

# NEWSMAKERS *of the* YEAR 2009

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NEWSMAKERS are those People that, during the year made headlines as individuals or as a result of the actions and leadership of Companies or Associations they are involved with. Newsmakers are more about the People than the Companies. Companies are featured under Trendsetters.

We salute you and thank you for your contribution toward making our industry a better place.



#10

### John Bearden

As one of the most beloved executives of a national franchise, John's sudden departure this year as President of GMAC Real Estate — shortly after the sale of the company to Canada-based Brookfield Residential Property Services — came somewhat as a surprise. Not because he has cited health reasons, but because his departure was rumored to be unpleasant. This after he had been largely responsible for salvaging the sinking franchise during difficult times when former parent General Motors Acceptance Corporation was less than excited about their subsidiary and much more concerned about their own mortgage woes. John, you did an outstanding job under difficult circumstances and we have no doubt that you will once again serve the Industry in another important capacity. We salute you.

#9

### Marc Davison and Brian Boero

Outside the box — way outside the box. If ever there was an “odd couple” in real estate these two are it. But just like Jack Lemmon and Walter Matthau these two are top notch in what they do and have created an exciting and dynamic consulting and speaking practice. Marc has an extensive career in advertising with companies like Young and Rubicam while Brian served for many years as President of Inman News. They both worked together at a company they owned called VREO, Inc. before joining forces again to create 1000Watt Consulting. Today they are contributing to the re-engineering of the real estate industry through their consulting engagements.

#8

### Kevin Levent

Metro Brokers was started with one office and a handful of sales associates in 1979 and by 2009 it was the world's largest GMAC Real Estate franchise. Under the leadership of Kevin Levent, who became President and CEO in 1996, the company has grown to nearly 2,000 sales associates. It is, however, its departure as a franchise from GMAC under a legal cloud of disagreement and the move across in December 2009 to the newly re-launched and still relatively small national franchise Better Homes & Gardens that makes Kevin one of the top 10 Newsmakers of the Year.

#7

### Harley E. Rouda, Jr.

Many were surprised when we listed Harley and his wife Kaira as top 10 Newsmakers for the year 2007, but it had then and has now again proven to be accurate. Since then this couple has skillfully positioned and branded their regional real estate company — Real Living — to be the ideal acquisition company. In October 2009 that is exactly what happened when Canada-based Brookfield Residential Property Services acquired Real Living, converted its GMAC franchise to the Real Living brand and appointed Harley as the new President of the franchise division, which is estimated to have approximately 10,000 agents in the U.S. as a result of the merger and conversion.

#6

**Sherry Chris**

She may not be CEO of one of the country's largest real estate franchises (yet), but Sherry is unquestionably the most visible one in the media. She is extremely active in the Social Media world of Facebook and Twitter and in attendance at an astounding number of real estate conventions and events. After skillfully climbing the ladder from Royal LePage to Real Living, to Prudential California and then to Coldwell Banker, her accession as CEO of the relatively new re-launched Better Homes & Gardens franchise is nothing short of amazing.

#5

**David Stevens**

In late September 2009 the Federal Housing Administration (FHA) announced that it had hired David Stevens, a former executive with Wells Fargo, Freddie Mac and Long & Foster as its first Chief Risk Officer. The FHA has not seen a technology upgrade or any staff increases in a decade and the appointment of a Chief Risk Officer is the first in its 74-year history. David has already taken steps to shore up the agency's credit position. The future is promising.

#4

**Dale Ross & Marty Frame**

Dale and Marty are the two drivers that, over an 11-month period, cobbled together the highest profile merger of the year, one in which the National Association of Realtors® acquired ownership to a copy of the source code of Cyberhomes. This merger, together with a long-term agreement with LPS to provide extensive tax data, hosting and data aggregation services, makes it possible to form the core of RPR (The Realtor® Property Resource) a key part of the NAR's Second Century Initiatives.

#3

**Andy Kaufman**

Andy Kaufman, a Keller Williams agent in Berkeley, California and a regular [AgentGenius.com](http://AgentGenius.com) writer, is credited for founding RE BarCamp. Started in August 2008 to coincide with Inman Connect, RE BarCamp events have exploded in popularity. This unconvention is an ad-hoc gathering of people (real estate professionals from different facets of the business) to share and learn in an open environment. It is a dynamic and intense event with discussions, demonstrations and interaction between the attendees. In 2009 RE BarCamps were held in 20 major cities across the country with one held in San Diego just before the NAR 2009 Convention that pulled in over 500 participants.

#2

**Richard A. Smith**

Richard is best known as the president and chief executive officer of Realogy Corporation, a global provider of real estate and relocation services and the parent company for real estate franchise brands such as Coldwell Banker, Century 21, ERA Real Estate, Sotheby's International Real Estate and Better Homes & Gardens Real Estate. However, in 2009 it was not well known that Richard tirelessly campaigned and lobbied in Washington to get the first-time homebuyer's tax credit extended to April 2010. It was an extension that also included a \$6,500 credit for qualified repeat homebuyers. Well done Richard, the industry thanks you for a job well done.

*The*  
**NEWSMAKER**  
*of the*  
**YEAR 2009**



**Dale Stinton**

Just three years into office and Dale has pulled the trigger to move forward on more bold and innovative projects than have been initiated in the previous 10 years combined. Many of his Second Century Initiatives were launched in 2009 and several are so large that they could individually have a significant and long-term impact on the entire residential real estate brokerage industry. The Realtors® Federal Credit Union started its first full year in operation and the Realtors® Property Resource, together with HouseLogic, was announced days before the annual National Association of Realtors® Convention in November. These are huge steps for the NAR and the industry.

