

THE REAL ESTATE  
TOP TWO HUNDRED  
PROFESSIONALS



April 1, 2007

To: Residential Industry Leadership

From: The Wall Street Journal, **lore** and REAL *Trends*, Inc.  
Phone: 303.741.1000/E-mail: [abroset@realtrends.com](mailto:abroset@realtrends.com)

RE: The Top 200 Real Estate Professionals

Ladies and Gentlemen:

**You are invited to submit an application for 2007's Top 200 Real Estate Professionals.**

The Wall Street Journal, **lore** magazine and REAL *Trends* are pleased to announce the second annual Top 200 Real Estate Professionals. You may obtain an application now at [www.realtrends.com](http://www.realtrends.com) or [www.loremagazine.com](http://www.loremagazine.com). The final ranking will be published on November 14 in The Wall Street Journal and **lore** magazine. It will also appear online at [RealEstateJournal.com](http://RealEstateJournal.com) and [loremagazine.com](http://loremagazine.com).

The official announcement of rankings will be made at a press conference held during the National Association of REALTORS® fall convention and through a series of subsequent press releases. In addition to the press initiative, this year we are adding a formal gala evening paying tribute to those on the list. All Top 200 winners will be informed of their status in late July so that they can plan to attend this wonderful series of events.

The 2006 award recipients are still getting valuable press coverage for their incredible performance. So don't delay. Applications are being accepted via mail or fax; mail to REAL *Trends*, Inc. at 6898 South University Blvd., Suite 200 Littleton, CO 80122 or fax to 303-741-1070 attention Amy Broset.

Please see the attached for how you can be sure that all of the sales professionals and sales teams that you are aware of get recognized for their sales results in 2006.

Should you have any questions please do not hesitate to call Amy Broset at REAL *Trends* 303-741-1000 or e-mail [abroset@realtrends.com](mailto:abroset@realtrends.com) .

## **The Top 200 Real Estate Professionals**

1. All results should be based on closed residential business for calendar year ending December 31, 2006.
2. Results can be for closed transaction sides and/or closed dollar sales volume.
3. Submissions must be verified and signed off by either a) the broker/owner of the firm by which the sales professional or team is employed, b) the local or state association which the sales professional or sales team has a membership or c) the national network which the sales professional or sales team has its affiliation. (Form attached)
4. A sales professional shall be defined as an individual who is employed in residential real estate sales and **who employs no more than one (1) full time person, in any capacity, in his/her efforts.**
5. A sales team is defined as more than two individuals working in a formal team.
6. Entrants will be ranked in one of four categories:
  - I. Top individual sales professional ranked by closed transaction sides;
  - II. Top individual sales professional ranked by closed sales volume;
  - III. Top sales team ranked by closed transaction sides;
  - IV. Top sales team ranked by closed sales volume.
7. We believe that only those individuals who closed more than 75 sides or \$30 million in sales volume should be submitted. We believe that only those sales teams with more than 125 closed sides or \$50 million in closed sales volume should be submitted.
8. An application form is attached and copies can be made if a firm has more than one sales professional or sales team that is eligible.

**The DEADLINE to submit a completed application form is June 1, 2007.**



**Application Form**

**The Top 200 Real Estate Professionals**

**Important note to sales professionals:**

All submissions must be verified and **signed below** by a) the broker/owner for the firm by which the sales professional or sales team is employed, b) the local or state association which the sales professional or sales team has a membership or c) the national network with which the sales professional or sales team has its affiliation. **Please note that applications received without a signature will not be accepted.**

**Deadline to submit this form is June 1, 2007**

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Firm Name \_\_\_\_\_  
Firm Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
Phone \_\_\_\_\_  
E-mail \_\_\_\_\_

Please check one: Individual \_\_\_\_\_ or Team \_\_\_\_\_

Closed transaction sides for year ending December 31, 2006: \_\_\_\_\_

Closed sales volume for year ending December 31, 2006: \_\_\_\_\_

**You are reminded of the importance of providing ACCURATE information for inclusion in the rankings of the Top 200 Real Estate Professionals. Legal counsel has advised us that respondents who KNOWINGLY provide us with inaccurate information may subject themselves to civil liability to their competing agents and brokers.**

Signature of Broker/Owner, Association or National Franchise Representative:

\_\_\_\_\_

Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

**REAL Trends, Inc.**  
**6898 S. University Blvd., Suite 200, Littleton, CO 80122**  
**Phone 303.741.1000 FAX 303.741.1070**