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FOR THE SECOND CONSECUTIVE YEAR TOM FERRY LISTED AS ONE OF THE MOST POWERFUL PEOPLE IN REAL ESTATE

Tom Ferry Highest Ranked Educator/Coach in Thought Leader Category

Irvine, CA (January 16, 2015) – For the second consecutive year *Swanepoel Power 200* (SP200) ranked Tom Ferry, owner and CEO of Tom Ferry – Your Coach, an international coaching and professional development company, in the top 100 of the most powerful people in residential real estate.

The SP200 analyzes over 1,000 individuals in the industry and ranks them based on various criteria including; their personal influence, their tenure in the industry and the organization's significance and contribution to the industry. The SP200 identifies those "Power Players" that influence, impact and lead the real estate industry.

Ferry is the highest ranked educator/coach on the list and #3 in the category of Thought Leader (includes educators, economists, authors, consultants, lawyers and media executives) and listed 96th on the overall SP200.

"I am truly passionate about giving the consumer a better real estate experience and to be recognized for it is something I am very grateful for," said Tom Ferry, CEO, Tom Ferry – Your Coach. "To be listed #3 in the Thought Leader category behind people I admire and respect, Brad Inman and Stan Humphries is a true honor."

2015 marks an enormous year for Tom Ferry – Your Coach with the introduction of a brand new skills focused event called Sales Edge, the first Team Coaching Program, a fresh video training series called the #TomFerryShow and the largest Success Summit in the company's history.

For more information about the 2014/15 Swanepoel Power 200 list visit:
<http://www.swanepoel.com/power200/>

About the Swanepoel Power 200

The Swanepoel Power 200 (SP200) is the most comprehensive list of influential CEOs, Thought Leaders and Senior Executives in the residential real estate brokerage business. Respected trends analyst and New York Times, Wall Street Journal and USA Today best-selling author of over 25 books, Stefan Swanepoel, brings new insight to the multifaceted real estate industry. For the first time, a meticulous analysis now ranks all leaders including franchise executives, real estate brokers, speakers, authors, educators, economists, technologists, media executives and social media networkers.

About Tom Ferry – Your Coach

Tom Ferry – Your Coach is an international coaching and training company led by one of the most most sought after speaker and business coach in the industry. Tom Ferry is the best-selling author of *Life! By Design* and shares his knowledge through powerful events, results-focused coaching and training programs, and YouTube videos with over 1.6 million views #TomFerryShow. 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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