

**PERFORMANCE & DEVELOPMENT APPRAISAL**

Date: FEBRUARY 8, 2007

Review Period: JAN. 1, 2006 to DEC. 31, 2006

Employee Information:

|           |                          |                |
|-----------|--------------------------|----------------|
| DOELL     | KEVIN                    |                |
| Last Name | First                    | Middle         |
| DIRECTOR  | CORPORATE COMMUNICATIONS | 1 CAMPUS DRIVE |
| Title     | Dept.                    | Location       |

Manager:

|            |                               |
|------------|-------------------------------|
| MARK PANUS | SVP, CORPORATE COMMUNICATIONS |
| Name       | Title                         |

**Overview:**

The annual Performance and Development Appraisal provides an opportunity for the employee and manager to review what has been accomplished and look ahead to the employee’s future development. This is a joint process between the employee and manager, intended to:

- Provide constructive, specific and measurable feedback concerning job performance
- Leverage the outcome of the appraisal to make decisions concerning future compensation
- Identify and develop behavioral-based feedback
- Provide a mechanism to identify performance and developmental objectives for the following year

**Format:**

The Appraisal is broken down into four sections. Sections I, II and III are designed for the employee and manager to review the prior year’s performance and Section IV is used to identify developmental opportunities for the following year.

**Instructions:**

Prior to the end of the year, the employee submits a self-assessment to his/her manager by filling out the *Professional Self Assessment Form*. The manager will then consider this feedback as s/he finalizes the review. It is important that the employee have input into writing his/her performance appraisal as the individual has the best view as to what was accomplished throughout the year. However, the manager ultimately bears the responsibility for the final appraisal.

Upon completion of Sections I, II and III the manager will sit with the employee to review the results of the appraisal and to discuss any compensation actions. Lastly, the manager and employee will meet one additional time to complete Section IV and to agree on a new set of goals and accountabilities for the following year. These goals and accountabilities will be documented on the left side of Section I of a new appraisal form for the upcoming year.

**Definition of Performance Levels**

1. **Exceeds Expectations:** Employee consistently and significantly exceeds all of the responsibilities of the position and the goals of the Performance and Development Plan. This rating is reserved for those few individuals who strive for and achieve excellence.
2. **Meets Expectations:** Employee fully and consistently meets position requirements, objectives and expectations. Employee performs good, solid, commendable work. Also, recommended for those employees who have assumed new or additional responsibilities, and have demonstrated development, learning and progress towards performance expectations.
3. **Below Expectations:** Employee does not achieve the responsibilities of the position and the goals of the Performance and Development Plan. Immediate improvement is required as specified in a corrective action plan.
4. **Too New to Rate:** Employee has been with Company 90 days or less.

**Section I – Goals and Accountabilities: Identify and list three to five goals and their accountabilities, followed by the employee’s specific and measurable results for the performance cycle. Goals are broad areas that are critical for job performance, they are not a laundry list of daily responsibilities. Accountabilities should be specific and measurable.**

| Goals and Accountabilities   | Results   |
|--|---|
| <p>Kevin’s primary assignment from January through August was to plan and build the new Realogy.com site to “go live” on the day of the Company’s spin-off from Cendant.</p> <p>After the spin-off, Kevin was given direct oversight for all internal and external communications for the Realogy Franchise Group (RFG) at the business unit level. He now has dotted-line responsibility over the communicators within the five RFG brands, and is the primary editor on all press releases generated by the brands.</p> <p>Designated in-house watchdog on new media, web technologies and social media opportunities.</p> | <p>Kevin delivered with flying colors. On Aug. 1, 2006, Realogy.com was launched and the site successfully serves as <i>the</i> public face of our new company. Kevin’s planning was comprehensive and his involvement of various key stakeholders (Franchise Sales, HR, IR, Legal, etc.) was a model for this kind of collaborative project. Kevin managed this project from start to finish. He wrote a great deal of content for the site, edited all of it and did a great job of communicating Realogy’s key messages via a neat, clean interface that is dynamic without being overwhelming. In short, it is a corporate web site that an S&amp;P 500 company can be proud of, and he was the lead architect. Kevin also maintains responsibility for the quarterly information/content update process on Realogy.com.</p> <p>Kevin has embraced the new responsibilities of his role, and works directly with the RFG CEO to deliver communications counsel and support on a multitude of important projects. He has formalized the public announcement of the RFG openings process and has developed a schedule for the brands to follow in announcing new affiliates. He served as the lead editor on more than 100 brand press releases, and managed the ONCOR acquisition communications to internal and external audiences. Kevin demonstrated his leadership by taking ownership and creating a new Realogy exhibition booth for the NAHREP conference – this booth will be used in front of multiple audiences each year so his vision for an adaptable booth was key in the execution and long-term value of this project. Kevin led the coordination, planning and execution of four Franchise Group Town Halls in 2006. He showed his versatility by producing five executive videos during the year. Kevin also played a key role in the creation of the Realogy “consumer confidence” campaign ads that ran in USA Today.</p> <p>Kevin is helping the RFG CEO launch the publication of his new book “Ten Traits of Top Performers” in a cutting-edge way – with a downloadable podcast and an e-book to be made available on the brand intranets. He also scripted the the CEO’s virtual keynote address at the National Real Estate Online Convention in February.</p> |

