

# 5 Ways to Make Your Agents Feel VALUED

Recruitment and retention go hand-in-hand, so you'll need to invest in your best agents before you can expand your real estate team. Do these five things every month to keep your agents feeling valued.



A positive office culture makes it easy to recruit new agents and keep your brokerage competitive. Real estate training helps – get Buffini Certified to lead Buffini & Company real estate training programs for agents at all stages of their careers.

**Learn more: [buffiniandcompany.com/certified](https://buffiniandcompany.com/certified)**

1

## Connect With Every Agent

- ✓ Leaders of bigger offices can send an all-staff video message with updates and encouragement.
- ✓ Take two of your top-performing agents out to lunch to thank them and ask for honest feedback.
- ✓ Host “office hours” for agents to drop in with questions.

2

## Write Personal Notes

- ✓ Celebrate a milestone.
- ✓ Thank the agent for their work.
- ✓ Let them know you're always looking for new recruits, and you appreciate their referrals.

3

## Provide Value

- ✓ Send a monthly Item of Value with business or market tips.
- ✓ Email a monthly local real estate market update.
- ✓ Pop by and drop off small gifts to thank agents for their work.

4

## Offer Real Estate Training

- ✓ Attend a webinar as a team.
- ✓ Serve as a mentor to new agents.
- ✓ Lead a comprehensive real estate training program like Buffini & Company The Pathway to Mastery® or 100 Days to Greatness®.

5

## Host a Dynamic Office Meeting

- ✓ Get the office together once a month.
- ✓ Consider providing lunch, coffee or other treats.
- ✓ Offer market updates, recognize agent achievements and brainstorm solutions to current problems facing the team.