



2019

ANNUAL REPORT

CRYE-LEIKE[®]
REAL ESTATE SERVICES



A Message From Crye-Leike's President of Residential Sales Steve Brown:



“

Looking back, steady interest rates in the 3-4% range, huge pent up demand from Millennials who would like to get their first home, continued investor buying with cash against that demand, and the entrance of national powerhouse i-Buyers such as Opendoor and Zillow in our Nashville and Atlanta markets, were the driving forces affecting our markets.

Our company grew, not only in sales volume, but also in terms of agents. The company's focus on “Sharpening the Saw” - more live training events; Growth (not for growth's sake) and Prospecting can explain our increases in our ever changing environment. Our 'Family' core values will always be the 'compass' of our company in any business climate we find ourselves.

Kudos to our associates and employees for helping us stay grounded and to have achieved these laudable increases.

”

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Our 43 Year Journey

Established in 1977 in Memphis, TN by Co-Founders Harold Crye and Dick Leike, Crye-Leike expanded into Nashville in the early 90's and has continued its expansion into nine states and Puerto Rico to become the third largest, privately owned, independent real estate firm in the nation.

Crye-Leike is unique in that it offers a one-stop shopping experience for consumers. The company provides financial services with mortgage lending, title closing, insurance coverage, home services, property management and national relocation services, which have allowed sales associates to meet each client's needs.

Crye-Leike's commitment to delivering unsurpassed service has inspired its agents to exceed expectations by continuously improving their relationships with clients and responding to customer needs, while conducting business with integrity and trust.



Our Mission

To deliver a passionate commitment to unsurpassed service.



Our Goal

To achieve 100% customer satisfaction.



Our Legacy

Remaining rooted in our strengths and values.

United in Values

INTEGRITY

We conduct business with integrity and trust.

FULL SERVICE

We believe in a full service model that makes the experience of buying and selling convenient, efficient and reliable.

RESPONSIVENESS

We respond quickly to customer needs.

DIVERSITY

We value diversity in our workplace and community.

PASSION

We believe in constant improvement
- a passion to be better.

