



## Gary Keller takes top spot on 2018 Swanepoel Power 200

Annual list ranks real estate industry leaders and executives based on their growth, tenure and influence

BY [CAROLINE FEENEY](#) ★ [Managing Editor](#) JAN 16

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Gary Keller

Gary Keller, founder of the 35-year-old [Keller Williams franchise](#), rose two rankings from last year to claim the top spot on the [2018 Swanepoel Power 200](#) (SP200), the fifth annual list of top real estate industry leaders and executives released today by consulting firm T3 Sixty, led by real estate industry veteran Stefan Swanepoel. In an advance copy of the list announcement obtained by Inman News, T3 Sixty

cited an internal analysis showing that KW had grown to become the largest residential real estate franchise by sales volume in addition to its unparalleled agent count of 154,675 sales associates, pushing the leader of the real estate franchisor to the no. 1 slot.



Spencer Rascoff

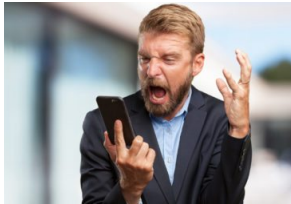
Keller stole the no. 1 ranking from Zillow CEO Spencer Rascoff, who in 2017 was honored at the top of the list and this year still claimed second place, thanks to his company's record-breaking \$281.8 million in revenue in Q3 2017, up 25 percent year-over-year, and collection of popular consumer-facing property websites — the most heavily trafficked of its competitors by a long shot with more than 175 million average monthly unique users.



Ron Peltier

Ron Peltier, CEO of HomeServices of America, which made the biggest brokerage acquisition of 2017 when it acquired Long & Foster in September, ranked third on the list. With the acquisition boosting annualized sales to \$123.6 billion, the Berkshire Hathaway company is now the only real estate brokerage to exceed a hundred billion in annual sales volume in 2017 aside from the market leader, Realogy's NRT. No

stranger to the list, Re/Max's Dave Liniger snagged the no. 4 spot, followed by Realogy's new CEO Ryan Schneider.



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Amy Bohutinsky

The highest ranking woman on the list this year was once again Zillow COO Amy Bohutinsky, who ranked 11th and oversees Zillow Group's people organization (HR, recruiting and learning & development), as well as marketing, communications and consumer care.

She's followed by Helen Hanna Casey (who ranked 12th as a team with Hoddy Hanna), Hanna Holdings;

Windermere's Jill Jacobi Wood (who ranked 16th on a team with OB Jacobi and Geoff Wood); Dottie Herman, Douglas Elliman (no. 19); and Sherry Chris of Better Homes and Gardens Real Estate (no. 23).



From left to right: Helen Hanna Casey (who ranked 12th as a team with Hoddy Hanna), Hanna Holdings; Windermere's Jill Jacobi Wood (who ranked 16th on a team with OB Jacobi and Geoff Wood); Dottie Herman, Douglas Elliman (no. 19); and Sherry Chris of Better Homes and Gardens Real Estate (no. 23).



Glenn Kelman

Also of note is [Redfin CEO Glenn Kelman's](#) 20-spot leap to the no. 9 ranking, due to his [Seattle-based, tech-centric brokerage's successful IPO in July](#), and Compass leaders Robert Reffkin and Rob Lehman's rise to no. 27 after raising [\\$550 million in 2017 to achieve a valuation of \\$2.2 billion](#). All eyes are on the red-hot New York-based brokerage and its [aggressive plans to expand to 20 markets by 2020](#).



Robert Reffkin

Several industry veterans who were at the top of last year's list retired from the industry in 2017 (and therefore the SP200), including [Realty Holdings' Richard Smith](#) (succeeded by [Schneider](#)); [Dale Stinton](#), former CEO of the National Association of Realtors (succeeded by [Bob Goldberg](#)); former Realty Franchise Group CEO [Alex Perriello](#) (succeeded by [John Peyton](#)); and [Bob Moline](#), formerly president of [HomeServices of America](#).

The SP200, launched in 2014, is overseen by T3 Sixty, a 20-year-old consultancy that over 400 hours analyzes and researches 3,000 CEOs and executives in consideration for the list based on a variety of factors, including their influence, decision-making power, tenure, growth and more. The 2018 rankings are comprised of 274 leaders across eight categories: Corporate Executives (the main list of 200 people), Power Brokers, Women Leaders, Technology Executives, Executives, Organized Real Estate Leaders, Emerging Leaders, Trendsetters and Social Media Influencers.

