



We know how important it is for brokers to achieve as much stability in their office as possible.

It is also important to an agent's business to find a good brokerage and stay there, considering...

a transition to a new office can
COST AN AGENT UP TO

20%

OF THEIR INCOME
in lost time, focus and effort.



BUILD AGENT LOYALTY IN A HOT MARKET

REVIEW YOUR BENEFITS

- » Create a list of what's available and share it by email or post it in the office so agents know what's available. Some of these benefits can include marketing assistance, brochures, branded collateral or client event support.
- » Review the marketing benefits as part of your monthly meetings.

PROVIDE SUPPORT

- » Schedule meetings at set times. Agents might not always be able to make it, but if they know you'll be there for them at a set time, rain or shine, they'll see you are dependable.
- » Offer training courses consistently. Create a schedule for offering training courses and stick with it, whether it be once a month, once a quarter or once a year. Knowing that you care about their professional growth by continually offering the newest training will build agent loyalty.

CULTIVATE CALM

- » Think "Mr. Miyagi." Even if you are high-strung and outspoken by nature, remember that your agents often need you to be the calm in the storm. You are there to help them when the stakes and emotions are high.
- » Be reliable. Make sure your agents know when they can come to you. If you have set office hours, remind them of those days and times.

If you take the steps above, your agents will appreciate your consistency and feel supported and comfortable in your office.

THEY WILL BE MUCH LESS LIKELY TO BE LURED AWAY BY RECRUITING BROKERS!