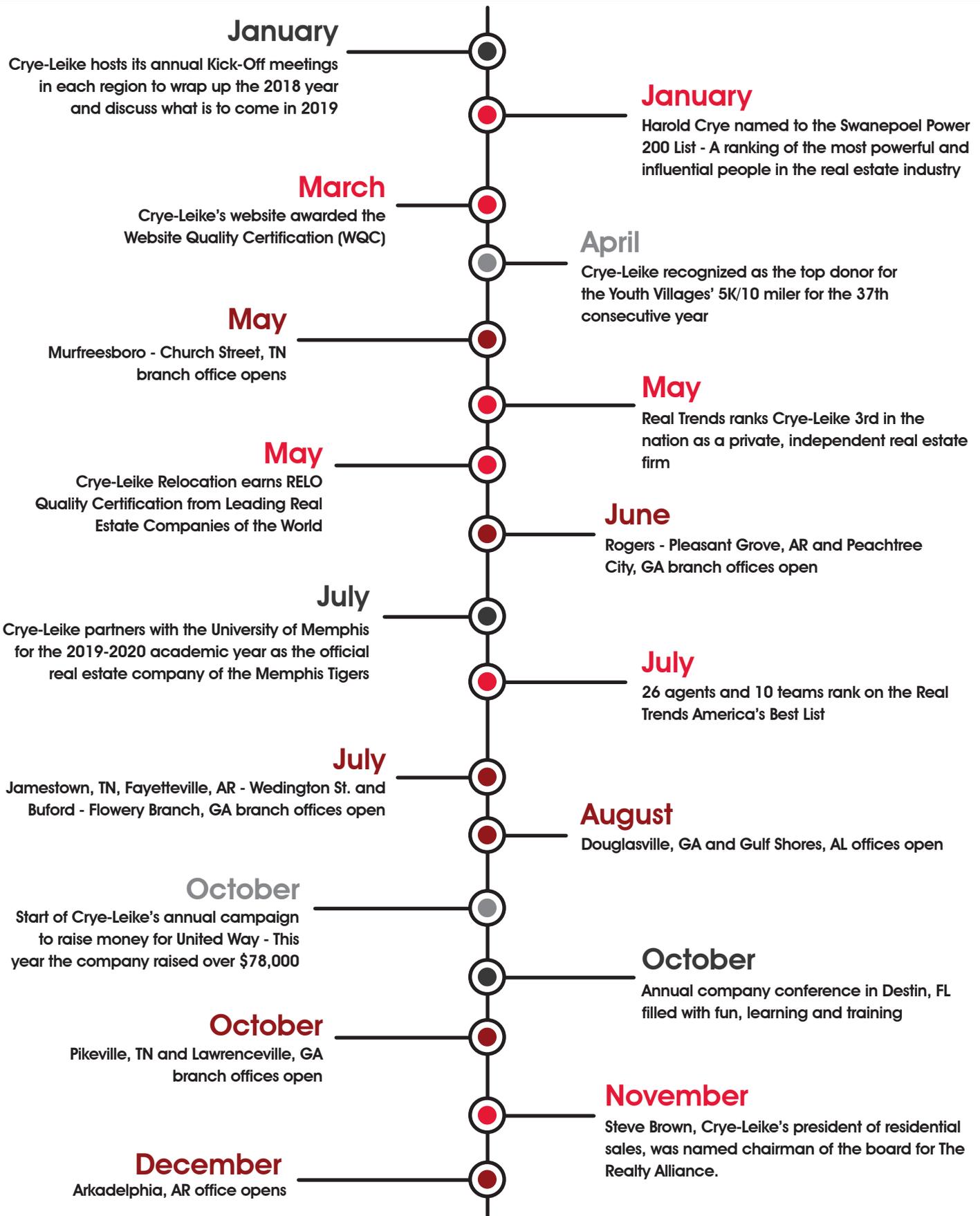
GOOD NEIGHBOR

We believe in being a good corporate neighbor.

GROWTH

And, we believe quality growth and increasing profits are the best result.

Fast-Forward Through 2019



All Under One Roof

REALTY TITLE PRIME TITLE

- Over 40 convenient locations with 150+ employees throughout TN, GA, AL, MS & AR.
- Focuses on training and educating employees to guarantee the best closing and title services for home buyers and sellers.
- Ranked as the largest independently owned affiliate company and third largest overall by Real Trends in 2019.

**#1
In Nation**



Community Mortgage

"In Touch. On Time."

- Has helped over 50,000 families with their home loans since 1988.
- Became Crye-Leike's premier mortgage provider and expanded into additional markets in 2017.
- Licensed to originate home loans in TN, MS, AR, FL, GA and AL, and is comprised of experienced mortgage professionals.
- Had \$470 million in closed loans in 2019, resulting in a 38% increase from 2018.

**38% ↑
Sales Volume**

CRYE★LEIKE[®] FRANCHISES, INC.

- Committed to providing franchise brokers with the resources they need to run increasingly successful businesses.
- Uses leading edge technology, comprehensive training, management, administrative and marketing support.
- Has 31 offices, after opening 5 new offices in 2019.
- Had its second best year on record, with a total sales volume of \$726 million.

**\$726M
Sales Volume**



- Provides full service property management to residential properties, commercial properties and community associations.
- Has 14 offices throughout the Mid-South.
- Approximately 9,074 units are managed by Crye-Leike Property Management as of 2019.

**9,074
Units Managed**

All Under One Roof



- Offers business and investment real estate services such as selling shopping centers, apartment complexes, farm land and office buildings.
- Comprised of a network of agents leveraging diverse skill sets, community connections and industry expertise.
- Earned over \$100 million in sales volume in 2019, resulting in a 22% increase from 2018.

\$100M
Sales Volume



- Free concierge service that provides convenience and savings for all products and services needed during and after a move.
- Each CLHS customer saw \$500-\$2,000 in savings when they used its services such as the Lowe's Appliance Program, Comcast Cable Connections, ADT Alarm Connections, Movers, Remodelers and others.

