

Questions to Ask a Potential Broker Before Joining

Before joining a brokerage, make sure you have all the information to make an informed decision. Use this list of questions to guide your conversation:

1. Brokerage Culture & Support

- What is the company culture like?
- How does the brokerage support new agents?
- Will I have a mentor or training program?

2. Commission Structure & Fees

- What is the commission split for new agents?
- Are there any desk fees, marketing fees, or other hidden costs?
- Do you offer any commission incentives or bonuses?

3. Training & Education

- What type of ongoing training do you provide?
- Do you offer access to additional certification programs?
- How do you keep agents updated on industry changes and best practices?

4. Leads & Marketing

- Does the brokerage provide leads or marketing support?
- What tools do you provide to help agents generate their own leads?
- Can I use my own branding, or do I need to follow company branding guidelines?

5. Technology & Tools

- What CRM and other tools does the brokerage provide?
- Is there a technology fee for using these tools?
- Do you offer any apps or platforms to help me with client management or marketing?

6. Administrative Support

- What type of administrative support is available?
- Is there a dedicated transaction coordinator or assistant for agents?
- How does the brokerage handle paperwork and compliance?

7. Office Environment & Location

- Do you have physical office locations, or is it fully virtual?
- How often do agents need to be in the office for meetings or training?
- Are there meeting rooms or collaborative spaces available?

8. Growth & Opportunities

- How do you support agents in reaching their business goals?
- Are there opportunities for advancement or leadership roles within the brokerage?
- Do you provide any guidance on building a personal brand and growing a business?

9. Company Reputation & Success

- What is the brokerage's reputation in the industry?
- Can you provide examples of agents who have grown successful careers with this brokerage?
- How does the brokerage compare to others in the market in terms of sales volume and market share?

10. Work-Life Balance

- How do you support agents in achieving a healthy work-life balance?
- Are there flexible working hours or options to work remotely?
- Does the brokerage offer any wellness programs or events?

Use this checklist to make sure you're choosing the best brokerage for your career!

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