

2021 | NEW YORK

COROFY

COROFY's Year in Real Estate 2021 Book | New York



COROFY



COROFY

New York Real Estate's First Broker Intelligence Platform

Our dedicated platform transforms how real estate brokers are running their business. We empower them to transform data into future insights and forecast predictive outcomes based on historical data and analytics techniques.

We compute various data sets to arrive at the most accurate and comprehensive intelligence for real estate brokerages in New York City, including: independent third party sources, open public data, and proprietary Corofy data. We are committed to upholding the integrity of our proprietary data. We go to great lengths to ensure we are providing you with the most complete, accurate, and in-depth information.

Visit [Corofy.com](https://www.corofy.com) and discover how you can use the most accurate and up to date real estate data to power critical operations and decision making.

Report Summarized

This report analyzes the activity of real estate agents who had their license associated with a New York State based firm in 2021.

Each real estate licensee and each brokerage firm are considered independent entities as recorded by the department of state. For example, "Douglas Elliman Real Estate" and "Douglas Elliman Referral" are considered separate brokerage firms for the purpose of this report.

This report highlights the number of agents switching firms, the number of agents entering and leaving the industry, the borough these agents are active in, the total agent population of New York, and the top performing real estate firms based on Corofy's key performance indicators which includes a firm's growth, hiring, turnover, retention, and more. Only **residential** firms are considered.

-COROFY Team



2021 | COROFY DATA BOOK

1. NEW YORK STATE
2. NEW YORK CITY
3. COROFY RANK

Report Summarized | Key Terms

Key Terms and Definitions Include:

New York State: includes all real estate firms and licensees throughout the state.

New York City: includes all real estate firms and licensees located in these counties: New York, Kings, Queens, Bronx, and Staten Island.

Experienced Agent: a licensed real estate salesperson or broker who has associated their license with at least one New York based firm prior to joining a new firm.

New Agent: a newly licensed real estate agent associating their license with a New York State based firm for the first time

Switching Firms: when an agent associates their license with a new firm after previously having it associated with another firm.

Entering the Industry: either a newly licensed agent or a previously licensed agent who is re-entering the industry after having their license inactive for an extended period of time.

Leaving the Industry: an agent who no longer has their license associated with any firm.

Market Share: a firm's agent count relative to the total agent count of a specified region or group of firms.

Growth: compares a firm's total agent count at point in time to that same firm's agent count at another point time.

Hiring: an agent who associates their license with a new firm for the first time. This can either be a newly licensed agent or an agent switching from another firm. It does not consider an agent who is re joining the same firm after being inactive for an extended period of time.

Turnover: an agent who disassociates their license from a firm. The agent can either go inactive or switch firms. If an agent goes inactive for a period of time and then joins a new firm, that event is classified as a churn via "switch" rather than "inactive."

Retention: compares the agents at a firm at one point in time to the agents at that same firm at another point in time.

Performance: an agent who completed a transaction based on listing and buy side data on StreetEasy.

New Agent Market Share: the total number of new agents a firm acquires relative to the total number of new agents acquired by all firms in a specified region.

Experienced Agent Market Share: the total number of experienced agents a firm acquires relative to the total number of experienced agents acquired by all firms in a specified region.

Report Summarized | Breakdown Per Section

New York State

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 - Turnover
 - Retention

Report Summarized | Breakdown Per Section

New York City

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Report Summarized | Breakdown Per Section

New York City

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New York State

New York State saw its agent count increase throughout 2021, finishing the year with a total of 133,512 agents associated with New York State based real estate firms. This represents a significant increase, up from the 130,498 agents at associated with New York State based firms at end of 2020.

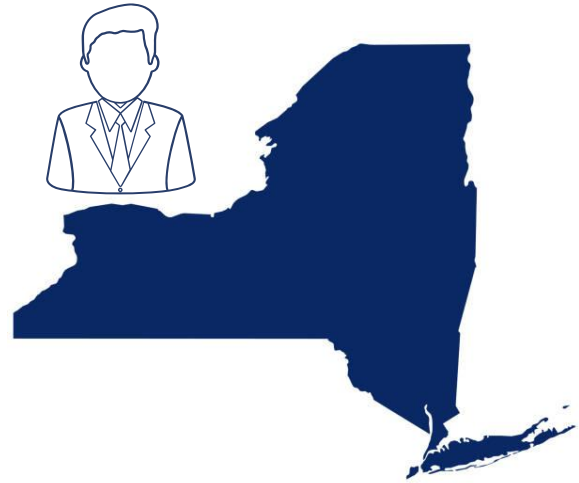
All 4 major regions of New York State - New York City, Long Island, Hudson Valley, and Rest of State - saw its agent count increase in 2021. Hudson Valley led the way with 1,058 more agents associated with Hudson Valley based firms compared to the same period a year earlier. This represented a 5.33% year over year increase.

Douglas Elliman remains the largest firm in New York State by a good margin, ending the year with 4,274 agents associated with the firm. Most of the State's largest firms operate primarily out of New York City or Long Island. For the purpose of this next section, only firms located in New York City, Long Island, and Hudson Valley regions are considered when analyzing New York State's largest firms by headcount.



NYS Agent Count

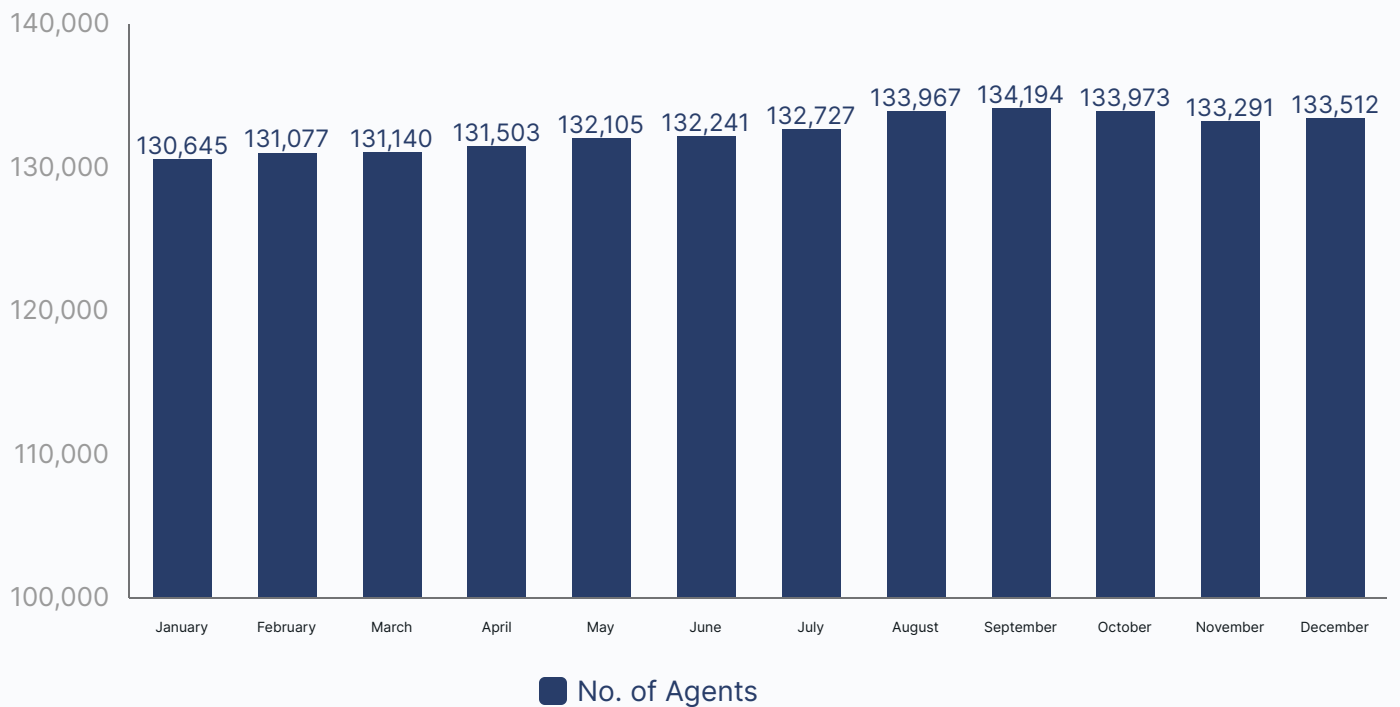
Total Agent Count
133,512



The total number of licensed real estate agents across New York State at the end of 2021 was 133,512. This represented an increase of 2.31% from this same period a year ago, and is above the pre pandemic level of 133,365 agents from this same period two years ago. Nearly half the agents in New York State have their license associated with a New York City based firm, while Hudson Valley was the fastest growing region with an increase of 5.33% throughout the 2021.



Total Agent Population
New York State (2021)

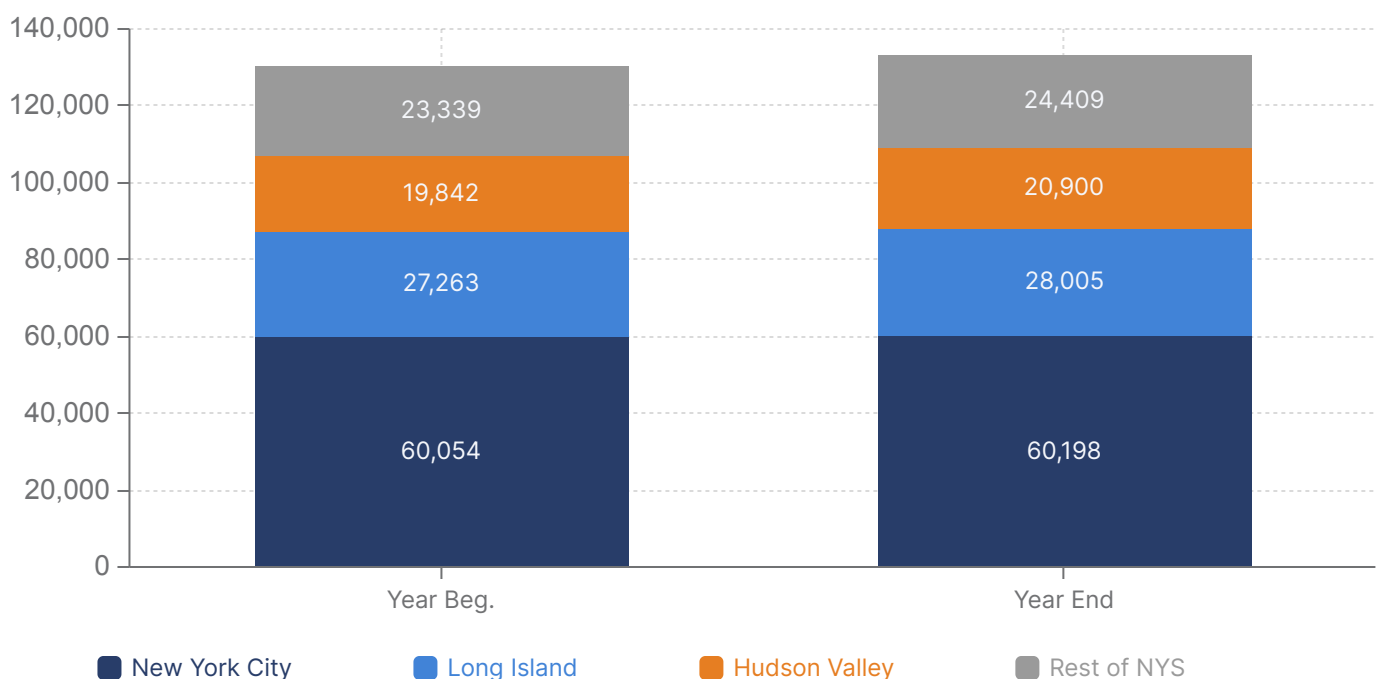


Count Per Region

All major regions across New York State saw its agent population increase throughout 2021. Hudson Valley based firms experienced the most growth, finishing the year with 5.33% more licensed real estate agents in the region compared to the beginning of the year. New York City witnessed much slower growth compared to the other regions of the State, however New York City based firms continue to account for nearly half of all licensed real estate agents in the State.

REGION	YEAR BEG.	YEAR END	GROWTH	GROWTH %
NEW YORK CITY	60,054	60,198	+144	0.24%
LONG ISLAND	27,263	28,005	+742	2.72%
HUDSON VALLEY	19,842	20,900	+1,058	5.33%
REST OF NYS	23,339	24,409	+1,070	4.58%

Agent Population Per Region
New York State (2021)



New York State | Analysis

Top Firms by Agent Count

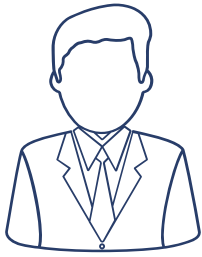
- 1 Douglas Elliman
- 2 Compass
- 3 Corcoran Group
- 4 eXp Realty
- 5 Signature Premier Properties
- 6 Coldwell Banker American Homes
- 7 Houlihan Lawrence
- 8 Brown Harris Stevens Residential Sales
- 9 Compass Greater NY
- 10 Howard Hanna Rand Realty

New York State | Analysis

Top Firms by Agent Count

- 11 Winzone Realty
- 12 E Realty International Corp
- 13 Charles Rutenberg
- 14 R New York
- 15 Coach Real Estate Associates
- 16 Oxford Property Group
- 17 Nest Seekers
- 18 Sotheby's International
- 19 Keller Williams NYC
- 20 Laffey Real Estate

Douglas Elliman



4,274

Agent Count

Douglas Elliman remains the largest firm in New York State by agent count - and by a significant margin with 4,274 licensed real estate agents across the State as of December 2021. However, this is roughly 2% less than the number of agents associated with the firm at the beginning of the year.



2019
Growth

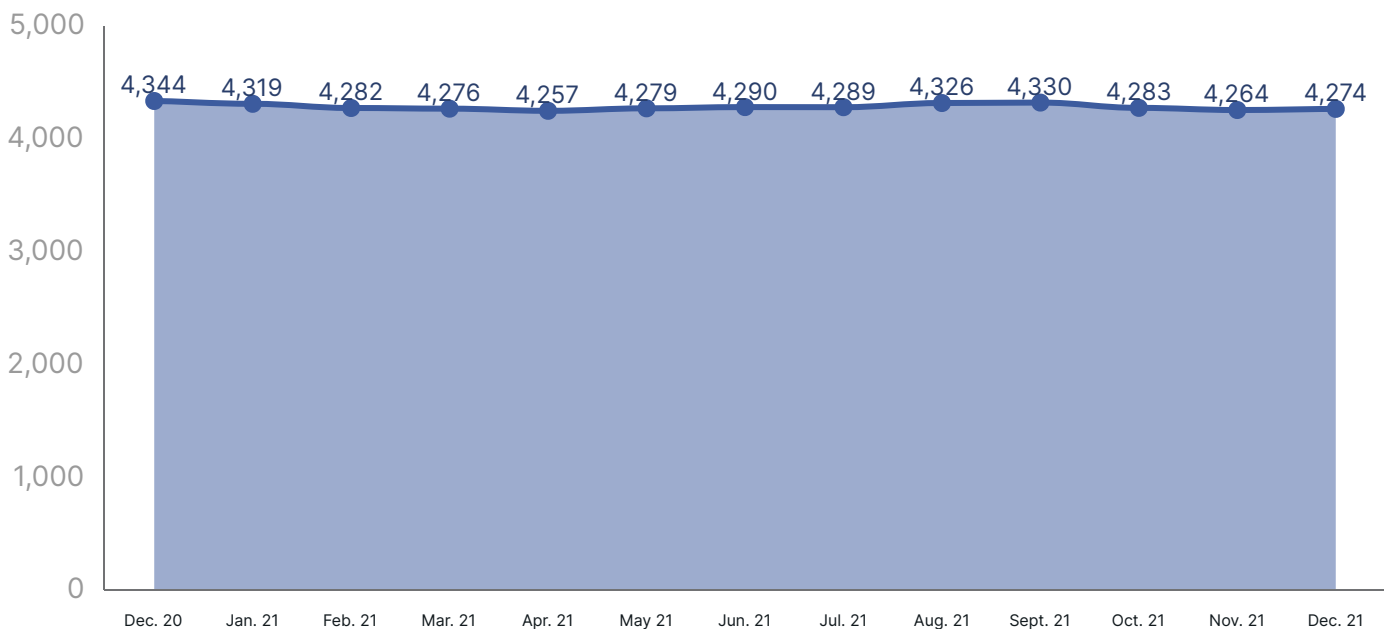


2020
Growth



2021
Growth

Total Number of Agents at Douglas Elliman
All New York State (2021)

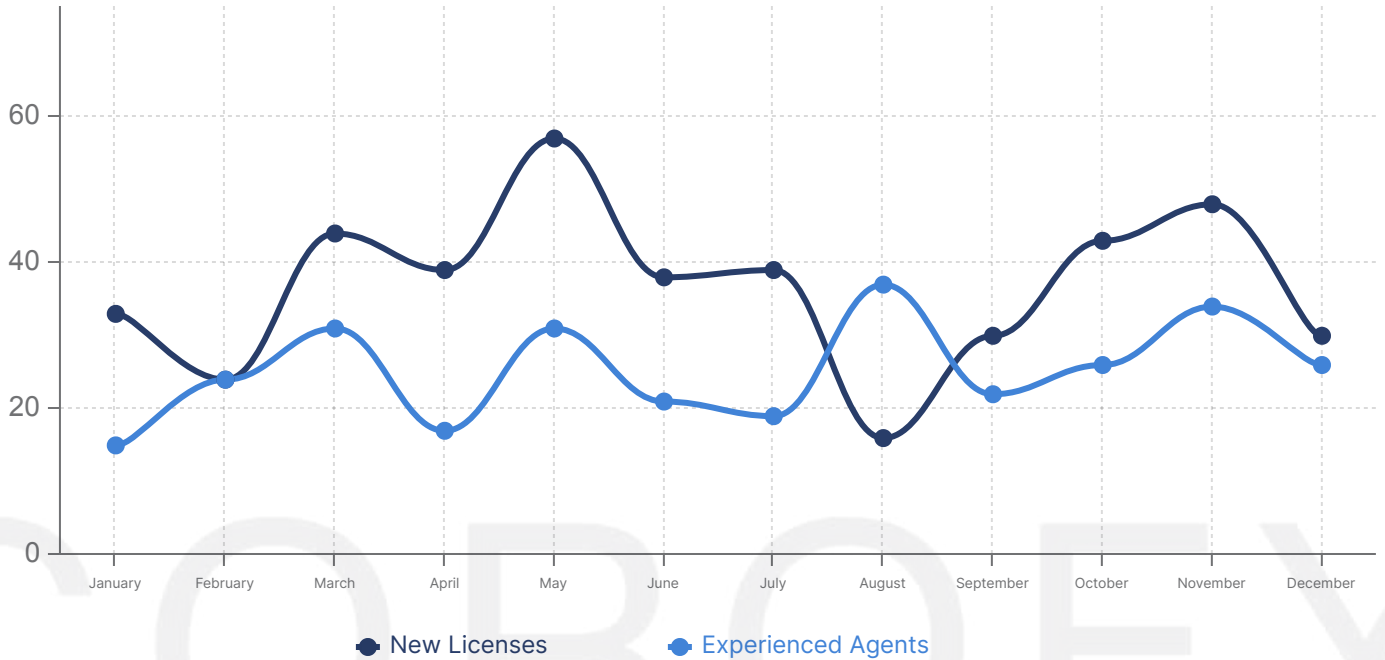


No. of Agents

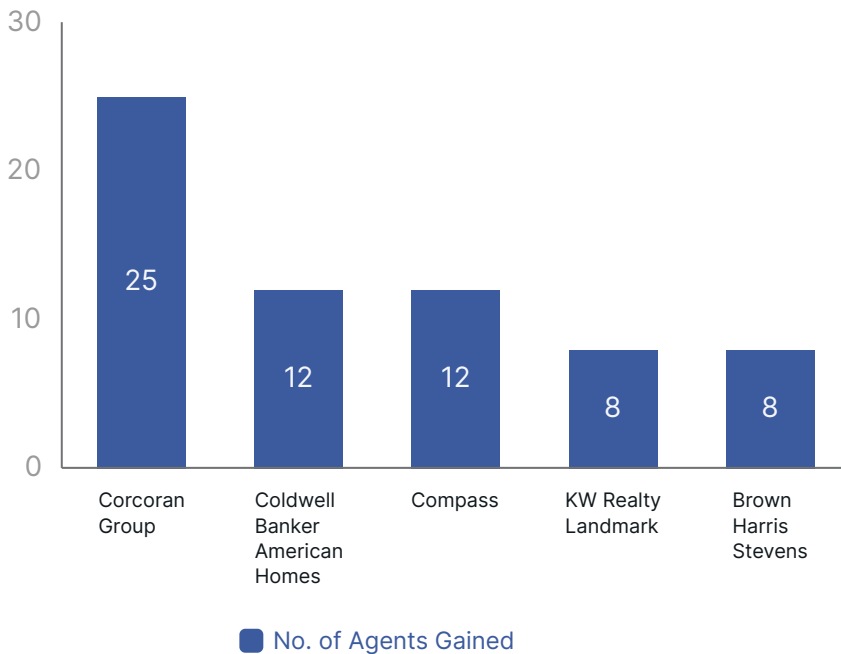
Hiring



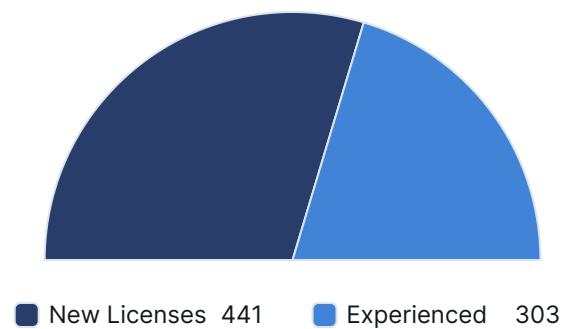
Number of Agents Hired by Source
New York State (2021)



Top 5 Firms Gained Agents From
New York State (2021)



Breakdown of Agents Gained
New York State (2021)



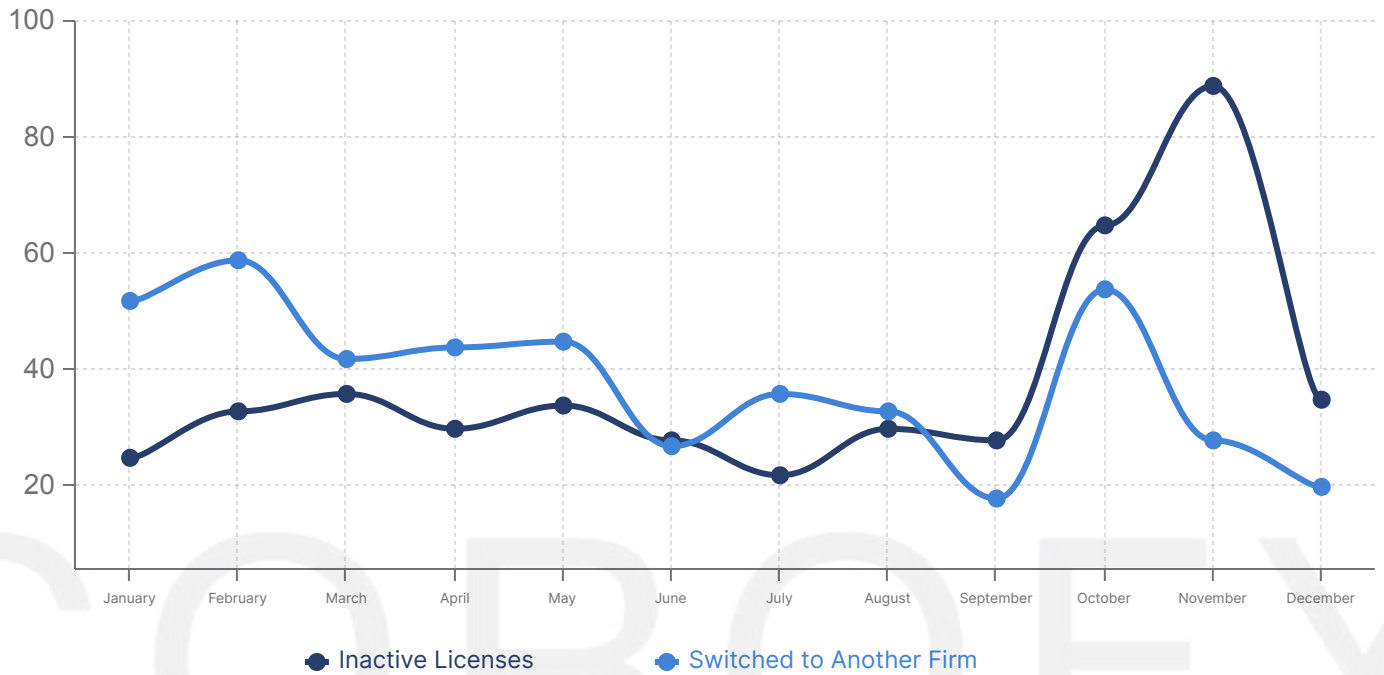
41%

Were gained from another firm

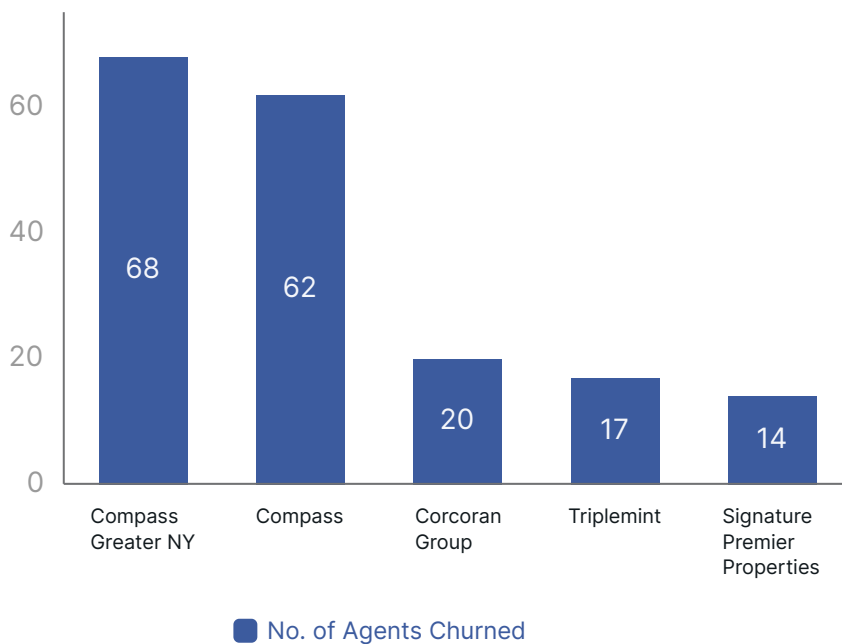
Turnover



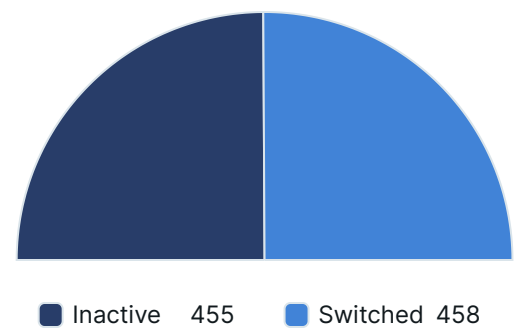
Number of Agents Lost by Source
New York State (2021)



Top 5 Firms Lost Agents To
New York State (2021)



Breakdown of Agents Churned
New York State (2021)



50%

Were lost to
another firm

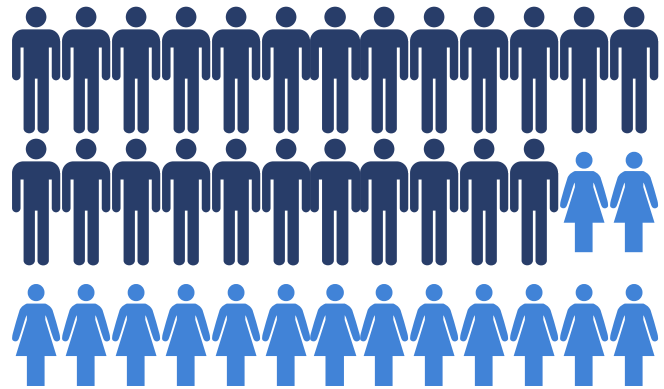


Retention

Annual Retention Rate (2021)

81%

The percentage of agents the firm retained in 2021



Average Retention Per Period

98%
96%
94%
80%
65%



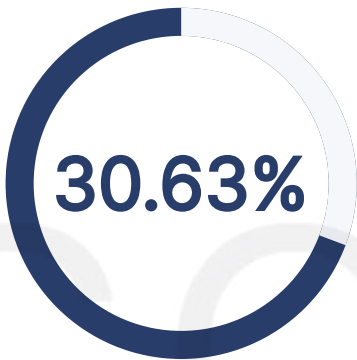
● 30 Days ● 60 Days ● Quarter ● Annual ● Bi-Annual



2,775

Agent Count

Compass continued its strong growth throughout 2021, finishing the year with 2,775 licensed real estate agents across New York State. This represents an increase of roughly 9% from the beginning of the year, less than the 24% and 31% growth the firm experienced in 2020 and 2019, respectively.



2019
Growth

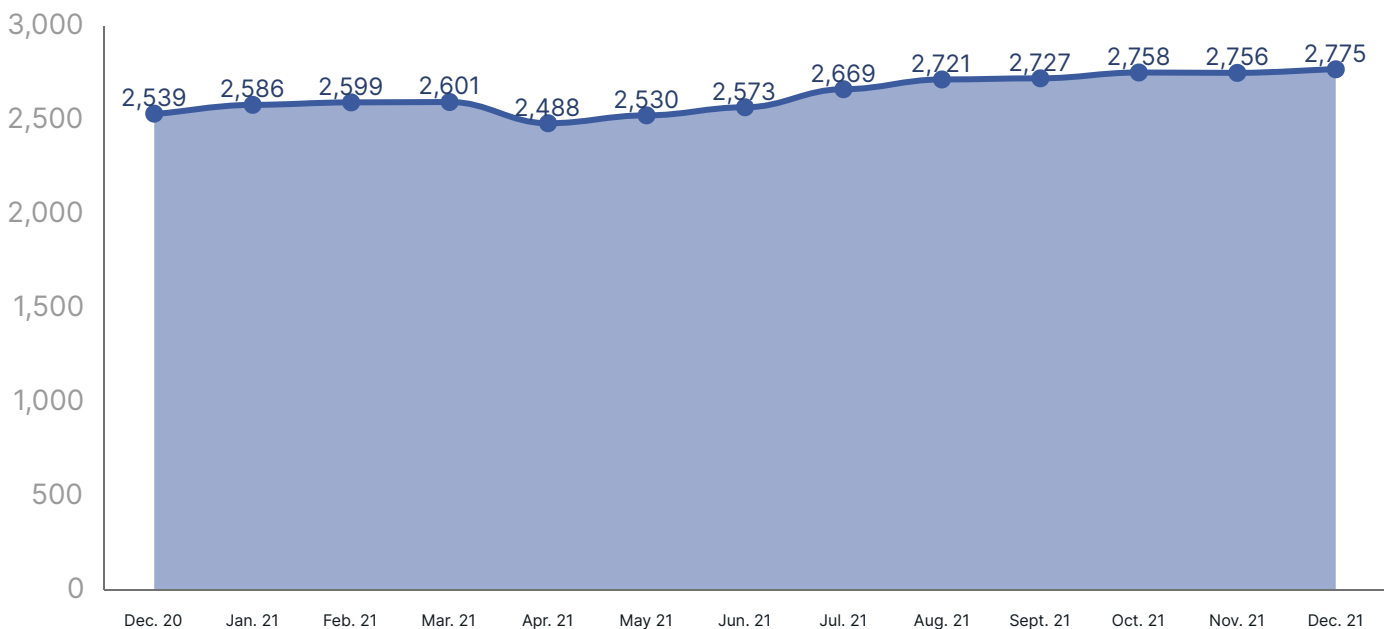


2020
Growth



2021
Growth

Total Number of Agents at Compass All New York State (2021)



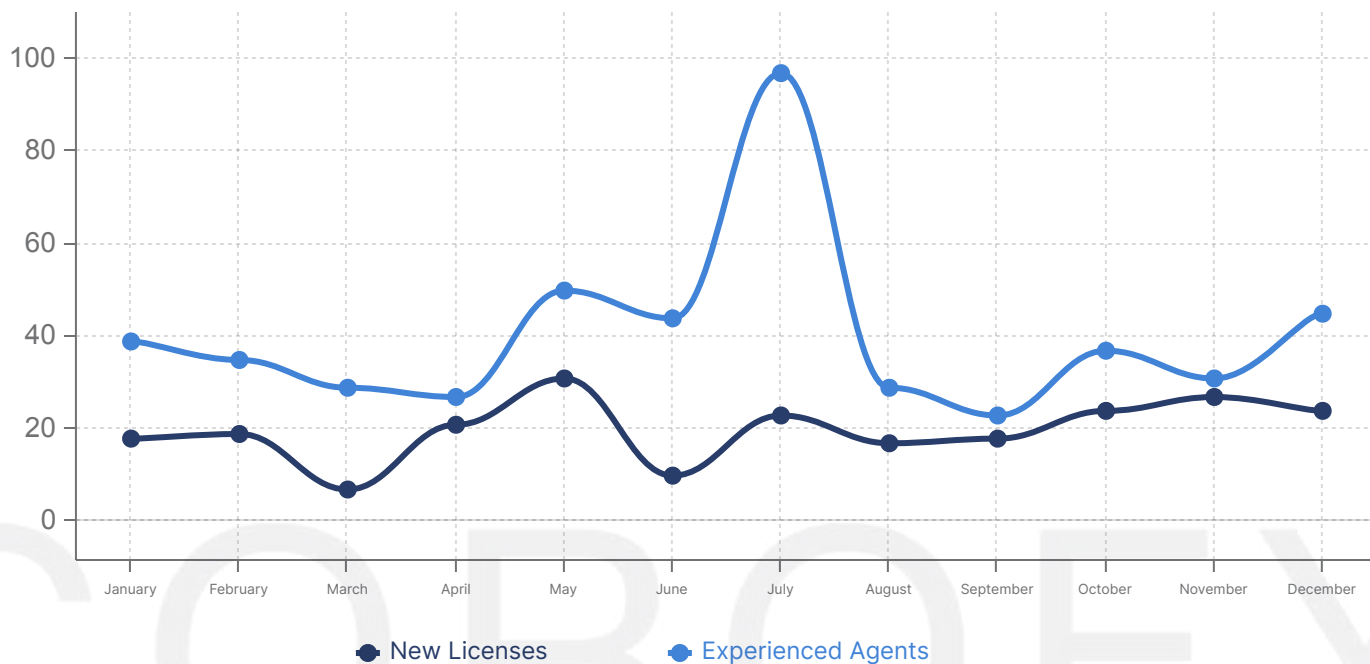
No. of Agents

Hiring

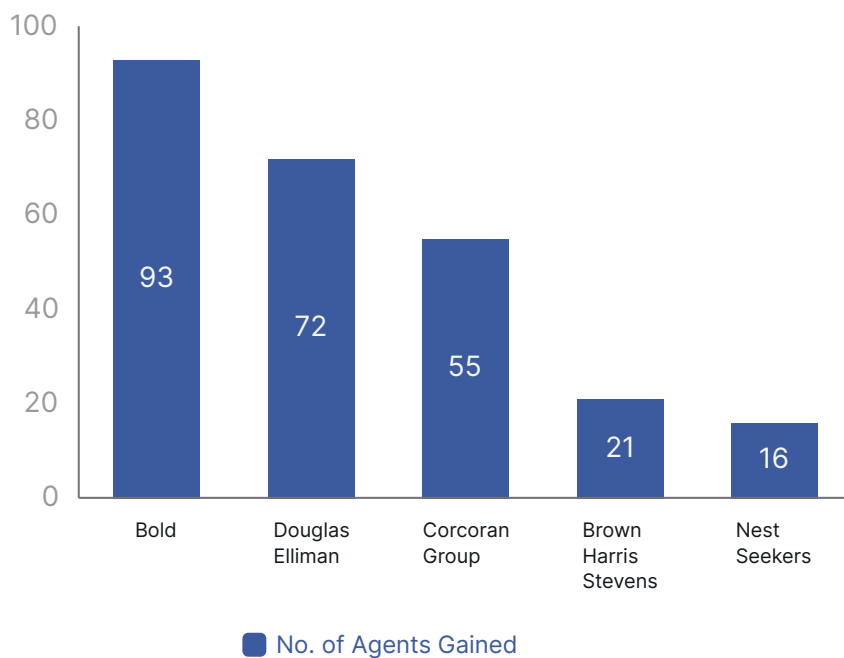
#2



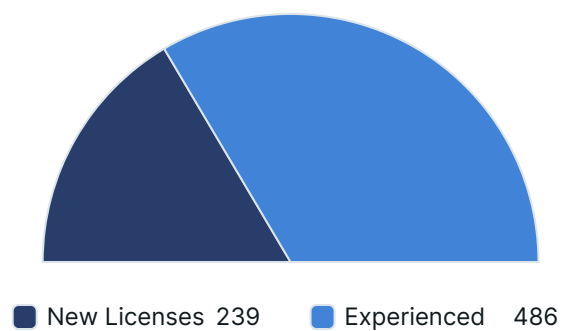
Number of Agents Hired by Source
New York State (2021)



Top 5 Firms Gained Agents From
New York State (2021)



Breakdown of Agents Gained
New York State (2021)



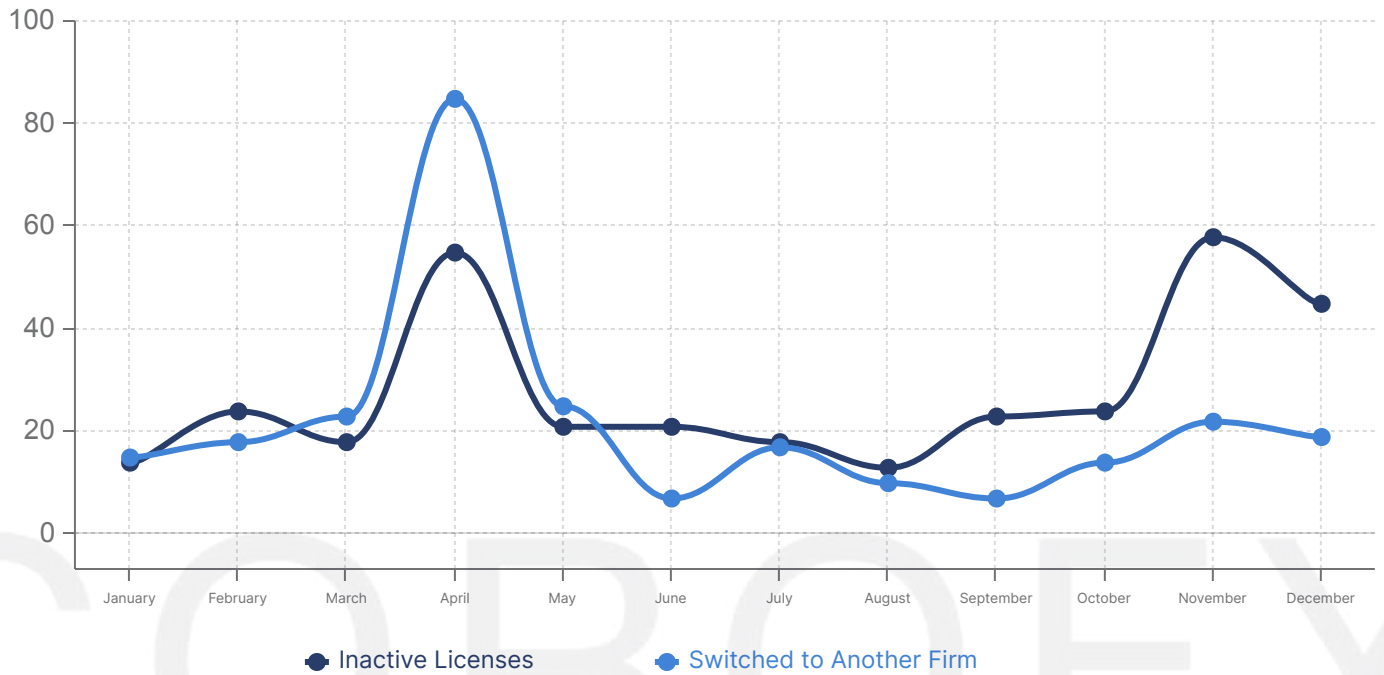
67%

Were gained from
another firm

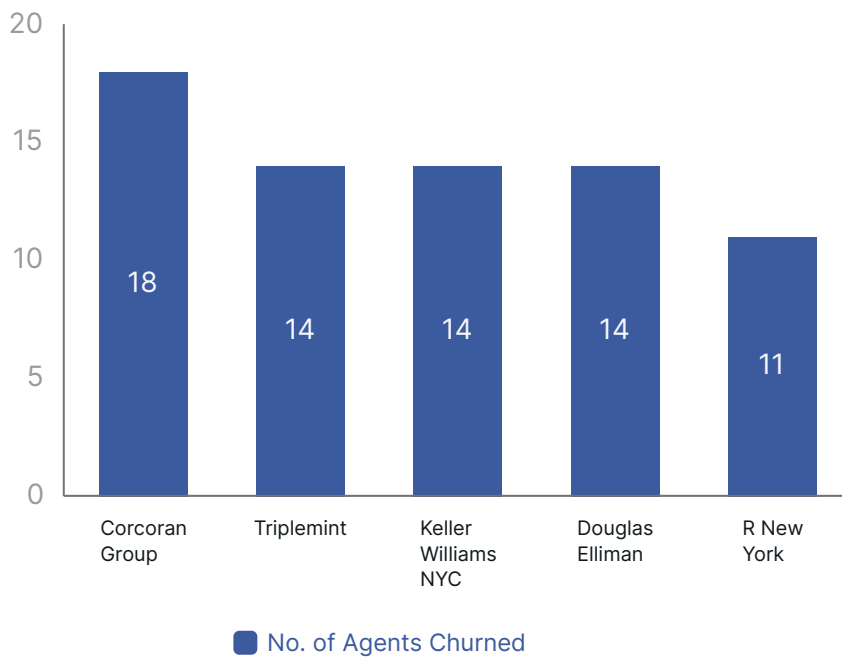
Turnover



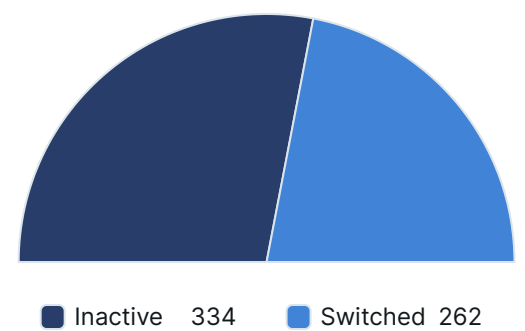
Number of Agents Lost by Source
New York State (2021)



Top 5 Firms Lost Agents To
New York State (2021)



Breakdown of Agents Lost
New York State (2021)



42%

Were lost to
another firm

Retention

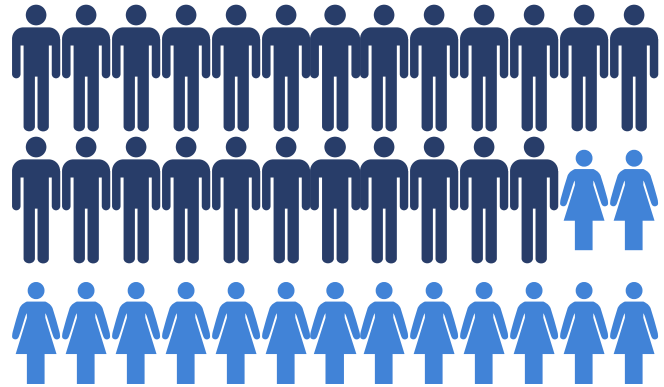
#2



Annual Retention Rate (2021)

82%

The percentage of agents
the firm retained in 2021



Average Retention Per Period

98%
96%
95%
84%
73%



● 30 Days ● 60 Days ● Quarter ● Annual ● Bi-Annual



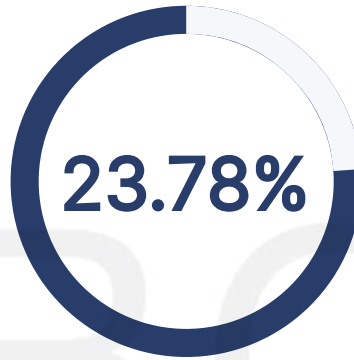
2,411

Agent Count

Corcoran remains the third most popular choice for real estate agents in New York State with a total of 2,411 licensees associated with the firm at the end of 2021. This is down slightly from the beginning of the year, but still significantly higher than 2 years ago. More than 80% of the firm's agents are located in New York City.



2019
Growth

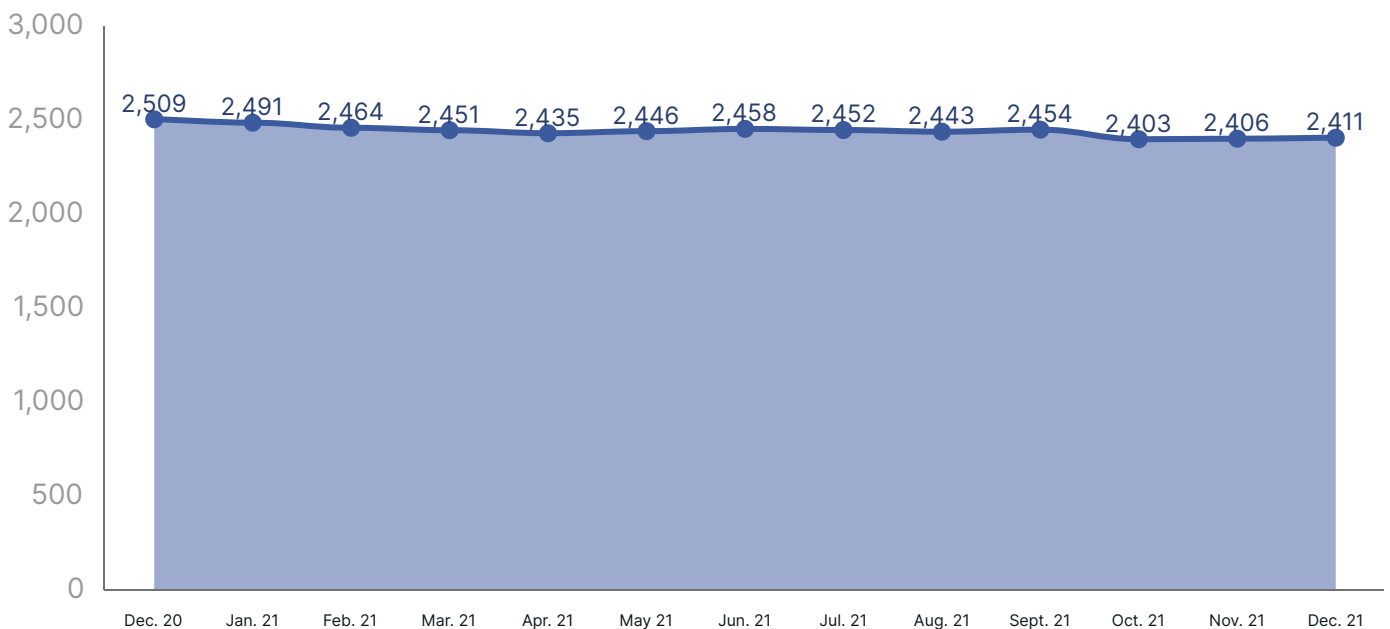


2020
Growth



2021
Growth

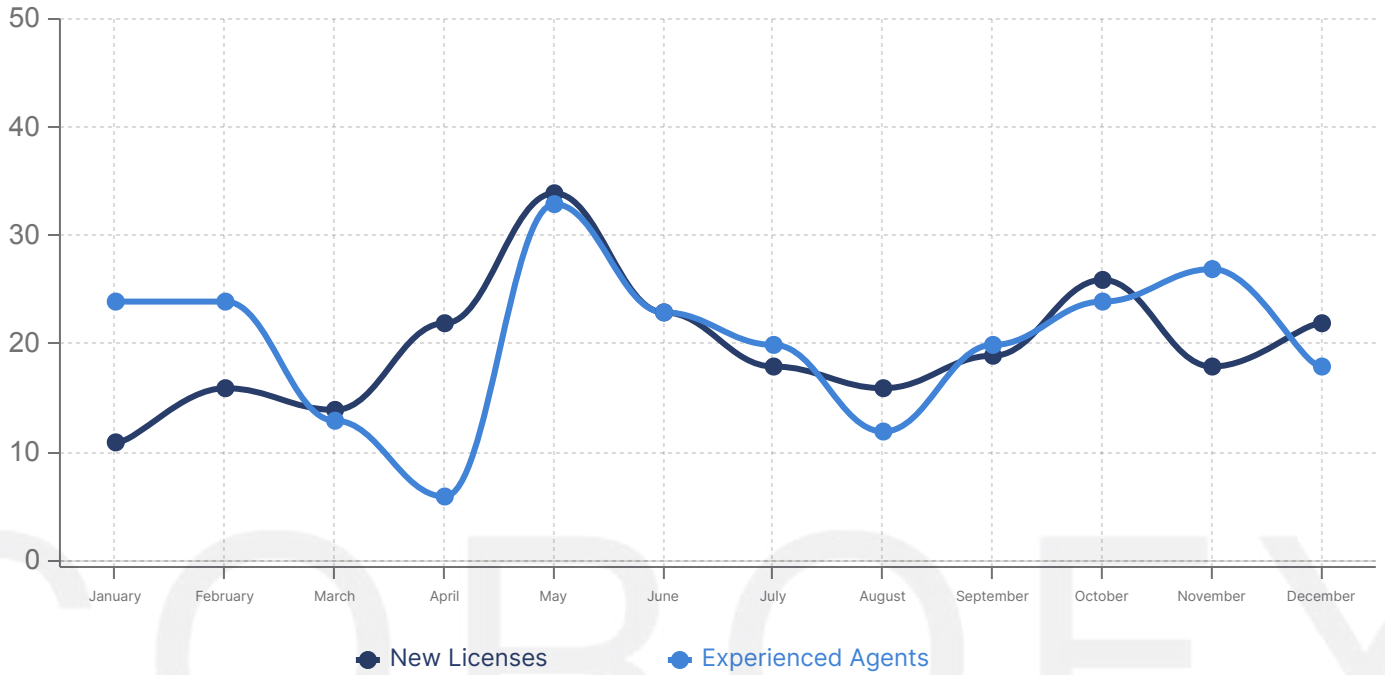
Total Number of Agents at Corcoran
All New York State (2021)



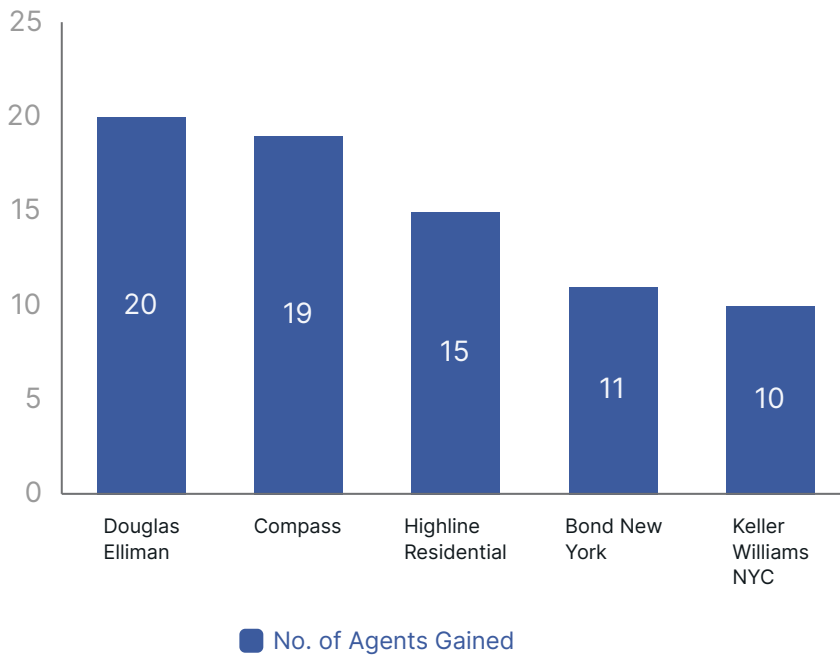
No. of Agents

Hiring

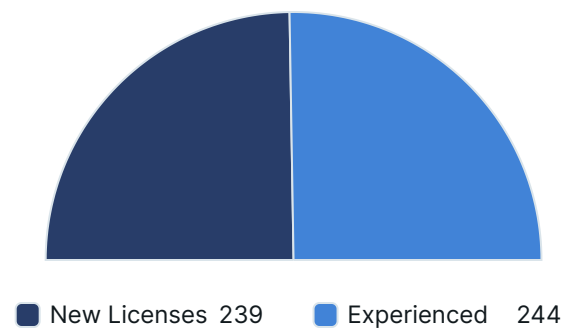
Number of Agents Hired by Source
New York State (2021)



Top 5 Firms Hired Agents From
New York State (2021)



Breakdown of Agents Gained
New York State (2021)

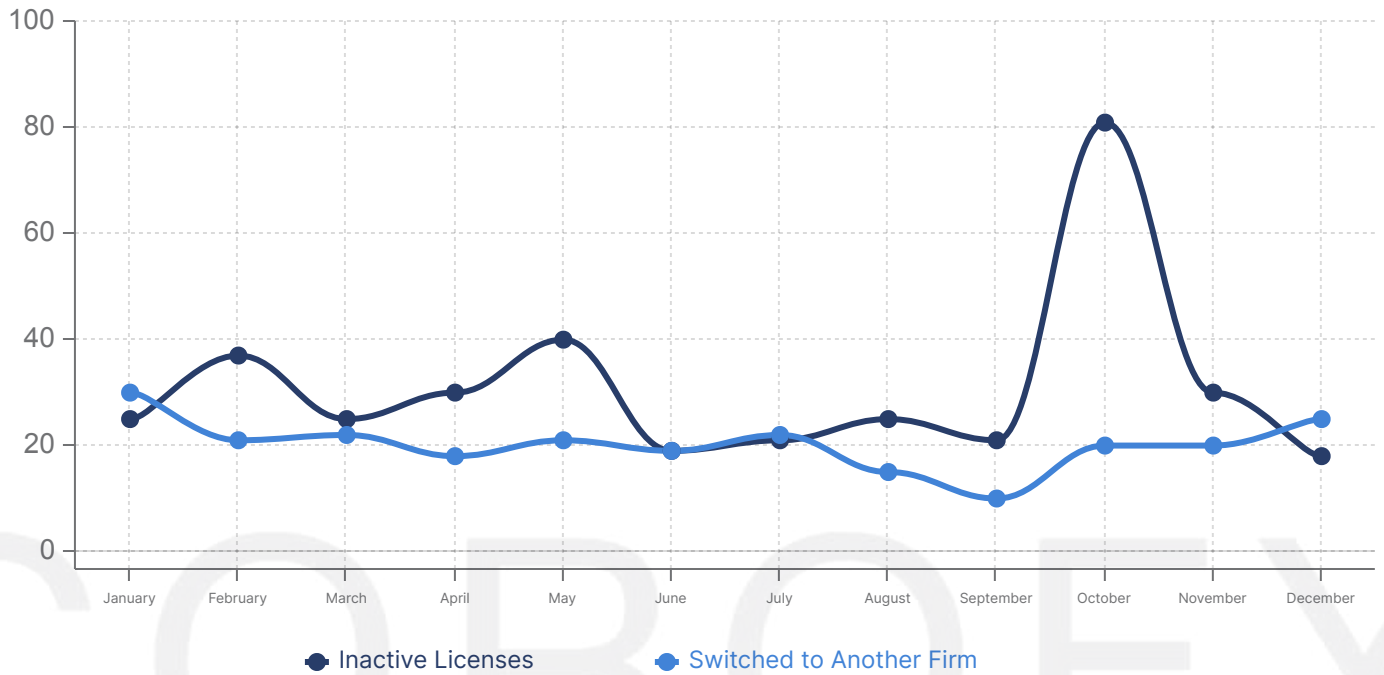


51%

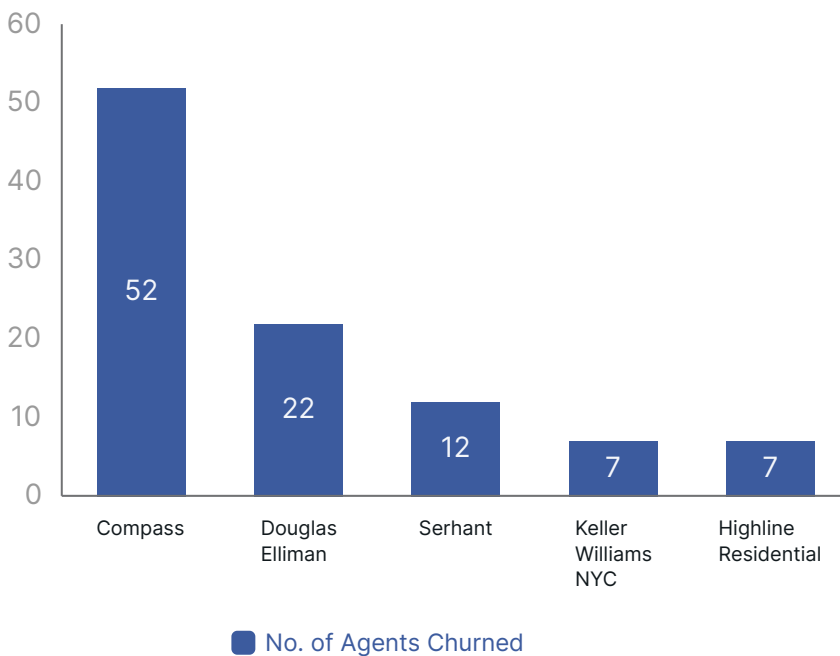
Were gained from
another firm

Turnover

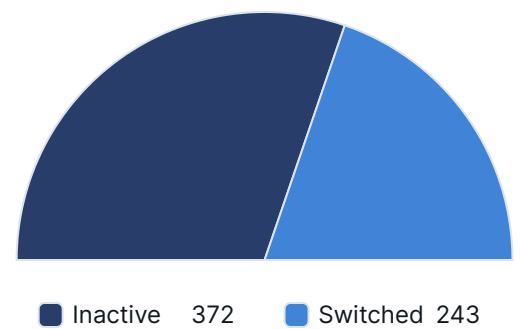
Number of Agents Lost by Source
New York State (2021)



Top 5 Firms Lost Agents To
New York State (2021)



Breakdown of Agents Lost
New York State (2021)



40%

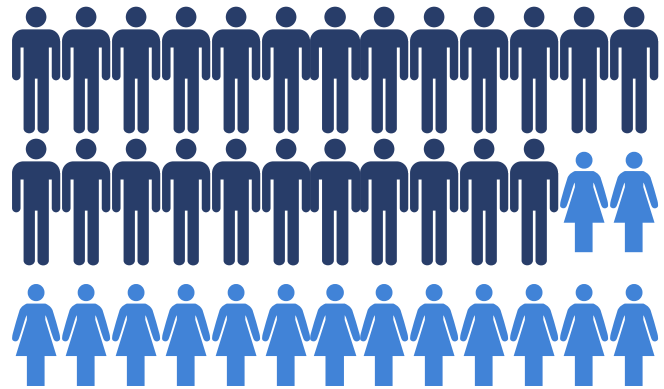
Were lost to another firm

Retention

Annual Retention Rate (2021)

79%

The percentage of agents
the firm retained in 2021

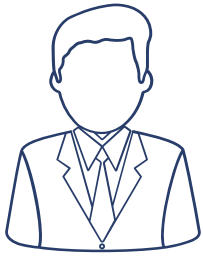


Average Retention Per Period

98%
96%
94%
81%
66%



● 30 Days ● 60 Days ● Quarter ● Annual ● Bi-Annual



1,503

Agent Count

eXp Realty finished 2021 with a total of 1,503 agents associated with the firm across New York State. This represents the second straight year eXp Realty increased its agent count by more than 50%. Prior to 2019, eXp Realty did not have a presence in New York State.



