

Real Estate Team Building Blueprint

Wealth Horizons Academy | \$597

BUILD A TEAM THAT EARNS WHILE YOU SLEEP

At some point in every successful Realtor's career, you hit a ceiling. You are working 60-80 hours a week and there are simply not enough hours to take on more clients. The solution: build a team.

THE TEAM BUILDING DECISION

When to Build a Team

Key indicators you are ready: - Consistently closing 2+ transactions per month - Turning away leads due to capacity - Working more than 50 hours per week consistently - Your business cannot function without you

The Math of Team Building

Solo agent closing 24 deals at \$6,000 avg commission = \$144,000 GCI Team leader with 2 buyer's agents closing 50 total deals = \$300,000 GCI (you keep 30-40%)

Your net earnings can actually INCREASE while your personal working hours decrease.

BUILDING YOUR TEAM FOUNDATION

Your First Hire: The Administrative Assistant

Do not hire another agent first. Hire an assistant.

Why: Most of your time is lost to administrative tasks — scheduling, paperwork, follow-up, marketing. An assistant frees you to do dollar-productive activities (prospecting, appointments, negotiations).

Cost: \$15-20/hour part-time to start Return: You gain 15-20 hours/week to generate more business

Your Second Hire: The Buyer's Agent

Once you have an assistant and are consistently generating more buyer leads than you can handle, hire a buyer's agent.

Profile to look for: - Licensed and trained - Strong communicator - Service orientation (not a lone wolf) - Coachable - Goal-oriented

Compensation Models

- 50/50 split on transactions they close from your leads
- 60/40 on their own self-generated leads
- Salary + bonus for administrative roles

SYSTEMS FOR TEAM SUCCESS

The Lead Distribution System

All leads go into central CRM. You assign based on: - Agent specialty - Geographic area - Workload balance - Client type match

Team Culture and Standards

Create a Team Standards document covering: - Response time requirements - Communication protocols - Client service standards - Marketing guidelines - Dispute resolution process

Weekly Team Meeting Agenda

1. Wins and celebrations (5 min)
2. Active pipeline review (15 min)
3. Lead source analysis (10 min)
4. Training topic (15 min)
5. Upcoming week planning (5 min)
6. Open discussion (10 min)

GROWING YOUR TEAM

Recruiting Top Talent

The best agents are never looking for jobs — you have to recruit them.
Always be networking with productive agents.

The Best Recruiting Pitch: "I can offer you more leads than you can handle, full administrative support, a proven system, and a split that rewards your production. What would it take for you to consider making a move?"

Retention Strategies

Keep your best agents by: - Consistent lead flow - Regular coaching and training - Clear career advancement path - Competitive compensation - Positive team culture

Educational purposes only. Not professional advice. Results vary.

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