



2019



NATIONAL
ASSOCIATION of
REALTORS®

*By providing more value for large brokerage firms through
the Real Estate Services program, NAR is helping to
ensure a better future for not just the brokers involved,
but for the many REALTORS® who serve them.*



A MESSAGE FROM | *NAR's 2019 Real Estate Services Advisory Group Leadership*

Mark Woodroof, *Chair*
Dottie Herman, *Vice Chair*

Today's diversified real estate firms are increasingly designed to serve customers through every step of the real estate transaction. Research has shown that consumers are interested in making the home-buying process more efficient and manageable from the time they start shopping for a home all the way through to the closing. Our businesses are uniquely situated to offer customers the services of a REALTOR® as well as home loans, insurance, home inspection, home warranty, financing, title insurance, and concierge services.

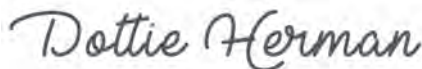
The National Association of REALTORS® Real Estate Services (RES) program supports these full-service real estate firms through tailored policy advocacy, communications, and consulting services. NAR Leadership continues to demonstrate its commitment to the real estate services program and the group has two positions on NAR's Executive Committee.

We are proud to be a part of this dynamic team of leaders in the real estate industry. By providing more value for large brokerage firms through the Real Estate Services program, NAR is helping to ensure a better future for not just the brokers involved, but for the many REALTORS® who serve them.

Sincerely,



Mark Woodroof
Chair



Dottie Herman
Vice Chair

OVERVIEW

In an effort to meet the needs of today's diversified real estate firms, the NATIONAL ASSOCIATION OF REALTORS® (NAR) introduced the Real Estate Services (RES) program to help real estate firms and their agents implement and maximize their core business services, such as mortgage operations; title, escrow, and settlement; home warranties and inspections; and insurance and concierge services.

Launched in 2007, the RES program works closely with large firm representatives to better understand their business interests and to identify how NAR can bring them tangible value. Through RES, diversified real estate services firms are given an avenue to provide meaningful input to NAR, similar to what individual REALTORS® have been afforded over the years.

REAL ESTATE SERVICES MEMBERSHIP

The Real Estate Services (RES) Advisory Group is comprised of leaders of the largest diversified firms in the industry. RES firms fall in the top 100 real estate companies based on the number of transaction sides.

REAL ESTATE SERVICES IN ACTION

The RES program works to meet the needs of large firms through policy advocacy, research, communications, specialty meetings, and surveys:

- **Policy Advocacy**—NAR’s Advocacy Group brings public policy and legal concerns of the largest real estate firms in America to regulatory officials and lawmakers in DC. NAR’s Broker Involvement Program provides NAR Calls for Action (CFA) under large firm company banners, which result in dramatic increases in participation rates.
- **Research**—NAR’s Research division identifies economic data needed by large diversified real estate firms to be successful in their businesses and develops regular reports to help firms stay up to date on the latest information.
- **Communications**—NAR policy staff writes monthly byline articles in RISMedia’s *Real Estate Magazine* on key topics such as: marketing agreements under RESPA, the Dodd-Frank Wall Street Reform Act, FHA and GSE Reform. The NAR Broker’s Edge newsletter provides weekly legislative and regulatory updates, as well as industry business trends.
- **Focus Groups and Specialty Meetings**—NAR organizes focus groups and specialty meetings to address issues important to large firm affiliated businesses such as mortgage and title. Most recently, RES hosted executives from REALTOR® affiliated mortgage companies to discuss the mortgage markets, regulation, and the future of real estate finance.
- **Public Opinion Surveys**—NAR conducts public opinion surveys of consumer preferences for real estate services and the use of one-stop shopping. NAR also surveys real estate agents and lenders about pressing issues such as the impact of the new tax reform law, implementation of the TILA/RESPA Integrated Disclosure Rule (TRID), and RESPA compliance.

MEET THE LARGE RESIDENTIAL FIRMS REAL ESTATE SERVICES ADVISORY GROUP



MARK WOODROOF | *Chair, Large Residential Firms Real Estate Services Advisory Group
Managing Partner, Better Homes and Gardens® Real Estate Gary Greene*

Mark Woodroof is a Managing Partner at Better Homes and Gardens® Real Estate Gary Greene and Gibraltar Mortgage, Title and Insurance. With more than 30 years of residential real estate industry expertise, he began his career at Gulf Oil before entering real estate with Coldwell Banker Residential Brokerage during the 1980s. In 1990, he became Vice President of Coldwell Banker Texas, where he supported brokerage operations in Houston and Dallas/Fort Worth, and later joined ERA Franchise Systems as Vice President Regional Manager responsible for sales and service. Woodroof joined Prudential Gary Greene as Director of Business Development in 1996. In March 2000, he became a Managing Partner at Prudential Gary Greene REALTORS®, which became Better Homes and Gardens® Real Estate Gary Greene in 2012.

Woodroof is active in the National Association of REALTORS®, the Visions Group, and The Realty Alliance. He holds a Bachelor of Business Administration in Accounting from the University of Houston and an MBA from the University of St. Thomas. Mark Woodroof has received numerous awards over the years, most recently he was honored by the Houston Business Journal as one of Houston's Most Admired CEOs in 2018 and the company was also recognized as one of the Best Places to Work by the same publication in 2018. Better Homes and Gardens® Gary Greene has served the greater Houston metropolitan market since 1963. As the company has grown in size, so has its reputation as a leader in the Houston real estate market. With 21 offices and more than 1,000 agents, the company closed approximately \$2.5 billion in volume and over 8,300 closed units as of December 2018 — ranking them No. 1 in Houston.



DOTTIE HERMAN | *Vice Chair, Large Residential Firms Real Estate Services Advisory Group
Chief Executive Officer, Douglas Elliman*

Dottie Herman is the chief executive officer of Douglas Elliman, New York's largest residential brokerage and the third largest real estate company in the nation, with more than 7,000 agents in New York City, Long Island, the Hamptons, Westchester, Florida, Massachusetts, Connecticut, Colorado, and California. In her role, Herman also oversees the firm's global alliance with London-based Knight Frank Residential, which boasts locations in 60 countries, allowing Elliman to reach international buyers from all over the world.

