

20 Questions to Ask a Broker/Manager

1. How long has your company been in business? What is your company's local market share? How many offices do you have? How does the small or large size of your company offer me an advantage as a newer agent? _____

2. How will you help me get up and running? What type of new agent education programs/classes/coaching does your company offer? Is the learning online, in a classroom, or one-on-one? Are your programs developed by professional educators? _____

3. What other types of ongoing education does your company offer? Are there classes for both new and experienced agents on lead generation, negotiation skills, business planning, working with listings and buyers? What other classes/workshops are offered? How often are classes/workshops offered? _____

4. What type of office workspace is provided for a new agent? Is there a charge for your own desk? Is the office available for use on weekends and evenings or only during certain hours? Are there conference rooms available to meet with my clients? _____

5. Are there office computers that I can use if I do not have my own? Will I have free access to Wi-Fi? What about office printers, document scanners, copiers? Do you have a scan to email machine? Is color printing and/or copying available? Are there fees associated with printing and copying? _____

6. What kind of live office support staff is available? Is there support to assist with completing paperwork, entering listings, creating marketing materials? What about support in the evenings and on weekends? How often am I able to meet with the office manager/trainer/support staff? How does your company communicate with the agents? _____

7. Does your company have office meetings and if so, when and how often? What happens at these meetings? Are there company-wide meetings? Will I be able to network within the company? Does your company have special events, charity events, earnings and awards recognition? How much fun is it to work with your company? _____

8. What types of advertising and marketing media are available through your company? Digital? Print? Mailings? Email? Social media? Video? Are there company branded templates and media for agent use? Are there company marketing apps or programs available? What is paid for by the company and what is paid for by the agent? Are signs provided or do I need to purchase my own? What about business cards and stationery? What kind of marketing support is available? Is there a team or department within the company that is available to help me personally with my marketing? _____

9. Does the company have a website and how strong is its presence? Does the company provide a personal website for agents? How does the company promote its listings online? How does it promote its agents online? How are online leads from these websites generated and dispersed? _____

10. What sorts of technology tools, programs and apps will I need as an agent? Which of these are provided by the company and which will I need to pay for myself? Does your company support digital contracts and signatures and if so, does it provide a program/app? Does your company provide online cloud document storage for agents? Does your company provide a personal email address and email program? What about a client database program? _____

11. Does your company have a local IT department? Am I able to connect my own computer and devices to the company network? Is IT available to help me with my personal devices? Is there a charge for IT support? _____

12. Is your company part of the local multiple listing service (MLS) and the local and national real estate boards? Are your agents required to be members of these boards? What are the membership dues? _____

13. Will I need a SUPRA key to access listings? How much does a SUPRA key cost? Does your company provide lock boxes for me to use or do I need to purchase my own? _____

14. Are agents in your company required to carry their own errors and omissions insurance? If so, please explain your company's program and my coverage? How much is my cost and how are the fees paid? _____

15. Are agents in your company employees or independent contractors? Are they paid salary or commissions? What is your company's commission split between agent and broker? Does my share of the split increase over time or as my earnings increase? Are there bonuses or sales incentives? How long after a closed sale should I expect to be paid? Are taxes withheld or do I pay my own? Am I able to still work at my previous job while building my real estate business? Do you have a written copy of your commission plan that I may take with me? _____

16. Does your company provide leads and if so, how are those leads generated and dispersed to the agents? Are there opportunities to do "floor time" and/or answer incoming leads on phones? Do you provide a lead tracking app or program? If you have locations outside of the local market, are agents able to receive referrals or earn referral fees for family, friends and clients moving to and from the St. Louis area? _____

17. Can you give me an overall estimate of the fees and costs as an agent I should expect and plan for in the first few months? What about over the first year and beyond? _____

18. Does your company offer access to healthcare insurance? If so, what are my options and who should I contact for more information? _____

19. Is your company affiliated with real estate service providers such as mortgage lenders, title companies, insurance companies, etc. that I am able to refer to my clients? Am I required to use these service providers? Do these service companies provide discounts for my clients? _____

20. Why do you think top agents get such positive results? Given my background and skills, where do you think I will be strong? What skills or recipes for success do you think I need to concentrate on? What are common mistakes that new and experienced agents make and how might I avoid those mistakes? _____

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