#1
Way to Save



- Provides the highest quality insurance for all your personal and business insurance needs.
- Consumers can receive multiple quotes from nationally recognized insurance carriers such as Travelers, Progressive, Allstate, MetLife, Liberty Mutual, Hartford and Nationwide.
- Up 70% since 2017 and received multiple awards including Travelers Leadership Council & National Elite Agency Partner, Progressive Platinum Blue Agency and Safeco Ignite Partner.

Up
70%



All Under One Roof

Success

REAL ESTATE SCHOOL

- Providing education for real estate agents since 1992.
- Helps agents get licensed and earn continuing education hours.
- Offers online classes for several states as well as live classroom training in **Atlanta, Chattanooga, Little Rock, Memphis, Nashville, Rogers, and Southaven.**

Training
your future
REALTOR

CRYE-LEIKE®

RELOCATION SERVICES

Leading REAL ESTATE COMPANIES OF THE WORLD®

- Member of the world's largest relocation network, The Leading Real Estate Companies of The World.
- Had 5,850 incoming referrals across 9 regions, resulting in \$467million in total sales volume.
- Awarded the prestigious RELO Quality Certification by LeadingRE.

\$467M
Sales Volume



Demetria Szellan

Nashville, TN Relo Director



Cheryl Fortner

Memphis, TN Relo Director



Julie Martin

Chattanooga, TN
Knoxville, TN & Huntsville, AL
Relo Director



Tammy Cheney

Little Rock, AR &
Northwest, AR Relo
Director



Cheri Cromie

Atlanta, GA Relo Director

A Commitment to Growth



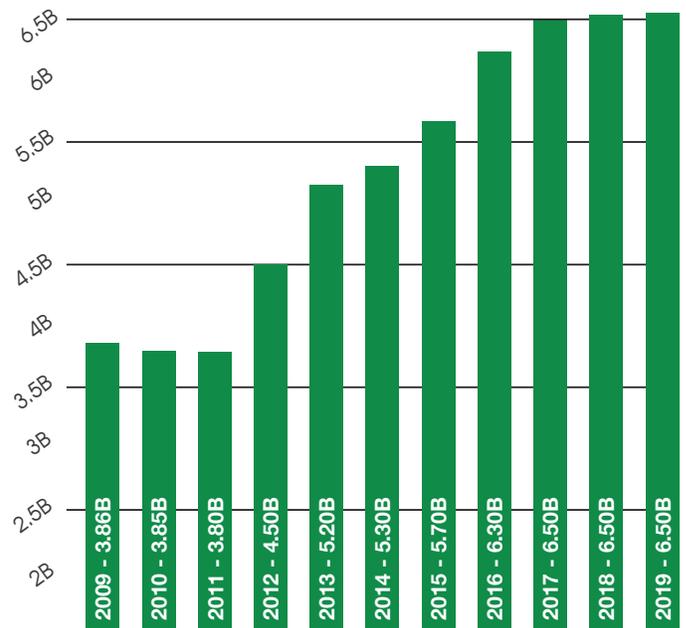
Crye-Leike Memphis Headquarters

Crye-Leike had an extremely successful year in 2019. According to the Real Trends Annual Top 500 List, Crye-Leike ranks 3rd amongst private, independent real estate firms in the nation.

“2019 was a record year for this 43-year-old company. Our national ranking validates our strong sales team and leadership from the management staff,” said CEO and Co-Founder Harold Crye.

Crye-Leike’s Chattanooga, TN and Atlanta, GA regions saw the highest increase in sales volume, each with an 11 percent higher sales volume than 2018. Crye-Leike will continue to expand its footprint in 2020 and provide unsurpassed service to each state it serves.

10 Year Sales Volume



Crye-Leike 2019 By The Numbers



\$6.5 Billion 2019 Sales Volume



29,925 Closed Transactions



Ranked #3 In The Nation & #1 In The Mid-South



3,200+ Sales Associates



800+ Employees



140+ Offices

Giving Back



Bryant, AR Office Food Drive



Youth Villages' 5K/10 Miler



Youth Villages' Operation Backpack



Property Management Food Drive



Memphis Tiger Day



Crye-Leike believes that it has a genuine responsibility and obligation to give back to the communities that give so much to it.