2019
Growth

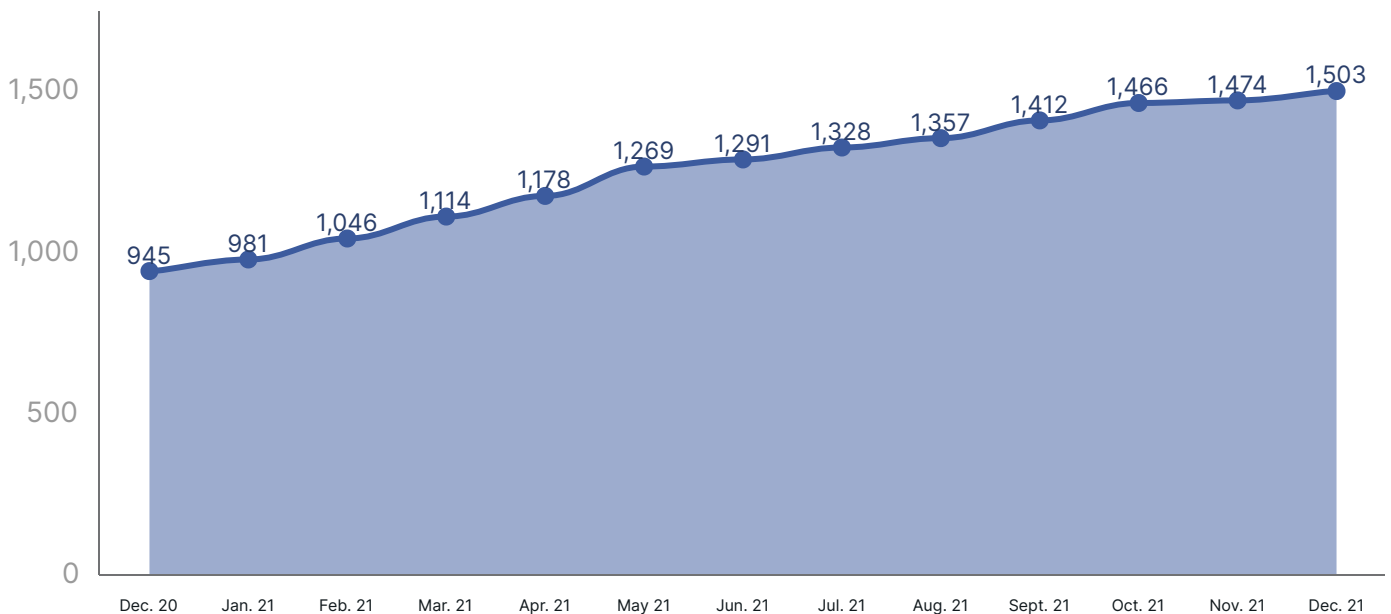


2020
Growth



2021
Growth

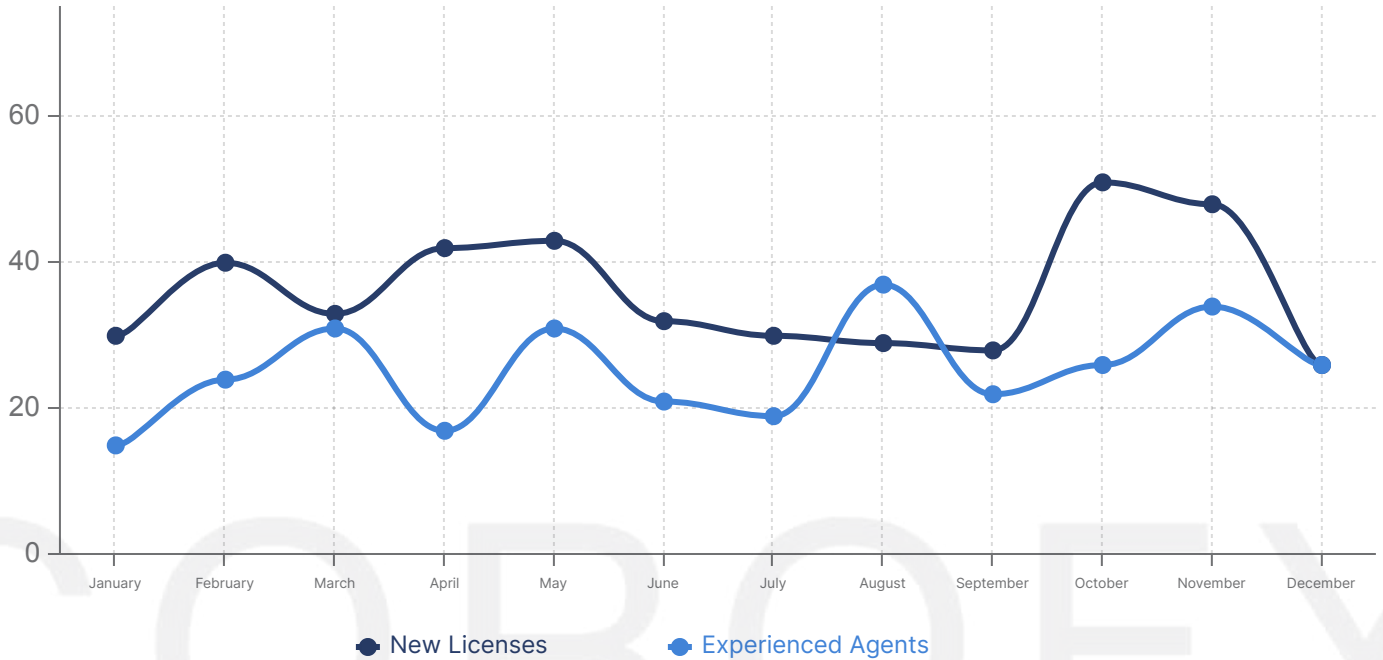
Total Number of Agents at eXp Realty All New York State (2021)



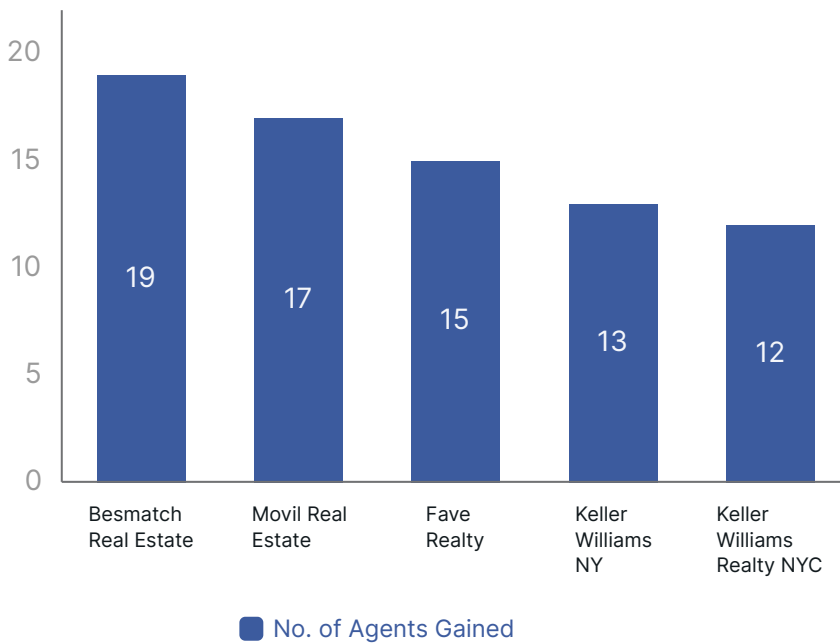
No. of Agents

Hiring

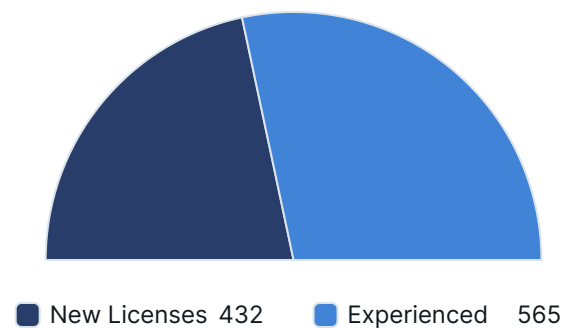
Number of Agents Hired by Source
New York State (2021)



Top 5 Firms Gained Agents From
New York State (2021)



Breakdown of Agents Gained
New York State (2021)

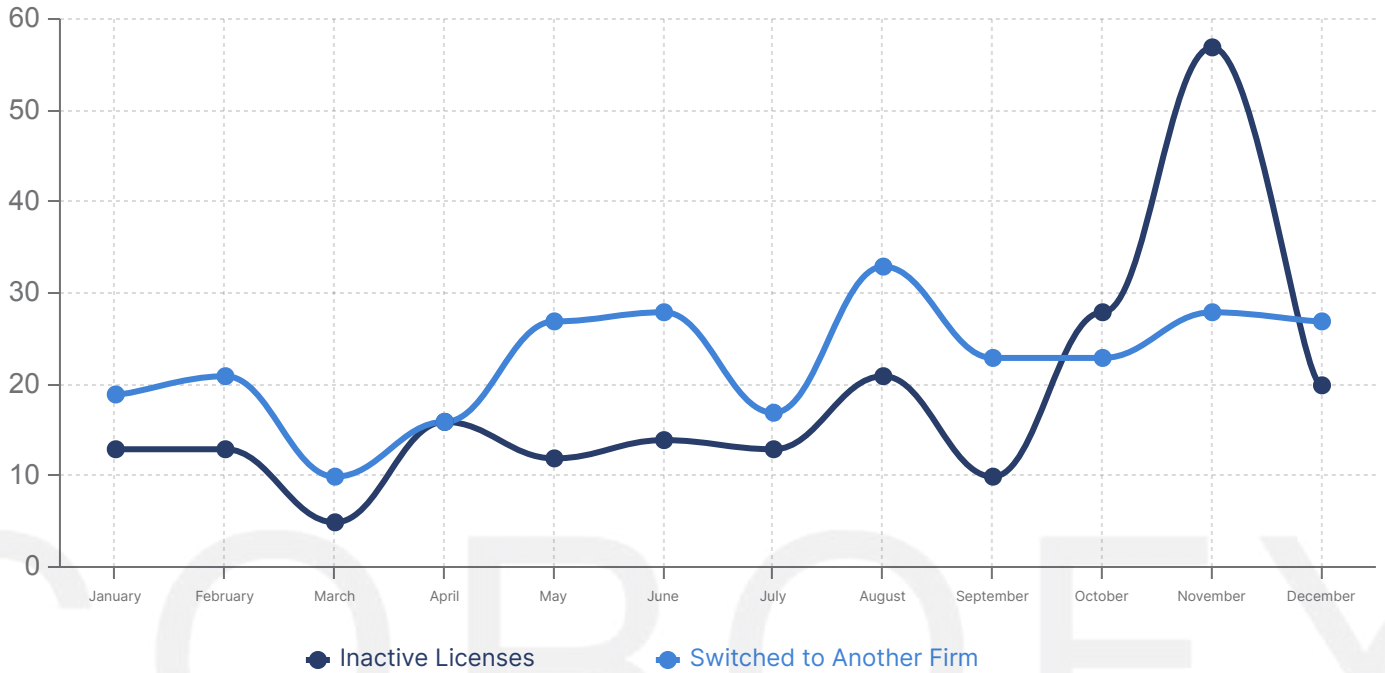


57%

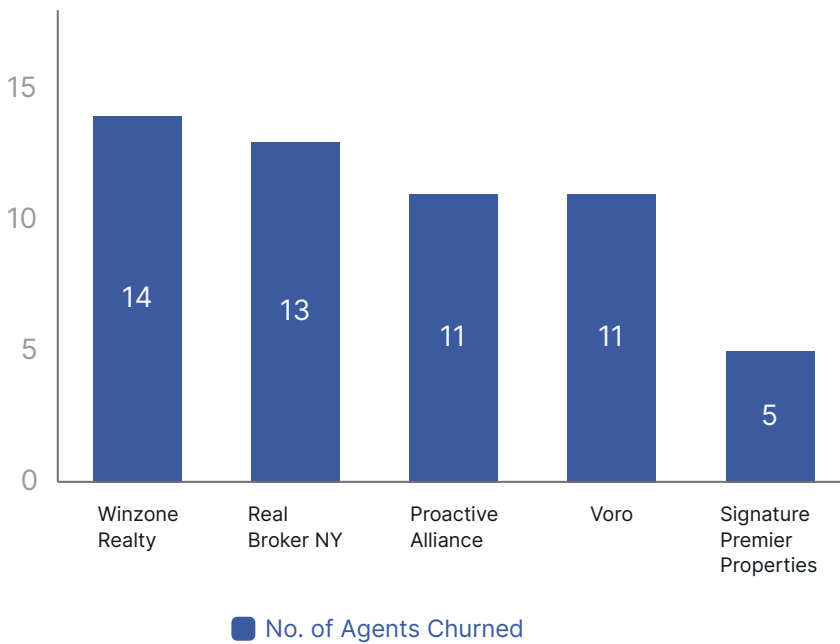
Were gained from
another firm

Turnover

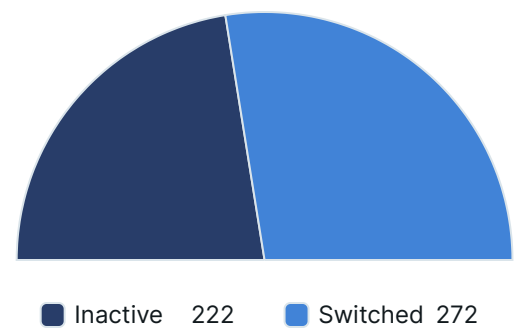
Number of Agents Lost by Source
New York State (2021)



Top 5 Firms Lost Agents To
New York State (2021)



Breakdown of Agents Lost
New York State (2021)



55%

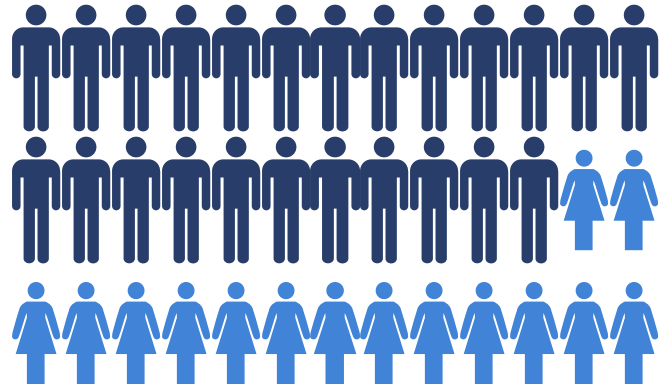
Were lost to
another firm

Retention

Annual Retention Rate (2021)

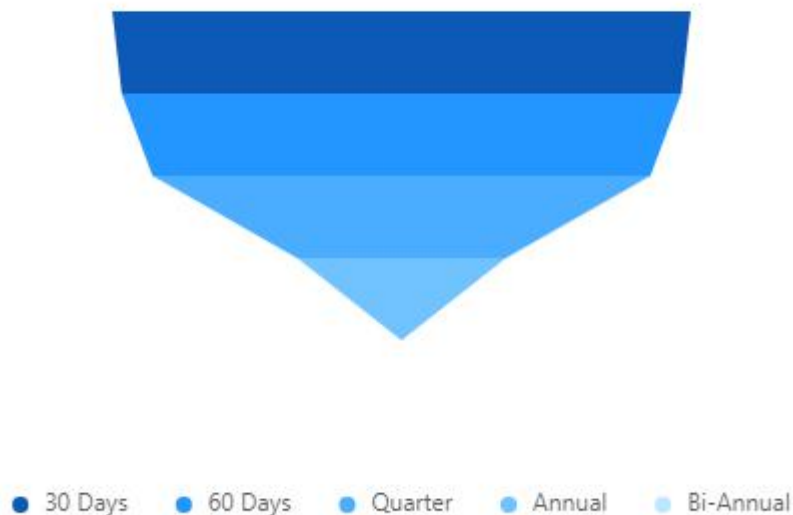
73%

The percentage of agents
the firm retained in 2021



Average Retention Per Period

65%
63%
56%
24%
0%



*Limited data available based on the firm's start date.

Signature Premier



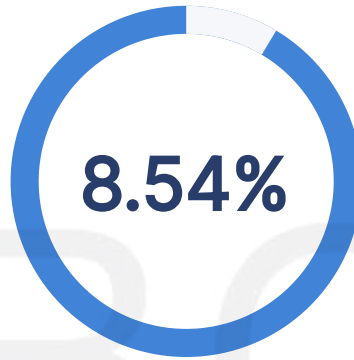
1,356

Agent Count

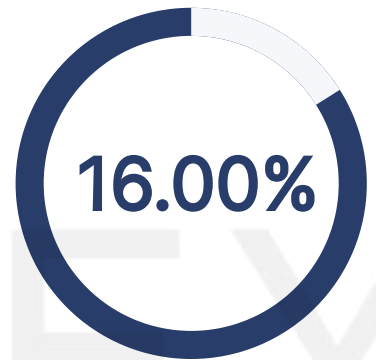
Signature Premier Properties is a primarily Long Island based firm with 1,356 licensees across New York State - 1,106 of which are associated with a Long Island office. This represents an increase of 16% this year and is the third year in a row Signature Premier Properties has increased its agent count.



2019
Growth

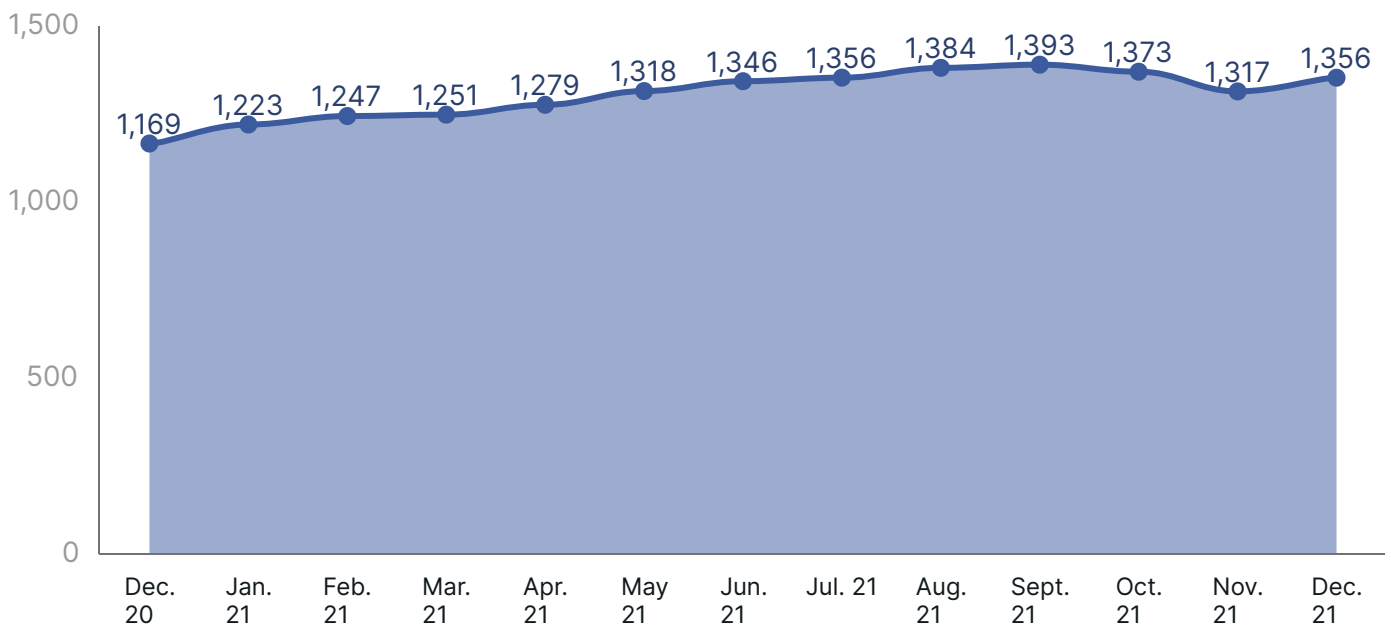


2020
Growth



2021
Growth

Total Number of Agents at Signature Premier Properties All New York State (2021)



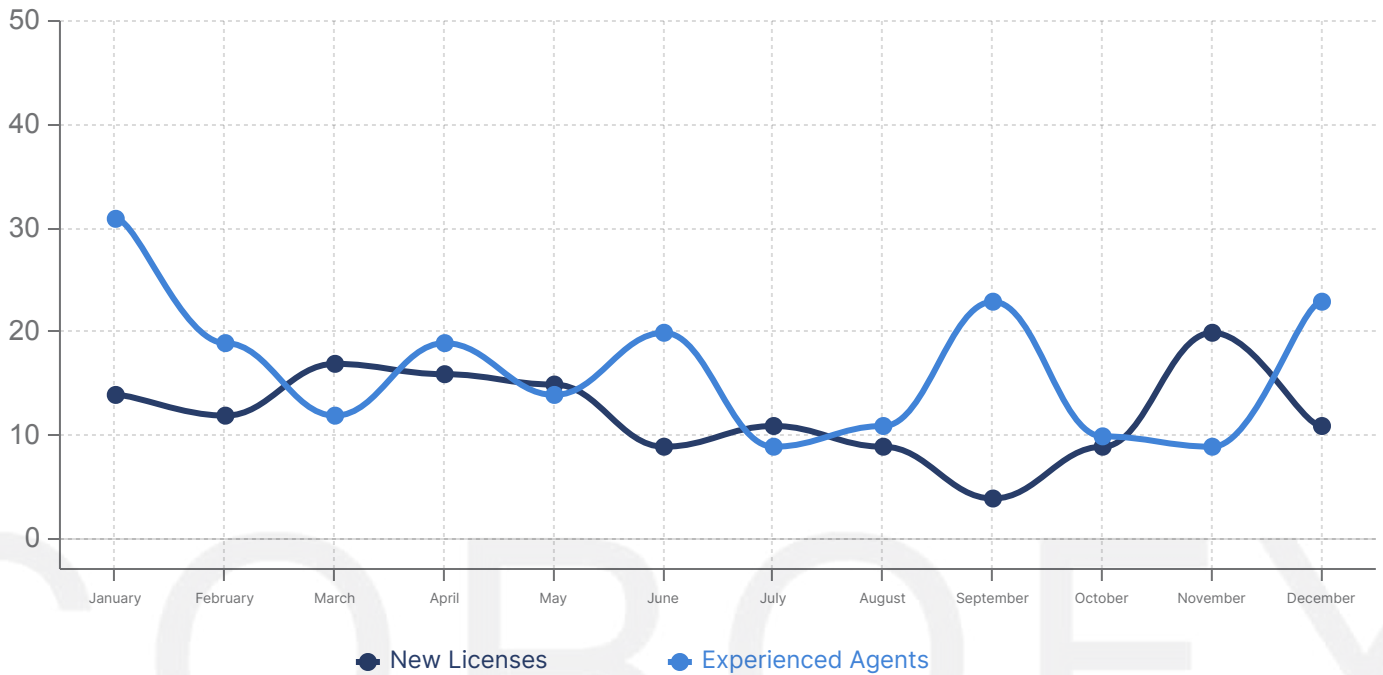
 No. of Agents

Hiring

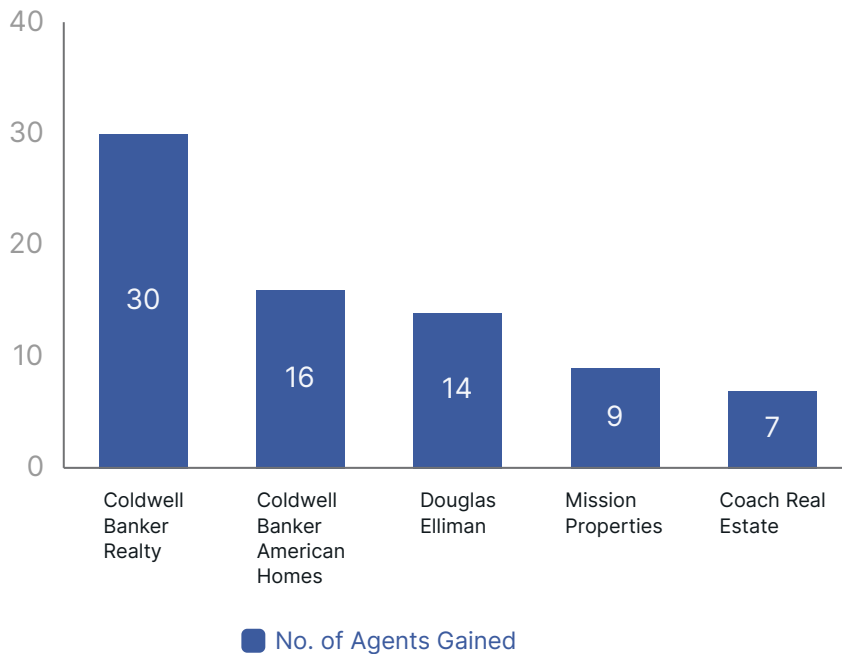
#5

SIGNATURE
 PREMIER PROPERTIES 

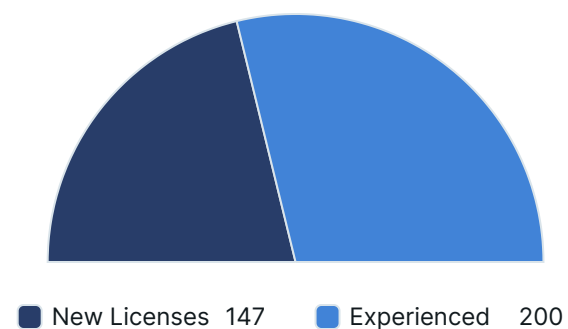
Number of Agents Hired by Source
New York State (2021)



Top 5 Firms Gained Agents From
New York State (2021)



Breakdown of Agents Gained
New York State (2021)

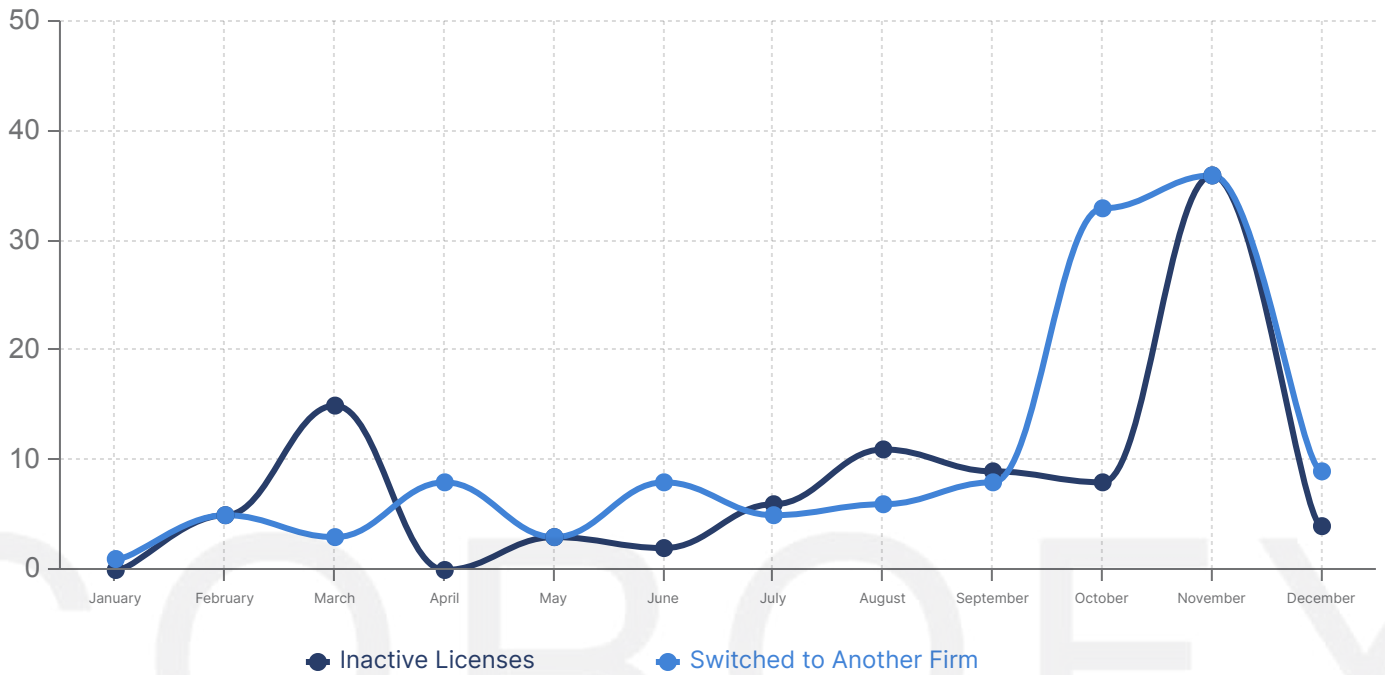


57%

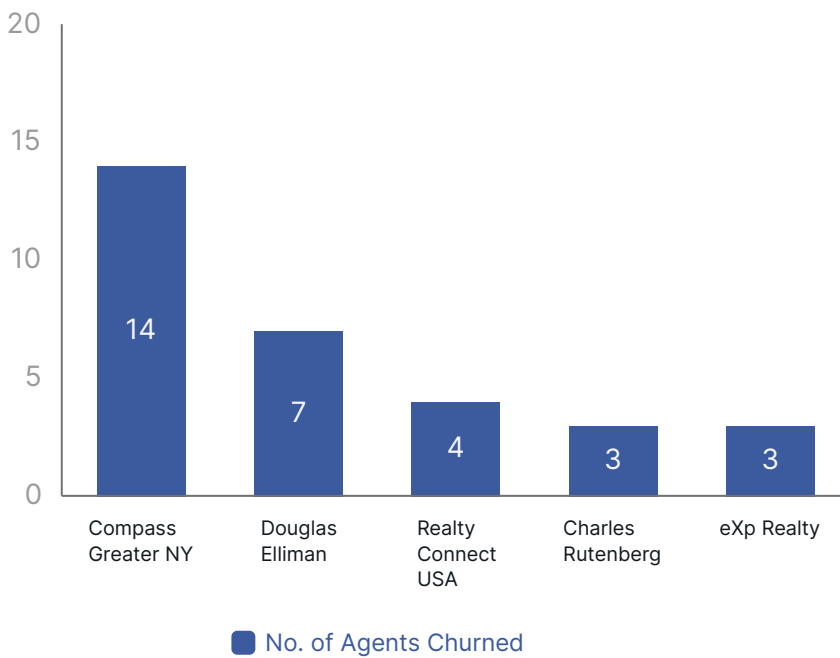
Were gained from
another firm

Turnover

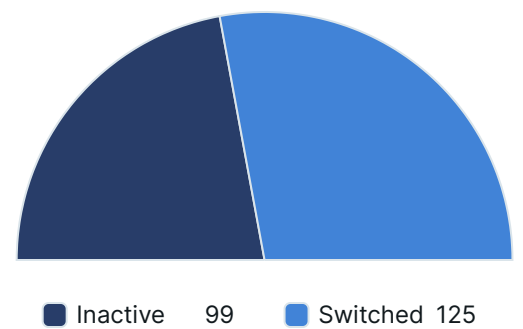
Number of Agents Lost by Source
New York State (2021)



Top 5 Firms Lost Agents To
New York State (2021)



Breakdown of Agents Lost
New York State (2021)



56%

Were lost to
another firm

Retention

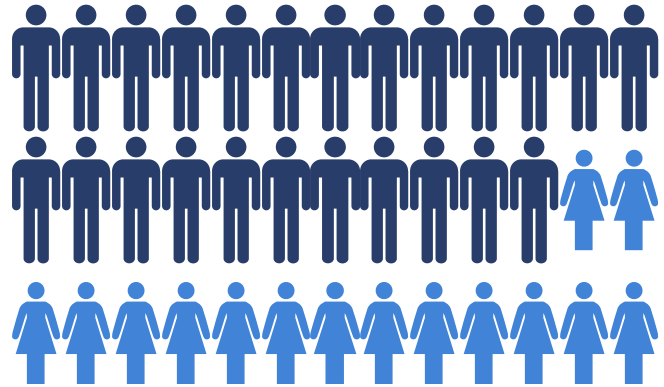
#5



Annual Retention Rate (2021)

82%

The percentage of agents the firm retained in 2021



Average Retention Per Period

98%
96%
95%
82%
70%



● 30 Days ● 60 Days ● Quarter ● Annual ● Bi-Annual

Coldwell Banker American Homes

COROFY

#6



COLDWELL BANKER
AMERICAN HOMES



1,140

Agent Count

Coldwell Banker American Homes is the result of a merger between two prominent Long Island based firms in June 2021, Coldwell Banker Realty and Century 21 American Homes. Despite a slight decrease in agent count since then, Coldwell Banker American Homes ranks second on Long Island (behind Douglas Elliman) with 1,140 agents associated with the firm.



2019
Growth

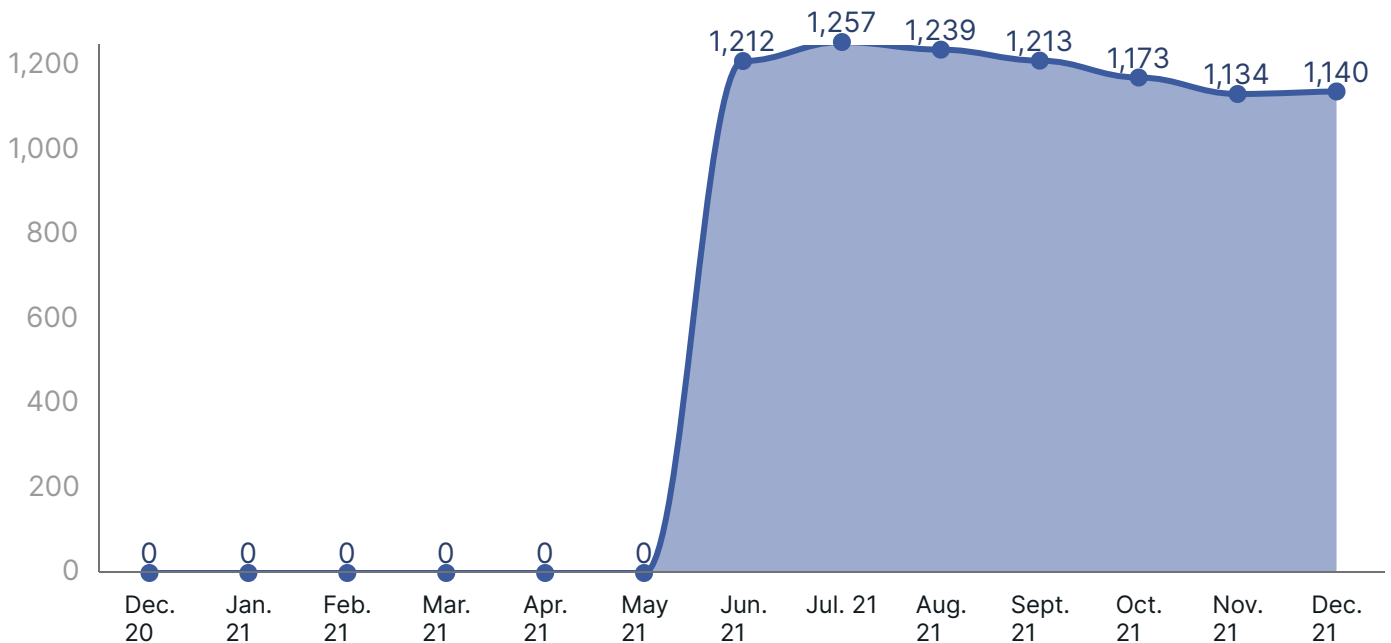


2020
Growth



2021
Growth

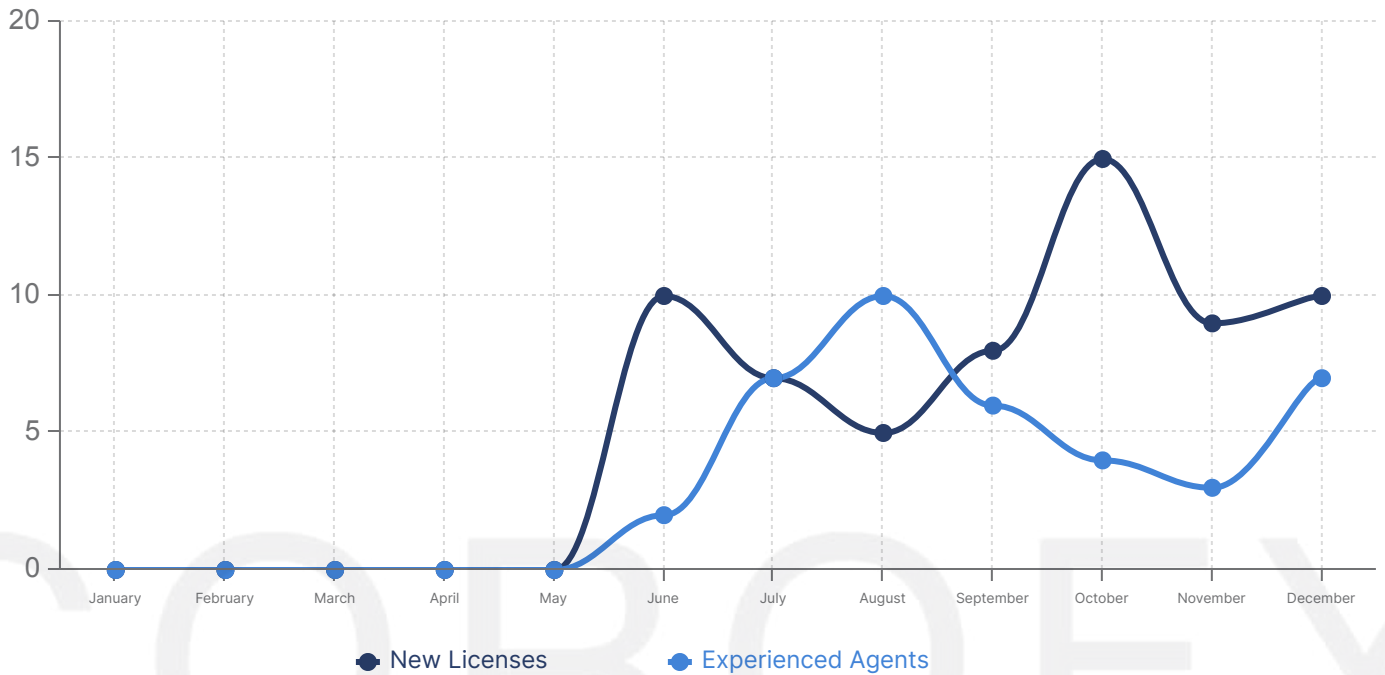
Total Number of Agents at Coldwell Banker American Homes
All New York State (2021)



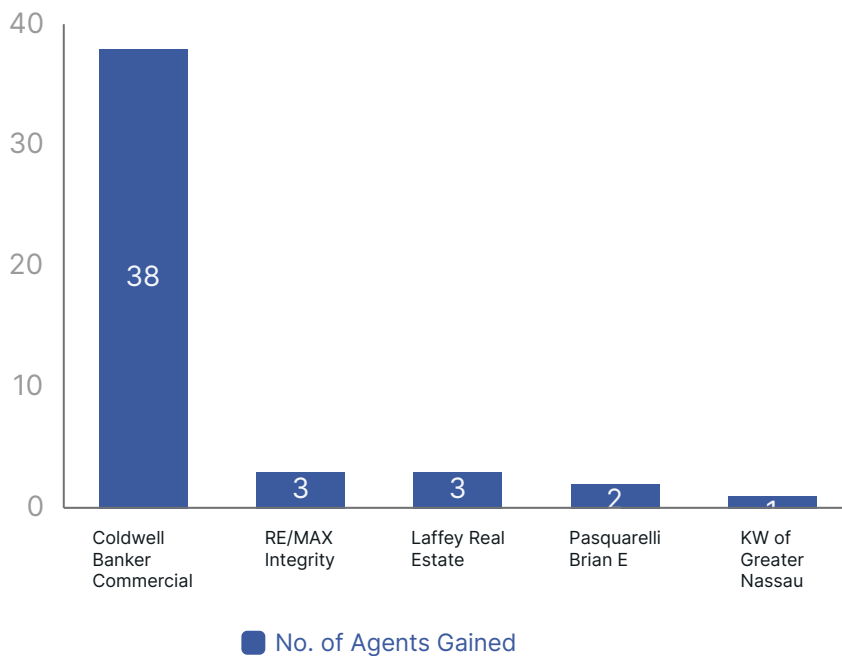
No. of Agents



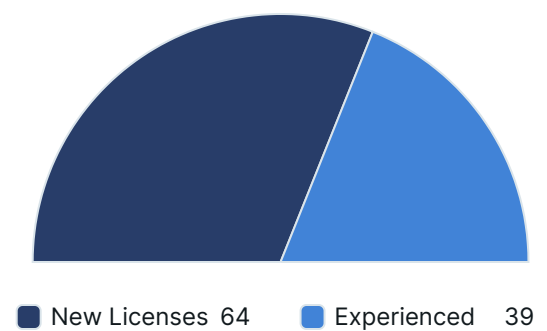
Number of Agents Hired by Source
New York State (2021)



Top 5 Firms Gained Agents From
New York State (2021)



Breakdown of Agents Gained
New York State (2021)



38%

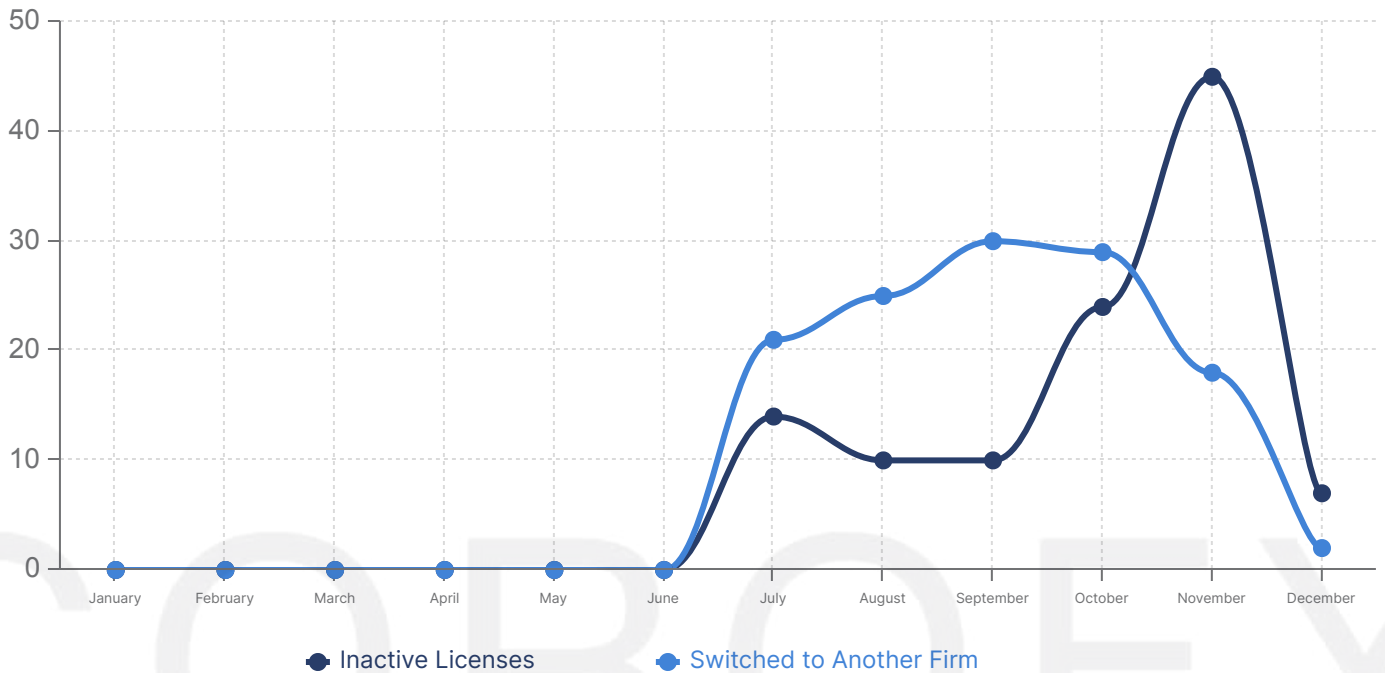
Were gained from
another firm

Turnover

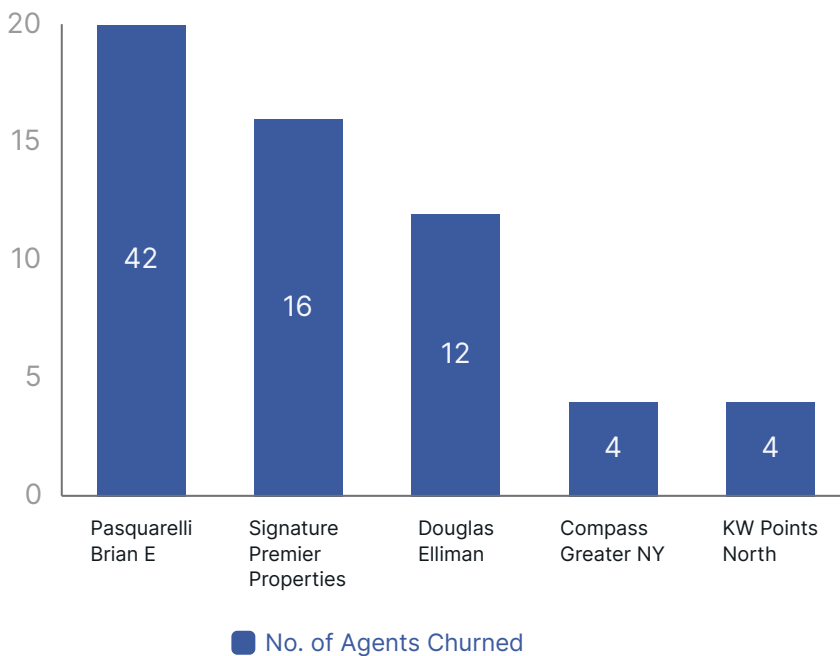


COLDWELL BANKER
AMERICAN HOMES

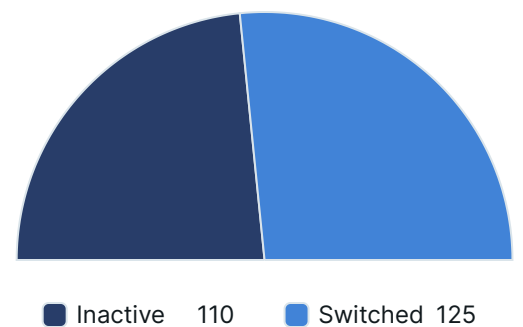
Number of Agents Lost by Source
New York State (2021)



Top 5 Firms Lost Agents To
New York State (2021)



Breakdown of Agents Lost
New York State (2021)



53%

Were lost to
another firm

Retention

#6

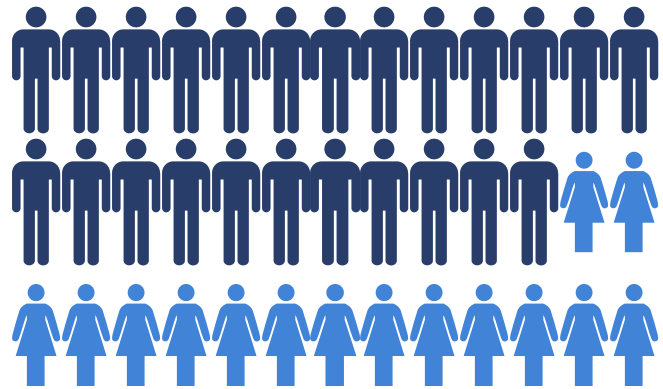


COLDWELL BANKER
AMERICAN HOMES

Annual Retention Rate (2021)

82%

The percentage of agents
the firm retained in 2021



*Full year of data not available, looks at retention over 7 month.

Average Retention Per Period

99%
94%
89%
0%
0%



● 30 Days ● 60 Days ● Quarter ● Annual ● Bi-Annual

*Limited data available based on the firm's start date.

Houlihan Lawrence



1,136

Agent Count

Houlihan Lawrence is one the largest firms in New York State - and the largest in the Hudson Valley region by a significant margin with a total of 1,136 licensed real estate agents across the State as of December 2021. However, this is roughly 5% less than the number of agents associated with the firm at the beginning of the year.



2019
Growth

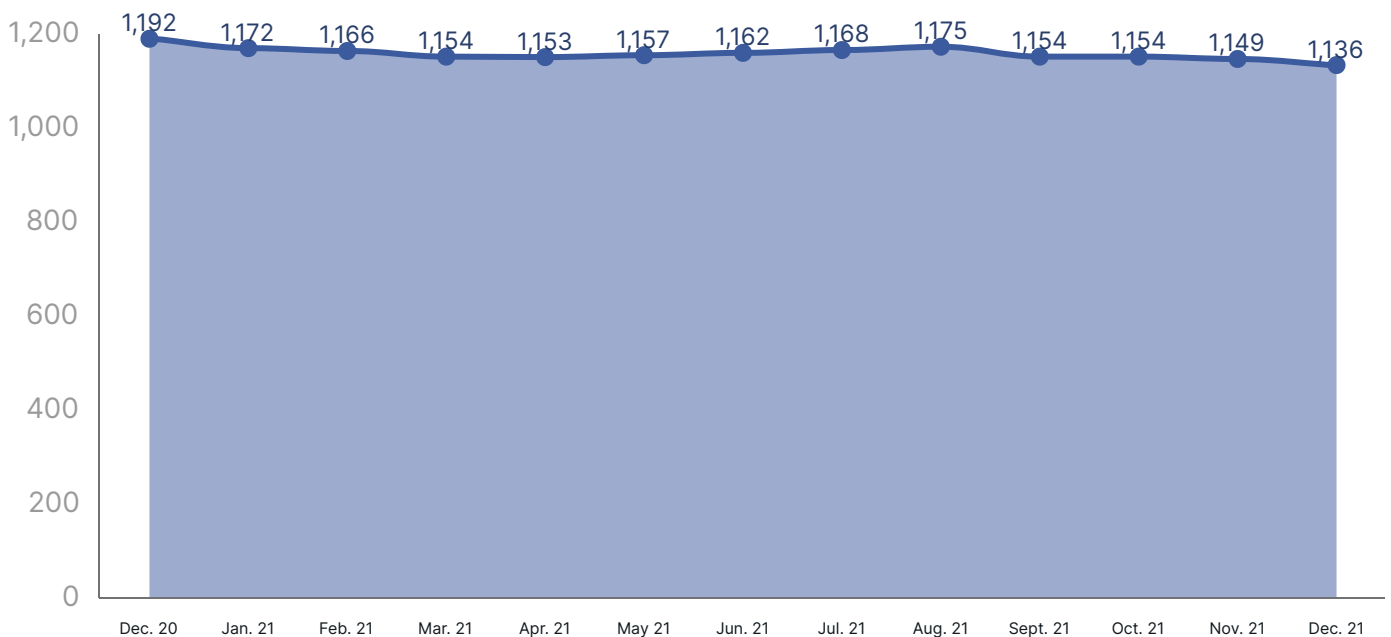


2020
Growth



2021
Growth

Total Number of Agents at Houlihan Lawrence
All New York State (2021)

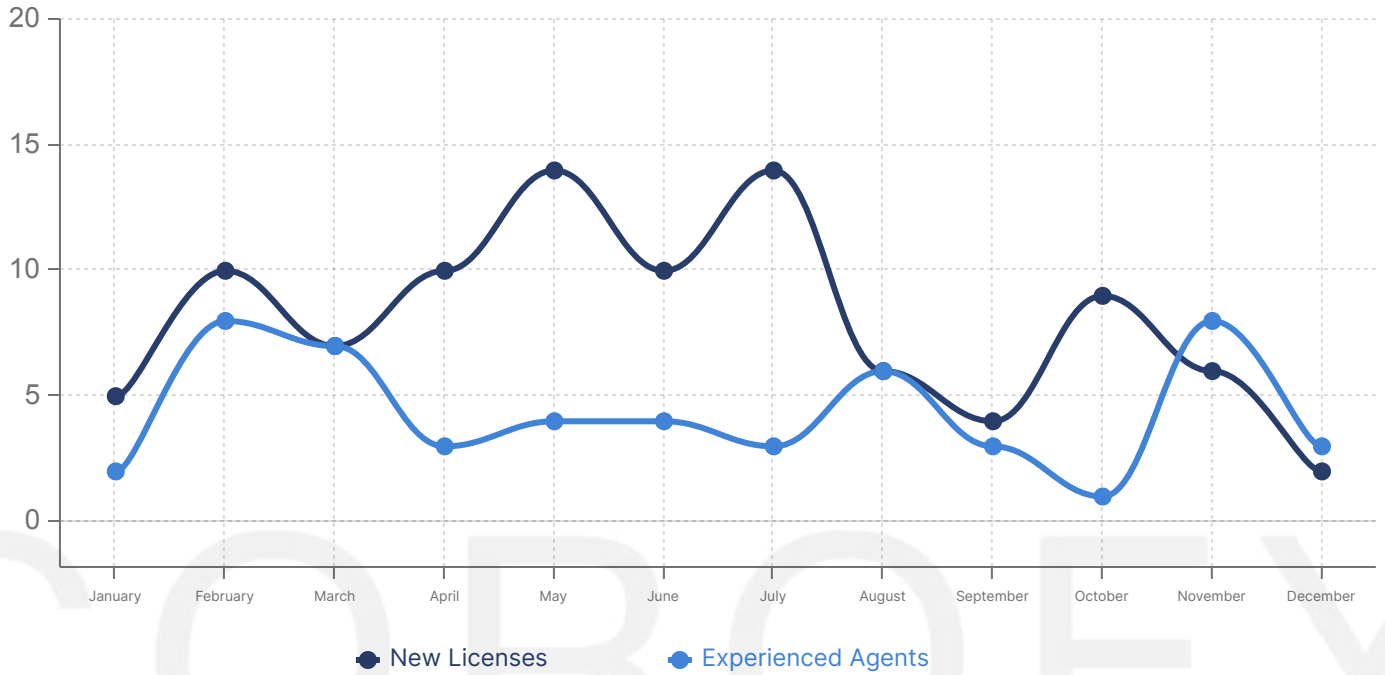


No. of Agents

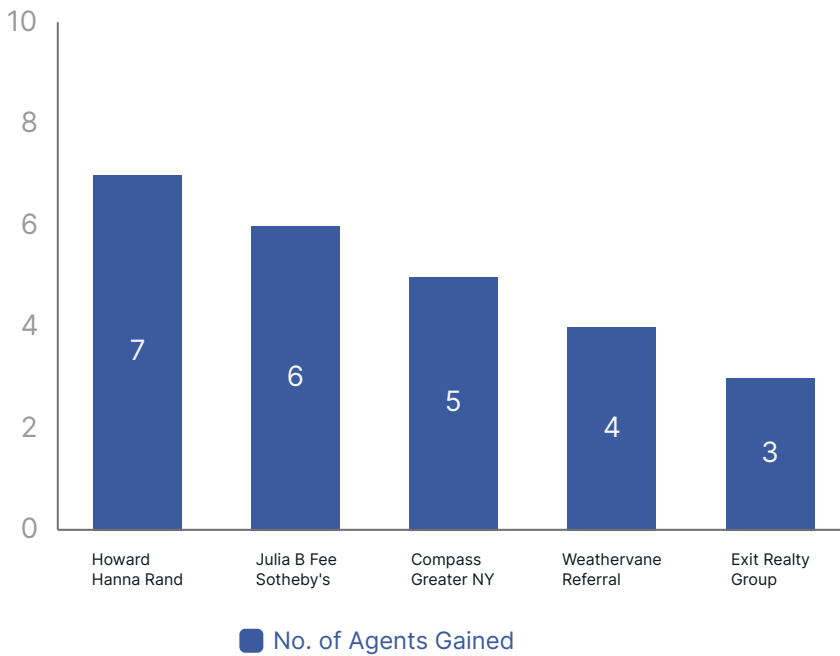
Hiring



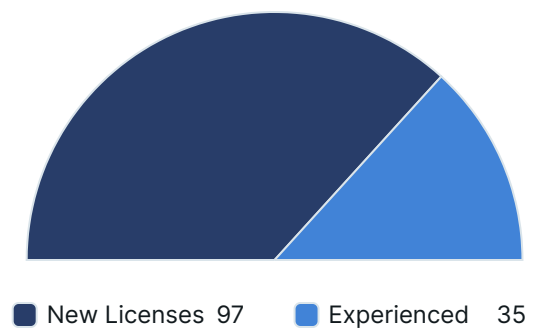
Number of Agents Hired by Source
New York State (2021)



Top 5 Firms Gained Agents From
New York State (2021)



Breakdown of Agents Gained
New York State (2021)



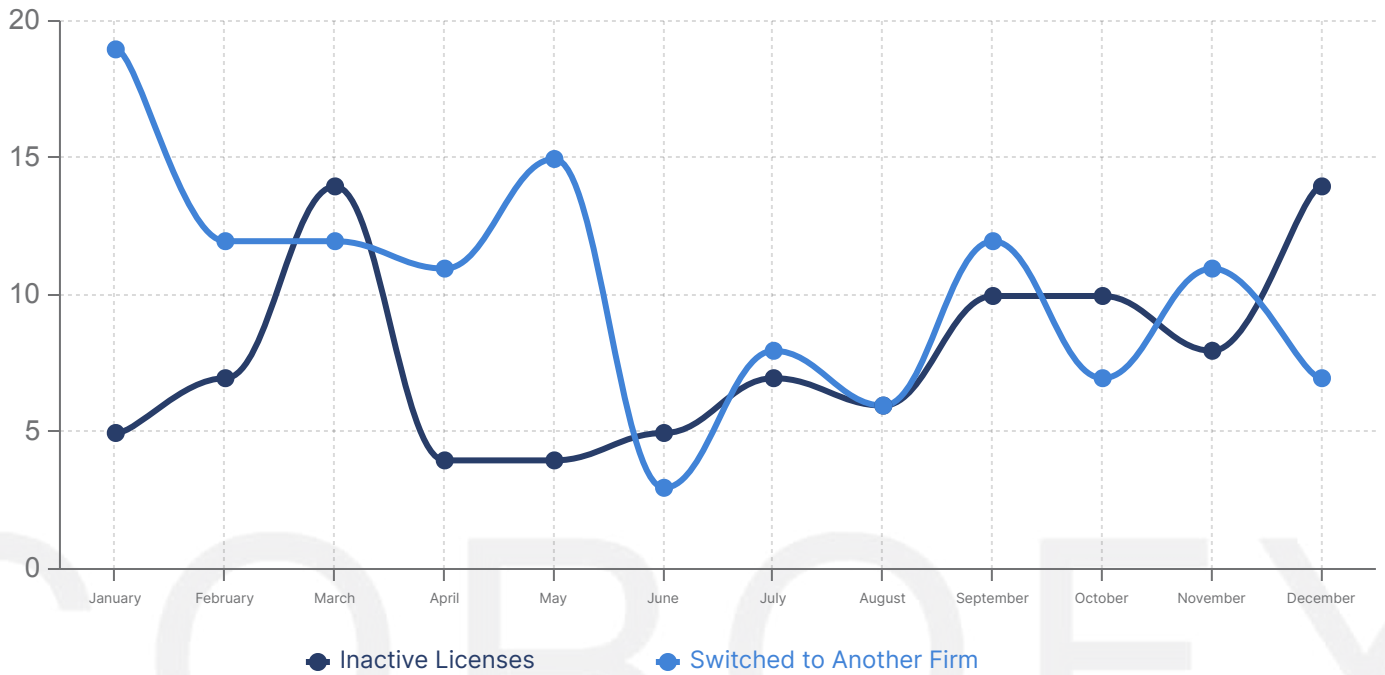
35%

Were gained from
another firm

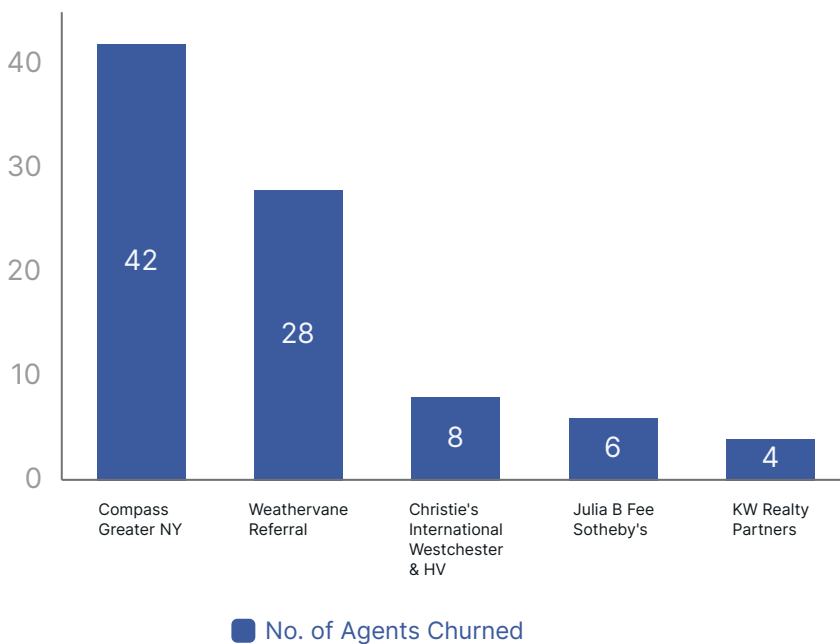
Turnover



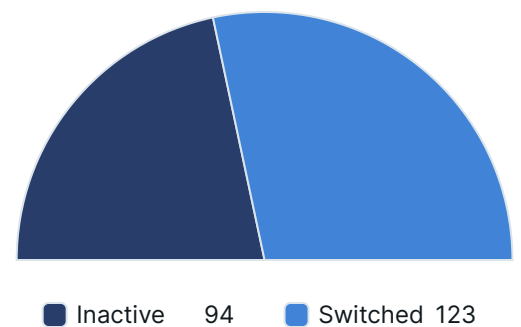
Number of Agents Lost by Source
New York State (2021)



Top 5 Firms Lost Agents To
New York State (2021)



Breakdown of Agents Lost
New York State (2021)



57%

Were churned to another firm

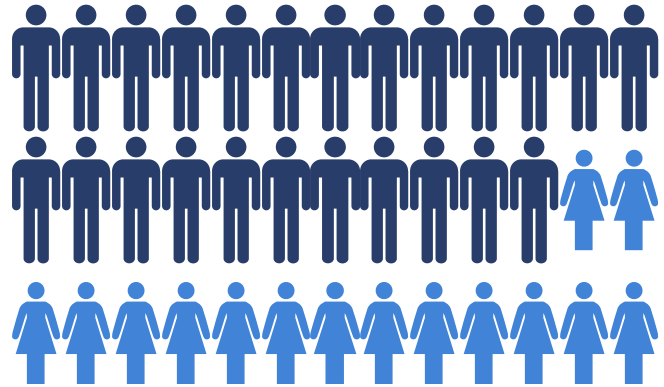


Retention

Annual Retention Rate (2021)

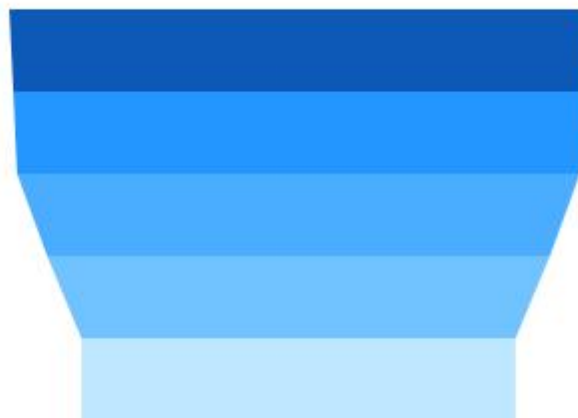
84%

The percentage of agents
the firm retained in 2021



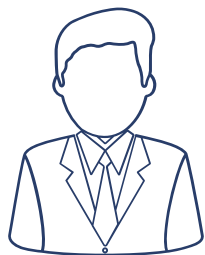
Average Retention Per Period

98%
97%
96%
85%
74%



● 30 Days ● 60 Days ● Quarter ● Annual ● Bi-Annual

Brown Harris Stevens



1,019

Agent Count

Brown Harris Stevens Residential Sales saw its New York State agent count decrease by 4.45% throughout 2021. In 2020, Brown Harris Stevens grew more than any other firm (101.70%) primarily due to its merger with Halstead.



