Florida's Best Real Estate Agencies 2024

statista R   ● USA TODAY   September 2024

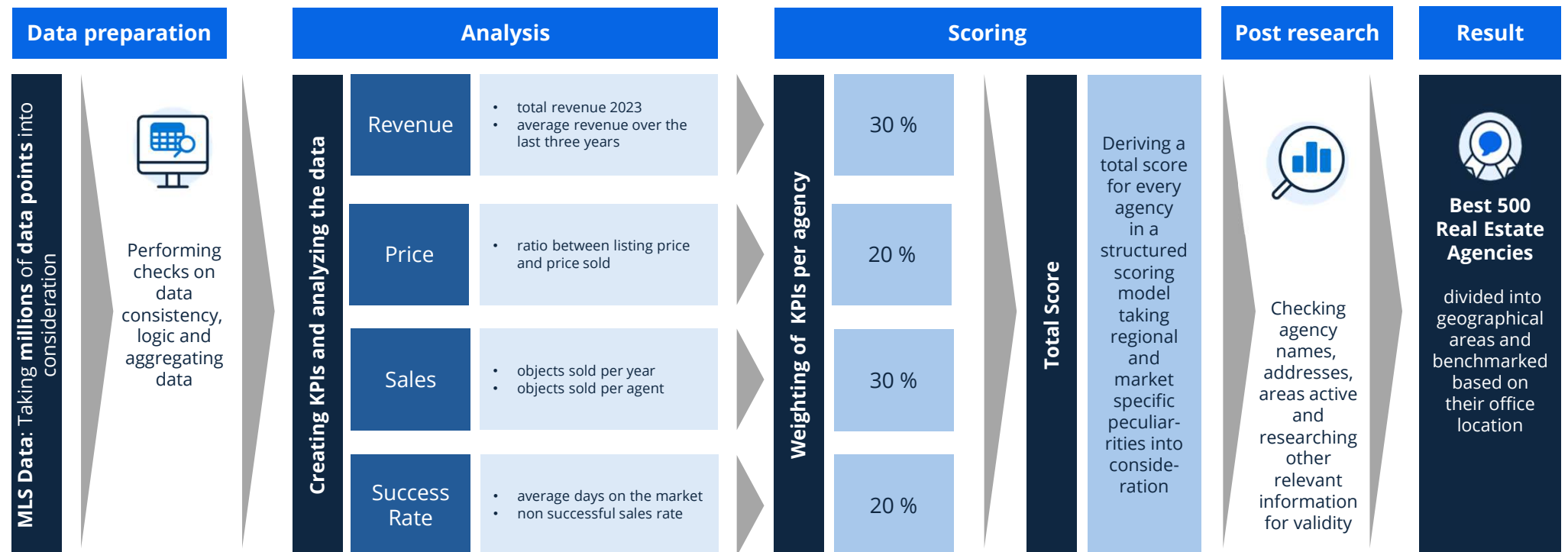# Methodology – Florida's Best Real Estate Agencies 2024

Summary

- For the first time, USA Today and Statista are awarding **"Florida's Best Real Estate Agencies"**

- This study leverages **Multiple Listing Service (MLS)** data to rank real estate agencies based on their performance. The MLS data provides a **comprehensive dataset** encompassing property listings, sales, and agent information

- To ensure **data accuracy and consistency**, rigorous data cleaning and preprocessing steps are undertaken. Off-market sales that are not reported into the MLS database are not included in this study

- To assess agency performance, a set of **four key performance indicators (KPIs)** was established and weighted:

    - **Revenue (30%):** Total revenue generated in 2023 and average revenue over the past three years

    - **Price Performance (20%):** Ratio of the final sales price to the original listing price

    - **Sales Volume (30%):** Total number of properties sold each year as well as the average number of sales per agent

    - **Success Rate (20%):** Percentage of successful sales versus failed listings; average property time on the market before selling