With more than 30 years of experience in the real estate business, Herman began her career as a broker with Merrill Lynch's Long Island real estate division. In 1989, she purchased Prudential Long Island Realty and expanded into the Hamptons. After turning the company into a powerhouse brokerage, she acquired Douglas Elliman, Manhattan's largest and most prestigious brokerage firm, with business partner Howard M. Lorber, who continues to serve as chairman of Douglas Elliman.

In 2017, Herman was named as the Most Successful Self-made Women in Real Estate by *Forbes* magazine and has been consistently ranked in *Crain's New York Business*' 50 Most Powerful Women in New York. She is also host of AM 970's popular Saturday morning radio show "Eye On Real Estate." In addition to her successful business ventures, Herman is involved with the New York Restoration Project, the Katz Women's Hospital of the Northwell Health System, Southampton Hospital, the American Heart Association, and Northwell Health Walk, 2017, United Nations Women's Entrepreneurship Day, Business Pioneer Award recipient.





JIM IMHOFF | *Liaison, Large Residential Firms Real Estate Services Advisory Group
Chairman, First Weber*

James R. Imhoff, Jr. has been CEO of First Weber since 1978, but in 2017 became Chairman. He served as president of the Madison Board in 1980 and in 1990 to 1991 as president of the Wisconsin REALTORS® Association. At the national level, Imhoff served as NAR's liaison for the Large Residential Firms Relations Group, an NAR director and trustee of the REALTORS® Political Action Committee (RPAC), and as chairman in 2001. Imhoff was appointed to the Real Estate Board of the Wisconsin Department of Regulation and Licensing by Governor Tommy Thompson in 1994. In 1995, he was elected chairman, where he served until August of 2002. Imhoff was recognized in 2015 and 2016 in the *Swanepoel Power 200* list as one of the Most Powerful People in Residential Real Estate in the U.S. Imhoff has been on the Boards of both The University of Wisconsin's and Marquette University's Real Estate Departments in the Business School for over 10 years.

First Weber is Wisconsin's largest real estate firm with more than 70 offices and over 1,400 professionals. Since 2012, First Weber has averaged over 13,000 closed units annually and in 2017 and 2018 approximately 16,000. National publications, RISMedia and *REAL Trends*, have consistently recognized First Weber for being in the top 30 largest real estate firm in the U.S. and largest in Wisconsin from 2009 through 2017.



STEVE BAIRD | *President and Chief Executive Officer, Baird & Warner*

Steve Baird is the President and Chief Executive Officer of Baird & Warner and the firm's fifth-generation owner. Established in 1855, Baird & Warner is the oldest real estate company in the United States. It operates residential sales, mortgage, and title companies under its umbrella. Baird has long worked for the preservation of open space as past-president of CorLands, the Openlands Project, and currently as a National and Chicago Board Member for The Trust for Public Land where he serves as Chairman of the Finance Committee. He holds memberships in the World Presidents Organization, the Chief Executives Organization, and the Commercial Club of Chicago. Baird is a Life Trustee of the Morton Arboretum and a member of their Finance Committee. He serves on the local Advisory Board of U.S. Bank and the Foundation Board of Lurie Children's Hospital. Baird is actively involved with public radio serving on the Board of WBEZ in Chicago for over 10 years and currently serves as the Co-Chair of the Capital Campaign. He served as its Chairman for three years and chaired the Investment, Finance, Executive and Governance Committees. A cum laude graduate of Harvard University, Baird remains active in the Harvard Community through the HAA Schools and Scholarship Committee and is the Co-Chair of the Harvard Schools Committee in Chicago, which interviews applicants for admission. Baird lives in Chicago's North Shore area with his wife, Susan, and they have two daughters.



JEFF BARNETT | *Executive Vice President, Compass*

Jeff Barnett is the executive vice president of Compass, serving on the Executive Committee and managing the Los Gatos office of 130 agents. Before transitioning to Compass, he started with Alain Pinel REALTORS® in 1991 as one of its original sales agents, later becoming vice president and regional manager for the firm. Barnett utilizes his 30 years of experience to oversee and streamline operations for Compass' combined 18,000-square-foot Los Gatos office and surrounding areas as well as works continuously with staffers to facilitate sales, marketing, and negotiation strategies to ensure outstanding customer service and renewal business. He created the Master's Program for working agents and those new to the business of residential real estate. Barnett is a Director for Life for the California Association of REALTORS®, member of the NAR Hall of Fame, and has been a NAR Director for 20 years. He is also REALTOR® of the year in 1998 and 2008.

Founded in 2012, Compass has taken a tech-driven, personalized approach to real estate, combining a collaborative agent community, in-house creative agency, and the industry's most tenured leadership team. Today, with over 10,000 agents and over 235 offices, Compass is booming in over 120 key marketplaces extending from coast to coast with the mission to help everyone find their place in the world.

MEET THE LARGE RESIDENTIAL FIRMS REAL ESTATE SERVICES ADVISORY GROUP



GINO BLEFARI | *Chief Executive Officer, HomeServices of America* | *Chairman, HSF Affiliates LLC*
Chairman, Berkshire Hathaway HomeServices | *Chairman, Real Living Real Estate*

Gino Blefari is the chief executive officer for HomeServices of America. He is also chairman of Home Services of America's real estate brokerage network operations including HSF Affiliates LLC and brokerage networks Berkshire Hathaway HomeServices and Real Living Real Estate. Blefari joined the HomeServices of America family from Silicon Valley, CA-based Intero Real Estate Services, Inc., which he founded in 2002 and through mid-2014 served as its president and CEO. Under Blefari's direction, Intero became one of the fastest organically growing companies in the history of real estate.

Under Blefari's leadership, Berkshire Hathaway HomeServices has accelerated network growth and achieved franchise sales records. Blefari in 2019 was named No. 14 on the *Swanepoel Power 200* list of the most powerful people in residential real estate; and was named to RISMedia Real Estate Newsmakers Real Estate Hall of Fame. He is also a member of the Mike Ferry Organization's Leadership Hall of Fame, among other honors. With his passion for mentoring, Blefari continues to share his cornerstones of success with fellow real estate professionals and companies.



