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REALTOR Magazine Innovators Series-Brokers: Consumers in Charge

REALTOR ® Magazine recently invited Windermere Real Estate's Matt Carroll to participate as a panelist in its respected *Innovators Series* roundtable. The magazine asked six industry executives, referred to as "some of the nation's most innovative and successful brokers," to comment on the future of brokerage houses in a consumer-driven marketplace. In *Brokers: Consumers in Charge*, Carroll shared his thoughts on meeting consumer demands; profitability; and the future of the MLS. In the discussion, Carroll notes that the level of service offered by a brokerage house is its key to future viability. Carroll observes that as more Internet buyers seek immediate gratification, a quick response time to queries boosts both consumer confidence and brand awareness. Carroll also points out that today's consumer wants full access to reliable listings data, and predicts brokers will play a big role in the creation of a national MLS.

The complete article *Brokers: Consumers in Charge* can be found at Realtor ® Magazine Online. Visit <http://www.realtor.org/rmomag.NSF/pages/innovatorseriesmar07?OpenDocument>

Windermere.com Honored by the 10th Annual Webby Awards

Windermere Real Estate has been selected as an Official Honoree of the 10th Annual Webby Awards for its Web site, *windermere.com*. The Webby Awards, given by the International Academy of Digital Arts and Sciences, honor Web sites around the world based on excellence in content, design, functionality, usability and overall experience. The 10th Annual Webby Awards had the largest number of entrants in its history receiving over 5500 entries from all 50 states and 40 countries. The overall score of *windermere.com* placed the site in the top 20% of entrants. According to The International Academy of Digital Arts and Sciences, the 2006 Official Honorees are companies with Web sites that are both "setting the standard" and "expanding the impact" of the Internet. The Academy is dedicated to the creative, technical and professional progress of the

Internet and interactive media. Past recipients of a Webby Award include: Amazon.com, ebay, Yahoo!, Google, FedEx, and a host of other Internet leaders.

Arthur S. Langlie Award for Visionary Leadership

The Windermere Foundation has been awarded The Arthur S. Langlie Award for Visionary Leadership by the Salvation Army for its creation and sponsorship of the Home for the Holidays program which pays one year's rent for families in critical need.

In 2004, its second year of existence, Windermere's Home for the Holidays program was able to double its donation to the Salvation Army: raising sufficient funds to pay the rent for fourteen deserving Puget Sound families. Illness, job loss and other catastrophic events can quickly propel a low-income family to an impoverished one.

For such families, the program's mission is to add some key stability to the household, enabling recipients to take crucial first steps towards self-sufficiency.

The award was accepted on Windermere's behalf by Geoff Wood and Jill Jacobi Wood at the Salvation Army's 2005 Soup Line Benefit Luncheon.

Windermere Named Top Family Business

Windermere Real Estate took top honors in the "Large Business" category of "1999 Best in the Northwest Washington Family Business Award", given annually by the Family Enterprise Institute.

"The Jacobi family has successfully built Windermere Real Estate into a unique firm and are innovative pioneers in their industry. Windermere exemplifies family values, service, and contributions to the community and the industry," said Catherine Pratt, assistant dean and director of the Family Enterprise Institute.

Currently, two generations of the Jacobi family are involved in running Windermere's day-to-day operations. In all, eight Jacobi family members work for the company, including its founder and chairman, John Jacobi; president Geoff Wood (John Jacobi's son-in-law); and vice president Jill Jacobi-Wood (John Jacobi's daughter).

Other Jacobi family members working at Windermere include sales associate OB Jacobi (John Jacobi's son), property management agent Andrea Jacobi (John Jacobi's daughter-in-law), Windermere Foundation special projects coordinator Cathy Jacobi-Sherris (John Jacobi's daughter), graphic designer Molly Jacobi (John Jacobi's daughter), and lead coordinator Victoria Sullivan (John Jacobi's stepdaughter).