**Section II--Performance Factors: For each Performance Factor that is applicable to the job, identify a rating (Exceeds Expectations/EE, Meets Expectations/ME or Below Expectations/BE). Provide specific, behavioral examples to support your assessment.**

| Performance Factors   | Rating | Examples   |
|---|--------|--|
| <b>Getting It Done</b>  |        |  |
| <i>Job Knowledge:</i> Understands the application of job responsibilities essential to present job; keeps up-to-date on developments related to the company, profession, resources and technology.  | EE     | Can handle anything that comes his way. He keeps abreast of new technologies and is a forward-thinker.   |
| <i>Follow Up:</i> Responds in a timely and effective manner to all internal and external correspondence and communication. Ensures that plans and instructions are effective in their assignment. Follows through on commitments.   | EE     | He fully understands the "real-time" nature of his job responsibilities and can always be counted on to deliver on his commitments.  |
| <i>Productivity:</i> Accomplishes an acceptable amount of work to meet job standards; works with speed and accuracy.  | EE     | Kevin is an extremely productive communications professional.  |
| <i>Quality:</i> Consistently performs to set standards of accuracy, thoroughness, timeliness and effectiveness.   |        |  |
| <i>Decision Making:</i> Exhibits ability to identify and evaluate options. Reaches logical and accurate conclusions from available information. Implements decisions in a timely manner and accepts responsibility for outcome.   | ME     | Has shown that he can make good strategic decisions.   |
| <i>Vision:</i> Sees beyond short-term issues and plans long-term strategies, considering impact and implications.   |        |  |
| <i>Perseverance:</i> Maintains his/her purpose and beliefs in spite of opposition or discouragement.  |        |  |
| <i>Communication:</i> Effectively conveys work results and concepts; shares ideas with others; expresses oneself clearly both verbally and in writing.  | EE     | Kevin is a first-rate writer and editor with fine presentation skills.   |
| <b>Doing It Right</b>   |        |  |
| <i>Initiative:</i> Self-motivated. Independently takes action to achieve goals.   | EE     | Shows terrific initiative and is a self-starter.   |
| <i>Adaptability:</i> Accepts and incorporates change into daily routine; flexible; able to shift priorities to accommodate changing demands.  |        |  |
| <i>Customer Focus:</i> Dedicated to quality customer service. Goes the extra mile to ensure customer satisfaction.  |        |  |
| <i>Company Policies:</i> Adheres to and supports company policies and practices. Fosters a work environment where all employees have an equal opportunity to realize their full potential.  |        |  |
| <i>Innovation/Problem Solving:</i> Anticipates and identifies situations and problems in advance and prepares to deal with them. Exercises imagination in producing alternative problem resolution.   | EE     | Kevin always has an eye on innovation and has successfully developed a number of new ideas for the company (e.g., He deserves full credit for the "B2B" section of the web site.)                    |
| <i>Accountability:</i> Accepts consequences of his/her actions.   |        |  |
| <i>Organizational Awareness:</i> Promotes Realogy programs and policies to employees and/or clients and customers. Understands the impact and implications of decisions on the company. Maintains confidentiality as appropriate in a public company environment.   | ME     | This is a requirement of his job. He does all of this well.  |
| <b>Working With Others</b>  |        |  |
| <i>Leadership/Team Building:</i> Creates an enthusiastic and cooperative environment committed to achieving organizational goals. Provides a positive example and effectively communicates corporate and department goals. Promotes and recognizes team achievement. Takes steps to improve team effectiveness.   | EE     | I am impressed with the way Kevin has jumped in to lead the RFG brand communicators ... he is focused on the right priorities to help communications/PR make a positive business impact for the RFG. |
| <i>Development/Encouragement:</i> Develops the skills and competencies of employees through developmental activities related to current and future jobs. Provides regular, constructive feedback, guidance and support to help improve employee performance and develop employees to their full potential. Recognizes employee contributions through the appropriate rewards and recognition plans. |        |  |
| <i>Interactions:</i> Functions well as a team member. Displays a spirit of cooperation and willingness to do whatever is required to get the job done. Initiates and maintains effective relations with other departments to accomplish company objectives.   | EE     | Kevin is a team player in every sense of the word ... within our Corp Comm department, for the RFG and for the Company.  |
| <i>Delegation:</i> Assigns work and responsibilities effectively, ensuring an efficient workload on employees. Allocates decision-making responsibilities to the appropriate employees.   |        |  |

