

26 Crucial Questions to ask a Real Estate Brokerage

Cultural Questions: MOST IMPORTANT

1. What are the core values here? (& do you hold people to them) _____

2. How involved are you with the local community? _____

3. Do you have an office? _____
4. How would you describe the atmosphere of the office? _____

5. Do you do any team building events? _____

6. How many full-time agents are at this brokerage? _____
How many part-time agents are here? _____
7. Can I get a tour of the brokerage? _____
8. What 3 agents sell the most houses and how many do they sell? _____

If the top producers aren't closing 20+ residential deals annually, I wouldn't go there!^

9. Can I meet those 3 agents before joining? _____

If so, ask those agents the above questions and also:

1. Does the managing broker stand up for you here? _____
 2. What type of real estate agent won't succeed here? _____
10. How long do agents typically stay here? _____

Financial Interview Questions to Ask a Potential Real Estate Brokerage

11. What are the commission splits & is there a cap? _____
12. Are the splits negotiable? _____
13. Are there any fees at all? _____
 - Startup? _____
 - Monthly? _____



- Transactional Fees? _____
- Annual Fees? _____
- Franchise Fees? _____
- Desk Fees? _____
- E&O? _____
- Education? _____
- MLS fees? _____
- Realtor association? _____
- Referral Fees? _____

14. What other expenses might I be responsible for? _____

- Lockboxes _____
- eKey (to access property lockboxes) _____
- Signage _____
- Business cards _____
- REALTOR designation (usually \$400+ per year) _____
- Website hosting and IDX (MLS feed) _____

15. Do you supply leads? _____

If so, how are the leads distributed? _____

Do we have to pay for them? _____

What is the quality of leads? (average close %) _____

Note: Lead Generation is MONEY. Generally speaking, real estate teams will supply leads but take a much larger split of your real estate commission. Also, If they don't know the close rate, they aren't tracking money spent... RED FLAG

Education Questions to Ask when Picking your Brokerage as a Real Estate Agent

16. Do you have a mentor program for New Agents? _____

If so, follow up with:

1. Does the mentorship program cost anything? _____
2. How long is it? _____
3. Or how many transactions will it take to graduate from it? _____

17. Are Training programs provided? _____

- Who teaches those classes? (Local competitors likely won't give you all their secrets) _____



- Are those classes in person, live online, or online on demand? _____

Support Questions to Ask when choosing a Real Estate Brokerage

18. Do they offer any of the following:

- **Business Cards** _____
- Signage _____
- Lockboxes _____
- Stand-alone website or page on broker's website _____
- Transaction Coordinator _____
- Technology support team _____
- Continuing education classes (for CE credits) _____
- eSignature tools – DocuSign, DotLoop, etc _____
- Customer Relationship Management (CRM) _____
- Discounts with local vendors _____
- Marketing resources _____
- Clerical or administrative support _____
- Legal (Contract) support _____

19. Do you promote the office listings and the agents? _____

Question the Obligations of Joining the Real Estate Brokerage

20. Are there mandatory meetings? _____

21. Are there Desk or Phone duty requirements? _____

22. Do I market the brokerage or can I market myself? _____

Are there **salaried employees to help me modify marketing materials?** _____

Questions for yourself After interviewing the Real Estate Brokerage:

23. Has anyone here done what I'm trying to do? _____

If someone is taking a similar path that you want to in your **real estate business**, I'd suggest signing up with them.

24. Did the broker give you energy? _____

25. Do they seem like a good leader? _____

26. Is this a community I want to be a part of and associated with? _____

