA	1,736	\$249,915,431	2	210
337	146	Atlanta Fine Homes Sotheby's International Realty	GA	1,729	\$820,831,190	3	227
338	356	Coldwell Banker Covenant Real Estate, Inc.	TX	1,721	\$313,172,749	4	109
339	294	RE/MAX Premier Properties	TX	1,713	\$395,452,530	4	105
340	311	RE/MAX Advance Realty	FL	1,712	\$361,759,015	2	123
341	353	Wilkinson & Associates ERA Powered	NC	1,710	\$315,681,030	5	758
342	205	Phyllis Browning Company	TX	1,699	\$598,251,042	5	139
343	137	Real Living Lifestyles	CA	1,692	\$891,694,492	8	350
344	388	Keller Williams Integrity Realty	MN	1,692	\$282,600,690	3	180
345	326	Keller Williams Consultants Realty	OH	1,690	\$343,394,805	1	226
346	387	Keller Williams Group One, Inc.	NV	1,690	\$283,297,012	2	187
347	325	Prudential Manor Homes, REALTORS®	NY	1,687	\$344,184,901	9	259
348	457	Coldwell Banker Alfonso Realty	MS	1,686	\$216,482,871	6	124
349	290	RE/MAX of Naperville	IL	1,685	\$402,751,847	2	133
350	414	Keller Williams Chervenik Realty	OH	1,683	\$259,940,526	1	174



# Top 500

## POWER BROKER

Trans. Rank	Sales Rank	Company	State	Transactions	Sales Volume	Total Offices	Total Agents
351	416	Keller Williams Realty, Spokane	WA	1,680	\$257,288,158	1	160
352	425	Keller Williams Realty, Oklahoma City	OK	1,680	\$247,994,438	1	135
353	362	Keller Williams Realty, Partners SW	FL	1,679	\$306,249,333	1	210
354	467	Preferred Real Estate Group, Inc.	OH	1,676	\$201,881,582	6	117
355	405	Coldwell Banker Kennon, Parker, Duncan & Key	GA	1,668	\$270,106,637	2	141
356	310	Prudential Patt, White Real Estate	PA	1,665	\$362,100,115	5	245
357	385	Coldwell Banker C&C Properties	CA	1,662	\$284,536,692	6	163
358	270	Keller Williams - Lake Norman Cornelius NC, LLC	NC	1,658	\$438,748,052	2	297
359	363	RE/MAX Ability Plus	IN	1,656	\$305,833,457	5	86
360	432	RE/MAX Plus	NY	1,652	\$243,604,890	1	95
361	497	RE/MAX First	MI	1,651	\$113,775,889	2	56
362	355	RE/MAX Metro	FL	1,647	\$313,621,221	3	110
363	187	RE/MAX Gold Coast	CA	1,638	\$666,768,955	8	188
364	389	Coldwell Banker Triad, REALTORS®	NC	1,636	\$280,087,135	8	193
365	364	Keller Williams Realty, Denton	TX	1,629	\$304,198,698	1	156
366	209	RE/MAX of Valencia	CA	1,624	\$591,414,222	2	112
367	377	Keller Williams Legacy	TX	1,616	\$293,751,519	1	215
368	292	Coldwell Banker Premier Real Estate	CA	1,614	\$396,212,283	14	195
369	74	Shorewood REALTORS®	CA	1,612	\$1,534,825,766	7	319
370	409	Keller Williams Northville	MI	1,611	\$264,889,228	1	172
371	439	RE/MAX Affiliates	KY	1,611	\$237,133,198	4	73
372	94	Briggs Freeman Sotheby's International Realty	TX	1,609	\$1,243,704,230	5	208
373	340	Keller Williams Ballantyne Area	NC	1,609	\$327,920,994	2	248
374	454	Florida Professional Family of Companies LLC	FL	1,607	\$218,000,000	5	130
375	481	RE/MAX Executive Group, Inc.	KY	1,603	\$188,648,537	5	41
376	225	RE/MAX Fine Properties	AZ	1,595	\$552,368,331	1	129
