

RISMedia

POWER BROKER SURVEY

2015 RISMedia POWER BROKER SURVEY

The 27th Annual Report of the Industry's Largest Residential Real Estate Brokerage Firms

Survey Deadline: February 13, 2015

Why participate in the 27th 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 20th Annual RISMedia Power Broker Reception & Dinner held during the 2015 NAR Conference & Expo in San Diego, 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. The survey also helps us determine topics for editorial content, educational events, and webinars.

To complete the survey, firms must have completed a minimum of 750 transactions in 2014. 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, 2014, 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 27th Annual RISMedia POWER BROKER Survey, please complete this survey based on year-end 2014 figures. **The deadline for our receipt of your completed survey is February 13, 2015.**

Please be sure to complete the verification page, which must be submitted for inclusion in the 27th Annual RISMedia Power Broker Survey.

Partial results of the 2015 RISMedia POWER BROKER Survey will be accessible online at www.rismedia.com and in the April 2015 issue of RISMedia's Real Estate magazine; complete results will be available in the Power Broker Report publication, available in May.

2015 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: _____

CIO (Information): _____

Email: _____

CMO (Marketing): _____

Email: _____

Managing Partners: _____

Email: _____

Relocation Director: _____

Email: _____

Luxury-home Manager/Specialist: _____

Email: _____

3. Sales Volume

Total Closed Residential Sales for 2014:

\$ _____

4. Transactions

Total Number of Closed* Residential Transaction** Sides in 2014:

*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.

** Firms must have completed a minimum of 750 transactions to participate in the survey.

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. Do you intend to create/increase virtual and/or mixed-use office space this year?

Yes: ____ No: ____

7. OTHER services offered by your brokerage (Please check all that apply):

	In-House	Outsourced
• Mortgage Services	_____	_____
• Title Services	_____	_____
• Home Warranty Services	_____	_____
• Inspection Services	_____	_____
• Homeowner's Insurance	_____	_____
• Property Management/Investment Services	_____	_____

- Luxury Home Specialists _____
- New-Construction Services _____
- Hispanic- or Asian-client Specialists _____
- International-client Specialists _____
- Commercial Property Services _____

8. Which of the following areas presents the greatest opportunity for increasing business this year?

- First-time homebuyers/Millennials _____
- Move-up buyers _____
- Buyers from other countries _____
- Diversity buyers from within the US (ie, Hispanic, Asian) _____
- New construction _____
- Property management _____
- Boomers/retirees _____
- The Luxury Market _____
- Second-home/vacation property buyers _____
- Relocating buyers _____

9. To which of the following will you devote the most resources this year?

- Expanding/renovating current office space _____
- Opening/acquiring new offices _____
- Expanding core services (ie, mortgage, title, home warranty, etc.) _____
- Supporting agent teams _____
- Training and coaching _____
- Community service/charitable donations _____
- Recruiting _____
- Technology _____
- Print marketing _____
- Online marketing _____

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

- Challenged _____
- Stable _____
- Leveling off _____
- Growing _____
- Booming _____

11. Which of the following stands to present the greatest challenge to your firm's success in 2014? (Please choose one.)

- Lack of inventory _____
- Lack of financing options for buyers _____
- Lack of first-time homebuyers _____
- Rising interest rates _____
- Housing-related government legislation _____
- Lingering economic uncertainty _____
- Competitive firms _____
- New business models _____
- Recruiting _____

12. In 2014, did home prices in your region...

- Increase _____
- Decrease _____
- Remain the same _____

13. 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 14, Washington, D.C.) _____
- The Real Estate CEO Exchange (Sept. 16 & 17, New York City) _____
- The Power Broker Forum at NAR Annual (Nov. 13, San Diego, Calif.) _____
- The Power Broker Reception & Dinner (Nov. 13, San Diego, Calif.) _____

Comments

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

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

**** MANDATORY ****

POWER BROKER Signature and Official VERIFICATION

— Verification is required —

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: _____

Thank you for participating and best wishes for a successful 2015!

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 13, 2015 ***