MIKE BRODIE | *Regional Owner/Operating Principal, Keller Williams*

Mike Brodie leads 26,200+ agents totaling \$53+ Billion in sales volume. Brodie started his career in 1973. In 1994, he joined Keller Williams, where he grew as an agent, an investor, and a leader. Today, he is an investor in seven regions and four market centers. In addition to his Keller Williams investments, Brodie is also a commercial and residential real estate developer and technology venture capitalist. He received a Distinguished Service Award from the National Association of REALTORS® as well as the Keller Williams President's Award. Brodie has held numerous appointments including Chairperson of the Texas Real Estate Commission as well as Chairman of the Executive Board at The University of Texas at Dallas. A popular speaker, Brodie has delivered keynote speeches both nationally and internationally to real estate organizations and other industries.

Keller Williams is the world's largest real estate franchise by agent count, has more than 1,000 offices and 180,000 associates. The franchise is also No. 1 in units and sales volume in the United States. In 2015, Keller Williams began its evolution into a technology company, now building the real estate platform that agents' buyers and sellers prefer. Since 1983, the company has cultivated an agent-centric, technology-driven and education-based culture that rewards agents as stakeholders.



PAUL BOOMSMA | *President and CEO, Leading Real Estate Companies of the World®*

With over 20 years of experience in real estate, Paul Boomsma serves as president and CEO of Leading Real Estate Companies of the World® (LeadingRE), a global real estate community of 565 real estate firms spanning six continents.

He created the highly successful Luxury Portfolio International® division for LeadingRE, previously serving as its president. He also headed operations and strategic marketing for LeadingRE as COO.

Paul began his career marketing luxury office towers and later joined a top residential firm, before becoming national marketing director for a major franchise.

Today, he is a frequent industry speaker on topics that include: consumer trends, global business practices, and working with affluent buyers and sellers. Among his many distinctions, he was named to the 2019 *Swanepoel Power 200*, ranked on Inman's Most Influential and received the Unique Homes' Award for Excellence in Luxury Home Marketing.





PHYLLIS YORK BROOKSHIRE | *President, Allen Tate REALTORS®*

Phyllis Brookshire is president of Allen Tate REALTORS®. She joined Allen Tate as regional vice president in 2007 as the company expanded into the Triangle market and was promoted to her current position in 2010. A graduate of the University of North Carolina at Chapel Hill, Brookshire helped establish and grow the residential division of her family's company prior to joining Allen Tate.

In addition to real estate, Brookshire is a World Champion equestrienne and an active civic leader. She currently serves on the board of directors for the Greater Raleigh Chamber of Commerce and the Visual Art Exchange. She is a past president and director of the Raleigh Regional Association of REALTORS® and was inducted into the association's Hall of Fame in 2016. She has previously served in leadership roles with the Triangle REALTORS® Leadership Academy, REALTOR® Foundation of Wake County, Triangle United Way, and American Saddlebred Museum.

Allen Tate is one of the most recognizable business names in the Carolinas. With conveniently located offices ranging from the Upstate of South Carolina to the Triangle of North Carolina, Allen Tate employs more than 1,500 REALTORS® in 47 offices in four regions of North and South Carolina and is consistently ranked as the #1 agency in the Carolinas.



STEVE BROWN | *President, Residential, Crye Leike, REALTORS®*

Steve A. Brown is president of Crye Leike Residential based in Memphis, Tennessee. Brown began as an extra broker with Crye Leike after selling his ERA franchise in 1980. He became general manager in 1998 and began supporting all branch managers and Core Services in all affiliated businesses (insurance, title, mortgage, property management, concierge services, and warranty). He supervises the firms' Internet Customer Care department for online sales; Customer Service Center; represents the firm on the NAR Real Estate Services Advisory Board; is a member of the Board of Directors for The Realty Alliance and the NATIONAL ASSOCIATION OF REALTORS®. He is a happy supporter of Habitat for Humanity, Youth Villages, United Way and Grace Evangelical Church.

As one of the largest, full service real estate companies, CRYE-LEIKE® has a network of more than 3,200 sales associates and over 125 offices located throughout a nine-state region: Tennessee, Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, Missouri, and Oklahoma. Our service delivery model makes the experience of buying and selling convenient, efficient and reliable.



CRAIG CHEATHAM | *President and Chief Executive Officer, The Realty Alliance*

Craig Cheatham is president and CEO of The Realty Alliance. He coordinates the network's significant influence on industry policy in conjunction with major industry organizations, leverages the group's size and strength to negotiate favorable agreements with various providers on behalf of the organization, and coordinates benchmarking and networking programs for member firm representatives, among other responsibilities for this powerful network. Cheatham is wellknown in real estate circles, having built his strong reputation during 28 years of positive experience in leadership roles for a state association of NAR, for the international federation of real estate licensing and regulatory agencies (ARELLO), and for The Realty Alliance. He holds the prestigious Certified Association Executive (CAE) designation, an undergraduate degree in communication from Harding University, and a Master of Business Administration degree from Samford University.

The Realty Alliance is an invitation-only network of the largest, full-service real estate firms in North America. In addition to their residential operations, which boast more than 125,000 agents concentrated in 73 selected companies that facilitate more than \$395 billion in sales volume each year, the group's members also operate mortgage, insurance, title/settlement, concierge, commercial, property management, and other related business lines.

MEET THE LARGE RESIDENTIAL FIRMS REAL ESTATE SERVICES ADVISORY GROUP



SHERRY CHRIS | *President and Chief Executive Officer, Better Homes and Gardens® Real Estate LLC*

Since its inception in 2008, Sherry Chris has served as president and CEO of Better Homes and Gardens® Real Estate LLC, a lifestyle real estate brand offering a full range of services to brokers, sales associates, home buyers and sellers. With an expanding network of more than 12,000 independent affiliated sale associates and approximately 360 offices, Chris focuses her efforts on guiding the brand vision and strategic growth. Additional to her role at Better Homes and Gardens Real Estate, Chris currently oversees the launch and growth strategy for Climb Real Estate, Realogy's newest brand announced in October 2018.