377	366	RE/MAX Around Atlanta Realty	GA	1,592	\$301,604,597	3	74
378	456	Keller Williams Real Estate Affiliates	MI	1,592	\$217,787,128	2	200
379	267	CENTURY 21 Hometown Ventures	CA	1,590	\$442,618,603	16	237
380	413	Coldwell Banker Brown, REALTORS®	IL	1,589	\$260,387,817	5	171
381	375	Keller Williams Realty, Partners Overland	KS	1,583	\$294,330,936	1	195
382	178	RE/MAX of Boulder, Inc.	CO	1,582	\$683,678,956	1	105
383	229	Keller Williams Eagle Realty	FL	1,582	\$533,796,349	2	348
384	394	CENTURY 21 Sweyer & Associates	NC	1,581	\$276,469,122	8	124
385	464	CENTURY 21 Premier Group	WI	1,581	\$205,034,464	11	128
386	490	RE/MAX Team 2000	MI	1,577	\$139,021,210	1	33
387	386	Keller Williams Realty, Ann Arbor	MI	1,575	\$283,711,660	1	192
388	462	Hegg, REALTORS®, Inc.	SD	1,563	\$207,725,427	1	88
389	469	EXIT Real Estate Gallery	FL	1,560	\$200,198,673	5	245
390	443	RE/MAX Southern Shores	SC	1,559	\$232,975,081	3	88
391	181	Keller Williams Realty, Walnut Creek, Danville and Castro Valley	CA	1,558	\$671,278,115	2	364
392	411	Prudential Snyder Real Estate	IL	1,555	\$262,152,349	2	89
393	403	Keller Williams Realty Services	LA	1,554	\$271,226,496	2	186
394	433	RE/MAX Real Estate Group	IA	1,554	\$240,860,662	2	64
395	465	Dickerson & Nieman REALTORS®	IL	1,553	\$203,982,605	5	133
396	299	RE/MAX Southern Homes	AL	1,551	\$380,974,564	2	90
397	374	Prudential RealtyCenter.com	TN	1,550	\$296,133,862	5	148
398	319	Keller Williams Realty, Hilgenberg	CA	1,549	\$351,232,230	1	275
399	392	Keller Williams Realty, Louisville East	KY	1,549	\$278,409,086	1	142
400	384	Park Company REALTORS®	ND	1,544	\$286,431,343	1	81

Trans. Rank	Sales Rank	Company	State	Transactions	Sales Volume	Total Offices	Total Agents
401	466	CENTURY 21 Tenace Realty	FL	1,539	\$203,681,801	2	244
402	410	RE/MAX Specialists	FL	1,536	\$264,527,266	2	99
403	268	CENTURY 21 NorthBay Alliance	CA	1,529	\$440,843,379	13	244
404	286	Keller Williams Realty, Portland Premiere	OR	1,526	\$410,901,152	1	111
405	447	RE/MAX Advantage	NV	1,522	\$226,370,902	3	62
406	347	Keller Williams Realty, Madison	WI	1,521	\$323,175,904	2	195
407	280	Better Homes and Gardens Real Estate III	VA	1,517	\$421,676,840	11	180
408	316	RE/MAX Advantage Plus	FL	1,515	\$353,522,362	6	107
409	463	CENTURY 21 United Group, LLC	TX	1,513	\$205,113,249	9	74
410	398	Coldwell Banker Mountain West Real Estate, Inc.	OR	1,511	\$274,349,527	4	93
411	331	RE/MAX Advantage	CO	1,510	\$339,057,696	1	83
412	461	RE/MAX Select	IN	1,508	\$208,099,842	2	90
413	383	RE/MAX Metro	UT	1,504	\$286,469,185	3	73
414	438	Keller Williams Realty, Wellington	FL	1,504	\$238,892,130	2	189
415	371	Keller Williams Premier Realty	TX	1,501	\$298,443,969	1	185
416	429	Keller Williams Realty, Diamond Partners	KS	1,501	\$244,666,613	1	237
417	482	RE/MAX Anchor Realty	FL	1,499	\$183,797,903	4	95
