

Recruit More Agents

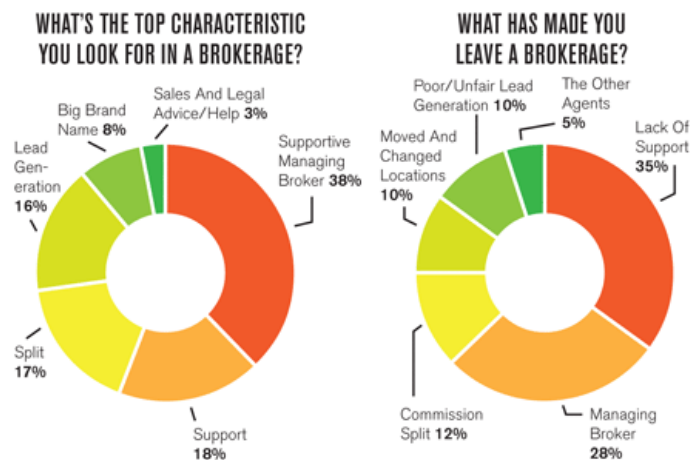
Adding productive agents to your brokerage is the foundation of success that every brokerage is built upon. Provide a competitive advantage to your agents and watch your agent roster grow.

Every brokerage realizes that new agents are easy to recruit and that the top performing agents are very tough to recruit. But what about the middle ground, the agents with a few years under their belt that are starting to succeed in their real estate career. Like many other careers, once someone has enough experience, they think about what other opportunities are available to them.

What do these stars of the future look for? They are looking to see how other brokerages can help them further their success. Brokerages that address the current technology challenges of real estate are providing support to their agents business.

What do agents look for in a brokerage?

According to *Chicago Agent* readers, the top quality agents look for in a brokerage is a supportive managing broker – and similarly, a lack of support makes the majority of agents want to leave a brokerage. Thirty-eight percent of agents look for a supportive managing broker, followed by 18 percent who look for support in general, 17 percent who look for a good commission split, 16 percent who look for fair lead generation, 8 percent who look for a brand name brokerage, and only 3 percent care about sales and legal advice within a brokerage.



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