

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

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- » Create a list of what's available and share it by email, internal website, and in the office - so agents see what's available to them at all times ie. marketing assistants, brochures, branded collateral, client events etc.
 - » Review the marketing benefits as part of your monthly meetings.
 - » Know & communicate specifically what you have to offer.

PROVIDE SUPPORT

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- » 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 classes. Many of our Certified Mentors offer a Peak Producers class once per quarter. If an agent can't fit it in one quarter, they know they can count on it being offered again. Many of our student agents re-take the class every few years. Knowing that they can count on their broker builds loyalty.

CULTIVATE CALM

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- » Think "Mr. Miyagi". Even if you are high-strung and outspoken by nature, consider that your agents often need you to be the calm in the storm, there to mentor them when the stakes - and emotions - run high.
 - » Be reliable. Make sure they know when they can come to you - if you have set office hours, make sure they know what those times are and what constitutes an emergency.

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!