

Realtor® Awards to be featured in Two Events

Service-based Realtor® Awards to be presented at the December Holiday Social. Production Awards luncheon in January will recognize the top 500 Realtors® by MLS sales volume.

In 2018, the Salt Lake Board of Directors adopted a new and improved way of conducting the Annual Awards event. In past years it has always been a challenge to look at and judge the hundreds of different types of Realtor® business models and then attempt to place them into only a few awards categories. Many business models are so unique that they do not fit within the awards categories the Board has had in the past (i.e., small sales team, sales person of the year, etc). With the difficulties associated with this process, the Board will take a new forward thinking and more inclusive direction with awards. The awards will be broken down into two separate events - (1) the Holiday Social / Service Awards event in December, and (2) a Realtor® 500 Awards luncheon with the top 500 producing Realtors® to be held in January of the following year.

I. Holiday Social / Service Awards event in December

Later this year service based awards will be given out at our annual Holiday Social in December. At this event in December, in addition to inaugurating our new leadership team, service based awards, as opposed to production or sales volume awards, will be given out to our members in more of a celebration format. Recipients of these service based awards will be recognized in the local newspaper as we have done in the past. With this new approach to awards, there will be more of an emphasis on how Realtors® give back to the community and less emphasis on a Realtors® sales volume or number of homes sold. The idea here is to promote the value and benefit Realtors® play in the community beyond just selling homes and earning a commission.

The following awards will be presented at the Holiday Social / Service Awards event:

1) Realtor® of the Year - This prestigious award is determined by a committee comprised of the past 5 recipients of this award. It is an award that is not based on sales volume but rather focuses more on an individual Realtor® who has given back to the industry and community. There will be no self-nominations for this award. Individual Realtors® may be nominated by a one of his or her peers in the industry or by the judging committee. The Realtor® of the year will be featured in the local newspaper.

2) Affiliate of the Year - This award is selected by the past 5 recipients of the awards. It too focuses on outstanding affiliates who give back to the industry. The recipient of this award will appear in the local newspaper.

3) Good Neighbor - This year, not 1, but 3 individuals will be selected as Good Neighbor Award winners. As some of you know, the NAR selects 5 Good Neighbor Recipients each year so we are mirroring this approach with our awards. There are so many Realtors® who do tremendous work in the community and we want to recognize as many as possible each year going forward. There will be an online application process for this award. Recipients of this award will appear in the local newspaper.

4) Distinguished Service Award - As in the past, recipients of this award earn Distinguished Service by (1) obtaining 50 points throughout the given year for Board participation, or (2) by being a major RPAC investor (\$1000). Those wishing to receive this award by earning points will fill out a simple online

application similar to what has been done in the past. One change this year will be that all Sterling RPAC major investors (\$1000) will automatically receive this award and will not have to apply online. **Those wishing to receive this award by investing in RPAC must have their investment made no later than Nov. 15, 2018.** Recipients of this award will appear in the local newspaper free of charge.

5) President's Award - Each year the Board President may give out an award to anyone he or she feels has gone above and beyond for the Realtor® family. This award recipient will be recognized at this same event in December.

II. Realtor® 500 Top Producer Awards event in January

The Board will hold a separate Top Producer luncheon in early 2019 called the "Realtor® 500." The purpose of the event will be to recognize the top 500 Realtors® according to MLS production rankings for the prior year, and to also recognize major RPAC investors. In an effort to promote the use and benefit of our local MLS, sales production not reported to the MLS will not be counted in the Realtor® 500 rankings. Only Realtors® in good standing with the Board pursuant to the Board's policies will be eligible to receive this award.

Any member of the Realtor® 500 who invests \$1,000 or more to RPAC will automatically receive a "Hall of Fame" award similar to what has been done in the past. All Realtor® 500 members' names will be featured in the local newspaper and other Board communications. However, Hall of Fame members who are part of the Realtor® 500 will be given additional recognition and their professional picture will be included in the local newspaper add, free of charge. A recognition plaque will also be given to Hall of Fame Realtor® 500 members. Realtor® 500 members who are not RPAC major investors will only have their names featured in the local newspaper recognizing sales performance but will not receive the Hall of Fame award.

Realtor® 500 members for the given year will be personally invited to attend the Realtor® 500 luncheon where a keynote speaker will be featured. The Realtor® 500 members will receive a special invitation in the mail and also via email and will be asked to RSVP to Board staff for the luncheon. There will be no application process as the Realtor® 500 names according to MLS production rankings will be invited. If a Realtor® 500 member is part of a team, only the team leader will receive an invitation to the event. Brokers for any Realtor® 500 member will also be invited to the event.

Due to the complexity and difficulty of categorizing hundreds of different business models, other production awards that have been done in the past such as salesperson of the year and team awards will not be recognized going forward.

This will be a great networking event and celebration of outstanding sales performance and a time for many more Realtors® to come together as a Realtor® family in a more inclusive way to celebrate their successes.