The Washington Family Business Awards were created six years ago by the Family Enterprise Institute to recognize and honor outstanding Northwest family businesses. The award criteria include innovative business strategies and practices, succession planning, family values in business, contributions to the community and industry, number of generations involved and business performance.

The Family Enterprise Institute is an organization created by Pacific Lutheran University to preserve and promote family enterprises within the Northwest.

1998 READY Award

Windermere Real Estate has been nationally recognized by the Newspaper Association of America with a 1998 READY (Real Estate Advertising of Distinction) Award.

Windermere received a READY Award in the "Product Ad, Display, Black-and-White" category for its Sunday classified display that runs each week in Seattle's daily newspaper, The Seattle Times. The ad features properties for sale in the Seattle area and is distributed to more than 500,000 households throughout the Northwest.

Windermere uses a similar advertising design in dozens of newspapers throughout the Northwest, reaching nearly 3 million households each week.

Good Works Award

Windermere Real Estate was named a winner in the 1998 Pacific Northwest Good Works Award, honoring exemplary acts of business philanthropy and public service.

PNW Good Works award entries were judged for innovation in corporate philanthropy, commitment to employee involvement in community service, creativity in public/private partnerships and positive values in everyday business. Good Works judges cited two Windermere programs as meeting these criteria-the Windermere Foundation and the company's Community Service Day.

The Windermere Foundation, founded in 1989, is a nonprofit organization that has raised more than \$3 million to help communities, families and children break the pattern of homelessness. Windermere's philosophy is that providing housing and related services to help homeless families is a natural extension of its business.

Community Service Day, established in 1984, is a direct result of Windermere's sales associates' desire to give back to the communities that support their business. Once a year agents, owners, managers and staff roll up their sleeves to assist community organizations, neighborhoods and individuals with projects that might otherwise not be completed.

KEPA Award

The Windermere Cup races, the world's largest international rowing spectator event, have been honored with a "Best Sports Event in 1997" KEPA (King County Event Producers Award) by the Sports and Events Council of Seattle/King County.

Windermere, which has sponsored the University of Washington's annual Windermere Cup races over the past 11 years, accepted the award on behalf of the University of Washington. The free community, family-oriented event annually draws tens of thousands of spectators along the shores of Lake Washington and aboard the yachts that line the race course each year. Since 1987, teams from around the world including the former Soviet Union, the People's Republic of China, and South Africa, as well as top-caliber teams from the United States, have visited the Northwest to compete in this prestigious rowing event.

KEPA entries were judged for innovation and creativity, benefit to the community, participant satisfaction, and entertainment and educational value, and for elevating the standards for nonprofit events.

Windermere Credited as a Washington State "Powerhouse Business"

Windermere Real Estate continues to move up Puget Sound Business Journal's annual index of Washington State's 100 largest private companies. The June 2007 listing places Windermere at No. 15, up two spots from last year. Windermere's ranking is based on 2006 gross revenue of over 440 million dollars. The respected weekly also makes note of Windermere's 3,500 employees in Washington, recognizing the company as "one of the major contributors to the region's economy." Together, the 100 private Washington companies on the 2007 index generated over 24 billion dollars in revenue last year. The Puget Sound Business Journal online is part of American City Business Journals, the nation's largest publisher of metropolitan business newspapers, reaching 4 million readers per month.

Puget Sound Business Journal - 2007 Corporate Philanthropists

Windermere Real Estate is repeatedly recognized by the *Puget Sound Business Journal* as a major philanthropic company in the greater Seattle area. The *Journal's* 2007 Corporate Philanthropist listing ranks Windermere as one of Puget Sound's top 15 charitable givers, alongside such dedicated corporate citizens as Boeing, Washington Mutual Bank, Microsoft and Starbucks.

Since our inception in 1972, Windermere Real Estate has held a vision of bettering the neighborhoods in which we serve. The Windermere Foundation, funded through combined efforts of Windermere associates, employees and the public, contributes to a variety of social service organizations battling poverty and homelessness. In 2006, the Foundation dispensed over \$1,500,000 to organizations focused on improving the lives of at-risk youth and families throughout

the Puget Sound region.

