

### I. GENERAL

- A. The Circle of Excellence<sup>SM</sup> Awards program, sponsored by the Hampton Roads REALTORS® Association (HRRA), recognizes outstanding REALTORS® who have attained certain production levels as real estate licensees and are affiliated with firms in good standing with HRRA during the award year.
- B. All brokers are encouraged to publicize the awards and promote the licensees who qualify and achieve the Circle of Excellence<sup>SM</sup> status.
- C. The COE Audit Committee, appointed by HRRA's Chairman of the Board, reserves the right to audit the information supporting submissions to the Circle of Excellence<sup>SM</sup>, either at the Principal Broker's premises or at the Association office, at the committee's option. Participating offices' records, pertinent to verification of the information submitted, shall be made available to the COE Audit Committee upon request within two (2) business days. THE DECISION OF THE AUDIT COMMITTEE IS FINAL.

### II. PURPOSE

To recognize outstanding sales achievement by REALTORS® served by the Hampton Roads REALTORS® Association.

### III. ELIGIBILITY REQUIREMENTS

Award Level	SMALL TEAM* GCI† OR Units‡	LARGE TEAM* GCI† OR Units‡	MEGA TEAM* GCI† OR Units‡
Diamond	\$600,000+ OR 140+	\$1,000,000+ OR 233+	\$1,500,000+ OR 350+
Platinum	\$450,000+ OR 105+	\$ 800,000+ OR 187+	\$1,000,000+ OR 233+
Gold	\$330,000+ OR 77+	\$ 600,000+ OR 140+	\$ 800,000+ OR 187+
Silver	\$230,000+ OR 52+	\$ 425,000+ OR 99+	\$ 650,000+ OR 152+
Bronze	\$180,000+ OR 42+	\$ 300,000+ OR 70+	\$ 500,000+ OR 117+

\*Teams Defined: See Sec. VII, RECOGNITION CATEGORIES, p. 3.

†GCI Defined: Adjusted Gross Commission Income; see Sec. V, AWARD GUIDELINES, A., p. 2.

‡Units Defined: One Unit shall be awarded for each side of a closed transaction (sale/listing sold). See Sec. VIII, DETAILED CLARIFICATION OF CIRCLE OF EXCELLENCE<sup>SM</sup> AWARDS CRITERIA BY UNITS, p. 4.

### IV. RULES

- A. REALTOR® members of HRRA may apply for a Circle of Excellence<sup>SM</sup> Award.
- B. The award period covers January 1 through December 31 of the award year. Completed applications must be received at the Association Office **before 5:00 p.m., January 11, 2021**.
- C. Any salesperson transferring to the Hampton Roads REALTORS® Association from any other REALTOR® Association may include his/her prior-company earnings for Award purposes, provided that the previous Broker certifies and documents the earnings.
- D. Gross Commission Income or Units attained individually by one licensee cannot be assigned to another licensee for the purpose of meeting the award requirements.
- E. Rental and Property Management income may be used for a COE award, unless it is being used to obtain a Distinguished Property Managers Award.
- F. Members who qualify for both New Homes and COE awards may apply for and receive both awards as long as they are not using the same dollars for both awards.
- G. Member Principal Brokers with whom a sales associate has PREVIOUSLY been associated during the award year, and from whom commission or other qualifying income has been received, MUST provide all information covering that period to the Association or the applicant's current Principal Broker (or designated representative) within five (5) days of the request. The "prior broker(s) production data" must be attached to the application when submitted.
- H. In the event a REALTOR® transfers from one REALTOR® firm to another REALTOR® firm, all transactions settled during the

Awards Period shall be counted. Transactions made while in the employ of, or association with, a non-REALTOR® firm shall be included providing applicant has applied to be a REALTOR®, paid all dues, and completed New Member Orientation.

