

# 25 MOST influential people in real estate

The word *influence* embodies many meanings. Authority. Prestige. Power. Moral force. All those words and more apply to our 2003 list of the 25 most influential people in real estate. The men and one woman profiled here have been catalysts for change: challenging traditional business models, defining fundamental market shifts, and embracing the diversity and technological promise of the new millennium. Before developing our list, we gathered nominations through our Web site, [REALTOR.org/realtormag](http://REALTOR.org/realtormag), and directly from select brokers, association executives, and industry watchers. We whittled down the 200 nominees to the group you see here—people whose leadership has had a profound effect on NAR members and the wider real estate community.—*The editors*

[www.REALTOR.org/realtormag](http://www.REALTOR.org/realtormag)

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## J. Lennox Scott<sup>(F)</sup> CRB

Chairman and CEO, John L. Scott Real Estate, Seattle ■ Since 1976, when he took over the company his grandfather had started in 1931, Lennox Scott has shunned the concept of business as usual. Scott has taken his company from 15 Seattle offices to 120 offices in three states, all the while staying strongly connected to his community. In 1990, he became one of the first regional brand owners to sell franchises. His company jumped early into the Internet fray, posting its entire inventory with photos in 1995. And when the Pacific Northwest became the first region to post the MLS online, he was a driving force behind the decision. Scott's 2002 book, "Next Generation Real Estate" (Dageforde Publishing), established his position as a technology leader and his philosophy of helping associates reach beyond sales goals to build life plans. His goals? Scott's running for NAR treasurer and moving to expand the brokerage into California and other Western states.