



YOUR  
**REAL  
ESTATE**  
TEAM  
*is waiting*

5 THINGS TO CONSIDER  
WHEN  
JOINING A TEAM



**MIKE BROWN** GROUP  
REAL ESTATE



# YOUR TEAM IS WAITING

*5 things to consider when joining a team*

As a Real Estate agent you may have started this business to be your own boss and increase your earning potential. After all, the more experience you gain and the harder you work, the more income you can make. The flexible schedule makes being an agent even better.

It's exciting to help others during one of the biggest milestones in their life. You help them find the home of their dreams which allows them to see the vision of what is possible. This feeling is a fulfilling part of your day.

As an agent in Idaho, it's thrilling to help others during this important milestone, but also time demanding. Although you got into this business to have more flexibility in your day while creating financial freedom, it's just not happening. You spend more time doing the parts of the business you don't love while missing out on spending time with family and friends.



*You should be able to focus on the parts of real estate you love, knowing you have the team around you for support - so you can get back to enjoying life again!*

By joining a real estate team, you can get the support you need to build a thriving business and focus on what you love. Although the thought of moving to a new group can feel overwhelming, there are things you can look for before you make the switch.

We understand how important and overwhelming this decision can be, which is why we wanted to provide you with 5 Questions To Ask Your Next Real Estate Group.

/ BUILD RELATIONSHIPS /

/ TEAM SUPPORT /

/ FREEDOM IN YOUR BUSINESS /

Asking these 5 questions can help you better understand what a real estate team can do for you and your business so you can focus on the parts of your business you love, while enjoying the freedom and flexibility that being a real estate agent can bring.

# 1

## DO THEY MARKET FOR YOU AND NOT JUST THE OVERALL GROUP?

As a REALTOR® you are responsible for marketing and building your own pipeline of clients who want to buy and sell property.

Before you join a team, understanding how they will help you grow your business is important. Beyond building your list, you also need help building your personal brand to increase your reach and your exposure to new clients.

While it is important for the team to build its overall brand and increase the exposure in the area, you want to look for a team that will help you promote and build your own real estate business. Asking these questions can help you have a deeper understanding of how they can help you build your business as a real estate agent.

- *How will you promote me as an agent in your team?*
- *How often do you provide ongoing marketing for me as a agent?*
- *What services do you provide that will help me expand my reach and my personal brand as an agent at your group?*
- *What tools are available to me to help me excel as an agent?*

Knowing these answers to questions like these can help you understand how the group will promote you beyond the overall group brand, so you can expand your reach and build your business.

# 2

## WHAT MARKETING TOOLS ARE AVAILABLE TO ME?

Marketing your business, no matter where you hang your license, can feel a bit overwhelming. After all, you don't know much about the ins and outs of what you need to do, but you know it's important to nurture your existing clients and bring new clients in.

Beyond the exposure your new group can provide, it's also important to know what else they can do to help you market you and provide key assets for your clients who are looking to buy and sell their home. Of course flyers, signs, and printables are almost a given with any team you join, however there are other key marketing tools you need to help you nurture your existing clients and help you find qualified leads so you can build your business.

- *What customer management system do they use?*
- *How often do they email clients on your behalf to build relationships?*
- *Do they provide social media assistance?*
- *Do they provide blog posts, graphics, and ideas you can use so you can add additional value to your list?*
- *Do they provide ongoing training on how to build your personal brand and market your business better?*

Marketing your business is important and having the right tools and assistance from a team that does it regularly can help expand your reach.

### 3

#### **DO YOU PROVIDE ONGOING TRAINING OR COACHING?**

There is a lot to know about running your real estate business beyond what you studied to get your license. You are building your own business and you should be keeping up with changes in the industry, trends in marketing, and how to build your business better.

You can find all the information you need by searching online, reading books, or listening to podcasts, but that can be a tedious and overwhelming process. It's hard to know what information you need to help you do your business better, and what is a waste of your time.

Having a leadership team that provides relevant training and coaching for you and your business, is key to staying on top of what you need to grow your knowledge and your business. Here are some questions to ask the group about how they help you with continuing education.

- *What types of training do you offer your agents?*
- *How often do you provide continuing education?*
- *What are some of the topics you cover to help your agents be more successful in their personal and professional career?*

Being a lifelong learner in both your personal and professional life is key to helping you be successful as you grow your real estate career. Being a part of a team that helps you achieve your goals and supports you with ongoing training can help you avoid mistakes and expand your knowledge, so you can grow your business with confidence.

