

Benchmark

REALTY, LLC

Mastermind Meeting
January 20, 2015

OUR SPONSOR



TOUCHSTONE TITLE & ESCROW

SHOW & SELL

February 6th
10:30 am- WCAR Building

MARKET : MINGLE : MOTIVATE
FACE TO FACE AGENT NETWORKING

LUNCH PROVIDED

Fireball (feat. John Ryan)
Pitbull

Listen

FLIPAGRAM



UPCOMING EDUCATION

- Benchmark 2015 TAR forms review –
 - January 16th, 9:00am – 10:30pm & 11:00 – 12:30pm
 - January 19th, 9:00am – 10:30pm & 11:00 – 12:30pm
 - January 27th, 9:00am – 10:30pm & 11:00 – 12:30pm
- Agent Orientation –
 - 1st Wednesday, Cool Springs, 9:00am
 - 2nd Tuesday, Murfreesboro, 11:15 am
 - 3rd Tuesday, Midtown, 11:15 am





DECEMBER 2013 SNAPSHOT

- Gross Sales: \$ 57,991,199
- Gross Comm. Paid (GCI): \$ 1,752,961
- Total Transactions: 258

A thin yellow horizontal line is at the bottom of the slide.

DECEMBER 2014 SNAPSHOT

- Gross Sales: \$ 77,673,727
- Gross Comm. Paid (GCI): \$ 2,166,533
- Total Transactions: 366

YEAR OVER YEAR COMPARISONS - AVERAGES

YEAR OVER YEAR COMPARISONS

- **Average Monthly Gross Sales:**

- 2012: \$ 41,713,984

- 2013: \$ 60,053,673

- 2014: \$ 85,695,998

...a 42.7% year over year increase!

YEAR OVER YEAR COMPARISONS

- **Average Monthly Commissions Paid:**

- 2012: \$ 1,004,269

- 2013: \$ 1,710,671

- 2014: \$ 2,419,240

...a 41.4% year over year increase!

YEAR OVER YEAR COMPARISONS

- **Average Monthly Transactions Count:**

- 2012: 216

- 2013: 276

- 2014: 386

...a 40% year over year increase!

YEAR OVER YEAR COMPARISONS - TOTALS

YEAR OVER YEAR COMPARISONS

- **Gross Sales Totals:**

- 2012: \$ 500,567,809
- 2013: \$ 720,644,071
- 2014: **\$ 1,028,351,972**
...a 42.7% year over year increase!

YEAR OVER YEAR COMPARISONS

- **Gross Commissions Paid Totals (GCI):**

- 2012: \$ 12,051,226
- 2013: \$ 20,528,052
- 2014: **\$ 29,030,870**
...a 41.4% year over year increase!

YEAR OVER YEAR COMPARISONS

- **Gross Transaction Count Totals:**

- 2012: 2588

- 2013: 3308

- 2014: **4629**

...a 40% year over year increase!

YEAR OVER YEAR COMPARISONS

<u>Year</u>	<u>Gross Sales</u>	<u>GCI</u>	<u>Trans.</u>
2008	\$ 11,972,016	\$ 109,543	54
2009	\$ 35,433,719	\$ 1,292,987	242
2010	\$136,567,566	\$ 3,905,199	684
2011	\$288,705,359	\$ 8,175,675	1455
2012	\$500,567,809	\$12,051,226	2588
2013	\$720,644,071	\$20,528,052	3308
2014	\$1,028,351,972	\$29,030,870	4629

OTHER COMPARISONS

GENERAL AVERAGES

- **Average Property Sales Price:**

- 2012: \$ 193,419

- 2013: \$ 217,849

- 2014: \$ 222,205

...a 2% year over year increase.

GENERAL AVERAGES

- **Average Agent Productivity:**

- 2012: 7.61

- 2013: 7.78

- 2014: 8.37

... a 7.6% year over year increase.

