

2011

National

AWARDS

Program



AGENT AWARDS

PREMIER SERVICE® AGENT AWARDS

Real Living Real Estate bestows its most prestigious awards to an exclusive group of agents who are the “best of the best” of our Premier Service Professionals. These individuals demonstrate a superior level of service by meeting and exceeding the following standards:

Premier Service Diamond Elite

- Minimum 97% Customer Satisfaction Rating
- Minimum 10 returned surveys
- Minimum 30% survey return rate

Premier Service Diamond

- Minimum 95% Customer Satisfaction Rating
- Minimum of 5 returned surveys
- Minimum 30% survey return rate

No online nomination required. Premier Service Agent Awards are based on data pulled from the Premier Service results database for surveys sent during the following time period: 10/01/2010 – 9/30/2011. Certificates and trophies will be awarded to the Premier Service Agent Award winner recipients.

TOP AGENT AWARDS

NOMINATION REQUIRED Submissions due by December 10, 2011.

Awarded to the top one hundred (100) individual producers in two categories: Gross Commission Income (GCI) and Closed Units. Transaction data should be based on actual closed production between December 1, 2010 and November 30, 2011. Certificates will be awarded to the top one hundred (100) agent award winner recipients in both the Gross Commission Income (GCI) and Closed Units categories. Trophies will be awarded to the top ten (10) agent award winner recipients in both the Gross Commission Income and Closed Units categories.

TOP TEAM AWARDS

NOMINATION REQUIRED Submissions due by December 10, 2011.

Awarded to the top fifty (50) team producers in two categories: Gross Commission Income (GCI) and Closed Units. Transaction data should be based on actual closed production between December 1, 2010 and November 30, 2011. Certificates will be awarded to the top fifty (50) team award winner recipients in both the Gross Commission Income (GCI) and Closed Units categories. Trophies will be awarded to the top ten (10) team award winner recipients in both the Gross Commission Income (GCI) and Closed Units categories.

RISING STAR AWARDS

NOMINATION REQUIRED Submissions due by December 10, 2011.

Presented to the top agents in Gross Commission Income (GCI) and Closed Units. GCI must meet a minimum criteria of \$50k and closed units must meet a minimum criteria of eight (8) units closed. Candidates must be new to the real estate industry, not just to Real Living Real Estate. Production numbers should reflect the agents first twelve (12) months in business, ending in 2011 (example: 6/1/10 through 5/31/11). Certificates will be awarded to the Rising Star Agent award winner recipients who meet all of the criteria requirements. Trophies will be awarded to the top five (5) Rising Star Agent award winner recipients in both the Gross Commission Income (GCI) and Closed Units categories.

OFFICE AWARDS

PREMIER SERVICE OFFICE AWARDS

Real Living Real Estate bestows its most prestigious awards to an exclusive group of offices who achieve the following high standards:

Premier Service Diamond Elite

- Minimum 97% Customer Satisfaction Rating
- Minimum 20 returned surveys
- Minimum 30% survey return rate

Premier Service Diamond

- Minimum 95% Customer Satisfaction Rating
- Minimum of 10 returned surveys
- Minimum 30% survey return rate

No online nomination required. Premier Service Office Awards are based on data pulled from the Premier Service results database for surveys sent during the following time period: 10/01/2010 – 9/30/2011. In order for an office to qualify, the office must have submitted a full year's worth of data to QSC during this time period. Certificates and trophies will be awarded to the Premier Service Office Award winner recipients.

TOP OFFICE AWARDS (GCI AND CLOSED UNITS)

NOMINATION REQUIRED Submissions due by December 10, 2011.

Presented to the top five (5) offices in the following two categories: Gross Commission Income (GCI) and Closed Units. Transaction data should be based on actual closed production between December 1, 2010 and November 30, 2011. In order for an office to qualify, the office must have been open for business with Real Living Real Estate for all of 2010 and 2011. Certificates and trophies will be awarded to the top five (5) office award winner recipients in both the Gross Commission Income (GCI) and Closed Units categories.

