

BROKERAGE COMPARISON CHECKLIST

FOR REAL ESTATE AGENTS

Brokerage Comparison Checklist

Presented by the Gillies Real Estate Team in Association with Ascend Agents

Introduction:

Choosing the right brokerage can make all the difference in a real estate agent's career. This checklist is designed to help you compare different brokerages and make an informed decision about where you'd like to hang your license.

Instructions:

1. **List Brokerages:** Start by listing down the brokerages you're considering.
2. **Evaluate Features:** For each brokerage, evaluate the features and benefits they offer.
3. **Score:** Give each feature a score based on its importance to you (1 being not important, 5 being very important).
4. **Total Score:** Tally up the scores to see which brokerage aligns best with your needs.

Brokerage Features:

Feature/Benefit	Brokerage A	Brokerage B	Brokerage C	Your Score (1-5)
Lead Generation Support				
Cutting-Edge Technology				
Comprehensive Training				
Commission Split				
Office Facilities				
Brand Recognition				
Marketing Support				
Mentorship Opportunities				
Growth Opportunities				
Team Collaboration				
Work-Life Balance				
Agent Ownership Opportunities				
Additional Benefits (Specify)				

Reflection:

After completing the comparison, reflect on your findings:

- Which brokerage offers the most benefits that align with your career goals?
- Are there any deal-breakers or must-haves for you?
- How do the commission splits compare, and what will that mean for your income?

Conclusion:

Choosing a brokerage is a significant decision in a real estate agent's career. This checklist is designed to make that decision clearer and more straightforward. Remember, it's not just about the numbers; it's about finding a brokerage where you feel supported, valued, and equipped to reach the summit of your success.

Considering the Gillies Real Estate Team and Ascend Agents? We pride ourselves on offering top-notch support, training, and opportunities for our agents. We're here to help you ascend!

For a tailored consultation or to learn more about what we offer, schedule a meeting with us.

Feel free to print this checklist and use it as a guide when comparing brokerages. Here's to finding the perfect fit for your real estate career! 🌟