



2018

Annual Company Report

*"A passionate
commitment to
unsurpassed service"*

CRYE-LEIKE®
REAL ESTATE SERVICES

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



Looking back on 2018, several influences on the real estate industry come to mind: the increasing expectations consumers have for “on demand service” and immediate response, the raw power interest rate increases has on the psyche of buyers and sellers, and lastly, the fascination Wall Street has with disruptors of the “traditional real estate brokerage business”.

There is no question that other companies have heavily influenced consumer behaviors. They have raised the bar, and we must adapt for immediate, on demand service or suffer the consequences. Responsiveness is one of our Core Values for good reason. If we keep our customers informed, “good news or bad”, in a friendly, helpful manner, we can keep them for life.

In these times, more traditional firms really need to know who they are and continue to improve on their strengths. Being a one-stop shop with mortgage, title, commercial real estate, insurance, relocation and property management makes working with us convenient, efficient and reliable.

Crye-Leike has been at the forefront of innovation in the real estate industry. Last year, we lowered our monthly expenses of our agents, improved the commission plans and adopted new technologies into our intranet. We are committed to evolve with the market for the benefit of our customers, employees and agents. This company will keep moving forward, as we have for the last 42 years.



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42 Years of Service

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.



Harold Crye and Dick Leike

We Believe In...

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.

