



ELITE

Brokerage Blueprint

**DISCOVER WHAT THE
ELITE BROKERAGE BLUEPRINT
CAN CONSTRUCT
WITHIN YOUR BROKERAGE**



We have been fortunate.

In our time as brokerage leaders, we have built successful brokerage firms and have recruited over 1,000 salespeople.

This was achieved through our expert coaching and training frameworks which have enabled us to identify The 4 Key Components of Building Elite Brokerage Firms:

Productivity

Profitability

Growth

Environment

We emphasize these components to ensure success.

We used The 4 Key Components to develop our Elite Brokerage Blueprint. This plan is designed to help new and existing brokerage firms reach a higher level.



Working with Middleton since 2020, I've been able to get a better handle on all facets of the brokerage business - our roster of producing agents has grown, those agents have seen an increase in their margins, and our staff has seen expanded roles allowing us to better serve the sales team.

Jeremy Hart - Principal Broker Nest Realty New River Valley



Bill and his team have helped more than double my real estate business. Hands down the best business decision I have made. Thank you Bill for everything you do!

Jason McClendon
Broker - McClendon Realty



Debbie & the whole crew at MEC are exceptional coaches and even better people. As a brokerage owner, I value advice when it comes from people with a solid track record and who understand the industry.

Ryan Crecelius - Managing Broker Nest Realty Wilmington



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PRODUCTIVITY

Understanding and tracking Key Brokerage Performance Metrics

- Ideal agent count, the average number of closed units per agent, and net company dollar per agent to achieve the brokerage goal
- Volume, units, and the average commission amount related to market trends
- Correlation to profit: revenue, current and future organizational chart, space, marketing costs, value items for leverage

Increasing the production potential through the current agent roster

- Company dollar- how much is each agent currently worth?
- Offering coaching, training, and mentorship to increase the production of the agents
- Offering support services and technology that accelerate agent production growth

How Productivity flows to Profitability

- Teach your agents to track and know their numbers
- Assess time management for agents- support advancement in this area
- Consistent productivity leads to profitability. Profitability leads to long-term wealth-building opportunities

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PROFITABILITY

What you measure, grows

- Profit loss and income statement
- Keeping a balance sheet
- Agent receivables and other income

Ensuring a return on investment

- Assess expense vs. investment
- Static vs. variable costs
- Retention: management, decisions, activities, results

Thinking and evaluating for success

- Determine your tolerance for calculated risks such as investments and expenditures
- Policy on discounted commissions and agent concessions
- Capturing additional market share

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GROWTH

Internal growth

- Gaining referrals to join from current agents
- Training and support based on the needs of the agent roster
- [The 4 Points of Retention](#)

External growth

- Knowing the right questions to ask to establish rapport
- Recruiting to [The Four Levels of Income](#)
- [Recruiting Your Ideal Agent](#)

Accelerating results

- Clarity on projected growth to achieve the goal
- Systematic follow-up plan for recruiting
- Seamless onboarding process

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ENVIRONMENT

Recruit and retain to your Core Values and Mission

- Core Values as a non-negotiable recruiting filter
- Attract like-minded people to your brokerage
- Create and build consistency through alignment

Brokerage office: Brick & Mortar vs. Virtual

- Proactively building trust and loyalty through the environment
- Maintaining a great working environment in a virtual setting
- The difference between leadership and management

Building your brokerage around your agents

- Organizational behavior: expectations vs. best practices
- Communication - office meetings, interaction, engagement between agents, lines of communication
- Understand why agents move or stay. Then, build your brokerage based on the reasons why they stay. Consider factors such as leadership, culture, your brand, services/tech, and splits



We are interested in speaking with you about advancing your business. This applies to both new and established brokerages. Let us help you take your firm to the next level.

CONNECT WITH US

