

**National
Team
Study**



**THE
UNEXPECTED
IMPACT OF
TEAMS IN
REAL ESTATE**

**New National Research to Uncover the Missing
Insights into Real Estate Teams and Performance**

Presented by



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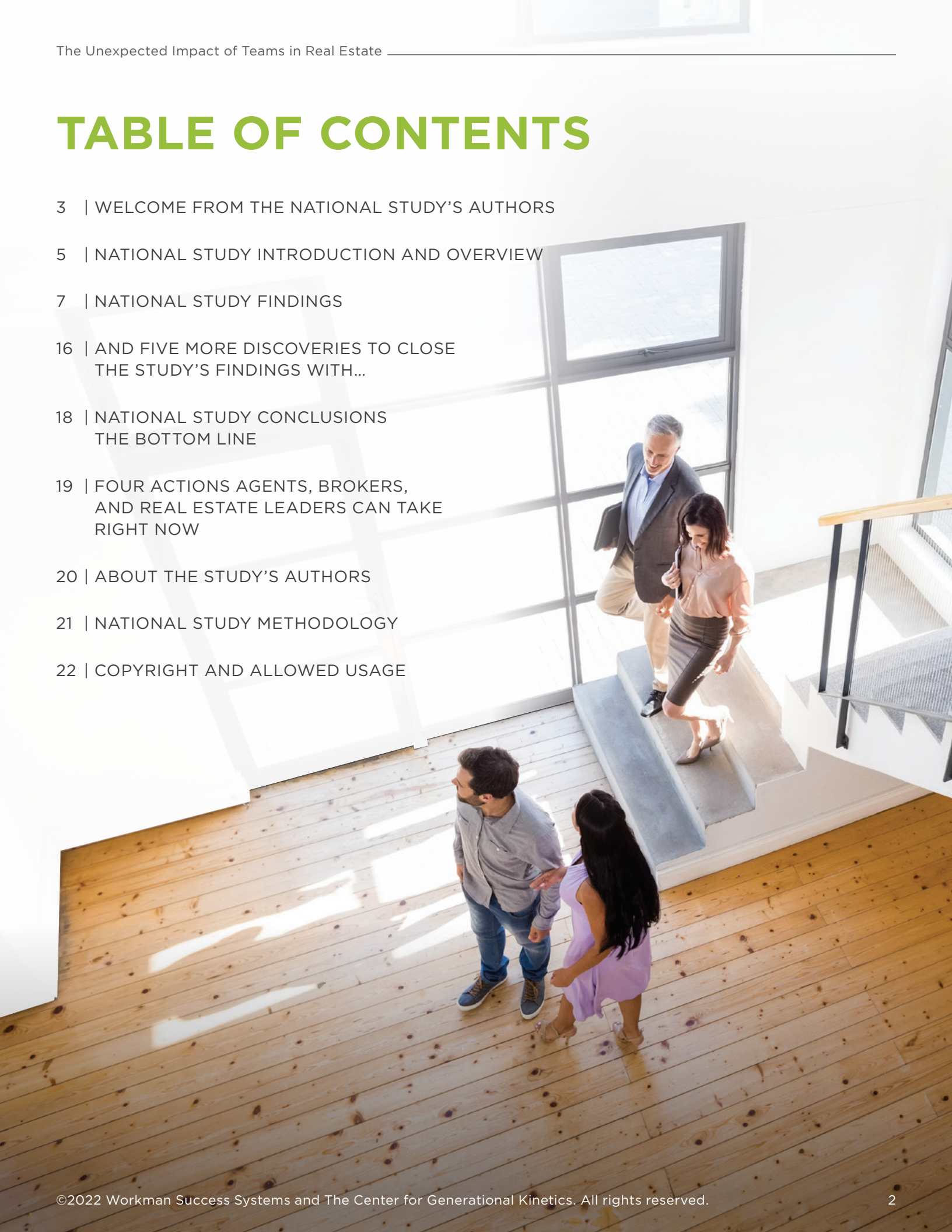
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WELCOME FROM THE NATIONAL STUDY'S AUTHORS

The real estate industry, marketplace, and client experiences are transforming *rapidly*. Real estate brokers, agents, leaders, and brands are navigating change and complexity from work-from-home environments and serving clients in four different generations to non-traditional competitors, technology innovation, the Great Resignation, and rapidly changing interest rates.


The combination of these influences and many more has created a growing challenge *and* tremendous *opportunity* for real estate brokers, agents, leaders, and brands to innovate to best serve their stakeholders—from agents to clients. Real estate leaders are being asked to adapt to all this change, new technology, and evolving client needs and to do so faster, better, and with better resource allocation. One core innovation within real estate that has not been closely studied yet is likely to have an outsized impact on the future of the industry: real estate teams.