Well-known for building brands based on next-generation consumer insights along with her innovative marketing and sales acumen, Chris's tech-forward mindset has been proven to usher brands to the next level in the industry which she serves. She is a strong advocate of engaging with businesses and consumers through social media channels – making her the most followed CEO of a national real estate brand on Twitter.

Chris currently serves on advisory boards for the National Association of REALTORS® Real Estate Services program, the Asian Real Estate Association of America Education Foundation, New Story Charity, a certified 501(c)(3), that builds safe homes and transforms slums into thriving communities in developing countries. In December 2018, Chris was appointed as a strategic advisor to Wine Society, a premium wine subscription company, in the development and growth of the company's mission and business plan, in efforts to build brand awareness and move the wine industry forward in the same ways she has done for real estate.

She has been recognized seven years consecutively as one of Inman's 100 Most Influential Real Estate Leaders. Additional accolades include the *Swanepoel Power 200* list, named a Luminary in RISMedia's Newsmakers list, an industry Gamechanger by REAL Trends, one of the Most Influential Real Estate Executives by Real Estate Executive Magazine and Profiles in Diversity Journal's Diversity Leader and Women Worth Watching lists.

Chris is a graduate of The University of Western Ontario and earned an MBA from the Ivey School of Business.



ADAM CONTOS | *Chief Executive Officer, RE/MAX Holdings, Inc.*

As Chief Executive Officer and Board Member of RE/MAX Holdings, Inc., Adam Contos oversees the overall strategic direction and growth of RE/MAX, which boasts more than 123,000 agents in over 100 countries and territories; booj; and Motto Franchising.

Following a successful career in law enforcement, Adam came to the RE/MAX organization in 2003 as an independent contractor presenting a safety training program he created specifically for real estate professionals. He introduced his highly regarded S.A.F.E.R. (Safety Awareness For Every REALTOR®) program to RE/MAX Affiliates and other agents across North America. In 2004, he joined RE/MAX full-time as a Senior Franchise Development Consultant for the RE/MAX Mountain States Region. He was named Region Vice President the following year. In 2007, Adam was named Region Vice President of RE/MAX California & Hawaii Region. In 2010, he transitioned to overseeing the RE/MAX Florida Region, which under his leadership was named Region of the Year for both 2011 and 2012. He was promoted to Vice President, Region Development, in 2013 and shifted his focus to Business Development in February 2014. Adam was promoted to Senior Vice President, Marketing in February 2015. In January 2016, he was promoted to Chief Operating Officer and in May 2017 he was promoted to Co-CEO. Adam was named Chief Executive Officer in February 2018.





JEFFREY S. DETWILER | *President and Chief Executive Officer, The Long & Foster Companies*

Jeff Detwiler is the president and chief executive officer of The Long & Foster Companies. In this capacity, he focuses on guiding the strategic direction of the organization, including the operations of the seven business lines: real estate, property management, mortgage, settlement services, insurance, corporate real estate services, and new development real estate sales and marketing. In addition to the businesses, he oversees six enterprise functions: human resources, legal, marketing, information services, finance and facilities. Detwiler has nearly 30 years of experience in the financial services field which includes mortgage banking, fixed income trading and traditional banking. He graduated from Princeton in 1983. Detwiler was recognized again in 2018 as one of the most powerful and influential people in residential real estate according to the Swanepoel “Power 200”. He currently serves on the following boards: Greater Washington Board of Trade, Board of Trustees and Real Estate Committee; Long & Foster Companies, Board of Directors; M & T Bank, Baltimore Advisory Board; Moxi Works, Board of Directors and UpStreamRE, LLC, Board of Managers.

The Long & Foster Companies operate in seven states across the Mid-Atlantic and Northeast regions and the District of Columbia. It has more than 225 locations, 1,800 employees and 10,000 real estate agents.



JOAN DOCKTOR | *President, Berkshire Hathaway HomeServices Fox & Roach, REALTORS®*

Joan Docktor is the President of Berkshire Hathaway HomeServices Fox & Roach, REALTORS®. Joan has been instrumental in the growth and profitability of the company, which is the largest single market brokerage in the United States servicing Pennsylvania, New Jersey, and Delaware. Highly regarded in the real estate industry, Joan is also active in several business and professional organizations. Joan is Vice Chairman on the Board of Directors of Bright Multiple Listing Service, is on the Board of Managers of the National Broker Public Portal, and is a past member of the Board of Directors of The Realty Alliance, a network of North America’s elite real estate firms. She is also Vice President of the Board of Trustees of Fox & Roach Charities as well as a member and mentor at The Forum for Executive Women. Joan was featured in Philadelphia Style magazine as one of the city’s nine most influential women, was listed as one of Inman’s 100 Most Influential Real Estate Leaders, and was noted as one of the *Swanepoel Power 200* Most Powerful Leaders in Residential Real Estate from 2014 through 2019. In 2014, she was selected as a SmartCEO’s Brava Award winner and was the recipient of the 2016 and 2017 SmartCEO Future 50 Awards on behalf of the company.

Part of HomeServices of America, the second largest provider of total home services in the country, BHHS Fox & Roach has more than 65 sales offices, over 5,000 sales associates, and approximately 700 employees. The company received the Elite Circle Award in 2015 and 2016, ranking number one throughout the entire Berkshire Hathaway HomeServices network. The company offers relocation services, builder’s marketing, and land development. Through its affiliate, The Trident Group, the company provides one-stop shopping and facilitated services to its clients, including mortgage financing and title, property, and casualty insurance.



DAN ELSEA | *President of Brokerage Services, Real Estate One Family of Companies*

Dan Elsea serves as president of Brokerage Services for the Real Estate One Family of Companies. He has been in the real estate business for more than 30 years in a number of capacities within the family owned firm — from commercial and residential sales to branch and division management. An industry leader, Elsea serves on a number of REALTOR® boards and in various committee capacities at the local, state, and national levels, and is a board member of Leading Real Estate Companies of the World®. He was listed in the 2019 *Swanepoel Power 200*, along with his brother Stuart, as one of the Most Influential Leaders in the Residential Real Estate Industry.

