

In 2008, the real estate industry hit an all-time low leaving many real estate agents asking, “How will we survive”? Even in the crisis, Vanguard continued to be the home of full-time, high-producing agents and attracted more of the same. A young but veteran agent, Eden Jordan, had a vision of creating a group of peers who not only actively worked in the market but were still able to achieve great success in these trying times. Recognizing that a higher level of marketing, education, and networking was pertinent to the survival of these agents, The Elite Realtor Network (ERN) was formed a year later. ERN was created not only as a way to recognize Vanguard associates reaching the top 10% of our association, but it also was a place for top tier agents to collaborate, support, learn and grow together.

Over ten years later, with very different market conditions, Eden’s original vision is still at the core of what we do. Vanguard has evolved from just a locally known brand to one that is known internationally. Our number of agents has greatly increased and the baseline for our top 10% in volume has risen from \$3.5M to over \$5M and the average sales of these agents are is \$15.7M. We recognize that, even in a different era, the needs of our elite agents remain the same. Coldwell Banker Vanguard continues to support our agents as they perform at this extraordinary level by offering experiences specifically designed for them.