2019

Growth



2020

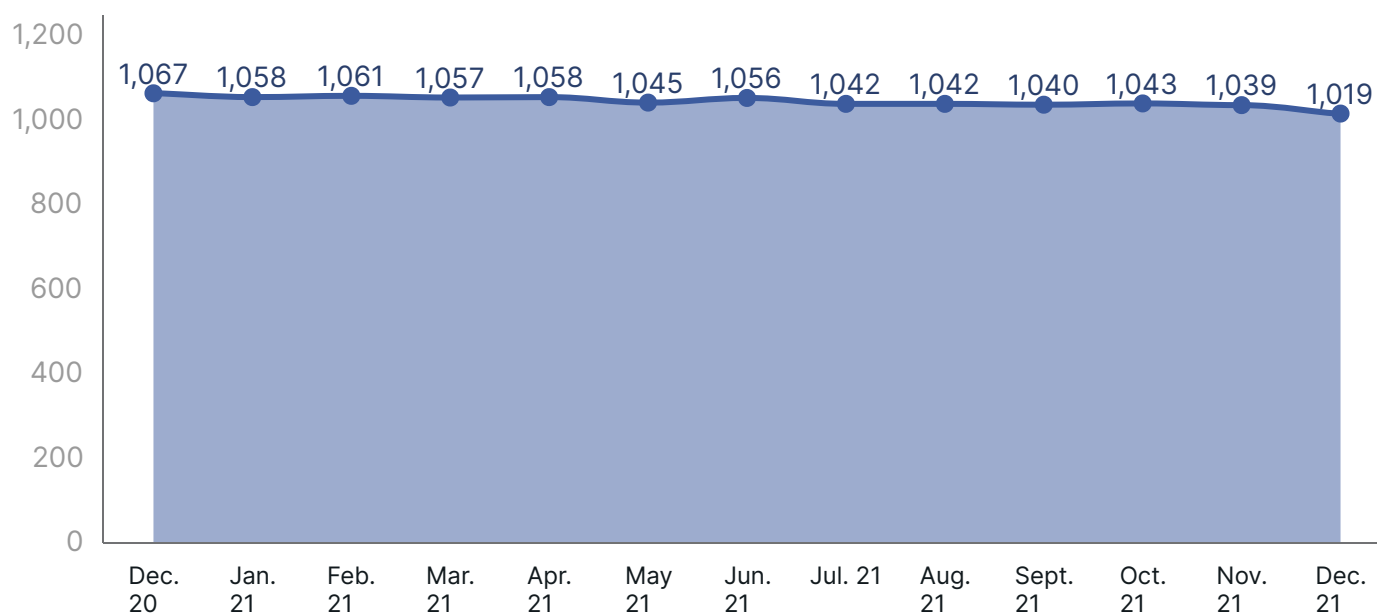
Growth



2021

Growth

Total Number of Agents at Brown Harris Stevens
All New York State (2021)



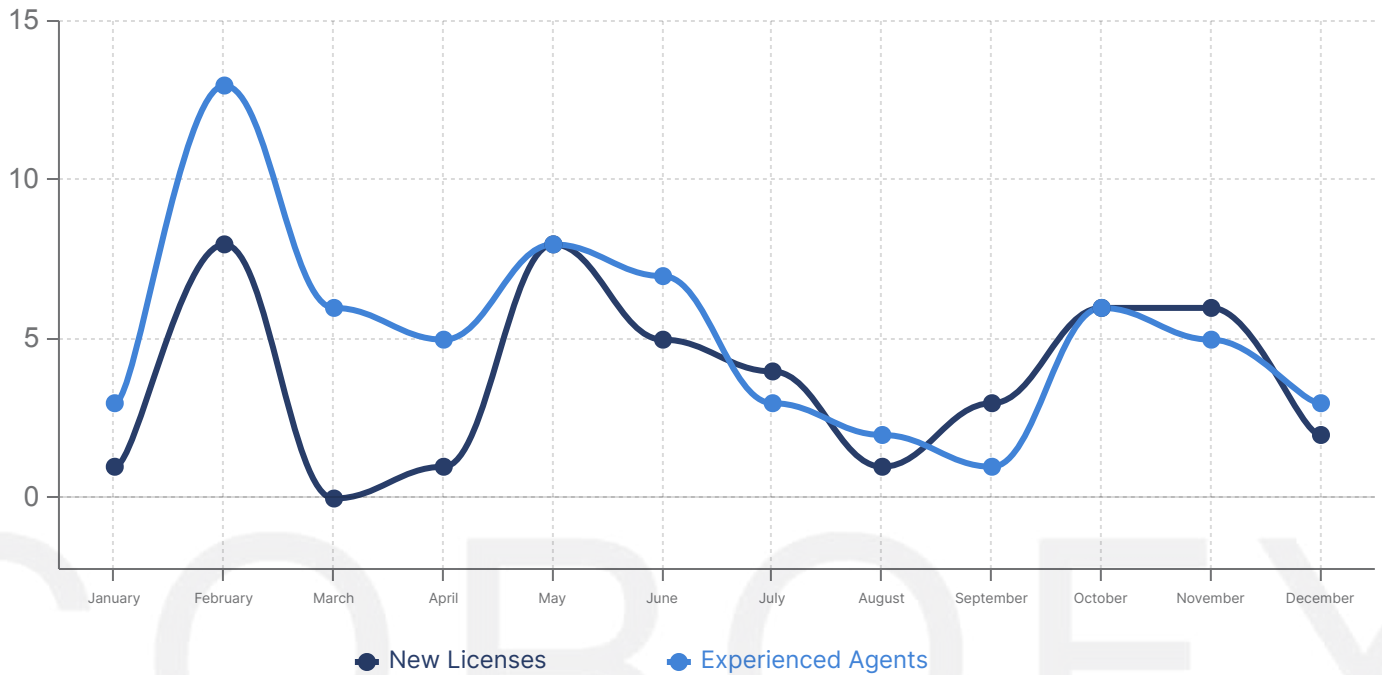
No. of Agents

Hiring

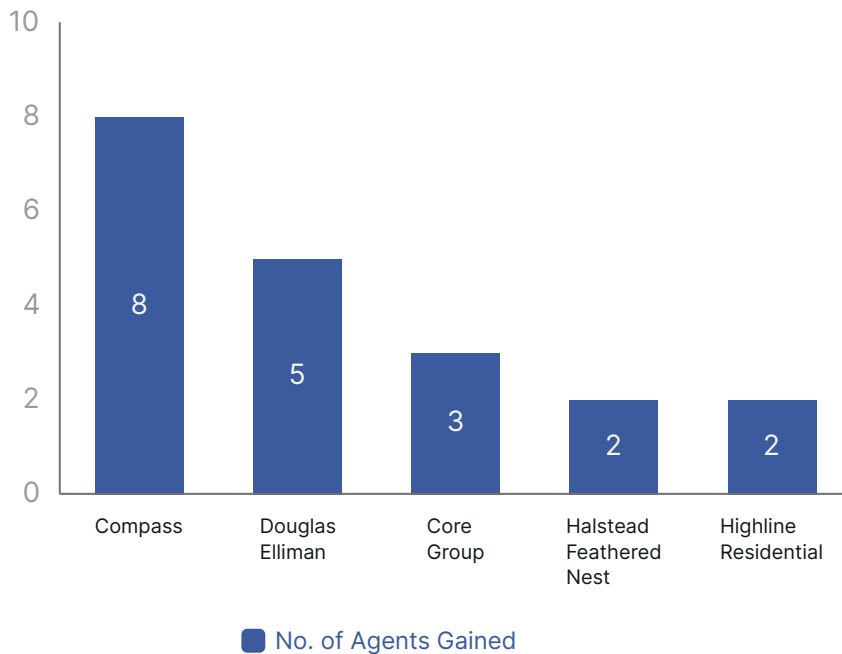
#8

Brown
Harris
Stevens

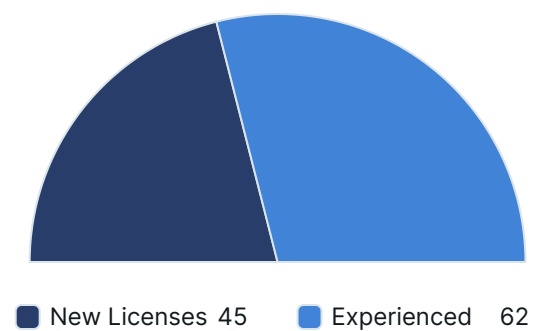
Number of Agents Hired by Source
New York State (2021)



Top 5 Firms Gained Agents From
New York State (2021)



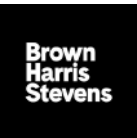
Breakdown of Agents Gained
New York State (2021)



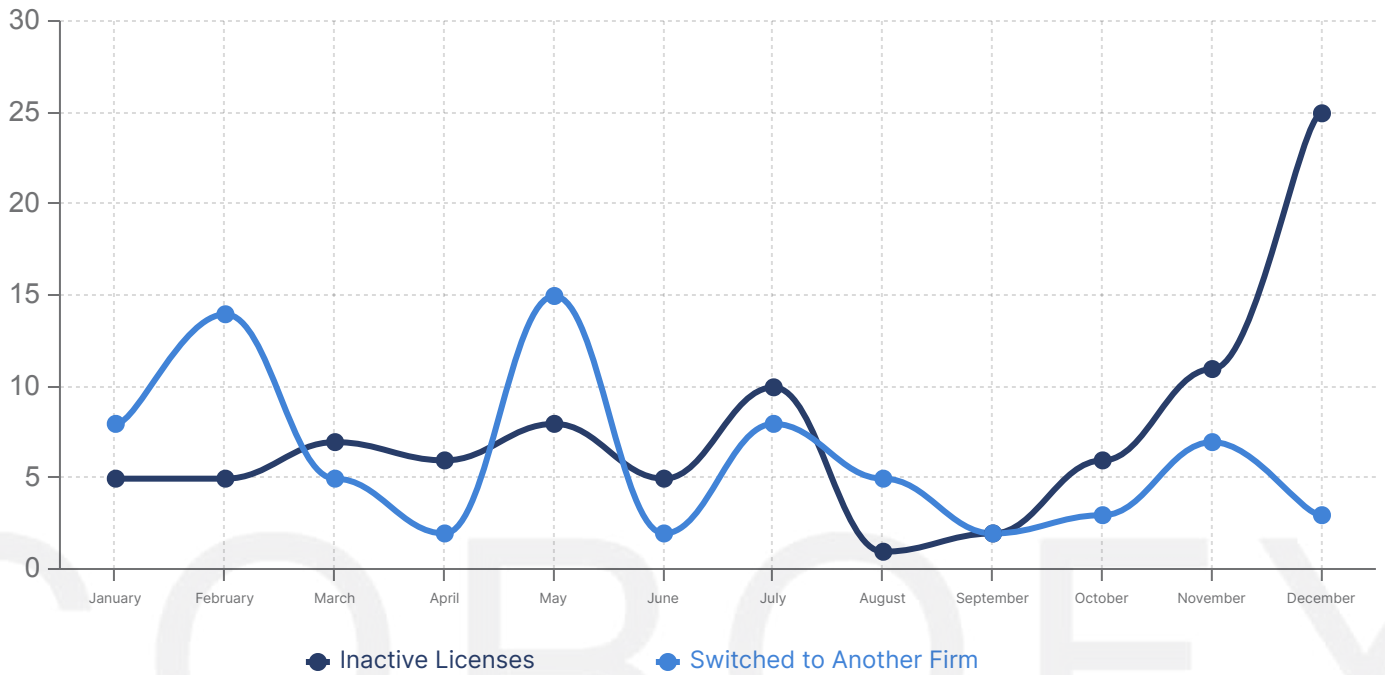
58%

Were gained from
another firm

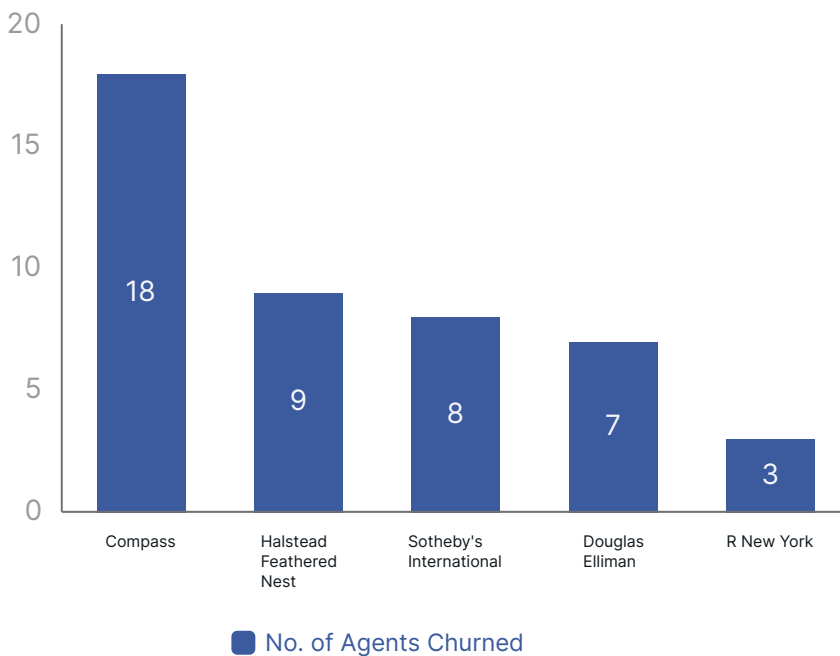
Turnover



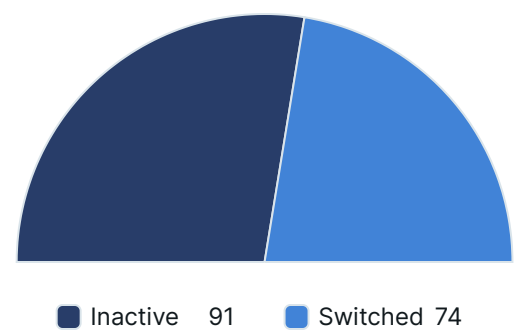
Number of Agents Lost by Source
New York State (2021)



Top 5 Firms Lost Agents To
New York State (2021)



Breakdown of Agents Lost
New York State (2021)



45%

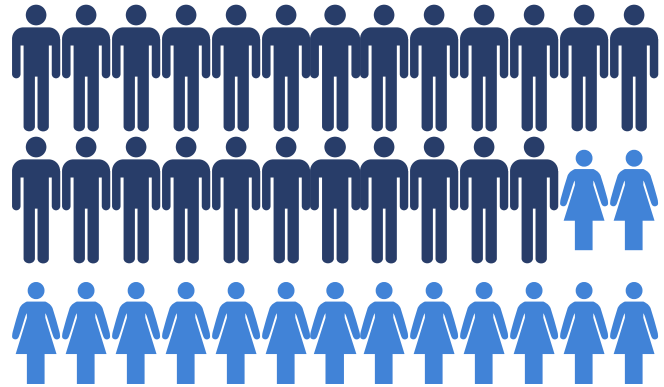
Were churned to another firm

Retention

Annual Retention Rate (2021)

86%

The percentage of agents
the firm retained in 2021



Average Retention Per Period

98%
97%
95%
83%
68%

● 30 Days ● 60 Days ● Quarter ● Annual ● Bi-Annual



Compass Greater NY

#9



880

Agent Count

Compass's growth in New York City may have slowed slightly throughout 2021, however, Compass Greater New York (primarily based in the Westchester and Hudson Valley region of New York State) has seen its agent count increase more than 62% in 2021, finishing the year with a total of 880 licensed real estate agents at the firm.

58.01%

2019

Growth

89.87%

2020

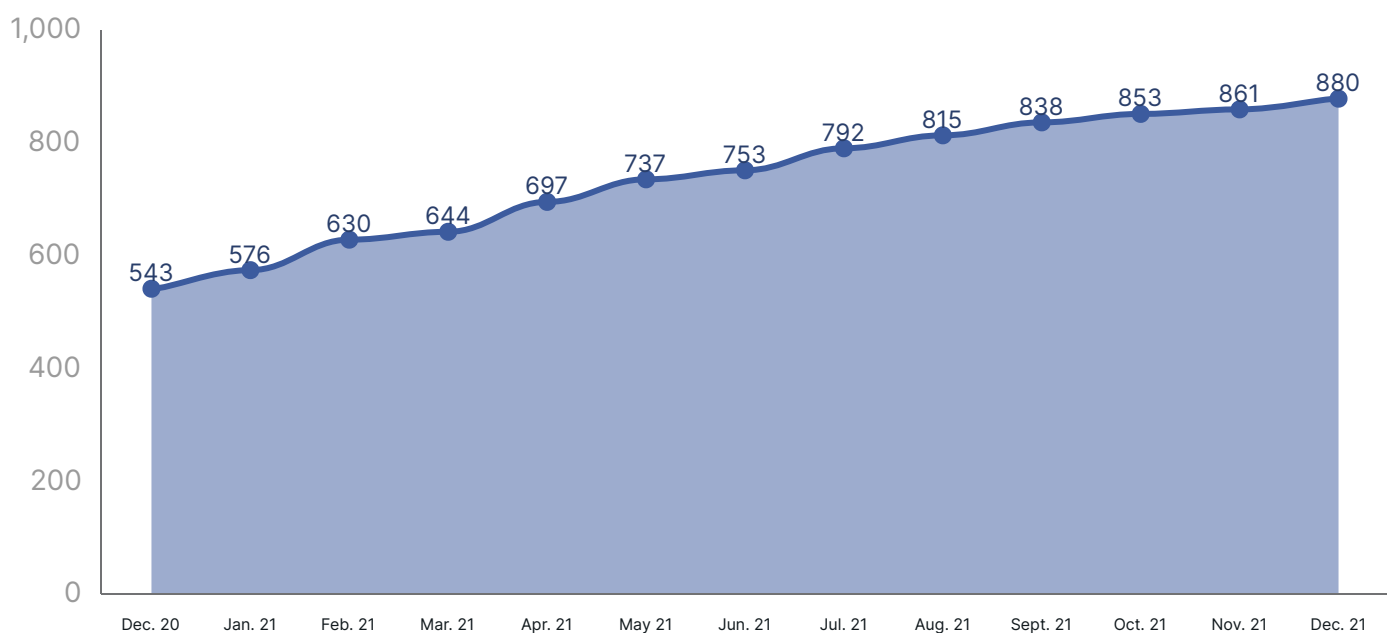
Growth

62.41%

2021

Growth

Total Number of Agents at Compass Greater NY
All New York State (2021)



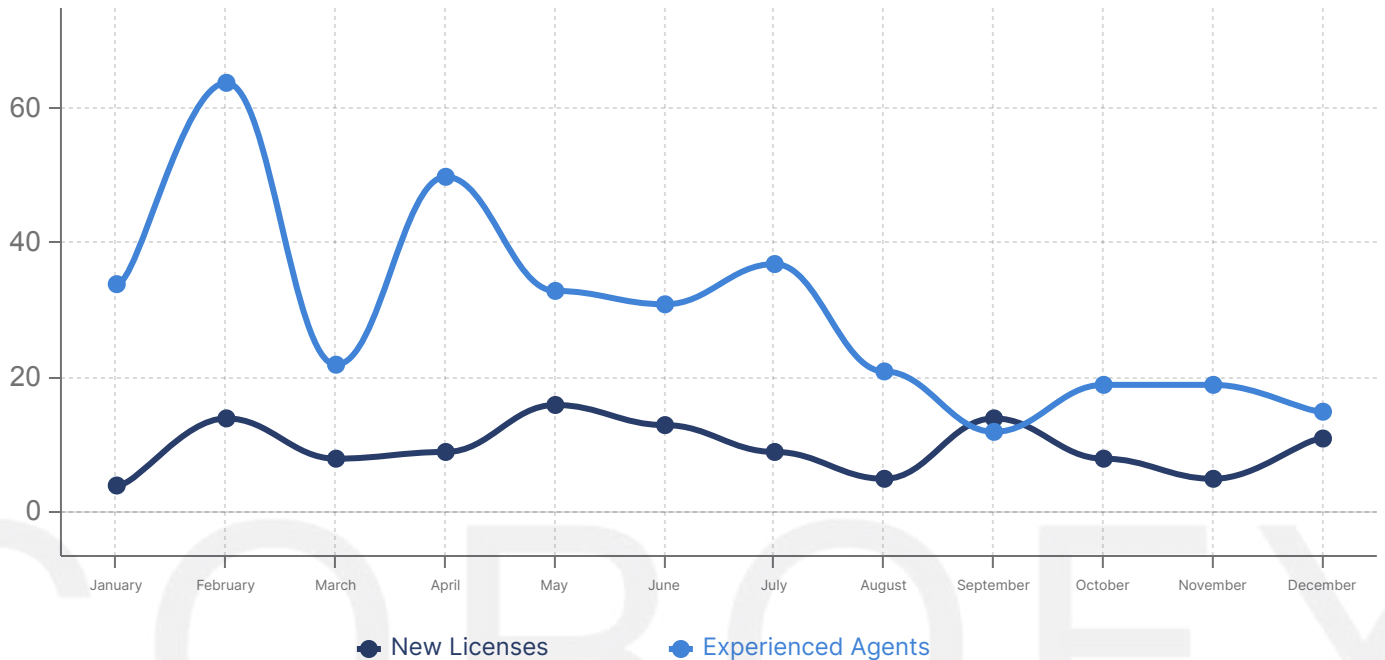
 No. of Agents

Hiring

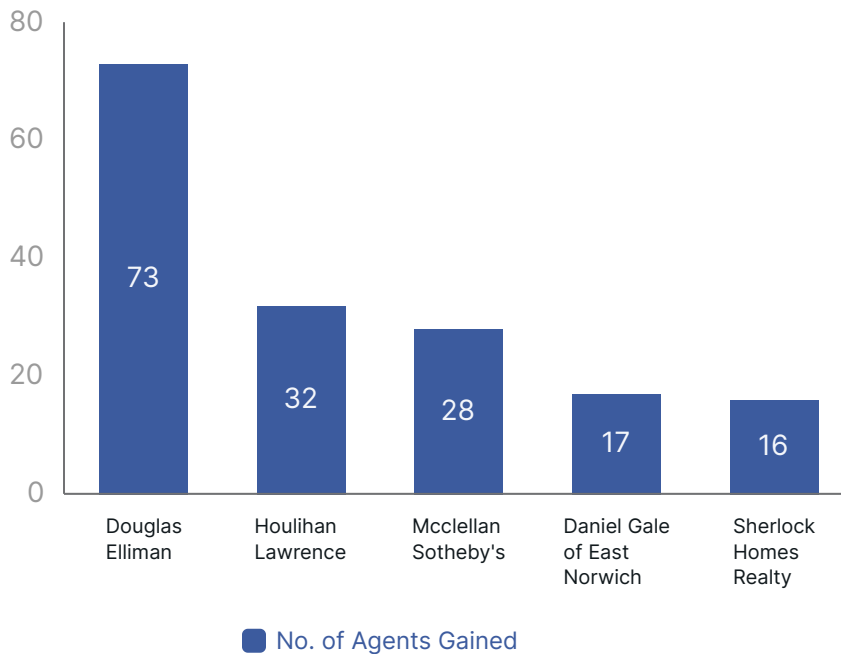
#9



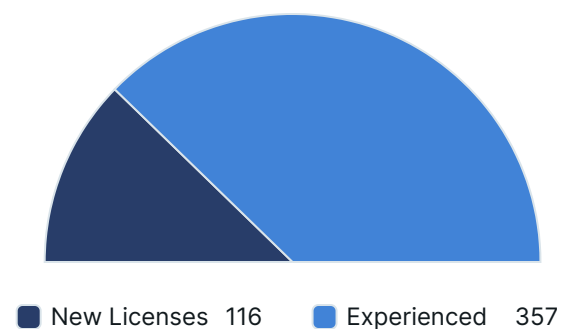
Number of Agents Hired by Source
New York State (2021)



Top 5 Firms Gained Agents From
New York State (2021)



Breakdown of Agents Gained
New York State (2021)



75%

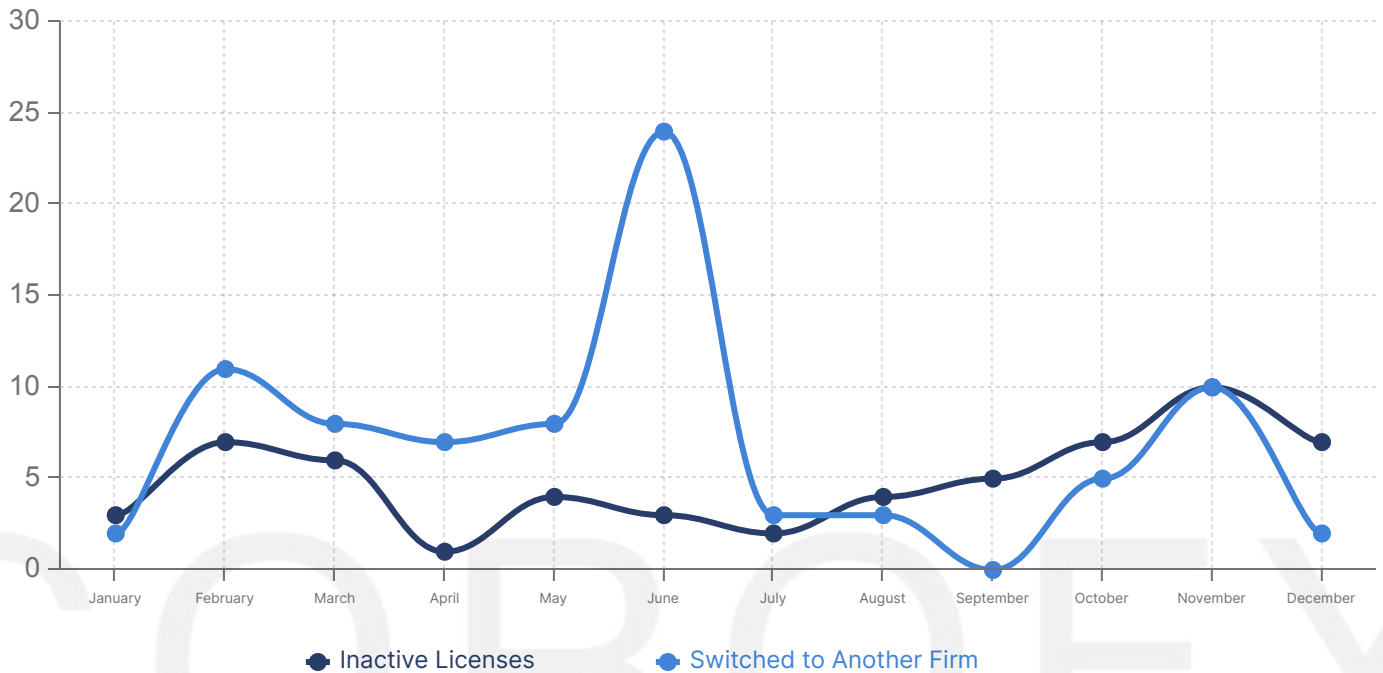
Were gained from
another firm

Turnover

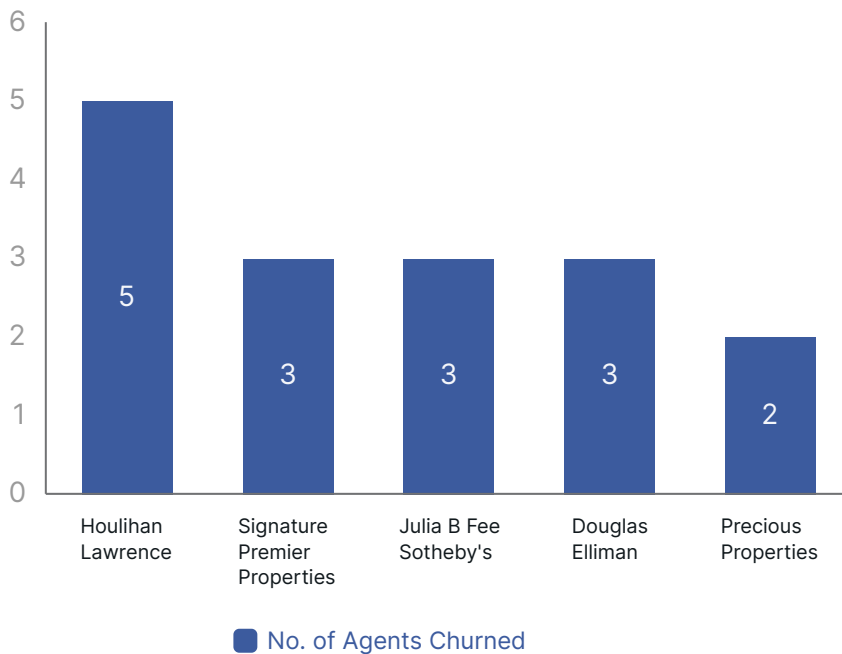
#9



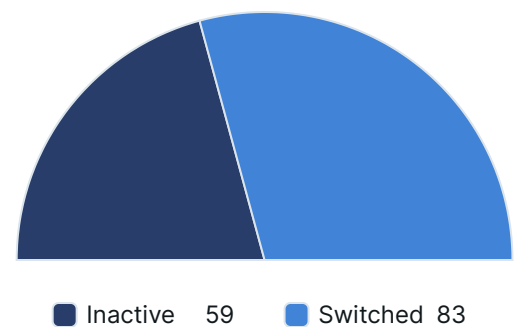
Number of Agents Lost by Source
New York State (2021)



Top 5 Firms Lost Agents To
New York State (2021)



Breakdown of Agents Lost
New York State (2021)



58%

Were churned to
another firm

Retention

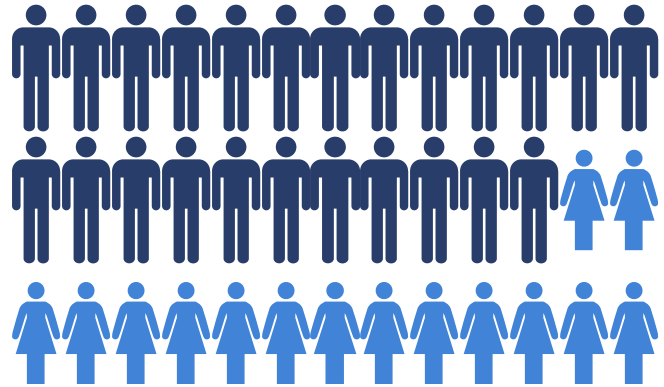
#9



Annual Retention Rate (2021)

85%

The percentage of agents
the firm retained in 2021



Average Retention Per Period

99%
97%
97%
85%
65%

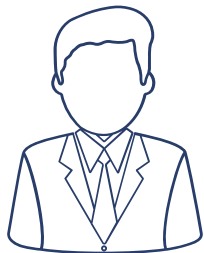


● 30 Days ● 60 Days ● Quarter ● Annual ● Bi-Annual

Howard Hanna Rand

COROFY

#10



806

Agent Count

Howard Hanna Rand Realty remains the leader in the Hudson Valley Region despite losing 4.95% of its agent count throughout 2021. Formerly a part of the Better Homes and Gardens Real Estate network, Rand Realty joined Howard Hanna at the end of 2020 and had a total of 806 licensees associated with the firm at the end of 2021.



2019

Growth



2020

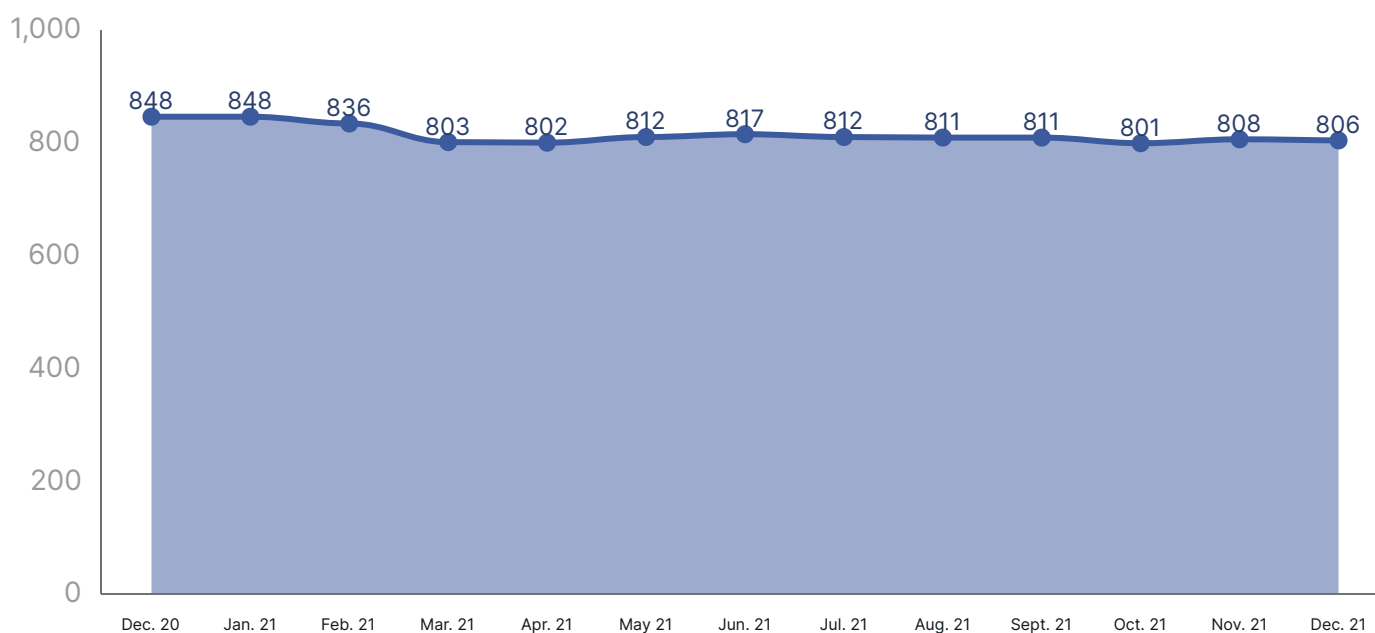
Growth



2021

Growth

Total Number of Agents at Howard Hanna Rand Realty
All New York State (2021)



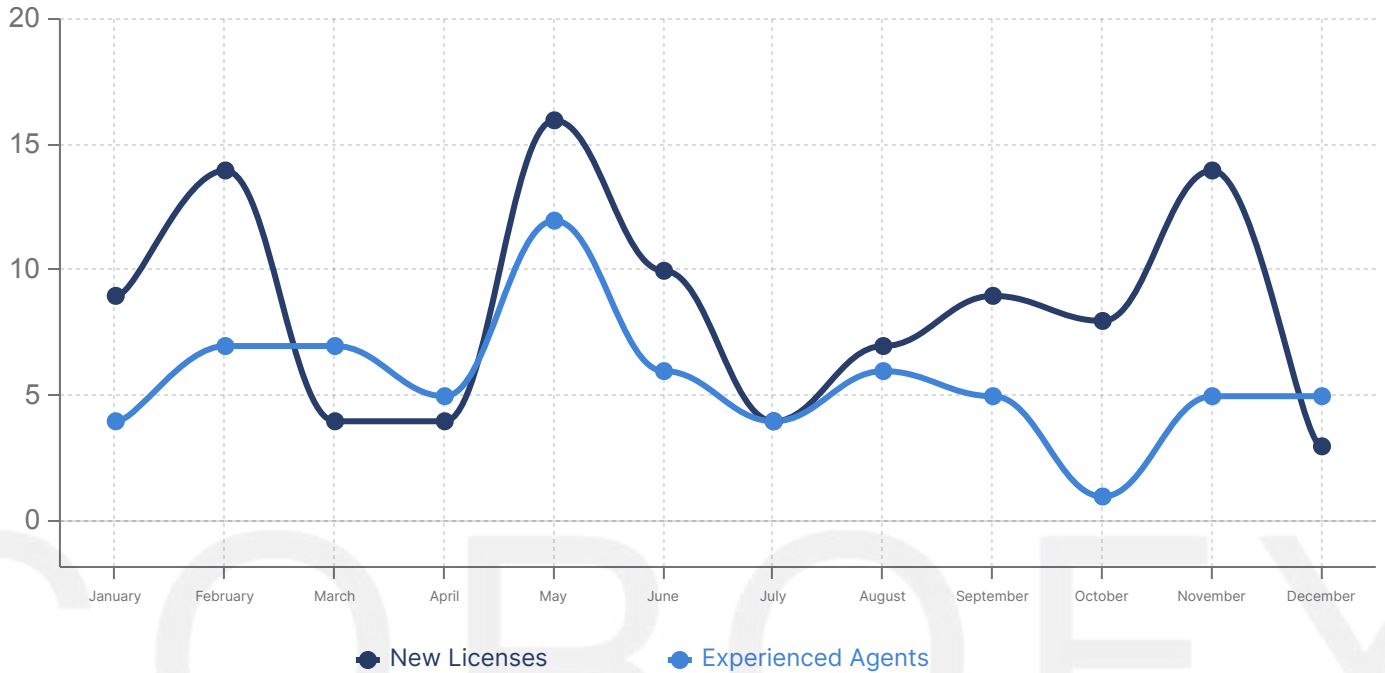
No. of Agents

Hiring

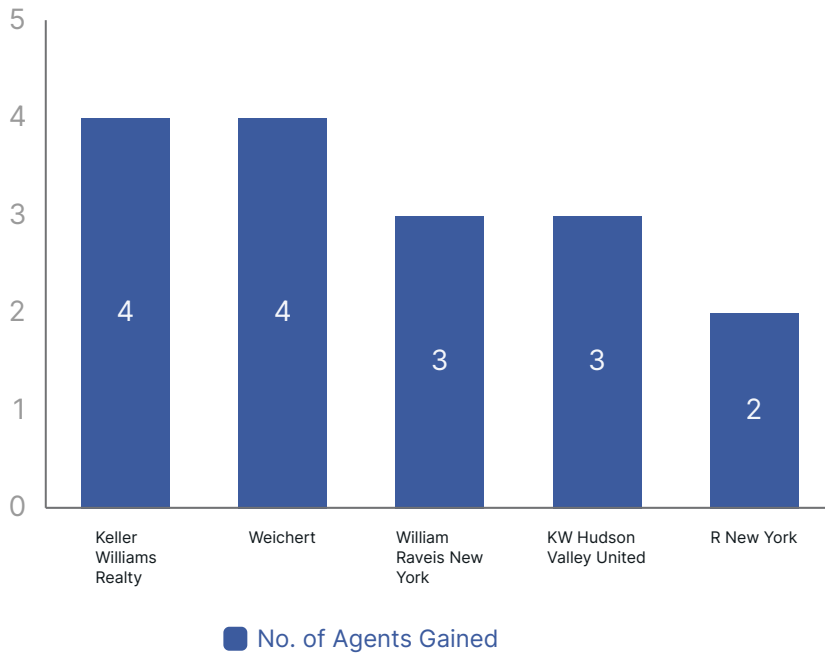


RAND REALTY

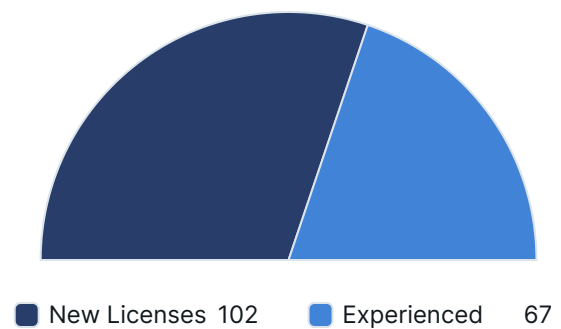
Number of Agents Hired by Source
New York State (2021)



Top 5 Firms Gained Agents From
New York State (2021)



Breakdown of Agents Gained
New York State (2021)



40%

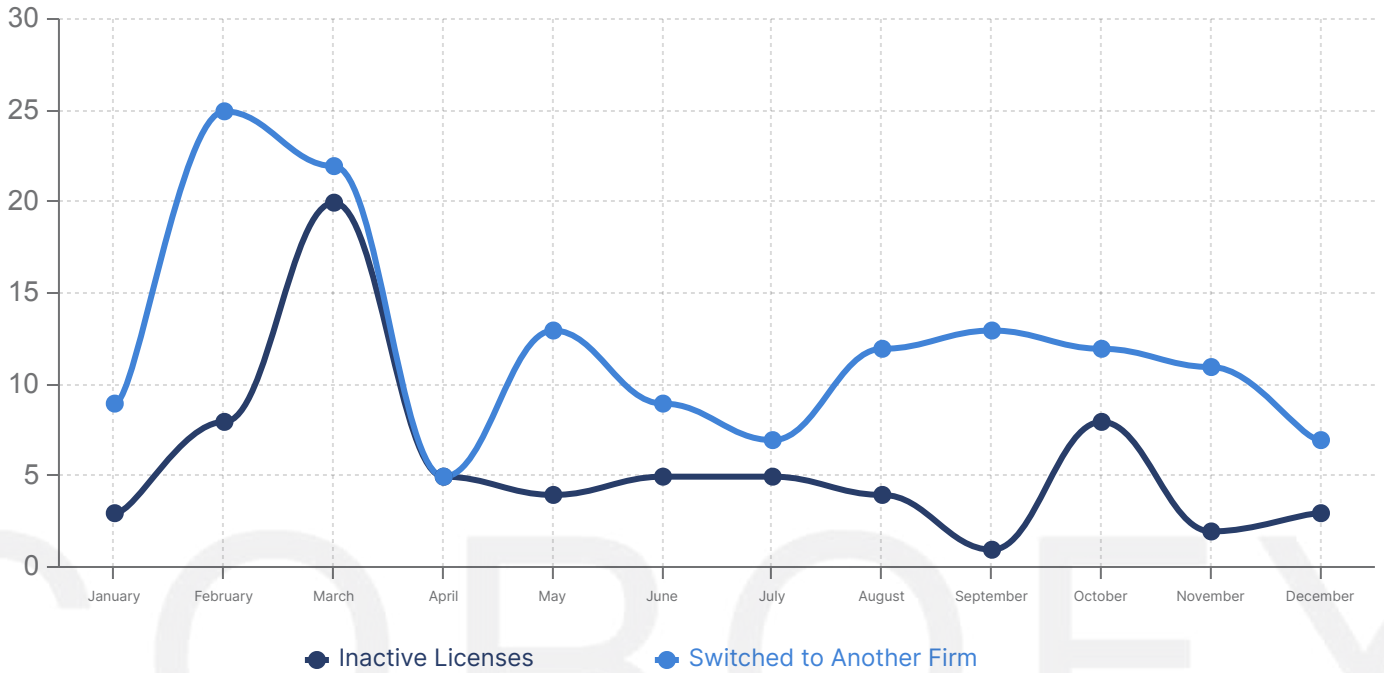
Were gained from another firm

Turnover

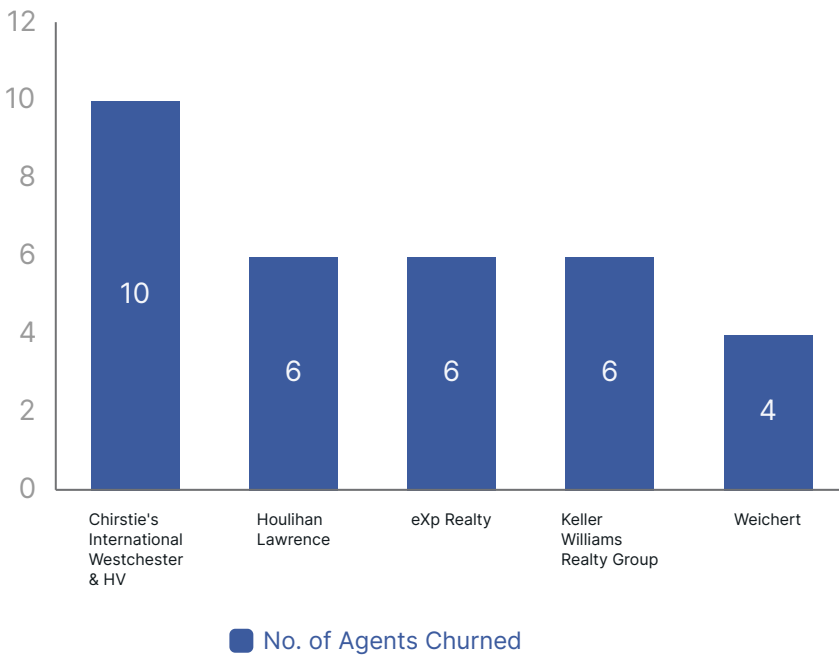


RAND REALTY

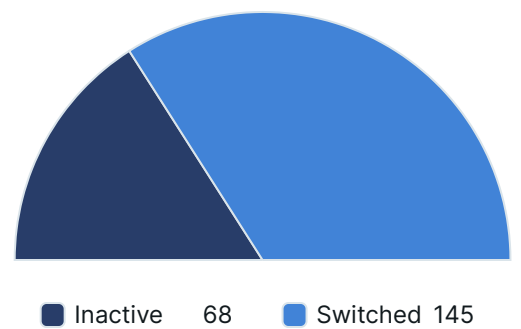
Number of Agents Lost by Source
New York State (2021)



Top 5 Firms Lost Agents To
New York State (2021)



Breakdown of Agents Lost
New York State (2021)



68%

Were churned to another firm

Retention

#10

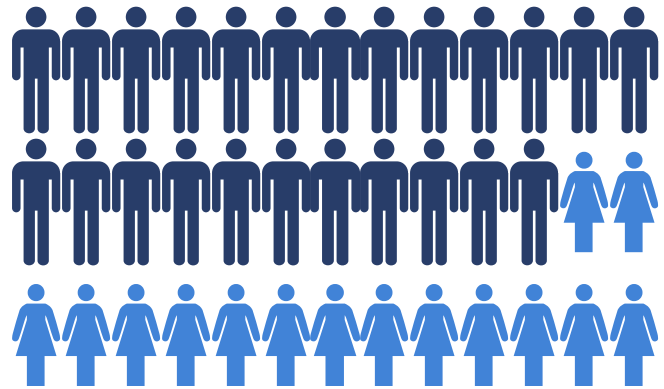


RAND REALTY

Annual Retention Rate (2021)

78%

The percentage of agents the firm retained in 2021



Average Retention Per Period

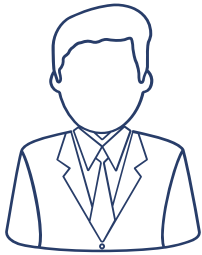
99%
 97%
 94%
 0%
 0%



● 30 Days ● 60 Days ● Quarter ● Annual ● Bi-Annual

*Limited data available based on the firm's start date.

Winzone Realty



799

Agent Count

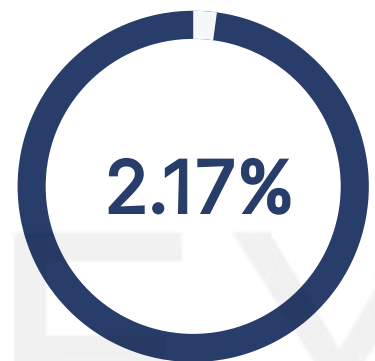
Winzone Realty had 799 licensed real estate agents across New York State at the end of 2021. All of these agents are located at the firm's Queens based office, a borough where Winzone Realty remains the joint-leader by total agent count (along with e Realty International).



2019
Growth

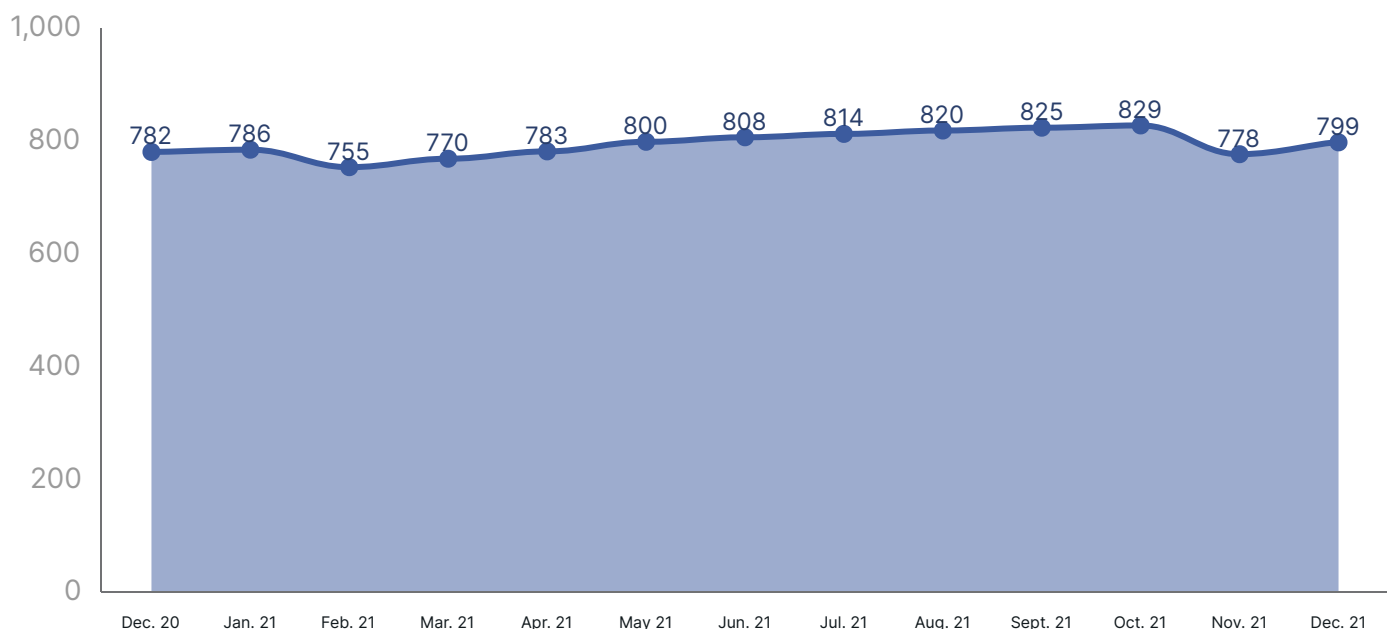


2020
Growth



2021
Growth

Total Number of Agents at Winzone Realty All New York State (2021)

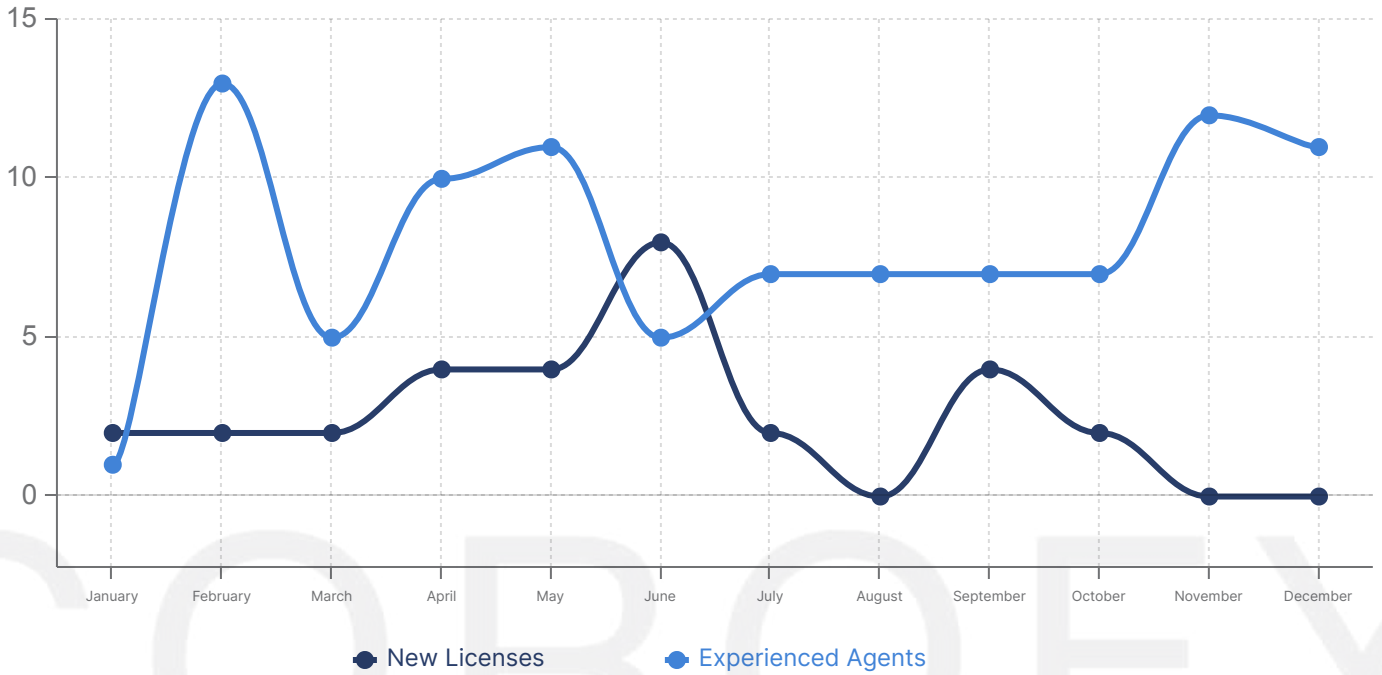


No. of Agents

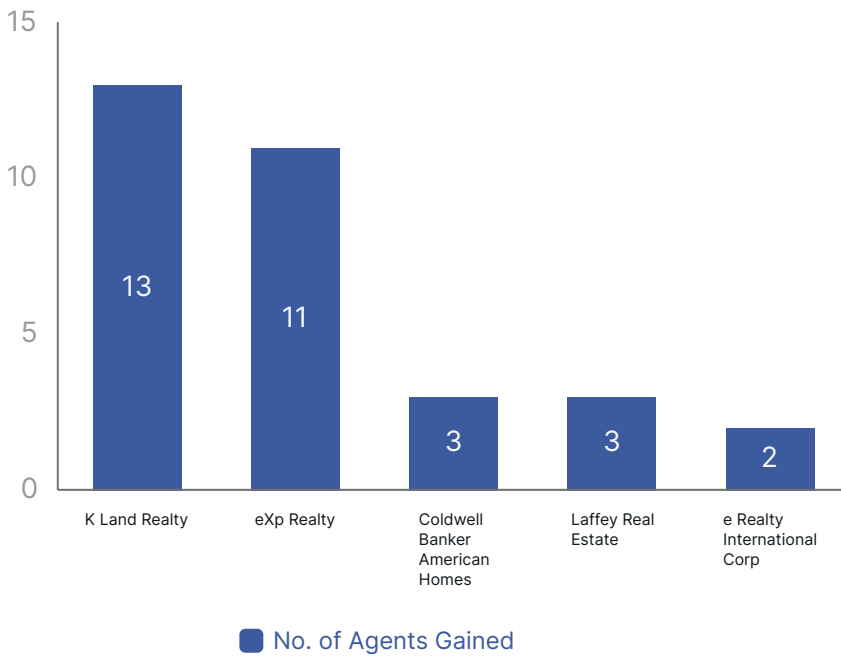
Hiring



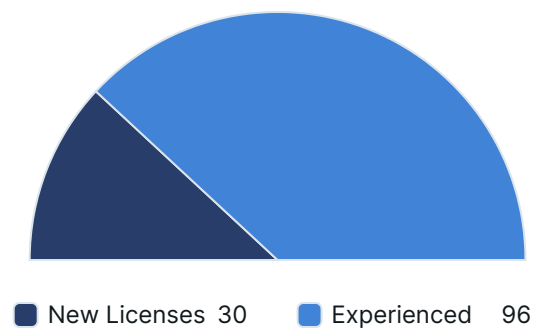
Number of Agents Hired by Source
New York State (2021)



Top 5 Firms Gained Agents From
New York State (2021)



Breakdown of Agents Gained
New York State (2021)



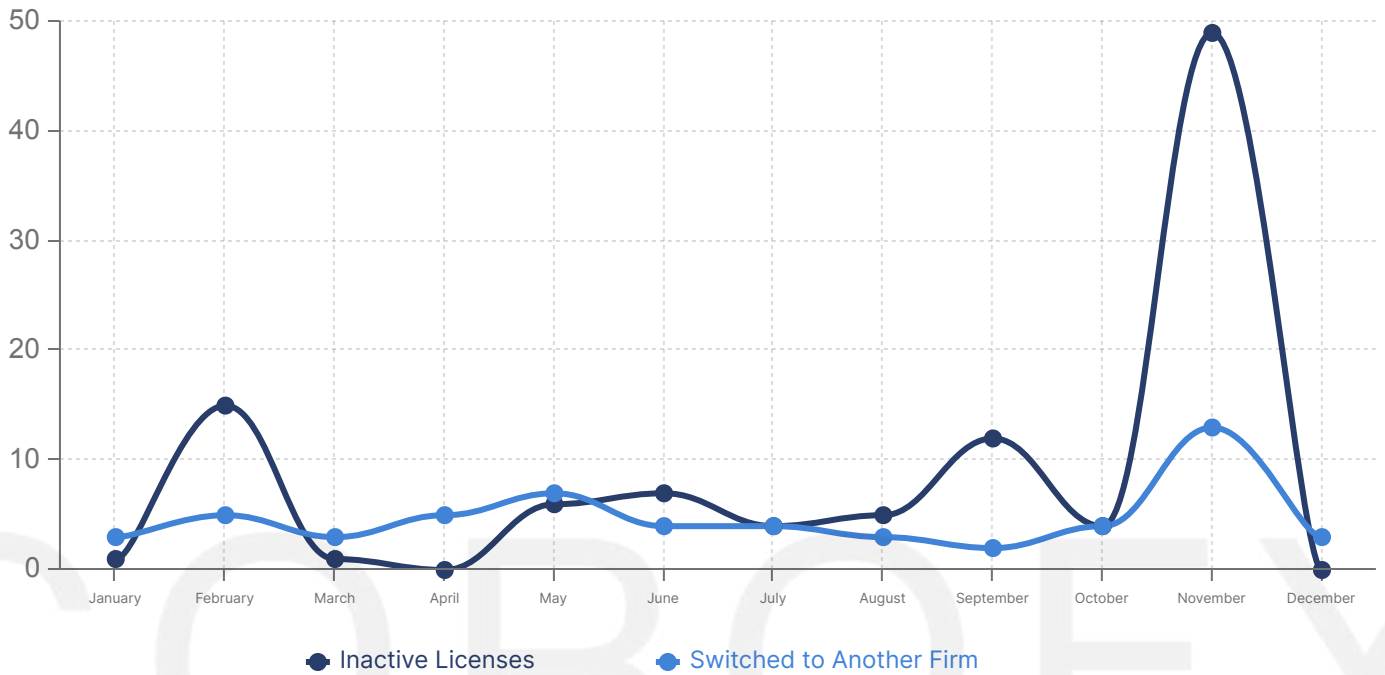
76%

Were gained from
another firm

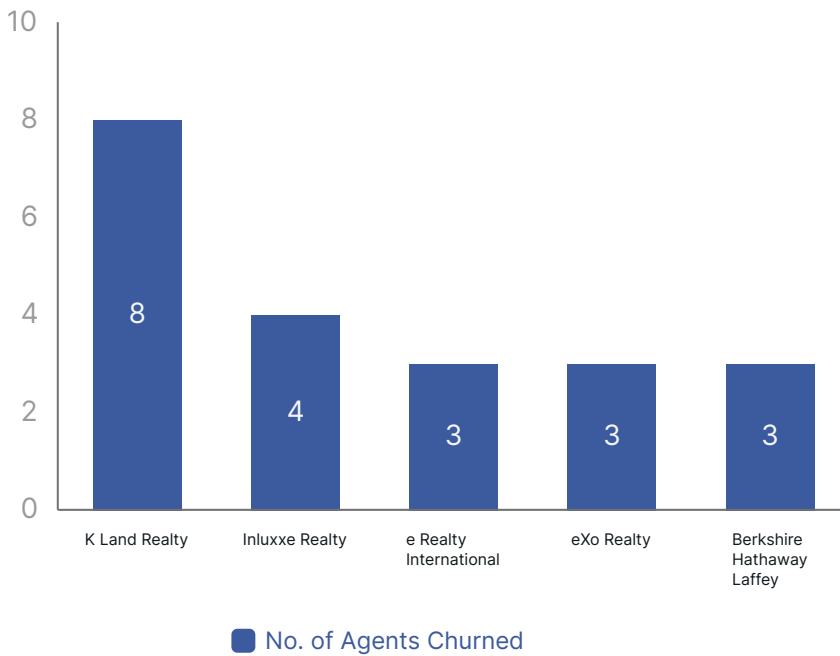
Turnover



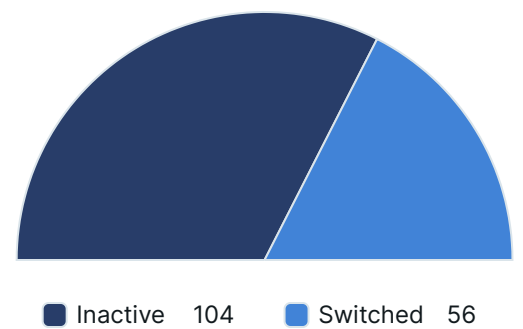
Number of Agents Lost by Source
New York State (2021)



Top 5 Firms Lost Agents To
New York State (2021)



Breakdown of Agents Lost
New York State (2021)



35%

Were churned to
another firm

Retention

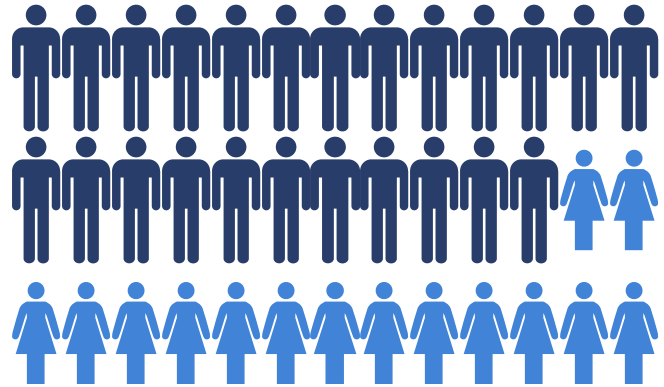
#11



Annual Retention Rate (2021)

84%

The percentage of agents the firm retained in 2021



Average Retention Per Period

98%
96%
94%
80%
68%



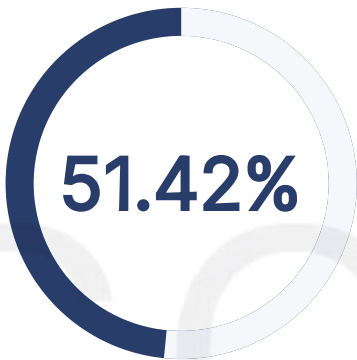
● 30 Days ● 60 Days ● Quarter ● Annual ● Bi-Annual



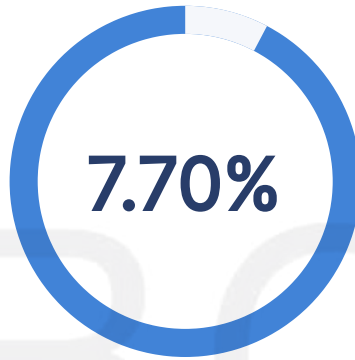
799

Agent Count

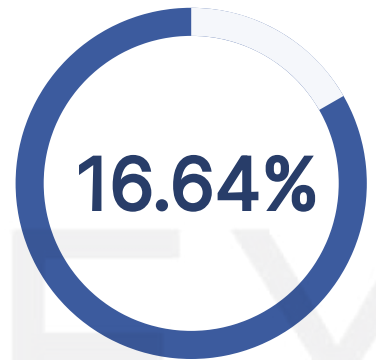
e Realty had 799 licensed real estate agents across New York State at the end of 2021. All of these agents are located at the firm's Queens based office, a borough where e Realty International has become the joint-leader by total agent count (along with Winzone Realty).