Real Estate One is ranked the No. 8 independent broker in the country, and the largest broker in Michigan with 77 company-owned and franchise offices with more than 2,200 sales associates throughout the state. Real Estate One operates under a number of brands throughout Michigan including Max Broock, Reinhart, Johnstone & Johnstone, and Advantage Realty. The Real Estate One Family of Companies also includes John Adams Mortgage Company, Capital Title Insurance, and Insurance One.

MEET THE LARGE RESIDENTIAL FIRMS REAL ESTATE SERVICES ADVISORY GROUP



HELEN HANNA CASEY | *Chief Executive Officer, Howard Hanna Real Estate Services*

Helen Hanna Casey is CEO of Howard Hanna Real Estate Services, the third largest real estate company and the largest privately owned real estate company in the United States. An industry leader with more than four decades of experience in the real estate business, Helen received the Enterprising Woman of the Year Award. Also, Inman News has named Casey as one of the 100 Most Influential People in Real Estate, the *Swanepoel Power 200* has named her the Most Powerful and Influential Woman in Real Estate, and she has received numerous other awards and honors.

She served as Chair of the National Association of REALTORS® (NAR) 2018 Corporate Ally Program Advisory Board and Chair of NAR's 2017 Corporate Investor Council. Just as dedicated to the community, Casey is a member of the Allegheny Conference on Community Development Executive Committee, is a member of the International Women's Forum, is a past chair of the greater Pittsburgh Chamber of Commerce, sits on the board of TriState Capital Bank and Chairs the board of the Pittsburgh Civic Light Opera. In addition, she is a requested keynote and featured speaker in the industry to women's groups and business leaders throughout the country.

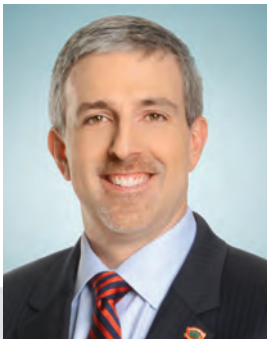
Howard Hanna Real Estate Services is a family owned and operated company with three generations of the Hanna family involved in day-to-day operations. Howard Hanna is the No. 1 home seller in Pennsylvania, Ohio, and New York with 271 offices and more than 9,000 sales associates and employees across the eight states of Pennsylvania, Ohio, New York, Virginia, Michigan, West Virginia, North Carolina, and Maryland. Its portfolio of real estate services includes residential and commercial brokerage, mortgage, title, insurance, relocation, appraisal, and property management.



JOHN PAUL HORNING | *Executive Vice President, Shorewest, REALTORS®*

John Horning is executive vice president of Shorewest, REALTORS®. Along with his brother, John is the third generation of family to guide Shorewest, REALTORS®, the largest real estate company in Wisconsin. The Shorewest family of companies includes Shorewest, REALTORS®, Heritage Title Services; Wisconsin Mortgage Corporation; Shorewest Insurance Associates; and My Dwelling. He joined Shorewest, REALTORS® full time in January 1993 and has served in several roles since, including mortgage financing, marketing, and operations. Horning is a past chairman of the Wisconsin REALTORS® Association. As director since 2002, he has served on numerous committees and was awarded the Distinguished Service Award by the Wisconsin REALTORS® Association in 2011. Horning has also served nationally as an NAR director since 2009, on its Executive Committee, and was recognized as Wisconsin's 2011 REALTOR® of the Year. In 2014, Governor Scott Walker appointed him to serve on the board of the Wisconsin Housing and Economic Development Authority.

Through 70+ years and three generations of leadership, Shorewest, REALTORS® has served the housing needs of Wisconsin. From the vision of one man to the power of 1,000, Shorewest has grown to include over 20 sales offices and a family of in-house relocation, mortgage, title, and insurance services. In 2018, Shorewest, REALTORS® was named one of Wisconsin's Top Large Workplaces for seven consecutive years.



THOMAS HOSACK | *President and Chief Executive Officer, Berkshire Hathaway HomeServices The Preferred Realty*

Tom Hosack is president and CEO of Berkshire Hathaway HomeServices The Preferred Realty. He began his real estate career with Hosack/BH&G which later became Century 21 West Penn, LLC. As President of Century 21 West Penn, LLC Hosack was responsible for the growth and development of one of the largest Century 21 companies in the country. In 2002, Century 21 West Penn, LLC merged with Northwood Realty Services. Mr. Hosack started off as COO of this newly merged company until 2007 when he was promoted to President and CEO. In August 2018, Northwood Realty Services acquired Berkshire Hathaway HomeServices The Preferred Realty. Mr. Hosack continues to hold the title of President and CEO. He is a former chairman of the board for The Realty Alliance. Prior to his career in real estate, Hosack was the principal owner of a general contracting firm. In addition to his career at Berkshire Hathaway HomeServices The Preferred Realty, he owns several development companies.

Northwood Realty Services was founded in 1956 by retail store heir, Hal Authenreith. The company grew its humble roots in the North Hills section of Pittsburgh – complete with a lone office, six desks, and enormous potential – into the fastestgrowing real estate firm in the Western Pennsylvania and Eastern Ohio. Berkshire Hathaway HomeServices The Preferred Realty has maintained a reputation for providing top quality real estate service to the Southwestern Pennsylvania area for over 50 years. These two companies now functioning together under the name Berkshire Hathaway HomeServices The Preferred Realty includes 1,800 agents, and 54 offices in western Pennsylvania and Ohio. This makes them #1 in market share in the region.



CHRIS KELLY | *President and Chief Executive Officer, Ebby Halliday Companies*

Chris Kelly is president and CEO of the Ebby Halliday Companies, which includes three real estate brands, Dallas-based Ebby Halliday, REALTORS® and Dave Perry-Miller Real Estate and Fort Worth-based Williams Trew, as well as affiliated mortgage and title companies. Ebby Halliday Companies is owned by HomeServices of America, a Berkshire Hathaway affiliate and the nation's second-largest residential real estate brokerage company.