#1

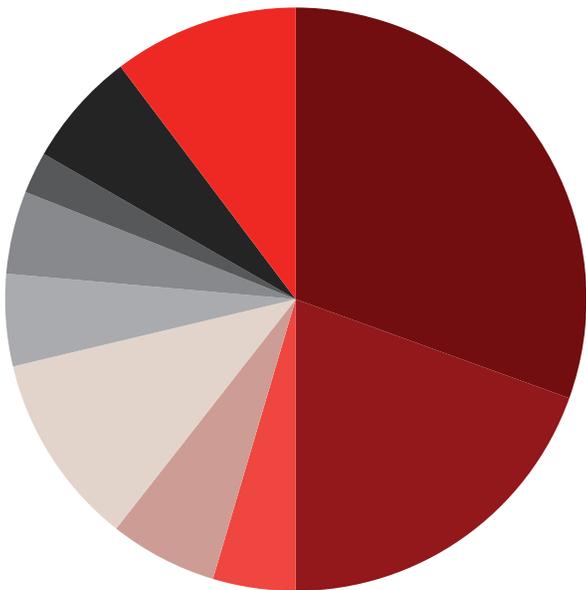
IN THE MID-SOUTH

#3

IN THE NATION

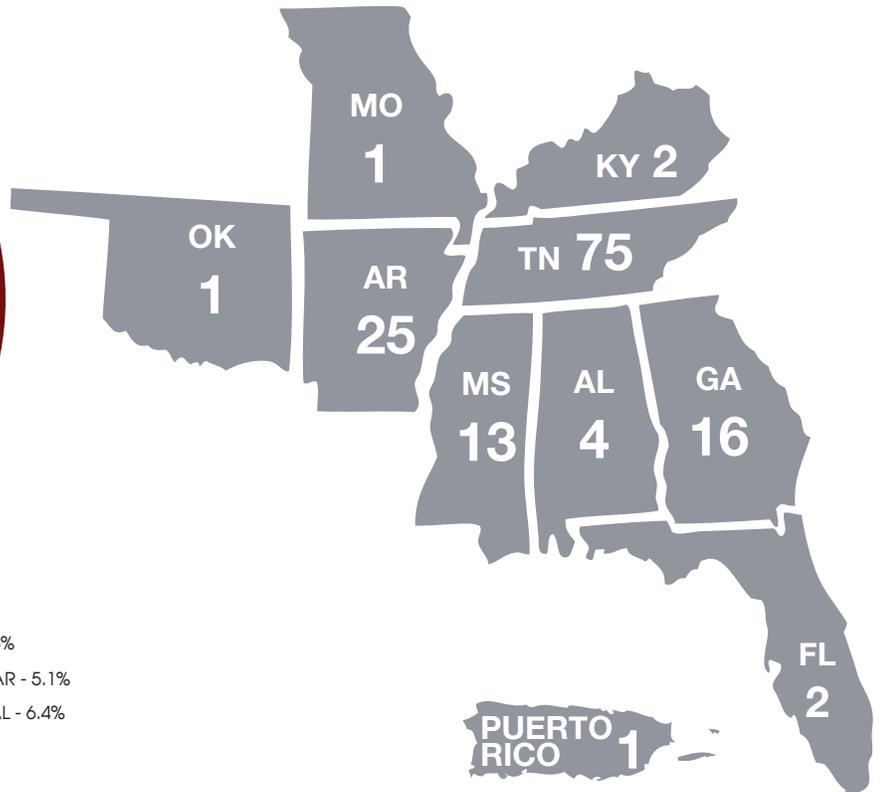


Sales by Region



- Memphis, TN - 30.5%
- Nashville, TN - 19.5%
- East TN - 4.6%
- Chattanooga, TN - 6.0%
- Central AR - 10.7%
- Northwest AR - 5.1%
- Atlanta, GA - 4.6%
- Jackson, MS - 2.3%
- Huntsville, AL - 6.4%
- Franchise - 10.3%

Offices Per State



30,550**CLOSED TRANSACTIONS****\$6.5 Billion****2018 SALES VOLUME****3,200+****SALES ASSOCIATES****130+****OFFICES****800+****EMPLOYEES****9****STATES AND PUERTO RICO**

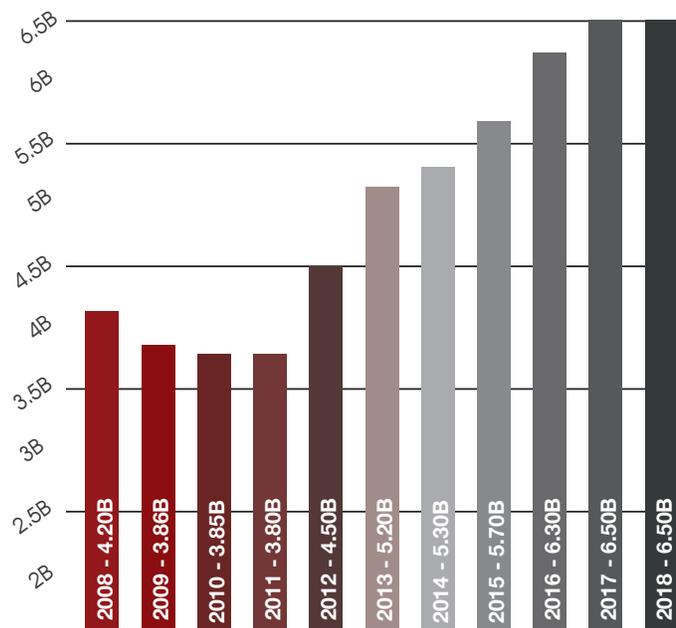
A Commitment to Growth

Crye-Leike had an extremely successful year in 2018. According to the Real Trends Annual Top 500 List, Crye-Leike ranks 3rd amongst private, independent real estate firms in the nation.

“2018 was a record year for this 42-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 will continue to expand its footprint in 2019 and provide unsurpassed service to each state it serves.

10 Year Sales Volume



One-Stop Shop

REALTY TITLE PRIME TITLE

Realty Title and Escrow has been in business since 1985 and has over 40 convenient locations with 150+ employees throughout TN, GA, AL, MS & AR. It focuses on training and educating employees to guarantee the best closing and title services for home buyers and sellers.

Realty Title was ranked as the largest independently owned affiliate company and third largest overall by Real Trends in 2018.

**#1
In Nation**



Community Mortgage

"In Touch. On Time."

