

20 key questions

YOU MUST ASK BEFORE SELECTING A BROKERAGE

The right brokerage can set the foundation for your business longevity and success. However, the wrong choice may hamper your ability to thrive. Make the right choice by asking the right questions.



Fees and Business Structure

1. What type of remuneration package is offered by the brokerage? Is it 100% commission structure, split commission structures or both?
2. What are your costs to work at the brokerage? Is there complete disclosure of all costs you may incur, such as Coffee Funds, Answering Service Costs, Social Funds, System Fees, Training Costs, Franchise Deductions from commission cheques, Management Support, etc.?

Services

3. Is there adequate management support to ensure managers are always available to answer questions? Do you have a full management team available to you?
4. What is the depth of your managing broker's knowledge, years in the business and experience?
5. Does your brokerage help protect you by providing \$5 Million of Comprehensive General Liability protection and Excess Errors and Omissions Insurance coverage of \$6 Million?
6. Does your brokerage have paperless transaction management that allows you to complete your transactions from any location safeguarding you from business interruption?
7. Can you access all your documents at any time and follow the processing timeline of your transactions ensuring you peace of mind?
8. Does your brokerage have transaction coordinators to process your listings and deals for you if you are too busy to do so?
9. Does your brokerage have an online Resource Centre where you can easily download critical Real Estate information (marketing pieces, forms and legal)?
10. Does the brokerage have on-site mortgage brokers to assist you and your clients with your financing needs to facilitate additional closings?
11. How many offices/locations do you have available to you? Are you welcome to use all offices within the brand as your own office?

Marketing

12. Does the brokerage offer you competitively priced in-house marketing support AND work with you to promote yourself as you build your personal brand?
13. Does the brokerage provide marketing services such as graphic design, professional photography, listing video tours, and more?
14. Does the brokerage have a strong website that promotes YOU, as a professional REALTOR®?
15. Does the brokerage turn website traffic into tangible business and if so, how are web leads referred to their REALTORS®?
16. How many brokerages and REALTORS® are associated with your Company's brand nation-wide and do they hold frequent networking conventions locally and across Canada for their associates encouraging extra referral business?
17. Where does your brokerage rank across Canada and is this increasing your business success?

Business Coaching & Training

18. Does the brokerage help you with business planning and coaching to ensure you are positioned for success?
19. What kind of training is offered? Is it accessible? What sort of training environment is provided and what does it cost?
20. Does your brokerage offer conflict resolution and problem solving support from top producing, experienced management? Are Manager's hours charged to you if you have a legal or industry complaint?

A broker's answers may help you better understand which company is the right fit for you, and which one will provide the most support for achieving your personal and professional goals.