MARKET COMPARISON RANKINGS

COMPANY RANKINGS IN REALTRACS

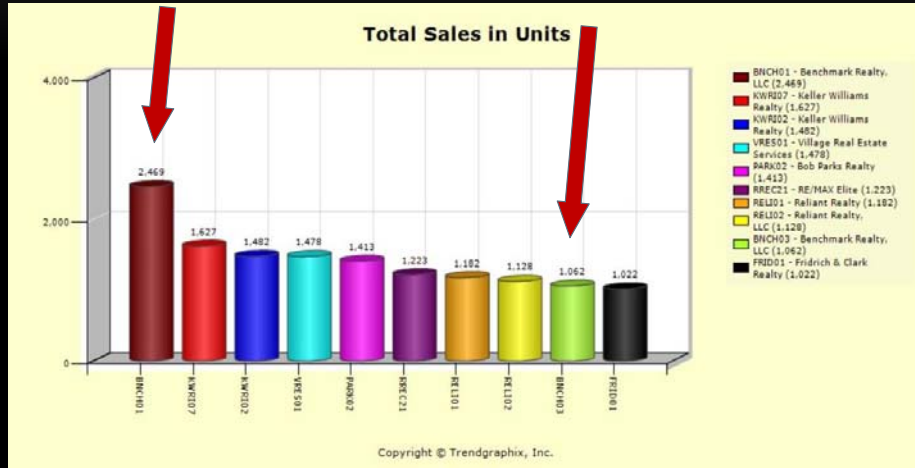


BROKERAGE PRODUCTIVITY COMPARISON

(11 MONTHS ENDING 11/30/2014)

Broker	Office #	Gross/Office	Units/Office
• K.W.	18	\$95,217,500	435
• C.L.	36	\$28,938,861	134
• B.P.	23	\$47,871,391	189
• BMRK	3	\$340,917,667	1286

TOP 10 SINGLE OFFICES IN REALTRACS



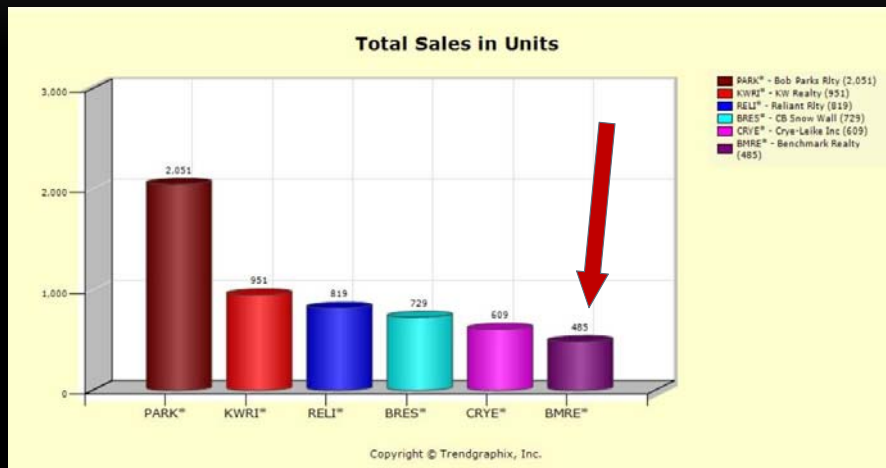
WILLIAMSON COUNTY MARKET SHARE



DAVIDSON COUNTY MARKET SHARE



RUTHERFORD COUNTY MARKET SHARE



GENERAL NOTES

- We still have ZERO debt.
- Retained earnings in excess of \$400,000
- Total Agent Count of 585. (2013 count was 473 at this same time = a 24% increase)
- Charitable giving increased
 - Franklin Firefighter Toy Drive
(200 kids plus a 4 figure contribution)
 - Wounded Warrior – 4 figure contribution
 - Other anonymous giving well into 5 figures.

COMING SOON ... (FROM LAST YEAR)

- **Goals for 2014:**
 - Gross sales goal of \$1,000,000,000
BAM! \$1,028,351,972
 - Gross Commission Income of \$ 28,000,000
BAM! ... \$29,030,870
 - Transaction Count of 4500 units
BAM! ... 4629

COMING SOON...

- **Goals for 2015:**

- Gross sales goal of \$1,400,000,000
- Gross Commission Income of \$ 35,000,000
- Transaction Count of 6000 units
- Open two more offices
 - Mount Juliet by the beginning of 2Q
 - Hendersonville by the beginning of 4Q

DISCUSSION