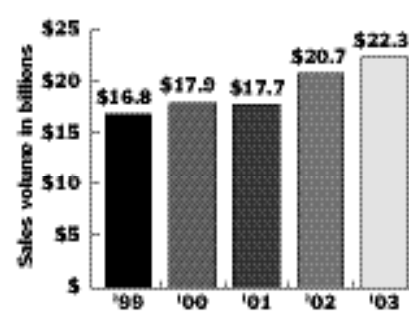


RESIDENTIAL REAL ESTATE BROKERAGE FIRMS

Ranking:
Number of local licensees

The List

SALES VOLUME



Residential sales volume at the Valley's top 25 real estate brokerage firms:

Source: The Book of Lists

Rank 2004 2003	Firm name Address	Telephone Fax Web or e-mail address	Number of local licensees support staff/ management	Number of residential transactions ¹ closed in 2003 2002	Local residential sales volume ² 2003 2002	Primary type of firm structure ³ Avg. sales per agent ⁴	Services/specialties	Chief executive officer Designated broker	Year founded locally
1 1	Coldwell Banker Success Realty 10446 N. 74th St., Ste. 200 Scottsdale 85258	480-481-8400 Fax 480-481-8491 www.cbsuccess.com	1,590 25 170	17,318 16,400	\$3.9 B \$3.6 B	WND 10.89	full-service residential, luxury homes, golf properties, corporate/family relocation, commercial, concierge, mortgage/title	Robert McCord Bill Jilbert	1992
2 2	West USA Realty Inc. 11022 N. 28th Drive, Ste. 100 Phoenix 85029	602-942-4200 Fax 602-564-6314 www.westusa.com	1,516 5 65	19,838 18,310	3.363 B 2.87 B	100% concept 13.1	residential, luxury, commercial, business opportunities, full service	Clay Fouts C. Dale Hillard	1986
3 4	Realty Executives 4427 N. 36th St., Ste. 200 Phoenix 85018	602-224-1444 Fax 602-224-1445 www.searchhomes.com	1,469 17 148	24,251 28,906	4.9 B 5.4 B	100% concept 16.5	residential, commercial, land, luxury homes, new homes, relocation, golf properties, referral network	Richard Rector John Foltz	1965
4 3	Dan Schwartz Realty Inc. 201 E. Camelback Road Phoenix 85012	602-274-8322 Fax 602-274-8357 www.danschwarzrealty.com	1,437 2 23	5,588 3,968	950 M 635 M	100% concept 3.9	new homes, resale homes, vacant land, HUD, VA	Duane Fouts Duane Fouts	1976
5 5	John Hall & Associates Inc. 11211 N. Tatum Blvd. Phoenix 85028	602-953-4043 Fax 602-953-4048 www.johnhall.com	806 6 38	8,400 8,015	1.66 B 1.48 B	100% concept 10.4	full-service residential, new and luxury homes, relocation, land, rentals, property management, buyer representation	Jim Sexton Jim Sexton	1974
6 6	Century 21 Metro Alliance 19820 N. 7th St., Ste. 100 Phoenix 85024	602-993-3900 Fax 623-399-5372 www.century21metroalliance.com	551 15 70	3,242 2,887	529.2 M 462.2 M	traditional 5.88	residential, new homes, luxury homes, referral network, mortgage/title services, commercial, family/corporate relocation, property management	C. McLean, P. Mercurio Charles McLean	1980
7 6	Russ Lyon Realty Co. 6710 N. Scottsdale Road, Ste. 180 Scottsdale 85253	480-367-6061 Fax 480-367-6090 www.russlyon.com	500 10 85	3,643 3,443	1.3 B 1.2 B	traditional 7.29	full-service buyer and seller representation, luxury homes, resort homes, relocation services, mortgage/title services	Dennis Lyon Michael Messenger	1947
8 8	RE/MAX Achievers 6424 E. Greenway Parkway Scottsdale 85254	480-596-9799 Fax 480-682-3211 www.azachievers.com	420 11 40	6,654 4,504	1.21 B 780 M	100% concept 15.84	full-service buyer/seller representation, residential new and luxury homes, relocation, land, lots, commercial and property management	Tim Hatlestad Larry Hibler	1997
9 14	DPR Realty 7300 E. Camelback Road Scottsdale 85251	480-994-0800 Fax 480-994-0700 www.dprhomes.com	417 3 12	1,342 672	280.3 M 99.7 M	100% concept 3.22	full service, residential, luxury homes, commercial sales/leasing, new homes, land/lots, business opportunities, referrals	Tom Parrella John Deidiker	2001
10 20	HomeSmart 5611 N. 16th St., Ste. 100 Phoenix 85016	602-230-7600 Fax 602-230-7666 www.homesmartintl.com	332 3 6	762 382	131 M 69.9 M	100% concept 2.3	residential, luxury, investment, full-service technology-driven company	Matt Widdows Matt Widdows	1997
11 9	Ken Meade Realty Inc. 16991 N. Deerwell Blvd. Sun City 85351	623-974-1888 Fax 623-974-8848 www.kenmeaderealty.com	330 4 42	3,464 3,729	400.78 M 444.1 M	traditional 10.5	residential, commercial, land, property management, business opportunities	Steven Meade Kenneth Meade	1983
12 13	Prudential Arizona Properties 16430 N. Scottsdale Road, Ste. 113 Scottsdale 85254	480-505-6300 Fax 480-994-0700 www.pruaz.com	296 9 38	1,686 1,292	416.92 M 297.6 M	traditional 5.7	full-service residential, new homes, luxury properties, corporate/family relocation, resort/golf properties, referral network, mortgage	Margaret Dixon Margaret Dixon	2001
13 12	Keller Williams Realty East Valley 2077 E. Warner Road Tempe 85284	480-839-6600 Fax 480-831-1442 www.kwev.intranets.com	279 1 9	2,054 1,840	356.4 M 310 M	100% concept 7.36	residential real estate, profit-sharing, top agent training, business career development	Scott Agnew Jack Vander Woude	1999
14 10	Nu-Way Realty 7509 N. 35th Ave. Phoenix 85051	602-841-4671 Fax 602-973-6337 www.nuwayrealty.com	272 5 24	WND 2,112	WND 229.2 M	traditional WND	full service, buyer/seller representation, HUD, new homes, resale homes, land, luxury homes, income properties	John Hopkins Mike Cardwell	1978
