

A group of business professionals in a meeting, with a large number 6 and gear graphics overlaid. The background shows several people in business attire, some looking at a laptop. Overlaid on the image are large, semi-transparent gears and a large number 6. The text "6 Tips to Build a Top-Notch Team" is prominently displayed in the center.

# **6 Tips to Build a Top-Notch Team**

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# Team Building is an Essential Part of any Organization

When you have a strong real estate team on your side, your business is equipped to handle any industry challenges. Current agents will be happier, more productive and loyal. Prospective agents will notice the culture you provide and aspire to become a part of it. A strong team is a win for everyone involved—invest quality time and energy into creating it.

**Follow these six tips and start to build your strongest team ever!**



# 1. Set Clear Expectations

- Have a **clear vision** of what your team should accomplish. You need to know where you are leading your team in order to achieve.
- Maintain **production standards** so individual team members know what they need to work toward.
- Keep the **team's goals** front and center. Remind your team of these end goals regularly to make sure everyone stays on the same page.





## 2. Be Consistent

- **Lead by example**, and embody the good habits you expect of your team.
- **Do what you say** you are going to do, when you say it! The team needs to know that you are a dependable leader.
- **Show up everyday** with the attitude you want your team to embrace. To foster a positive culture, you must take the first steps and reflect it in your own demeanor.



### 3. Hold People Accountable

- **Ensure your team is invested** in achieving the standards you set. Everyone needs to understand what a win looks like and how falling behind could hurt the team's bottom line.
- **Conduct quarterly or mid-year reviews** where you meet with team members one-on-one and check on their progress.
- **Help individuals connect** with why they joined the team in the first place so they become motivated to succeed — without having to constantly push them.





## 4. Understand Your Team

- Place team members in roles that **match their strengths**.
- Learn each person's **communication style** to increase productivity and decrease misunderstanding.
- Consider investing in a **personality assessment** like Buffini & Company's REALStrengths® Assessment that explains team members' attributes.



## 5. Invest in Your Best

- Spend time and energy **supporting the people who show up eager** and ready to achieve.
- When you invest in your best, **you will focus more on leading and less on motivating.** This gives you more time to build your team in pursuit of the greater end goal.
- Avoid trying to push someone who isn't interested in the work. Instead, **take time to understand** their goals and what motivates them to better align them within their strengths.





## 6. Build a Positive Community

- **Create a positive and safe culture** with your words, actions and leadership style.
- **Encourage members** to ask each other questions to foster collective growth.
- **Lead your group to answers**, don't reveal them outright. In order to truly embrace your team mission, each member needs to draw their own conclusion on why your system or business is important.
- **Be selective** — you want people with a mindset that complements your team.
  - Employ people who will support each other and work together despite any differences.





A group of smiling business professionals, including a woman with blonde hair and a man, are shown in profile, looking towards the right. They appear to be in a training or meeting session.

## BONUS TIP: Provide Top Training to Your Team

- Invest in a **vett**ed training program that will increase your team's bottom line. Gathering agents weekly for a training class contributes to a **successful and stable team** where every agent feels comfortable discussing challenges and working together to improve.

Get started leading your dream team at **[buffiniandcompany.com/TeamCoaching](https://buffiniandcompany.com/TeamCoaching)** or learn more about leading Buffini & Company Training Programs in your office at **[buffiniandcompany.com/Certified](https://buffiniandcompany.com/Certified)**.