Kelly joined ReeceNichols Real Estate, HomeServices' wholly-owned company based in Kansas City, in 2007 and served as corporate legal counsel before being promoted to chief administrative officer of ReeceNichols Real Estate, Berkshire Hathaway HomeServices Kansas City Realty, Kansas City Title and its other affiliated businesses and services in 2013. In this role, Kelly was actively engaged in virtually all aspects of brokerage operations and as a licensed broker, he provided guidance and direction to the company's 2,600 licensed REALTORS®. In 2017, Kelly joined HomeServices as Senior Counsel where he supported the company's acquisitions and technology initiatives.



KEVIN LEVENT | *President and Chief Executive Officer, Better Homes and Gardens® Real Estate Metro Brokers, Coldwell Banker Commercial Metro Brokers*

Kevin Levent is the president and CEO of Better Homes and Gardens® Real Estate Metro Brokers and Coldwell Banker Commercial Metro Brokers, an Atlanta-based brokerage established in 1979. Levent has been in the business for 36 years and is recognized nationally as an industry leader. Having listed and sold real estate for the first 13 years of his career, Levent was a natural to transition into the role of president/CEO and new owner of Metro Brokers, Inc. 23 years ago. He manages both brands for the company as well as the Mortgage, Insurance, and Title divisions of Metro Brokers, Inc. Founding a real estate school 20 years ago propelled Metro Brokers, Inc. into the spotlight of education and training and is now recognized as the largest broker-owned real estate school in Georgia, enrolling over 3,000 students per year in pre-license class and certifying thousands of post license and CE credits each year.

The company has more than 2,400 sales associates from 27 office locations throughout the region and operates a unique business model with the centralization of processes driven by technology.



REI MESA | *President and Chief Executive Officer, Berkshire Hathaway HomeServices Florida Realty*

Rei Mesa is the president and CEO of Berkshire Hathaway HomeServices Florida Realty. With more than 30 years of experience, he is responsible for managing all aspects of the company including strategic growth, new business development, profit and loss, and acquisitions. Mesa is the past chair of the Large Residential Firms RES Advisory Group, is an NAR director, and has served on NAR's Executive Committee, Corporate Investor Council, RPR Advisory Board, Realtor.com Advisory Board, and Project Upstream. Mesa was named by the *Swanepoel Power 200* as one of North America's Most Powerful and Influential Residential Real Estate Industry Leaders and also included in the RISMedia's 2019 Real Estate Newsmakers.

Berkshire Hathaway HomeServices Florida Realty serves 21 counties throughout Florida with more than 40 locations and approximately 1,800 sales professionals. The full-service brokerage company, founded in 1999, and was acquired by HomeServices of America in January 2019. The company is a franchise member of the Berkshire Hathaway HomeServices' network, one of the few organizations entrusted to use the world-renowned Berkshire Hathaway name. The company offers residential and commercial services as well as seasonal rentals, property management, REO & Foreclosures, corporate relocations, referral services, title, home warranty plans, and personal concierge services. Berkshire Hathaway HomeServices Florida Realty ranks in the Top 10 in the network among 48,000 Sales Professionals, 1,400 offices throughout 47 states. The company is the overall No. 1 fundraiser for The Sunshine Kids Foundation, having generated more than \$3.6 million. Visit www.BHHSFloridaRealty.com

MEET THE LARGE RESIDENTIAL FIRMS REAL ESTATE SERVICES ADVISORY GROUP



MICHAEL PAPPAS | *President and Chief Executive Officer, The Keyes Company/Illustrated Properties*

Michael I. Pappas, CCIM, CRB, is the president and CEO of The Keyes Company where he is responsible for providing the company's strategic vision, overseeing operations, and planning expansions and acquisitions. In addition to being the past chairman of the International Board of Directors of the Young Presidents' Organization, Pappas' other professional current memberships and/or directorships include Realtor.com Advisory Board, Board Member of Leading Real Estate Companies of the World, and Wake Forest University School of Business Board of Visitors. Pappas has been the recipient of numerous awards and designations, including the YPO Legacy Award and "Real Estate Up and Comer of the Year" by Price Waterhouse and "Best Real Estate Deal of the Year" by *South Florida Magazine*. The past four years, he was named in the National Top 200 Most Powerful People in Real Estate by *Swanepoel Power 200*. Mike recently received the "Industry Leader Award" from the Miami Board of Realtors.

The Keyes Company/Illustrated Properties, a South Florida-based real estate company, has 55 offices, 3,300 associates, and subsidiaries that include Capital Partners Mortgage, Home Partners Title, Keyes Insurance, and Keyes Property Management. The Keyes Company/Illustrated Properties, with sales and services in excess of \$6 billion annually, is one of the largest independent brokerage firms in the U.S.



RON PELTIER | *Executive Chairman, HomeServices of America, Inc.*

Ron Peltier is Executive Chairman of HomeServices of America, Inc., a Berkshire Hathaway affiliate. Ron began his career in 1977 after joining Edina Realty and advanced to become its president and chief executive officer in 1992. In 1998, Edina Realty was acquired by Berkshire Hathaway Energy Company and in 2008, Ron was appointed chairman of HomeServices of America. With his insight and experience in virtually all aspects of the residential real estate industry, Ron helped build HomeServices into a national presence, expanding the company to becoming the nation's premier provider of homeownership services, including brokerage, mortgage, franchising, title, escrow, insurance, and relocation services.