TOP OFFICE GROWTH AWARDS - GCI

NOMINATION REQUIRED *Submissions due by December 10, 2011.*

Awarded to the top five (5) offices that have experienced the greatest increase in Gross Commission Income (GCI) from December 1, 2009 through November 30, 2010 to December 1, 2010 through November 30, 2011. These offices represent the top five offices with the greatest increase in GCI on a dollar basis and the top five offices with the greatest increase in GCI on a percentage basis. Transaction data will be based on actual closed production for December 1, 2009 through November 30, 2010 and actual closed production between December 1, 2010 and November 30, 2011. In order for an office to qualify, the office must have been open for business with Real Living Real Estate for all of 2010 and 2011. Certificates and trophies will be awarded to the top five (5) office award winner recipients in both the Gross Commission Income (GCI) – dollar basis and Gross Commission Income (GCI) – percentage basis categories.

TOP OFFICE GROWTH AWARDS - CLOSED UNITS

NOMINATION REQUIRED *Submissions due by December 10, 2011.*

Awarded to the top five (5) offices that have experienced the greatest increase in closed units from December 1, 2009 through November 30, 2010 to December 1, 2010 through November 30, 2011. These offices represent the top five offices with the greatest increase in net closed units and the top five offices with the greatest increase in net closed units on a percentage basis. Transaction data will be based on actual closed production for December 1, 2009 through November 30, 2010 and actual closed production between December 1, 2010 and November 30, 2011. In order for an office to qualify, the office must have been open for business with Real Living Real Estate for all of 2010 and 2011. Certificates and trophies will be awarded to the top five (5) office award winner recipients in both the Closed Units – net closed units and Closed Units – net closed units – percentage basis categories.

TOP RECRUITING AWARD

NOMINATION REQUIRED *Submissions due by December 10, 2011.*

Awarded to the top five (5) offices that have experienced the greatest increase in licensed agent count from December 1, 2009 through November 30, 2010 to December 1, 2010 through November 30, 2011. These offices represent the top five offices with the greatest increase in net licensed agent count and the top five offices with the greatest increase in percentage of net new licensed agents during this time period. Data will be based on actual office licensed agent count as of November 30, 2010 and as of November 30, 2011. In order to qualify, an office must have had a minimum licensed agent count of 15 as of November 30, 2010 and as of November 30, 2011, and have been open for business with Real Living Real Estate for all of 2010 and 2011. Certificates and trophies will be awarded to the top five (5) office award winner recipients in both the Top Recruiting – greatest increase net licensed agent count and Top Recruiting – greatest increase percentage net new licensed agent count categories.

COMPANY AWARDS

TOP COMPANY AWARDS

NOMINATION REQUIRED *Submissions due by December 10, 2011.*

Awarded to the top three (3) companies based on Gross Commission Income (GCI) and Closed Units earned during December 1, 2010 through November 30, 2011. Transaction data will be based on actual closed production between December 1, 2010 and November 30, 2011. Certificates and trophies will be awarded to the top three (3) company award winner recipients in both the Gross Commission Income (GCI) and Closed Units categories.

TOP COMPANY PER PERSON PRODUCTIVITY (PPP) AWARDS

NOMINATION REQUIRED *Submissions due by December 10, 2011.*

Awarded to the top three (3) companies based on Per Person Productivity (PPP) for Gross Commission Income (GCI) and the top three (3) companies based on (PPP) for Closed Units. Transaction data will be based on actual closed production between December 1, 2010 and November 30, 2011. In order for a company to qualify, the company must have been open for business with Real Living Real Estate for all of 2010 and 2011. Certificates and trophies will be awarded to the top three (3) company award winner recipients in both the (PPP) – Gross Commission Income (GCI) and (PPP) – Closed Units categories.

COMPANY GROWTH AWARDS - PER PERSON PRODUCTIVITY (PPP)

NOMINATION REQUIRED *Submissions due by December 10, 2011.*

Awarded to the top three (3) companies that have experienced the greatest increase in Per Person Productivity (PPP) for Gross Commission Income (GCI) and the top three (3) companies that have experienced the greatest increase in (PPP) for Closed Units from December 1, 2009 through November 30, 2010 to December 1, 2010 through November 30, 2011. In order for a company to qualify, the company must have been open for business with Real Living Real Estate for all of 2010 and 2011. Certificates and trophies will be awarded to the top three (3) company award winner recipients in both the (PPP) – Gross Commission Income (GCI) and (PPP) – Closed Units categories.

10, 15, 20, 25, 30, and 35 YEAR RECOGNITION AWARDS

Real Living Real Estate salutes its companies that celebrated 10, 15, 20, 25, 30, and 35 years of membership during 2011. Certificates and trophies will be awarded to the Company Recognition Award winner recipients.

No online nomination required.