15 18	Century 21 Arizona Foothills 3100 W. Ray Road Chandler 85226	480-704-8000 Fax 480-704-8008 www.movephoenix.com	228 5 WND	1,705 1,521	WND 297.7 M	traditional 7.48	residential, corporate relocation, connections, new homes, land, commercial, fine homes and estates	Floyd Scott Colleen Gunderson	1989
16 15	Coldwell Banker Pinnacle Peak Realty 10446 N. 74th St., Ste. 200 Scottsdale 85258	480-481-8400 Fax 480-481-8491 www.cbinnaclepeak.com	220 5 22	1,318 1,256	615 M 560 M	WND 5.99	full-service residential, resort, golf properties, luxury homes, mortgage/title, new homes, referral network	Robert McCord Dominic Scappaticci	1972
17 17	American Realty Brokers 4001 N. 32nd St. Phoenix 85018	602-955-6606 Fax 602-468-3705 www.americanrealtybrokers.com	214 1 6	830 616	180 M 120 M	100% concept 3.88	full-service residential, new homes, luxury properties, commercial, business opportunities and land	Jared Guess Sid Guess	1975
18 16	Keller Williams Realty Ahwatukee Foothills 4001 E. Mountain Vista Drive, Ste. 105 Phoenix 85044	480-759-4300 Fax 480-706-0000 www.kellerwilliams-realestate.com	203 1 6	1,759 1,461	388.5 M 342.1 M	traditional 8.67	training, coaching, consulting,	Barry Kramer Barry Kramer	1997
19 22	Desert State Realty Inc. 2727 W. Sweetwater Ave. Phoenix 85029	480-863-1560 Fax 602-866-7935 www.desertstater Realty.com	191 4 25	5,763 4,991	86.5 M 75.4 M	traditional 30.2	full service, new and resale, residential, subdivision sales, builder closeouts	Tiffany Drejza Harry Rider	1993
20 19	RE/MAX Integrity Realtors 2400 W. Dunlap Ave., Ste. 115 Phoenix 85021	602-331-3000 Fax 602-331-1500 www.azintegrityhomes.com	185 3 15	3,864 3,451	649.36 M 559.8 M	100% concept 20.89	residential, new homes, commercial, retirement, relocation, buyer representation, national referral service	Ed McCloud Ed McCloud	1980
21 21	RE/MAX Excalibur Realty 15160 N. Hayden Road, Ste. 100 Scottsdale 85260	480-483-3333 Fax 480-483-6438 www.excaliburrealty.com	184 2 8	2,207 1,863	562 M 457.2 M	100% concept 11.99	residential and commercial sales, investment properties, listing services, relocation, buyer representation	Howard Lein James Bourdeau	1988
22 23	Century 21 Distinguished Properties 6500 N. Scottsdale Road Scottsdale 85253	480-596-2500 Fax 480-596-2512 www.century21distinguished.com	142 1 6	655 687	142 M 160 M	traditional 4.6	residential, resale and new, commercial	Rich Tibbets Rich Tibbets	1989
23 24	Arizona Best Real Estate 11333 N. Scottsdale Road, Ste. 100 Scottsdale 85254	480-948-4711 Fax 480-483-7439 www.arizonabest.com	139 5 10	666 552	136.1 M 105 M	traditional 4.79	full-service residential, exclusive Christie's estate agents, buyer brokerage service, corporate relocation assistance	Charmayne MacIntyre David MacIntyre	1988
24 25	Prudential American Associates Real Estate 2306 S. McClintock Drive Tempe 85282	480-829-3460 Fax 480-829-3469 www.pruamerican.com	115 4 14	688 569	108.9 M 84.2 M	both 5.98	residential, resale, new and luxury homes, corporate relocation, residential property management/rental, HUD/VA and other repos, land, commercial sales	Glendel Ewell Bonnie Ewell-Doll	1976
25 -	Diamondback Realty LLC 2101 E. Broadway Road, Ste. 15 Tempe 85282	480-513-9904 Fax 480-967-0353 www.diamondbackrealty.com	41 3 12	378 NA	56.21 M NA	both 9.22	Valleywide residential	Steve/Claudia Jordan Heidi Quigley	1997

Source: Representatives of the residential real estate brokerage firms. Other firms were contacted, but did not respond by press time. In case of ties, firms are listed alphabetically. B - billion M - million WND - would not disclose NA - not available - not ranked in 2002
1 Transactions include either a listing side or a selling side of a closed transaction. Includes new homes, HUD and VA sales. Number indicates closed sides. 2 Each side is counted at full value.

3 100% concept firms earn their income primarily from fees paid by licensed agent to the firm for use of firm's name, marketing systems and facilities. Traditional concept firms earn their income primarily from a share of the income from closed real estate transactions. 4 Average number of sales per agent was computed by dividing total number of residential transaction sides closed in 2003 by number of local licensees.

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any method, in whole or in part, without written permission of The Business Journal. While every attempt is made to ensure the thoroughness and accuracy of the list, omissions and errors sometimes occur. Please send corrections or additions on company letterhead to Judy Trunnelle, 101 North First Ave., Ste. 2300, Phoenix 85003.

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