Since 1988, Community Mortgage has helped over 50,000 families with their home loans. In 2017, Community Mortgage became Crye-Leike's premier mortgage provider and expanded into additional markets. Community Mortgage is now licensed to originate home loans in TN, MS, AR, FL, GA and AL, and is comprised of experienced mortgage professionals, some of which have been with the company over 25 years.

The company saw \$100 million in CRYE-LEIKE loans in 2018, resulting in a 116% increase from 2017.

**116% ↑
Sales Volume**

CRYE★LEIKE[®] FRANCHISES, INC.

Established in 1998, Crye*Leike Franchises, Inc. is committed to providing franchise brokers with the resources they need to run increasingly successful businesses. That commitment is delivered each day with leading edge technology, comprehensive training, management, administrative and marketing support.

Crye*Leike Franchises, Inc. has 29 offices, after opening 2 new offices in 2018. It also had a record year in sales volume, surpassing 2017 by 22% with a total sales volume of \$774 million.

**\$774M
Sales Volume**



With 14 offices, Crye-Leike Property Management, Inc. provides full service property management to residential properties, commercial properties and community associations.

Approximately 9,300 units are managed by Crye-Leike Property Management, Inc. as of 2018.

**9,300
Units Managed**



Crye-Leike Commercial was established in 1983 and offers business and investment real estate services. It is comprised of a network of agents leveraging diverse skill sets, community connections and industry expertise.

In 2018, Crye-Leike Commercial earned \$80 million in sales volume, and aims to grow its market share in 2019.



As a member of the world's largest relocation network - The Leading Real Estate Companies of The World - Crye-Leike Relocation Services ensures a smooth transition, local or international, for individuals, families and companies on the move.

In 2018, Crye-Leike Relocation sent 310 outgoing referrals, serviced 1,872 buyer referrals and serviced 1,222 listing referrals. This resulted in \$459 million in total sales volume after closing 1,559 of those referrals.



Established in 1982, Crye-Leike Insurance provides the highest quality insurance for home, auto, health, life and renters. Through Crye-Leike Insurance, consumers can receive multiple quotes from nationally recognized insurance carriers such as Travelers, Progressive and Nationwide.

Crye-Leike Insurance has experienced a 250% increase in new business from 2016-2018. It also won multiple awards in 2018, including the Progressive Platinum Blue Agency award and the Travelers National Elite Agency Partner award.



Crye-Leike Home Services is a free concierge service that provides convenience and savings for all products and services needed during and after a move.

Crye-Leike Home Services will continue to partner with companies that will give customers and agents extra discounts for products and services they will need.



A Good Neighbor

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 to the community 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 causes 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".





