

CHOOSING YOUR BROKERAGE

Commission Structure Questions

1. What is your commission split structure?

- What percentage do I keep vs. the brokerage?
- Does the split change based on production levels?
- Are there caps on how much I pay the brokerage?

2. What additional fees should I expect?

- Monthly desk fees or technology fees?
- Transaction fees per deal?
- Marketing or administrative charges?

3. When do I receive my commission?

- How quickly after closing?
- Is there a minimum threshold?
- Are there any hold-backs or delays?

4. What happens if I don't close deals?

- Are there minimum production requirements?
- What fees apply during slow periods?
- Is there a probationary period?

5. How do referral fees work?

- What percentage for incoming referrals?
- What percentage for outgoing referrals?
- Are there preferred referral partners?

Support System Questions

6. What training is provided for new agents?

- Duration and format of initial training?
- Ongoing education opportunities?
- Cost of additional training?

7. What mentorship opportunities exist?

- Are experienced agents available for guidance?
- Is there a formal mentorship program?
- How accessible is the broker?

8. What administrative support is available?

- Transaction coordination assistance?
- Marketing support staff?
- Technical support availability?

CHOOSING YOUR BROKERAGE

Support System Questions cont.

9. What lead generation support exists?

- Does the brokerage provide leads?
- What's the cost and quality of leads?
- What marketing tools are available?

10. How does the brokerage handle difficult situations?

- Support for complex transactions?
- Legal assistance availability?
- Dispute resolution processes?

Technology & Tools Questions

11. What technology platforms are included?

- CRM system provided?
- Marketing automation tools?
- Document management systems?

12. What marketing materials are available?

- Professional photography services?
- Design and printing support?
- Social media tools and templates?

13. What MLS and market data access do I get?

- Full MLS access included?
- Market analytics tools?
- Comparative market analysis tools?

14. What mobile tools are provided?

- Mobile app for agents?
- Client-facing mobile tools?
- On-the-go transaction management?

CHOOSING YOUR BROKERAGE

Culture & Growth Questions

15. What is the office culture like?

- Collaborative or competitive environment?
- Team-building activities and events?
- Office atmosphere and energy?

16. What opportunities exist for growth?

- Team building opportunities?
- Leadership development programs?
- Specialization training available?

17. How do top agents succeed here?

- What strategies do they use?
- What support do they receive?
- What makes them successful?

18. What is the average agent income?

- First-year agent typical earnings?
- Experienced agent average income?
- Top producer income levels?

Marketing & Brand Questions

19. What marketing support does the brand provide?

- National advertising campaigns?
- Local marketing initiatives?
- Co-op advertising opportunities?

20. How does the brokerage differentiate itself?

- Unique value propositions?
- Competitive advantages?
- Specialized services offered?

CHOOSING YOUR BROKERAGE

Exit Strategy Questions

21. What are the terms for leaving?

- Notice period required?
- Non-compete clauses?
- Commission splits on pending deals?

22. What happens to my clients if I leave?

- Can I take my database?
- Client relationship ownership?
- Referral obligations?

23. What support exists for transitioning out?

- Exit interview process?
- Final commission payment timeline?
- Reference and recommendation policy?

24. What would make you stay long-term?

- Career advancement opportunities?
- Retirement planning support?
- Long-term incentive programs?