At this key moment in the evolution of real estate, especially residential real estate, it has never been more urgent or important to access and use *statistically accurate research-based insights* about the changing experience of being a real estate team member and what those team members truly want, expect, need, and gain from being on a team. This is particularly important as the world of residential real estate has changed dramatically during the time of the pandemic and now moves toward a new expectation of what real estate agents want and expect in order to perform at their highest level as well as what real estate clients and prospective clients expect from those acting as their agent.

Real estate leaders of all organizations, backgrounds, ages, geographies, and experience levels need their questions answered about the influence, role, and importance of teams—all of which have been unanswered, *until now*. The 2022 national study of *The Unexpected Impact of Teams in Real Estate* was designed to uncover the missing insights and answer the key questions facing real estate leaders and their stakeholders today, such as:

- Do current real estate agents want to work on a team and, if so, why?
- What are the most important actions, behaviors, and strategies that real estate leaders must implement to make their team the most successful?
- What are the barriers or headwinds that most negatively impact real estate team performance and how can these be avoided or overcome?
- What does the future of teams in real estate look like through the lens of current real estate agents, teams and brokers?

At Workman Success Systems, being able to bring statistically accurate data and insights about the impact of teams in real estate

 **In today's world with the complexity of the transaction and the downward pressure on commissions, agents are required to invest more time and resources to complete a transaction; as a result teams are formed to create leverage. Our mission is to both understand how and why teams are formed and create solutions to teams, brokers, and brands that allow them to support, grow and remain profitable with team models.** 

— Verl Workman, CEO and Founder

and how to unlock their greatest impact is a core part of our mission to best serve real estate leaders, brokers, agents, and brands. This first-of-its-kind national study delivers the *missing data* leaders in real estate need to fuel their strategy and their growth to create optimal results for all stakeholders, from agents and brokers to brands and clients.

Real estate leaders face a critical period to navigate change, uncertainty, generational trends, and technological innovation. With the discoveries in this national study, all stakeholders in real estate can better collaborate to quickly advance the communication, trust, interactions, and teamwork that delivers the experience both agents and clients value.

You can learn more about Workman Success Systems' passion for helping real estate leaders achieve tremendous results at WorkmanSuccess.com To discuss the research study insights with our team, contact Teamstudy@WorkmanSuccess.com We are excited for you to dive into the research and put the many discoveries to use to drive results with your real estate organization.

Our best,

Verl Workman, CEO and Founder



NATIONAL STUDY INTRODUCTION AND OVERVIEW

Real estate, particularly residential real estate, is experiencing unprecedented change. The dramatic evolution of technology, real estate brands, new generations of buyers, and pandemic disruption have created uncertainty and dramatic growth that are changing the real estate landscape.

In times of uncertainty, innovation, and opportunity, real estate leaders need one thing to really drive sustained growth: **statistically accurate data** to inform their strategies and decisions, from developing processes and systems to enhancing experiences and making training investments. The 2022 national study of the *Unexpected Impact of Teams in Real Estate* was created to be the missing link to the actionable insights that real estate leaders need to know, as well as provide the hidden context and practical actions necessary to drive results essential to the success of all real estate organizations.

This first-of-its-kind national study included over 500 U.S. participants who currently work in real estate as an agent or a broker with one or more other people on their team. This is precisely the high-integrity data that real estate leaders need to inform their strategy and decision-making but can't find anywhere else.

The national study found numerous unexpected and actionable insights that real estate leaders can apply right away whether they're assembling their first team or already growing an existing team. The data shared in this report not only fills in the missing insights about the impact and role of teams in real estate, but also uncovers the "why" behind teams in real estate from the vantage point of current agents and brokers.

Six of the key discoveries include:

1. Real estate agents and brokers want to work on teams because they believe they will achieve greater results than trying to build their business solo.
2. The way team leaders choose to lead their team impacts everything from recruiting and retention to communication and trust.
3. Teams have a *big* impact on organizations and individual agents, whether the real estate organization is a local, national, or global brand.
4. Every generation in the study said that being on a team in real estate is very valuable, but their reasons and the top value creators vary.
5. The trend of moving to teams in real estate will continue to grow as stakeholders expect the value, connection, community, and resources that can only be experienced by being on a team.
6. 81% of agents think that being on a real estate team makes you more likely to stay in the industry. This is significant because the overwhelming majority of new agents do not renew their license after 2 years in the business. Teams solve the retention issue facing the entire industry.

