



# REALTRENDS

THE TRUSTED SOURCE

## Instructions for 2018

The Thousand as advertised in The Wall Street Journal/America's Best Real Estate Agents

NOW MORE THAN EVER IT IS TIME TO RECOGNIZE THOSE OUTSTANDING SALES PROFESSIONALS WHO THROUGH DETERMINATION AND HARD WORK ACHIEVED INCREDIBLE RESULTS IN 2017



Ladies and Gentlemen:

You are invited to enter the 2018 The Thousand as advertised in The Wall Street Journal and 2018 America's Best Real Estate Agents (Ranked by State and Metropolitan Statistical Area). Don't delay. Last year's award recipients are still receiving valuable press coverage for their incredible performance.



REAL Trends is excited to announce the annual ranking The Thousand as advertised in The Wall Street Journal along with our separate annual ranking of America's Best Real Estate Agents. All applications must be completed online at [www.realtrends.com](http://www.realtrends.com). Only one application needs to be submitted to be considered for both rankings.

The final ranking of winners for The Thousand will be published online on Friday, June 29, 2018, on [www.realtrends.com](http://www.realtrends.com) with a link also posted on The Wall Street Journal's [www.realestatejournal.com](http://www.realestatejournal.com) website. America's Best Real Estate Agents ranking will be published on July 10, 2018 on [www.realtrends.com](http://www.realtrends.com).

Please refer to the information listed below to ensure that all of the sales professionals and sales teams that you are aware of are recognized for their incredible hard work this past year.

A non-refundable application fee of \$100 per person or per team is required and must be submitted and paid prior to completing an application. Your application will not be processed until the fee is paid; full payment does not guarantee you a place in the final rankings.

**The DEADLINE to submit an online application form and \$100 per person or per team application fee is March 31, 2018.**

Should you have any questions please do not hesitate to call Doniece Welch with REAL Trends, Inc. at 303.741.1000 or e-mail at [dwelch@realtrends.com](mailto:dwelch@realtrends.com).

We appreciate your interest in these prestigious rankings of America's leading sales professionals and teams.



# The Thousand and America's Best Real Estate Agents

## INSTRUCTIONS

Please read these instructions very carefully before submitting an application.

Complete an application online at: <https://www.realtrends.com/agent-rankings>.

You are reminded of the importance of providing ACCURATE information for inclusion in The Thousand and America's Best. 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.

Should REAL Trends determine that an applicant has knowingly submitted false information regarding their status as an individual versus a team (refer to the definitions listed below) or any other false data we reserve the right to permanently ban them from the ranking.

### **America's Best Real Estate Agents/The Thousand Real Estate Professionals**

1. All results should be based on closed residential business for calendar year 2017.
2. Results can be for closed transaction sides and/or closed dollar sales volume.
3. Verification Process for 2018: All sales professionals or teams applying for The Thousand and America's Best will be required to submit verification of the data submitted.

All submissions must be verified and signed off by one of the following ways. Only one form of verification needs to be submitted:

- a) the local or state Realtor® association which the sales professional or sales team has a membership,
- b) A signed letter from the broker/owner (Note: broker/owners cannot sign off on their own submissions),
- c) copy of 1099 or business tax return for 2017 (please black out any confidential information, i.e. date of birth, social security number, etc.), OR
- d) the national network which the sales professional or sales team has its affiliation.
- e) Off-market sales: copy of the HUD statement from the sale (please black out name of buyer/seller or other confidential information) or letter from an escrow officer acknowledging that agent to the sale used their title company.

Verification can be uploaded at the time of application or emailed to [dwelch@realtrends.com](mailto:dwelch@realtrends.com). Those ranked in the Top 20 may be required to provide an additional, second form of verification. Applicants that do not send in verification will be removed from the rankings.

# Definitions

---

## MINIMUM QUALIFICATIONS TO APPLY:

- An **individual** must have **closed** at least **50 sides OR \$20 million** in sales volume.
- A **team** must have closed at least **75 sides OR \$30 million** in closed sales volume.

## INDIVIDUAL SALES PROFESSIONALS vs. TEAMS:

### Individual:

An agent who works alone, under a brokerage company, does not share transactions or commissions with other Buyer or Seller agents on their transactions and who may employ unlicensed or licensed, non-selling administrative staff is an INDIVIDUAL AGENT.

### Team:

All others will be considered TEAMS for purposes of our study.

- An applicant may only submit as an individual or team, you may not submit for both.
- REAL Trends will be carefully reviewing all websites and other sources to ensure the accuracy of the placement of individuals and teams. Any individual/team that submits incorrectly will be moved to their correct category or removed from the rankings.

## New in 2018

The definitions of an Individual versus a Team are new in 2018. Please read them carefully.

REAL Trends will no longer allow an individual within a team to break out their individual production and submit that way. If you are in a team, you will have to submit as a team regardless.

When a Team and a Brokerage are owned by the same person(s) the Team production must be filed separately. Those in the Top 20 will be required to show your tax return/GCI as well as the entire brokerage's tax return/GCI. They cannot be the same.

Mixed Use: See below under COUNTING TRANSACTIONS/SALES VOLUME/New Developments.

TEAMS

VS

BROKERAGE FIRM

Do you want to submit your entire brokerage's production numbers as a whole? Brokerages please submit to our REAL Trends 500 ranking, which ranks the company as a whole. In January, applications can be found for the REAL Trends 500 at [www.realtrends.com/products/rt500](http://www.realtrends.com/products/rt500). The deadline to submit is March 1, 2018.

Brokerages who combine multiple teams within their brokerage or agents who do not usually work together as a team, and try to submit for The Thousand/America's Best will be removed from the rankings. Entire brokerages should be submitted under our REAL Trends 500 rankings.

## COUNTING TRANSACTIONS/SALES VOLUME:

There are two transaction sides to each transaction, the selling side and the buying side. When you represent both sides on a transaction that is two sides. When you handle only one side it is obviously only one side. For volume, when you complete both sides of a transaction you should double the sales volume for reporting to us.

Ex: If you represented both sides of the transaction of a home that sold for \$1 million, then you would count that as two closed transaction sides and count \$2 million towards your closed sales volume.

All **residential** sales of 1 to 4 unit buildings, including single family, condominium and co-op units and lots sold for residential uses are included.

**Leases/rentals and time share units are not included. Commercial sales are not included.**

**New Developments:** If a commercial property is bought to be turned into residential, it cannot be counted. The sale will later be counted when the newly developed residential deal sells. Mixed use, must only count the portion that is residential.

**Co-listings:** Co-listings should count as .5 of a transaction and thus the volume should also be divided in half.

Ex: If you co-list a home that sells for \$1 million, you would count that as .5 of a transaction and \$500,000 towards sales volume.

**Questions or Changes?** Please send an e-mail to Doniece Welch at [dwelch@realtrends.com](mailto:dwelch@realtrends.com) with any questions or revisions to your application.

The DEADLINE to submit an application March 31, 2018.