

RISMedia

POWER BROKER

2013 RISMedia POWER BROKER SURVEY

The 25th Annual Report of the Industry's Largest Residential Real Estate Brokerage Firms

Survey Deadline: February 27, 2013

Why participate in the 25th Annual RISMedia POWER BROKER Survey?

Elite Status—You will join the industry's leading real estate companies when you are published in the largest circulated annual report of its kind in the real estate industry.

Promotion—Your firm will be promoted to local and national media outlets as one of the industry's largest real estate companies.

Readership—The Annual *RISMedia Power Broker Report* is read by hundreds of thousands of real estate professionals and is accessible online to millions of interested consumers.

Recruitment—Appearing in the *RISMedia Power Broker Report* is a great agent recruitment and retention tool.

Invitation—You will be invited to the 18th Annual RISMedia Power Broker Reception & Dinner held during the NAR Conference & Expo in San Francisco, Calif., an exclusive networking event with the industry's most successful brokers.

RISMedia's POWER BROKER Survey identifies and ranks the industry's largest residential real estate brokerage companies by sales-dollar volume and transaction sides.

There is NO COST or any obligation to participate in this report. Simply complete the questionnaire.

To avoid duplication and potential confusion, this survey should be completed by an individual, shareholder or entity that has a minimum of 50.1 percent ownership interest as of December 31, 2012, inclusive of subsidiaries. If you do not have a 50.1 percent ownership, please forward this survey to the appropriate entity for completion.

To ensure your inclusion in the 25th Annual RISMedia POWER BROKER Survey, please complete this survey based on year-end 2012 figures. The deadline for our receipt of your completed survey is February 27, 2013.

Please be sure to complete the verification page, which must be submitted for inclusion in the 25th Annual RISMedia Power Broker Survey.

Partial results of the 2013 RISMedia POWER BROKER Survey will be accessible online at www.rismedia.com and in the April 2013 issue of RISMedia's Real Estate magazine; complete results will be available in the Power Broker Report publication, available in May.

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2013 RISMedia POWER BROKER Survey

IMPORTANT: Complete all information below.

1. Primary Company Information

Survey Contact: _____

Phone: _____

Email: _____

Survey Contact Title: _____

Company Name: _____

Corporate

Address: _____

City: _____ State: _____

Zip: _____

Phone: _____ Toll Free: _____

Fax: _____

Mailing Address (if different):

Company Website: _____

Primary Real Estate Franchise Affiliation: _____

Primary Relocation/Referral Network: _____

2. Company Executive Information *(please complete all that apply)*

Principal(s) or Broker/Owner(s): _____

Email: _____

President: _____

Email: _____

CEO (Executive): _____

Email: _____

COO (Operations): _____

Email: _____

CFO (Financial): _____

Email: _____

CTO (Technology): _____

Email: _____

CMO (Marketing): _____

Email: _____

Managing Partners: _____
Email: _____
Relocation Director: _____
Email: _____
Luxury-home Manager/Specialist: _____
Email: _____

3. Sales Volume

Total Closed* Residential Sales for 2012:
\$ _____

4. Transactions

Total Number of Closed** Residential Transaction Sides in 2012:

* Firms must have completed a minimum of 500 transactions to participate in the survey.

** Note: A closed transaction includes EITHER the listing or the selling portion of the residential sales transaction. If you were involved in only ONE side of the transaction (closed listing or closed sale), you would be credited with ONE closed transaction. If you listed AND sold the home, you would be credited with TWO closed transactions.

Important: Only include data for offices of which you retain 50.1 percent equity ownership or more in the totals above.

5. AGENT INFORMATION

Total Number of Licensed Agents/Sales Associates: _____

6. OFFICE INFORMATION

Total Number of Offices: _____

6a. Do you intend to open/acquire new offices this year?

Yes ___ No ___

6b. If so, approximately how many? _____

7. Average sales price of closed transactions: \$ _____

8. OTHER core services offered by your brokerage (please check all that apply):

	N/A	In-House	Outsourced
• Mortgage Services	_____	_____	_____
• Title Services	_____	_____	_____
• Home Warranty Services	_____	_____	_____
• Inspection Services	_____	_____	_____

- Homeowner's Insurance _____
- Short Sale/Foreclosure Specialists _____
- Property Management/Investment Services _____
- Luxury Home Specialists _____

9. What percentage of closed transactions were the following consumer groups responsible for?

- First-time homebuyers _____
- Investors _____
- Move-up buyers _____
- International buyers _____
- Retirees _____
- Luxury buyers _____
- Other (please specify) _____

10. What percentage of closed transactions were comprised of the following?

- Short sales _____
- Foreclosures _____
- All-cash transactions _____
- Luxury homes _____
- Investment properties _____
- Other (please specify) _____

11. What word best describes the housing market in your primary region? (please choose one)

- Struggling _____
- Stable _____
- Recovering _____
- Growing _____

12. In 2012, did home prices in your region... (please choose one)

- Increase _____
- Decrease _____
- Remain the same _____

13. Which of the following stands to present the greatest challenge to your firm's success in 2013? (please choose one)

- Lack of inventory _____
- Lack of financing options _____
- Housing-related government legislation _____
- Unemployment/the economy _____
- Consumer confidence _____
- Online business models _____
- New competitive brands/firms in your market _____

14. Are you planning on attending any of RISMedia's upcoming events for Power Brokers? *(please check all that apply)*

- The Power Broker Forum at NAR Midyear (May 16, Washington, D.C.) ____
- The Real Estate CEO Exchange (Sept. 17 & 18, New York City) ____
- The Power Broker Forum at NAR Annual (Nov. 8, San Francisco, Calif.) ____
- The Power Broker Reception & Dinner (Nov. 8, San Francisco, Calif.) ____

Comments

May we attribute these comments to you? Yes: _____ No: _____

May a RISMedia reporter contact you for an interview? Yes: _____ No: _____

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**** MANDATORY ****

POWER BROKER Signature and Official VERIFICATION

Official verification is required to include your survey in the Power Broker Report. Please note that anyone submitting false or inaccurate information is subject to legal action.

Completion of the following information and signature is required for proper submission of this survey:

Broker/Owner

First Name: _____

Last Name: _____

Title: _____

Company Name: _____

Email: _____

Phone: _____

By signing below, you are verifying that all the information you gave in this survey is complete and accurate. Furthermore, you are verifying that you have reviewed the information you provided prior to submitting it to us.

Broker/Owner Signature: _____

CFO/Accountant

First Name: _____

Last Name: _____

Title: _____

Company Name: _____

Email: _____

Phone: _____

By signing below, you are verifying that all the information you gave in this survey is complete and accurate. Furthermore, you are verifying that you have reviewed the information you provided prior to submitting it to us.

CFO/Accountant Signature: _____

Any questions? Contact Executive Editor Maria Patterson at (203) 855-1234, ext. 127, maria@rismedia.com, or IT Manager James Jones at ext. 129, jim@rismedia.com. Fax (203) 852-7208.

*** Deadline: February 27, 2013 ***