These are only a small sample of the findings in the national study, but one discovery is clear: teams are going to be the future of the real estate industry. The growth of teams should not be viewed as simply nice to have, but rather a core growth strategy that enables real estate professionals of every age, gender, and experience level to feel valued, gain the resources they need, and be part of a group that brings out the best in them while developing their own skills and serving clients.

In this first-of-its-kind national study, led by Workman Success Systems in partnership with The Center for Generational Kinetics, the findings answer key questions real estate leaders have been asking but have been unable to get answered in a statistically accurate way nationwide. These discoveries fill in the gaps to drive understanding, urgency, enthusiasm, and clarity for real estate leaders to develop and continuously improve their strategy for integrating and fostering teams to fuel growth during this time of rapid change and uncertainty.

Here are a few of the questions the study explored:

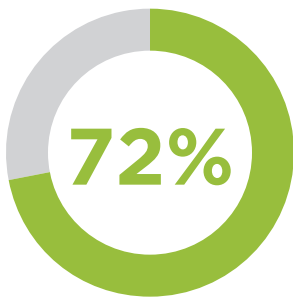
- What has been your experience working on a real estate team?
- What are the biggest barriers or threats to establishing a strong real estate team?
- What are the best practices for building a successful real estate team?
- What services do teams require and look to their broker/owners to provide?

Finding answers to these questions and *three dozen more* was the motivation behind the 2022 national study of *The Unexpected Impact of Teams in Real Estate*. The research team and authors of this study are thrilled to share the findings with you and encourage you to share them with your colleagues. The timing has never been better to invest in understanding the role, importance, impact, and best practices of teams in real estate. And now to the findings....



NATIONAL STUDY FINDINGS

72% OF REAL ESTATE PROFESSIONALS ON TEAMS BELIEVE THEIR TEAM HAS BEEN ESSENTIAL TO THEIR SUCCESS.



The national study shows that real estate professionals *already* think that being on a team is essential to being successful in real estate. This is a key discovery because it directly contradicts the myth that being a solo-real estate agent is preferred. In fact, across generations, years of experience working in real estate, gender, geography, and more, a vast majority of real estate professionals believe that being on a real estate team is essential to success. This underscores the importance of teams to individual real estate professionals but also why all real estate brands, platforms, and more should see teams as temporary or a fad, but rather that this is a structure and connection that real estate professionals want, expect, and are looking for as they consider their future in real estate.

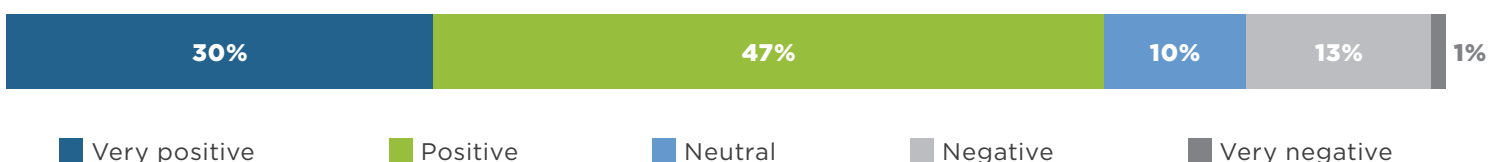
An internal question to ask is, if 72% of agents state being on a team is essential, does our brand capitalize on that statistic by providing the services, programs and systems required by 72% of their agents?

77% OF REAL ESTATE PROFESSIONALS HAD A POSITIVE OR VERY POSITIVE EXPERIENCE WORKING ON A REAL ESTATE TEAM.

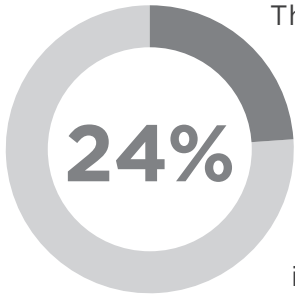
The concept of a team in real estate already has a strong emotional and logical connection with real estate professionals. The national study uncovered that almost 8 in 10 real estate agents across America share that they have had a positive or very positive experience on a real estate team. Knowing this is important for industry and brokerage leaders as they think about adding and growing teams through the lens of those they serve and those they want to attract and develop. In addition, this speaks to the importance of integrating technology, processes, systems, and more that support and strengthen the positive connection real estate professionals have about being on a team.

A popular sentiment by many in the industry is that agents have a bad experience on teams and they only serve the team leader; this data provides insight that the vast majority of agents prefer and have better experiences being part of something bigger than themselves.

OVERALL, WHAT IS YOUR EXPERIENCE WORKING ON A REAL ESTATE TEAM?