2019
Growth

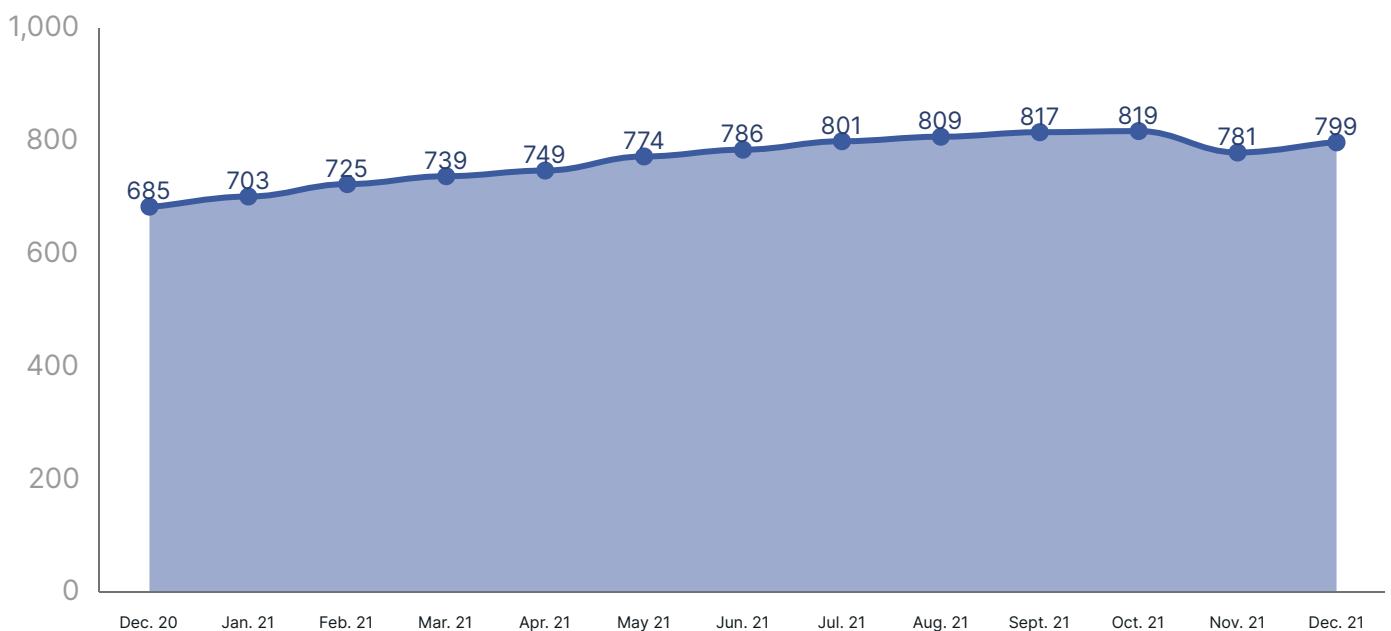


2020
Growth



2021
Growth

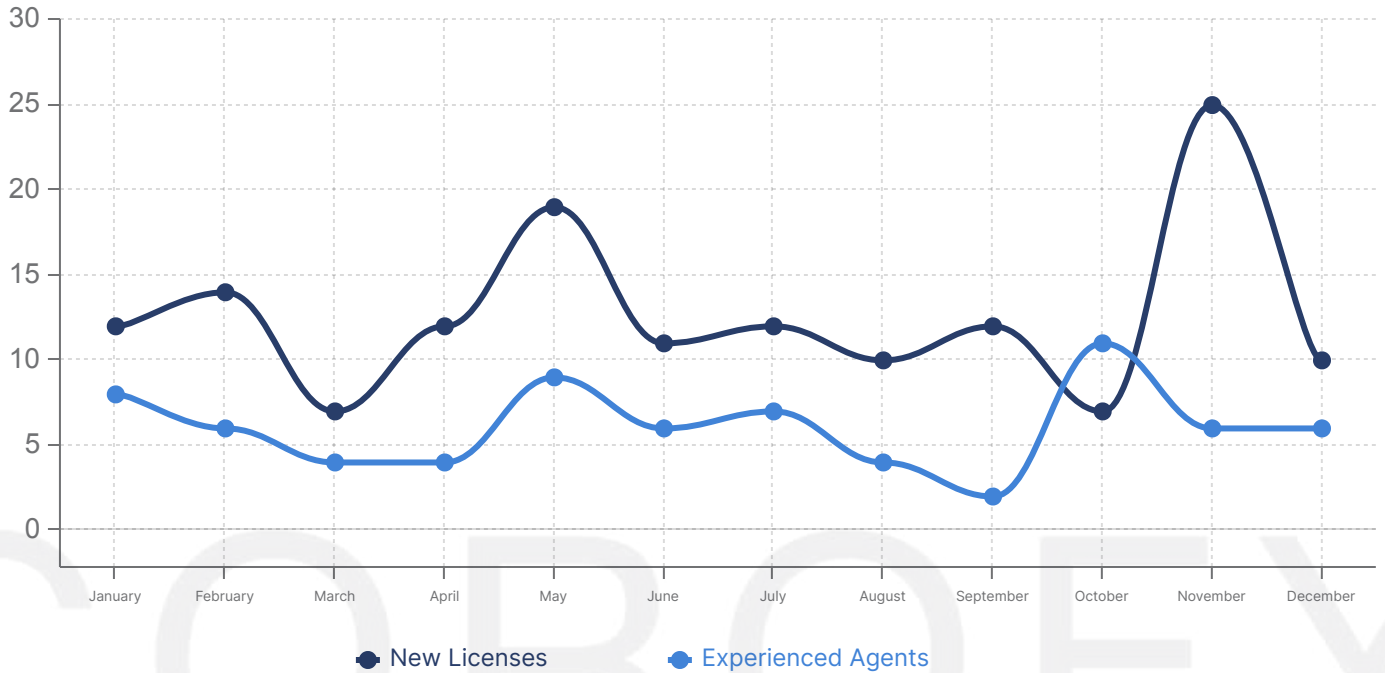
Total Number of Agents at e Realty International All New York State (2021)



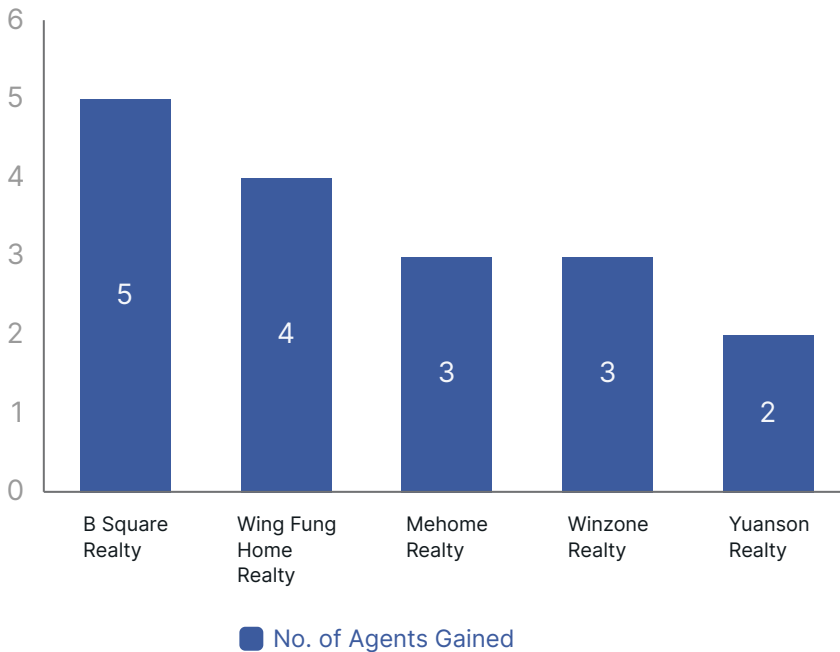
No. of Agents

Hiring

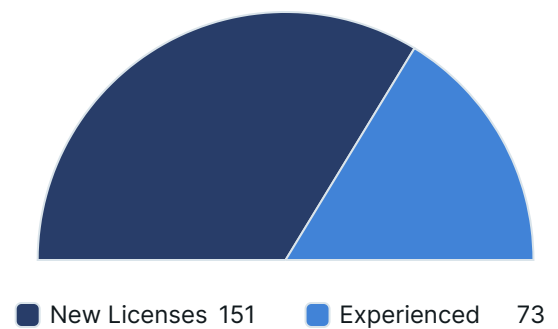
Number of Agents Hired by Source
New York State (2021)



Top 5 Firms Gained Agents From
New York State (2021)



Breakdown of Agents Gained
New York State (2021)

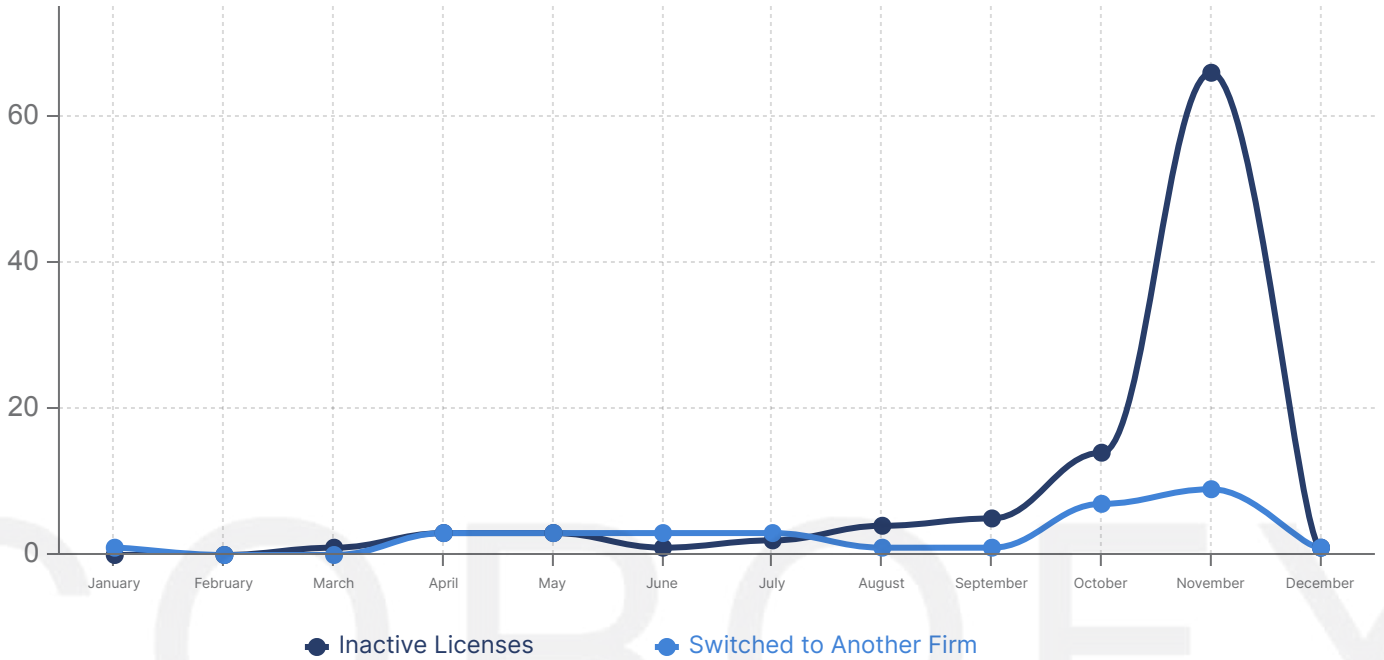


33%

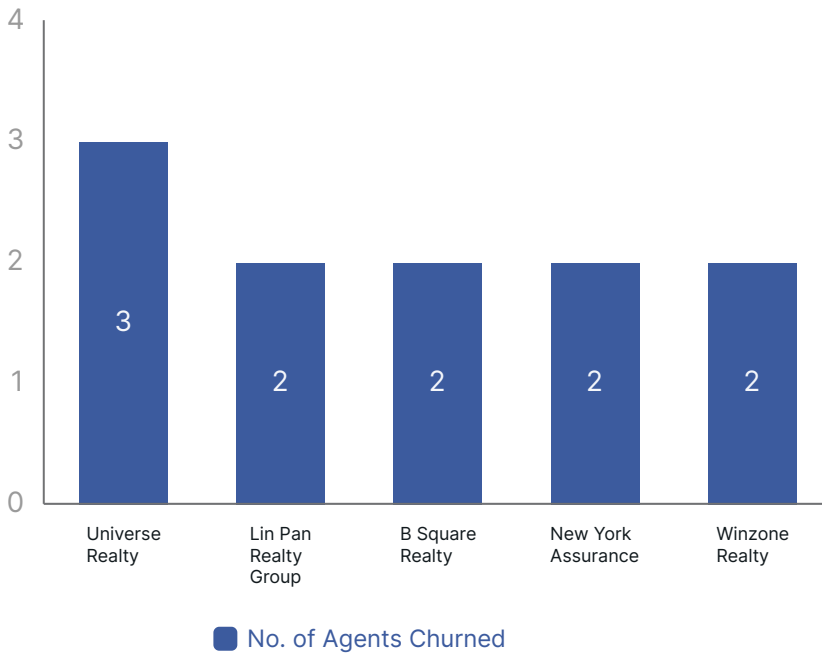
Were gained from
another firm

Turnover

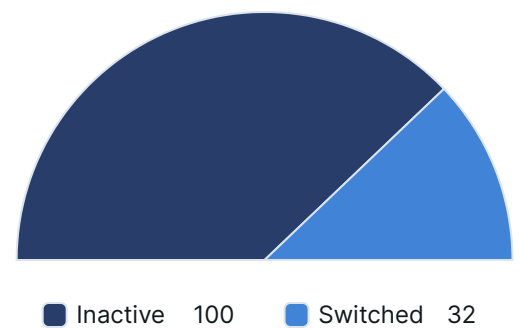
Number of Agents Lost by Source
New York State (2021)



Top 5 Firms Lost Agents To
New York State (2021)



Breakdown of Agents Lost
New York State (2021)



24%

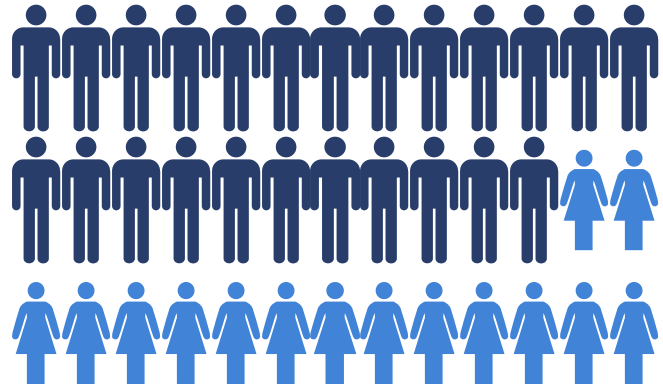
Were churned to
another firm

Retention

Annual Retention Rate (2021)

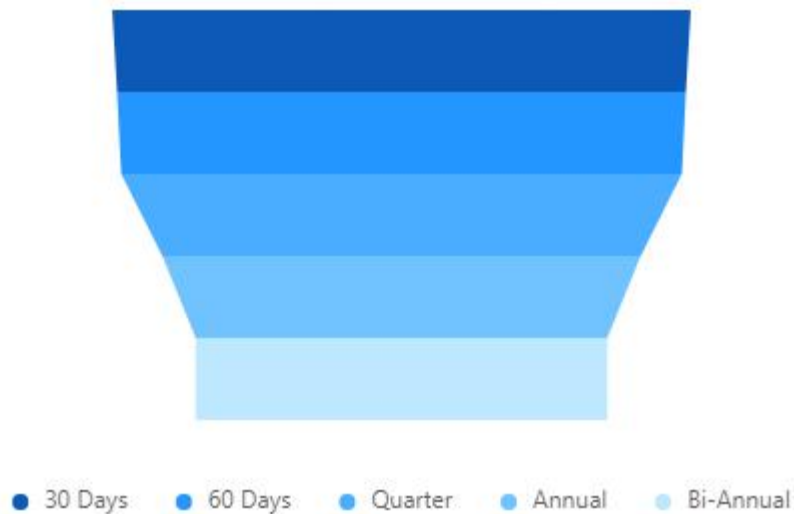
85%

The percentage of agents the firm retained in 2021

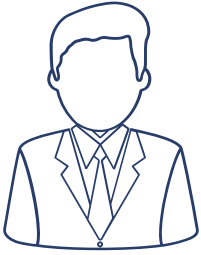


Average Retention Per Period

98%
97%
95%
81%
70%



Charles Rutenberg



754

Agent Count

Charles Rutenberg Realty saw the number of agents licensed at the firm decrease significantly throughout 2021. The 754 agents licensed at the end of 2021 represented a decline of 8.83% compared to this period a year earlier. The Long Island based firm has seen its agent count decrease in each of the last 3 years.



2019
Growth

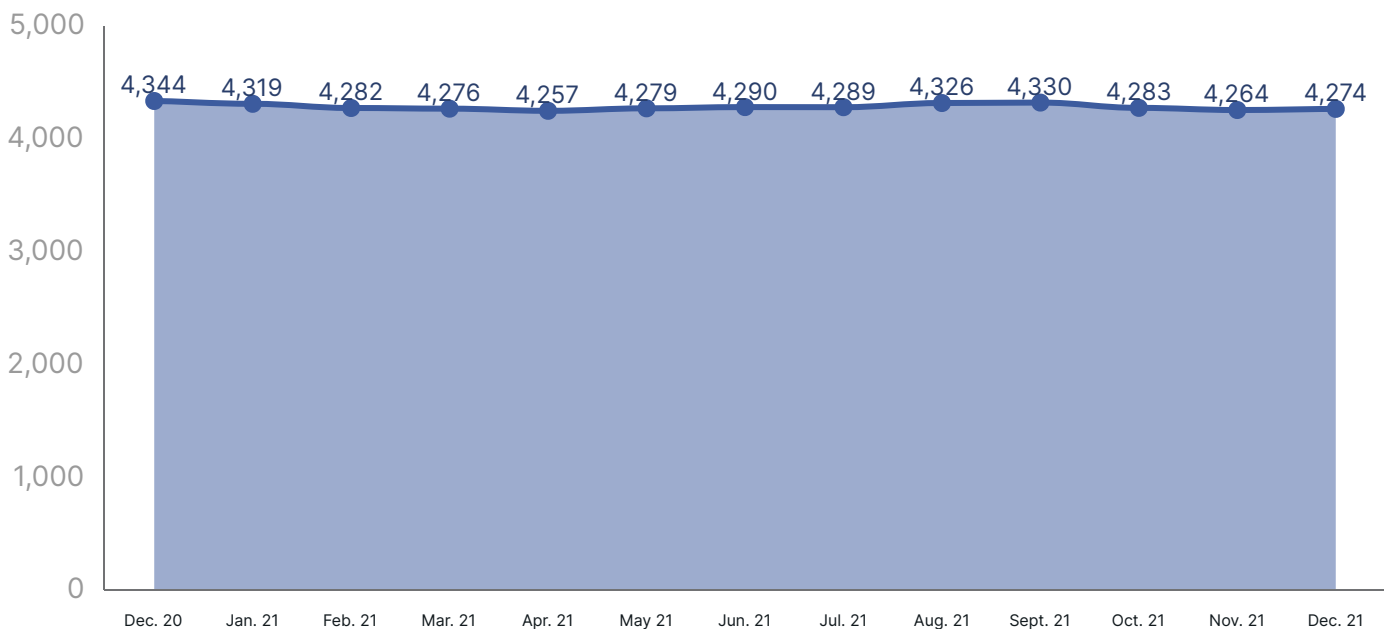


2020
Growth



2021
Growth

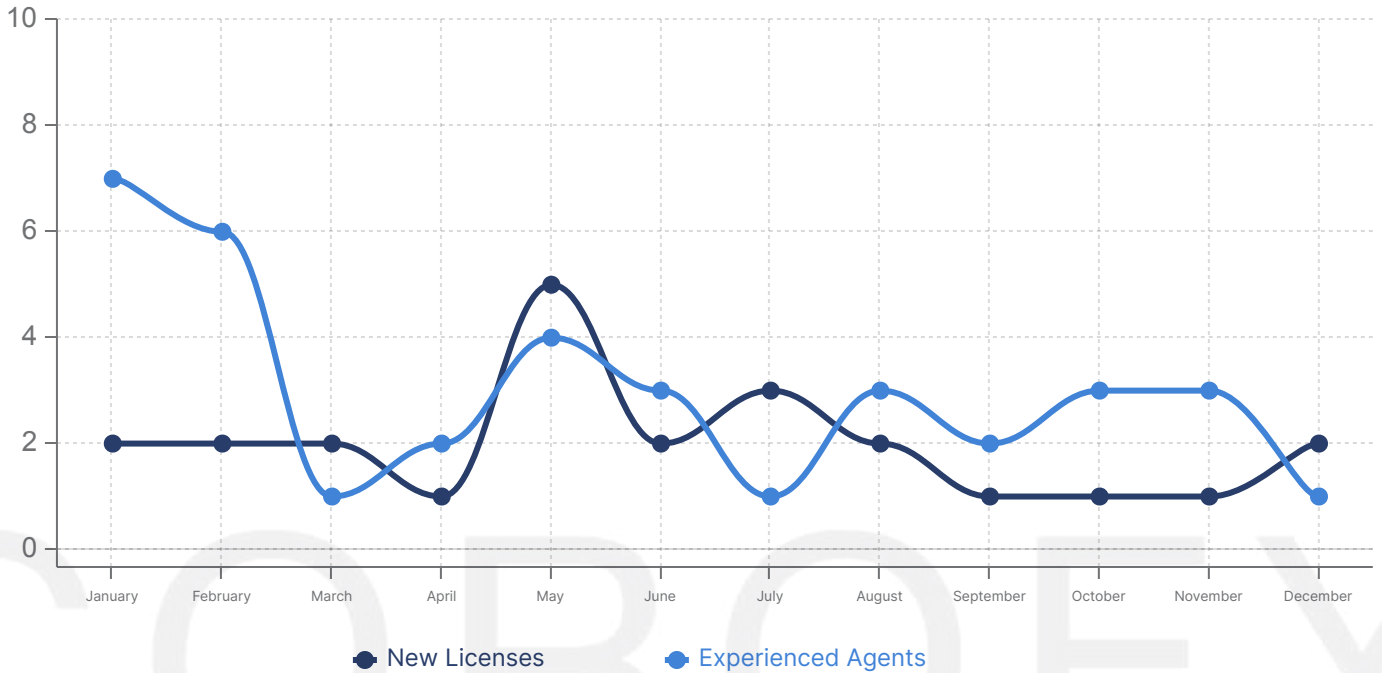
Total Number of Agents at Douglas Elliman All New York State (2021)



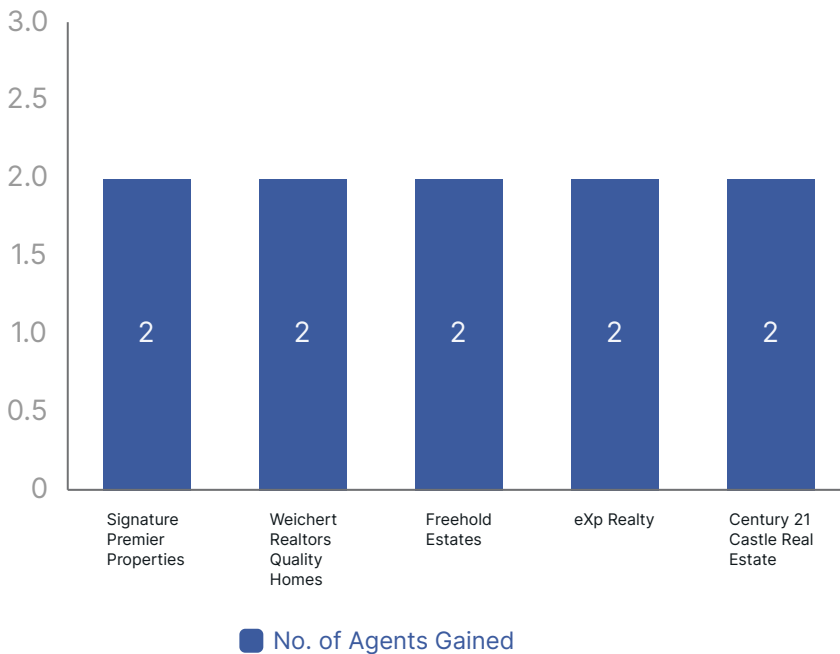
No. of Agents

Hiring

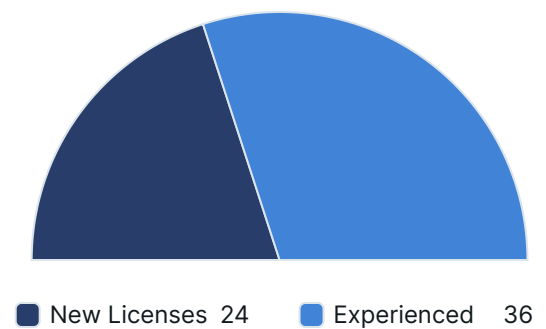
Number of Agents Hired by Source
New York State (2021)



Top 5 Firms Gained Agents From
New York State (2021)



Breakdown of Agents Gained
New York State (2021)

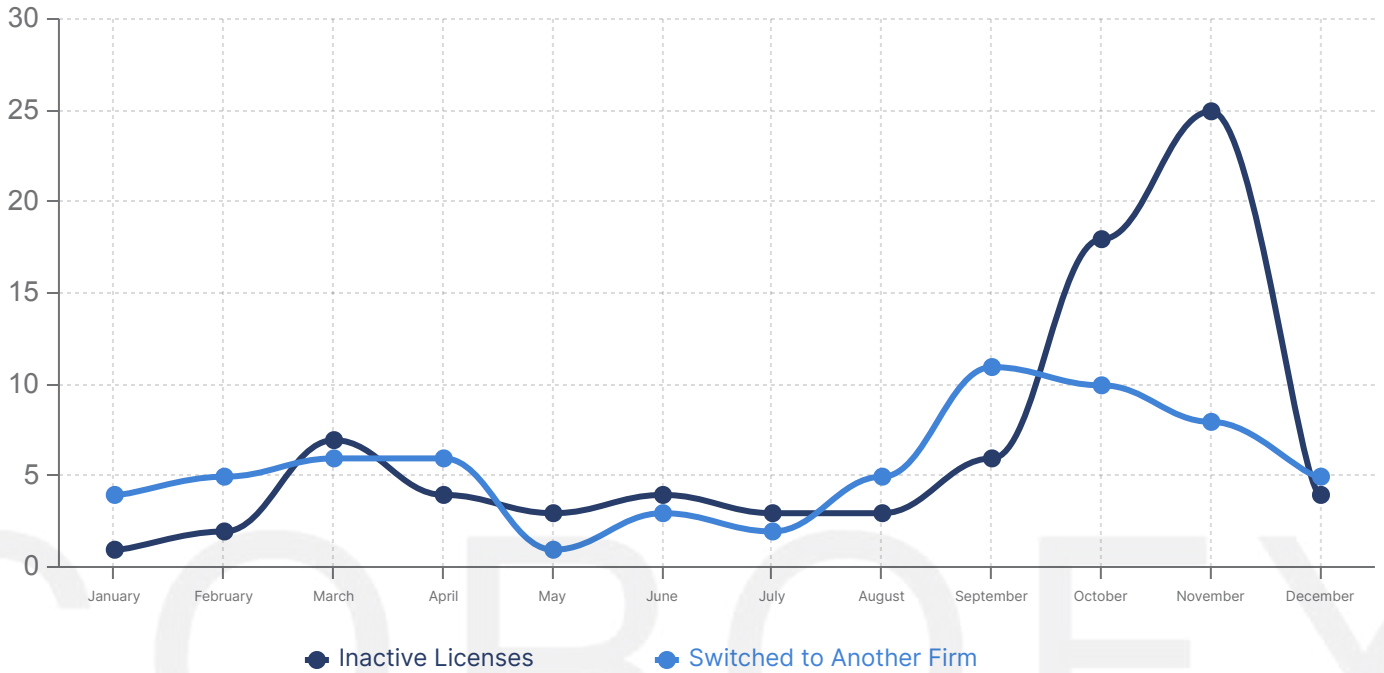


60%

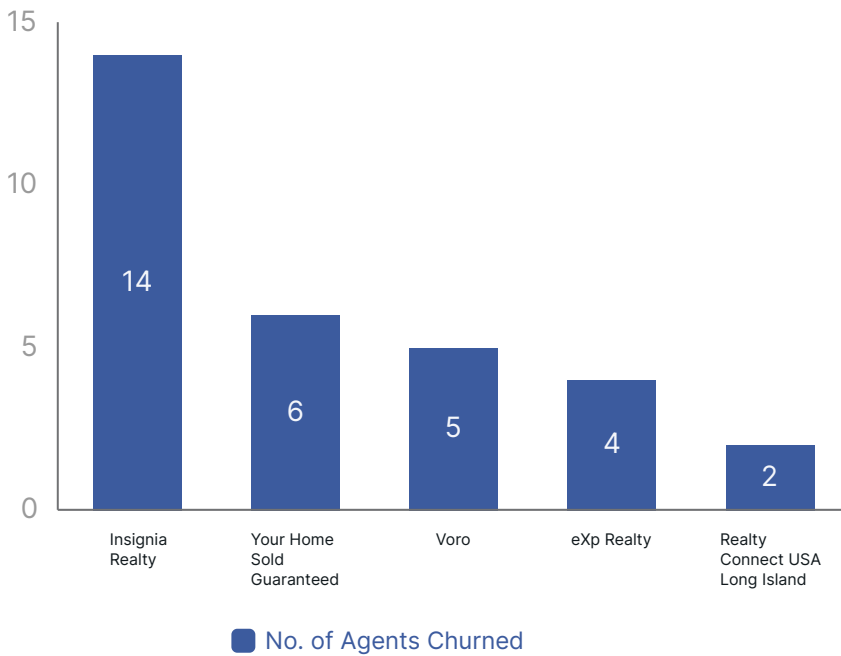
Were gained from
another firm

Turnover

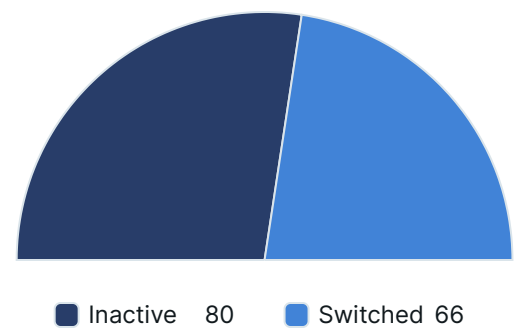
Number of Agents Lost by Source
New York State (2021)



Top 5 Firms Lost Agents To
New York State (2021)



Breakdown of Agents Lost
New York State (2021)



45%

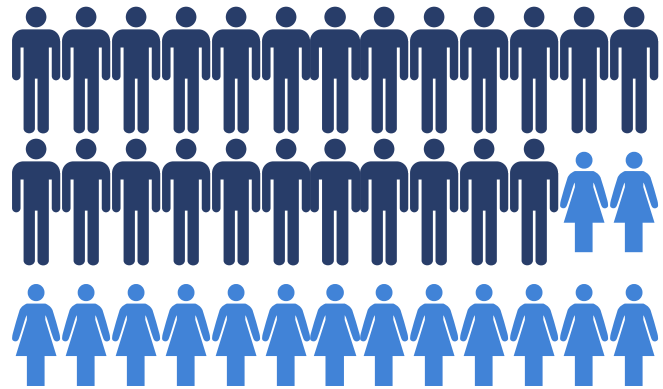
Were churned to another firm

Retention

Annual Retention Rate (2021)

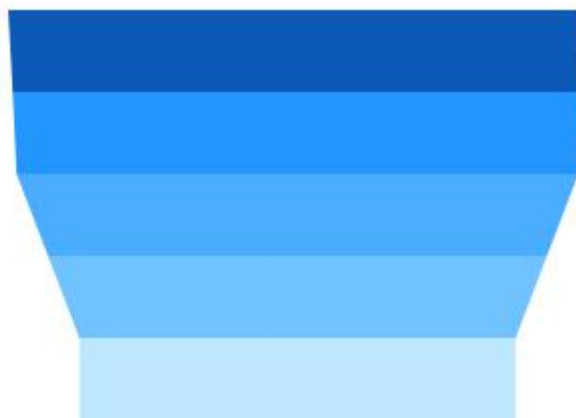
84%

The percentage of agents the firm retained in 2021



Average Retention Per Period

98%
97%
95%
85%
74%



● 30 Days ● 60 Days ● Quarter ● Annual ● Bi-Annual

R New York



636

Agent Count

R New York had 636 licensed real estate agents associated with the firm at the end of 2021. This number represented a growth of nearly 1% throughout the year. All of R New York's agents are licensed at its Manhattan based office.



2019
Growth

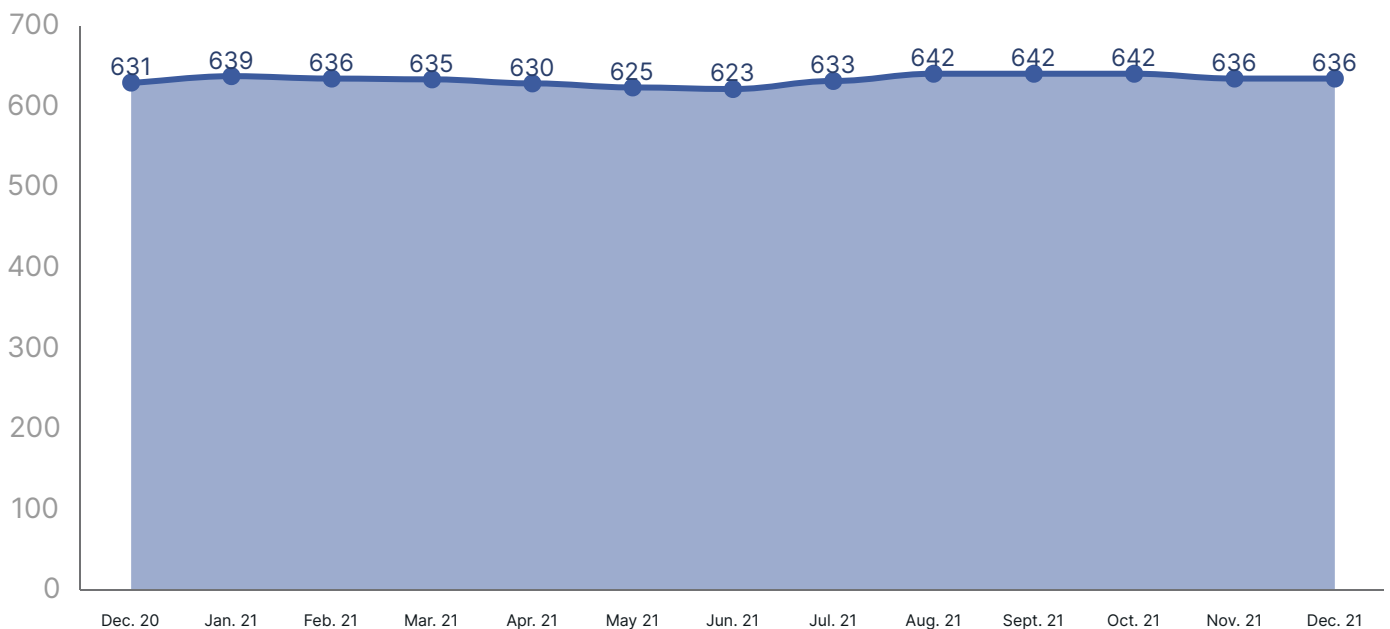


2020
Growth



2021
Growth

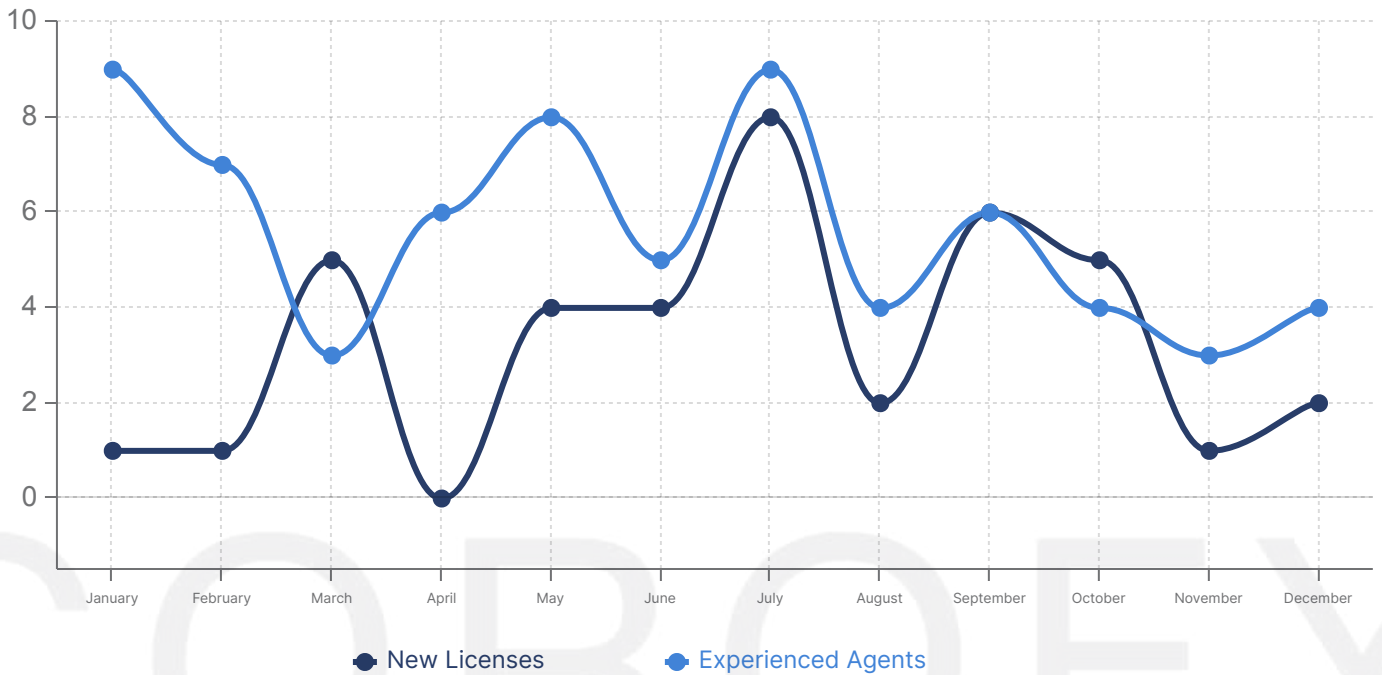
Total Number of Agents at R New York All New York State (2021)



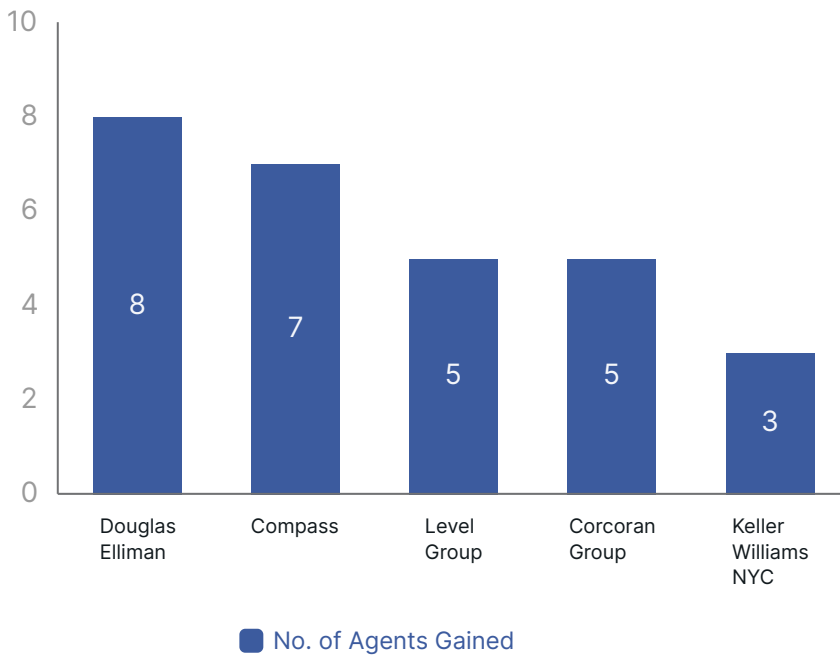
No. of Agents



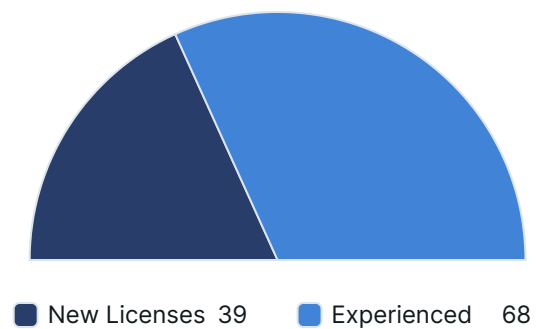
Number of Agents Hired by Source
New York State (2021)



Top 5 Firms Gained Agents From
New York State (2021)



Breakdown of Agents Gained
New York State (2021)



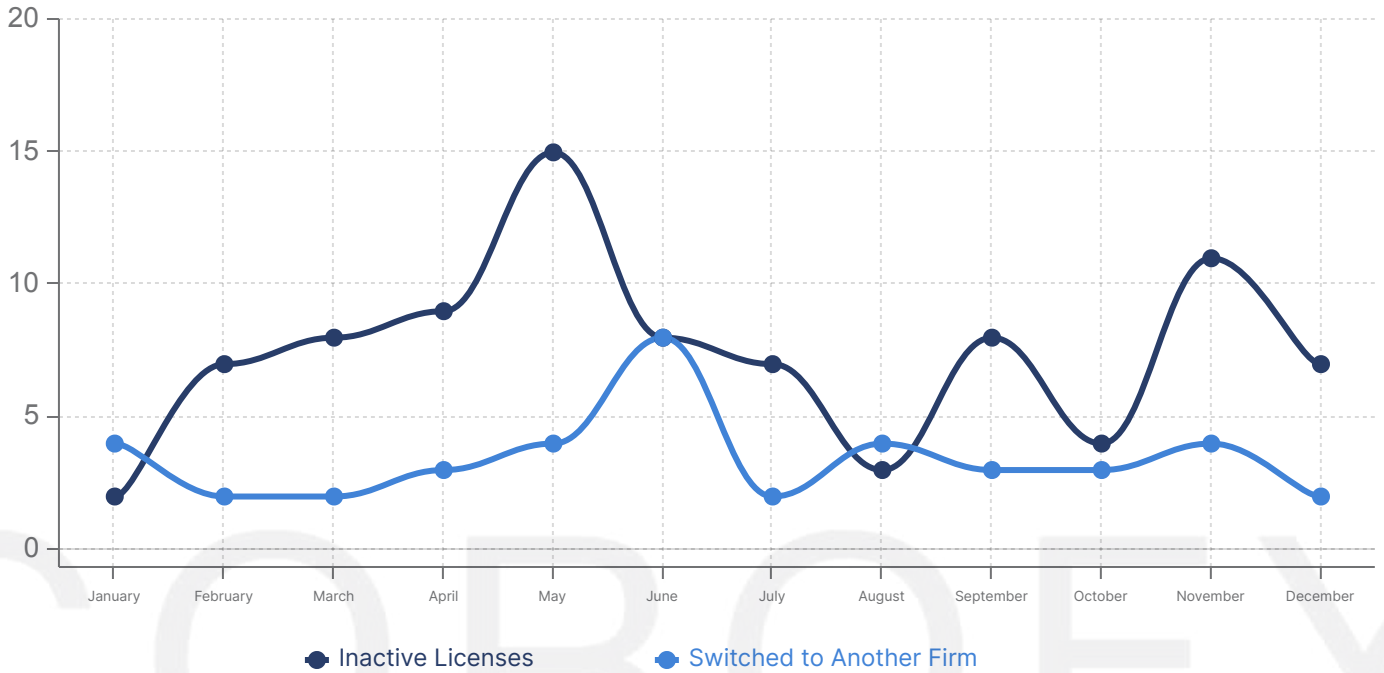
64%

Were gained from
another firm

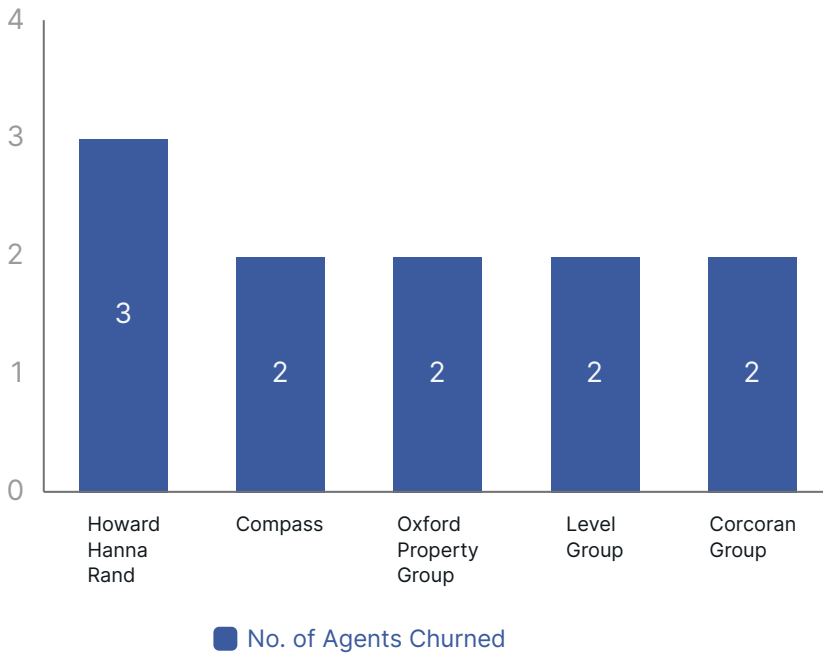
Turnover



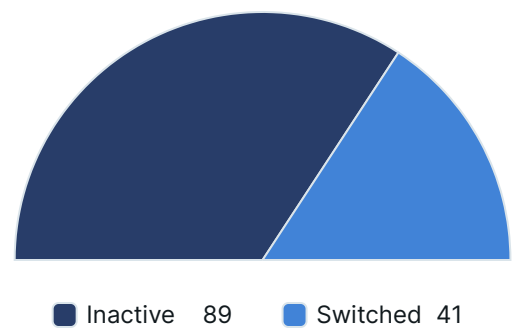
Number of Agents LoST by Source
New York State (2021)



Top 5 Firms Lost Agents To
New York State (2021)



Breakdown of Agents Lost
New York State (2021)



32%

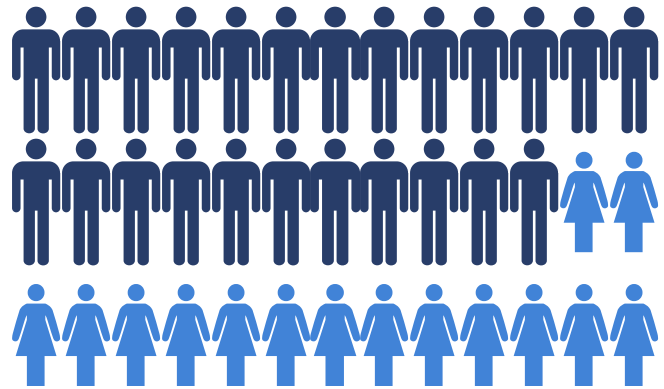
Were churned to another firm

Retention

Annual Retention Rate (2021)

82%

The percentage of agents
the firm retained in 2021

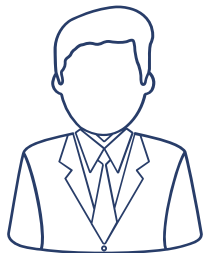


Average Retention Per Period

98%
96%
94%
79%
64%



● 30 Days ● 60 Days ● Quarter ● Annual ● Bi-Annual



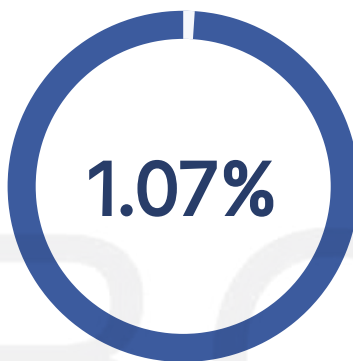
577

Agent Count

Coach Real Estate Associates saw its agent count fluctuate throughout 2021, finishing the year with 577 licensed real estate agents associated with the firm across New York State. This represents an increase of roughly 2% compared to the number of agents associated with the firm at the beginning of the year.



2019
Growth

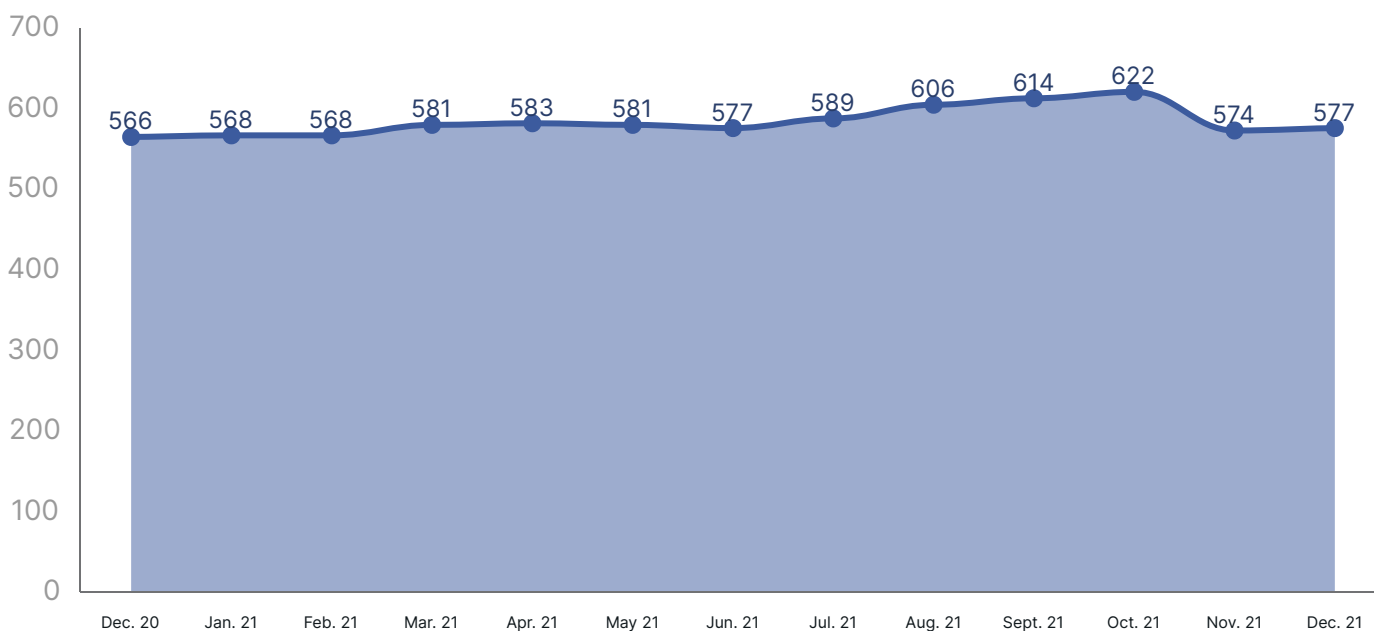


2020
Growth



2021
Growth

Total Number of Agents at Coach Real Estate All New York State (2021)



No. of Agents

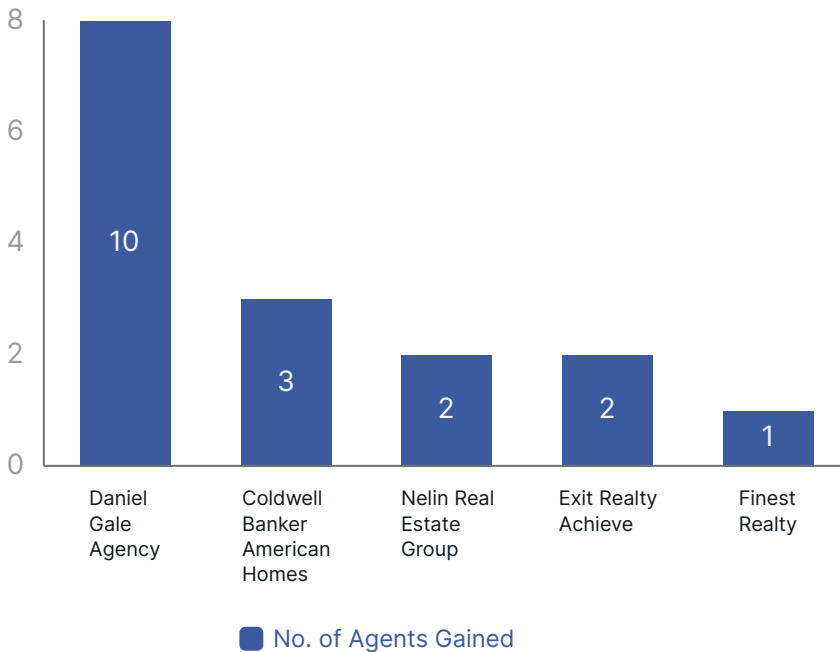
Hiring



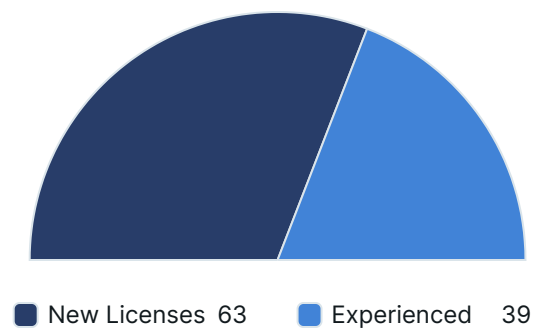
Number of Agents Hired by Source
New York State (2021)



Top 5 Firms Gained Agents From
New York State (2021)



Breakdown of Agents Gained
New York State (2021)

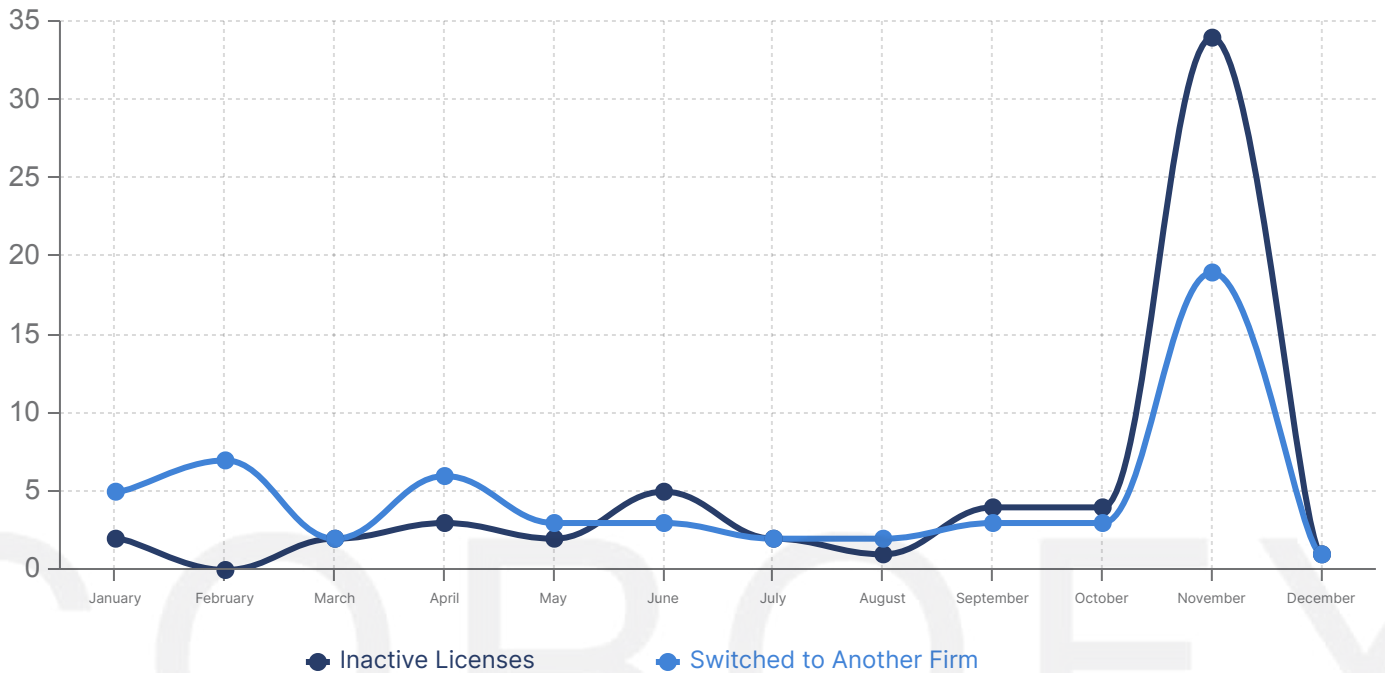


38%

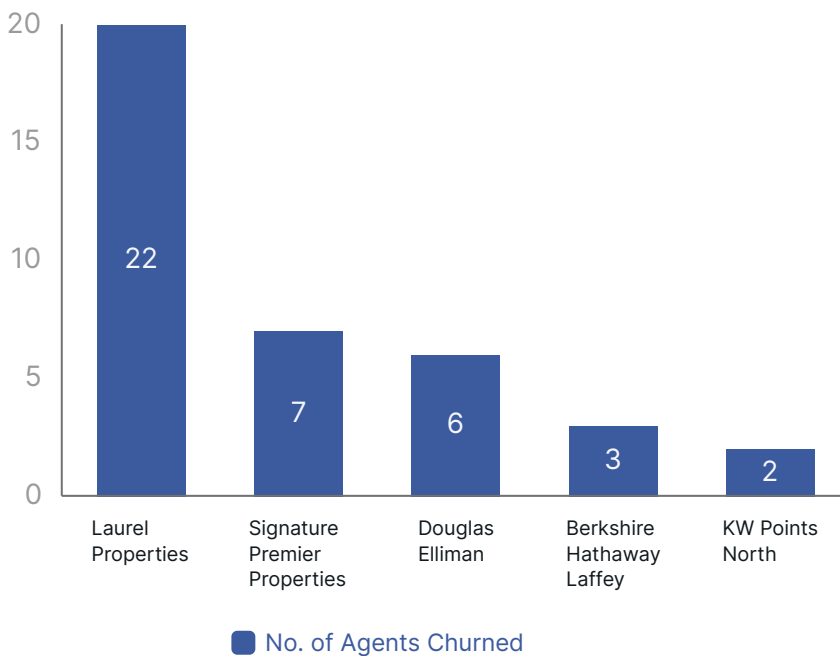
Were gained from
another firm

Turnover

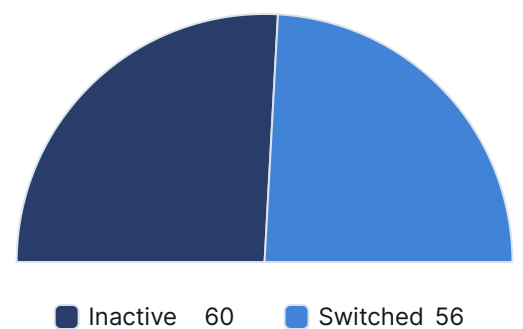
Number of Agents Lost by Source
New York State (2021)



Top 5 Firms Lost Agents To
New York State (2021)



Breakdown of Agents Lost
New York State (2021)



48%

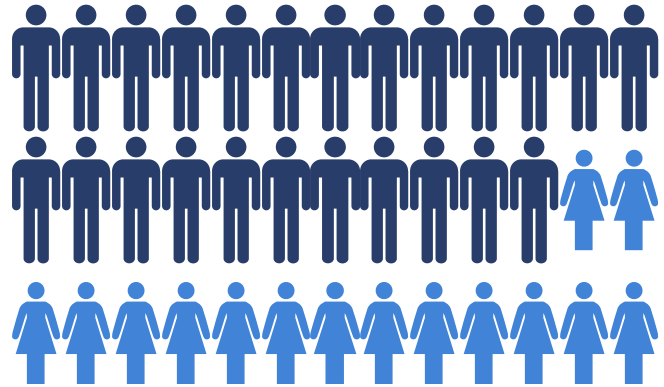
Were churned to another firm

Retention

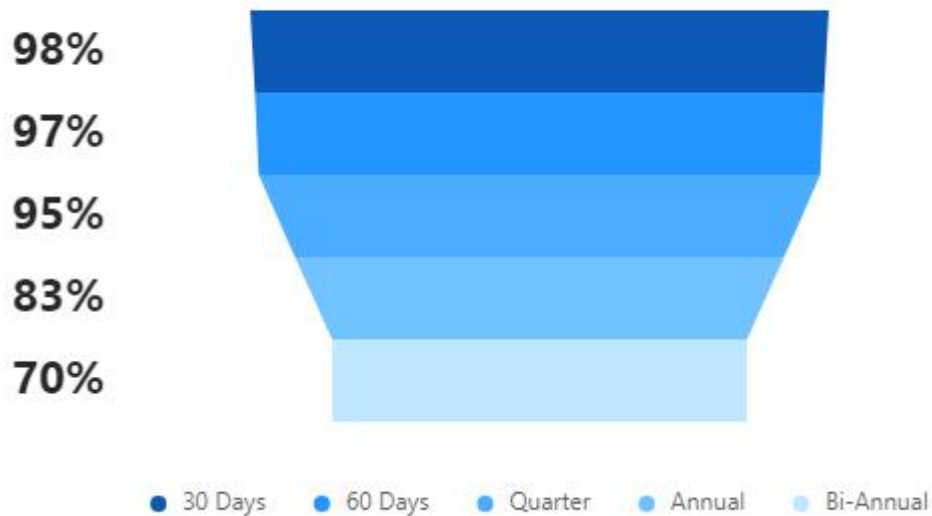
Annual Retention Rate (2021)

84%

The percentage of agents the firm retained in 2021



Average Retention Per Period





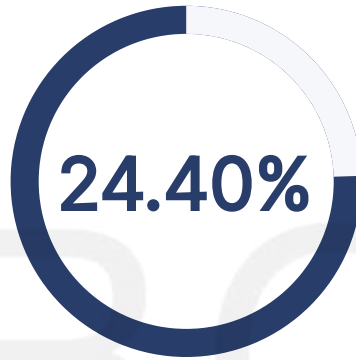
568

Agent Count

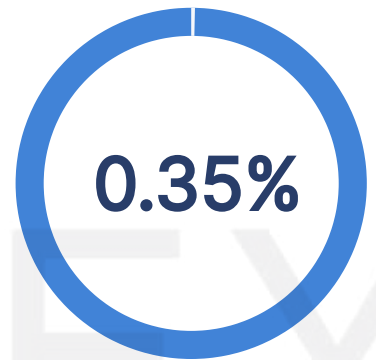
Oxford Property Group had 568 licensed real estate agents associated with the firm at the end of 2021. This number represented a slight growth of 0.35% throughout the year. All of Oxford Property Group's agents are associated with the firm's New York City based office.



2019
Growth

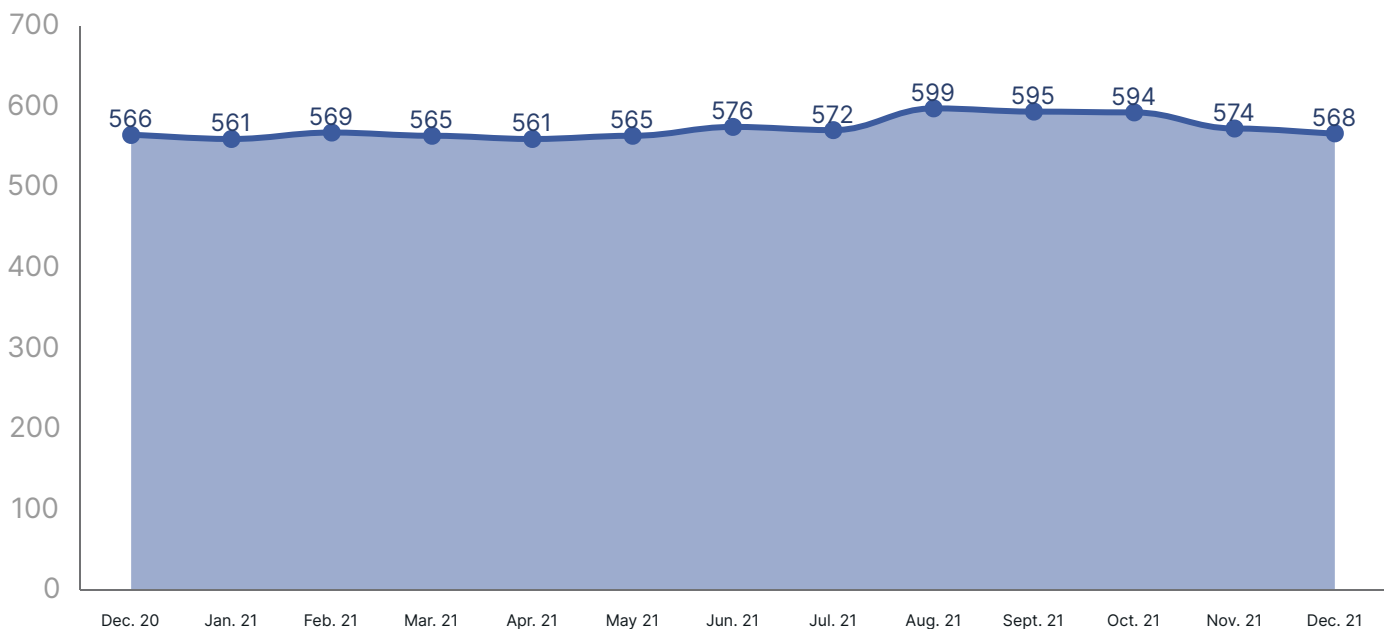


2020
Growth



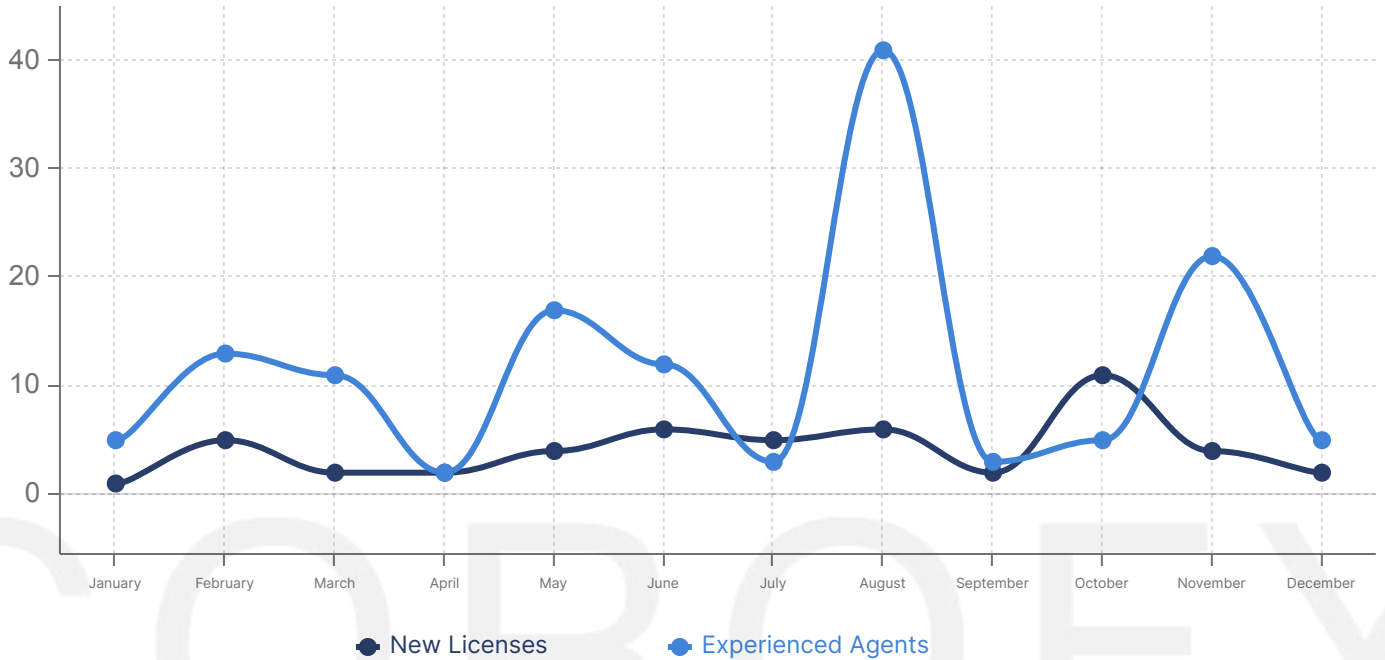
2021
Growth

Total Number of Agents at Oxford Property Group All New York State (2021)

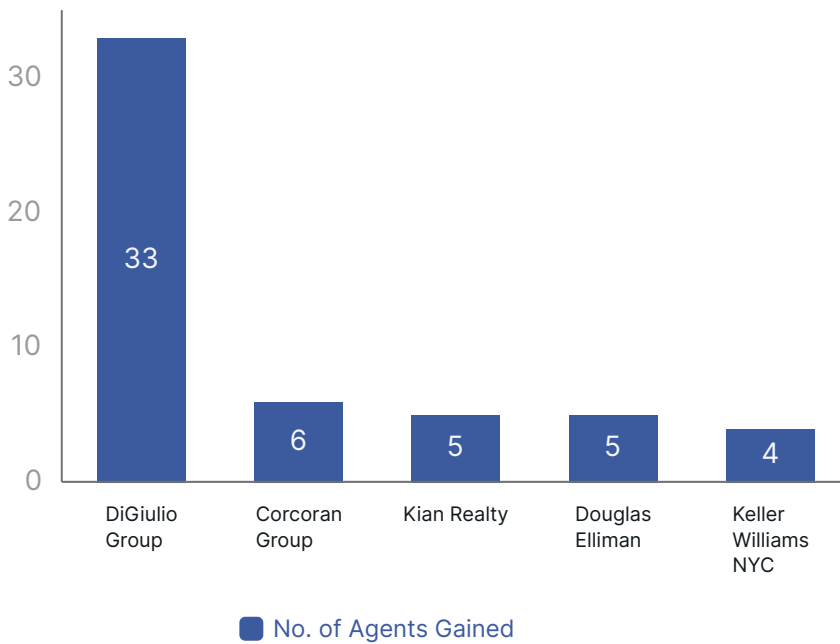


No. of Agents

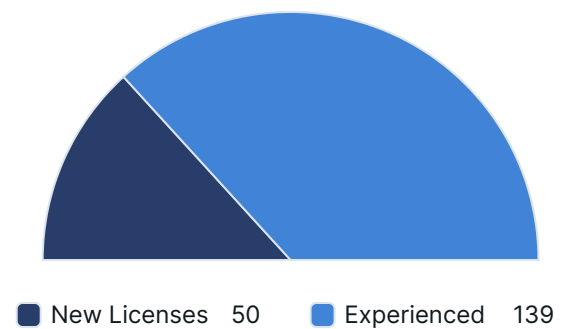
Number of Agents Hired by Source
New York State (2021)



Top 5 Firms Gained Agents From
New York State (2021)



Breakdown of Agents Gained
New York State (2021)

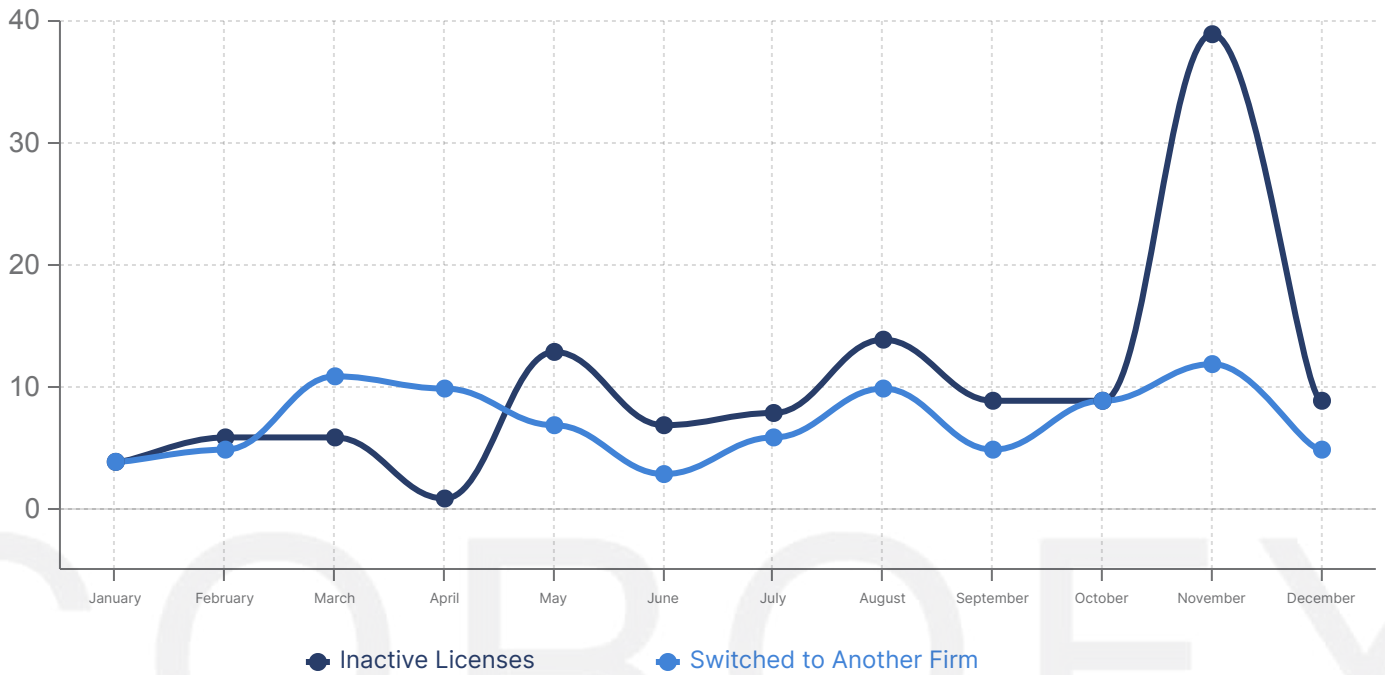


74%

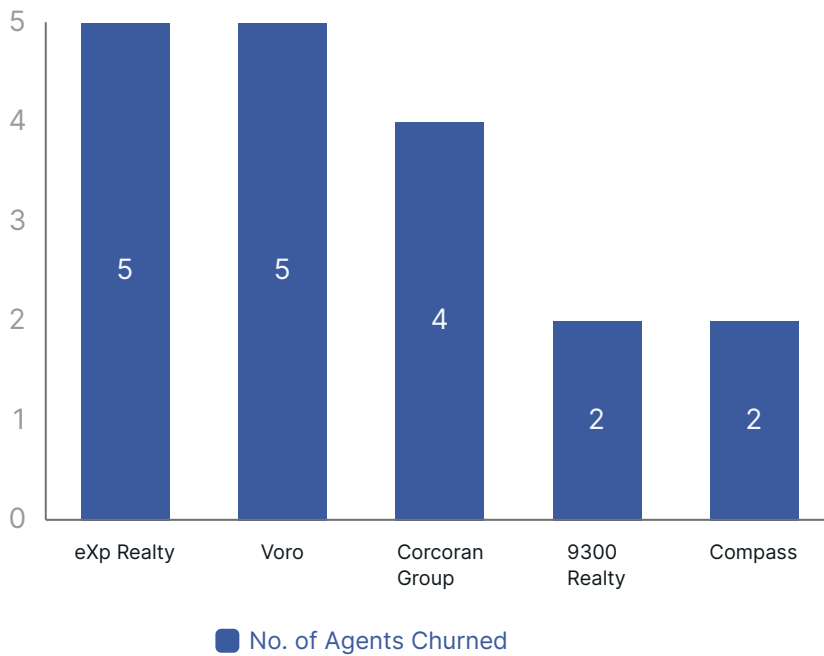
Were gained from
another firm

Turnover

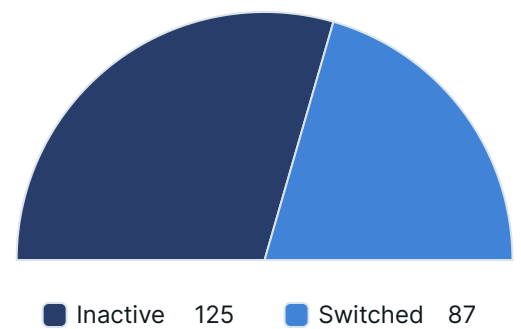
Number of Agents Lost by Source
New York State (2021)



Top 5 Firms Lost Agents To
New York State (2021)



Breakdown of Agents Lost
New York State (2021)



41%

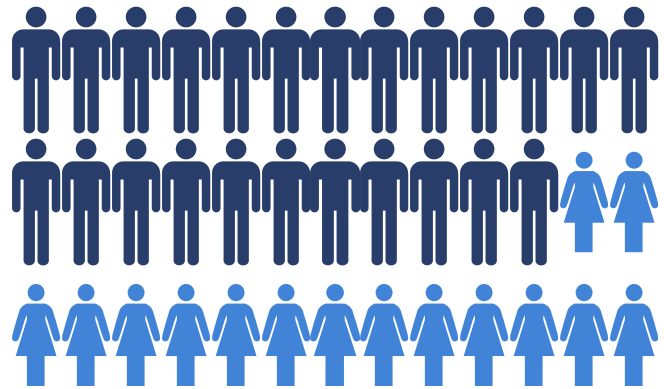
Were churned to
another firm

Retention

Annual Retention Rate (2021)

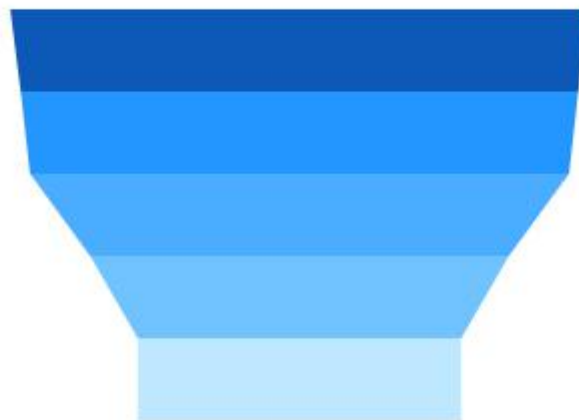
74%

The percentage of agents
the firm retained in 2021



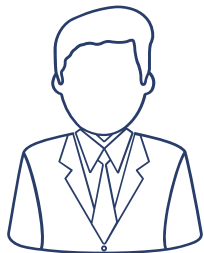
Average Retention Per Period

96%
93%
89%
69%
54%



● 30 Days
 ● 60 Days
 ● Quarter
 ● Annual
 ● Bi-Annual

Nest Seekers



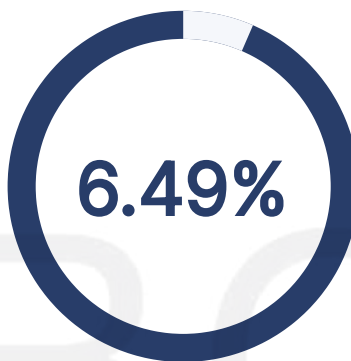
544

Agent Count

Nest Seekers had a total of 544 agents associated with the firm across New York State at the end of 2021, with more than 80% of those agents located at a New York City based office. After two years of growth, Nest Seekers saw its agent count decrease by roughly 2.5% throughout 2021.



