

# THE LIST

## RESIDENTIAL REAL ESTATE FIRMS

Ranked by dollar volume of greater San Fernando Valley sales

### EXECUTIVE SUMMARY

The List of the Largest Residential Real Estate Brokerages Firms is ranked by sales volume from July 1, 2010 to June 30, 2011. This is the first year the Business Journal has published this information about local residential firms as previous years' Lists only ranked firms by number of agents. The List includes brokerages that are both franchises of larger real estate companies and independent firms. The

franchises represented here include Keller Williams, Re/Max, Coldwell Banker and Century 21. Many of these firms are headquartered outside of the greater Valley area (and in some cases, California) but all have a local office in the area. Rodeo Realty reported the largest sales volume with \$1.9 billion, a 10% improvement from last year's figures.

— By Josh Dausch

### THE PACESETTER

Rodeo Realty is this year's largest residential real estate brokerage firm, reporting the most sales volume and units sold for the past year. Specializing in sales and leasing of both single-family homes and multifamily units, Rodeo provides its services across the entire Los Angeles area. While its corporate headquarters is located in Beverly Hills, 8 of its 11 branches

are in Calabasas, Northridge, Encino, Sherman Oaks, Studio City, Simi Valley, Westlake Village and Woodland Hills. It is the largest single-owner realty firm in California. In addition to its regional business, the firm also boasts over 50,000 worldwide properties. Rodeo Realty was founded by President Syd Leibovitch in 1986.

