

# Most improved *referral* recognition

## Incentives for Sales Associates to Attend a 2015 SUMMIT Event

We are excited to offer a number of incentives to your sales associates that will make attending a 2015 SUMMIT event very affordable. Sales Associates are able to earn rebates of up to \$500 for closing outbound referrals.

Save \$100 to \$500 by closing outbound referrals between 1/1/14 and 12/31/14.

- > 1 closed referral = \$100 rebate (Performance/Sales Manager SUMMITs registration = \$549; Luxury Portfolio SUMMIT registration = \$899)
- > 2 closed referrals = \$200 rebate (Performance/Sales Manager SUMMITs registration = \$449; Luxury Portfolio SUMMIT registration = \$799)
- > 3 closed referrals = \$300 rebate (Performance/Sales Manager SUMMITs registration = \$349; Luxury Portfolio SUMMIT registration = \$699)
- > 4 closed referrals = \$400 rebate (Performance/Sales Manager SUMMITs registration = \$249; Luxury Portfolio SUMMIT registration = \$599)
- > 5 closed referrals = \$500 rebate (Performance/Sales Manager SUMMITs registration = \$149; Luxury Portfolio SUMMIT registration = \$499)



For complete terms and conditions visit [LeadingRE.com/SUMMIT](http://LeadingRE.com/SUMMIT).

### October 2014 Most Improved Outgoing Sent Referrals *by Category*

Recognizing the most improved outgoing coordinators for their improvement in outgoing referrals sent year to date over the prior-year period\*

**Lori Hoffman**  
Sager Real Estate  
Strasburg, VA

**Cheryl Olsberg**  
NP Dodge Real Estate  
Omaha, NE

**Katherine Dixon**  
Armor Realty of Tallahassee, Inc.  
Tallahassee, FL

**Ann Kiel, RCC, WRS**  
Halstead Property, LLC  
New York, NY

**Kate O'Connell**  
Dickens-Mitchener & Associates  
Charlotte, NC

**Karen Nosseck**  
Howard Hanna  
Real Estate Services  
Pittsburgh, PA

**Teresa Morrison**  
Friedberg Properties &  
Associates  
Englewood Cliffs, NJ

### October 2014 Most Improved Referral Production Rate *by Category*

Recognizing members with the most improved outgoing referrals sent, per agent, year to date versus the prior-year period\*

- 1 Acton Real Estate Company, LLC - Acton, MA
- 2 Armor Realty of Tallahassee, Inc. - Tallahassee, FL
- 3 Dickens-Mitchener & Associates - Charlotte, NC
- 4 Friedberg Properties & Associates - Englewood Cliffs, NJ
- 5 McEneaney Associates, Inc. - Alexandria, VA
- 6 Comey & Shepherd Realtors - Cincinnati, OH
- 7 Real Estate One, Inc. - Southfield, MI

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## October 2014 Most Improved Sales Production Rate *by Category*

Recognizing members with the most improved outgoing referrals closed, per agent, year to date versus the prior-year period\*

- 1 **Cloud Real Estate** - Killeen, TX
- 2 **Rutledge Properties** - Wellesley, MA
- 3 **United Real Estate Solutions** - Sioux City, IA
- 4 **Arizona Best Real Estate** - Scottsdale, AZ
- 5 **Jim Maloof Realtor** - Peoria, IL
- 6 **Carolina One Real Estate** - North Charleston, SC
- 7 **Real Estate One, Inc.** - Southfield, MI

## October 2014 Most Improved Outgoing Revenue - Generating Closings *by Category*

Outgoing Revenue-Generating Closings – Recognizing members with the most improvement in outgoing broker to broker (non-corporate) closings\*

- 1 **Cloud Real Estate** - Killeen, TX
- 1 **Sager Real Estate** - Strasburg, VA **Tie!**
- 1 **Sears Real Estate** - Springfield, MA
- 2 **WEICHERT, REALTORS® - The Space Place** - Huntsville, AL
- 3 **Dickens-Mitchener & Associates** - Charlotte, NC
- 4 **VIP Realty Group, Inc.** - Fort Myers, FL
- 5 **NP Dodge Real Estate** - Omaha, NE
- 6 **Carolina One Real Estate** - North Charleston, SC
- 7 **Howard Hanna Real Estate Services** - Pittsburgh, PA

\*Please Note: To ensure a fair benchmark, a member's 2014 stat for a particular metric must be equal to or greater than the category average for that metric to be considered for the most improved recognition. For example, if the category 4 average for April year to date outgoing sent is 20, category members with 20 or more outgoing sent referrals will be eligible for the most improved recognition. Improvement is measured as the percentage change in year to date statistics versus the same period in the prior year.

## All 2014 Referrals Must be in RELO® Xchange by 12/31/14

Year-end is fast approaching.  
Are you prepared?

Make sure your relocation team has the important year-end deadlines marked on the calendar.



Download a copy of the 2014 Year-End Reporting Timeline included in your October 2014 eStat email.

## Join us for the 2015 LeadingRE Conference Week February 9-13

Plan now for the most powerful week of the year! Get empowered, energized and connected during the 2015 LeadingRE Conference Week at Wynn Las Vegas. The event brings together the industry's most innovative and highly successful players to share success strategies for today's market.

### LEADING REAL ESTATE COMPANIES OF THE WORLD® 2015 CONFERENCE WEEK

Monday, February 9	Tuesday, February 10	Wednesday, February 11	Thursday, February 12	Friday, February 13
	2 Day Performance SUMMIT			
	2 Day Luxury Portfolio SUMMIT			
	2 Day Sales Manager SUMMIT		2 Day RELO Direct® Corporate Forum	
			2½ Day MarTech	
			2½ Day LeadingRE Annual Conference	

Visit the conference website for details:  
**LeadingRE.com/  
Conference**



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