2019
Growth

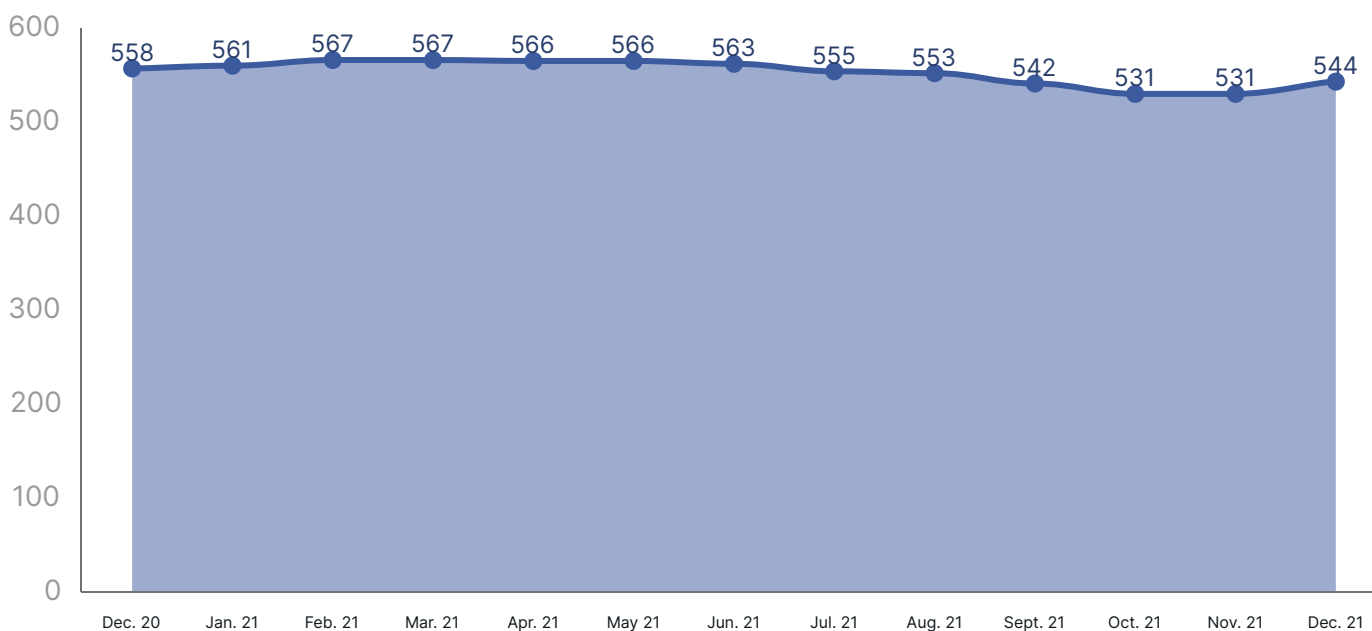


2020
Growth



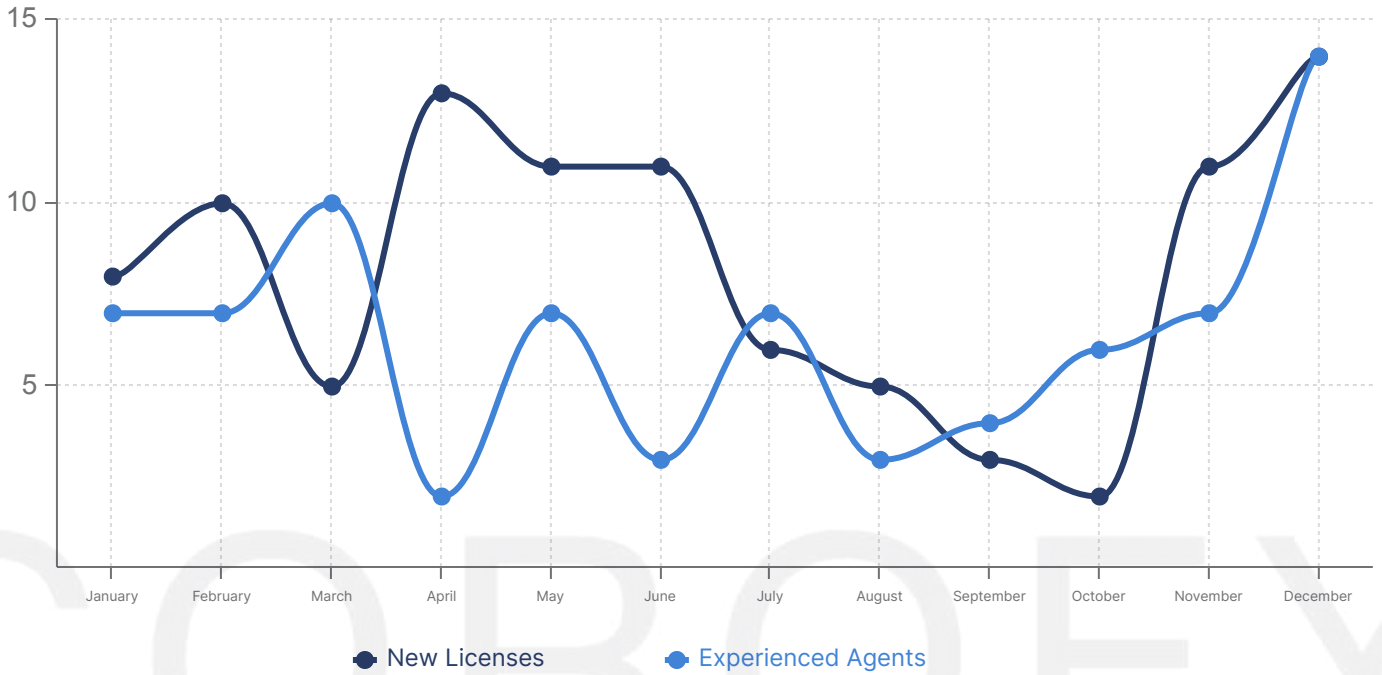
2021
Growth

Total Number of Agents at Nest Seekers All New York State (2021)

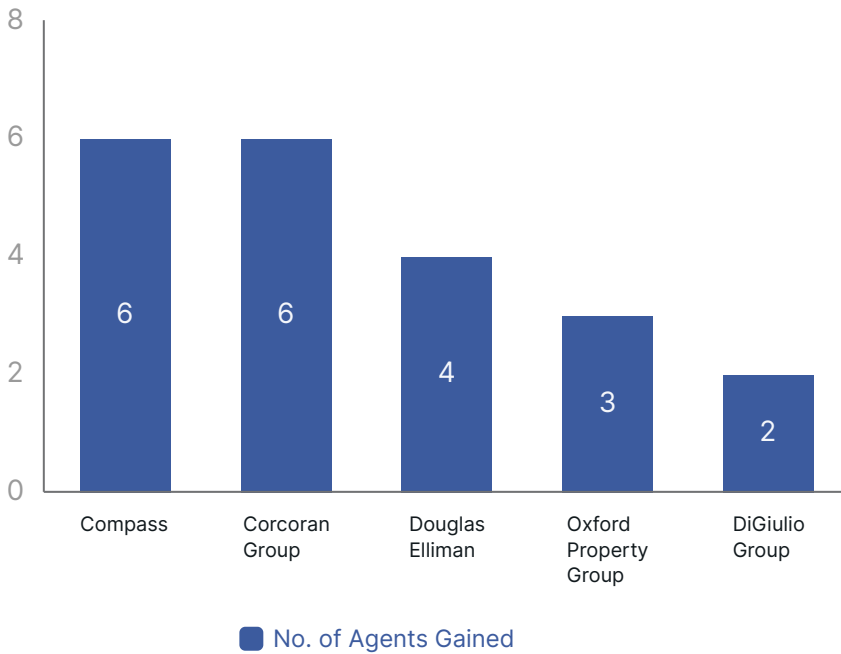


No. of Agents

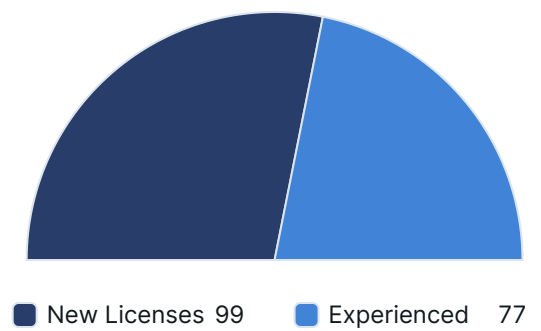
Number of Agents Hired by Source
New York State (2021)



Top 5 Firms Gained Agents From
New York State (2021)



Breakdown of Agents Gained
New York State (2021)

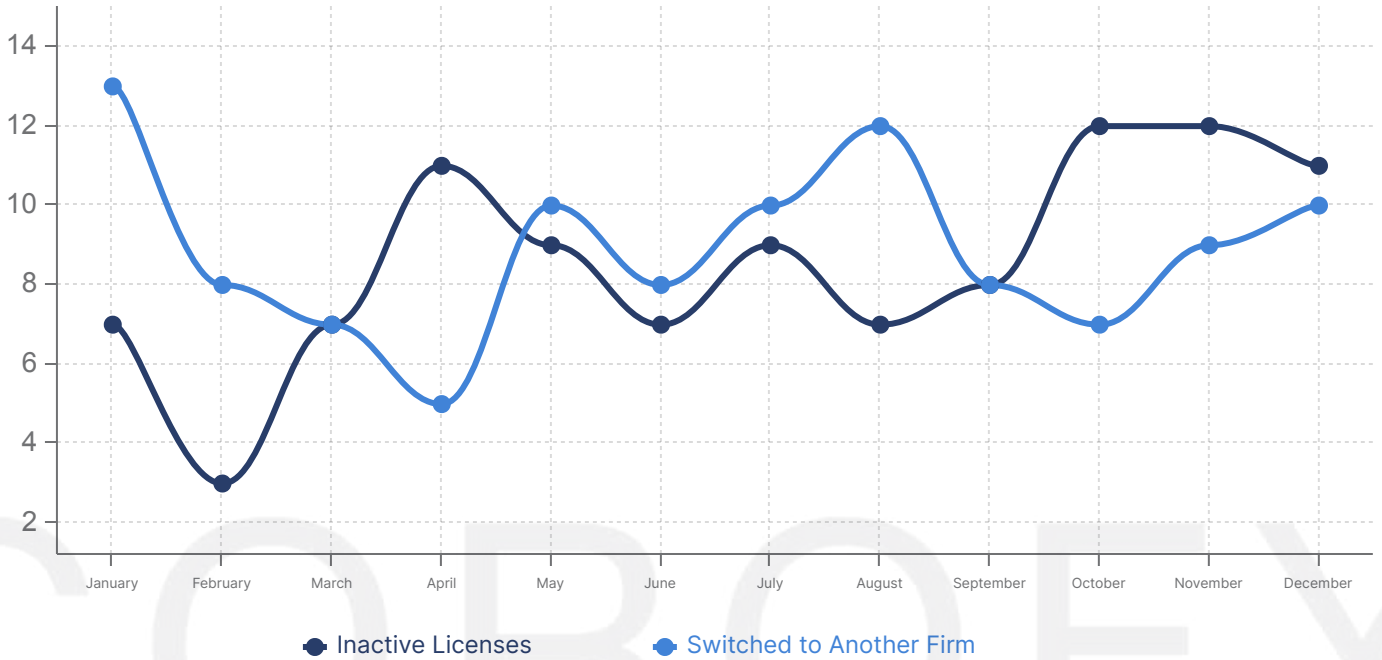


44%

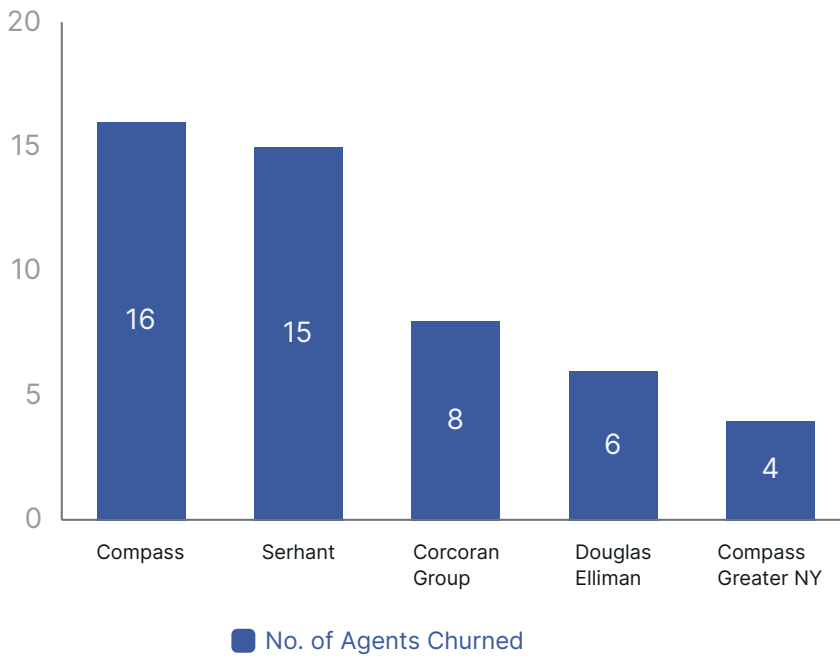
Were gained from
another firm

Turnover

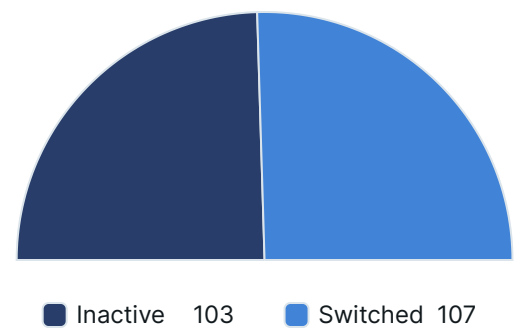
Number of Agents Lost by Source
New York State (2021)



Top 5 Firms Lost Agents To
New York State (2021)



Breakdown of Agents Lost
New York State (2021)



51%

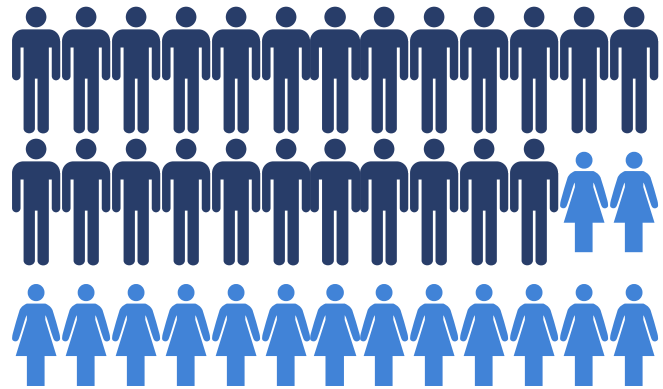
Were churned to
another firm

Retention

Annual Retention Rate (2021)

69%

The percentage of agents
the firm retained in 2021



Average Retention Per Period

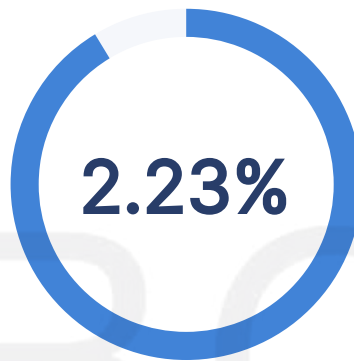




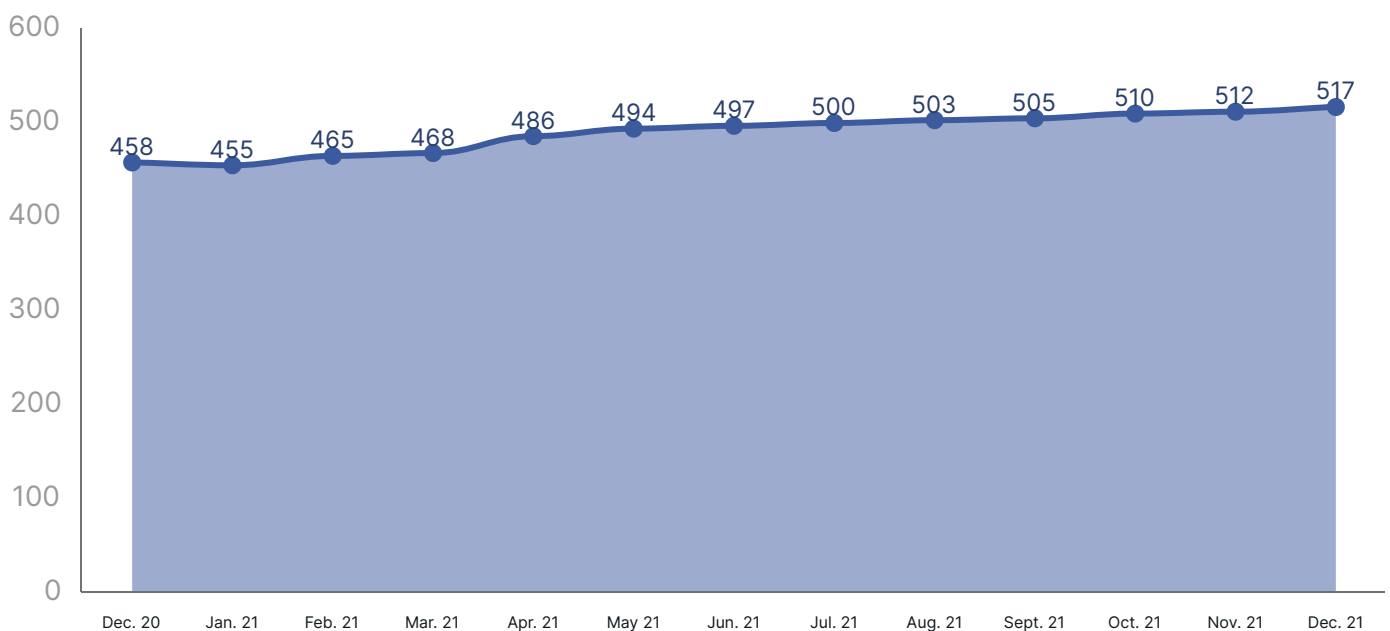
517

Agent Count

Sotheby's International had a total of 517 agents associated with the firm across New York State at the end of 2021, an increase of 12.88% since the beginning of the year. This represented the second straight year Sotheby's increased its headcount substantially.

2019
Growth2020
Growth2021
Growth

Total Number of Agents at Sotheby's International
All New York State (2021)

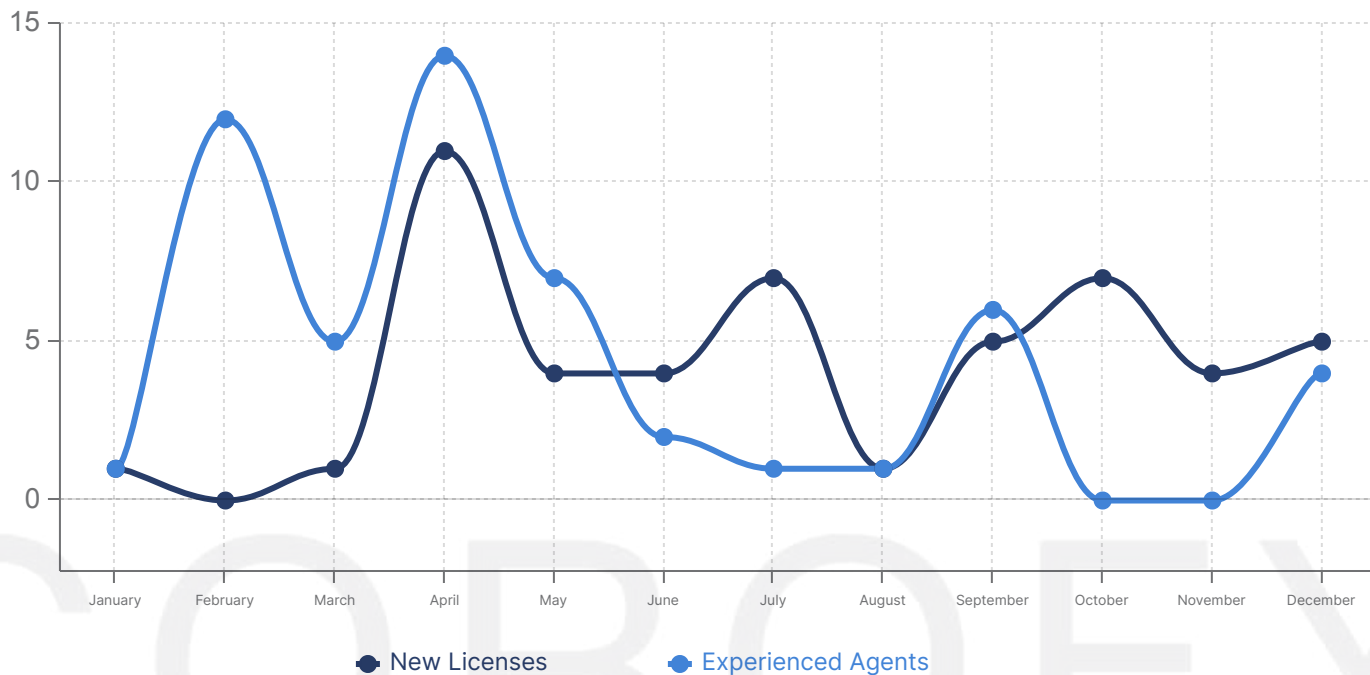


No. of Agents

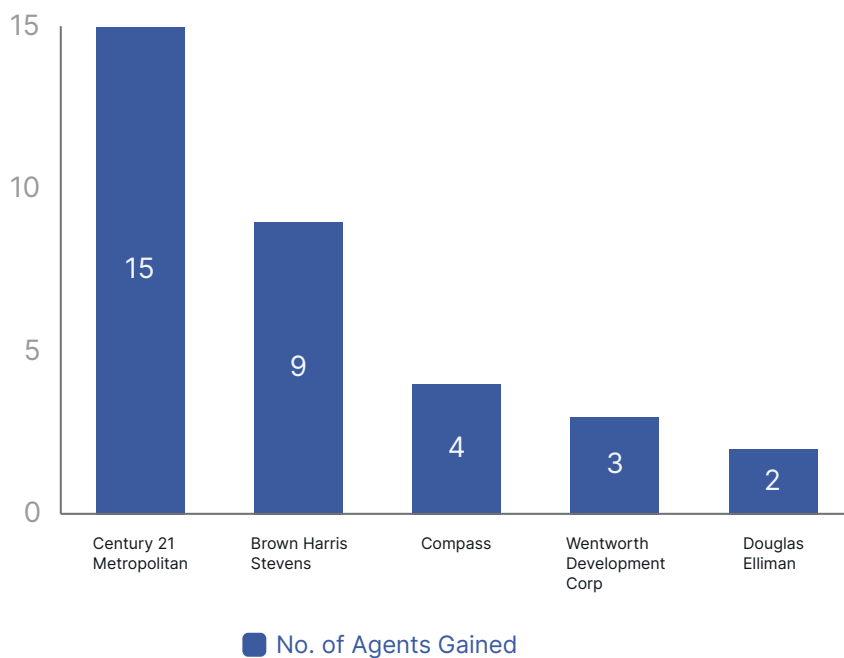
Hiring

#18
Sotheby's
INTERNATIONAL REALTY

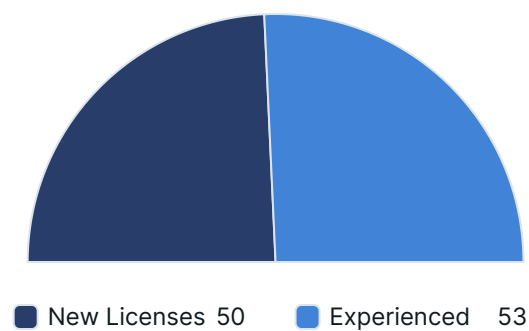
Number of Agents Hired by Source
New York State (2021)



Top 5 Firms Gained Agents From
New York State (2021)



Breakdown of Agents Gained
New York State (2021)

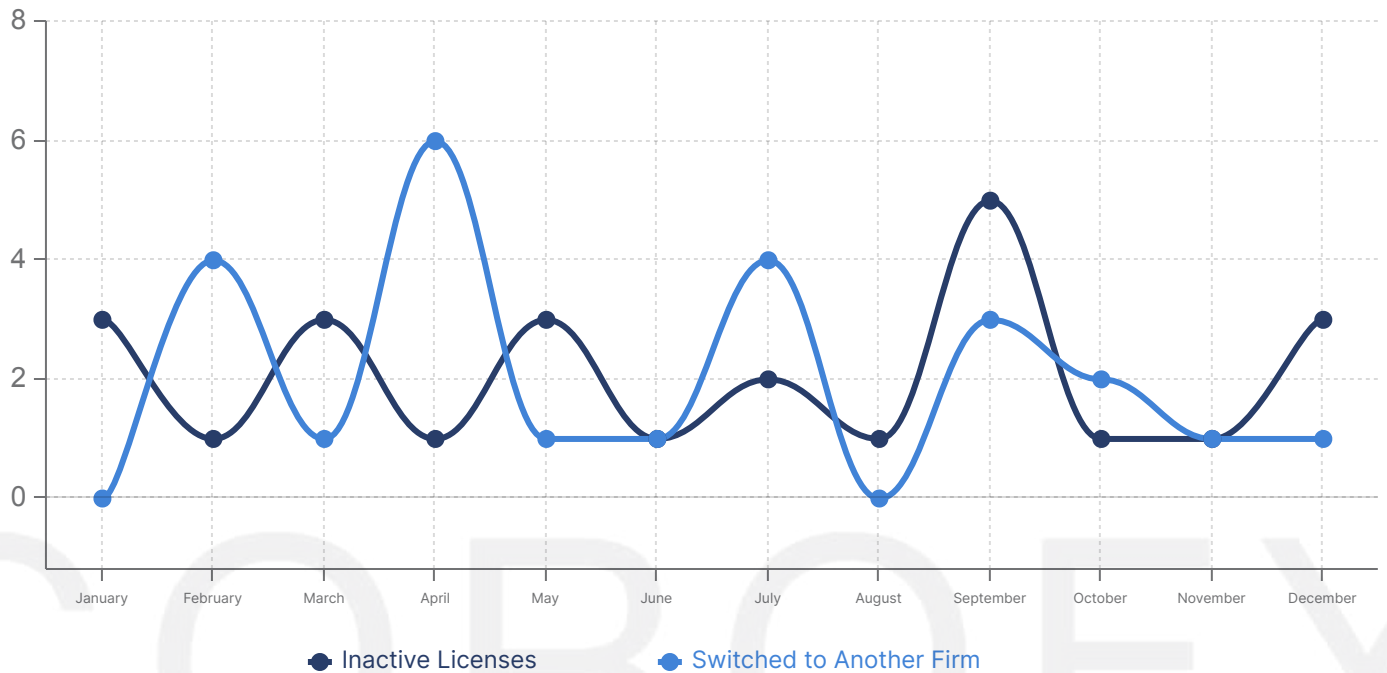


51%

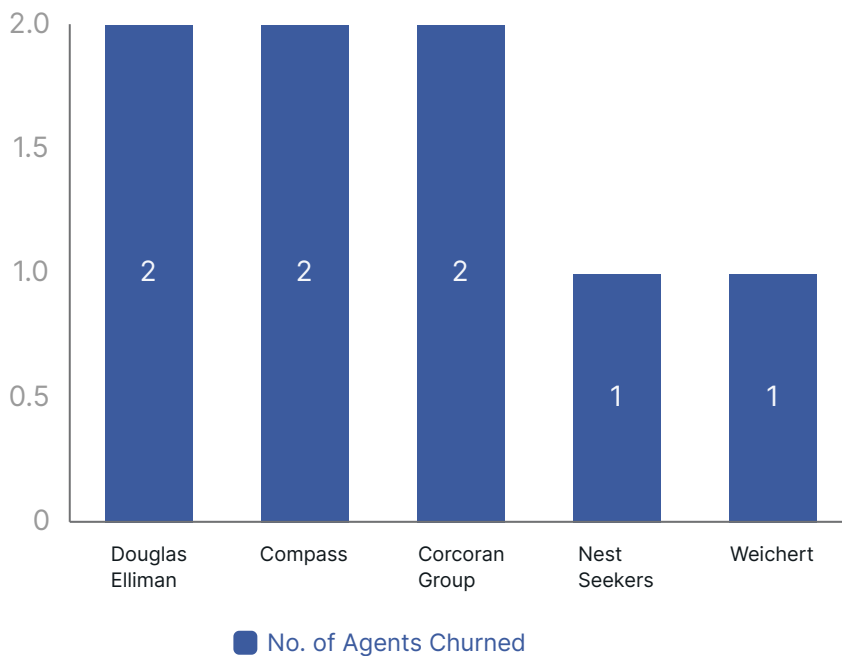
Were gained from
another firm

Turnover

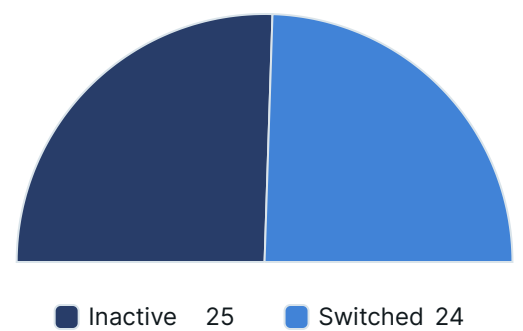
Number of Agents Lost by Source
New York State (2021)



Top 5 Firms Lost Agents To
New York State (2021)



Breakdown of Agents Lost
New York State (2021)



41%

Were churned to
another firm

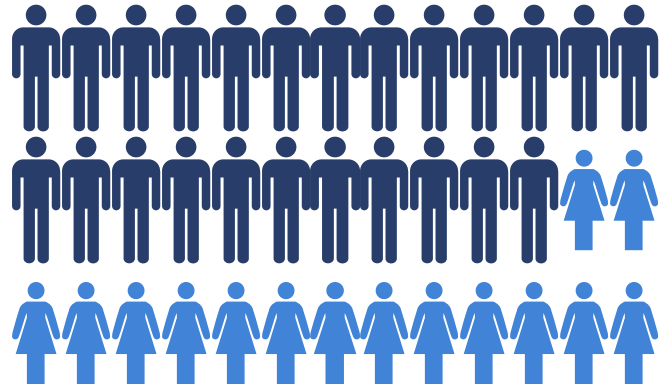
Retention

#18
Sotheby's
INTERNATIONAL REALTY

Annual Retention Rate (2021)

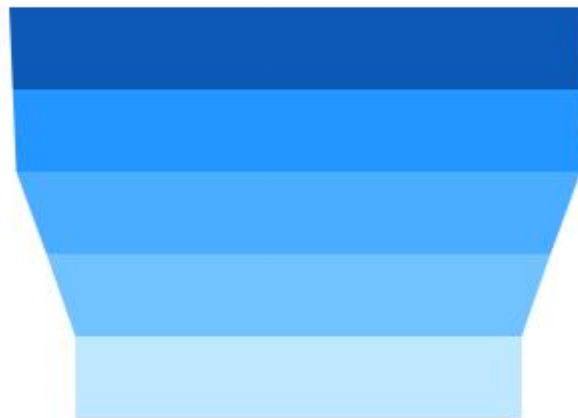
91%

The percentage of agents
the firm retained in 2021



Average Retention Per Period

99%
97%
96%
86%
76%



● 30 Days ● 60 Days ● Quarter ● Annual ● Bi-Annual



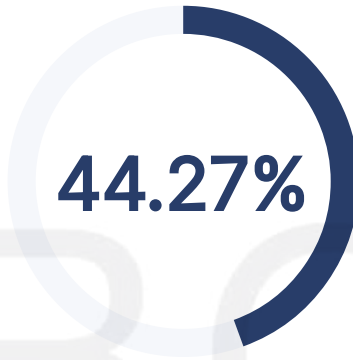
512

Agent Count

Keller Williams NYC had another strong year of growth, increasing its agent count more than 40% for the second straight year. This represents a strong turnaround for a firm which lost more than a third of its agent count in 2019, dropping from 410 to 253 agents at that time.



2019
Growth

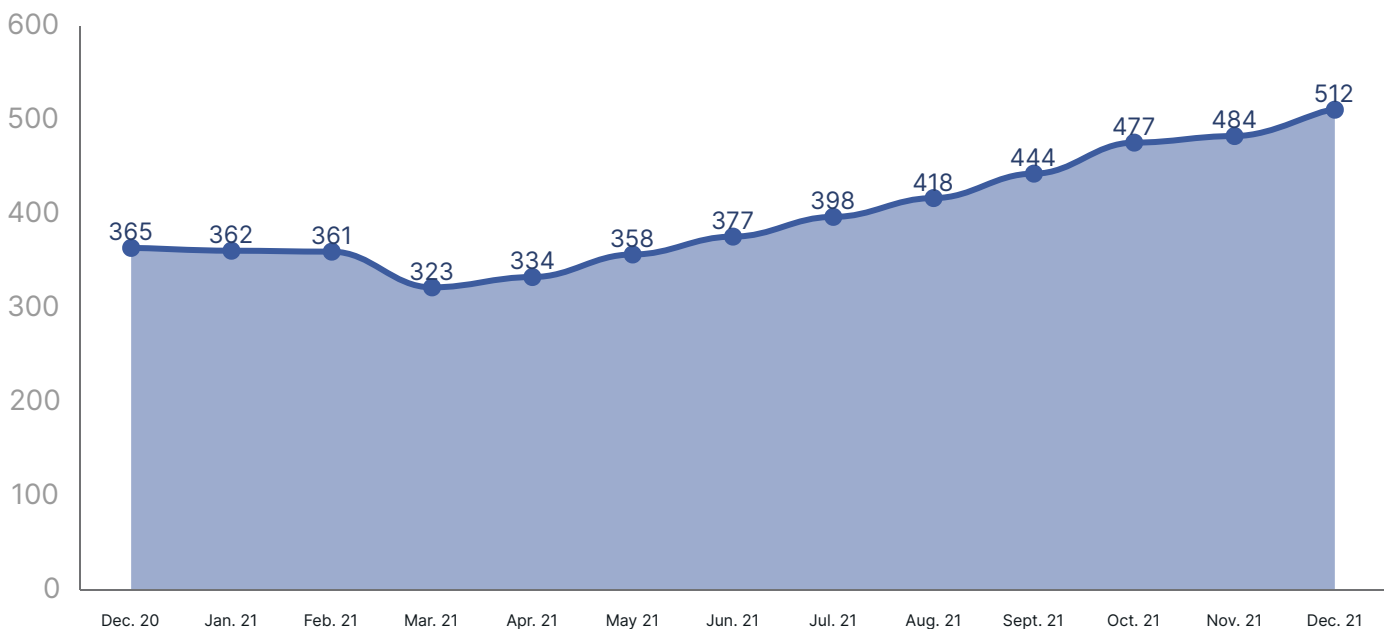


2020
Growth



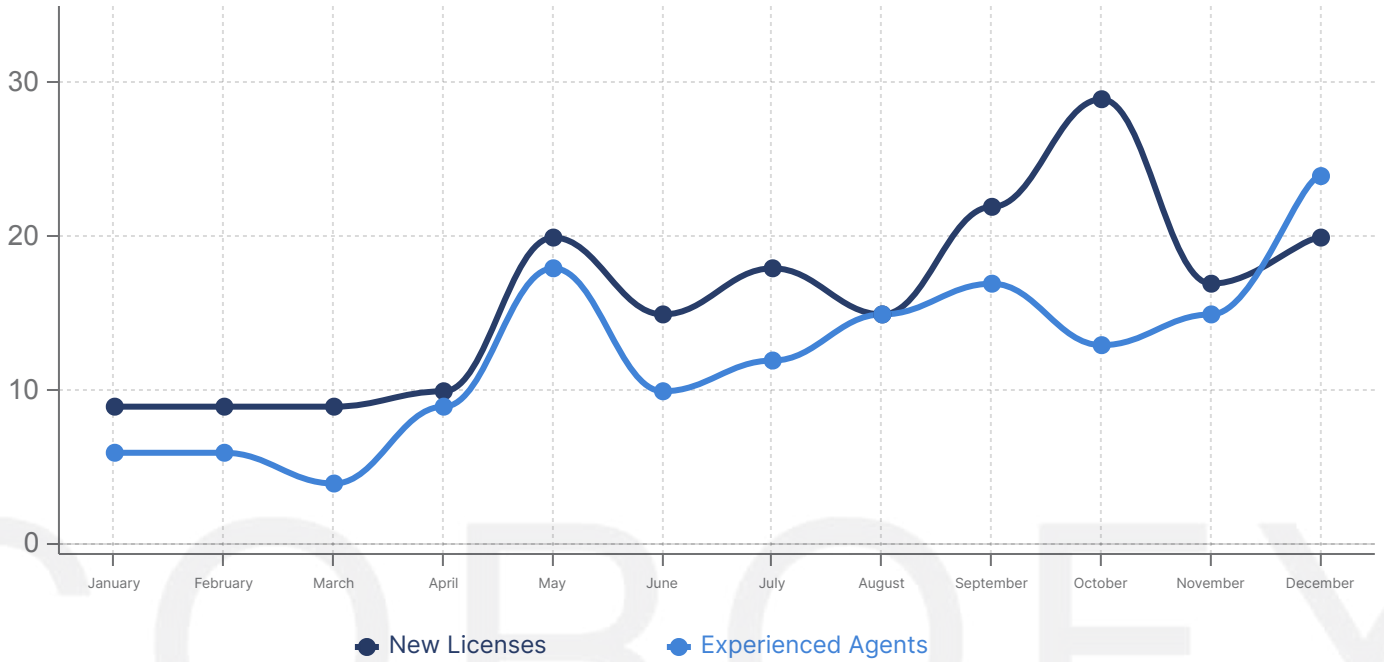
2021
Growth

Total Number of Agents at Keller Williams NYC
All New York State (2021)

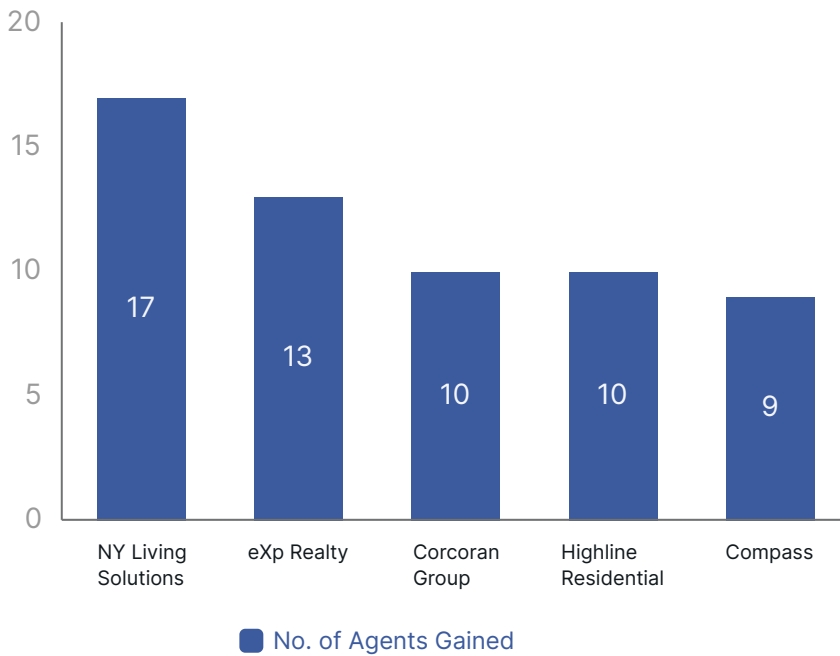


No. of Agents

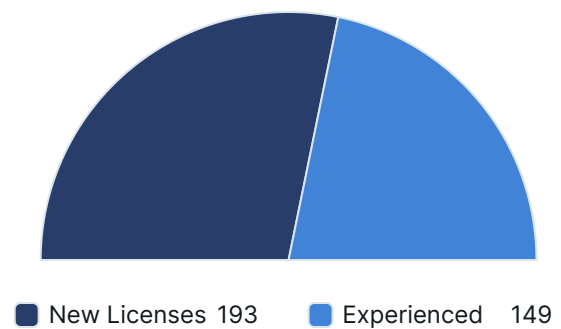
Number of Agents Hired by Source
New York State (2021)



Top 5 Firms Gained Agents From
New York State (2021)



Breakdown of Agents Gained
New York State (2021)

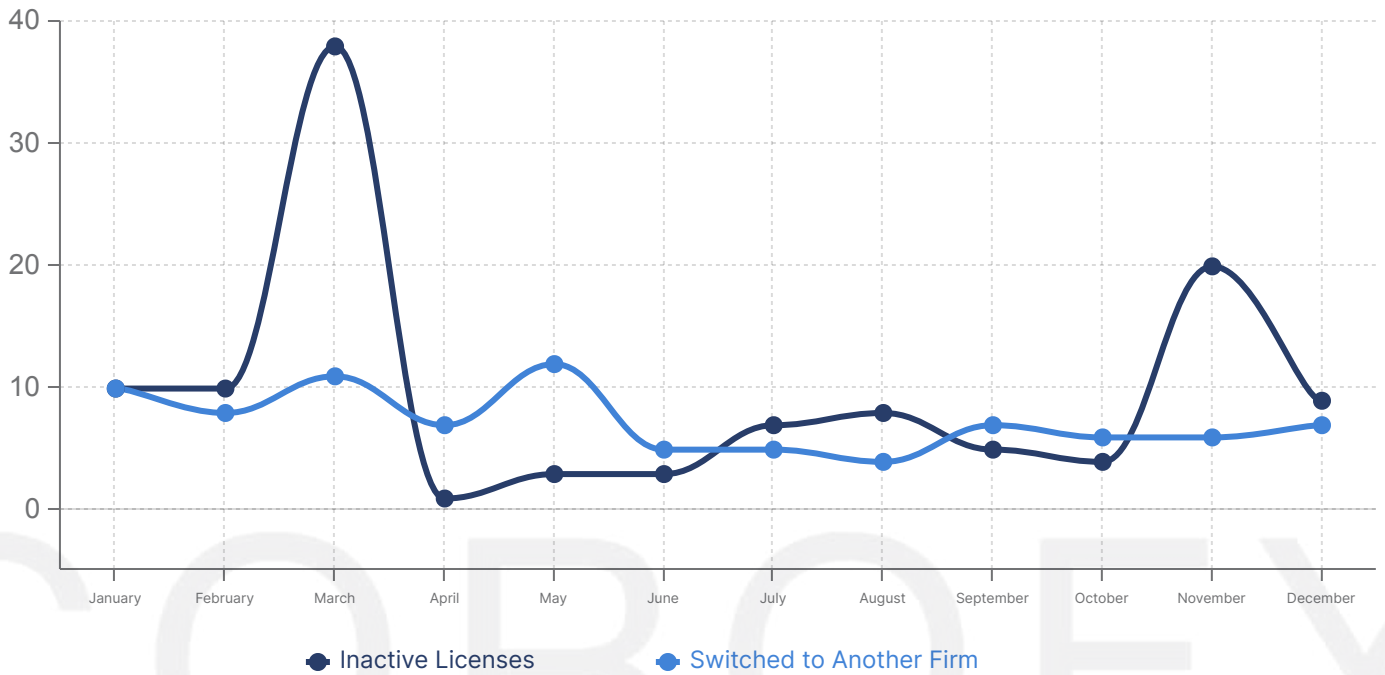


44%

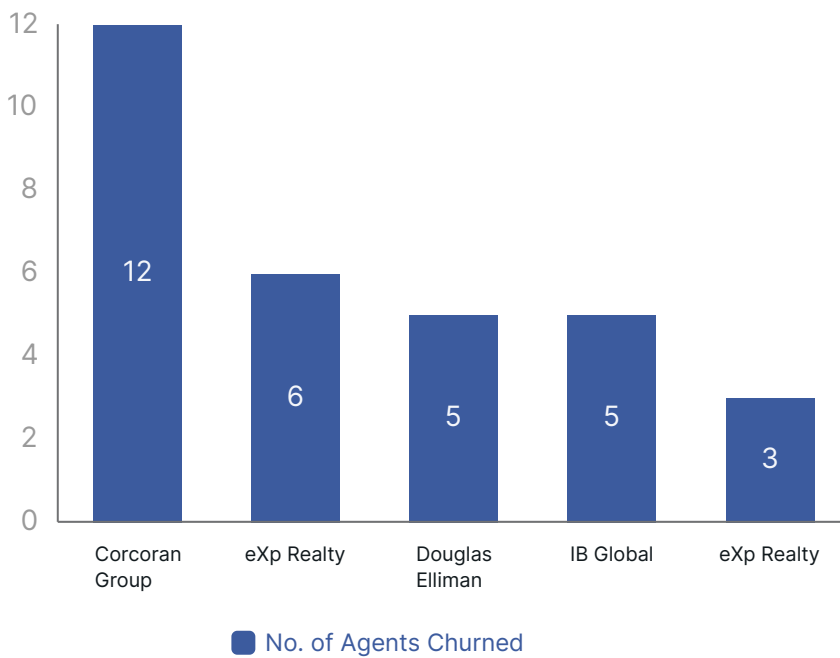
Were gained from
another firm

Turnover

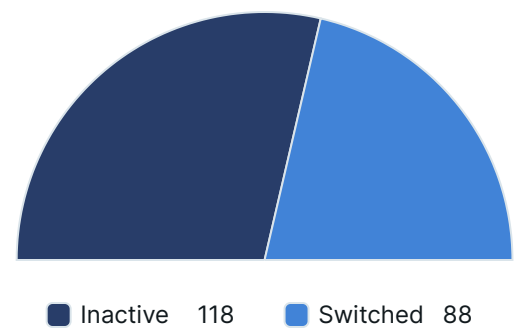
Number of Agents Lost by Source
New York State (2021)



Top 5 Firms Lost Agents To
New York State (2021)



Breakdown of Agents Lost
New York State (2021)



43%

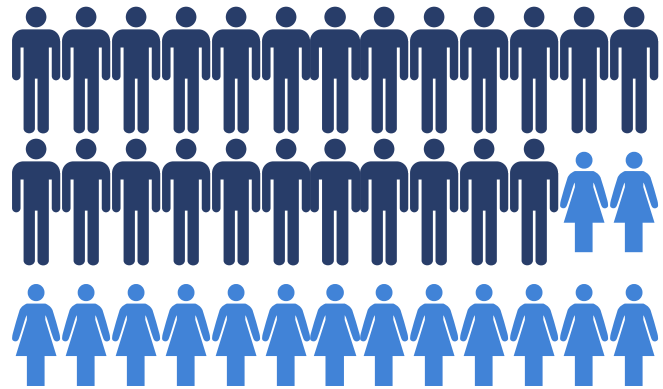
Were churned to
another firm

Retention

Annual Retention Rate (2021)

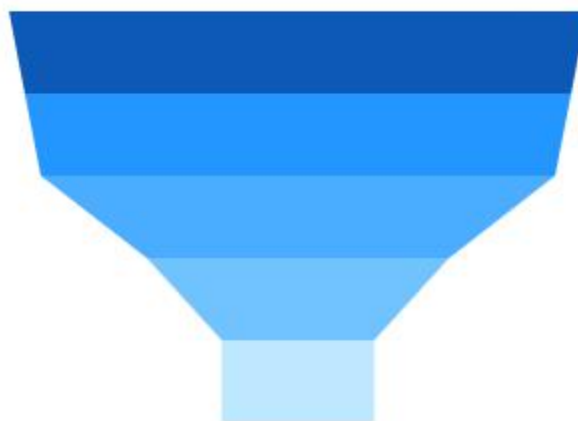
62%

The percentage of agents the firm retained in 2021



Average Retention Per Period

94%
89%
84%
49%
25%



● 30 Days ● 60 Days ● Quarter ● Annual ● Bi-Annual

Laffey Real Estate



448

Agent Count

Laffey Real Estate saw its agent count decrease slightly throughout 2021, with 448 licensed real estate agents across New York State associated with the firm at the end of 2021. This represents the small difference, just 1 agent, compared to the beginning of the year.



2019
Growth

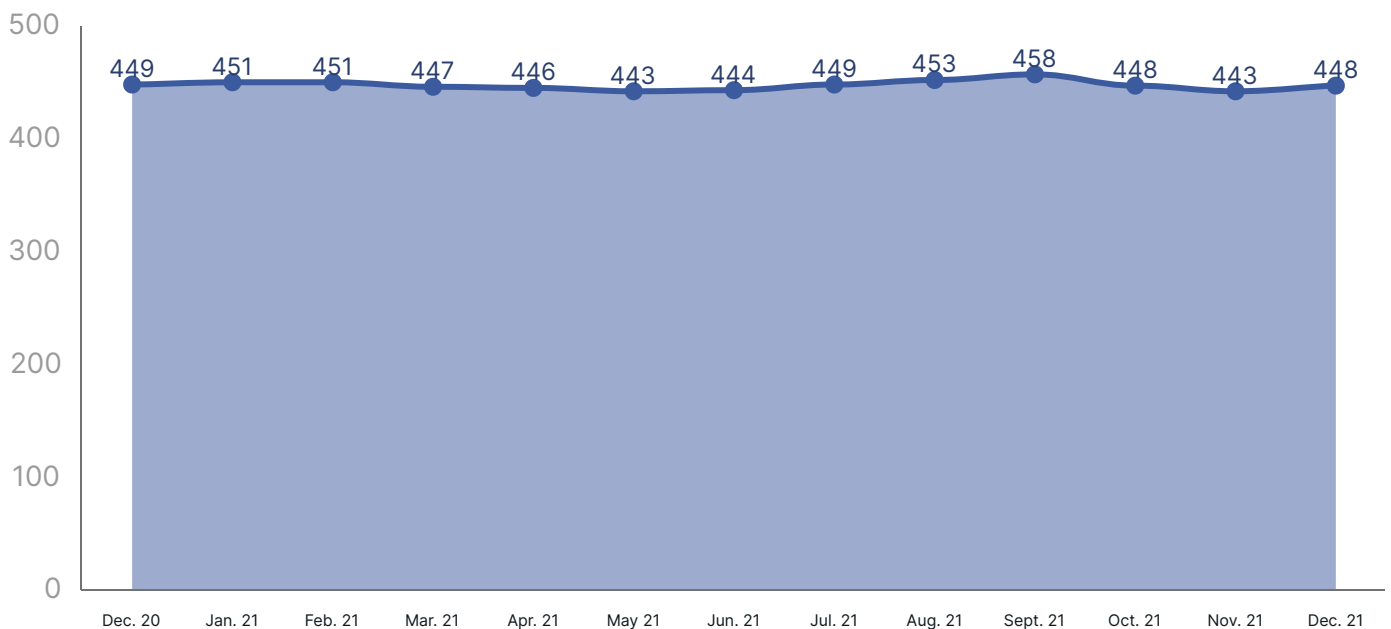


2020
Growth



2021
Growth

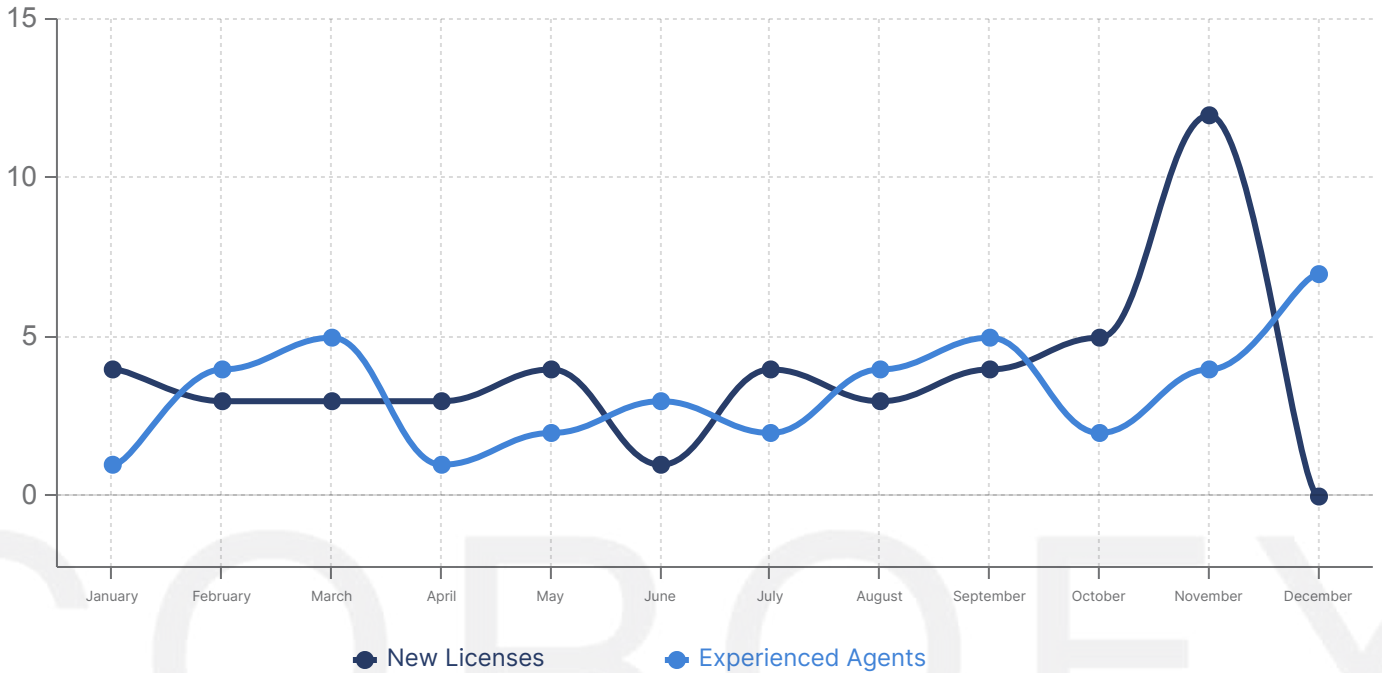
Total Number of Agents at Laffey Real Estate All New York State (2021)



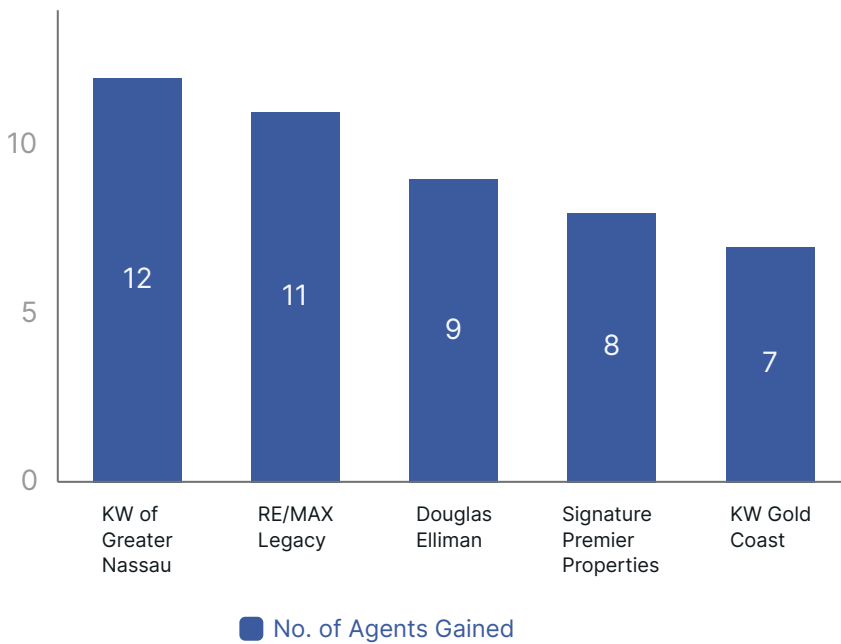
No. of Agents

Hiring

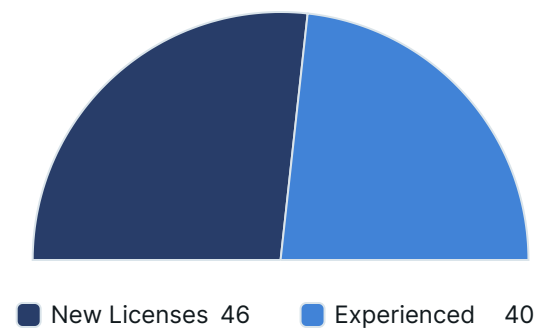
Number of Agents Hired by Source
New York State (2021)



Top 5 Firms Gained Agents From
New York State (2021)



Breakdown of Agents Gained
New York State (2021)

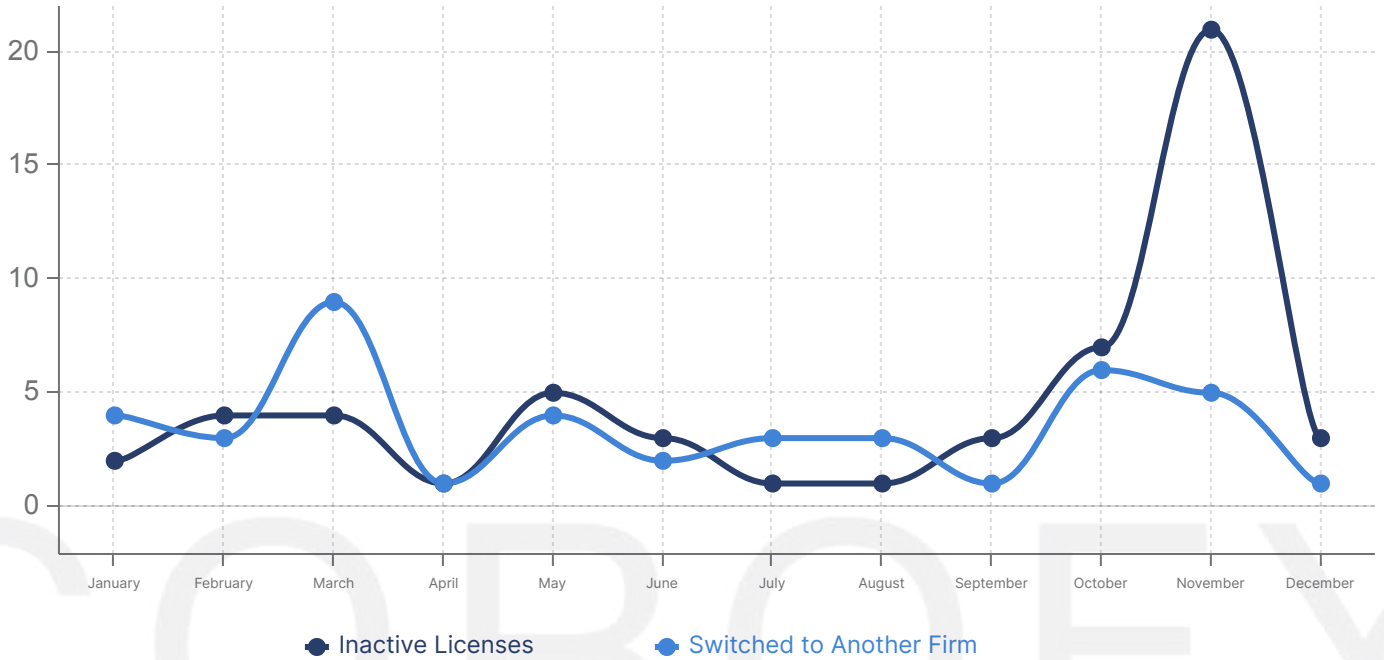


47%

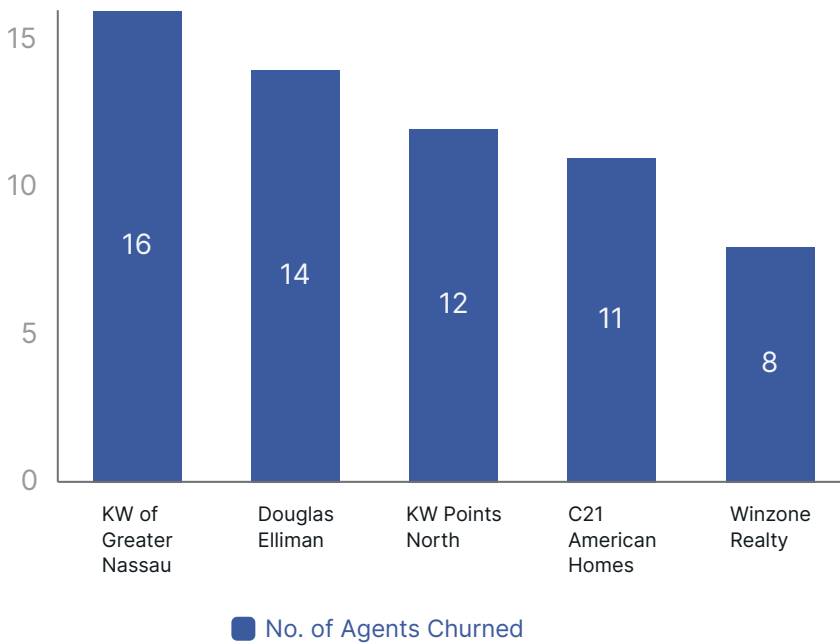
Were gained from
another firm

Turnover

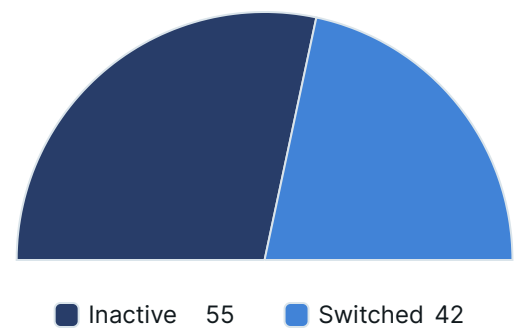
Number of Agents Lost by Source
New York State (2021)



Top 5 Firms Lost Agents To
New York State (2021)



Breakdown of Agents Lost
New York State (2021)



43%

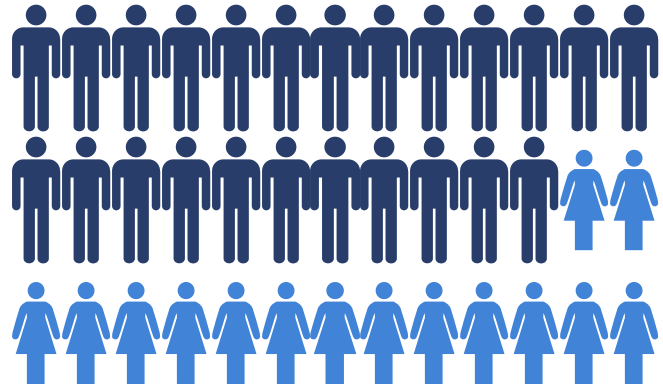
Were churned to
another firm

Retention

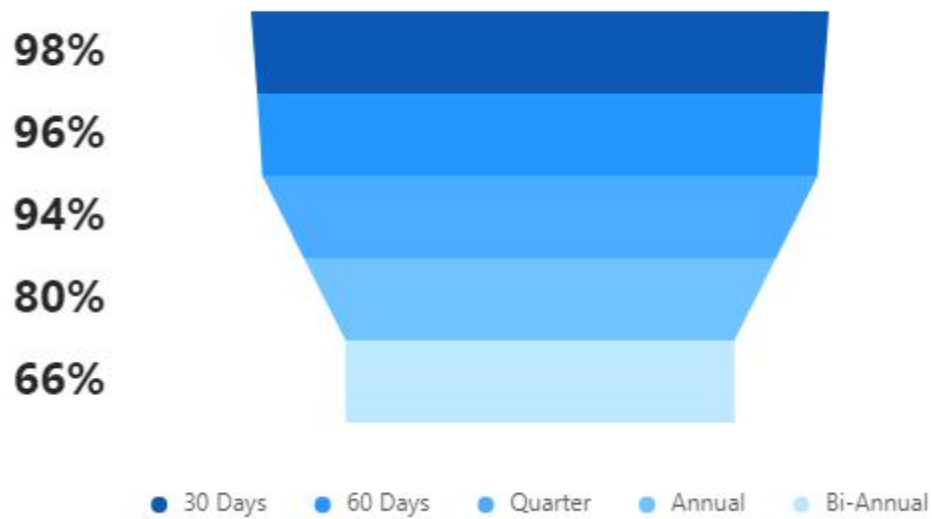
Annual Retention Rate (2021)

82%

The percentage of agents
the firm retained in 2021



Average Retention Per Period



New York City

New York City has seen its agent population increase throughout 2021. On average, there were more real estate agents switching firms, more real estate agents entering the industry, and less real estate agents leaving each month compared to 2020. Demand for both new and experienced agents increased substantially.

