

THE LIST

LARGEST RESIDENTIAL BROKERAGE FIRMS

Ranked by number of agents in the greater San Fernando Valley

EXECUTIVE SUMMARY

THE slowdown in the economy and the downturn in the real estate market have already been well documented, so the reports from this year's residential real estate brokers list aren't a surprise. Out of the top 5 brokerage companies only Pinnacle Estate Properties has expanded its number of agents from 480 last year to 521 this year. The total number of agents for the other four brokerages dropped by 20 agents at the minimum, and up to 173 in Coldwell Banker's case. None of the top 5

opened new offices, with Coldwell Banker actually cutting their Valley presence from 38 Valley locations to 28.

The difference between agents from this year to last year isn't nearly as large in companies below the Top 5, although on average brokerages have been cutting their staff by 24 agents. Only one other company managed to boost its figures. Keller Williams Realty in Northridge jumping from 99 agents last year to 168 this year.

-Brian DeWolf

THE PACESETTER

RODEO REALTY, No. 1 on the Business Journal's list of residential real estate brokerage companies for the second year running, employs 565 brokers at 10 offices. While the firm has retained their position at the top of the list, its numbers are down from last year (644 agents at 11 offices).

Servicing "prominent" communities throughout the L.A. area from Newport Beach to Montecito, Rodeo Realty has dubbed itself the "Elite Real Estate Firm" with annual sales above \$2 billion. A major player in the Valley area, Rodeo says it differs from other big brokers with a hands-on approach that is custom tailored to client needs from promotional and marketing material down to personally handling clients' questions and specific needs

-Brian DeWolf

CORRECTION

The lines of insurance coverage for Poms and Associates were incorrectly identified on the Largest Insurance Brokers List in the May 11 issue. The company offers auto, flood, liability, property, earthquake, health, fire, homeowner and workers compensation insurance.

| Rank | Company name address | Number of Agents 2009 2008 | Number of Local Offices | Top Local Executive name title phone | Rank | Company name address | Number of Agents 2009 2008 | Number of Local Offices | Top Local Executive name title phone |
|------|--|----------------------------------|-------------------------|---|------|--|----------------------------------|-------------------------|---|
| 1 | Rodeo Realty 9338 Reseda Blvd #102 Northridge, 91324 | 565 644 | 10 | Syd Leibovitch Owner/President (818) 349-9997 | 13 | Park Regency Realty 10146 Balboa Blvd, #104 Granada Hills, 91344 | 132 149 | 1 | Joseph Alexander Broker (818) 363-6116 |
| 2 | Pinnacle Estate Properties Inc. 9137 Reseda Blvd Northridge, 91324 | 521 480 | 6 | Craig Dubron Broker (818) 993-7370 | 14 | Gold Star Realty 17815 Ventura Blvd. #205 Encino, 91316 | 129 138 | 1 | Farouq Tamiz Broker (818) 757-4567 |
| 3 | Coldwell Banker 12930 Ventura Blvd, #202 Studio City, 91604 | 459 632 | 28 | Sandra Deering Broker (818) 788-5400 | 15 | Keller Williams Realty - Studio City 12711 Ventura Blvd, #180 Studio City, 91604 | 124 154 | 2 | Joe Carrabba, Jr Broker (818) 432-1500 |
| 4 | Prudential California Realty 23925 Park Sorrento Calabasas, 91302 | 345 437 | 13 | David Cabot Broker (818) 223-9100 | 16 | Ewing & Assoc. Sotheby's International Realty 5016 N. Pkwy Calabasas #100 Calabasas, 91302 | 123 140 | 3 | Roger Ewing Owner/Broker (818) 222-9500 |

SAN FERNANDO VALLEY BUSINESS JOURNAL

\$3.00



SAN FERNANDO VALLEY BUSINESS JOURNAL

33

RESIDENTIAL REAL ESTATE BROKERAGE COMPANIES

Ranked by the number of agents in the greater San Fernando Valley

EXECUTIVE SUMMARY

The slowdown in the residential housing market seems to have affected the large companies the most. Excluding Rodeo Realty, the other top five companies have on average lost 88 of their agents as compared to last year. The remaining 19 companies lost, on average, 23 agents as compared to last year.

