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MARKETING

**REAL ESTATE
TEAMS**

Teams Overview

What is a team?

A team is a group of people you work with that help you reach the highest potential for success in your business.

A team must be:

- Structured
- Organized
- Not casual
- Serious about business
- Investing money

**Beware of partnerships – they are the weakest form of business.*

Only highly specialized people in every industry are making **BIG money**, so make yourself and your team members highly specialized. You need to be segmenting the workflow, so you can focus on doing what you do best! Become the specialist in your field by delegating out what you don't have the time to be focusing on.

People you'll want on your team:

- Transaction coordinators (a hiring ad example on the next page)
- Listing coordinators
- Marketing coordinators
- Inside sales agents
- Bookkeeper/accountant
- Executive assistants
- Virtual assistants
- Attorney
- And More!

What you need to do as a team leader:

Provide tools, technology, systems, and support to help your team complete their jobs easily

- o Multiple computer screens
- o Fast internet
- o Newer equipment

Provide resources for your team – including (but not limited to) leads! · Remove any roadblocks for them so they can be efficient

Remember, **you work for them**, not the other way around!

Primarily, top-tier teams exhibit excellence in:

- Team members
- Systems
- Technology
- Leadership
- Culture

Real Estate Agent Ad Example #1

Successful Real Estate Team is looking for Professional Full Time Agents and Loan Originators who want to grow their career and their income. Our office is currently growing and we are looking for Agents and Loan Originators to cover All (state)_____counties.

We offer you an endless stream of leads to work with. Your success is only limited by your drive. Our team supplies all marketing materials such as signs, cards, photos, etc. We also offer ongoing training, professional coaching, and buyer and seller incentive programs, everything you need to be successful.

You will be supported by an experienced administrative staff that will handle all the details and assist you with your transactions. Leaving you free to do what you do best. Sell Homes and Close Loans.

Transaction Coordinator Ad Example #2

Established Real Estate Team has an immediate need for an Experienced Transaction Coordinator. REO experience preferred. Must have a real estate license or be able to obtain immediately upon employment. The position has specific requirements so Experience is a MUST.

If you do not have experience, PLEASE do NOT apply.

If you enjoy being in a culture and around people who enjoy working together and performing at rockstar levels, this team is for you!

Buyer's Agent Ad Sample #3

Buyer Agent needed for rapidly growing REO brokerage. We have more buyer leads than we can handle (100+ a week). You will be writing offers NEXT WEEK!!! Must be a licensed Real Estate Agent in _____ (State).