Manhattan continues to account for more than half of the agent activity in New York City. As 2021 wrapped up, there were 30,867 real estate agents who had their license associated with a Manhattan based firm. The borough also accounted for 54% of all switching activity, and 49% of all agents entering in New York City.

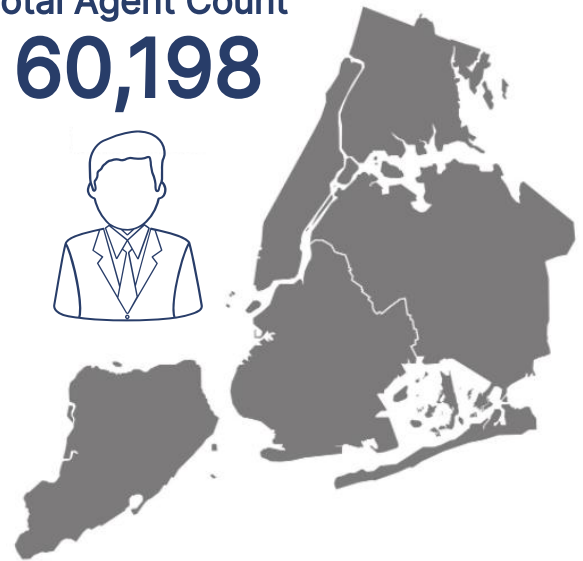
Despite its dominance, Manhattan is the only New York City borough that saw its total agent count decrease in 2021, decreasing by roughly 300 agents in total. Queens based firms saw the most growth by agent count, increasing by roughly 300 agents throughout 2021.

Compass continued to gain more agent market share in New York City throughout 2021, increasing its total agent count by more than 10% at its New York City based offices. The major firms - Compass, Corcoran Group, Douglas Elliman, Brown Harris Stevens, and Keller Williams NYC accounted for the majority of the activity in 2021.



NYC Agent Count

Total Agent Count
60,198



The total number of licensed real estate agents across New York City's 5 boroughs at the end of 2021 was 60,198. This is up slightly from a year ago when there were 60,054 agents in New York City, but still down from the 63,792 agents who had their license associated with a New York City based firm at the end of 2019. The total number of real estate agents increased steadily throughout the first part of 2021, reaching a peak of 60,672 agents in August before declining in the latter part of the year.



2019
Year End

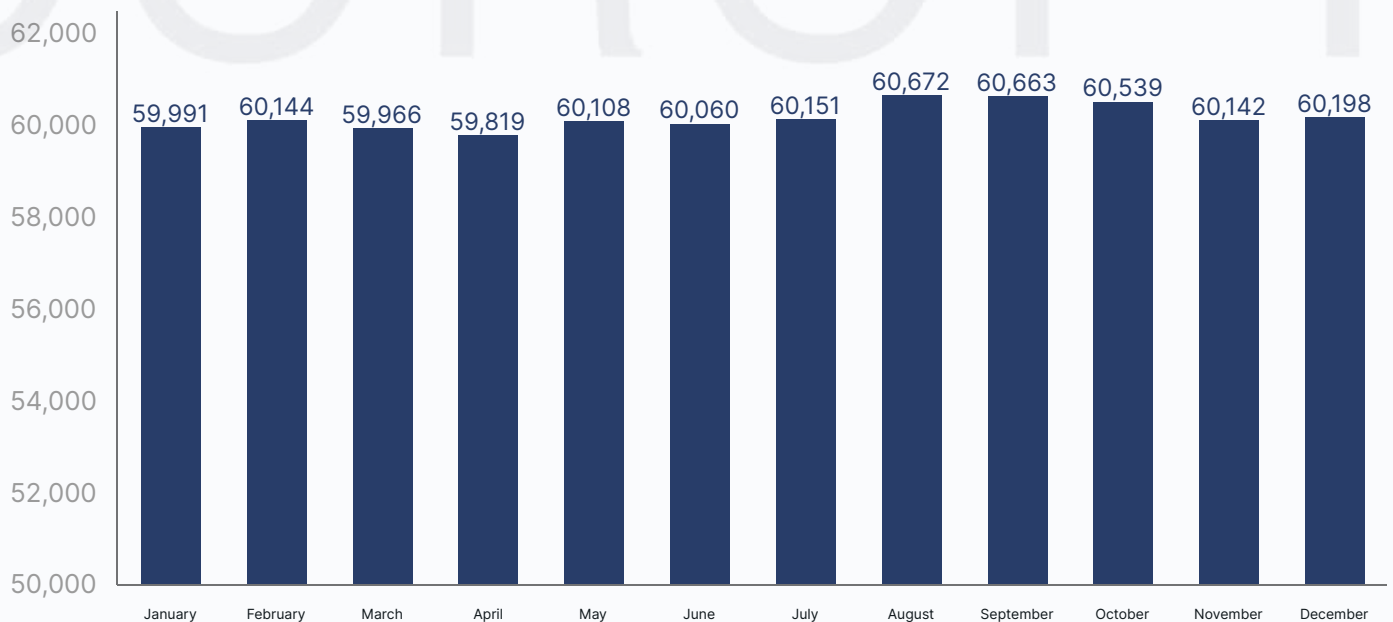


2020
Year End



2021
Year End

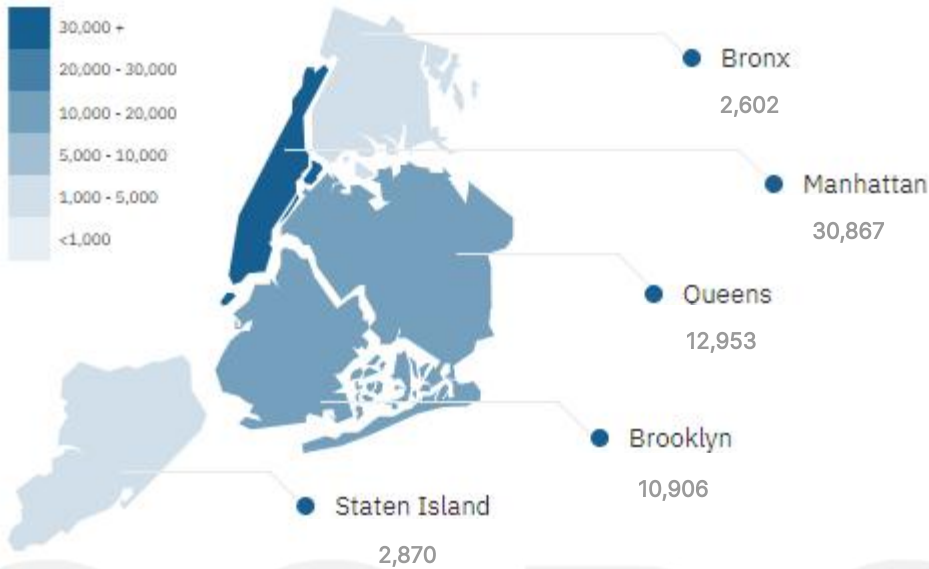
Total Agent Population
New York City (2021)



■ No. of Agents

Count Per Borough

NYC Agent Count per Borough (End of 2021)



2021 Growth

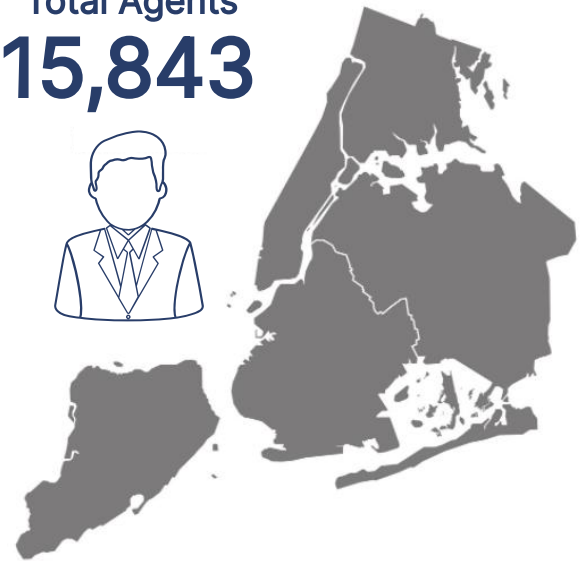
Borough	Growth %
Manhattan	-1.03%
Brooklyn	+0.74%
Queens	+2.28%
Bronx	+0.77%
Staten Island	+2.76%

Manhattan continues to account for more than half of New York City's entire agent population. 51.28% of all real estate agents in New York City at the end of 2021 had their license associated with a Manhattan based firm. This figure represents a drop of more than 1% from the previous 4 year average which saw Manhattan based firms account for 52.38% of all licensees. Queens based firms increased their market share the most during this period, finishing 2021 with an agent market share of 21.52%, up from the average of 20.48% during the previous 4 year period. Bronx and Staten Island based firms make up just a small portion of New York City's agent population, combining for just over 9% of all New York City licensees between them in 2021.

BOROUGH	END OF 2017	END OF 2018	END OF 2019	END OF 2020	END OF 2021
MANHATTAN	32,630	33,410	33,540	31,189	30,867
BROOKLYN	11,554	11,812	11,577	10,826	10,906
QUEENS	12,587	12,797	13,059	12,664	12,953
BRONX	2,744	2,735	2,768	2,582	2,602
STATEN ISLAND	2,699	2,804	2,848	2,793	2,870

NYC | Entering

Total Agents
15,843



The total number of agents who entered the industry in 2021 was 15,843. This includes newly licensed agents as well as agents who re-entered the industry after being unlicensed for an extended period of time. This represents an increase from last year but is still below the pre-pandemic numbers seen in 2019. On average, 1,477 agents entered the industry per month in 2019 compared to an average of 1,320 in 2021.



2019

Avg. Agents Entering/Mo.



2020

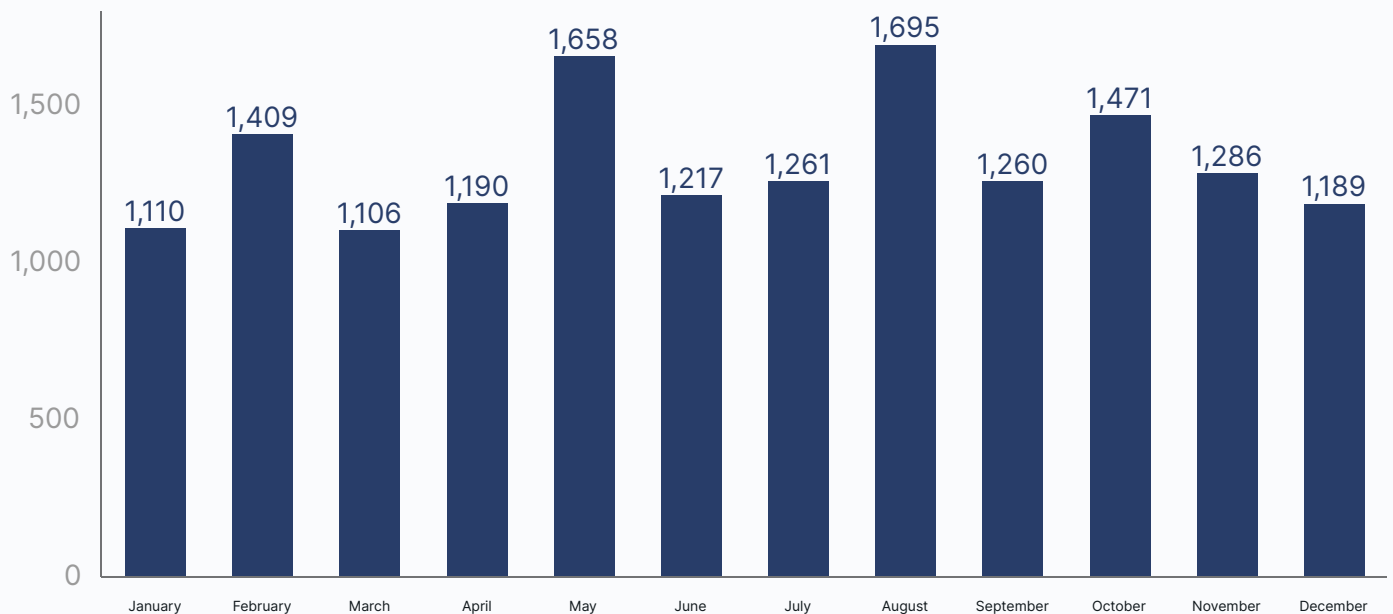
Avg. Agents Entering/Mo.



2021

Avg. Agents Entering/Mo.

Number of Agents Entering the Industry
New York City (2021)

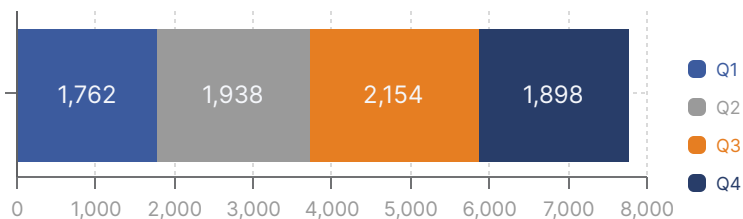


■ No. of Agents

Manhattan



No. of Agents Entering at Manhattan Based Firms (2021)

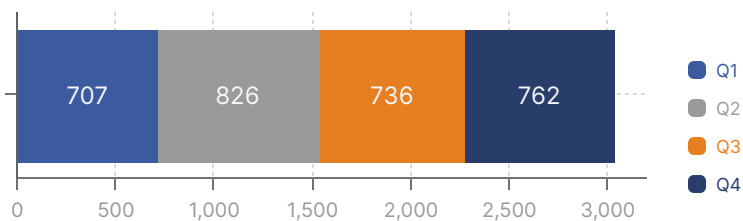


Total:
7,752

Brooklyn



No. of Agents Entering at Brooklyn Based Firms (2021)

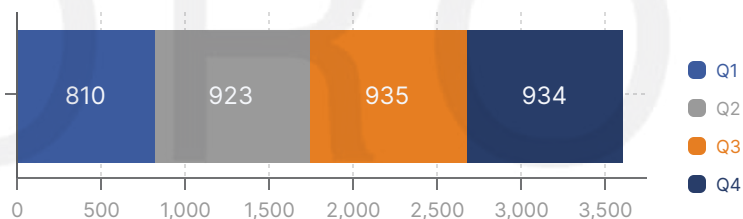


Total:
3,031

Queens



No. of Agents Entering at Queens Based Firms (2021)

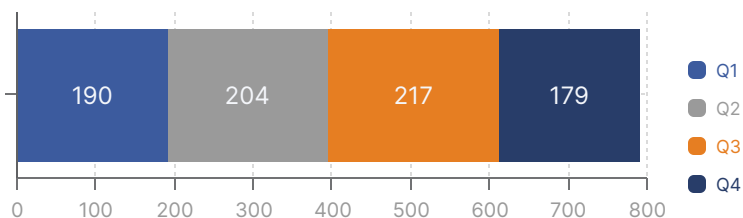


Total:
3,602

Bronx



No. of Agents Entering at Bronx Based Firms (2021)

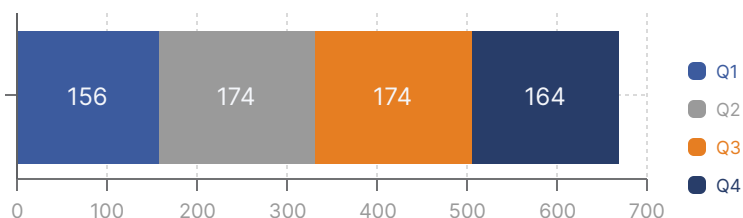


Total:
790

Staten Island



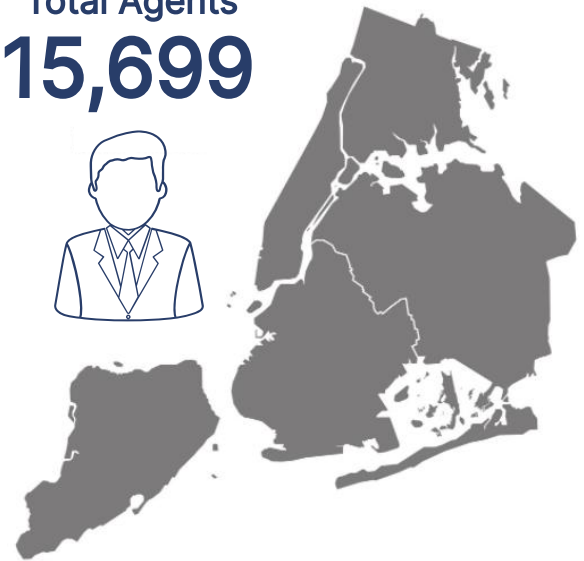
No. of Agents Entering at Staten Island Based Firms (2021)



Total:
668

NYC | Leaving

Total Agents
15,699



The total number of agents who left the industry in 2021 was 15,699. This represents a decrease from the last 2 years. Overall, it is slightly less than the total number of agents who entered the industry throughout 2021. October and November saw the highest activity with 3,278 agents leaving the industry during that period.



1,457

2019

Avg. Agents Leaving/Mo.



1,530

2020

Avg. Agents Leaving/Mo.

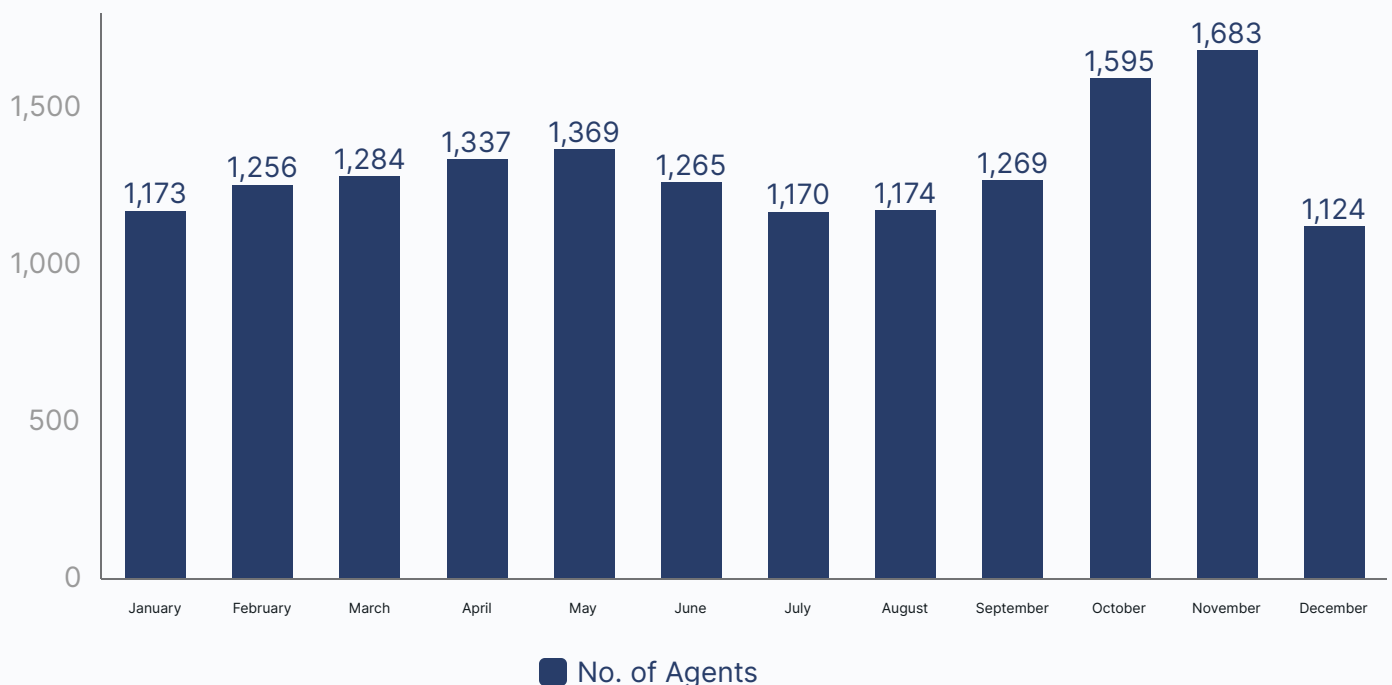


1,308

2021

Avg. Agents Leaving/Mo.

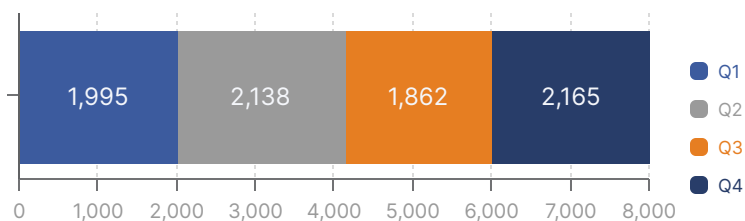
Number of Agents Leaving the Industry
New York City (2021)



Manhattan



No. of Agents Leaving from Manhattan Based Firms (2021)

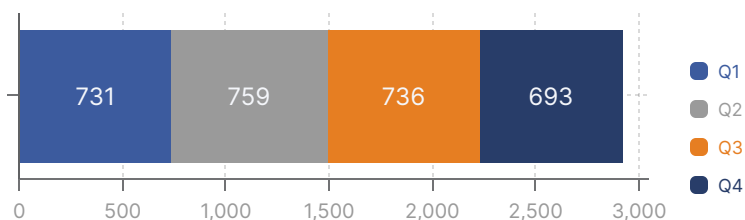


Total:
8,160

Brooklyn



No. of Agents Leaving from Brooklyn Based Firms (2021)

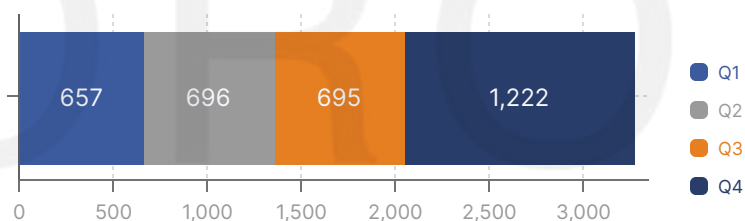


Total:
2,919

Queens



No. of Agents Entering at Queens Based Firms (2021)

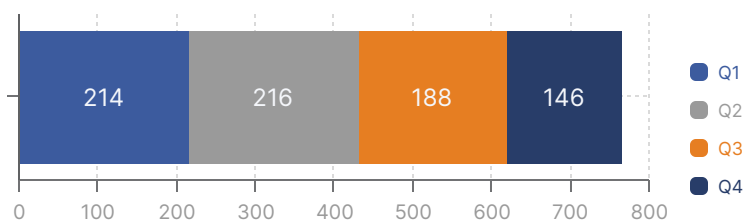


Total:
3,270

Bronx



No. of Agents Entering at Bronx Based Firms (2021)

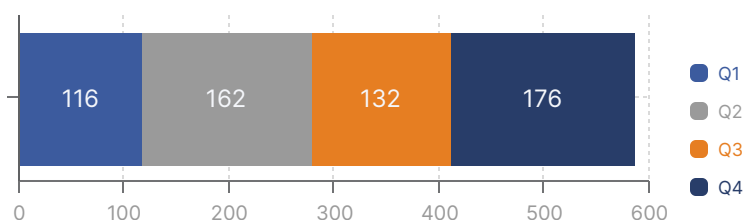


Total:
764

Staten Island



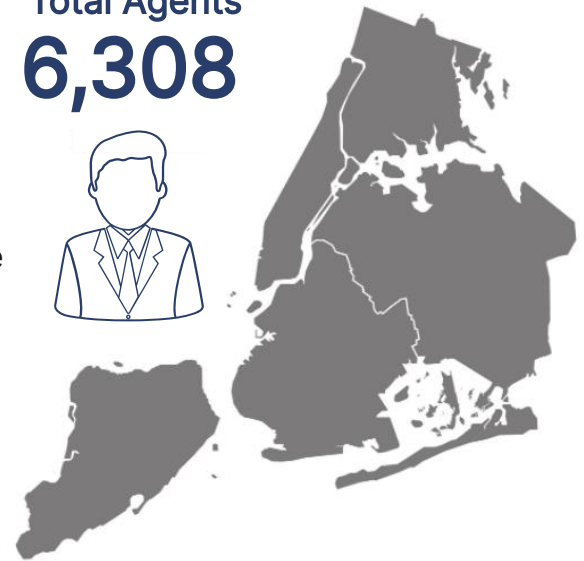
No. of Agents Switching Firms (2021)



Total:
586

NYC | Switching

Total Agents
6,308



The total number of agents who switched firms in 2021 was 6,308, with the majority of the activity taking place in the middle of the year. The highest figure came in May which represents the trend that agents typically switch firms in the spring, right before the busy summer season. Overall, agent activity has decreased compared to the last 2 years with an average of 526 agents switching firm/mo. this year.



703

2019

Avg. Agents Switching/Mo.



697

2020

Avg. Agents Switching/Mo.

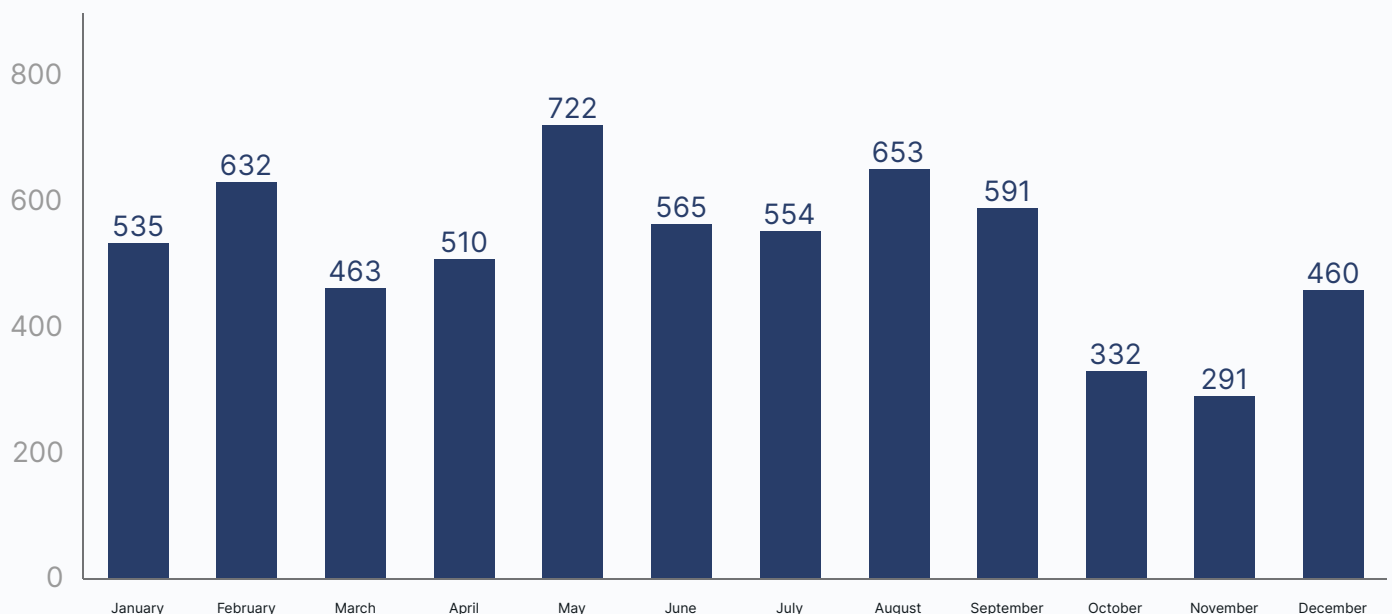


526

2021

Avg. Agents Switching/Mo.

Number of Agents Switching Firms
New York City (2021)

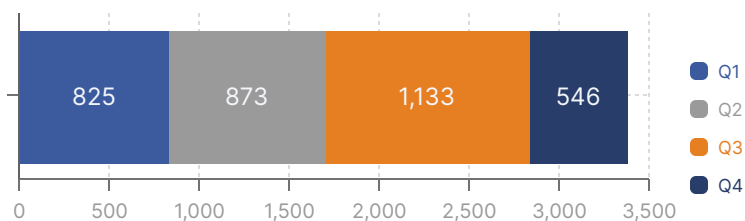


■ No. of New Agents

Manhattan



No. of Agents Switching at Manhattan Based Firms (2021)

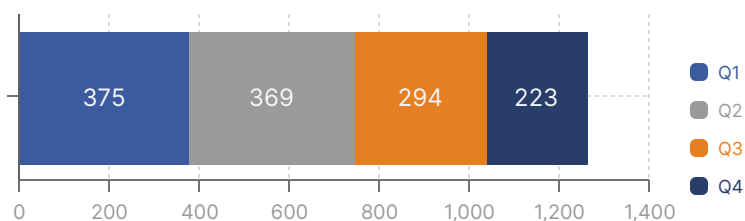


Total:
3,377

Brooklyn



No. of Agents Switching at Brooklyn Based Firms (2021)

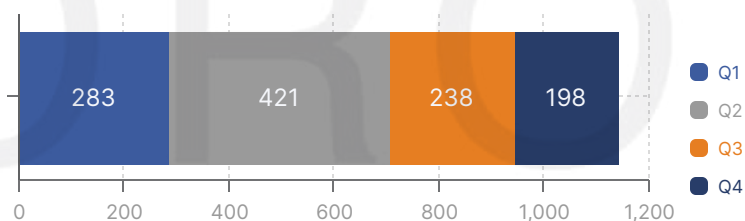


Total:
1,261

Queens



No. of Agents Switching at Queens Based Firms (2021)

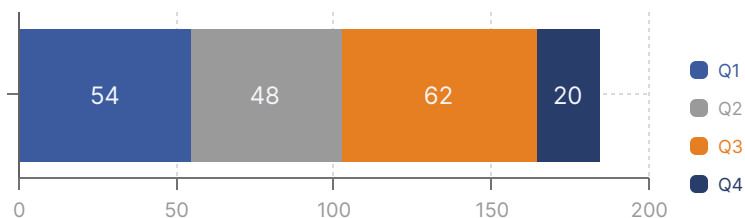


Total:
1,140

Bronx



No. of Agents Switching at Bronx Based Firms (2021)

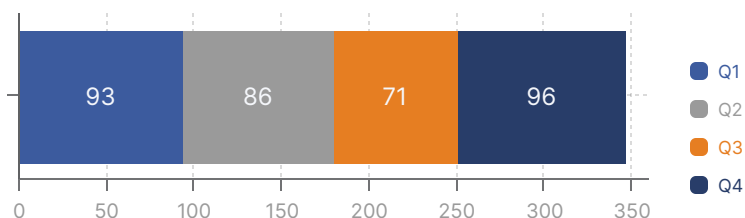


Total:
180

Staten Island

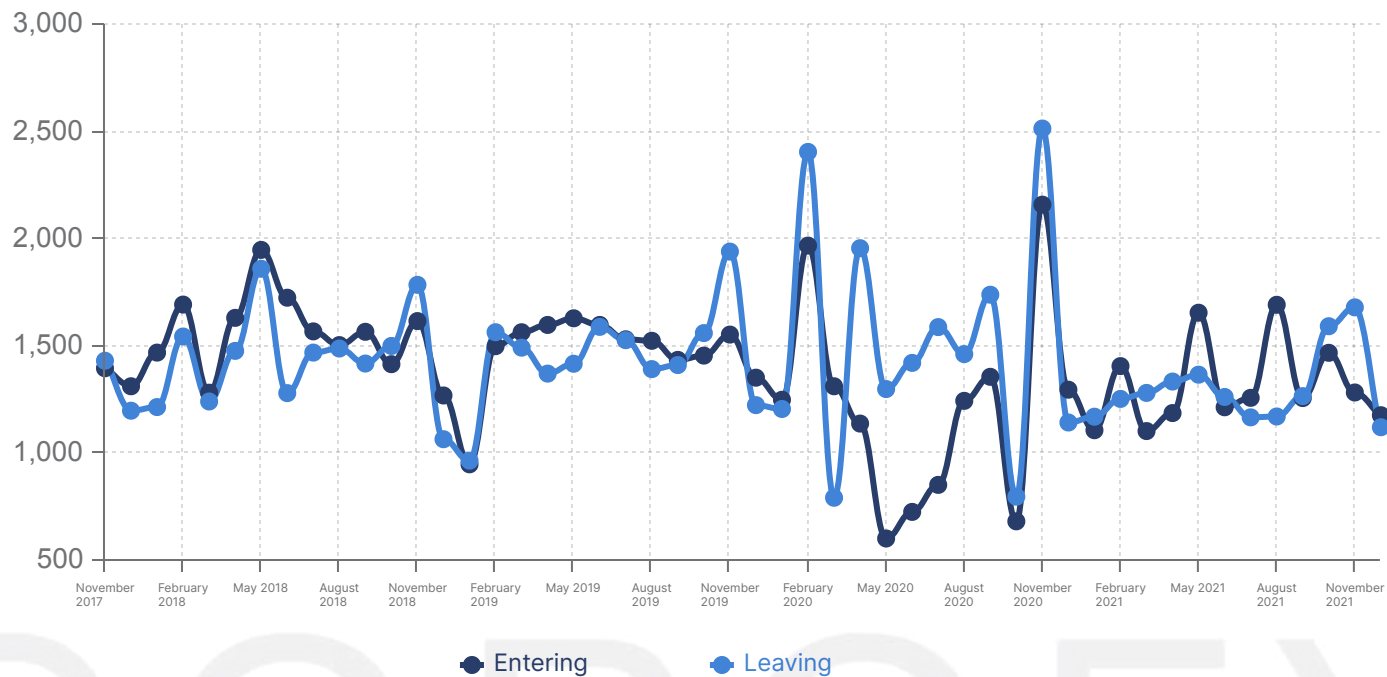


No. of Agents Switching at Staten Island Based Firms (2021)



Total:
346

Number of Agents Entering vs. Leaving the Industry (NYC Q4 2017 - End of 2021)



● Entering ● Leaving

Number of Agents Switching Firms (NYC Q4 2017 - End of 2021)



● Agents Switching Firms

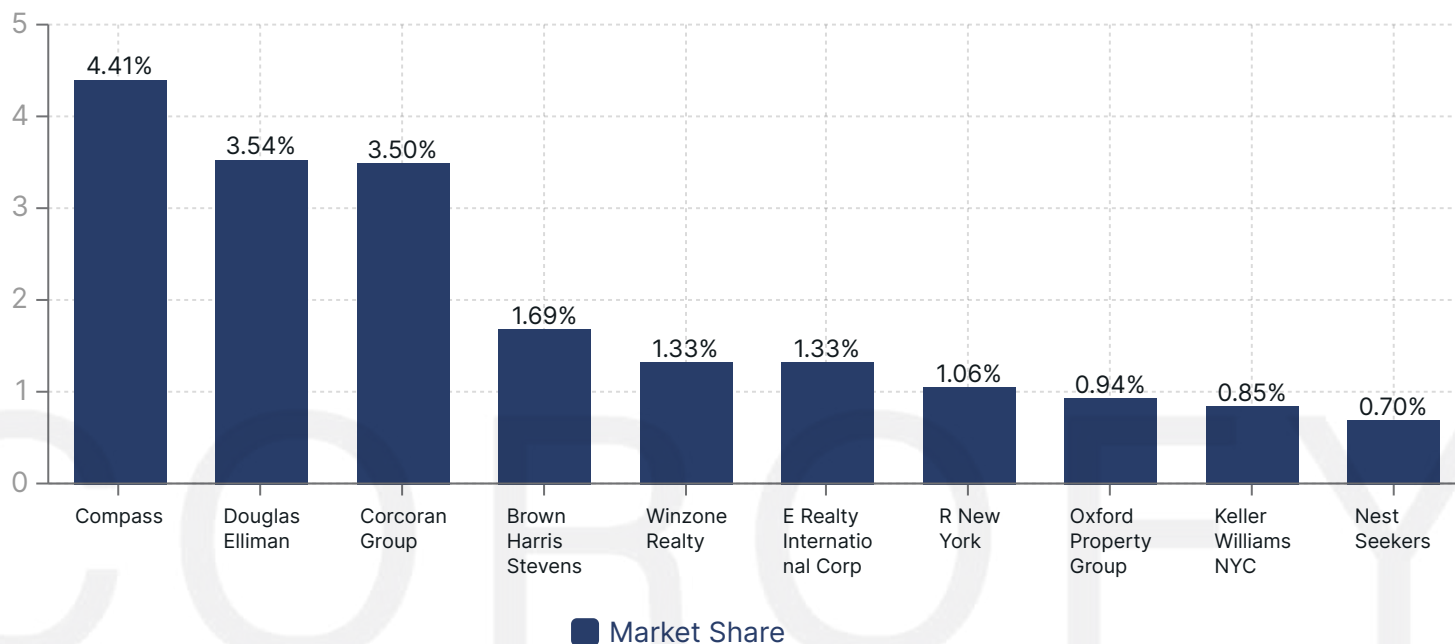
New York City | Analysis

Top Firms by Market Share

- 1 Compass
- 2 Douglas Elliman
- 3 Corcoran Group
- 4 Brown Harris Stevens
- 5 Winzone Realty
- 6 E Realty International
- 7 R New York
- 8 Oxford Property Group
- 9 Keller Williams NYC
- 10 Nest Seekers

Top 10 Firm Analysis | NYC Market Share

Top 10 Firms by Market Share
New York City (Year End 2021)



19.35%

Of all agents in New York City at the end of 2021 had their license associated with one of these ten firms.

11.45%

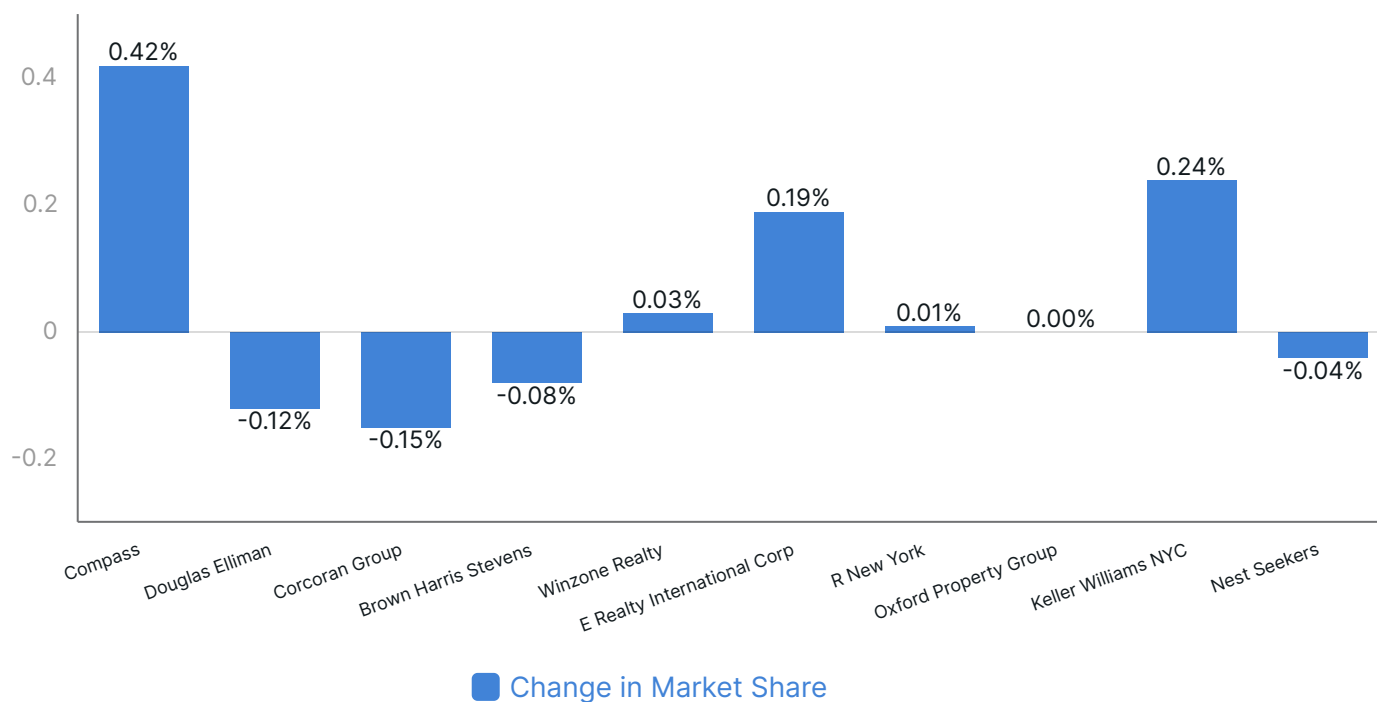
Of all agents in New York City at the end of 2021 had their license associated with Compass, Douglas Elliman, or Corcoran.

Nearly 1 in 5 real estate agents in New York City at the end of 2021 were licensed at just ten firms. Three of these firms - Compass, Douglas, and Corcoran have a combined market share of more than 10%. Compass leads the way as an agent market share of 4.41% in New York City. Eight of the ten firms listed primarily operate in Manhattan, with just Winzone and E Realty International primarily operating in another borough (Queens).

Change in Market Share

FIRM	YEAR BEG.	YEAR END	CHANGE	GROWTH %
Compass	3.99%	4.41%	+0.42%	↑
Douglas Elliman	3.66%	3.54%	-0.12%	↓
Corcoran Group	3.66%	3.50%	-0.16%	↓
Brown Harris Stevens	1.78%	1.69%	-0.09%	↓
Winzone Realty	1.30%	1.33%	+0.03%	↑
E Realty International	1.14%	1.33%	+0.19%	↑
R New York	1.05%	1.06%	+0.01%	↑
Oxford Property Group	0.94%	0.94%	+0.00%	-
Keller Williams NYC	0.61%	0.85%	+0.24%	↑
Nest Seekers	0.74%	0.70%	-0.04%	↓

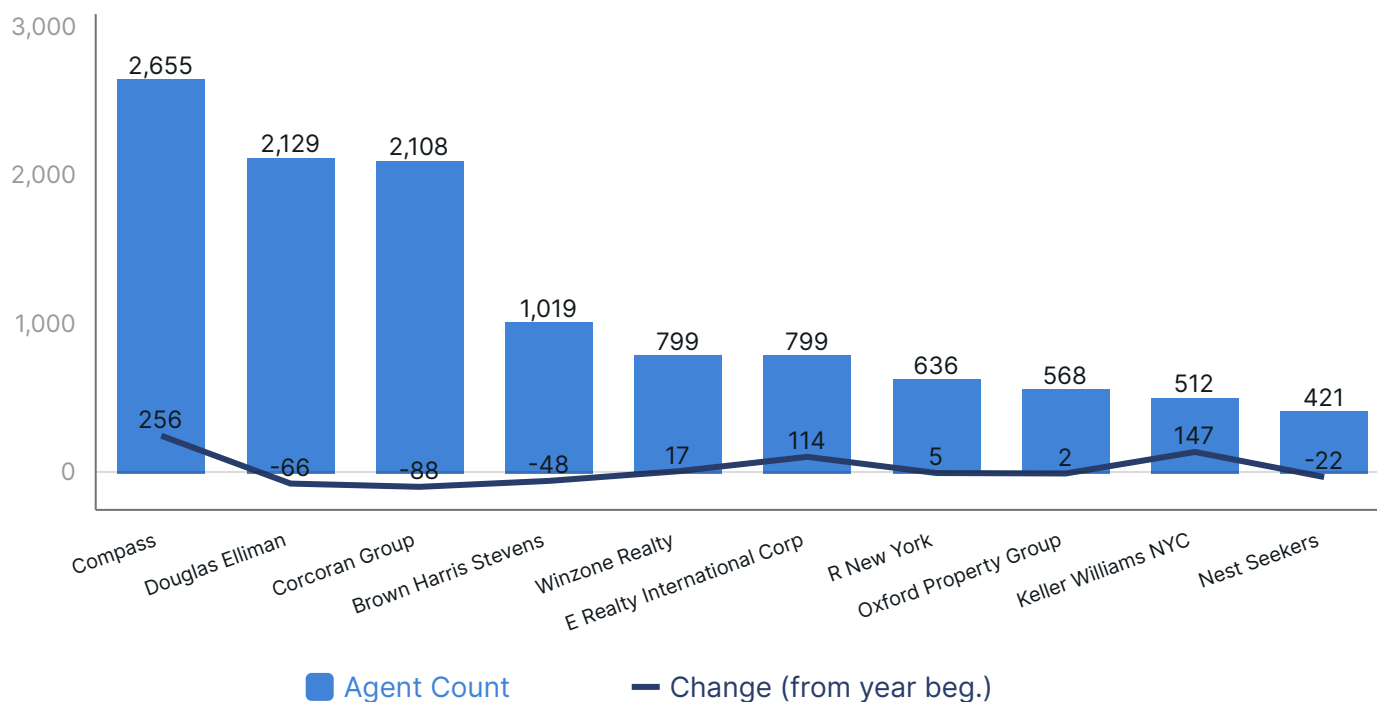
Top 10 New York City Firms by Market Share
Change (Year Beg. vs Year End)

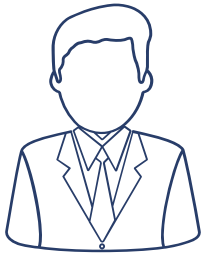


Change in Agent Count

FIRM	YEAR BEG.	YEAR END	GROWTH +	GROWTH %
Compass	2,399	2,655	+256	+10.67%
Douglas Elliman	2,195	2,129	-66	-3.01%
Corcoran Group	2,196	2,108	-88	-4.01%
Brown Harris Stevens	1,067	1,019	-48	-4.50%
Winzone Realty	782	799	+17	+2.17%
E Realty International	685	799	+114	+16.64%
R New York	631	636	+5	+0.79%
Oxford Property Group	566	568	+2	+0.35%
Keller Williams NYC	365	512	+147	+40.27%
Nest Seekers	443	421	-22	-4.97%

Top 10 Firms by Agent Count
NYC (Year End 2021)





2,655

Agent Count

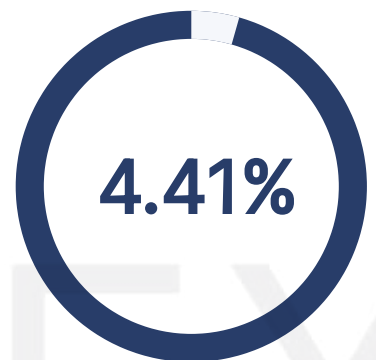
Compass extended its New York City agent market share to 4.41% in 2021, up from the 3.99% market share Compass had at the end of 2020. While this represents slower growth than in previous years, Compass still gained more market share in New York City than any other firm in 2021.



2019
Market Share

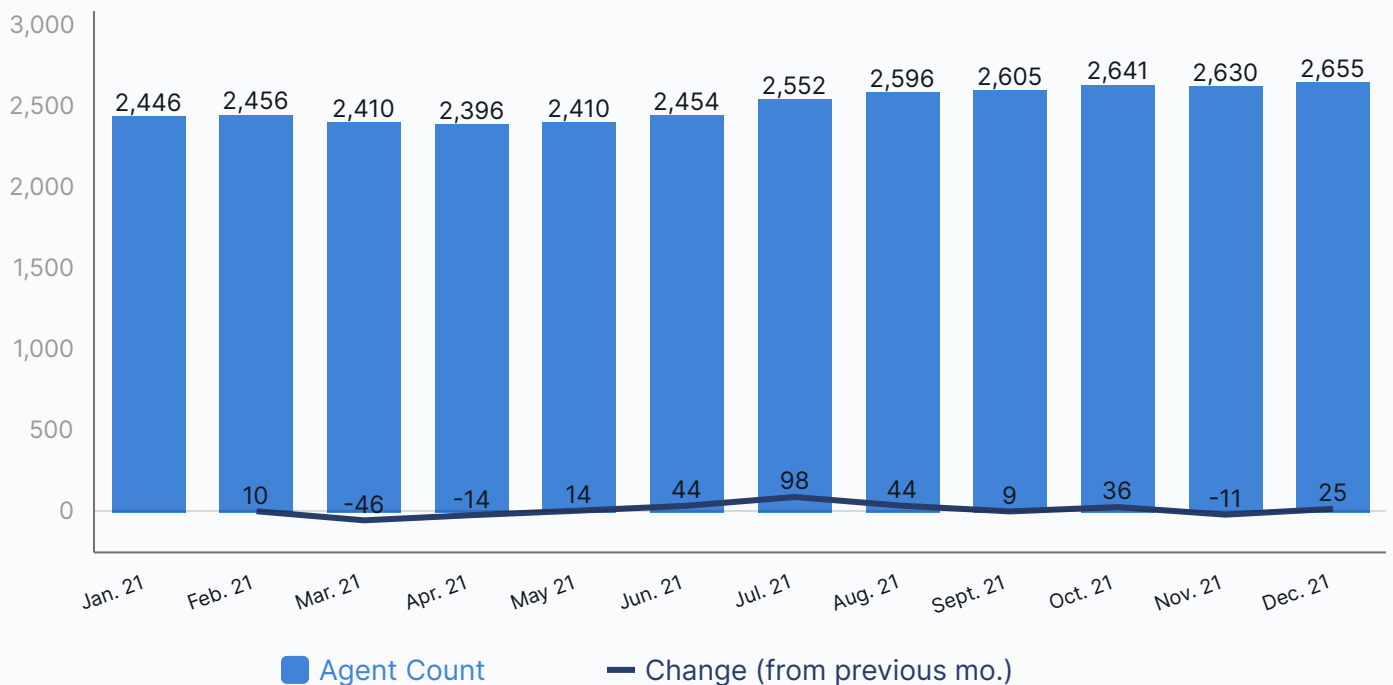


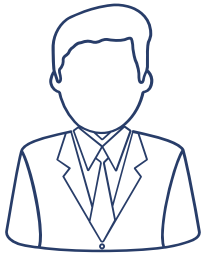
2020
Market Share



2021
Market Share

Compass
Number of Agents in New York City (2021)





2,129

Agent Count

Douglas Elliman saw its New York City agent market share decrease throughout 2021. Despite this, Douglas Elliman remains the 2nd most popular choice for real estate agents in New York City with 3.54% of all licensees throughout the 5 boroughs associated with the firm.



4.02%

2019

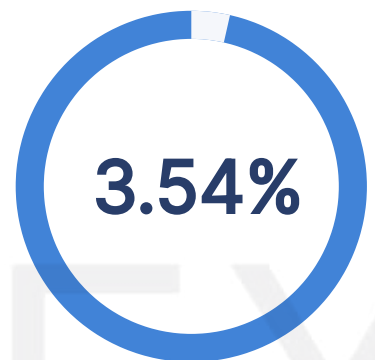
Market Share



3.66%

2020

Market Share

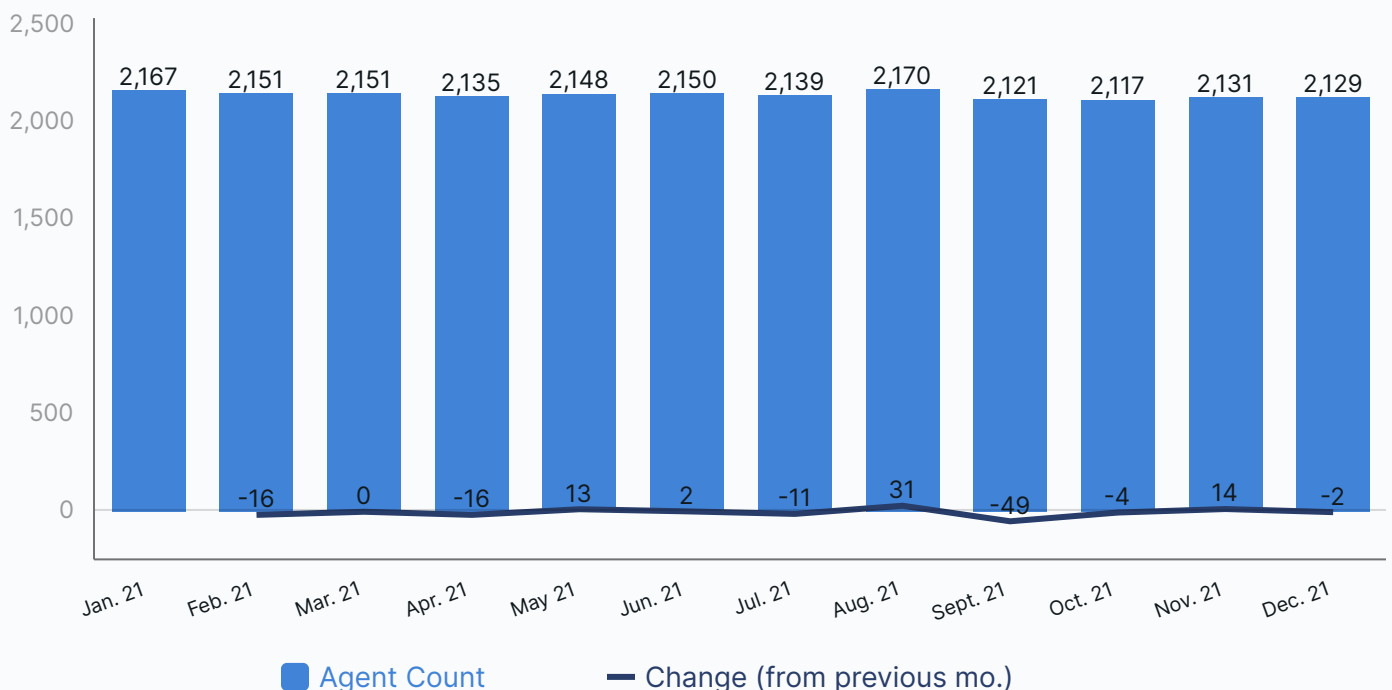


3.54%

2021

Market Share

Douglas Elliman
Number of Agents in New York City (2021)





2,108

Agent Count

Corcoran saw its New York City agent market share decrease slightly throughout 2021. However, it remains significantly higher than the 2.65% agent market share the firm held at the end of 2019. This is largely due to the 2020 acquisition of Citi Habitats.



2.65%

2019

Market Share



3.66%

2020

Market Share

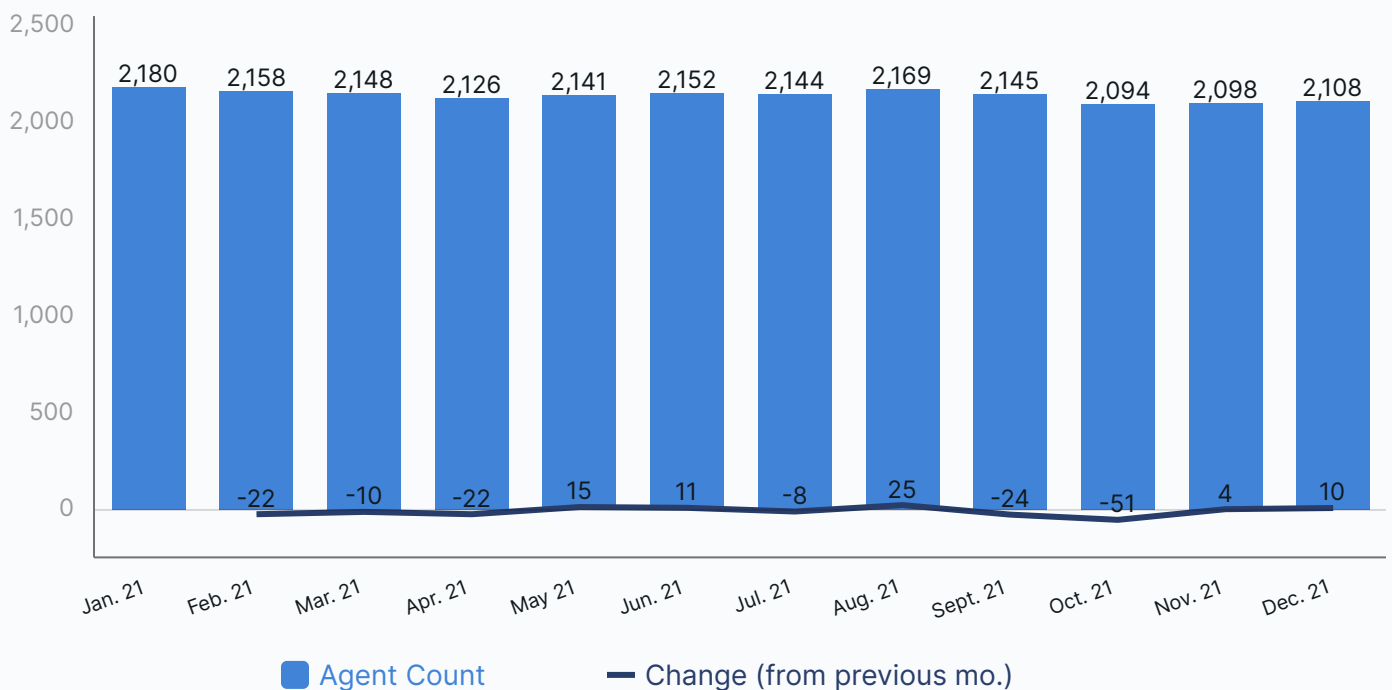


3.50%

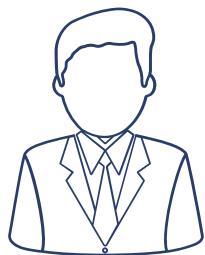
2021

Market Share

Corcoran Group
Number of Agents in New York City (2021)



Brown Harris Stevens



1,019

Agent Count

Brown Harris Stevens Residential Sales remains the 4th most popular choice for real estate agents in New York City with a market share of 1.69%. This number represents less than half of the market share of 3 largest firms, each of which have at least 3.50% of New York City's agent population associated with them.