- I. If a transfer occurs during the year or prior to submission of the Award Application, the recipient will make the determination as to company affiliation for recognition, and that company will submit the application and fee and will be the sponsoring company. No changes will be accepted after submission.
- J. Qualifying agents are eligible for awards, provided they have satisfied all HRRRA membership duties during the awards period, as defined by the Association Bylaws.
  1. Members who were suspended for late payment of dues may regain eligibility for all awards upon payment of all outstanding dues and assessments, plus the applicable late fee and an administrative processing fee of \$250.
  2. Members who were terminated for non-payment of dues, and subsequently make re-application for membership, may regain eligibility for all awards upon payment of all outstanding dues and assessments, plus the applicable late fee and an administrative processing fee of \$500.
  3. Agents who did not make timely application for HRRRA membership may gain eligibility for all awards upon payment of the application fees, dues and assessments, applicable late fees, and an administrative processing fee. The administrative processing fee shall be \$250 if licensed less than one year, \$500 if licensed one or two years, or \$1,000 if licensed over two years.
  4. If a HRRRA member's COE award was revoked for the previous award year, he/she is not eligible to receive an award for the current awards year.
- K. In the event a check is returned by the bank or a credit card charge is declined for the Circle of Excellence<sup>sm</sup> Award application fee, the Broker and/or applicant will be notified and given five business/banking days to submit cash or certified funds. If payment is not made within this time frame, the affected REALTOR(S)® will be ineligible to receive a Circle of Excellence<sup>sm</sup> Award.
- L. Circle of Excellence<sup>sm</sup> is a registered service mark of the Hampton Roads REALTORS® Association. The mark can only be used by members in good standing who have earned the award, and must be used within the guidelines set forth by HRRRA. (See Sec. VI, ADVERTISING GUIDELINES, p. 3.)
- M. In the event the COE application is submitted late, the following Late Application Policy will apply. (Refer to Late Application Circle of Excellence<sup>sm</sup> Policy Sheet.)
- N. Broker Owners / Managing Brokers may not count any company dollar towards their own personal COE award.
- O. Because the COE awards are meant to recognize individuals and teams, not companies, Broker/Owner applicants must document they are actively engaged in generating real estate business for their individual or team production.

## V. AWARD GUIDELINES

The following specifics will be used in determining qualifications for the Circle of Excellence<sup>sm</sup> Award:

- A. Gross Commission Income (GCI) is defined as gross commission income to the company, i.e. the amount going to company or "dollars in the door", which may be inconsistent with the commission listed on the HUD statement. GCI may only be counted in the year the transaction is closed (per the date on the HUD-I closing statement).
- B. All commissions an awardee receives through arbitration or court order shall count for awards purposes in the year received. Any commission forfeited through a court order or decision by an arbitration panel must not be included for award purposes.
- C. In the event a cooperative sale or listing or an occasional referral is made between two or more HRRRA members, the credit for GCI and Units will be in the same proportion as the commission is divided.
- D. Referral fees paid to non-HRRRA members should not be deducted from the applicant's GCI or Units. In the event the non-REALTOR® becomes a REALTOR®, dollars or units cannot be counted twice.
- E. The following **must be attached to the application** or applicant will not be considered:
  1. HRRRA Property Data Form(s) from each REALTOR® firm with whom the applicant was affiliated during the awards year, completed in its/their entirety.
  2. Shared commissions could be co-listings/sales or occasional referral fees paid to or received from another HRRRA member. (See *Adjusted GCI Calculations and Adjusted Units Calculations on the application.*)
  3. Application fee.

Designations recognized by the National Association of REALTORS® may be used and must be on the application to be listed in the print recognition. (Refer to the Member Designation Glossary, p. 5.)

## VI. ADVERTISING GUIDELINES

Failure to comply with these advertising guidelines may result in a Board of Directors determination of ineligibility in future awards programs. Advertising includes, but is not limited to, business cards, stationary, websites, social media, print ads, etc.

- A. Only agents who apply and are accepted into the HRRR Awards Program may use such designations in conjunction with their business dealings.
- B. Recipients may only use award designations following notification from HRRR that their application has been approved.
- C. The proper identification of an agent who has applied and been accepted into the Awards Program is "Member, HRRR Circle of Excellence<sup>SM</sup>." Specify years or the term "past" if you have not received the award in the current year. Example: "Member, HRRR Circle of Excellence<sup>SM</sup> 2002, 2003, 2006" or "Past Member, HRRR Circle of Excellence<sup>SM</sup>". If you are a member of the Awards Program in the current year, you do not need to list any year(s) following the text, but you may if you so choose.
- D. An agent who has been a member of the TAR/HRRR Million Dollar Sales Club or TAR Circle of Excellence<sup>SM</sup> for consecutive years may elect to condense the years. All previous HRRR/ TAR Million Dollar Sales Club and Circle of Excellence<sup>SM</sup> years apply to the Awards Program and should be designated as Circle of Excellence<sup>SM</sup> in your business dealings. (For example, an agent who has been a member of the HRRR/TAR Million Dollar Sales Club or Circle of Excellence<sup>SM</sup> each of the past twelve years would indicate this status as follows: Member, HRRR Circle of Excellence<sup>SM</sup> 2008 - 2019.
- E. Agents may elect to use their level in the awards program in advertising text as follows: Gold Member, HRRR Circle of Excellence<sup>SM</sup>. However, the level indicated in the text must be for the current award year. TAR/HRRR Million Dollar Sales Club may not be used as an award level designation.
- F. Recipients may advertise their numerical ranking, or placement in the top numerical percent. The percentage for individuals shall be calculated based on total HRRR membership as of Dec. 31 of the awards year. You may call the HRRR offices for the official number. (Percentage levels do not apply to team awards.) Such advertisement must specifically reference that the ranking in a specific category is within Hampton Roads REALTORS® Association Circle of Excellence<sup>SM</sup> Awards for a specific year.
- G. Agents who have been awarded longevity awards may elect to indicate this status as follows: 10-Year Member, HRRR Circle of Excellence<sup>SM</sup>. This text is valid every year until the agent reaches the next highest level of longevity awards, even if the agent fails to achieve the Circle of Excellence<sup>SM</sup> in subsequent years. Team members are eligible for a Longevity Award.
- H. For any company advertising number of award recipients, numbers must be reflective of that specific company only.
- I. A Small, Large or Mega Team leader or member may advertise and market his/her receipt of a Circle of Excellence<sup>SM</sup> Award, but it must be clearly stated that it was a team award. As an example, a member of any size team who earned a Gold Award could NOT advertise "Circle of Excellence<sup>SM</sup> Gold Award winner - 2019", but must say, "Circle of Excellence<sup>SM</sup> Gold Team Award winner - 2019".