418	450	RE/MAX Gold	MO	1,481	\$222,440,373	5	95
419	287	Keller Williams Portland Central	OR	1,477	\$410,226,599	1	164
420	369	Keller Williams Realty, St. Louis Kirkwood	MO	1,474	\$300,077,700	1	186
421	419	RE/MAX Preferred, Town & Country and Properties	RI	1,474	\$255,955,244	3	90
422	372	RE/MAX Metro Atlanta	GA	1,470	\$297,970,909	3	94
423	415	RE/MAX Preferred	WI	1,467	\$258,906,530	11	68
424	483	ERA Tom Grizzard, Inc.	FL	1,464	\$178,734,091	7	100
425	215	Keller Williams Realty, LS	CA	1,463	\$579,777,271	2	523
426	428	Coldwell Banker Premier Group	MO	1,458	\$245,511,329	4	201
427	448	RE/MAX Realty Group	FL	1,458	\$225,179,599	2	115
428	473	RE/MAX Realty Consultants	NC	1,458	\$196,041,050	2	64
429	390	CENTURY 21 North Homes Realty, Inc.	WA	1,457	\$280,041,697	22	244
430	401	Keller Williams Realty, Chesapeake/Western Branch	VA	1,453	\$271,869,742	3	155
431	484	RE/MAX 10	IL	1,451	\$178,405,271	3	85
432	230	Kuper Sotheby's International Realty	TX	1,448	\$533,554,834	8	206
433	437	RE/MAX Specialists	MN	1,447	\$239,109,477	4	52
434	440	Realty Executives Shreveport	LA	1,443	\$236,796,948	2	166
435	92	TTR Sotheby's International Realty	DC	1,442	\$1,258,553,437	5	190
436	474	Coldwell Banker Ed Schlitt, REALTORS®	FL	1,442	\$195,893,926	9	174
437	223	Residential Properties Ltd.	RI	1,434	\$555,188,314	5	160
438	476	Coldwell Banker Legacy Real Estate Group	KY	1,434	\$193,027,539	4	113
439	470	Keller Williams Realty, Indy Metro South	IN	1,433	\$199,800,044	1	125
440	471	Keller Williams Realty, Acadiana	LA	1,430	\$198,595,826	3	207
441	164	RE/MAX Premier Properties	CA	1,420	\$727,736,852	7	114
442	422	Keller Williams Sarasota Lakewood Ranch	FL	1,418	\$253,478,549	2	151
443	421	Keller Williams - Red Stick Partners, LLC	LA	1,417	\$254,205,218	2	226
444	479	ERA Showcase Properties and Investments	FL	1,405	\$189,897,930	7	137
445	478	Keller Williams Greater Cleveland West	OH	1,401	\$189,997,541	2	135
446	418	Coldwell Banker Plaza Real Estate	KS	1,400	\$256,396,874	2	81
447	417	RE/MAX Advantage Central	AL	1,399	\$257,028,703	3	94
448	191	Keller Williams Realty, Carmel Valley/Del Mar	CA	1,398	\$655,645,303	2	270
449	323	Keller Williams Realty, Easton Market Center	MA	1,398	\$344,851,148	2	180
450	459	Keller Williams Prescott	AZ	1,397	\$214,313,463	1	130

Trans. Rank	Sales Rank	Company	State	Transactions	Sales Volume	Total Offices	Total Agents
451	436	RE/MAX Connection	NJ	1,396	\$239,117,225	4	100
452	165	Legacy Real Estate & Associates ERA Powered	CA	1,395	\$724,430,279	4	235
453	246	Keller Williams Realty, Valencia	CA	1,394	\$488,363,480	2	426
454	361	Watson Realty ERA	CA	1,393	\$306,569,878	3	100
455	406	RE/MAX Realty Center	TX	1,393	\$268,329,064	2	92
456	342	RE/MAX Southeast	CO	1,392	\$326,441,789	1	87
457	359	Keller Williams Preferred Realty	CO	1,392	\$309,445,039	1	195