2019

Market Share



2020

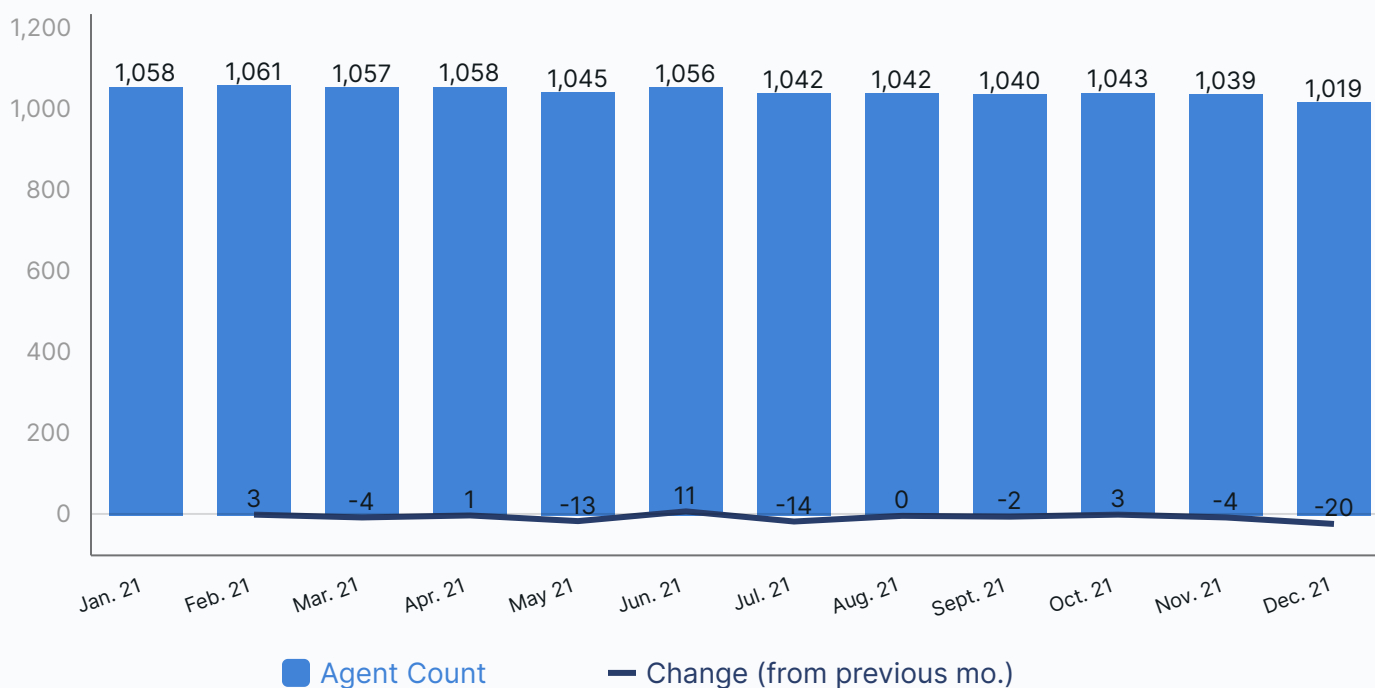
Market Share



2021

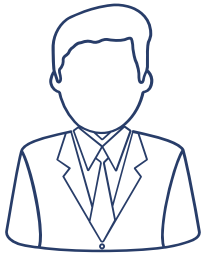
Market Share

Brown Harris Stevens Residential Sales Number of Agents in New York City (2021)



Winzone Realty

#5



799

Agent Count

Winzone Realty ended 2021 with an agent market share of 1.33% in New York City. This number has remained relatively steady over the years with little fluctuation. Winzone Realty also remains the [joint] leader in Queens with an agent count of 799 (along with E Realty International).



2019
Market Share

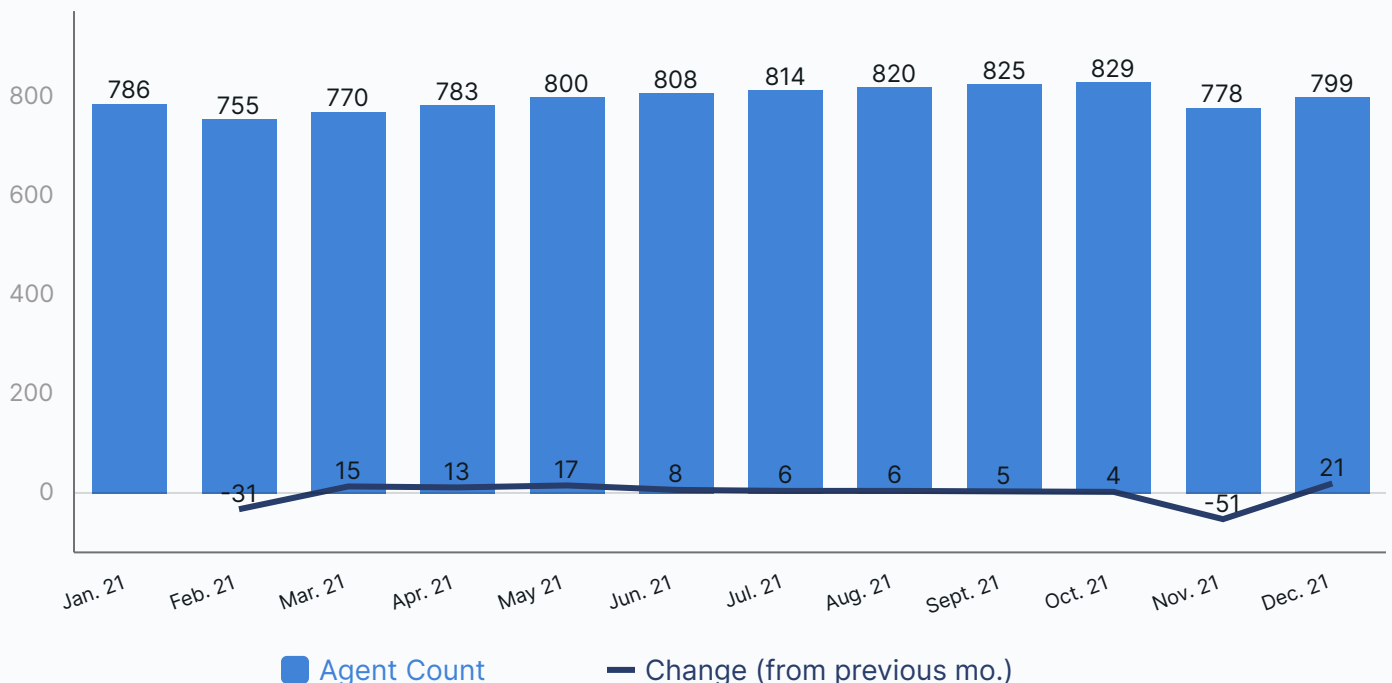


2020
Market Share



2021
Market Share

Winzone Realty
Number of Agents in New York City (2021)





799

Agent Count

E Realty International ended 2021 with an agent market share of 1.33% in New York City. This number has increased significantly over the years. E Realty International has become the [joint] leader in Queens with an agent count of 799 (along with Winzone Realty).



1.00%

2019

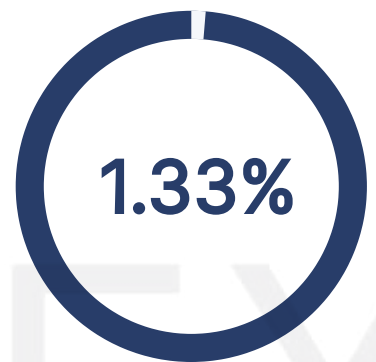
Market Share



1.14%

2020

Market Share

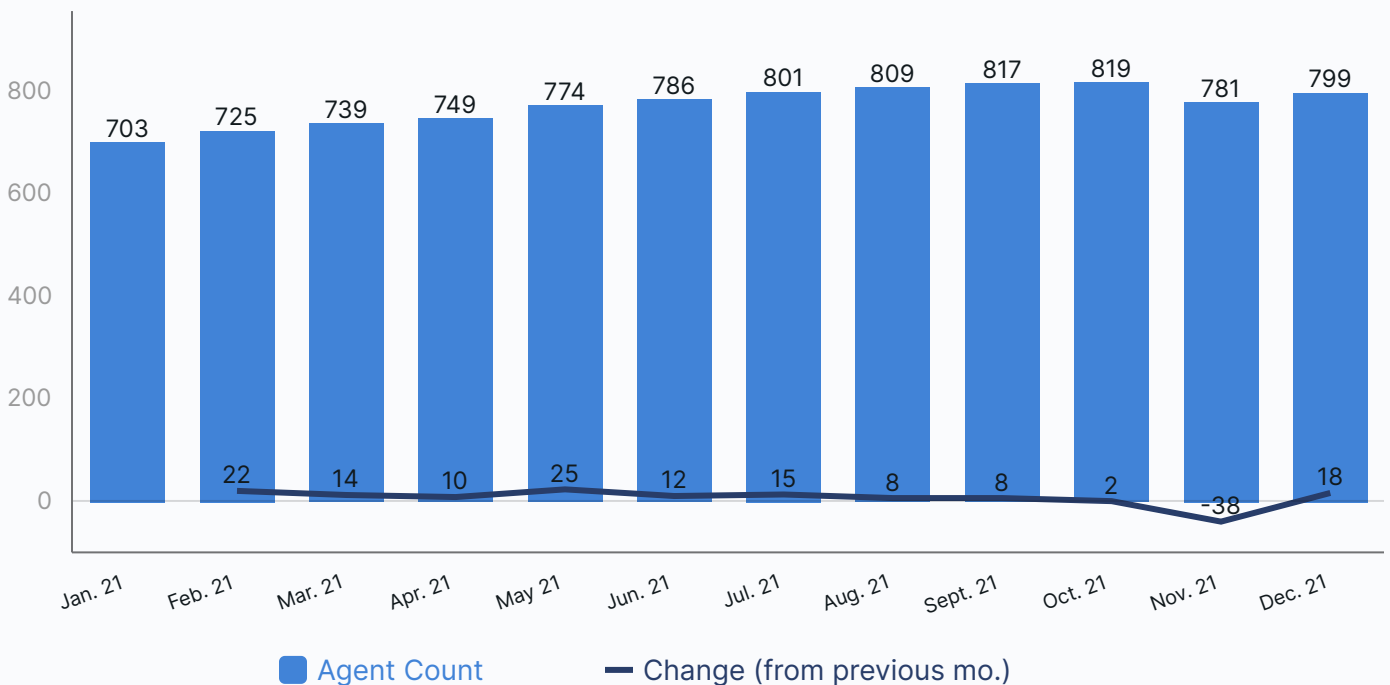


1.33%

2021

Market Share

e Realty International
Number of Agents in New York City (2021)



R New York



636

Agent Count

R New York saw its New York City agent market share remain steady in 2021, with 1.06% of all licensees throughout the 5 boroughs associated with the firm. This has changed little compared to the 1.05% agent market share the firm held in 2020 and identical to the 1.06% in 2019.



2019

Market Share



2020

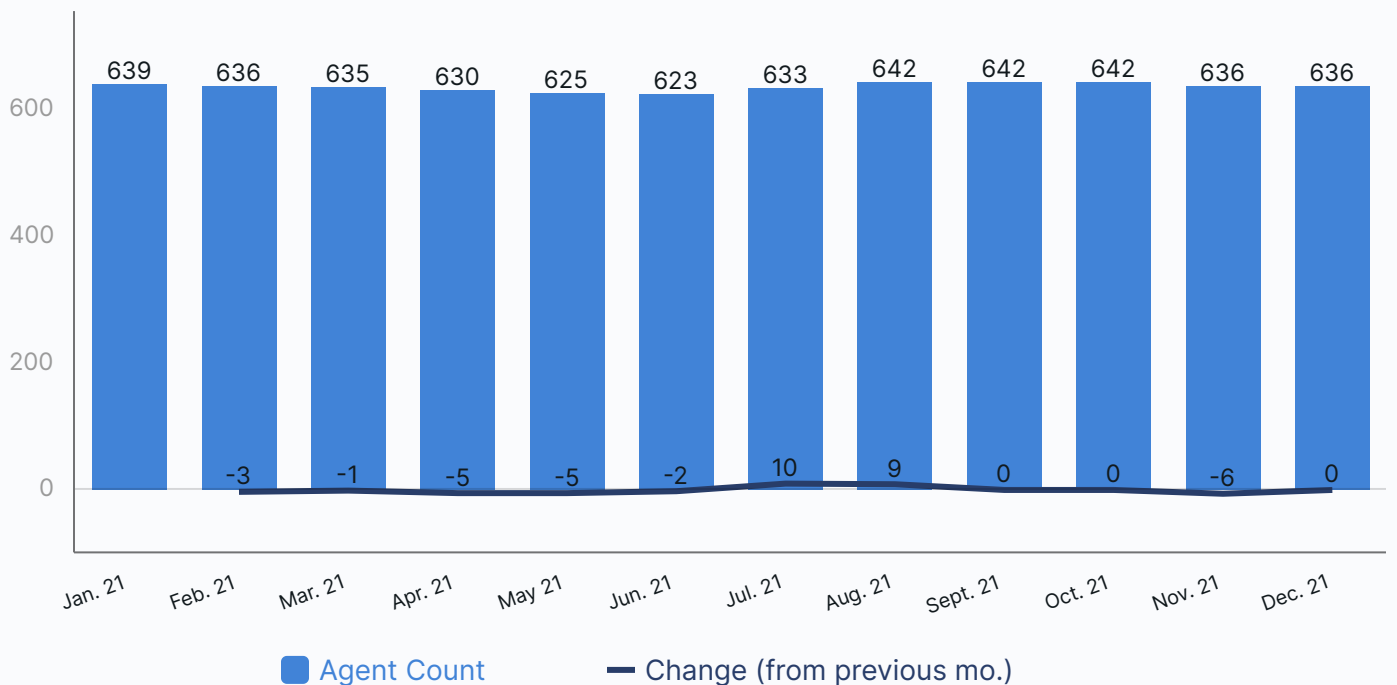
Market Share



2021

Market Share

R New York Number of Agents in New York City (2021)



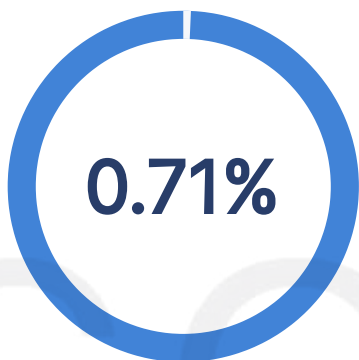
Oxford Property Group



568

Agent Count

Oxford Property Group saw its New York City agent market share remain the same in 2021 with 0.94% of all licensees throughout the 5 boroughs associated with the firm. This is up from 2 years ago when Oxford Property group held an agent market share of 0.71%.



2019

Market Share



2020

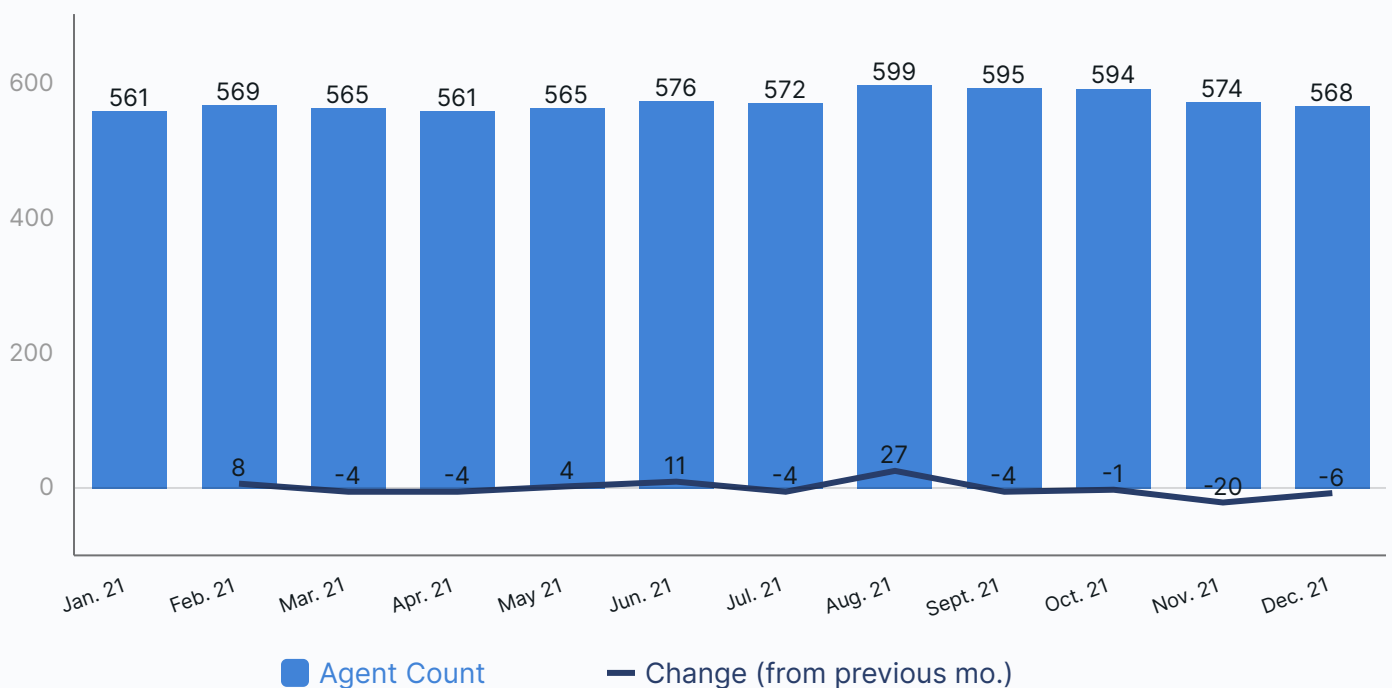
Market Share

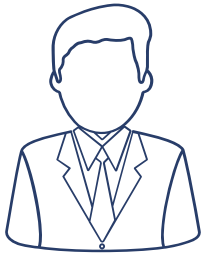


2021

Market Share

Oxford Property Group
Number of Agents in New York City (2021)





512

Agent Count

Keller Williams NYC saw its New York City agent market share increase more than any other firm in 2021, aside from Compass. Overall, Keller Williams NYC more than doubled its agent market share since 2019, increasing from 0.40% that year to 0.85% at the end of 2021.



2019
Market Share

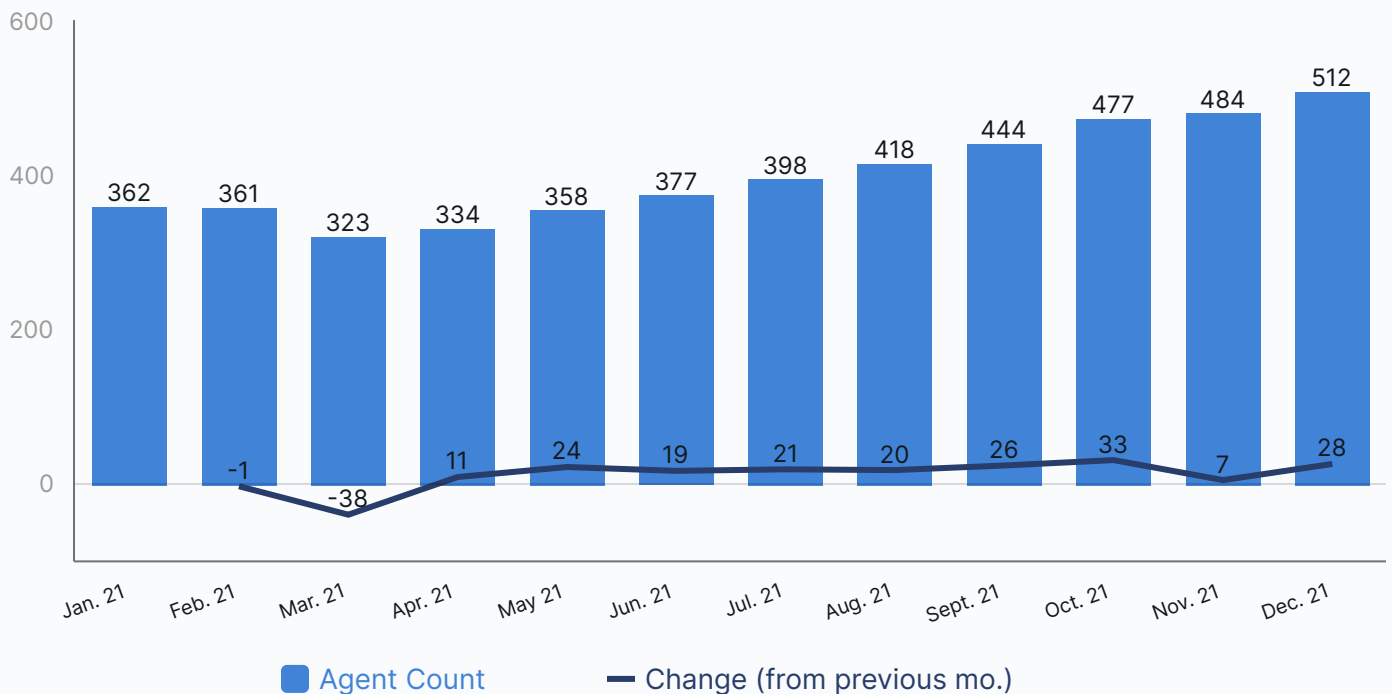


2020
Market Share



2021
Market Share

Keller Williams NYC
Number of Agents in New York City (2021)



Nest Seekers



421

Agent Count

Nest Seekers saw its New York City agent market share decrease throughout 2021. Despite this, Nest Seekers remains one of the 10 most popular choices for real estate agents in New York City with 0.70% of all licenses throughout the 5 boroughs associated with the firm.



2019
Market Share

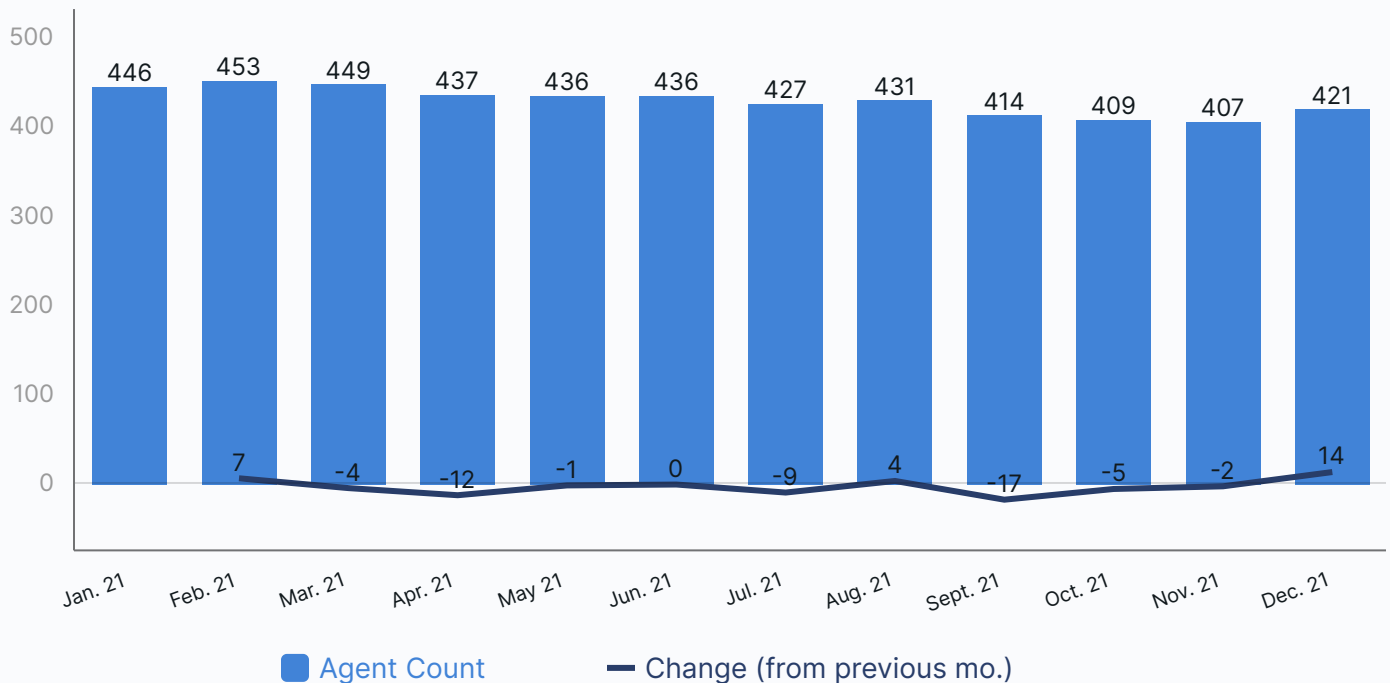


2020
Market Share



2021
Market Share

Nest Seekers Number of Agents in New York City (2021)



New York City | Analysis

Corofy Data Rank

- 1 Top 10 Firms: Growth by Headcount
- 2 Top 10 Firms: Growth by Percentage
- 3 Top 10 Firms: For New Agents
- 4 Top 10 Firms: For Experienced Agents
- 5 Top 10 Firms: Retention
- 6 Top 10 Firms: Performance
- 7 Top 100 Firms: Total Agent Count

Corofy Data Rank | Top 10 Growth by Headcount

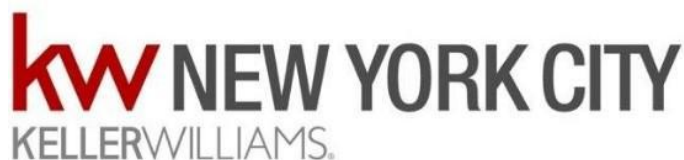
- 1 Compass
- 2 Keller Williams NYC
- 3 e Realty International Corp
- 4 eXp Realty BKNY
- 5 Sotheby's International
- 6 Highline Residential
- 7 Compass Greater NY
- 8 eXp Realty NYC
- 9 SPIRAL NY
- 10 Exit Realty Prime

"Our Keller Williams NYC office re-launched at a new location with new ownership just last year, in July, 2020. As the Broker of Record here, I was responsible, together with our Team Leader, Lauren Balbuena, for bringing in hundreds of new and experienced agents to join our firm. I am most proud of this success which has resulted in the spectacular growth of our firm in less than 12 months!"

Fanny Montalvo

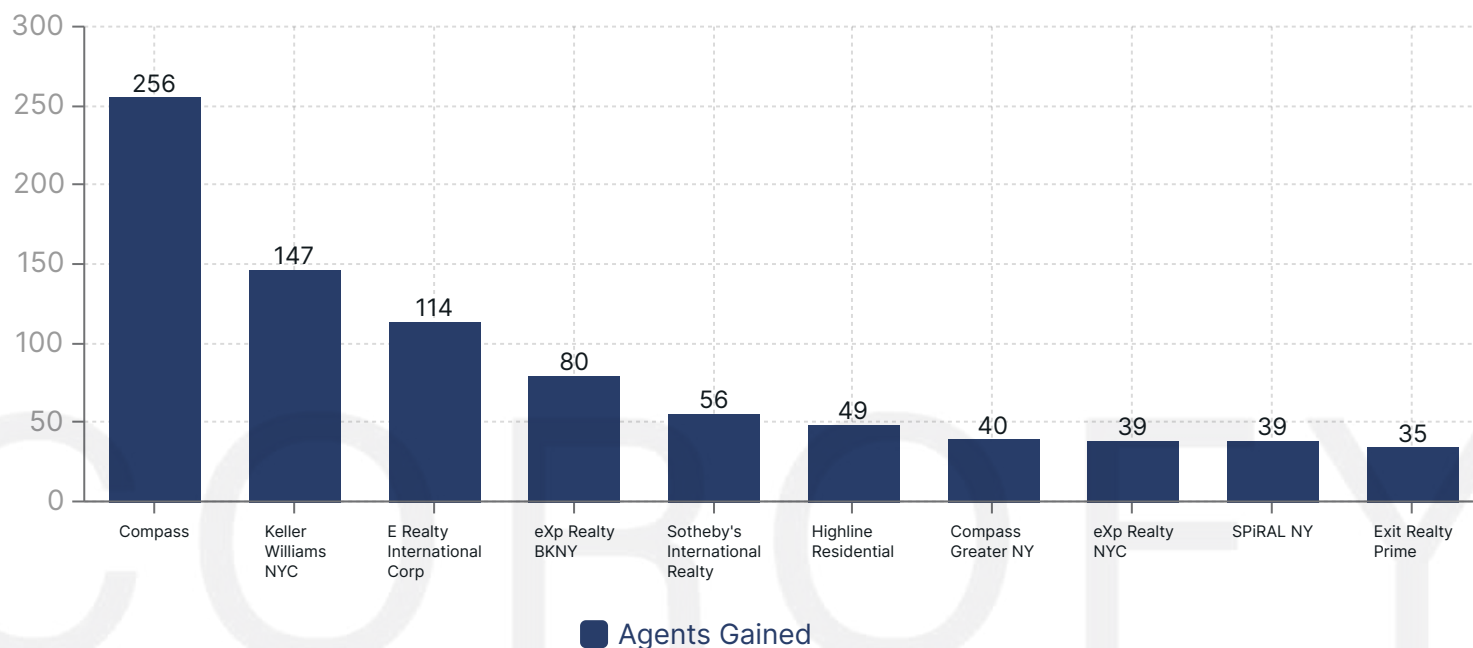


Broker of Record | Keller Williams NYC



Corofy Data Rank | Growth by Headcount

Top 10 Firms by Agent Growth New York City (2021)



855

Is the combined number the top 10 firms in New York City increased their agent count by in 2021.

35.79%

Of this growth is attributed to Compass (including Compass Greater NY), who increased its agent count by 306.

The 10 fastest growing firms by agent count increased the number of licenses at the firm by an average of 86 agents in 2021. The top 3 firms - Compass, Keller Williams NYC, and e Realty International, combined for more than half of this growth. Overall the New York City agent population increased by 144 licenses compared to this same period a year ago.

Corofy Data Rank | Top 10 Growth by Percentage

- 1 SPIRAL NY
- 2 eXp Realty BKNY
- 3 Exit Realty Prime
- 4 HomeSmart Crossisland
- 5 eXp Realty NYC
- 6 Keller Williams NYC
- 7 Coldwell Banker Advantage
- 8 Highline Residential
- 9 Platinum Properties
- 10 Elegran

"I am honored to work every day with Elegran management, operations and our real estate advisors who truly care about each other and their clients. With this team we have built an incredible culture and community of empathy and collaboration which is at the center of everything we do.

Elegran is emerging from the pandemic, truly stronger than ever, which is a testament to the dedication and care our people have for each other and their clients, and the support we provide. Our advisors grew their business by 57% on average and Elegran was involved in \$1 Billion in sales in 2021.

We were all challenged beyond what anyone thought we could endure and we have come out on the other side, standing strong with New York City, and ready to continue our work advising our clients in a HUMAN way and providing our advisors with the tools, training and culture that nurture them to thrive and ultimately take their business to the next level"

Michael Rossi

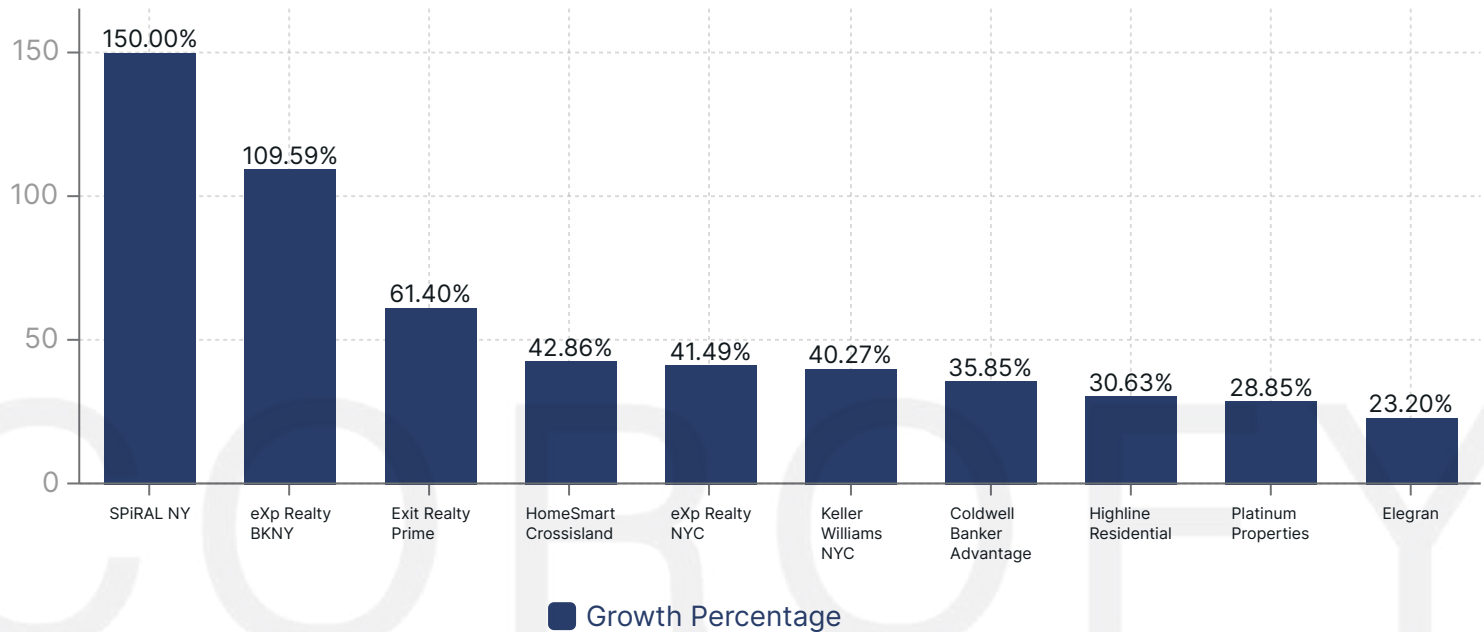


CEO | Elegran

Elegran

Corofy Data Rank | Growth by Percentage

Top 10 Firms by Agent Growth New York City (2021)



56.41%

Is the average growth percentage of the 10 fastest growing firms by percentage of agent count in 2021.

23.20%

Was the lowest a firm featured among the 10 fastest growing brokerages in NYC increased its agent count by in 2021.

Growth, as a percentage of total agent count, slowed among the larger firms in New York City such as Compass, Corcoran, and Douglas Elliman in 2021. Keller Williams NYC was the largest firm by total agent count to be featured on this list. Smaller, Manhattan based firms such as SPiRAL NY, Platinum Properties, and Elegran, were a popular destination for agents in 2021, while eXp featured twice on the list.

Corofy Data Rank | Top 10 For New Agents

- 1 Compass
- 2 Corcoran Group
- 3 Keller Williams NYC
- 4 Douglas Elliman
- 5 E Realty International Corp
- 6 Scope Realty
- 7 Highline Residential
- 8 Ideal Properties Group
- 9 eXp Realty
- 10 Nest Seekers

"For years, Corcoran has been regarded as a top destination for both new and experienced agents. I'm thrilled to see us prominently featured on this list as we take a human-first approach to real estate and pride ourselves on our commitment to agent development. From Agent Studio – our dedicated space for learning – to mentorship from senior leadership, we provide the essential tools and innovation that helps our team grow their businesses from the ground up. Agents know that when they join Corcoran, they'll have everything they need to become industry experts."

Gary Malin

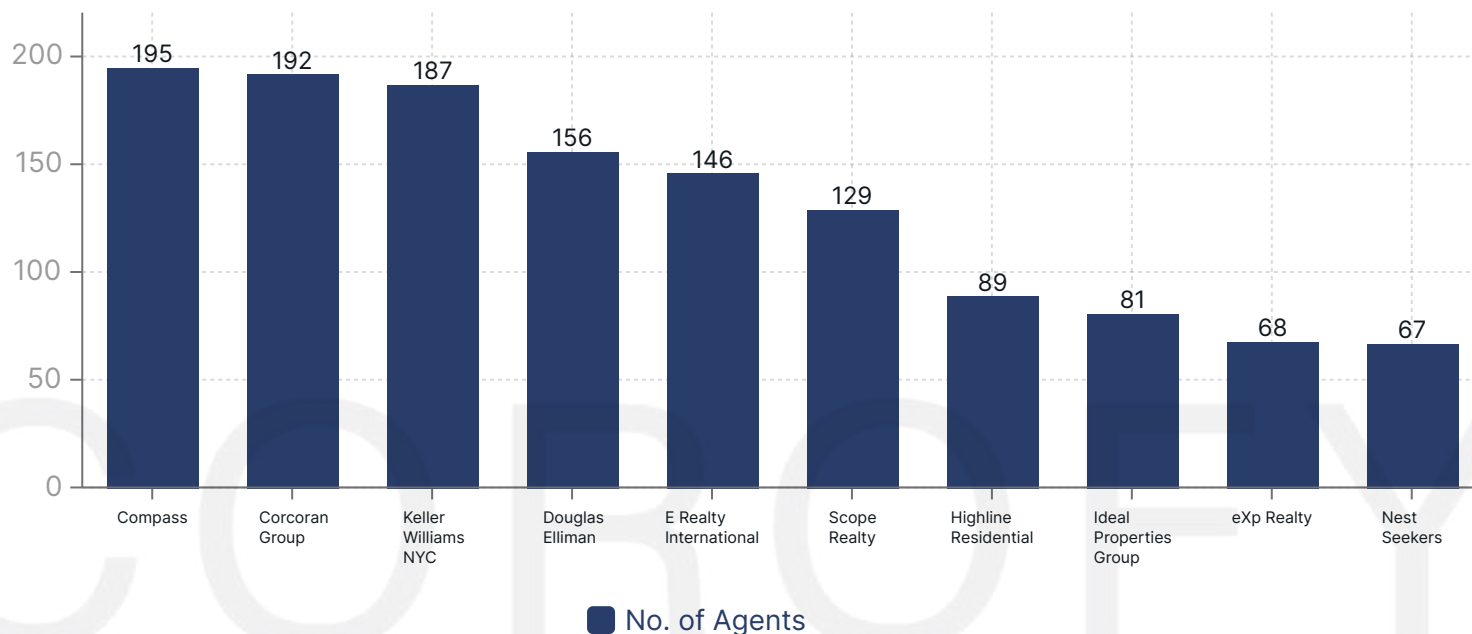


Chief Operating Officer | Corcoran

corcoran

Corofy Data Rank | For New Agents

The Top 10 Firms New Agents are Joining NYC (2021)



24.17%

Of all agents who entered the industry in 2021 joined one of these ten companies.

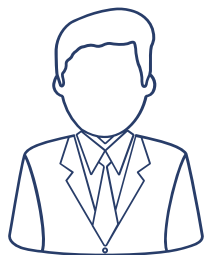
3.60%

Of all agents who entered the industry in 2021 joined Compass.

Nearly 1 in 4 newly licensed real estate agents who entered the New York City real estate industry in 2021 joined just ten firms. Five of these firms - Compass, Corcoran, Keller Williams NYC, Douglas Elliman, and e Realty International, accounted for 16.16% of all activity. This is the first time in over 3 years that Keller Williams NYC is featured on this list.

Compass

#1



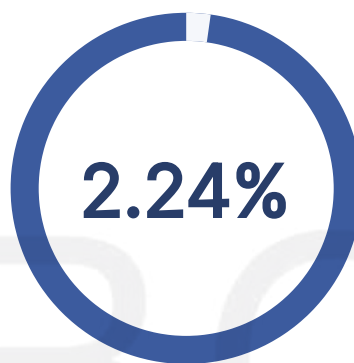
195

New Agents

Compass was the most popular destination for newly licensed real estate agents in 2021 with 3.60% of all agents entering the industry this year joining the firm. Compass has steadily increased its new agent market share over the last 3 years.



2019
Market Share

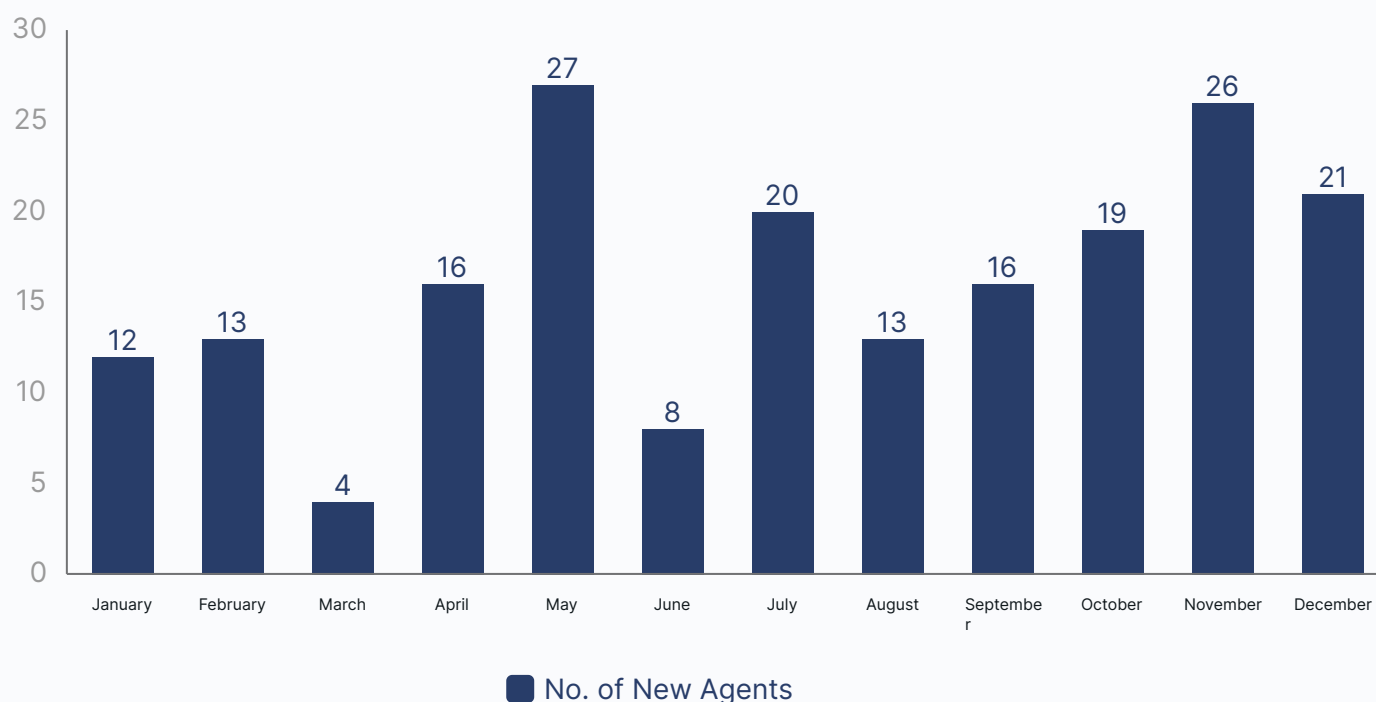


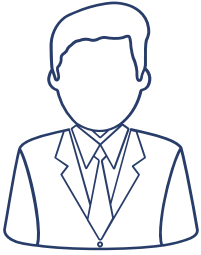
2020
Market Share



2021
Market Share

Compass
Number of New Agents Joining the Firm (2021)

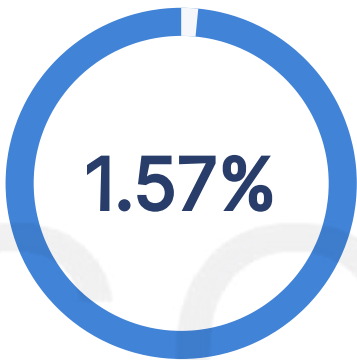




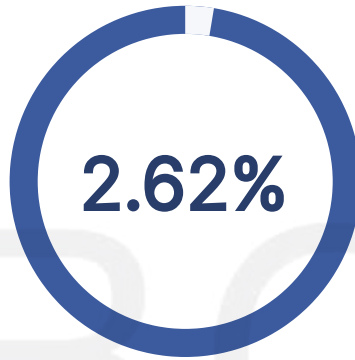
192

New Agents

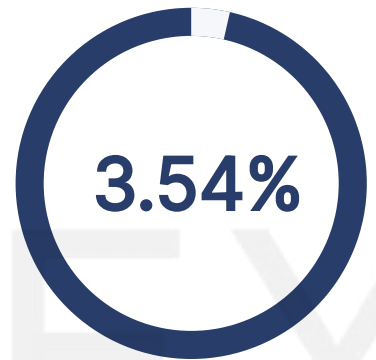
Corcoran remains a popular destination for newly licensed agents in 2021, with 3.54% of all agents entering the industry this year joining Corcoran. This figure represents a sharp increase in Corcoran's new agent market share, which has more than doubled since 2019.



2019
Market Share

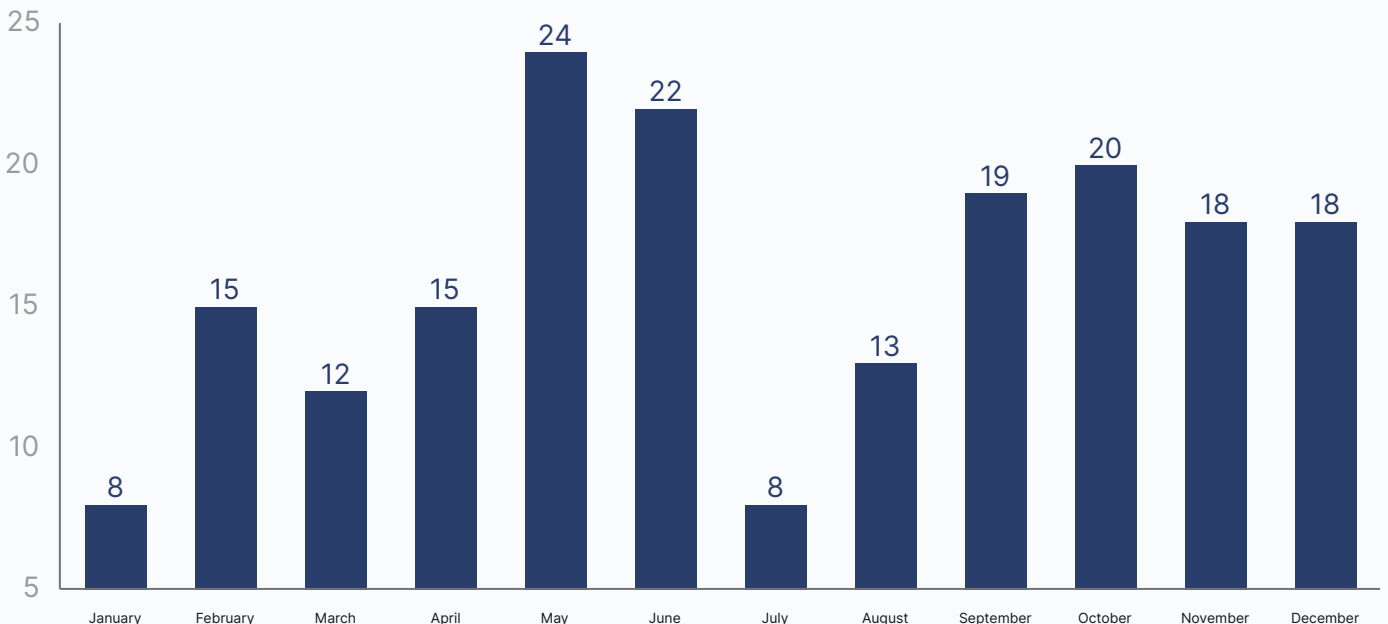


2020
Market Share



2021
Market Share

Corcoran
Number of New Agents Joining the Firm (2021)



■ No. of New Agents



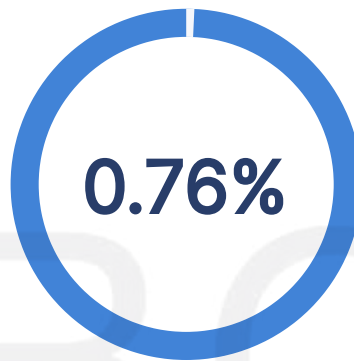
187

New Agents

Keller Williams NYC has more than quadrupled its new agent market share in 2021 compared to both 2019 and 2020. Keller Williams NYC saw 187 new agents join the firm this year, which is more than triple the 50 agents that joined throughout the entirety of 2020.



2019
Market Share

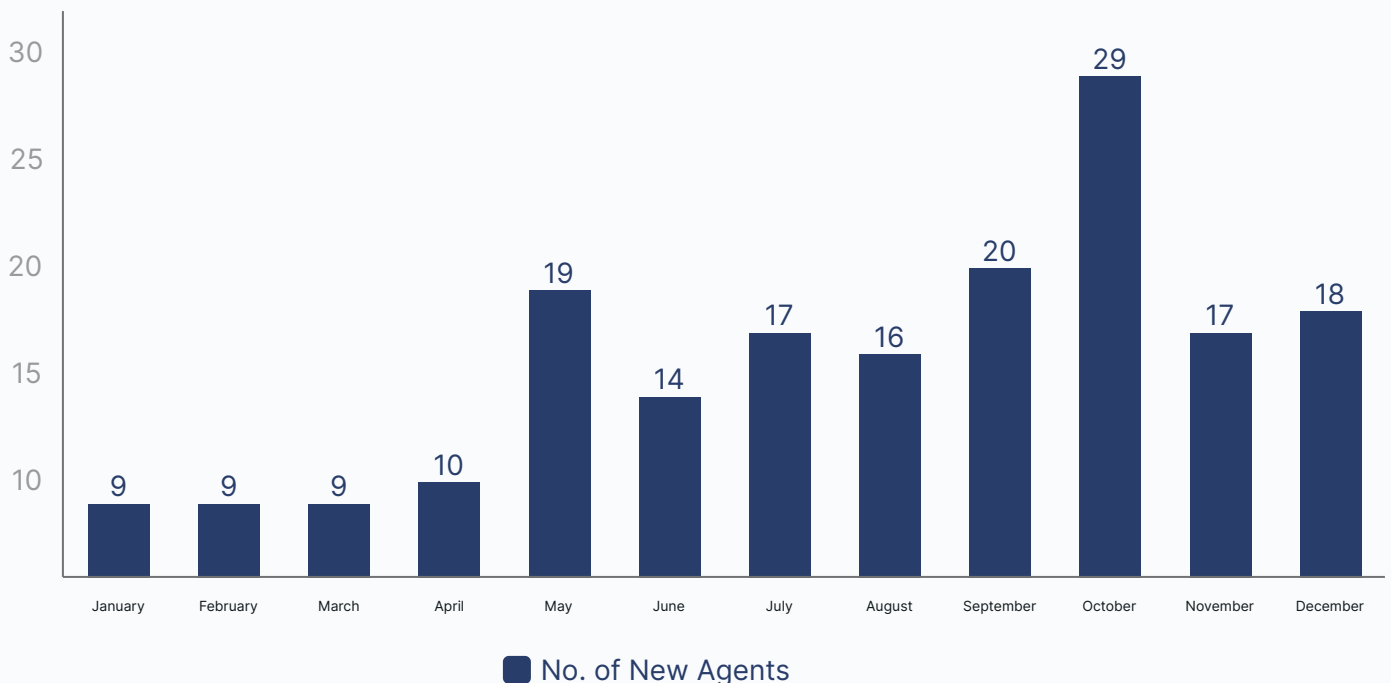


2020
Market Share



2021
Market Share

Keller Williams NYC
Number of New Agents Joining the Firm (2021)



Douglas Elliman

#4



156

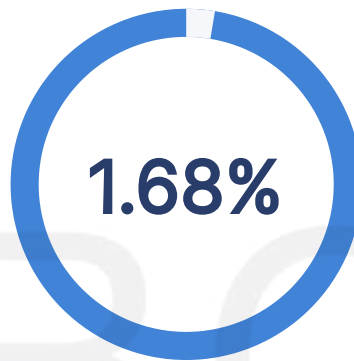
New Agents

Douglas Elliman's new agent market share was 2.88% in 2021, a considerable increase from the 1.68% in 2020, and a slight increase from the firm's 2019 new agent market share of 2.59%.



2.59%

2019
Market Share



1.68%

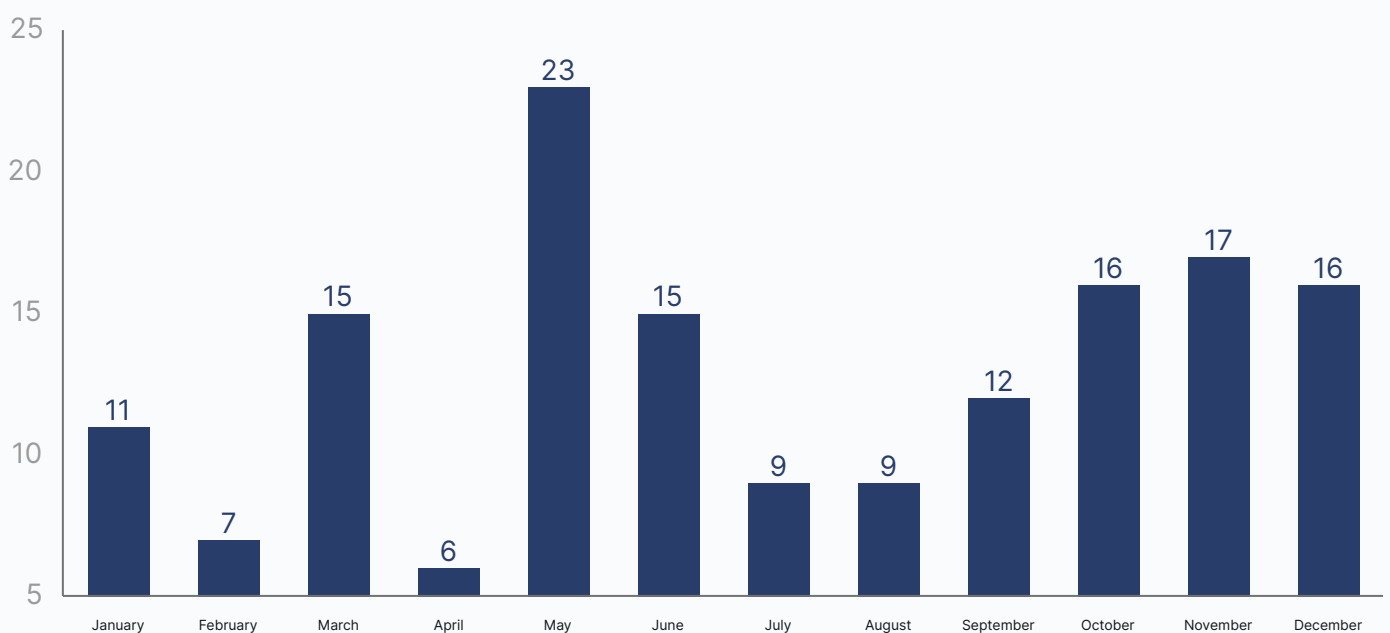
2020
Market Share



2.88%

2021
Market Share

Douglas Elliman
Number of New Agents Joining the Firm (2021)



■ No. of New Agents



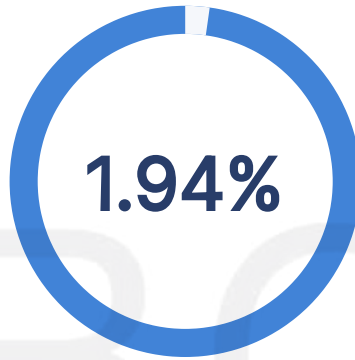
146

New Agents

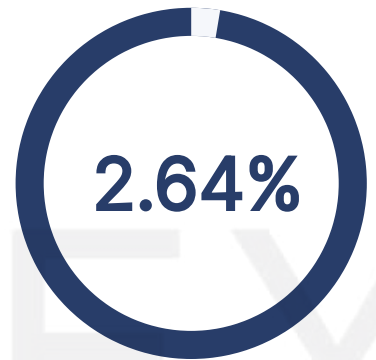
e Realty remains the leader in Queens with 146 newly licensed agents joining the firm in 2021. This represents a new agent market share of 12.49% when only considering the borough of Queens, and 2.64% taking into account all of New York City.



2019
Market Share



2020
Market Share



2021
Market Share

E Realty International
Number of New Agents Joining the Firm (2021)





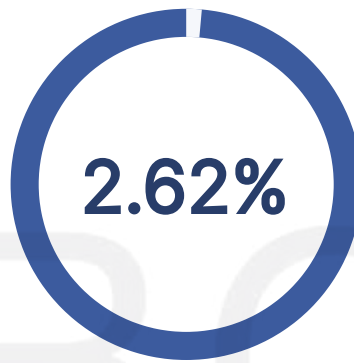
129

New Agents

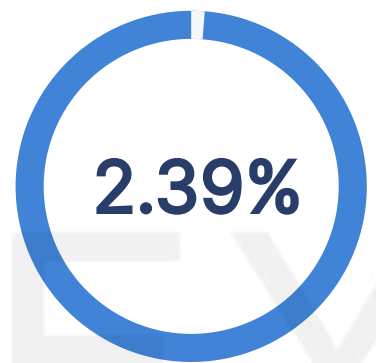
Scope Realty saw a slight decline in new agent market share in 2021, with 2.39% of all agents entering the industry that year joining the firm. Still, Scope has seen more new agents join its firm than any other firm in NYC since 2019, with more than 500 new agents joining during the period.



2019
Market Share

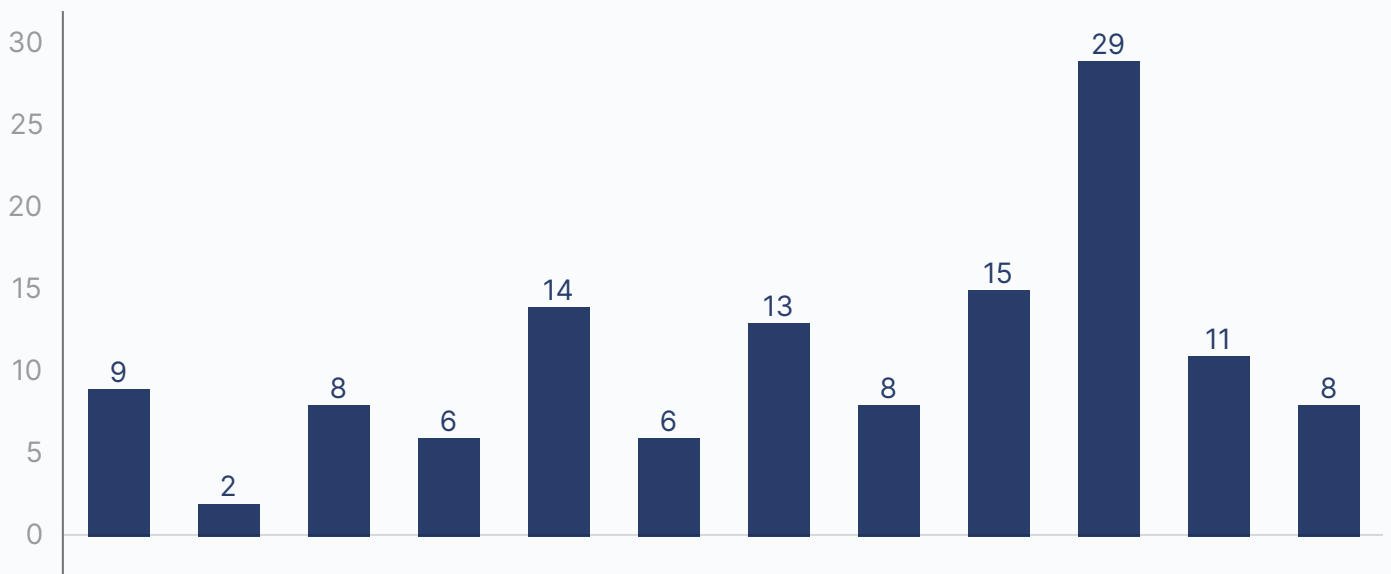


2020
Market Share



2021
Market Share

Scope Realty
Number of New Agents Joining the Firm (2021)



No. of New Agents

Highline Residential



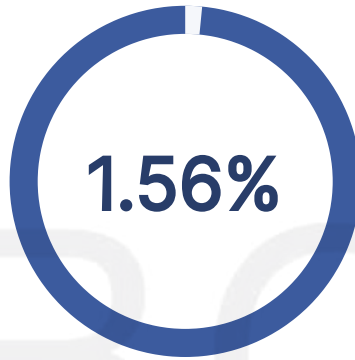
89

Highline Residential has more than doubled its new agent market share in 2021 compared to 2019. Highline saw 89 agents join the firm throughout 2021, with most of the activity taking place in the latter half of the year.

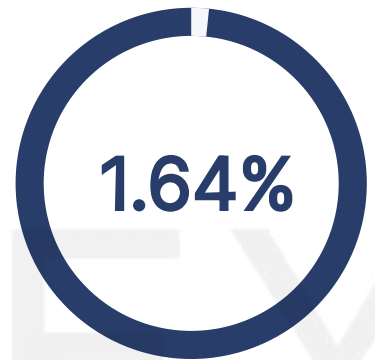
New Agents



2019
Market Share



2020
Market Share



2021
Market Share

Highline Residential
Number of New Agents Joining the Firm (2021)



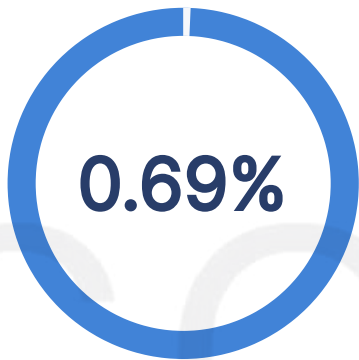
Ideal Properties



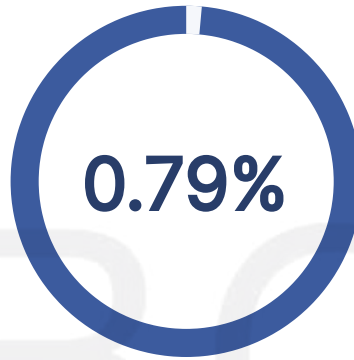
81

New Agents

Ideal Properties has seen its new agent market share increase in 2021, with 1.50% of all agents entering the industry in 2021 joining the firm. Ideal has seen consistent growth in 2021, with 84 new agents joining the firm throughout the year.



2019
Market Share

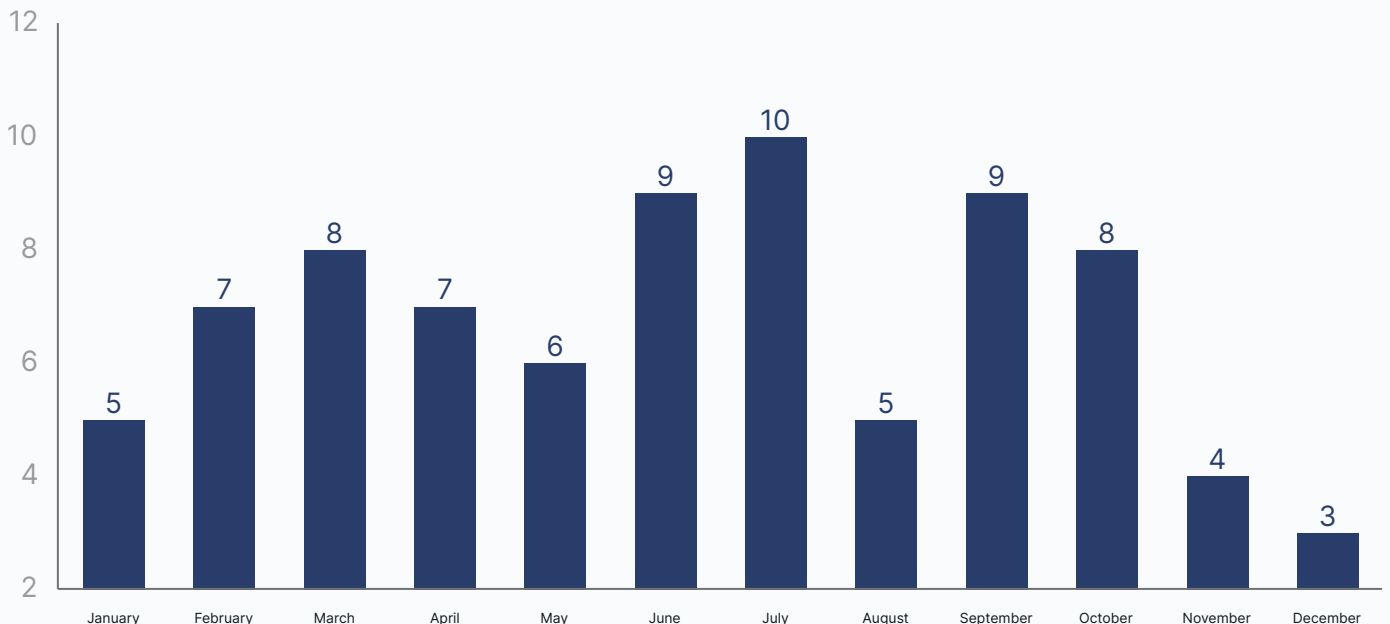


2020
Market Share



2021
Market Share

Ideal Properties Group
Number of New Agents Joining the Firm (2021)



No. of New Agents



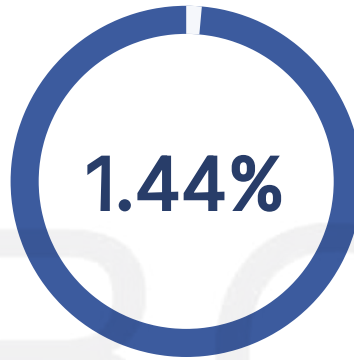
68

New Agents

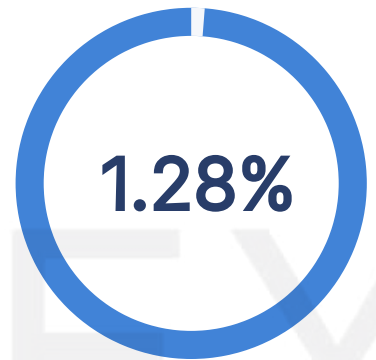
eXp Realty's new agent market share declined slightly in 2021, with 1.28% of all new agents entering the industry throughout the year joining the firm. eXp's new agent market share was 1.69% in 2019 and 1.44% in 2020, respectively.