**Section III – Overall Performance: Provide comments on employee’s overall performance, including any strengths or opportunities referred to within the Performance Factors.**

Kevin is a self-directed performer who is driven to deliver high-quality results. I am proud to have him on this team, and I am pleased with the level of growth and development that he demonstrated in 2006.


This was an exciting and challenging year for our company and for our department. We had to deliver on more fronts than ever before and do so without as many resources as we would have liked. Throughout it all, Kevin maintained his composure and went about doing everything that needed to be done to lead the creation and launch of the newco Web site while supporting our transition communication efforts at every step along with way. His dedication to getting things done is much appreciated, and he meets every challenge head-on.

I commend him for his many successes enumerated above in this evaluation. He adds great value to our team with his innovative mindset. He is absolutely on the right track with the leadership he is displaying for the Franchise Group and with the brand communicators within the RFG. In summary, Kevin has a great future ahead of him in our organization.

**Overall Rating: Place a check mark next to the performance level that best describes the employee’s overall performance.**

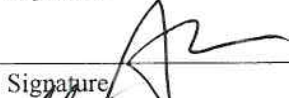
- Exceeds Expectations     Meets Expectations     Below Expectations     Too New to Rate


Immediate  
Manager  
(Reviewer):

  
Signature


  
Date

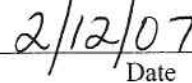
Next Level  
Manager:

  
Signature

  
Date

Human Resources:

  
Signature

  
Date

**Employee Comments:**

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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

By signing this document, I acknowledge receipt of this appraisal.

  
Employee Signature

  
Date

## Section IV – Employee Development Plan

**Performance Factors:** Discuss and list between three and five specific goals and objectives for the coming year. They should each be Specific, Measurable, Achievable, Results oriented, and Trackable. For each objective, indicate the action that is being planned to enhance performance and a target completion date.

| Development Opportunity  | Action Plan  | Completion Date    |
|--|--|--------------------|
| Mentor and develop the new Communications Manager.   | Kevin made a great hire from within one of the brands and I expect him to delegate appropriately on tactical items so that he can continue to focus on the issues of strategic importance for the RFG and its brands. Under his guidance, Erin will take ownership for the hands-on content management of the RFGWeb intranet, weekly e-mail updates and gain more exposure in writing press releases. | Ongoing            |
| Continue to lead and work with brand communicators on effectively supporting the franchise sales team through their internal communications and external PR efforts. | Kevin is working to bring the communicators more in line with delivering greater value to the franchise sales teams. Brand-building is fine, but he is rightly focused having our brand communications efforts delivering maximum business impact.   | Ongoing            |
| Deliver a first-class marketing piece for RFG franchise sales.   | Work with the brands and RIS Media to create an 8-page supplement to the May issue of <i>Real Estate</i> magazine that will be a marketing showpiece for the RFG franchise sales team. Film, edit and post broker testimonials as streaming video files on Realogy.com web site.   | First half of 2007 |
| Create a clear BU identity with communications targeted at RFG employees and do so without de-positioning the existing Realogy Corporation communications vehicles.  | Work in concert with Corporate internal communications to deliver best solutions for the RFG business unit. Best practice already underway are the co-branding of the weekly update e-mails to streamline and consolidate the number of messages hitting employee mailboxes each week.   | Ongoing            |
| Professional development   | Identify and pursue personal/professional development opportunities in 2007. Budget is \$2,500. Has already registered for a communications conference in March, concurrent with planned trip to brand IBCs in Las Vegas.  | Ongoing            |

Performance against these objectives (as well as other mutually agreed upon goals and objectives for the following year) will be evaluated at the end of the new performance review period in Section I. Periodic discussions of objectives throughout the year are also encouraged.

Acknowledgment:

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Employee Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Manager Signature

\_\_\_\_\_  
Date



Mar 1, 2007