



Ten Steps to a Fast-Growing Brokerage

A playbook for success from T3 Fellows, the leadership development program from T3 Sixty, based on our work with hundreds of successful brokers and teams.

1

Discover

Take a hard look at your business!

Are you working within the brokerage benchmarks? Do you make this an annual best practice? Make it a practice to examine company P/L, balance sheet, staff, marketing, brand, systems, website, CRM, recruiting, onboarding and management team.

2

Know

Know your competitor's strengths and weaknesses.

If you're going to grow, you will need to know the competitors in your local market and what they offer. Use this knowledge to build your company to attract the agents you want.

3

Develop

Decide where you are going and how you are going to get there.

Too many real estate salespeople decide to build a company without a vision. Having a vision provides a foundation to build on and guidance for necessary planning. Know what you want and make a plan for how you will get there.

4

Craft

Create a quick, easy-to-understand and unique brand story.

Tell agents and consumers what you are all about. This is a competitive advantage in the sea of sameness in the real estate industry.

5

Know

You need to know everything about the agents you help.

If you can anticipate their wants and needs, you can be highly effective both at recruiting the right agents and helping them become successful.

6

Build

Put a process in place and make it systematic.

Just like any sales process, you need a top, middle, and bottom of the sales funnel for recruits. Build an entire system to always have a stream of potential recruits.



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Define

Measure your progress by going beyond sales numbers you want.

If and how you set goals will often determine whether you can make it to the finish line.

8

Implement

Design a way for your agents to find and win more business. Agents want and value help growing their businesses. Design a plan they can rely on to help them consistently bring in revenue. Without this, ambitious agents are always at risk of leaving, and agents looking for help growing their business will pass you by.

9

Hire

Invest time in hiring and developing a great team. Hiring is often one of the hardest and most necessary elements of growing a business. Building a strong team network can free yourself up to focus on more strategic activities.

10

Tell

Increase media exposure and public recognition. Nobody will know about your company if you do not have a plan to. By developing media and PR relationships, winning awards and creating unique accomplishments, you can create awareness for both potential recruits and customers.

11

**Bonus
Step!**

Don't

Learn the best practices from those that have done it all before. Building a real estate company can be a lonely business. Find a network of experienced real estate executives that will help you avoid the pitfalls and mistakes that will set your business back years or tens of thousands of dollars. Learning from others to develop best practices will speed up your timeframe to business success.

T3 Fellows is a brokerage and team development program that combines expert consulting, masterminding with peers and competitive education from the real estate industry's leading research and management consulting firm, T3 Sixty. The program is geographically exclusive to participants, and space is limited.

To see complete details of the Fellows program, visit T3Fellows.com. Email Dean Cottrill at dean@t3sixty.com, or schedule a 30-minute confidential discussion about the program by scanning the QR code.

