

# 20 Questions to ask a brokerage

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## Company Reputation and Culture

- What sets this brokerage apart from others in the area?
- How would you describe the company culture?
- What is the reputation of this brokerage among clients and other agents?

## Support and Training

- What kind of training and ongoing education do you offer for agents?
- Is there a mentorship program available for newer agents?
- How do you support agents in staying updated with market trends and changes in real estate laws?

## Marketing and Lead Generation

- Does the brokerage provide marketing tools, such as CRM systems, professional photography, or advertising assistance?
- Are leads provided to agents, and if so, how are they distributed?
- Do you offer branding support for individual agents?

## Technology and Tools

- What kind of technology platforms or tools does the brokerage provide to support agents?
- Are there specific systems for transaction management or client relationship management?

## Commission Structure and Fees

- What is your commission split structure? Are there any caps?
- Are there desk fees, transaction fees, or other costs I should be aware of?
- Are there incentives or bonuses for top-performing agents?

## Broker and Administrative Support

- How accessible is the broker for questions and guidance?
- Is there administrative support available for things like paperwork or scheduling?
- What's the process for resolving disputes or issues with clients?

## Team Dynamics and Opportunities

- Can agents work independently, or do you encourage teams?
- Are there opportunities for leadership or growth within the brokerage?
- Do you allow agents to build their personal brand within the company?

## Location and Resources

- Are there office spaces available, and is there a fee to use them?
- What resources are provided, such as meeting rooms, printers, or marketing materials?
- Are there networking events or other opportunities to connect with peers?

## Local Market Presence

- How strong is the brokerage's presence in the local market?
- What are the brokerage's target client demographics?

Still not sure? Let's talk through some options!

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-Ali Banks