## VII. RECOGNITION CATEGORIES

The four awards categories are:

**INDIVIDUAL:** A HRRR member who works with or without an assistant, licensed or not, that performs purely administrative duties, and has the occasional referral fee to or from another HRRR member with the same firm.

A "team" is designed as two or more individuals who:

- Work together as a unit within the same real estate firm,
- Represent themselves to the public as working together as a unit, AND
- Designate themselves by a fictitious [team] name.

*Note: All three elements above must be met in order for an entity to be considered a team and be required to be registered.*

**SMALL TEAM:** Two or three licensed HRRR members with the same firm working together practicing real estate sales and/or property management.

**LARGE TEAM:** Four to six licensed HRRR members with the same firm working together practicing real estate sales and/or property management.

**MEGA TEAM:** Seven or more licensed HRRR members with the same firm working together practicing real estate sales and/or property management.

## VIII. DETAILED CLARIFICATION OF CIRCLE OF EXCELLENCE<sup>SM</sup> AWARDS CRITERIA

### BY UNITS

What Constitutes a "Unit":

- A unit requires a real estate closing, the only exception being commission awarded by an arbitration panel or a court. Rental fees, property management income, consulting fees, BPO income, home warranty income, staging fees, or any other

- miscellaneous income will not count as Units, but can be included in GCI.
- A Unit credit is awarded for each side of the transaction, 1 for the listing side and 1 for the selling side, for which an agent is responsible. If one agent handles both the listing and selling sides, he/she may count 2 Units. For handling only one side, the agent may only count 1 Unit.
- The sale of an unlisted property (i.e., FSBO) with only one agent involved in the transaction will be counted as 2 Units. If two agents are involved, each counts 1 Unit.
- In the event there is no gross brokerage fee paid to the company for a transaction, there will be no Units credited.
- If multiple properties are sold under one HUD Statement, then one Unit shall be awarded for each property that could have been sold separately, not to exceed ten Unit credits per closing.
- If two or more HRRAs cooperate on a transaction, Units credit must be in the same proportion as the commission is shared.
- ¼ Unit will be awarded for a closed Outgoing Referral.
- Shared or divided Units shall be carried to two decimal points until they are totaled at year's end. At that time, the "partial Units" total shall be rounded up if 0.50 or more, and down if 0.49 or less.

## IX. RULES FOR TEAMS

- As of January 1, 2019, all real estate teams in Virginia need to be registered with the Virginia Real Estate Board. Teams must obtain a business entity salesperson's license from the REB before transacting real estate as a team.
- Prior to applying to the REB for a business entity salesperson's license, there must be a formal business entity established with the SCC.
- It is the responsibility of the Associate to consult appropriate resources regarding setting up a business entity, the form it should take, where to file, etc.
- A "team" is designed as two or more individuals who:
  - Work together as a unit within the same real estate firm,
  - Represent themselves to the public as working together as a unit, AND
  - Designate themselves by a fictitious [team] name.

