

Super Real Estate Agents A Look at the Process

The fourth annual list of Super Real Estate Agents was compiled by *Twin Cities Business* magazine and *Mpls.St.Paul* magazine, along with Crescendo Partners, a market research company based in Burnsville. These 746 agents are some of the best in the industry, and they comprise less than 3 percent of the more than 27,000 licensed real estate agents in Minnesota.

How was the survey conducted?

• More than 109,000 recent homebuyers, mortgage and title companies, subscribers to *Twin Cities Business* and *Mpls.St.Paul*, and previous Super Real Estate Agents were asked to participate in the research process by casting a nomination, either with paper ballots, over the phone, or on line.

• Those selected to participate in the survey were asked to grade agents in nine categories: customer service, integrity, market knowledge, communication, negotiation, closing preparation, finding the right home, marketing of home, and overall satisfaction.

• The resulting 580,000 pieces of data were used to select the final list of agents, who were then checked against State of Minnesota and Wisconsin databases for disciplinary actions.

• Finally, a panel of real estate industry leaders reviewed the list, and their comments and suggestions were used to determine the final list of Super Real Estate Agents. Of the 746 agents on the list, there are 549 multiple-year winners and 99 four-time winners.



CONGRATULATIONS!



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Brad Palecek is one of Edina Realty's top producing agents and ranks in the nation's top one percent of all Realtors. Brad attributes his success to hard work, dedication to his customers and his commitment to serving his diverse client base for over 15 years. Born and raised in the Twin Cities, Brad is also a graduate of the University of St. Thomas with degrees in Marketing and Business. Brad brings confidence, enthusiasm and creativity to every one of his transactions and has the experience to guarantee you a stress-free move.



SUPER REAL ESTATE AGENTS

As seen in

**Twin Cities
BUSINESS**

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