

TEXAS REAL ESTATE Super Agents 2005

HOW TEXAS SUPER REAL ESTATE AGENTS WERE SELECTED

THE GENERAL SURVEY

In August 2004, Key Professional Media, Inc. mailed more than 50,000 ballots to real estate professionals in Dallas/Fort Worth, Austin, Houston and San Antonio, asking them to nominate a top real estate professional with whom they had worked. Key Professional Media also sent a survey to prominent Texas real estate brokers/managers and asked them to nominate outstanding real estate agents who are superior in sales, integrity and market knowledge, and who are an overall asset to the Texas community.

THE RESEARCH PROCESS

The Key Professional Media research department consulted with real estate experts to develop the balloting methodology and evaluation processes used in balloting and research. The general survey and research process were designed to be comprehensive and to identify

those real estate agents who are highly regarded by consumers as well as by their professional peers.

The research department reviewed the credentials of Super Real Estate Agent nominees and assigned points based upon defined evaluation criteria. The research department then identified Texas real estate agents who had achieved special recognition from their peers or had demonstrated other indications of expertise and knowledge.

Balloting results were reviewed for evidence of balloting manipulation and any such ballot was eliminated from consideration.

THE FINAL SELECTION PROCESS

The point totals from the general survey and the research process were added to arrive at a final score. The real estate agents with the highest scores were named to the list of Texas Super Real Estate Agents.



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What's your next move?

A fresh, creative talent in the Dallas-Fort Worth area residential real estate market, Dara Brusniak brings a boundless supply of caring, energy and enthusiasm to her clients. Her meteoric rise in the profession to Top Producer is due to the individual care and maximum results that she brings to each client. Praised for her dedication and knowledge by first-time as well as veteran home buyers and sellers, she excels at transforming residential real estate transactions from aggravations to pleasures. Trusted and honored by her peers and clients alike, Dara is well on her way to becoming the standard for premier client service in Dallas-Fort Worth.