BACKPACK FUNDRAISER

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



BREAST CANCER AWARENESS GAME

\$42,541
RAISED FOR UNITED WAY IN 2018



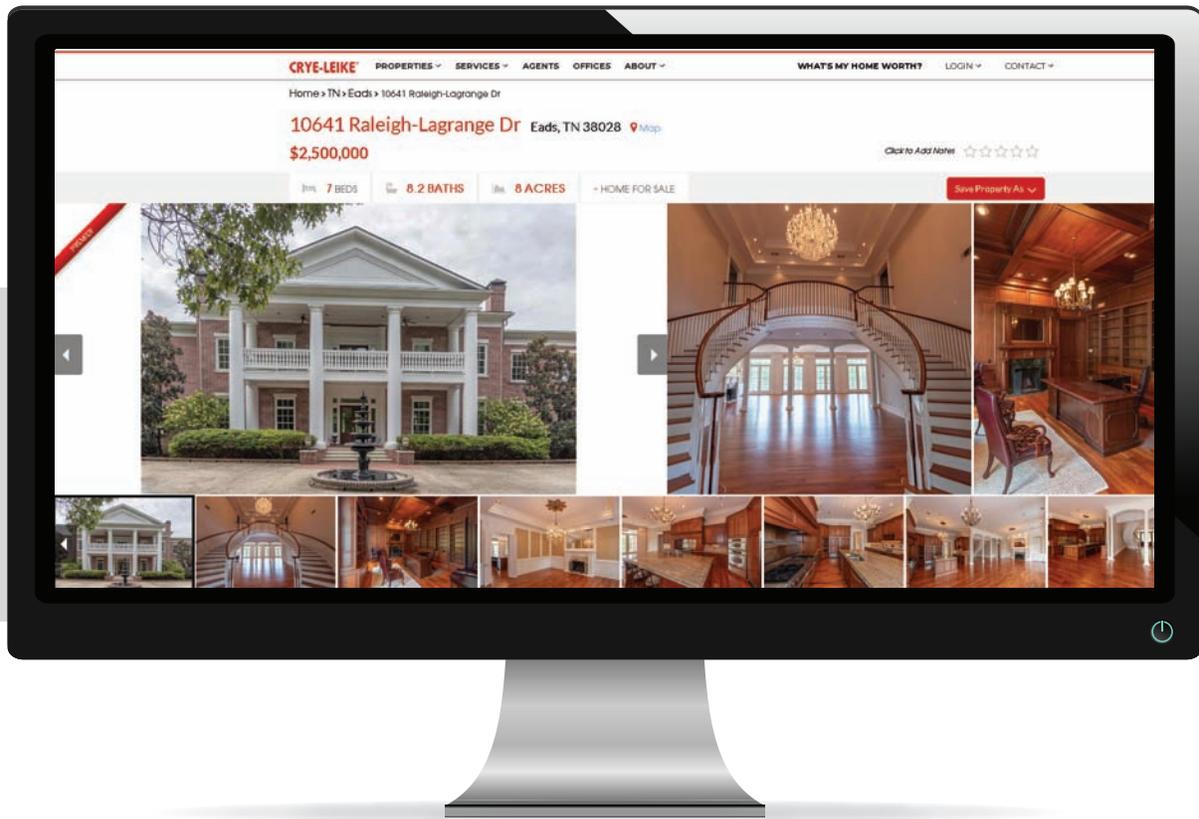
SCHOOL SUPPLY DONATIONS

\$8,960
RAISED FOR YOUTH VILLAGES'
5K/10 MILER IN 2018

Creating Exposure

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.

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 2018 Real Trends Top 10 Websites award and the LeadingRE Website Quality Certification.



MLS UPDATES EVERY
12 Minutes

30+ Million
HITS PER MONTH



Crye-Leike's in-house marketing team provides a wide variety of lead-generating tools that create greater exposure for its associates, such as annual marketing plans, buyer and listing presentations, a luxury portfolio website, campaign programs and many more.



Listing Postcards



Virtual Tours



Unique Brochures



Distinctive Yard Signs



BuySide is a marketing program used by Crye-Leike that 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.

2,010
LISTINGS SIGNED IN 2018
\$991M
GENERATED IN 2018

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, the Social Networking Professional designation, corporate ad campaigns and other useful tools to keep people engaged in the conversation.



Video Series



Weekly Roundups

218
BLOG POSTS CREATED

291
NEW FB FOLLOWERS

17 agents earned Crye-Leike's Social Networking Professional designation in 2018. 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.



Positive Developments -

Remodels

Bryant, AR

Little Rock, AR - Kanis Road

Cabot, AR

Little Rock, AR - Financial Centre

Memphis, TN - Southeast

Collierville, TN

Germantown, TN - Poplar

Cartersville, GA

Hixson, TN

Chattanooga, TN - Downtown

Chattanooga, TN - East Brainerd

Mount Juliet, TN

Brentwood, TN

Hermitage, TN

Hendersonville, TN

Columbia, TN

Smyrna, TN



Newly Opened

Buford, GA

Dawsonville, GA

Douglasville, GA

Peachtree City, GA

Rogers, AR - Pleasant Grove St.

Fayetteville, AR - Wedington St.

Pikeville, TN

Jamestown, TN