Giving back is a natural part of what Crye-Leike does every day. Every year, Crye-Leike's offices devote considerable financial resources to support the many vital community agencies and charitable cases in its areas.

As communities take a closer look at Crye-Leike, it is hoped that they will understand why Crye-Leike focuses on being a "good corporate neighbor".





2019 Donation Highlights



\$4,000,000+
DONATED TO CHARITY TO DATE

Creating Connections

Crye-Leike's professionally staffed marketing and technology departments offer strategic solutions that help create greater exposure for its customers and effectively promotes its associates.

In-House Marketing With:

- Lead-generating tools
- Annual marketing plans
- Buyer and listing presentations
- Luxury portfolio website
- Campaign programs



Virtual Tours



Unique Brochures



Listing Postcards



714K
direct mailings sent out

By combining 24-hour turnaround speed, easy-to-use tools and mailing list services, Quantum provides an affordable turnkey approach for agent marketing.

40%
higher sales volume

BuySide provides potential sellers three home valuations, along with insight into the number of buyers actively searching for a property just like theirs. It gives Crye-Leike agents a competitive advantage by being matched to potential buyers and sellers.



MoxiWorks, a series of integrated digital productivity tools designed specifically for real estate brokerages and agents, was adopted by Crye-Leike in 2017.

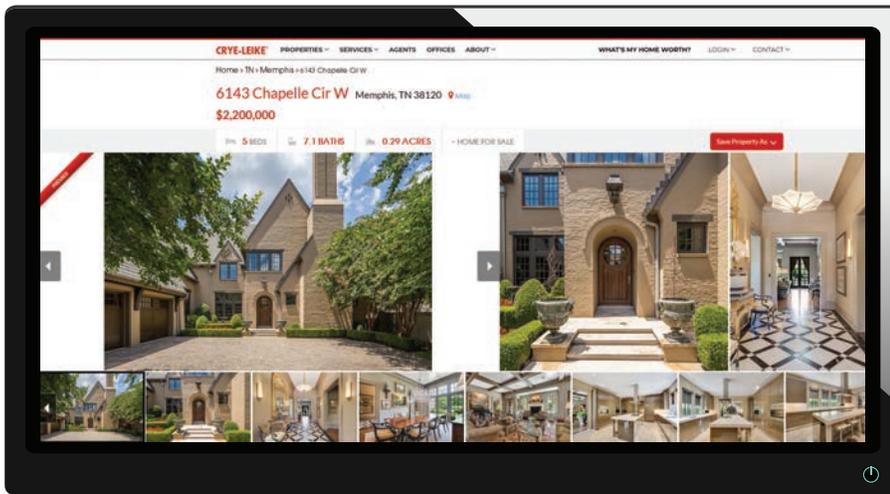


\$176M
listings closed

The IT footprint at Crye-Leike has grown into a substantial operation that has consistently won multiple accolades and awards at the national level, including the LeadingRE Website Quality Certification.



In 2019, Crye-Leike's IT department created the ability to search sold properties on www.crye-leike.com and the ability to receive email updates on sold properties.



Crye-Leike also created a new "neighborhoods" section on its website in 2019, providing users with information regarding specific neighborhoods throughout its regions. Information includes demographics, market trends, listings, school ratings, yelp reviews for local businesses and much more.

100K Visitors Per Month

STAYING SOCIAL

Crye-Leike's social media platforms keep agents, employees and consumers connected 24/7. The social media department offers:

- Live webinars
- Creative blog content
- One-on-one agent sessions
- Social Networking Professional designation
- Corporate ad campaigns



The SNP program includes specialized training for effective use of social media in real estate marketing. Sales associates with this designation know how to generate leads from social media and how to market their services and listings to create improved outcomes for their clients.

37

agents earned the SNP

2,330
new social media followers

BROUGHT

16%

of traffic to Crye-Leike.com

Continuing Education

Crye-Leike believes that providing proper training and education opportunities to agents is a must. By implementing new training tools, Crye-Leike is able to keep up with changing times and new developments in the real estate industry.