REAL LIVING NATIONAL AWARDS PROGRAM

2011 GENERAL CRITERIA & PROGRAM RULES

ELIGIBILITY

Franchisees and agents must be licensed, active members of Real Living Real Estate at the time of Award presentation. Franchisees must be current in financial obligations to Real Living Real Estate and in good standing in all other areas at the time of presentation.

To be eligible for award and recognition calculations, all transactions must be reported in the method prescribed by Real Living Real Estate.

Production is based on sales and listings sold, closed and royalty fees paid for the time period of December 1, 2010 through November 30, 2011. Business written in 2010 that closed in 2011 may be included.

All award commission calculations shall be based on Franchisable Gross Commission Income only (not volume). Gross Commission Income (GCI) is defined as, the actual revenues received by the Franchisee after division with other Cooperating Broker Companies (including outgoing referrals) prior to payment of splits with your own agents.

Gross Commission Income (GCI) is derived from the sale of properties listed by the Real Living Real Estate Franchisee, sale of other company's property listings, and all fees earned from the leasing, management, consulting or appraisal of properties and any other Franchisable income.

Referral Fees received from the Real Living Real Estate Broker to Broker Referral program are eligible for inclusion when calculating agent and Company/Office Awards.

All dollar amounts submitted should be expressed in U.S. Dollar currency.

Provided it is verified by the Owner/Manager of the Real Living Real Estate Franchise Company, business that has closed or will close in 2011 written prior to joining Real Living Real Estate may be included when calculating agent qualification for 2011 agent awards. Individual production written and closed prior to joining Real Living Real Estate will not be eligible for inclusion in calculation of Company/Office Awards.

The individual agent awards component of this program is designed to recognize agent productivity. Broker/Owners having 25% or greater ownership will not be eligible for participation. In companies where a full time non-selling broker/manager other than the broker/owner is responsible for the day to day management of the company, the selling broker/owner will be eligible for Individual agent awards.

Individual Production – refers to individual Real Estate Agents representing themselves in all Real Estate transactions and activities.

Team Production – refers to an agent who is assisted by one or more licensed agents performing non-clerical real estate activities on behalf of the team leader.

CALCULATING UNITS AND GCI

AGENT PRODUCTION

Closed Units: each closed, paid, side or end of a transaction is counted as 1 Unit. If your agent lists a property and a competing company or other in-house agent sells it, the listing agent, is credited with 1 Closed Unit. If your agent sells a property listed by a competing company or other in-house agent, the selling agent is credited with 1 closed unit. If your agent both lists and sells a property, the agent is credited with 2 closed units.

GCI: Gross Commission Income is the actual commission received by the company and includes both the Company and the agent portion of the total commission. For example: a home sells for \$100,000.00 @ 7% commission. If the property is listed and sold by your office, and the commission split is 50/50 between the listing function and the selling function, the listing agent would receive credit for \$3,500.00 and the selling agent \$3,500.00. If the same property is both listed and sold by the agent, the agent receives credit for \$7,000.00 GCI. If the property is listed/sold by your office and was listed/sold by a cooperating Broker, your agent receives credit for \$3,500.00 or the actual GCI earned by your company.

OFFICE PRODUCTION

Closed Units: each side or end of a transaction counts as 1 Closed Unit.

- If your office/company lists a property and a competing company sells it, your office/company is credited with 1 closed unit.
- If your office/company sells a property listed by a competing company your office/company is credited with 1 closed unit.
- If your office/company both lists and sells a property, your office/company is credited with 2 closed units.

GCI: Gross Commission Income is the actual commission received by the office/company and includes both the company and the agent portion of the total commission.

- For example: a home sells for \$100,000.00 @ 7% commission.
- If the same property is both listed and sold by your office/company, you receive credit for \$7,000.00 GCI.
- If the property is listed or sold by your office/company and was listed or sold by a Cooperating Broker, your office/company receives credit for \$3,500.00 or the actual amount of GCI received by your office/company.

ENTRY DEADLINE: DECEMBER 10, 2011*

****Data submitted must be based on actual closed production from December 1, 2010 through November 30, 2011.***

Nominations are to be submitted by Franchisees Only and can be accessed at www.reallivingmomentum.com. Just click on "Awards".

ALL ENTRIES must be completed online and submitted electronically via the award nomination system by December 10, 2011.

Contact Linda Chuk at Real Living Real Estate with any questions or issues: (866) 373-6228 or email at linda.chuk@realliving.com