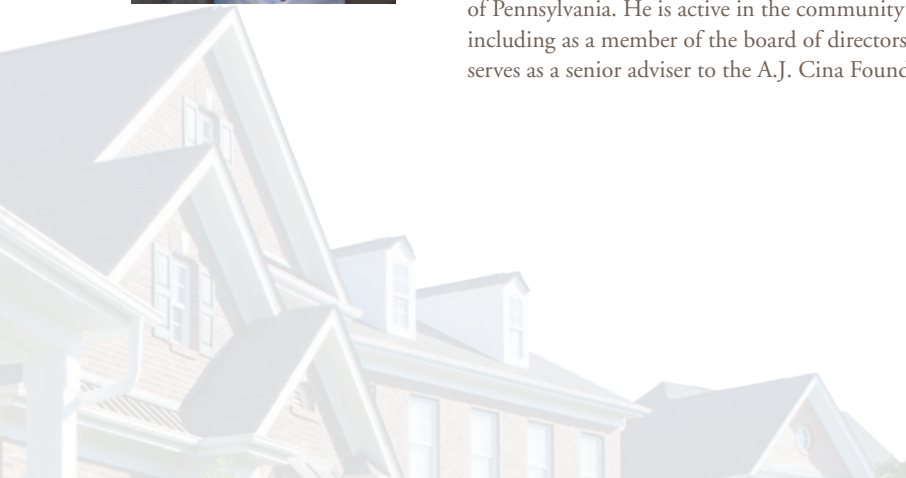
A promoter of goodwill and innovation in the real estate community, Peltier has been widely recognized within the real estate and local business community. In 2004, he was honored with RISMedia's first annual Homeownership Person of the Year award and ranked first on REALTOR® Magazine's list of the real estate industry's top 25 most influential people. He is a founder and member of the Realty Alliance and a member of the Board of Directors for National Leading Real Estate Companies of the World. He has ranked in Inman's Top 100 list every year since 2009 and was named the Most Powerful Person in Real Estate in the 2019 *Swanepoel Power 200* list. A native of St. Paul, Peltier earned his B.A. degree from the University of Minnesota and holds a master's in business from the University of St. Thomas in Minneapolis. In 2010, St. Thomas honored Peltier with its Distinguished Alumnus award, recognizing his leadership and service to the university, the community and the real estate industry. In 2013, Ron was inaugurated into the MN Business Hall of Fame.



JOHN PEYTON | *President and Chief Executive Officer, Realogy Franchise Group*

John Peyton became president and chief executive officer of the Realogy Franchise Group in April 2017. He is responsible for managing RFG's portfolio of leading real estate franchise brands, including Better Homes and Gardens® Real Estate, CENTURY 21®, Coldwell Banker®, Coldwell Banker Commercial®, ERA and Sotheby's International Realty®, which combined have approximately 14,450 franchised offices and more than 286,500 brokers and independent sales associates doing business in 114 countries and territories worldwide. In January 2018, Peyton's responsibilities at Realogy were expanded to include oversight of two NRT businesses: the Corcoran® businesses and the company-owned Sotheby's International Realty® brokerages. In 2019, he was named to the *Swanepoel 200*, an annual list of the most powerful people in real estate.

Peyton holds an MBA in accounting and marketing from New York University and a bachelor's degree from the University of Pennsylvania. He is active in the community with several organizations supporting the health and welfare of children, including as a member of the board of directors for Child Advocates of Southern Connecticut and Full Court Peace, and serves as a senior adviser to the A.J. Cina Foundation.





RYAN RAVEIS | *Co-President, William Raveis, Inc.*

As co-president of William Raveis Inc., Raveis is responsible for the company's headquarter functions including marketing, finance, accounting, human resources, IT, ecommerce, relocation, and career development. Raveis also serves as the president of William Raveis Mortgage and has been recognized by *Mortgage Executive Magazine* as one of the Top 100 Most Influential Mortgage Executives in America, and the company has been recognized as one of the Top 50 Places to Work in America.

Prior to rejoining the family business, Raveis held positions with a top strategic management consulting and research services firm as well as a venture capital-backed internet services firm, where he led the implementation of the nation's first broker-direct online mortgage platform. Raveis received a Bachelor of Arts from Williams College and a Master's of Business Administration (magna cum laude) in finance and entrepreneurship from Babson College.



ROBERT REFFKIN | *Founder & Chief Executive Officer, Compass*

Robert Reffkin is an entrepreneur on a mission to help everyone find their place in the world. He was inspired to enter the world of real estate by his mother, Ruth, a longtime agent who now proudly works at Compass. After completing Columbia University in less than 3 years, Robert worked at McKinsey, Goldman Sachs, and as a Fellow in the White House before returning to Columbia for his MBA. He ran 50 marathons in 50 states to raise \$1 million dollars for charities — including for New York Needs You, the non-profit he founded to serve young people living below the poverty line who are the first in their families to go to college. Robert lives in Tribeca with his wife Benis and their two (soon-to-be three!) children.

Founded in 2012, Compass has taken a tech-driven, personalized approach to real estate, combining a collaborative agent community, in-house creative agency, and the industry's most tenured leadership team. Today, with over 10,000 agents and over 235 offices, Compass is booming in over 120 key marketplaces extending from coast to coast with the mission to help everyone find their place in the world.



GLENN SANFORD | *Founder & Chief Executive Officer, eXp World Holdings*

Since early 2002, Glenn Sanford has been actively involved in the online real estate space. In early 2007, Glenn launched BuyerTours Realty, LLC which, using a combination of web and traditional bricks and mortar, grew to three offices and into two states. After the drop off of the market in late 2008, Glenn and his executive team went back and rewrote the entire business model in recognition of the "perfect storm" of lower revenues, fixed or rising overhead costs, and a consumer with more information and access than ever before. eXp Realty, LLC was launched in October 2009 as the first truly cloud-based national real estate brokerage which meant giving up the traditional bricks and mortar environment and moving to a fully-immersive 3D virtual office environment where agents, brokers and staff collaborate across borders while learning and transacting business from anywhere in the world. In 2013, eXp Realty became a subsidiary of eXp Realty International Corp.

From 2004 to 2007, Glenn ran a large mega-agent team and consulted to Keller Williams International as a member of the Agent Technology Council in the areas of online client acquisition, client conversion and technology. Glenn also was a significant contributor to Keller Williams Internet Lead Generation Masterminds.

Prior to real estate, Glenn was active at the executive level with a number of technology-related companies. In 1998, he founded and served as President for eShippers.com, an online e-commerce and logistics company.