Crye-Leike College

Crye-Leike College is a free multi-week program offered throughout the year across all regions. Crye-Leike encourages its newly licensed associates to attend all classes offered in the program. Agents who attend and complete Crye-Leike College get education credits towards their electives in achieving their GRI designation. There are 23 CLC classes including:

- *Crafting Your Business Plan*
- *Open Houses/Lead Generation*
- *Smart Steps to Closing*
- *Effectively Marketing Your Listings and Yourself*



Ninja Training

By adopting the Ninja program, Crye-Leike has encouraged its sales associates to improve their businesses along with their personal lives. Sales associates who complete the program are equipped with the skills necessary to thrive in a competitive industry.

Crye-Leike has also implemented Ninja training classes into monthly office sales meetings as a way to have continuous education for all agents throughout the year.



Master Series

The Master Series offers educational classes designed for agents who have been in the real estate industry for over two years. It is a total of 6 classes covering two half days. These classes included: Reaching Across the Cultural Divide with Your Buyers & Sellers, Elevate Your Listing Presentation Panel Discussion, Expanding Your Business in the New Year, Tackling the i-Buyer Disruptors, What's New Wills & Estates and Crime of the 21st Century—How to Spot Elder Abuse in Real Estate.



Networking Opportunities

2019 San Destin Hilton Annual Conference

Crye-Leike had a rockin' time at the 80s themed annual conference in Sandestin, FL, hosted at the Hilton Hotel. Over 550 agents and managers throughout the nine-state region, along with Crye-Leike's ancillary services and vendors, gathered to enjoy four days of fun, learning, training and much more.

This year's conference had 35 breakout sessions discussing tech tools and teaching agents how to optimize their businesses while continuing to develop their lives outside of real estate. It also featured two keynote speakers, Laura Scott and Tami Spaulding. Scott spoke about "future proofing" a real estate business, and Spaulding revealed how Ninja can increase agents' income while still being able to enjoy everyday life.



Kick-Off

Dick Leike and Harold Crye at Memphis Kickoff 2019

Crye-Leike hosts an annual Kick-Off meeting in each of its nine regions every January to celebrate the success of the company and agents. Top producing offices, agents and teams are recognized, along with Crye-Leike Circle of Excellence recipients. The Kick-Off meetings are a great way to start off a new year, as it sets collective goals for the company and allows agents to network with one another.

Continuing Growth

Newly Opened

- Arkadelphia, AR
- Buford, GA
- Dawsonville, GA
- Fayetteville - Wedington Rd, AR
- Gulf Shores, AL
- Jamestown, TN
- Lawrenceville, GA
- Peachtree City, GA
- Pikeville, TN
- Rogers - Pleasant Grove St, AR

Remodels

- Arlington, TN
- Bryant, AR
- Franklin - Cool Springs, TN
- Hendersonville, TN
- Little Rock - Kanis Rd, AR
- Maumelle, AR
- Memphis - Quail Hollow, TN
- Murfreesboro - Broad St, TN
- North Little Rock, AR



