



THE GROUP INC.
Real Estate

Fact Sheet

Founded in 1976

Nature of Business

Residential and Commercial Real Estate
Brokerage Services.

Slogan

The Group, Inc., – Leaders in Real Estate.

Sales Growth

1976 – \$8,000,000. 2008 – \$1,000,788,680.

Industry Accomplishments

Fort Collins' leading real estate firm in dollar volume since 1976.

Involved in 39% of all real estate sold in Northern Colorado.

Top CARHOF Contributor for Fort Collins Board of REALTORS® in 2008 by Colorado Association of REALTORS®.

Most productive company in the United States measured by transactions per associate in 2004 by *REALTOR®* magazine.

Fort Collins Coloradoan 'Best in the Business – Corporate Citizen' in 2004.

Corporate Citizen of The Year in 2004 by the Fort Collins *Coloradoan*.

Torch Award for Marketplace Ethics in 2004, Mountain States Better Business Bureau.

100 Best Businesses by Fort Collins Area Chamber of Commerce.

Philosophy

The greater the correlation between the goals of the individual and the goals of the organization, the greater the success.

Unique Factor

Sales Associates and Employees own the firm.
1976 – 11 owners. 2009 – 250 owners.

Most productive company in the United States based on sales volume per sales associate and number of transaction sides closed per sales associate in 2001 by *REALTOR®* magazine.

#1 Independent real estate firm in the United States in productivity per person for 1991, 1992, 1993, 1994 by *RealTrends*, Dallas.

Ranked in the top 100 Big Brokers Report published by *RealTrends* every year since 1991 and *National Relocation and Real Estate* magazine every year since 1999 and *REALTOR®* magazine.

One of the six most innovative real estate companies in the United States in 1993 by Hobbs and Herder Marketing, Los Angeles.

Best Logo Design in Colorado and Wyoming in 1991 – Marketing and Advertising Council Award.

The Group, Inc. *Real Estate Source* named the best classified advertising in Colorado in 1993 and 1995 by Colorado Press Association.

Entrepreneur of the Year in 1994 by Fort Collins, Inc.



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Community Contributions

Colorado Business and the Arts Award – Finalist for raising over \$40,000 for the Fort Collins Symphony through three “Symphony of Homes” shows.

United Way Pacesetter Award – only company to be given this award four times.

Awards full-tuition scholarships each year to students in the Colorado State University College of Business.

\$100,000 Gift to Everitt Center for Real Estate at Colorado State University in 2005.

United Way Leadership Award, 2000, 2001, 2002, 2003 and 2004 – earned for raising over \$76,000 in internal campaign in 2000, over \$108,000 in 2001, \$255,000 in 2002, \$350,000 in 2003, \$354,000 in 2004, \$315,000 in 2005, \$250,000 in 2006, \$305,000 in 2007, \$254,389 in 2008.

Charitable

Colorado State University College of Business
Everitt Center for Real Estate at Colorado State University
Fort Collins Symphony Orchestra
Poudre Valley Hospital Foundation
Larimer County Partners
Multiple Sclerosis Society
High Plains Arts Council Sculpture in the Park
Colorado State University Athletic Department
University of Northern Colorado -
Monfort College of Business

Christmas on Wheels
Make-A-Wish Foundation of Colorado, Inc.,
Alzheimer’s Association
American Cancer Society - Relay for Life
Boys and Girls Clubs of Larimer and Weld Counties
Respite Care
Greeley Stampede
American Red Cross
Hospice of Larimer County
Project Self Sufficiency

Educational

Tom Peters Event – Lincoln Center (won “Colorado Event of the Year” by American Marketing Association)
Dr. Arlene Blum – Climbing Your Own Everests
Dr. Willard Daggat – Excellence in Education

Jim Collins – Good to Great
Dr. Edwin Freidman – Leadership for the 90’s
Doug Krug and Ed Oakley – Enlightened Leadership
John Goddard – World Adventurer and Goal Setter

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375 E. Horsetooth Road
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401 W. Mulberry Street
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Greeley Office
3257 W. 20th Street
Greeley, CO 80634
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Loveland Office
1401 W. 29th Street
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Centerra Office in Loveland
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