458	344	CENTURY 21 Lois Lauer Realty	CA	1,383	\$324,840,933	2	145
459	441	ERA Strother Real Estate	NC	1,378	\$235,991,945	3	120
460	348	RE/MAX Dallas Suburbs	TX	1,372	\$321,261,325	2	90
461	360	RE/MAX Choice Properties	TN	1,369	\$307,650,958	5	74
462	380	RE/MAX Professionals Select	IL	1,369	\$288,583,167	1	56
463	498	RE/MAX United	GA	1,369	\$105,427,027	1	27
464	494	Advantage Realty Inc.	MI	1,368	\$135,136,109	1	70
465	404	RE/MAX Associates	DE	1,357	\$270,744,966	5	89
466	495	RE/MAX Benchmark Realty	NV	1,355	\$130,128,000	1	42
467	496	Coldwell Banker Ellison Realty	FL	1,353	\$127,442,518	4	95
468	171	Keller Williams Realty, Mission Viejo	CA	1,351	\$703,033,909	2	487
469	434	RE/MAX Infinity Realty	AZ	1,348	\$240,312,850	1	59
470	468	CENTURY 21 Executive Realty	IN	1,348	\$200,875,886	2	84
471	475	CENTURY 21 Jordan-Link & Company	CA	1,348	\$193,237,565	3	138
472	489	Coldwell Banker Bullard Realty, Co.	GA	1,344	\$159,757,326	6	170
473	488	Keller Williams Realty, Lakeside	MI	1,341	\$162,766,407	1	162
474	330	Prudential Serls Prime Properties	NY	1,338	\$339,391,487	6	260
475	493	RE/MAX Associates of Topeka	KS	1,337	\$136,108,847	1	37
476	396	RE/MAX Four Seasons	WA	1,336	\$274,810,151	5	84
477	492	RE/MAX Alliance	OH	1,335	\$136,641,179	3	51
478	393	RE/MAX Select	UT	1,334	\$277,488,541	3	55
479	452	RE/MAX Real Estate Partners	LA	1,334	\$219,621,695	4	89
480	423	Keller Williams Realty, Conroe/Lake Conroe/Huntsville	TX	1,333	\$253,275,941	1	235
481	378	Keller Williams Realty, Charlotte - SouthPark	NC	1,332	\$292,953,107	2	205
482	458	RE/MAX Ideal Brokers, Inc.	OR	1,329	\$216,187,738	2	96
483	455	RE/MAX Associates of Arlington	TX	1,328	\$217,872,655	2	72
484	324	RE/MAX Real Estate Center	MA	1,323	\$344,537,357	4	86
485	402	RE/MAX Unlimited Northwest	IL	1,323	\$271,230,854	4	79
486	349	Better Homes and Gardens Real Estate Florida 1st	FL	1,321	\$319,435,777	4	198
487	430	Keller Williams Realty, Knoxville-West	TN	1,319	\$244,106,657	1	181
488	472	Coldwell Banker Hedges Realty	IA	1,318	\$198,338,869	3	99
489	477	Coldwell Banker Chicora Real Estate	SC	1,315	\$190,554,208	6	143
490	485	Coldwell Banker Brenizer, REALTORS®	WI	1,311	\$171,041,919	6	66
491	397	RE/MAX Professional Group	TX	1,310	\$274,473,073	1	43
492	491	Prudential Results Realty	FL	1,310	\$137,099,334	5	78
493	449	RE/MAX Creative Realty	KY	1,307	\$222,931,435	3	65
494	500	Key Realty, Inc.	IL	1,305	\$81,754,216	8	35
495	308	Keller Williams Memorial	TX	1,300	\$362,856,889	1	237
496	460	Keller Williams Realty, Greenville - Upstate	SC	1,299	\$214,209,676	1	112
497	289	Keefe Real Estate, Inc.	WI	1,298	\$406,000,000	4	85
498	444	Napier REALTORS® ERA	VA	1,296	\$231,747,116	7	100
499	442	HJN Team Real Estate	SD	1,294	\$235,642,189	4	71
500	256	RE/MAX of Cherry Creek Inc.	CO	1,291	\$469,703,200	1	82