*Note: All three elements above must be met in order for an entity to be considered a team and be required to be registered.*
- Teams must also "follow the dollar" and deduct any amount, i.e., referral fees, paid to other HRRAs members outside the team.
- If an agent is a member of one or more Teams during the award year, their earned GCI from the time they were on those teams during the awards year will stay with those teams.
- If the individual withdraws from team activity, the GCI going forward as an individual remains with the individual and can not be included in the Team GCI.
- If two or more individuals join together to form a Team, they can take the Adjusted GCI to date from only one agent (usually the Team Leader) but, from that date forward, will combine Adjusted GCI from all team members for award purposes.
- Any time an individual joins an existing team, any GCI earned prior to his joining is NOT added as part of team production. The individual's team GCI is credited from the date he joins the team.
- **All licensed Team members affiliated with the Team at any time during the award year and for whatever period of time who are members of HRRAs must be listed on the application, including Licensed Assistants and Buyer Agents, whether paid by salary, hourly wages or by shared GCI.**
- New homes site agents are not considered teams.

## X. AWARD RECIPIENT RANKING

Recipients will be ranked in the following categories: Diamond, Platinum, Gold, Silver and Bronze, for both Individual and Team awards. All applications for awards by Units must submit both Adjusted GCI and number of Adjusted Units, as "ties" among winners by Units will be ranked according to GCI; however, if no GCI is listed, the applicant will be ranked last among "tied" awardees. Award recipients will be awarded according to whichever ranking is higher: Adjusted GCI or Adjusted Units. For example: If a recipient's Adjusted GCI meets the Silver criteria, but the same individual's Adjusted Units meets the Gold criteria, the applicant will be awarded Gold. The digital program or mixed media recognition will not indicate whether the agent is awarded by GCI or Units; however, the ranking will be based in order of GCI followed by Units. If applicant does not provide both Adjusted GCI and Adjusted Units, applicant will be ranked according to the information provided.

## XI. INTERPRETATIONS COMMITTEE

The Interpretations Committee of four or five REALTORS® who are well versed in the Circle of Excellence<sup>SM</sup> rules and appointed by the Board Chairperson to interpret the criteria and guidelines to HRRAs's membership.

For any unique situation not covered by the preceding, or for CLARIFICATION on any of the information set forth herein, please contact **IN WRITING**, Circle of Excellence<sup>sm</sup> Criteria Interpretation Committee at the Hampton Roads REALTORS® Association, 638 Independence Parkway, Suite 100, Chesapeake, VA 23320 or send email to [COE@HRRRA.com](mailto:COE@HRRRA.com). (NO PHONE CALLS, PLEASE.)

**Note:** It is not the intent of the Association that COE Awards Rules and Guidelines dictate company policy, business decisions, or structure.

## **XII. CERTIFICATION GUIDELINES**

Managers and Brokers should certainly be aware of who in their office operate as Individuals and which agents employ a team or partnership business model. **It is the Principal Broker's or Managing Broker's responsibility, per the Broker's Statement on the Awards Application, to certify the status of the applicant (Individual or Team Member), to ensure that all rules and guidelines are correctly applied and that the Adjusted GCI, the Adjusted Number of Units, and the number of team members reported is correct.** (See *seperate Team Leader Form, p. 3.*) The HRRRA Board of Directors reserves the right to sanction any REALTOR® who submits a falsified application (ex. Award revocation).

ABR <sup>®</sup>	Accredited Buyer Representative	MRP	Military Relocation Professional
AHWD <sup>®</sup>	At Home with Diversity Certification	PMN	Performance Management Network
ALC	Accredited Land Consultant	PSA	Pricing Strategy Advisor
BPOR	Broker Price Opinion Resource	RAA <sup>sm</sup>	Residential Accredited Appraiser
CCIM <sup>sm</sup>	Certified Commercial Investment Member	RCE	REALTOR <sup>®</sup> Association Certified Executive
CIPS <sup>®</sup>	Certified International Property Specialist	RENE	Real Estate Negotiation Expert
CPM <sup>®</sup>	Certified Property Manager <sup>®</sup>	RSPS	Resort & Second-Home Markets Certification
CRB <sup>sm</sup>	Certified Real Estate Brokerage Manager	SFR <sup>®</sup>	Short Sales and Foreclosure Resource
CRE <sup>®</sup>	Counselor of Real Estate	SIOR	Society of Industrial and Office REALTORS <sup>®</sup>
C-RETS	Certified Real Estate Team Specialist	SRES <sup>®</sup>	Senior Real Estate Specialist
CRS <sup>®</sup>	Certified Residential Specialist <sup>®</sup>	SRS	Seller Representative Specialist
ePRO <sup>®</sup>	(Internet Professionals)		
GAA <sup>sm</sup>	General Accredited Appraiser		
GREEN	(Environmental real estate)		
GRI <sup>sm</sup>	Graduate REALTOR <sup>®</sup> Institute		