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**FOR THE THIRD CONSECUTIVE YEAR TOM FERRY INCLUDED ON THE TOP 100
MOST POWERFUL PEOPLE IN REAL ESTATE**

Tom Ferry Highest Ranked Educator/Coach on the Swanepoel Power 200 List

Irvine, CA (January 13, 2016) – The highly anticipated *Swanepoel Power 200* (SP200) report was released today and for an impressive third consecutive year Tom Ferry, owner and CEO of Tom Ferry – Your Coach, an international coaching and professional development company, ranked as the #1 Coach. Being included in the Top 100 of the most powerful people in residential real estate is a major accomplishment on its own and in 2016 Tom Ferry moved up 7 spots to be ranked #89.

The SP200 recognizes those identified as the 200 most powerful individuals in residential real estate including industry executives, thought leaders and innovators. The ranking is based on several key factors including an individual’s personal influence; that company’s significance and contribution to the industry; and the candidates’ recent activities, growth and potential. In short, power is defined simply as “the ability to make things happen,” according to the Swanepoel Power 200 web page.

“I’m so grateful for all of the amazing agents we get to work with in our coaching and training programs and at our live events. Our company is committed to raising the level of excellence in the real estate industry and being recognized for doing something we are truly passionate about fires us up even more,” said Tom Ferry, CEO, Tom Ferry – Your Coach.

2016 marks an enormous year for Tom Ferry – Your Coach with the introduction of [four new events](#) focused on marketing, technology, skill building, and mindset. The company’s coaching program members include the best-of-the-best some of the highest producing real estate agents in the country.

To view the entire Swanepoel Power 200 and judging criteria, please visit

<https://swanepoel.com/power200/>

About Tom Ferry – Your Coach

Tom Ferry – Your Coach is an international coaching company led by one of the most sought after professional development expert in the real estate industry. Tom Ferry is the bestselling author of *Life! By Design* and shares his knowledge through live events, results-focused coaching programs, and a popular YouTube channel and show, the #TomFerryShow, with over 2 million views. Tom Ferry has influenced hundreds of thousands of real estate professionals to create inner and outer wealth by teaching multiple lead generation and conversion techniques focused on innovation and marketing.

Tom Ferry has been featured in *The New York Times*, *Wall Street Journal*, *USA Today*, *The Huffington Post*, Mashable.com, Inman News, Agent Genius, *Realtor Magazine* and many more.

For images and more information on Tom Ferry, contact Marni Hale at

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