Other CEOs were recognized for their "new business models," according to T3 Sixty, including the parent company of virtual brokerage eXp Realty — [eXp World Holdings' — Glenn Sanford](#) (no. 88); United Real Estate's [Dan Duffy](#) (no. 102); and NextHome's [James Dwiggins](#) (no. 105).



Brad Inman

Inman publisher Brad Inman ranked 33rd this year. This year Inman decided not to publish its annual Influencers list of “industry professionals who shape, change and influence the industry.”

“I am humbled to be included on the SP200,” Brad Inman said of the honor. “We stopped our Influencer List because I came to believe the power of this industry comes from tens of thousands of practitioners, not a few elites at the top.”

**He told the Inman community:** “I met thousands of my readers this year traveling the land and I realized there are just too many of you doing amazing things.”

[View the full SP200 here.](#)

*Email Caroline Feeney*

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**Pierce Smith** · Area Sales Manager at Johnson & Johnson

Quantitative only in RE. Whether office, city, State, national accolades, mostly M&A results are mentioned. Meanwhile real problems persist: agent turnover, lack of training, customer experiences in RE, unfair transactions, collusion, misrepresentation, deception (offers anyone?). Where are the true changes coming from? Who? Your thoughts!

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**Kimberly Crail** · Managing Member at Cedar Cat Ventures

Gary Keller has addresses all these issues you name. Perhaps that's why KW is growing fast and taking market share.

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**Pierce Smith** · Area Sales Manager at Johnson & Johnson

Kimberly Crail hi Kimberly, I actually attended a recruiting evening at KW. I asked the leader about training, but it was embarrassingly elementary. But, I haven't worked in a giant company for 30 years, so it must take an entrepreneurial spirit to take on business alone and add improvements. I don't think KW Work for me, the pay is a fraction of mine or my agents. A big trust advantage we do is to show all offers (masked) to each buyer who can change their offer up to close of offer period. This way, we don't have to lie about \$offers or # offers. Just works seamlessly

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**Scott Bagoon** · Realtor at Keller Williams Realty of Coral Springs/Parkland

This can also be accomplished simply by open and honest communication

with the co-broker. Not sure if true in every region, however, here in FL unless explicitly request by the buyer to keep confidential, any offers received can be shared with other Buyer agents and their potential buyers. One can simply redact the personal information in the offer and send the information to the co-broker. If there is any disbelief on behalf of the Buyer's agent, they can ask to see the other offers to protect their client and keep everyone honest. If I am representing a Buyer and incorporate an Escalation... [See More](#)

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**Stephan Meyer** · CEO at The Meyer Global Group at Keller Williams Realty Services

Congratulations to Gary Keller! Gary and his leadership are way more than real estate leaders! Here is for you a long and great story condensed in a few words that goes way beyond just real estate.... "In 2007, I email Gary Keller and Mark Willis about how amazed I am by Keller Williams and to share my big goal of taking KW to France. Surprisingly, both leaders answered within less than an hour by very nice and personal emails to tell me to keep focusing on my business at The Meyer Global Group, our KW Market Center in East Boca Raton, FL and to start painting and preparing the strategy on how... [See More](#)

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**Henry Castelo** · Real Estate Broker Associate at Realtor/CPA/TAX Consultant

Congratulations Gary. Happy to be part of the Keller Williams Realty family

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**Paulo Costa** · Consultor Imobiliário at Grupo KW PR1ME

Great...Gary Keller is the man! Very proud to be a KW real estate agent !

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**Scott Bagoon** · Realtor at Keller Williams Realty of Coral Springs/Parkland

Though the Inman article and the Swanepoel source (read here at <https://www.t360.com/power200/2018>) mention (1) agent count (which here at Inman appears low in their "advanced" copy of the results as the Swanepoel link indicates 163,442 agents...and is actually over 170,000) and (2) sales volume which was \*very casually\* mentioned above to indicate that KW is "the largest residential real estate franchise by sales volume" (!!!), Gary Keller's ranking is much, much deeper than these numbers.

This is KEY: Gary is the most powerful person in the industry for the following reasons:

Gary leads by... [See More](#)

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