



## RECOGNITION OF EXCELLENCE CRITERIA & INSTRUCTIONS

### I. PURPOSE

The Recognition of Excellence was created to recognize and encourage outstanding Sales Agent and Broker members of the Greater San Diego Association of REALTORS®.

### II. ELIGIBILITY

The Recognition of Excellence is voluntary and available to all REALTOR® Members of SDAR and are otherwise members in good standing with no ethics violations during the period.

Unlicensed agents performing any assistance with listings for teams or individuals are not eligible to apply for individual awards or be listed as a team member.

### III. PERIOD

Transactions settling between January 1 to December 31 of the current year may be used to qualify for recognition as a member of the Recognition of Excellence.

### IV. CATEGORIES

SDAR recognizes all members who have achieved a minimum dollar amount or number of units during the designated period.

Criteria to qualify:

INDIVIDUAL LEVELS	SALES VOLUME/UNITS
Bronze	\$8 - \$15 Million or 7-unit minimum
Silver	\$15 - \$25 Million or 15-unit minimum
Gold	\$25 - \$50 Million or 25-unit minimum
Platinum	\$50 - \$75 Million or 40-unit minimum
Diamond	Over \$75 million or 60+ units

SMALL TEAM LEVELS (2-5 team members)	SALES VOLUME/UNITS
Silver	\$30 Million or 35-59 units
Gold	\$50 Million or 60-79 units
Platinum	\$70 Million or 80-89 units
Diamond	\$95 Million or 90+ units

MEDIUM TEAM LEVELS (6-11 team members)	SALES VOLUME/UNITS
Silver	\$50 Million or 60-79 units
Gold	\$70 Million or 80-99 units
Platinum	\$90 Million or 100-119 units
Diamond	\$110 Million or 120+ units

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<b>LARGE TEAM LEVELS (12-24 team members)</b>	<b>SALES VOLUME/UNITS</b>
Silver	\$70 Million or 80-99 units
Gold	\$90 Million or 100-119 units
Platinum	\$110 Million or 120-139 units
Diamond	\$130 Million or 140+ units

<b>MEGA TEAM LEVELS (25+ team members)</b>	<b>SALES VOLUME/UNITS</b>
Silver	\$90 Million or 100-119 units
Gold	\$110 Million or 120-139 units
Platinum	\$130 Million or 140-159 units
Diamond	\$150 Million or 160+ units

## V. HOW TO APPLY

Fill out an application at [www.sdar.com/awards](http://www.sdar.com/awards).

## VI. CRITERIA

- Only the original listing agent and the final selling agent may take credit for the listing and the sale.
- Each side equals one transaction unit. Therefore, if an applicant sells his or her own listing, it is considered two (2) transactions and the full sales price is counted twice for allowable volume.
- Transactions with pending arbitration or litigation may be included in the application accompanying a brief explanation and will be counted towards sales awards, provided there is resolution of transaction by December 31<sup>st</sup>. If the transaction will not change the level awarded, it is best to leave it off of the application.
- Individuals are defined as:
  - An individual REALTOR® who is not supported by a team of any size.
- Teams are defined as:
  - Where more than one REALTOR® is marketed as a team or group, i.e. For Sale signs, website, billboards, etc
  - All members listed must be a member at the time the application is due. The application cannot be changed after it has been submitted.
  - Individuals who qualify for an individual award can also qualify as a team member (except for Team Leads) and your production will count towards overall team totals.

### **BEFORE SUBMITTING, VERIFY YOUR APPLICATION CONTAINS THE FOLLOWING:**

1. **Application** – Must be submitted TYPED.
2. **Agent Combined Sales & Listing Report** - Attached printed sales reports (January 1 – December 31) with additional explanation as necessary.
3. **Photo & Photo Release** – Attach headshot and check off photo release.

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## **VII. AUDIT & VERIFICATION OF APPLICATIONS**

SDAR reserves the right to review any application for inaccuracies or misrepresentations of credit. SDAR staff and assigned task force members may also audit all the applications from any office where another agent has been found to have submitted an inaccurate or false application.

## **VIII. NOTIFICATION OF ACCEPTANCE**

Once all applications have been processed, confirmation notices will be emailed to applicants at the email address provided on the application. Notifications will confirm application information and award level. Please note, SDAR is not responsible for emails that are caught by the recipients' SPAM filter.

## **IX. USE OF AWARDS IN ADVERTISING**

The use of SDAR Recognition of Excellence designations in advertising is reserved for active SDAR members in good standing and is permitted only upon receipt of notification from SDAR. Guidelines for usage of Sales Awards are below:

- Recognition of Excellence recognition for the current year shall, when used in advertising in print and on business cards, be identified as SDAR Recognition of Excellence (current year).
- Recognition of Excellence for previous years shall, when used in advertising, be identified with the designation of at least one of the years in which the award was earned. i.e., SDAR Recognition of Excellence (previous year).

- Recipients of SDAR Awards shall, when citing the awards in advertising, be sensitive at all times to potential misrepresentation when more than one REALTOR<sup>®</sup> is a recipient of the same award. EXAMPLE: “Number One Real Estate Agent” when, in fact, the agent is a recipient listed alphabetically with all other recipients.
- SDAR Members and their firms shall refrain from advertising the names of nominees and/or Recognition of Excellence winners until receipt of SDAR notification.