Recipients of Windermere's 2006 giving include: Family Support Worker Program, Habitat for Humanity, Assistance League of the Eastside, Seattle/King County Coalition of Homelessness, Housing Hope, YMCA and multiple Seattle area public schools.

Windermere Ranked Top Private Company by Washington CEO magazine

Washington CEO magazine has ranked Windermere Real Estate No. one in their Annual Top 100 Private Companies in Washington State.

The publication salutes the firms on the Private 100, calling them "the backbone" of the Washington business community, and acknowledging their core contribution to "building Washington State into an economic leader." Windermere's top ranking was based on 2,981 employees in the state.

Windermere Real Estate has successfully transitioned from one office in Seattle in 1972 to the company of today: with over 170 locally-owned offices in Washington, and 160 more affiliates throughout Arizona, California, Oregon, Idaho, Montana, Nevada, Utah, Wyoming and Hawaii.

REAL Trends Ranking - Leading the West

The real estate industry's trusted information source, REAL Trends, has designated Windermere as the largest regional real estate brand in the Western United States, as well as the third largest regional brand in the country. *REAL Trends 500* is a benchmark industry report that independently ranks the nation's leading 500 real estate firms.

The *2008 REAL Trends 500* designates Windermere as the third largest regional brand in the U.S. based on a combined 2007 sales volume of over 31 billion dollars.

Thirty-six years ago Windermere Real Estate was one office serving a Seattle neighborhood. Thanks to the dedication and unwavering enthusiasm of our associates, Windermere Real Estate is today represented by over 300 offices across the West. Our 9,000 associates proudly deliver celebrated Windermere customer service throughout neighborhoods in Washington, Oregon, Idaho, Nevada, Montana, Utah, Wyoming, California, Arizona and Hawaii.

Puget Sound Business Journal Salutes Geoff Wood

Windermere Real Estate President Geoff Wood was recently highlighted in Puget Sound Business Journal's "40 Under 40" publication - a profile of highly successful young entrepreneurs.

PSBJ honored Geoff for his leadership vision which emphasizes steadfast commitment to sustaining the reliability of the Windermere name. Geoff fully appreciates the crucial role of personal integrity in the ongoing success of Windermere Real Estate.

"In the real estate business somebody's word is very important. If you say you're going to do something, you've got to do it," notes Geoff.

Geoff joined Windermere in 1993, after earning a Master of Business Administration from the University of Washington. In 1999, Geoff was named President of Windermere Real Estate and Windermere Services Company. Geoff oversees marketing, legal, financial and Internet development services throughout the Windermere network spanning seven western states.

Windermere Only Northwest Real Estate Company Ranked in Top 10 in 1999 Power Broker Report

Windermere Real Estate was ranked the fourth largest real estate company in the nation by National Relocation and Real Estate magazine. Windermere was the only Northwest firm ranked in the top 10 in the publication's 1999 Power Broker Report, claiming the fourth spot in both residential transactions (34,941) and sales volume (\$8.5 billion) in 1998.

The annual Power Broker Report provides an in-depth look at the nation's top 300 brokers,

including the size of the organization, the number of closed transactions and the sales volume. The report was published in National Relocation and Real Estate's May 1999 issue.

Windermere Ranked Second Largest in the U.S. by The Realty Alliance

For the second consecutive year, Windermere Real Estate was ranked the second largest regional real estate firm in the country by The Realty Alliance, a national real estate trade organization. Windermere was ranked second in residential sales volume (\$8.5 billion) and closed residential transactions (34,941).

Windermere was the only Northwest firm to rank in the top five of all the Alliance's rating categories. The company ranked third in number of agents (2,278*) and number of offices (68*), well ahead of its Northwest competitors.

* These numbers do not include Windermere's 116 franchise offices, with their 2,722 agents.