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LENNOX SCOTT | *Chairman and Chief Executive Officer, John L. Scott Real Estate*

Lennox Scott is the third-generation Chairman and CEO of John L. Scott Real Estate founded in 1931 by his grandfather in Seattle. Lennox is very involved with the National Association of Realtors as past Chair of the Large Residential Firms Advisory Group and as past Chair of the NAR Research Committee, and collaborates regularly with the NAR leadership and executive teams. Lennox is recognized by the SP200 as one of the top 10 Real Estate Power Brokers in the Nation. John L. Scott Real Estate is currently celebrating its 88th year of innovation and success. With over 110 offices and more than 3,000 broker associates in the states of Washington, Oregon, Idaho, and now in California, the company has grown to become one of the top 20 residential real estate brands in the nation. Annually, John L. Scott closes more than 33,000 transactions totaling more than 13 billion dollars in sales volume. John L. Scott Real Estate's core value is Living Life as a Contribution™ in every facet of life: at work, at home, and in the community. The John L. Scott Foundation is dedicated to helping kids get healthy and be at home. In 2018, the Foundation helped sponsor 30 events for 20 children's hospitals, which helped raise over 15 million dollars for children's healthcare. John L. Scott volunteers also served 42 dinners for Ronald McDonald House Charities.



ROBIN SIBCY SHEAKLEY | *President, Sibcy Cline, Inc.
Chairman, The Realty Alliance*

Robin is President of Sibcy Cline, Inc. She is the fourth generation to lead the family business. Sibcy Cline ranks among the nation's top firms. It is the largest residential real estate company in the tri-state area, servicing Greater Cincinnati, Dayton, Northern Kentucky and Southeast Indiana. Robin became a licensed Realtor in 1994 while attending Miami University and began her career in the mortgage industry. Today, she oversees the daily operation and sets the strategic direction for Sibcy Cline Realtors and its' affiliated businesses: Mortgage, Insurance, Title, Relocation and Home Services. She is currently the Chairman of the Board of The Realty Alliance and is an active board member of The Children's Theatre of Cincinnati, Fifth Third Advisory Board, The Cincinnati Regional Business Committee and the Ursuline Academy Mother's Board.



DENISE D. SMITH | *President, Real Estate Services Group, Weichert Companies®*

A 30-year veteran of the Weichert, Companies, Denise Smith is president of the Real Estate Services Group. In this capacity, she is responsible for Weichert, REALTORS®, Weichert Commercial Brokerage, Weichert Referral Associates, Weichert Real Estate Affiliates, Weichert Property Management, Weichert.com, and Weichert New Homes. Prior to being named to this position, Smith was the president of the Affiliated Services Group. Before joining Weichert, REALTORS®, in 1989, she worked in academia and in other businesses as a marketing and communications professional. She is a graduate of Rutgers University.

Since 1969, Weichert, REALTORS® has grown from a single office into one of the nation's leading providers of homeownership services by putting its customers first. A family of full-service real estate and financial services companies, Weichert helps customers buy and sell both residential and commercial real estate, and streamlines the delivery of mortgages and home and title insurance.





MERLE L. WHITEHEAD | *Chairman, NYS, Howard Hanna Real Estate Services, Inc.*

Merle L. Whitehead is the Chairman of New York State for Howard Hanna Real Estate Services. He is a REALTOR® Emeritus with 47 years' experience. Inman News, Real Estate Executive Magazine and Stefan Swanepoel all named Merle as one of the Top 100 Most Influential Leaders in the Real Estate Industry. Merle is the Chairman and CEO of First Priority Mortgage, Inc., a licensed New York State Mortgage Banker.

In 2016, after growing one of the Top 10 firms in America, Whitehead sold both RealtyUSA and 1st Priority Mortgage to Howard Hanna Real Estate Services, helping Hanna to become the third largest brokerage firm in America. Merle is the Chairman of the Broker Public Portal. The BPP has created a joint venture with Homesnap. In two short years, the BPP/ Homesnap Team has signed contracts with MLS's representing over 800,000 agents.

Merle has held several leadership positions for the National Association of REALTORS® including the 2018 Liaison for the MLSs and Data Management as well as several terms on the Executive Committee and the Real Estate Services Advisory Board. He was a charter member of REALTOR® University Board of Regents and is Chairman of the Curriculum Review Committee. Merle has been active at every level of the State and Local REALTORS® Association, the Builder's Association and MLSs.



MATT WIDDOWS | *Founder & Chief Executive Officer, HomeSmart International and HomeSmart Phoenix*

Matt Widdows is the CEO and founder of HomeSmart International and HomeSmart Phoenix. After several years in the real estate industry and a background in software for the medical industry, Widdows founded HomeSmart in 2000 as a new concept real estate brokerage in the Metropolitan Phoenix market. HomeSmart was founded based on the principle of providing high value and service at a low cost to agents. Since then, he grew the Arizona-based brokerage from two agents to more than 6,000 agents, making HomeSmart the number one market share company it is today. Widdows remains dedicated to providing an efficient and systematized structure to the real estate brokerage business, which has enabled him to operate one of the most successful real estate brokerages in the U.S. His philosophy on technology is to only build and provide software and tools which serve to save time and streamline processes.

Based on his personal experience as a real estate broker, Widdows created proprietary systems and technology platforms for franchisees and then launched the HomeSmart concept into an international franchising company in 2010. HomeSmart is built around technology which provides franchisees and agents alike with cutting-edge tools, a high-energy culture and efficiencies which enable them to spend more time focusing on clients and the profitability of their businesses. Placing an emphasis on customer service at all levels is of the utmost importance to Widdows and it is with that focus that his team launched an aggressive franchise expansion campaign in the U.S. and Canada in mid-2014. Widdows' goal is to replicate the success of the HomeSmart brokerage in Arizona in other major markets across North America.

In addition to his HomeSmart companies, Widdows also owns several other successful companies related to the real estate industry. Outside of real estate, Widdows enjoys flying, the outdoors and spending time with his family.

The NATIONAL ASSOCIATION OF REALTORS® is America's largest trade association, representing 1.3 million members, including NAR's institutes, societies, and councils, involved in all aspects of the residential and commercial real estate industries.

Our membership is composed of residential and commercial REALTORS® who are brokers, salespeople, property managers, appraisers, counselors, and others engaged in all aspects of the real estate industry. Members belong to one or more of some 1,200 local associations/boards and 54 state and territory associations of REALTORS®, or to one of 87 cooperating associations in nearly 66 countries. They are pledged to a strict Code of Ethics and Standards of Practice.

Working for America's property owners, the NATIONAL ASSOCIATION OF REALTORS® provides a facility for professional development, research, and exchange of information among its members and to the public and government for the purpose of preserving the free enterprise system and the right to own real property.

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