

Building a Successful Brokerage

This 5-session course is designed for real estate brokerage owners. Participants will learn the different aspects of a building a successful brokerage while developing a strategic plan for execution

Course Objectives

By the end of the course, participants will be able to:

- Understand and articulate the needed systems within a real estate office
- Create and execute a plan for associate recruitment
- Effectively manage the growth to avoid common pitfalls
- Create a plan for agent retention and office culture
- Create and manage training and coaching plans

Learning Topics

- Physical & Virtual Space Requirement
- Policies & Procedures
- Checklists, Paperless Systems and Compliance
- Recruiting; numbers, plans and execution
- Phases of Office Growth
- Office Culture
- Agent Retention
- Training, Coaching, Accountability and Mentorship

Timing & Delivery

The total instructional time needed to complete the program is 24-30 hours. This is most typically delivered in a 3-day classroom format with a suggested timeframe of 8:30 am to 5:00 pm to accommodate for lunch and breaks.

Contact Anne-Marie Hayward at amhayward@coachedbydesign for pricing & details.