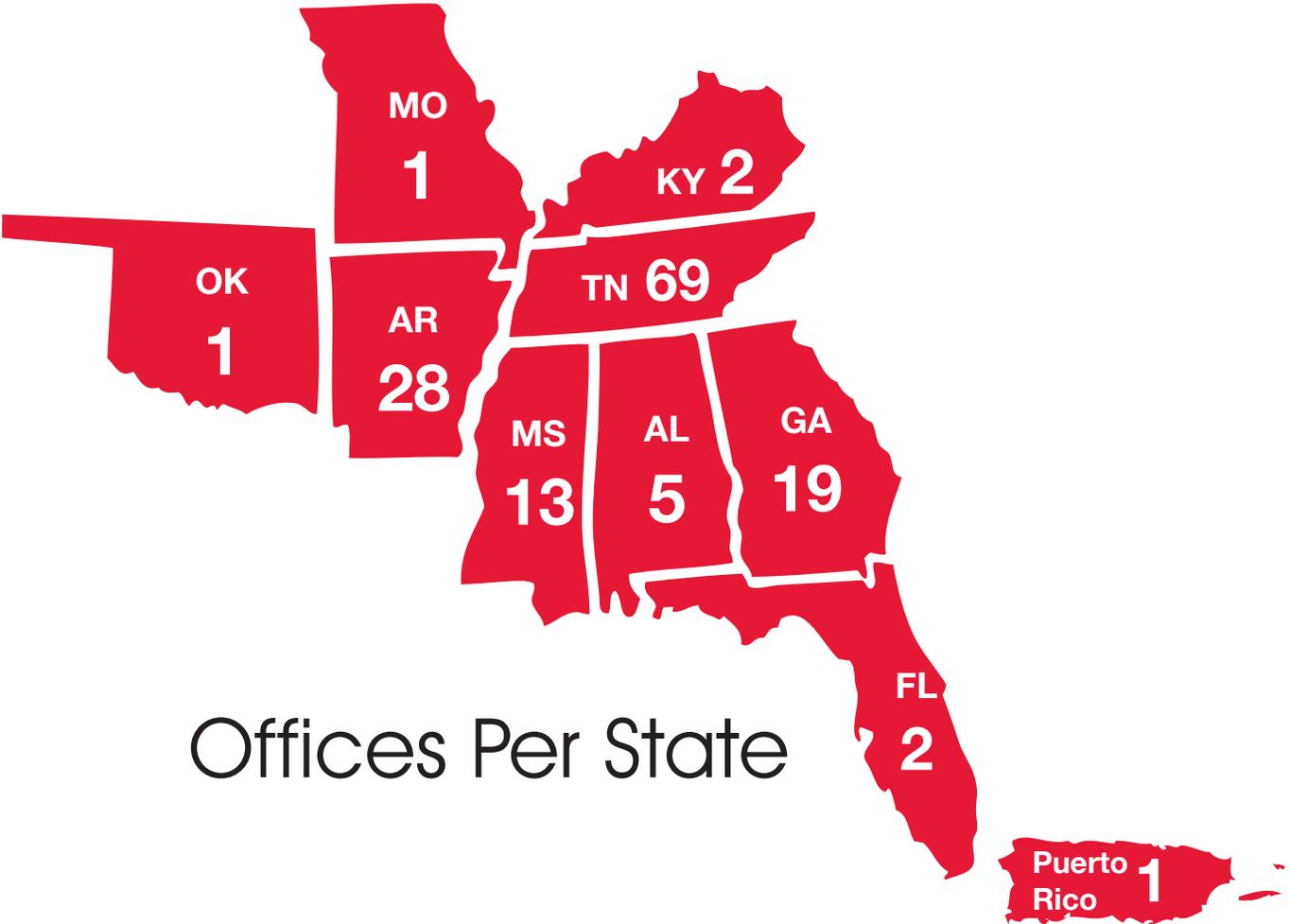
Rogers - Pleasant Grove, AR grand opening



Peachtree City, GA grand opening



New Gulf Shore, AL Office



Offices Per State

REGIONAL HEADQUARTERS

GREATER ATLANTA
 5940 Bethelview Road
 Cumming, GA 3004
 678.845.1200

JACKSON, MISSISSIPPI
 2050 Treetops Blvd. N., Suite 100
 Flowood, MS 39232
 601.939.5160

MIDDLE TENNESSEE
 5111 Maryland Way
 Brentwood, TN 37027
 615.373.2044

SOUTHEAST TENNESSEE
 1510 Gunbarrel Road
 Chattanooga, Tn 37421
 423.892.1515

CENTRAL ARKANSAS
 11600 Kanis Road
 Little Rock, AR 72211
 501.954.9100

NORTHWEST ARKANSAS
 3003 West Walnut
 Rogers, AR 72756
 479.636.6633

NORTH ALABAMA
 809 Shoney Drive, Suite 100
 Huntsville, AL 35801
 256.650.0022

GREATER MEMPHIS AREA
 6525 Quail Hollow
 Memphis, TN 38120
 901.756.8900

EAST TENNESSEE
 9539 Kingston Pike
 Knoxville, TN 37934
 865.693.7341



Thank you to our loyal
clients, agents and
employees who made
2019 the best year yet!

