

Coach Your Brokerage

Don't just manage your agents — coach them! Investing in agent performance, increases your bottom line. As your team gets stronger in their negotiation, lead generation and productivity skills, they'll generate more commission.

Be a Coach:

- ✓ Act as a trusted advisor.
- ✓ Provide accountability for the team.
- ✓ Focus on improving productivity over just sales.
- ✓ Guide agents toward winning the day, week and year.
- ✓ Provide exceptional training.
- ✓ Promote personal growth.
- ✓ Foster a positive culture people want to be a part of.



Tips to Get Started:

Hold weekly virtual team meetings to set and check in on collective goals.

Set up individual touch base calls where agents can ask you questions and get advice.

Get the team together regularly via Zoom, GoToMeeting or another video conferencing platform. Practice dialogues and other potential client scenarios to get them more comfortable.

Host an online training session to help agents master the fundamentals of a great business.

Share motivational podcasts and videos with your team. Encourage everyone to listen or watch at the same time, then download after on a group video call!

Celebrate team achievements and lighten the mood with fun group activities like virtual happy hours and coffee chats.



BUFFINI & COMPANY
THE PATHWAY TO
MASTERY
Essentials

Lead The Pathway to Mastery—Essentials

This eight-week training program from Buffini & Company has everything your agents need to improve their skills and boost production. Get certified to lead this training online to invest in your team's success for years to come!

Learn more about facilitating this training at buffiniandcompany.com/certified.