## 4

### WHO TAKES CARE OF MY CLIENTS WHEN I'M UNAVAILABLE?

As an agent, it can feel like you are on-call all the time. As clients drive by a home or decide on a Tuesday night they are finally ready to show their home, when that phone rings or the text comes through, you jump into action.

Although you are always ready to serve your clients whenever they need, there are times when you just need some time off to take care of yourself and your family. Maybe you want to take a trip to Hawaii or an Alaskan cruise, but the thought of leaving when multiple clients are in the middle of buying or selling their home means you have to push it off or worry something will fall through the cracks.

When you join a real estate team, they should be able to cover for you and pick up where you left off no matter why you are taking time away from your business. You need someone who understands where each of your clients are in the process and are happy to cover for you when you need, so your clients are happy with you, and you can enjoy your time away.

- *When I need to take time away from my business, who will cover for me when I am gone?*
- *What is the follow-up process with your team when working with clients on my behalf?*
- *What is the process I need to follow to ensure my clients and my transactions are covered?*

Knowing your clients and transactions will be covered so you can enjoy time away is important for you to build a thriving real estate business. A real estate team can help you during that time, so you can relax knowing your business is covered.

## 5

### WHAT IS IT LIKE TO WORK WITH YOUR TEAM?

Real Estate is fun and exciting as you help serve others during one of the most difficult and stressful times in their lives. You are helping them buy or sell their home and walking them through the process, making it easier and less stressful. You provide contractor lists, local hot spots, and community events to help them get connected to their new area.

Your goal is to help them as they transition and build relationships in their new area of town, but what about you?

Being a real estate agent, although exciting and impactful, can also be lonely. Whether you are in a group or still working solo to build your business, you can feel isolated because you are doing it all on your own. Although you have friends and family, they don't always understand your business and the problems you have to manage between closing delays or construction issues.

It's important that you build relationships with your customers consistently so they think of you when they go to buy or sell their next property. You also should be able to build relationships with fellow co-workers in your team. After all, they can help you when a process gets delayed, you need to take off for vacation, or they always cover an aspect of your business so you can focus on your client relationships.

- *Do you do events or get together as a group?*
- *How do you help me foster relationships with my clients and with fellow realtors in our group?*
- *What are some of the activities you have done in the past?*
- *What do you have planned in the future?*

As a real estate agent, fostering relationships with your clients and fellow co-workers at your next team is important to your business growth. When you have the support you need from your next group, you can continue to grow and expand your business to achieve your goals.

## ARE YOU **READY** FOR A CHANGE?

At the Mike Brown Group, we understand how hard it is to be a real estate agent and the challenges to build a successful business when you don't get the support you need. For over 17 years, we have focused on building a team that provides the tools and support agents need, to build a life they want as a real estate agent.

We provide client support, transaction coordinators, agent concierge, and a robust marketing team so you can focus on aspects of the business you love while building relationships with your clients.

If you want a team to help you build your business and accelerate your growth as a real estate agent, we want to talk to you! We would love to meet you and find out if we're a good fit for each other.

*Being a real estate agent in a competitive market is overwhelming but you shouldn't have to do it alone. At the Mike Brown Group, we provide the support and training you need to build your real estate business with a team that is there to support you every step of the way. When you join the Mike Brown Group, you join a team that is focused on serving clients in the Treasure Valley and celebrating your success along the way.*

# YOUR TEAM IS WAITING



## MY BUSINESS HAS ELEVATED

I have a marketing team working on my behalf, a transaction coordinator to assist with all of my files, and the collaboration I feel was lacking by being a lone agent. My business has elevated to that of a high-producing agent and I'm now able to spend quality time with my clients.

CHRISTY HOVEY



## I HAVE AN ENTIRE TEAM

I have an entire team of people that are behind me, supporting me - that are my resources for anything I may need, helping me navigate through every transaction.

JANET GOHLKE



## MY BUSINESS HAS GROWN

I always have someone to collaborate with, and teammates who I trust to cover my business for me when needed so I can relax knowing that my clients are well cared for. I have the insight of a highly skilled marketing team and the assistance of top-level Transaction Coordinators. My business has grown exponentially since joining the team.

CARMEN WILSON

# MBG

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