

2010 REAL *Trends* Survey Checklist

All information entered should be based on calendar year 2009

****Required Information**

- Company, corporate address, province, town, postal code, phone, fax and Web site
- Contact person for survey including a **valid** e-mail address
- Senior corporate management (one req. - up to 3 can be entered, plus marketing and tech director)
- Number of residential transaction sides closed in 2009
- Total residential sales volume the sides above represent

Optional fields/additional ranking categories

- Referral network, franchise or other affiliation
- Number of residential sales offices
- Number of agents in largest office
- Number of active licensed agents with firms as of December 2009
- Number of FTE's (full-time equivalent employees = total hours worked by all employees/40)
- Sales volume/# of transaction of mortgage loans
- Sales volume/# of transactions of title policies & services
- # of home warranty policies sold
- # of homeowners' insurance policies sold
- # of escrow policies sold
- Other businesses in which firm is involved (i.e. appraisal, commercial brokerage, insurance, limited function referral office, mortgage banking/brokering, new homes division, property management, real estate licensing school, residential construction, title/escrow, home warranty, security, etc.)
- Unqualified offices - Residential sales offices/active licenses/volume ***please see instructions re this field**

Should you have any questions please contact Amy Broset at 303-741-1000/abroset@realtrends.com.