



## REAL Trends 500 INSTRUCTIONS



**Submit survey no later than March 1, 2021**

**\*\*Please read these instructions carefully before submitting your survey\*\***

This annual survey, which REAL Trends has been conducting since 1988, will be used to compile the REAL Trends 500. The 2021 report will list the nation's 500 largest residential real estate brokerage firms, ranked by closed transaction sides and closed sales volume for calendar year 2020, as well as a list of Up-and-Comer firms.

Complete the REAL Trends 500  
survey online at [www.realtrends.com](http://www.realtrends.com)

A section for companies with franchised or licensed offices is included (more details are at the end of this instruction sheet).

**The deadline for submission of the survey is March 1, 2021.** Please be sure to submit your survey by that date. Completed surveys must be submitted online ([www.realtrends.com](http://www.realtrends.com)). Once your survey has been received and entered into the REAL Trends 500 database, you will receive confirmation via e-mail of its receipt. Please read this confirmation carefully. It will tell you if you need to submit anything else, and the numbers you submitted will be reported back to you so that you may determine if they were entered correctly into our database.

### Survey requirements:

There are **two** requirements for responding to the survey.

1. Complete the survey online at [www.realtrends.com](http://www.realtrends.com). Be sure that your transaction sides and sales volume reflect closed residential business during calendar year 2020.
2. Submit verification of your closed business. We began requiring verification several years ago to ensure that the reporting is done in an accurate manner. There are four ways of supplying verification.

- I. You can supply an auditor's statement as to the accuracy of the information.
- II. You can have your outside accounting firm supply us with the **residential gross commission income** which your firm reported for 2020 tax purposes. This information will be used for analytic purposes only, and **will not be shared with anyone outside REAL Trends**. It will not be published in any manner.

If you choose to submit verification using this option, the following general wording may be used by your outside accounting firm via email or mail:

"The residential gross commission income reported to us by (your firm name) for federal tax purposes for calendar year 2020 was \$(amount). This number was not audited by us nor derived except as reported to us by (your firm name)."

- III. MLS Report(s) [subject to review by REAL Trends]
- IV. If your firm is affiliated with RE/MAX, Keller Williams, Berkshire Hathaway HomeServices, EXIT Realty, HomeSmart, Engel & Volkers, NextHome, or any Realogy Brand your verification has already been provided. If you are affiliated with any other regional or national real estate franchise you may instruct them to release your residential gross commission income or closed sides and volume to us as reported to them for calendar year 2019. Please have them provide this information to us by mail or e-mail.

Your firm must submit verification in one of these four forms via e-mail or mail to be included in the REAL Trends Brokerage Rankings.

## Important definition:

A unit or transaction is defined as one home sold. When counting transaction sides, one counts both the listing and the selling side of a transaction. Thus, if a broker is involved in both listing and selling a home, he has participated in two sides, gets income from both sides and counts both sides. If involved in just the listing or just the selling, then the broker participates in, gets income from, and counts just one side. This transaction side method of measuring counts the actual number of "commissionable events" in which a firm participates. This approach to measuring sides also eliminates the problem of difference in market area price ranges that can skew size comparisons using total dollar sales volume. **Leases, Lots, Rentals, Land, and Commercial should NOT be included in your figures, residential sales only.**

## Franchised, licensed or other affiliated firms:

If you have offices that operate as your franchisees or licensees, you may include those firms in your firm's totals if you have at least 50 percent equity ownership. If your franchised or licensed offices do not meet these requirements, please enter those "unqualified" offices in the box marked "unqualified offices" on the survey form. It is not necessary to verify volume for these unqualified offices.

## Size of firms on list:

While numbers for the firms listed in the REAL Trends 500 change from year to year, looking at the transaction side counts for the 2020 report might give an indication of whether or not your firm is in the right ballpark to be listed in the 2021 report. The number one company in the 2020 report closed 329,680 transaction sides during 2019, and the number 500 firm closed 1,992 transaction sides. The last firm listed in the Up-and-Comers section closed 500 transaction sides. To be included in the rankings, firms should have closed a minimum of 500 transaction sides.

## **\*\*IMPORTANT - ADDITIONAL SURVEY ENTRIES\*\***

## Ancillary Services:

Note that there is a section on the survey that deals with mortgage and title services. Indicate the number of transactions and sales volume for any mortgage and title services that your firm provides along with the number of home warranty, homeowners insurance and escrow policies sold. Also, estimate the percentage capture rate for your mortgage and title insurance services, where applicable.

## Metropolitan Markets:

If your firm operates in more than one metropolitan market, please indicate all pertinent markets and the breakdown of sides and volume in each market.

## Changes:

Please send an e-mail to [rt500@realtrends.com](mailto:rt500@realtrends.com) with changes regarding your survey.

## Questions?

Should you or your accountant have any questions, please call Liz Smith at 303-741-1000.

## Returning Survey:

\*Submit your survey online at [www.realtrends.com](http://www.realtrends.com)!

### **Verifications can be mailed or e-mailed to:**

REAL Trends, Inc.  
7501 Village Square Drive, Ste. 200  
Castle Rock, CO 80108  
[rt500@realtrends.com](mailto:rt500@realtrends.com)

## Results:

We appreciate your interest in REAL Trends and the REAL Trends 500 for calendar year 2020. We will be releasing the results of this survey on March 31, 2021. The complete report will be available in a digital format and placed on [realtrends.com](http://realtrends.com) to download complimentary.

**REMEMBER: THE DEADLINE FOR SUBMISSION IS MARCH 1, 2021**