Only three of the top 10 firms actually grew the number of agents retained, by an average of 30 agents. Rodeo Realty seems to have bucked the trend of shrinking companies. Over the last two years they have added 59 agents to their 11 offices located throughout the San Fernando Valley.

The top five residential real estate brokerage companies in the greater Valley area

are, in order of list appearance: Rodeo Realty, Coldwell Banker Residential, Pinnacle Estate Properties, Inc., Prudential California Realty – John Aaroe, and Realty Executives.

The top 15 largest firms all maintain more than 150 agents, and, with the exception of one company have multiple office locations throughout the greater Valley. Coldwell Banker Residential leads the way with 38 local offices.

The housing market downturn has almost unilaterally affected the number of agents employed by each company. Only four of the 24 firms reporting have added agents this year; however, their growth is modest with no single company adding more than 22 agents.

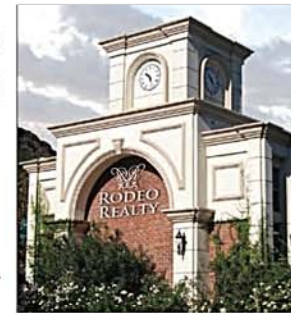
~Ari Morguelan

PACESETTER

RODEO REALTY

Rodeo Realty, No. 1 on the Business Journal's list of residential real estate brokerage companies, employs 644 agents, has 11 offices in the greater Valley area, and has annual sales in excess of \$2 billion.

The firm specializes in "prominent communities," servicing southern California from Newport Beach to Montecito. The self-proclaimed "Elite Real Estate Firm," has managed to continue its growth in this very challenging year for residential brokers, overtaking Coldwell Banker



Leader: Rodeo Realty.

(which lost almost 100 agents in the same time period) for the No. 1 spot on our list.

Syd Leibovitch, owner and president of Rodeo Realty, has more than 26 years in the industry and credits his company's recent success to a few key elements: having a realtor at the helm (himself), strong corporate marketing and sales support, a strong brand name, and excellent realtors and agents.

Maintaining these elements has allowed Rodeo Realty to not only retain the staff they have, but has put them in the position to recruit agents from other companies.

~Ari Morguelan

| Rank | Company • name • address | Number of Agents 2008 / 2007 | Number of Local Offices | Top Local Executive • title • phone number |
|------|--|---------------------------------|-------------------------|---|
| 1 | Rodeo Realty 21031 Ventura Blvd. #100 Woodland Hills 91364 | 644 630 | 11 | Syd Leibovitch Owner President (818) 999-2030 |
| 2 | Coldwell Banker Residential 23647 Calabasas Road Calabasas 91302 | 632 740 | 38 | Roberta Miller Office Manager (818) 222-0023 |
| 3 | Pinnacle Estate Properties, Inc. 9137 Reseda Blvd. Northridge 91324 | 480 422 | 6 | Jeffrey Black Broker (818) 993-7370 |
| 4 | Prudential California Realty John Aaroe 23925 Park Sorrento Calabasas 91302 | 437 523 | 13 | Barbara Patchis Office Manager (818) 223-9100 |

| Rank | Company • name • address | Number of Agents 2008 / 2007 | Number of Local Offices | Top Local Executive • title • phone number |
|------|--|---------------------------------|-------------------------|---|
| 5 | Realty Executives 24106 Lyons Ave. Newhall 91321 | 359 458 | 4 | David E. Loyd Broker (661)286-8600 |
| 6 | Re/Max Olson & Associates, Inc. 11141 Tampa Ave. Northridge 91326 | 273 344 | 9 | Todd Olson President (818) 366-3300 |
| 7 | White House Properties 22144 Clarendon St. #120 Northridge 91326 | 268 248 | 3 | Martin P Williams II President (818) 999-3100 |
| 8 | Re/Max OTB Estates 14242 Ventura Blvd. #200 Sherman Oaks 91423 | 193 322 | 6 | Jay Belson Broker/Owner (818) 789-7117 |