**The real estate agencies with the highest score in their geographical region
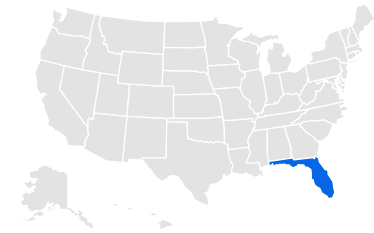were awarded as *Florida's Best Real Estate Agencies 2024***

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Analysis and Weighting Model

Methodology Overview

Data preparation	Analysis		Scoring		Post research	Result

MLS Data: Taking **millions** of **data points** into consideration

Performing checks on data consistency, logic and aggregating data

Creating KPIs and analyzing the data

Revenue	• total revenue 2023 • average revenue over the last three years
Price	• ratio between listing price and price sold
Sales	• objects sold per year • objects sold per agent
Success Rate	• average days on the market • non successful sales rate

Weighting of KPIs per agency

30 %
20 %
30 %
20 %

Total Score

Deriving a total score for every agency in a structured scoring model taking regional and market specific peculiar-rities into conside-ration

Checking agency names, addresses, areas active and researching other relevant information for validity

Best 500 Real Estate Agencies

divided into geographical areas and benchmarked based on their office location

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Division of the lists

geographical region overview (1/2)

The list is divided into the following geographical regions:

Central:
Hardee County, Highlands County, Lake County, Okeechobee County, Orange County, Osceola County, Polk County, Seminole County, Sumter County

Central East:
Brevard County, Indian River County, Martin County, St. Lucie County, Volusia County
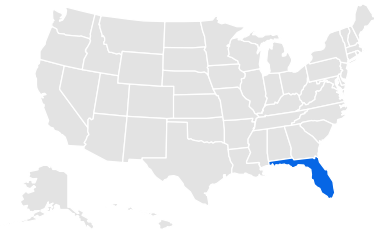
Central West:
Charlotte County, Citrus County, Desoto County, Hernando County, Hillsborough County, Manatee County, Pasco County, Pinellas County, Sarasota County

Florida Keys:
Monroe County

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Division of the lists

geographical region overview (2/2)

North Central:
Alachua County, Dixie County, Gilchrist County, Hamilton County, Lafayette County, Levy County, Madison County, Marion County, Suwannee County, Taylor County, Columbia County, Union County

North East:
Baker County, Clay County, Duval County, Flagler County, Nassau County, Putnam County, St. Johns County, Bradford County

North West:
Bay County, Calhoun County, Escambia County, Franklin County, Gadsden County, Gulf County, Holmes County, Jackson County, Jefferson County, Leon County, Liberty County, Okaloosa County, Santa Rosa County, Wakulla County, Walton County, Washington County

South East:
Broward County, Miami-Dade County, Palm Beach County

South West:
Collier County, Glades County, Hendry County, Lee County

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Companies included in the list

Real Estate Agencies & Home Builders

Real Estate Agencies:

Primary function: Facilitates the buying, selling, and renting of real estate properties

Services: Listing properties for sale or rent
Finding potential buyers or renters
Negotiating terms and conditions
Handling paperwork and closing processes

Role: Acts as an intermediary between the buyer and seller or landlord and tenant

Home Builders (with brokerage license):

Primary function: Constructs new homes or buildings
Additional role: Often serves as a real estate agent for their own properties

Services: Marketing and selling their own new construction homes
Providing potential buyers with information about the properties
Handling the sales process, including negotiations and closings

Role: Both a producer and **seller** of the product

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Disclaimer

The selection of the companies and the definition of the evaluation criteria were based on independent journalistic criteria of USA Today and Statista. The evaluation was carried out by the statistics and market research company Statista. USA Today and Statista make no claim to the completeness of the companies examined.

The ranking only includes companies that qualify according to the criteria described in this document. A position in the ranking is a positive recognition based on the analysis of the available MLS data sources available at the time.

In addition, events after August 15th, 2024, were not considered in the analysis. As such, the results of this list should not be used as the sole source of information for future deliberations. The information provided through this ranking should rather be considered in conjunction with other available information about a company.

The quality of companies that are not included in the ranking is not disputed.

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