



L I T T L E

B L A C K

B O O K

NORTH & CO.
BUILDS
BUSINESSES

AT **NORTH&CO.**, GREATNESS IS THE ONLY OPTION.

NORTH&CO. attracts, develops, and retains the most fulfilled and productive real estate professionals. With guidance from leadership, every professional designs their business and takes ownership of their outcome.

NORTH&CO. takes a holistic approach to growth. Each individual is empowered to explore and achieve the full potential of their personal and professional life. Our uncompromising commitment to an open-source culture has created alignment and accelerated productivity worth celebrating.

The NORTH&CO. WAY is the blueprint for a world-class real estate experience.

Every professional demonstrates surgical contract knowledge, precise attention to detail, thoughtfully customized communication, and critical thought in the design and execution of their real estate practice. The NORTH&CO. WAY is whispered throughout the industry; it attracts like-minded individuals to us every day.

NORTH&CO. finished 2025 with 500 of Arizona's top 5,000 selling agents. Together we sold 5,000 homes totaling over \$5 BILLION in annual sales volume. We are the first mid-to-large-sized brokerage to cap our agent body and commit to greatness – never before seen in the industry. **Every person knows the vision, is committed to impact, and living a life on purpose.**

 **500**
SELLING AGENTS

 **5,000**
HOMES SOLD

 **\$5 BILLION**
ANNUAL
SALES VOLUME

PHILOSOPHY

**GREATNESS
IS THE ONLY
OPTION.**

PILLARS OF SUCCESS

OPEN-SOURCE COMMUNITY

[MINIMUM] PRODUCTION STANDARDS

INTENTIONAL COMMUNICATION

CONTRACT IQ & RELATIONSHIP EQ

LEVERAGE

ENTREPRENEURIAL DEVELOPMENT

COACHABILITY

STANDARDS & EXPECTATIONS

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AT A MINIMUM, WE EXPECT:

4 \$4 million in total sales volume, closed annually

12 12 units, closed annually

1 1 transaction closed, if newer licensed
(subject to prior experience & approval)

NORTH&CO.

REAL ESTATE BY TRADE

NORTHANDCO.COM



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