2019
Market Share

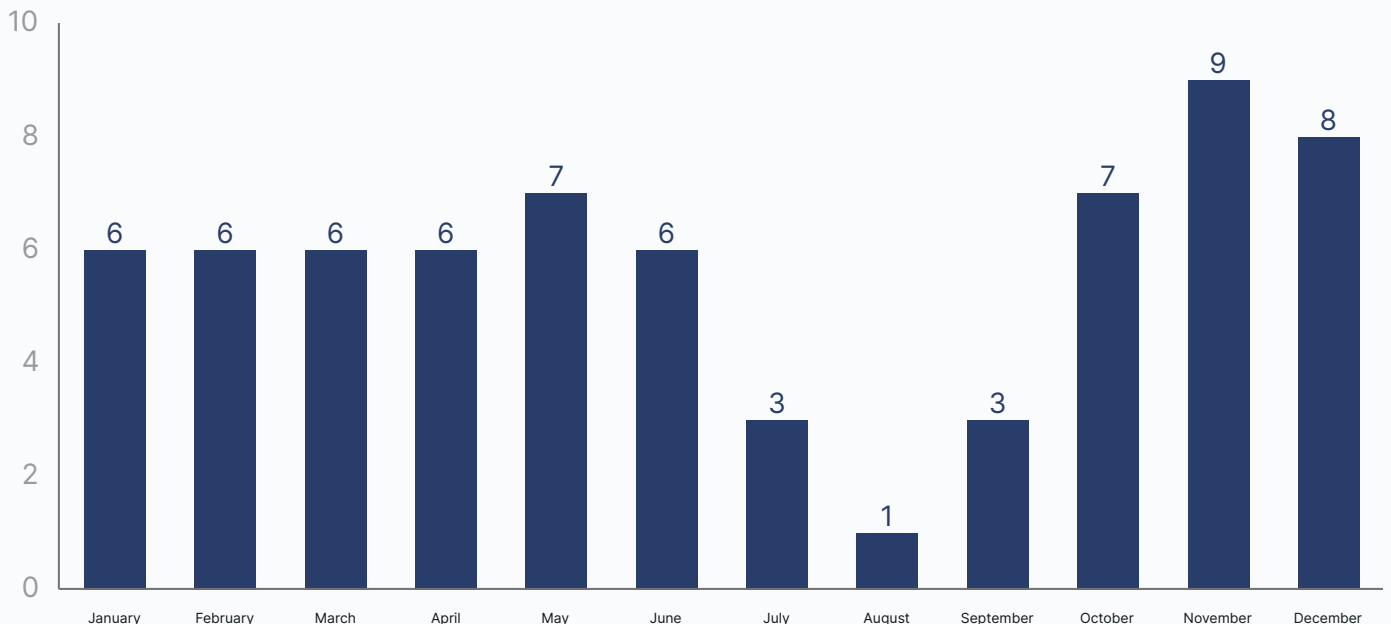


2020
Market Share



2021
Market Share

eXp Realty
Number of New Agents Joining the Firm (2021)



No. of New Agents

Nest Seekers



67

New Agents

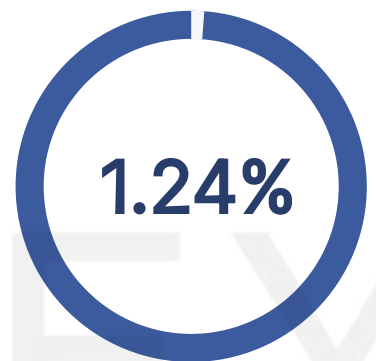
Nest Seekers new agent market share has declined slightly in 2021, with 1.24% of all new agents entering the industry throughout the year joining the firm. Nest Seekers new agent market share was 1.29% in 2020.



2019
Market Share

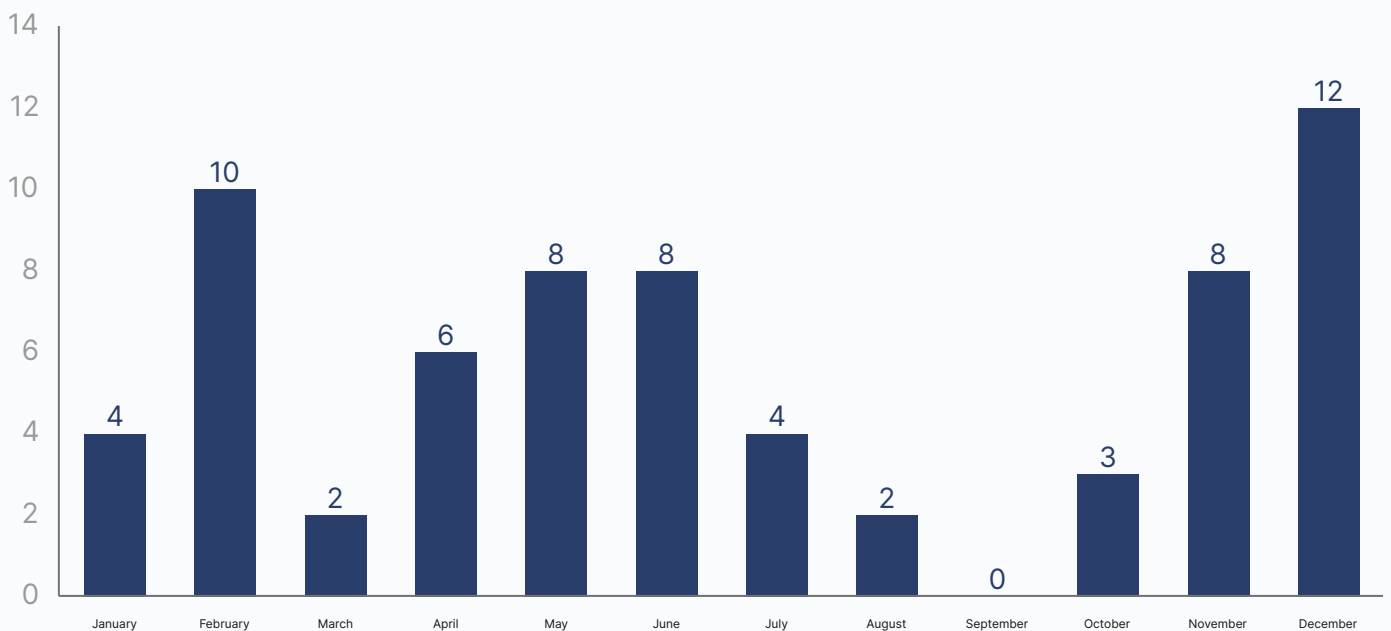


2020
Market Share



2021
Market Share

Nest Seekers
Number of New Agents Joining the Firm (2021)



No. of New Agents

Corofy Data Rank | Top 10 For Experienced Agents

- 1 Compass
- 2 Douglas Elliman
- 3 Corcoran Group
- 4 Keller Williams NYC
- 5 Oxford Property Group
- 6 Winzone Realty
- 7 Highline Residential
- 8 e Realty International Corp
- 9 R New York
- 10 Brown Harris Stevens Residential Sales

What's making you so successful at attracting experienced agents?

"We started as a 100% commission company, and now we offer better tools and services than every company in the market irrespective of the split that they provide to the agent. Sales lead programs, coaching, rental leads, mentorship, proprietary software and tools that will generate more closed deals just to name a few."

Adam Mahfouda

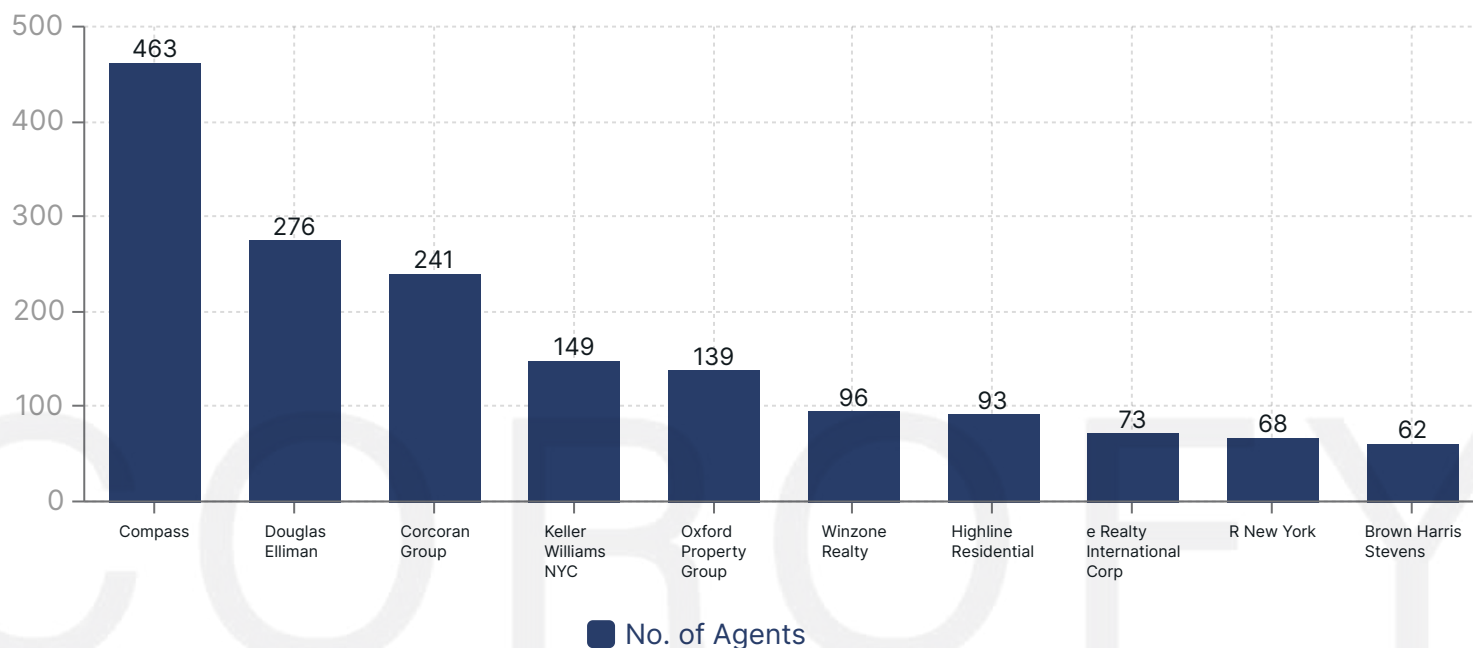


CEO | Oxford Property Group



Corofy Data Rank | For Experienced Agents

The Top 10 Firms Experienced Agents are Joining NYC (2021)



26.31%

Of all agents who switched firms in New York City throughout 2021 joined one of these ten companies.

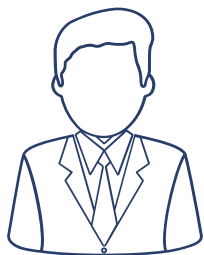
7.34%

Of all agents who switched firms in New York City throughout 2021 joined Compass.

More than 1 in 4 experienced real estate agents who switched firms in New York City throughout 2021 joined just ten firms. Five of these firms - Compass, Douglas Elliman, Corcoran, Keller Williams NYC and Oxford Property Group accounted for more than 20% of all activity. This is the third straight year that Compass, Douglas Elliman, and Corcoran ranked as the top 3 most popular destinations for experienced agents.

Compass

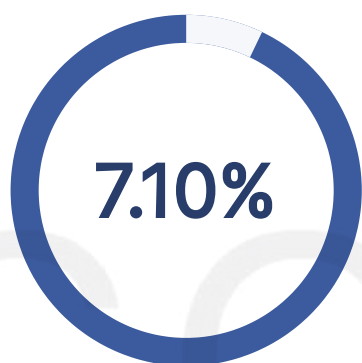
#1



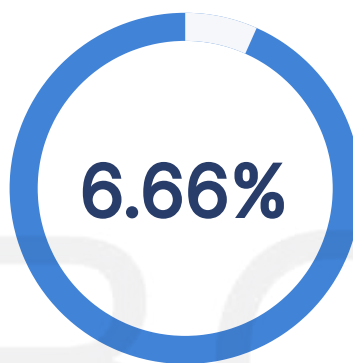
463

Experienced Agents

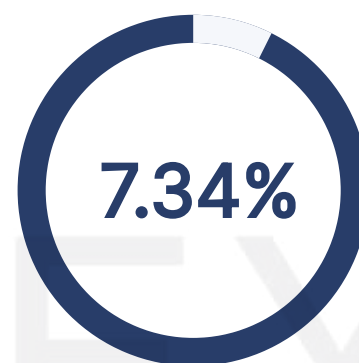
Compass was the most popular destination for experienced agents in 2021, with 7.34% of all agents switching firms joining Compass. This represents an increase from last year when the firm had an experienced agent market share of 6.66%. Compass' acquisition of Bold's 93 agents also gave them a slight boost in 2021.



2019
Market Share

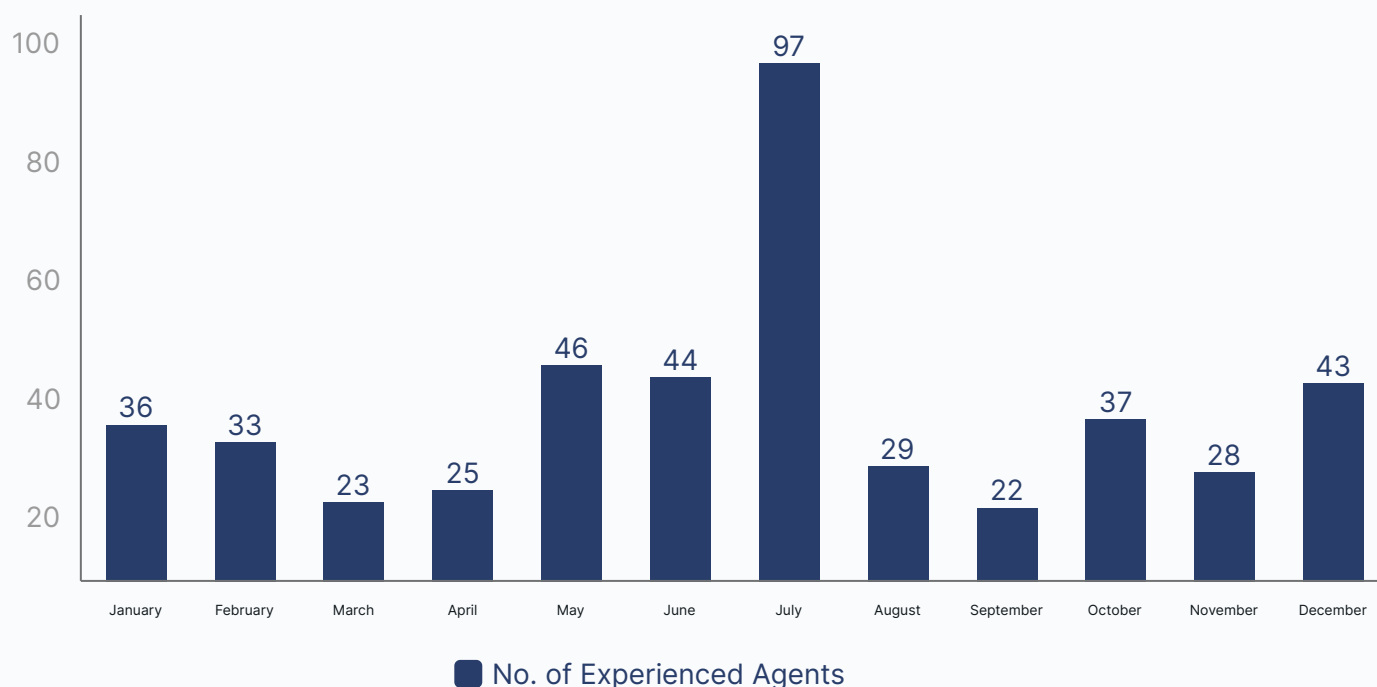


2020
Market Share



2021
Market Share

Compass
Number of Experienced Agents Joining the Firm (2021)



Douglas Elliman

#2



276

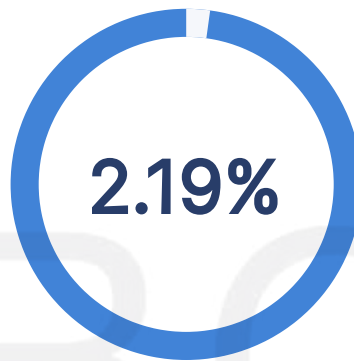
Experienced Agents

Douglas Elliman remains a top destination for experienced agents in 2021, accounting for 4.38% of the experienced agent market share throughout the year. This represents an increase from both 2019 and 2020, when the firm had an experienced agent market share of 3.12% and 2.19%, respectively.



3.12%

2019
Market Share



2.19%

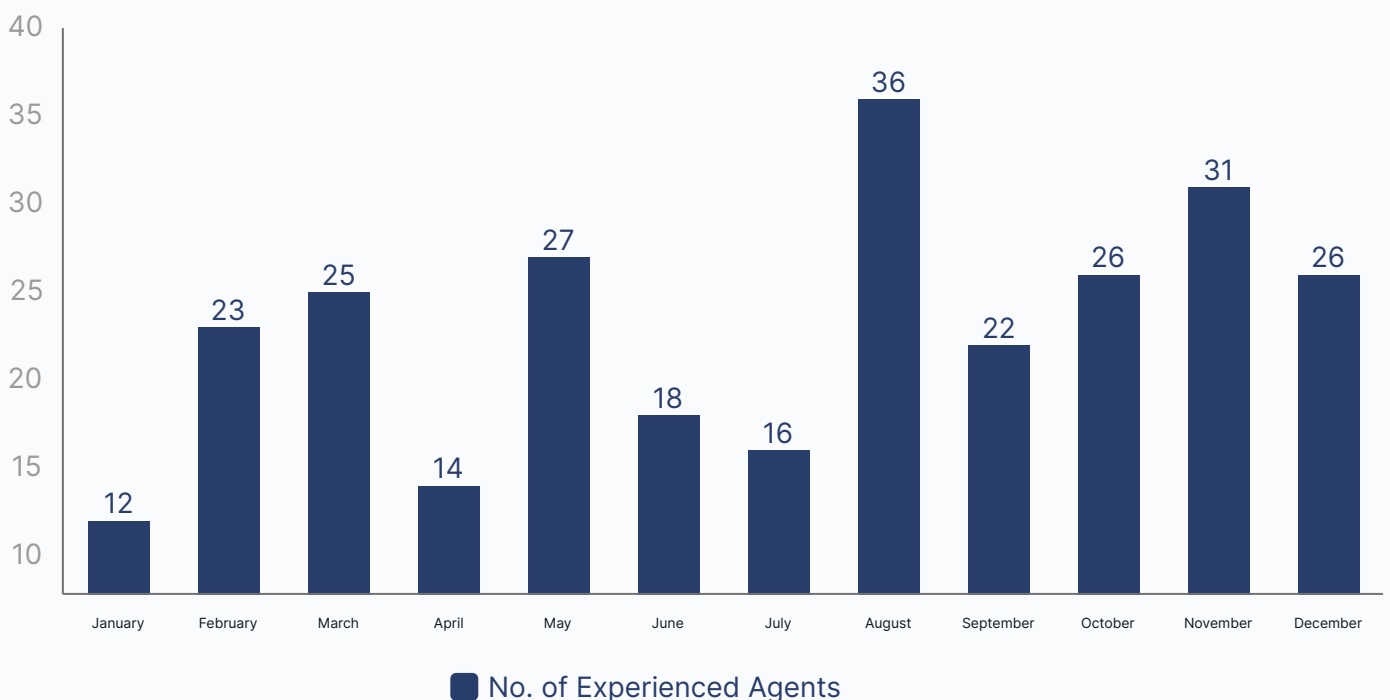
2020
Market Share

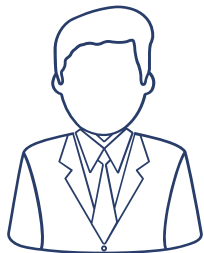


4.38%

2021
Market Share

Douglas Elliman
Number of Experienced Agents Joining the Firm (2021)

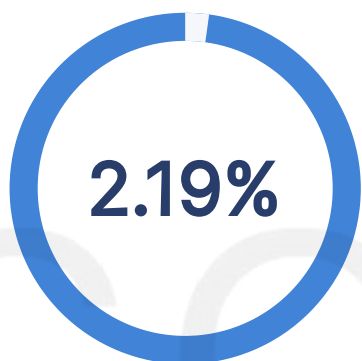




241

Experienced Agents

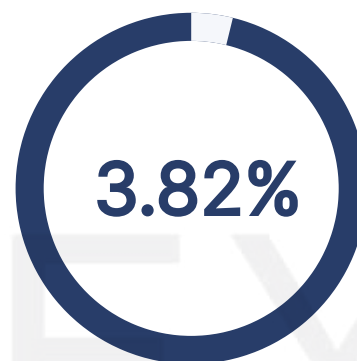
Corcoran was one of the most desired destinations for experienced agents in 2021, with 3.82% of all agents switching firms joining Corcoran. This figure represents a sharp increase in Corcoran's market share of experienced agents, which has risen by more than 50% since 2019.



2019
Market Share

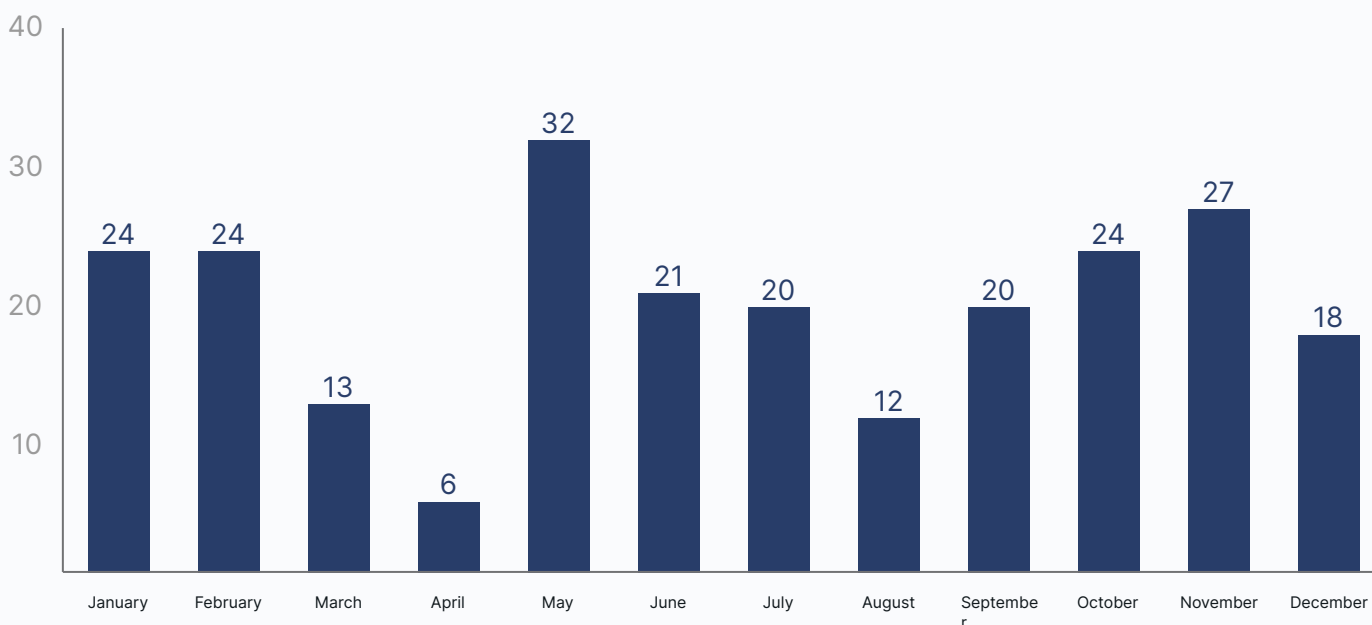


2020
Market Share



2021
Market Share

Corcoran Group
Number of Experienced Agents Joining the Firm (2021)



No. of Experienced Agents



149

Experienced Agents

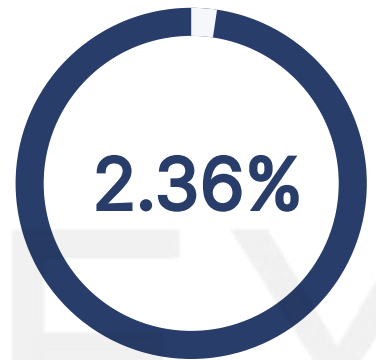
Keller Williams NYC is once again a popular destination for experienced agents in 2021, with 2.36% of all agents switching firms throughout the year joining Keller Williams NYC. This figure represents a sharp increase in the firm's market share of experienced agents, which has more than quadrupled since last year.



2019
Market Share

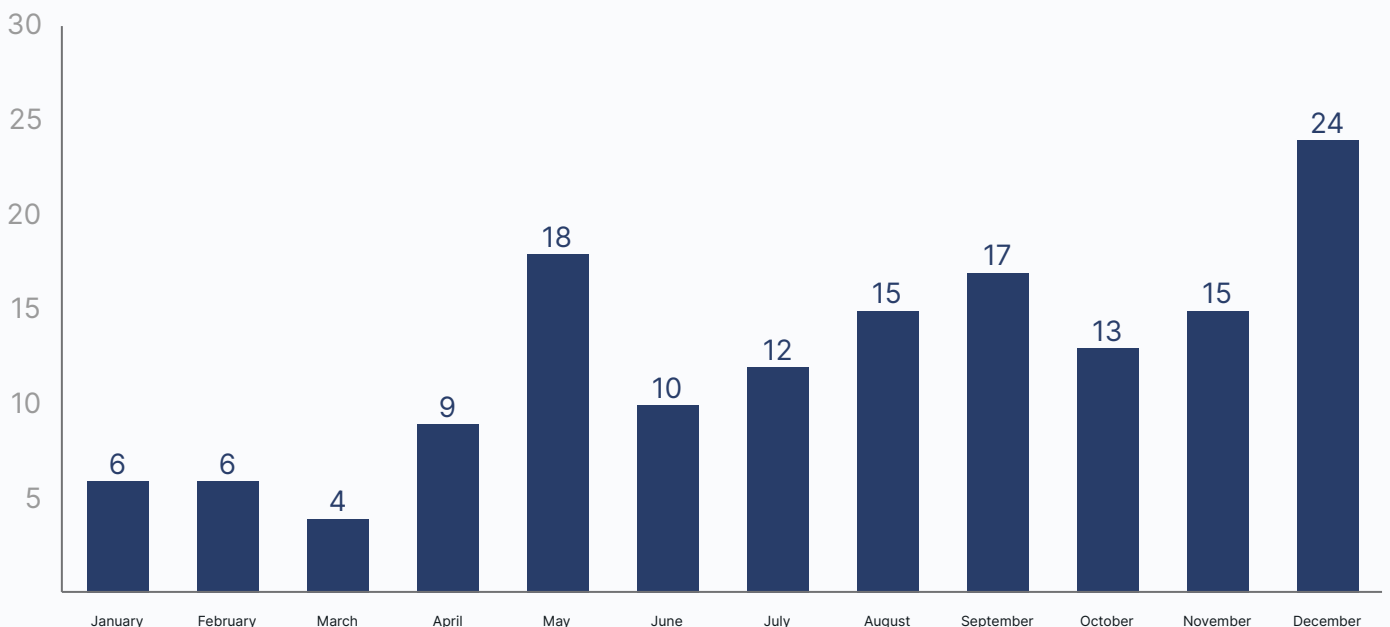


2020
Market Share



2021
Market Share

Keller Williams NYC
Number of Experienced Agents Joining the Firm (2021)



■ No. of Experienced Agents



139

Experienced Agents

Oxford Property Group has made several high-profile acquisitions over the past two years, including this year's acquisition of the DiGiulio Group. Acquisitions aside, Oxford remains a popular destination for experienced agents, with the firm having acquired at least 1 agent from more than 30 separate New York City based firms throughout 2021.



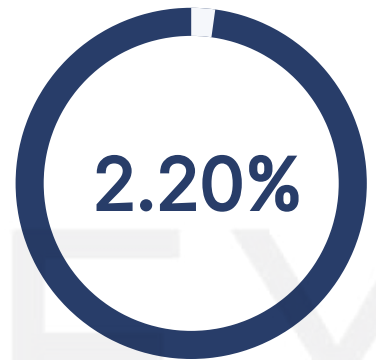
1.90%

2019
Market Share



1.98%

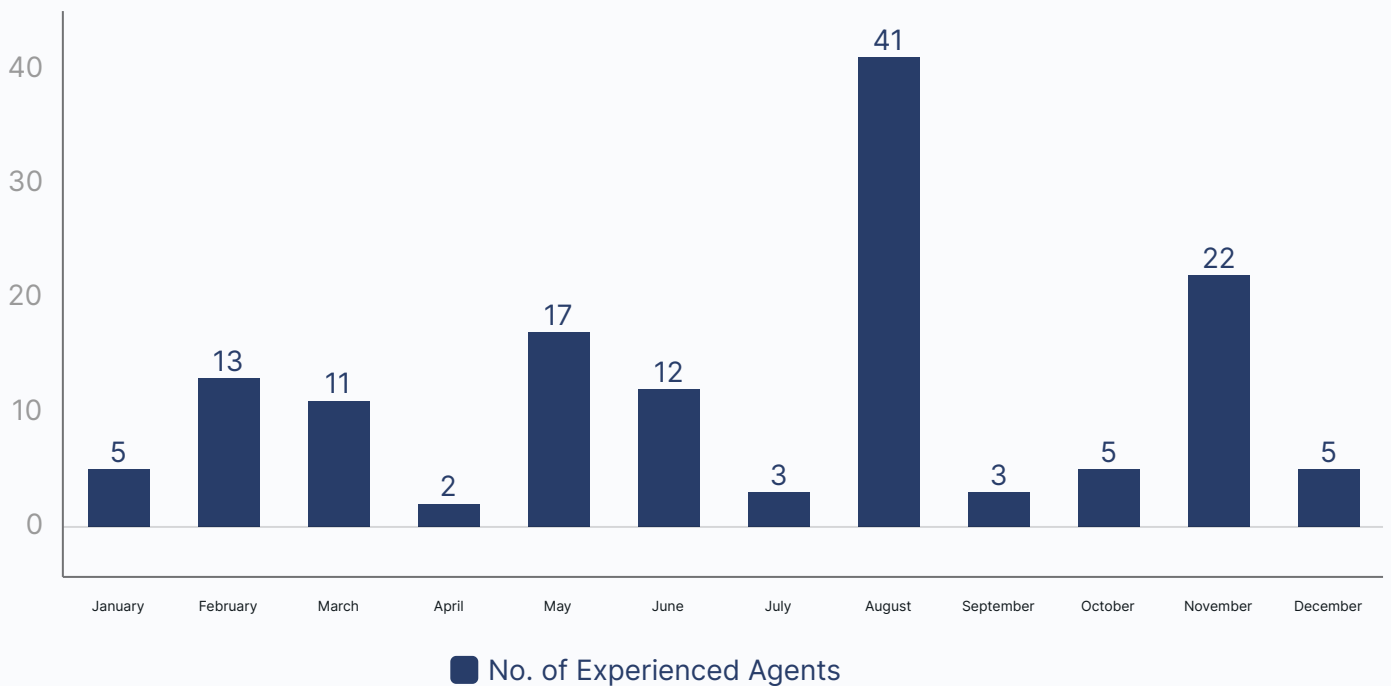
2020
Market Share



2.20%

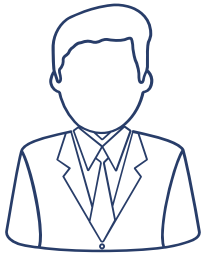
2021
Market Share

Oxford Property Group
Number of Experienced Agents Joining the Firm (2021)



Winzone Realty

#6



96

Experienced Agents

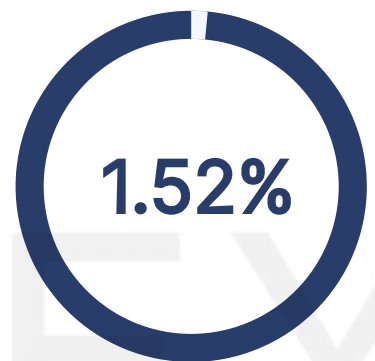
Winzone Realty remains the leader in Queens for experienced agents, with an experienced agent market share of 1.52% throughout 2021. This is up significantly from the 0.90% experienced agent market share the firm held in 2020, and the 1.26% market share in 2019.



2019
Market Share

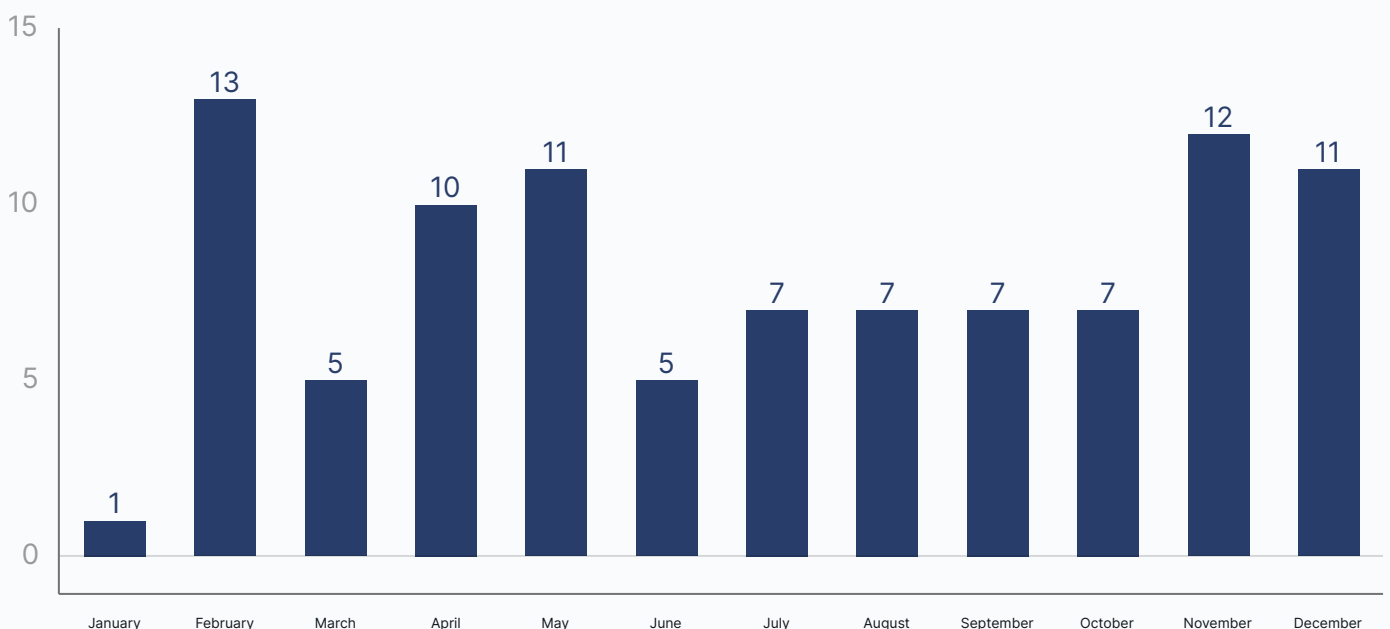


2020
Market Share



2021
Market Share

Winzone Realty
Number of Experienced Agents Joining the Firm (2021)



No. of Experienced Agents



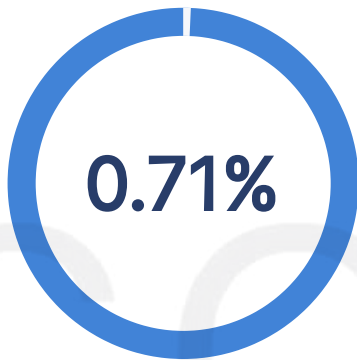
Highline Residential



93

Experienced Agents

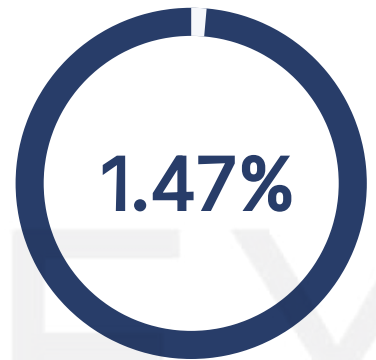
Highline Residential has become an increasingly popular destination for experienced agents in 2021, particularly during the summer months. Highline Residential's market share of experienced agents is up to 1.47%, thanks in large part to the addition of 47 experienced agents between May and August.



2019
Market Share

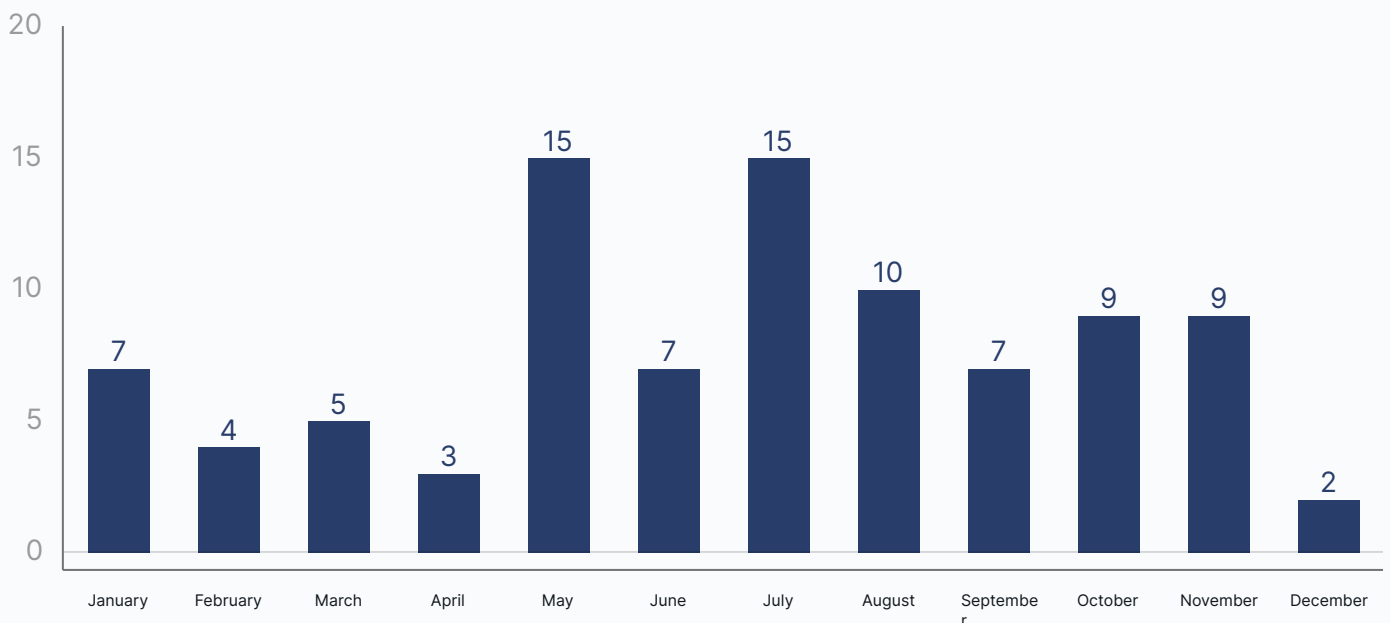


2020
Market Share



2021
Market Share

Highline Residential
Number of Experienced Agents Joining the Firm (2021)



■ No. of Experienced Agents



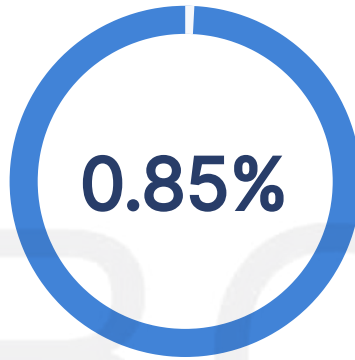
73

Experienced Agents

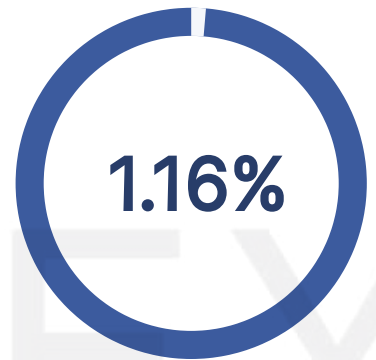
e Realty International's experienced agent market share increased slightly in 2021, with 1.16% of all agents who switched firms throughout the year joining e Realty. The firm's experienced agent market share was 1.85% in 2019 and 0.85% in 2020, respectively.



2019
Market Share

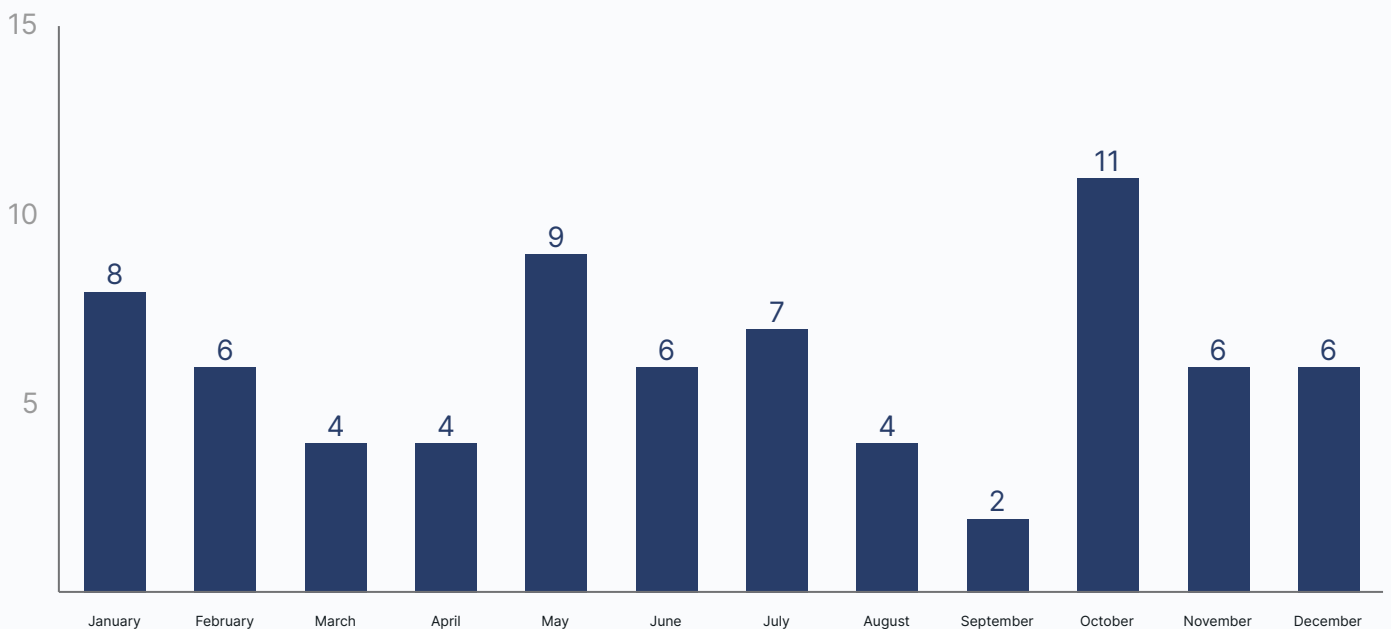


2020
Market Share



2021
Market Share

e Realty International
Number of Experienced Agents Joining the Firm (2021)



No. of Experienced Agents

R New York



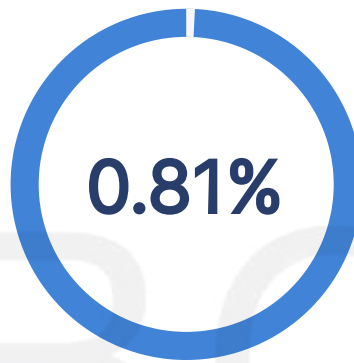
68

R New York's experienced agent market share increased slightly in 2021, with 1.08% of all agents who switched firms throughout the year joining R New York. The firm's experienced agent market share was 1.19% in 2019 and 0.81% in 2020, respectively.

Experienced Agents



2019
Market Share

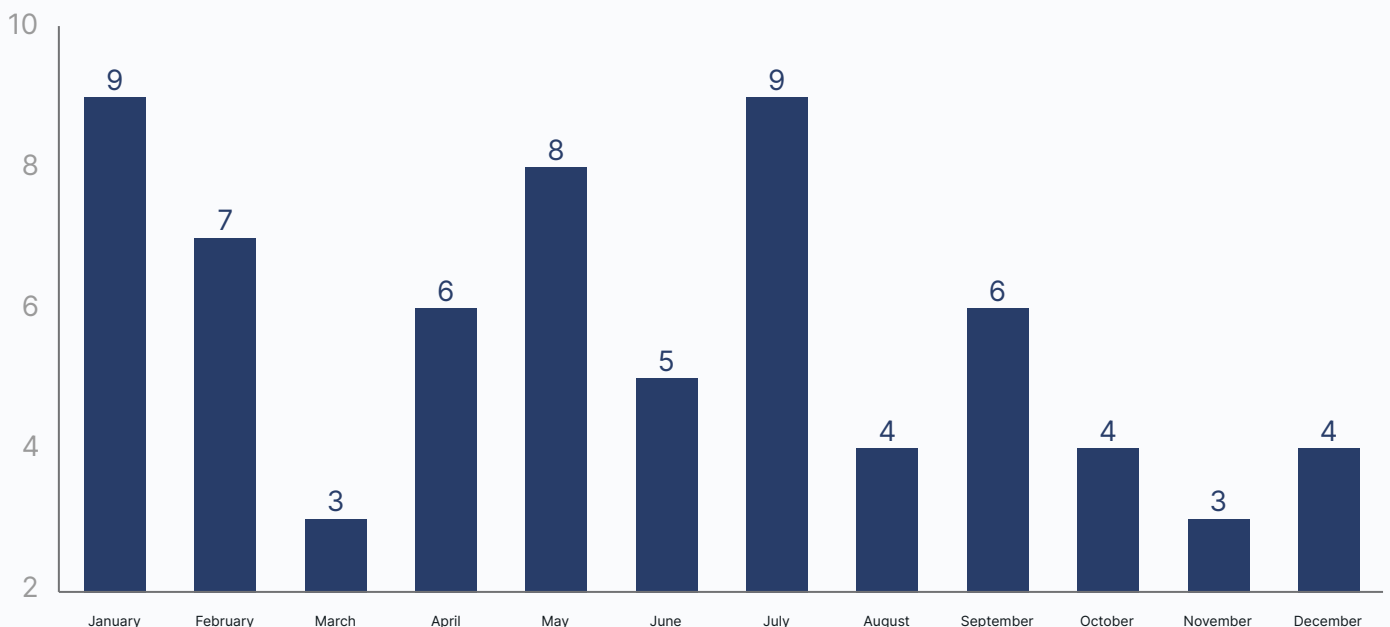


2020
Market Share



2021
Market Share

R New York
Number of Experienced Agents Joining the Firm (2021)



No. of Experienced Agents



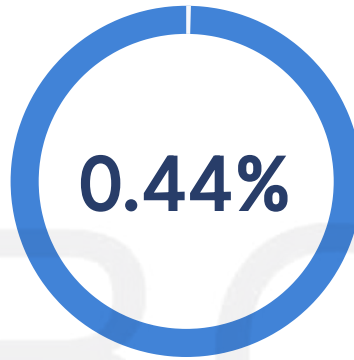
62

Experienced Agents

Brown Harris Stevens Residential Sales continues to be one of New York's premier destinations for experienced agents, with 0.98% of all agents who switched firms in 2021 joining Brown Harris Stevens. This figure represents a sharp increase in experienced agent market share for the firm, having held a 0.44% market share in 2020, and a 0.49% market share in 2019.



0.49%

2019
Market Share

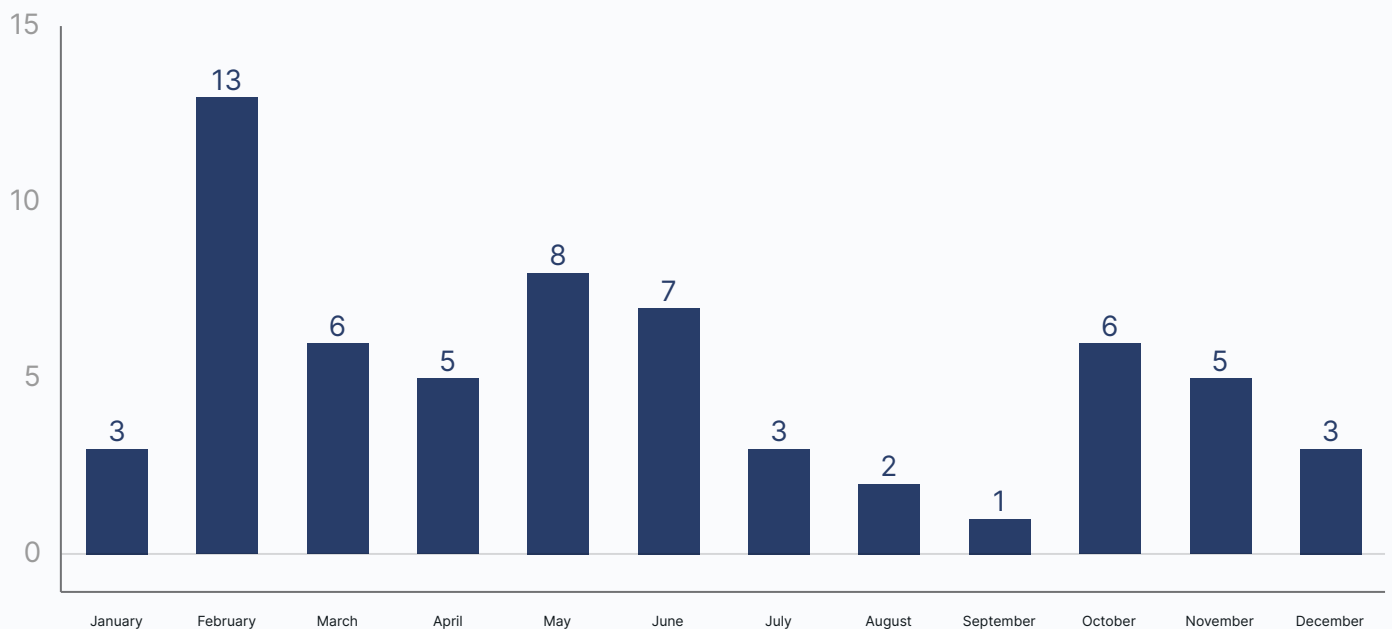
0.44%

2020
Market Share

0.98%

2021
Market Share

Brown Harris Stevens Residential Sales
Number of Experienced Agents Joining the Firm (2021)



■ No. of Experienced Agents

Corofy Data Rank | Top 10 Retention

- 1 Sotheby's International
- 2 Fillmore Real Estate
- 3 Exit Realty First Choice
- 4 Brown Harris Stevens Residential Sales
- 5 e Realty International Corp
- 6 Winzone Realty
- 7 Level Group
- 8 Cooper & Cooper Real Estate
- 9 Compass
- 10 R New York

Corofy Data Rank | Retention

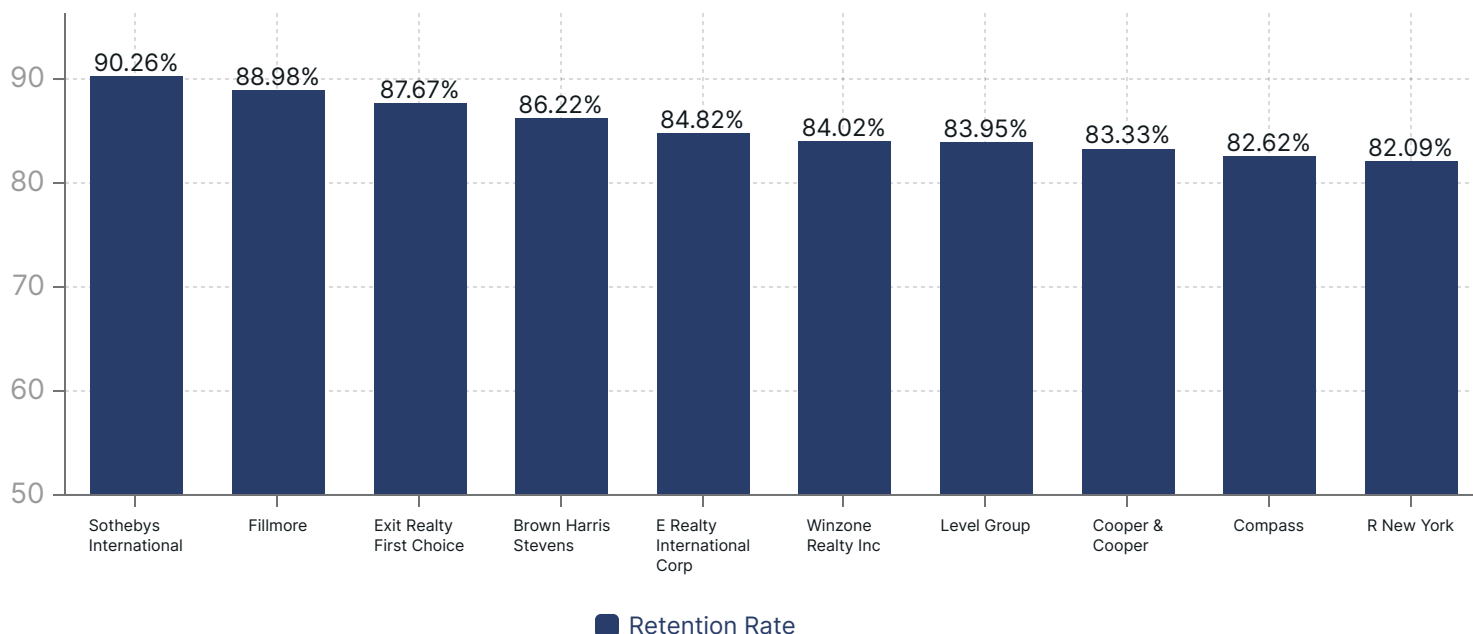
Firm	Market Share %
Sotheby's International	90.26%
Fillmore Real Estate	88.98%
Exit Realty First Choice	87.67%
Brown Harris Stevens	86.22%
e Realty International	84.82%
Winzone Realty	84.02%
Level Group	83.95%
Cooper & Cooper	83.33%
Compass	82.62%
R New York	82.09%



NYC
Average Retention Rate (2021)

Sotheby's International ranked as the top firm in New York City when it came to retention in 2021, retaining more than 90% of its agents during that period. This was followed by Fillmore Real Estate with a retention rate of 88.98%. Rounding out the top 10 was R New York with an annual retention rate of 82.09%. Overall, the average retention rate in New York City throughout the year was 77.00%.

The Top 10 Firms by Retention
NYC (2021)



Corofy Data Rank | Top 10 Performance

- 1 Coldwell Banker Warburg
- 2 Core Group Marketing
- 3 Serhant
- 4 Brown Harris Stevens Residential Sales
- 5 Compass
- 6 Engel & Volkers
- 7 Sotheby's International
- 8 Douglas Elliman
- 9 Triplemint
- 10 Corcoran Group

"We are proud of our high level of agent performance, which we nurture through our extremely hands-on training and management style. In our new partnership with Coldwell Banker, we can now provide our agents with an impressive set of tools which will both streamline their work process and add real value in marketing, staging, and global reach for our clients and customers. 2022 will be the year when we bring our century of real estate experience together with the new CB tools to create a world-class experience for our agents and the people they serve."

Frederick Warburg Peters

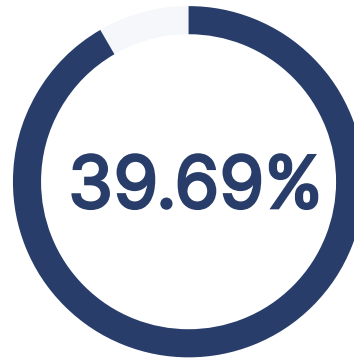


CEO | Coldwell Banker Warburg



Corofy Data Rank | Performance

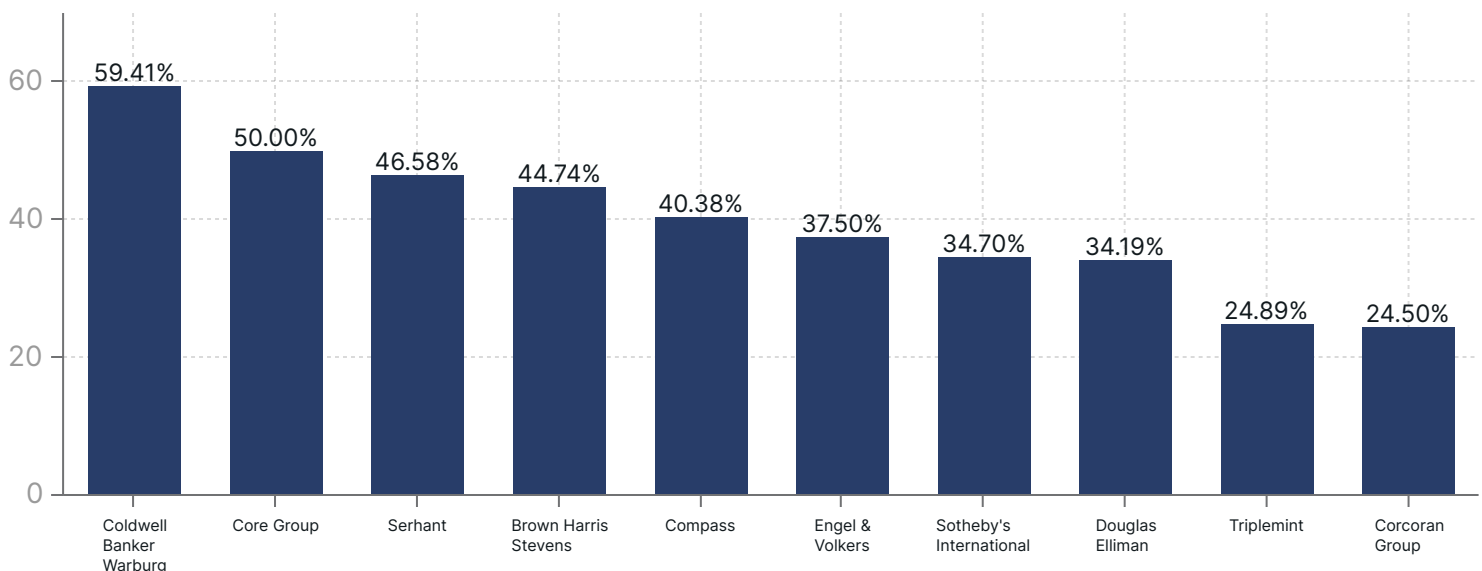
Firm	% of Agents who closed a deal
Coldwell Banker Warburg	59.41%
Core Group Marketing	50.00%
Serhant	46.58%
Brown Harris Stevens	44.74%
Compass	40.38%
Engel & Volkers	37.50%
Sotheby's International	34.70%
Douglas Elliman	34.19%
Triplemint	24.89%
Corcoran Group	24.50%



NYC
Top 10 Average % of Agents Closing a Deal

According to data from StreetEasy, Coldwell Banker Warburg led the way with 59.41% of its agents closing a deal in 2021. This was followed by Core Group at 50.00% and Serhant at 46.58%. Corcoran rounded out the top 10 with nearly a quarter of its agents associated with the firm's New York City based offices closing a deal in 2021. Household names including Compass, Brown Harris Stevens, and Douglas Elliman are also featured on the list.

The Top 10 Firms by Performance
NYC (2021)



■ % of Agents who closed a deal

Corofy Data Rank | Top 100

Total Agent Count: 1-10

1	Compass	2,655
2	Douglas Elliman	2,129
3	Corcoran Group	2,108
4	Brown Harris Stevens Residential Sales	1,019
5	Winzone Realty	799
6	e Realty International Corp	799
7	R New York	636
8	Oxford Property Group	636
9	Keller Williams NYC	512
10	Nest Seekers	421

Corofy Data Rank | Top 100

Total Agent Count: 11-20

11	Sotheby's International	364
12	Bond New York Properties	363
13	Keller Williams Realty Landmark	314
14	eXp Realty	283
15	Scope Realty	278
16	Keller Williams Realty Landmark II	250
17	Robert DeFalco Realty	244
18	Compass Greater NY	240
19	Triplemint	225
20	East Coast Realtors	212

Corofy Data Rank | Top 100

Total Agent Count: 21-30

21	Highline Residential	209
22	Douglas Elliman Referral	195
23	B Square Realty	191
24	K Land Realty Inc	184
25	Besmatch Real Estate	176
26	Brown Harris Stevens Brooklyn	171
27	Level Group	162
28	Ideal Properties Group	158
29	Elegran	154
30	eXp Realty BKNY	153

Corofy Data Rank | Top 100

Total Agent Count: 31-40

31	Keller Williams Realty NYC Group	141
32	RE/MAX Edge	140
33	EXR	138
34	Real New York	134
35	Century Homes Realty Group	134
36	RE/MAX Elite	133
37	eXp Realty NYC	133
38	Keller Williams Realty Liberty	132
39	Chase Global Realty	132
40	Fillmore Real Estate	126

Corofy Data Rank | Top 100

Total Agent Count: 41-50

41	Nooklyn NYC	119
42	Exit All Seasons Realty	118
43	Momentum Real Estate	117
44	Neuhaus Realty	116
45	LG Fairmont	116
46	Corcoran Sunshine Marketing Group	114
47	E House Realty & Management	113
48	Real Broker NY	112
49	DiTommaso Real Estate	108
50	Sotheby's International Realty Referral	104

Corofy Data Rank | Top 100

Total Agent Count: 51-60

51	Chous Realty Group	103
52	Weichert Properties	102
53	Tom Crimmins Realty	102
54	Living New York	95
55	Keller Williams Realty Staten Island	94
56	Exit Realty Prime	92
57	Coldwell Banker Warburg	90
58	Spire Group	90
59	Promise Realty	90
60	Metropolitan Property Group	84

Corofy Data Rank | Top 100

Total Agent Count: 61-70

61	Modern Spaces	84
62	B&T Realty Services	84
63	Keller Williams Realty Empire	82
64	Century 21 Milestone Realty	82
65	Exit Realty First Choice	81
66	Exit Realty Top Properties	78
67	Serhant	77
68	Bohemia Realty Group	77
69	City Connections Realty	74
70	Core Group Marketing	73

Corofy Data Rank | Top 100

Total Agent Count: 71-80

71	Coldwell Banker Advantage	72
72	Signature Premier Properties	71
73	Prime Realty	71
74	Laffey Real Estate	69
75	Robert DeFalco Realty Referral Associates	69
76	Platinum Properties	67
77	Berkshire Hathaway HomeServices NY	66
78	Prospes Real Estate	66
79	SPIRAL NY	65
80	Real Broker	63

Corofy Data Rank | Top 100

Total Agent Count: 81-90

81	Coldwell Banker American Homes	63
82	Exit Realty All City	62
83	AmeriHomes Realty of NY	62
84	Coldwell Banker Reliable Real Estate	60
85	Homesmart Crossisland	60
86	East Coast New York	60
87	MySpace NYC Realty	59
88	Cooper & Cooper Real Estate	59
89	Cross Island Realty One	59
90	Daniel Gale Associates of East Norwich	56

Corofy Data Rank | Top 100

Total Agent Count: 91-100

91	Apple Realty Group	55
92	Metro Management	55
93	New Group Realty Inc	55
94	RE/MAX Real Estate Professionals	54
95	Weichert Realtors Evolution Group	53
96	Century 21 Galvez	52
97	Ben Bay Realty Co of Bay Ridge	51
98	Mehome Realty	51
99	Uswoo Realty	51
100	Bergen Basin Realty	50

CONCLUSION

2021 was a year of recovery for the New York real estate industry after a tough year in 2020. The total number of real estate agents in both New York City and New York State increased steadily throughout 2021. Hudson Valley remained strong, leading growth charge for a second straight year.

Activity in New York City - the State and Country's largest market - spiked in 2021 compared to the previous year. 2021 saw more agents closing deals, more agents switching firms, more agents entering the industry, and more agents being retained for longer periods of time by their firms.

The major players continue to account for the lions share of activity, something that has been increasing significantly in recent years. Power players such as Compass, Corcoran, Douglas Elliman, Brown Harris Stevens, and Keller Williams NYC are grabbing an increasing share of both new agent market share and experienced agent market share.

However, as strong growth in other markets suggests, New York real estate is expanding beyond just the boroughs of New York City and is becoming an increasingly dominate market in other regions of the State.

New York will hope this growth remains consistent and steady throughout 2022.



