

# HOW TO KNOW YOU'RE **A GOOD FIT** FOR A BROKERAGE

Different brokerages have different leadership styles, different corporate cultures and different expectations for their agents. Whether you've recently gotten your real estate license or you already have some experience under your belt and are just looking to switch brokerages, there are always many options to choose from. Should you go with a franchise or an independent firm? What about the commission structure? While there are many variables to consider, here are our top 3 things to take into consideration.

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## **1 » FINANCIALS**

As an agent, you work hard for each sale; you want to keep as much of your commission as you can. Therefore, perhaps the most important thing to nail down: what is the brokerage's commission split? Is it a flat fee, percentage based, or a sliding scale? Does it change over time or with experience? Also, be sure you ask about any brokerage fees or commission caps.

## **2 » COMPANY CULTURE**

Are you looking for more of a hands-on environment? Do you want to be in the office regularly? What is the atmosphere of the office? Are you looking for a brokerage that offers more autonomy? Ask if you can speak with a few agents to get a feel for the culture. Also find out if the brokerage hosts any events, trainings or other personal development sessions.



### **3 » BROKERAGE EXPECTATIONS**

**Not only should you keep in mind what you're looking for in a brokerage, you'll also want to consider what the brokerage expects from its agents. Are there mandatory team meetings, and, if so, how often? Does the brokerage allow part-time agents? What does the brokerage offer to help agents succeed: marketing, lead generation, education? Is the brokerage actively involved in the community and in charitable endeavors?**

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**Evaluate what you're looking for in a brokerage, take note of the items that matter most to you, talk to some agents and keep in mind what the brokerage will expect of you in return. If you're looking for an independent firm with support and guidance from your brokers, if you want to make your own schedule and keep more of your commission with a flat fee structure, Somos might be a great fit for you. Get in touch today, and let's get started!**

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