

New Real Estate Agent's Guide:

Choosing a Brokerage



Just got your license? It's time to choose a brokerage. Most states require that agents work under a broker, and each offers a unique support package of training, marketing support and commission splits. With more than 100,000 brokerages in the United States and Canada you are not just picking a brand, you are establishing a working relationship that can help you thrive.





What Motivates You?



When you consider professional experiences that motivate and satisfy you, which work style is the most appealing? Here are some questions and tips to help you get started and find the right fit.

What's Your Style?

- I prefer to work alone and have complete control of my business.
- A mix of individual accountability and shared projects.
- Working as a team is exciting and I like to have a specific role.

Who Do You Want to Serve?

- First time buyers.
- Veterans.
- Luxury homes.
- Vacation homes.
- Empty nesters.

What do You Want to Sell?

- Multi-family units.
- Commercial Property.
- New construction.
- Condos.

Types of Brokerages



There are three types of brokerage agencies, each with their own pros and cons. Here are a few main points about each type.

National Franchise

Pros

- Well established, name recognition.
- May have many resources (office and marketing support).

Cons

- May not have as much flexibility.
- Competition for leads may be more intense.

Boutique Brokerage

Pros

- May be more opportunity for agent to grow
- Less competition for leads.
- Strong relationships in community.

Cons

- May not have as many in-house resources.
- Smaller training and marketing budgets.

Virtual Brokerage

Pros

- Larger commissions.
- More flexibility.

Cons

- No in-person collaborations.
- No access to office services and support.

What Type of Training do you Need?



The market is always changing — now more than ever — so you need a way to stay up to date with trends. Training is a critical part of your continued success. Find out what types of training the brokerage offers. Some pay for additional training as part of the support offered while you may have to pay on your own for other options.

In-House Training

- What does the training include? If you're joining a large brokerage it might be classes and resources from within the company. If you join a boutique brokerage, this might include training from a senior agent or the team lead. Find out also if there is a set time frame or if training is ongoing.
- Is there an opportunity to learn from more experienced agents within the brokerage?
- Does the brokerage support outside training and coaching with a company such as Buffini & Company?

Getting the Right Support

Onboarding

- What is the onboarding process for a new agent?
- Do they have someone on the team that will help you get set up with insurance paperwork?
- Are there scheduled “check-ins” to see how you are doing or need to have questions answered?

Marketing

- What do they offer for marketing?
- Does your brokerage provide guidance for print and social media marketing?
- Will your agency provide content, printing and cover mailing costs?
- What online marketing do they have?
- Are you allowed to have your own email marketing and/or social media pages or must they be part of the company's?

Technology

- What technologies does the brokerage offer?
- How much of it will you be responsible for, as far as cost and maintenance goes?
- Will someone help with setting up email accounts, social media and website profiles?
- How is their website set up? Is it easy for you to update and for potential clients to find you?
- How will you build your database? Will you be on your own or will they assist you?
- Do they have a CRM? What do they offer for training and support on it?

Administrative

Is there a staff member who will provide:

- Administrative assistance?
- Phone backup?
- Purchasing office supplies?
- Point of contact for other vendors and services?



Be sure to take your time and carefully review the information in this guide when considering a brokerage. Talk to other agents, too, to get a sense of how things operate where they are working. If you make an informed decision, you will set yourself up for success in your new profession!