— By Josh Dausch

Rank	Brokerage name address	Sales in Volume <sup>1</sup> 2011 <sup>2</sup> 2010 <sup>3</sup>	Units Sold 2011 <sup>2</sup> 2010 <sup>3</sup>	Residential Services (partial list)	Specialty Areas (partial list)	Profile headquarters # offices local/total # agents local/total	Top Local Executive name title phone
1	<b>Rodeo Realty</b> 266 N. Beverly Dr. Beverly Hills, 90210	\$1,895.7 \$1,717.2	4,783 4,315	leasing, sales of multifamily units, single-family homes	greater Los Angeles area	Beverly Hills 8/11 726/1,000	Syd Leibovitch President (310) 471-2600
2	<b>Coldwell Banker</b> 12930 Ventura Blvd, #202 Studio City, 91604	\$1,838.5 \$2,328.6	4,247 5,247	full service residential - listing, sales, escrow, mortgage, concierge home services	all	Los Angeles 63/3,300 4,300/92,000	Jeff Culbertson Reg. President (310) 385-4412
3	<b>Pinnacle Estate Properties Inc.</b> 9137 Reseda Blvd Northridge, 91324	\$1,711.0 \$1,696.0	WND WND	new home sales, residential resale, commercial, residential income, land, foreclosures, leasing, escrow services, relocation	greater Los Angeles area	Northridge 8/8 726/726	Dana Potter President (818) 993-7370
4	<b>Troop Real Estate</b> 3200 Los Angeles #12 Simi Valley, 93065	\$1,092.9 \$1,002.9	2,247 2,319	real estate sales and leasing	Simi Valley, Westlake Village, Ventura, Valencia, Thousand Oaks, Santa Paula, San Diego, Port Hueneme, Ojai, Moorpark, Camarillo	Simi Valley 13/13 WND/549	Brian Troop President (805) 581-3200
5	<b>Re/Max Valencia</b> 25101 The Old Road Santa Clarita, 91381	\$568.4 \$684.0	1,571 1,835	bank-owned properties, short sales, relocation, escrow, mortgage	Santa Clarita and surrounding areas	Santa Clarita 2/2 128/128	Alice O'Hare President (661) 702-4545
6	<b>Realty Executives Santa Clarita</b> 26650 The Old Road, Suite 300 Valencia, 91381	\$562.1 \$698.2	1,620 2,048	sales, relocation, escrow, leasing, mortgage	SFH, condos, townhomes, income properties, land, multifamily units	Valencia 4/4 300/300	Jim Tanner President (661) 964-1700
7	<b>Dilbeck Real Estate Real Living</b> 1030 Foothill Blvd La Cañada, 91011	\$552.7 \$567.4	1,225 1,359	residential real estate sales and leasing.	greater Los Angeles area	La Cañada 7/14 282/611	Mark R. Dilbeck President (818) 790-6774
8	<b>Keller Williams Realty - Studio City</b> 12711 Ventura Blvd, #180 Studio City, 91604	\$276.6 \$257.4	458 501	sales & leases	WND	Austin, TX 5/693 564/74,502	Rick Dergan Operating Partner (818) 432-1500
9	<b>Coldwell Banker Quality Properties</b> 11280 Corbin Ave, #A Northridge, 91326	\$232.5 \$0.2	450 377	sales, bank-owned sales, property management, investment sales, representing buyers and Sellers	real estate sales in the greater Los Angeles area	Porter Ranch 1/1 93/93	Kenneth Sampson President (818) 725-2500
10	<b>Re/Max Tri-City Realty, Inc.</b> 811 N. Central Ave. Glendale, 91203	\$149.0 \$188.8	345 444	residential sales, traditional sales & leasing, exchanges, short sale, REO/foreclosure sales	greater Los Angeles area	Glendale 5/5 80/80	Matthew Y. Matti Owner (818) 409-0040
11	<b>RE/MAX All-Pro</b> 43832 20th Street West Lancaster, 93534	\$138.7 \$169.0	868 1,138	residential sales, traditional sales & leasing, exchanges, short sale, REO/foreclosure sales	Lancaster, Palmdale, Quartz Hill, Lake Hughes, Littlerock, Pearblossom, Rosamond, Lake Los Angeles, Acton, Mojave, Aqua Dulce	Lancaster 162/WND 61/61	Peter Terracciano Owner (661) 945-9461
12	<b>Keller Williams Realty - Northridge</b> 9324 Reseda Blvd. Northridge, 91324	\$120.1 \$111.1	307 269	sales/leasing of res. real estate, dedicated distressed property, short sale and REO depts, luxury homes, marketing condo developments & conversions, programs for 1st & 2nd time home buyers/investors	San Fernando Valley	Austin, TX 1/701 151/80,000	Steve White Owner (818) 993-1300
13	<b>Century 21 All Moves</b> 11011 Balboa Blvd. Granada Hills, 91344	\$66.6 \$117.7	197 337	residential, multi-residential and commercial sales, leasing and management services.	Greater Los Angeles Areas including The San Fernando Valley, The Santa Clarita Valley and Simi Valley.	Granada Hills 1/1 154/154	Ron Prechtl Broker (818) 363-1717
14	<b>Assist-2-Sell</b> 16654 Soledad Canyon Road #309 Santa Clarita, 91387	\$6.3 \$4.5	170 110	team of Max F Tennes and Kimberly Tennes brings a tradition of integrity, professionalism, local expertise and marketing innovation to support your financial goals	Santa Clarita & San Fernando Valleys, Valencia, Stevenson Ranch, Saugus, Canyon Country, Newhall, Copper Hill, and Castaic	Reno, NV 1/150 8/500	Max F Tennes Owner (661) 799-7400

WND: Would Not Disclose. Companies were ranked by sales volume 2011. In the case of a tie, companies were ranked by the number of local agents. Information was provided by the companies themselves with additional research from the Business Journal.

<sup>1</sup> in millions

<sup>2</sup> July 1, 2010 to June 30, 2011

<sup>3</sup> July 1, 2009 to June 30, 2010

To the best of our knowledge, this information is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to the Research Department, San Fernando Valley Business Journal, 21600 Oxnard St., Suite 250, Woodland Hills 91367. ©2011 San Fernando Valley Business Journal. This list may not be reprinted in whole or in part without prior written permission from the editor. Reprints are available from Wright's Reprints, (877) 652-5295 ext. 104 or e-mail jmartin@wrightsreprints.com.