

Other Things to Consider When Choosing a Broker

1. When visiting a broker, imagine you are a client. What is your first impression of the building, parking, and reception areas? How easy was the office to find? When entering, were you met with a friendly and professional greeting? Is the office busy or empty? How professional does the office appear?
2. Explore the company's website. Imagine your clients visiting this website looking for you as an agent. Is it professional and easy to navigate? Is it well organized? Are you able to easily find an agent and/or search for listings? What other information is provided on the website that might be valuable to your clients?
3. Keep in mind that professional marketing can translate to leads and make it easier for customers to find you. How does the company market itself in the community? Through what various types of marketing do they promote both the company and its agents? Is the marketing professionally done? Is the company working hard to direct business to their agents?
4. When meeting with the broker, evaluate their business approach and attitude. Are they professional? Do they take time to answer your questions and show that they care? Do you feel like you connect with the broker and are able to establish a rapport? Is their work ethic compatible with yours? Do you feel they care about you and your ability to succeed?
5. When asking questions is the broker open and willing to share or do they assume you will figure it out as you go? Are there clear policies regarding compensation, earnings and bonus plans? Do they provide you with a written copy of their compensation plan?
6. How "techy" is the company? Technology may not be important to you, but it may be to your future clients. How does the technology "tool box" provided by the company compare to others? What about agents less comfortable with technology? Does the company offer their agents technology education and live support?
7. Does the company belong to professional real estate organizations such as the National Association of REALTORS® (NAR) and local associations such as the St Louis REALTORS® Association (SLR)? These organizations are known for their high professional and ethical standards and affiliations affect the company's professional reputation and standing as well as your own.
8. The best commission split may not always be the best option. Are there extra fees for essentials at a company that has a higher commission split that are paid for at another company? Keep in mind that a company with better education programs and live support may help you meet your financial goals sooner and more efficiently... Consider the whole picture.

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