ONLY 24% OF REAL ESTATE PROFESSIONALS SAY BEING ON A TEAM DOES NOT EARN THEM GREATER INCOME.



This finding is a *big discovery* because it shows that the vast majority of study participants report that being on a team leads to greater income. Even more interesting, it's widely known that the income of a team member is often some sort of commission split. If being on a less favorable split still leads to an increase in income, then it's clear that real estate team members believe that despite receiving a lower share of the commission, they are still producing more allowing them to take home more money. The key insight here: There is a lot of focus on commission splits within real estate, but when it comes to teams, team members earn a greater net income than those not on a team.

As teams create what we call a "Culture of productivity" daily huddles, role play and script practice, tracking daily success habits and consistent prospecting for new clients the entire team produces more transactions, and gains market share in the process.

80% OF REAL ESTATE PROFESSIONALS SAY THEY TEND TO BE MORE PRODUCTIVE AND SUCCESSFUL WHEN THEY WORK ON A REAL ESTATE TEAM.

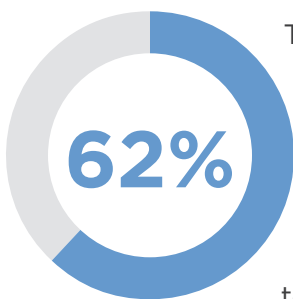


Choosing to go into a career in real estate as an individual agent can be difficult because the learning curve can be very steep as you have to figure out what to do, often on your own or with little help. This can be compounded by remote or work-from-home arrangements and because there are no requirements or external partners to motivate an agent to get up, get ready, take smart risks, keep learning, and persist in building their business. In addition, a solo real estate agent misses out on the energy, connection, and learning that can come with being part of a team, or office, and both working with and learning from other productive individuals. Many individual agents also report it can be hard to stay productive and end up with peaks and valleys in both their income and motivation. The national study showed that being on a team creates a culture of productivity which leads to more success, especially when teams are aligned. This not only can reduce the risk of peaks and valleys but provides both the community, connection, and support to navigate the realities of a changing real estate landscape.

Training, development and mentoring by team leaders helps broker/owners create leverage because team leaders recruit, train and develop newer and lower performing agents removing all of the responsibility from the broker/owner to the team leader. This puts agents inside a culture of productivity resulting in increased retention and higher production within the team and brokerage.



62% OF REAL ESTATE PROFESSIONALS SAY THEY WISH THEY HAD MORE SPECIFIC SPECIALTY TRAINING WITHIN THEIR TEAMS.



Training, in general, is key within the real estate industry, but specialty training is often an even greater need that is overlooked. Specialty training often means getting into the details of administration, buyer's agent training, listing agent training, and other types of specific training that agents can use to grow their knowledge and expertise and better serve clients. Much of the training that exists is general in focus which only makes specialty training more important and highlights the need for teams to offer this type of training to their team members so they can be exceptional in each role.

In real estate today, most of the training that exists focuses on compliance, law, and consumer centric protection. While this training is critical, team leaders and members are looking for more specific training for their roles as buyer's agents, listing agents, administrative staff, and leadership development. Brokers and brands that offer this specific training are more likely to recruit, retain and develop successful teams within their organization.

ONLY 56% OF REAL ESTATE PROFESSIONALS SAY THEY HAVE SYSTEMS IN PLACE FOR BUSINESS ACTIVITIES REPEATED THREE OR MORE TIMES.

Real estate professionals are in a business where each transaction and interaction is different, because of client needs and personalities, but also have significant similarities. This is an ideal situation to create leverage for agents by implementing systems for actions and activities that are repeated more than three times. At Workman Success Systems, we believe that leverage is primarily created in two ways: 1) technology and systems to automate otherwise manual processes and 2) adding more people who provide specialized services to the team. When used together both of the solutions give the business the ability to scale and grow without taking more of the leaders' valuable time. In fact, with the right systems and people, everyone on the team should be more efficient and effective!



However, too many team leaders are not taking action and ownership to create the leverage they need to get their time back and make the time spent by others more efficient. This question was specifically asked because at Workman Success Systems, we believe in leveraging the wisdom of our crowd, the coaches, clients and other members of the Workman team, to create systems, processes, and procedures for any tasks repeated three or more times so the entire team comes out ahead. In our experience, the concept of creating leverage is easy to understand but complex to execute. The national study finding reveals that too many real estate agents and teams don't have the systems in place to accomplish their goal of better client experiences and leverage.

Workman utilizes its crowdsourced process with its over 100 high-producing coaches who are also team members, as well as the thousands of team members coached. We have intentionally created this environment of sharing best team practices, adapting to the changing market and real-time business solutions. This gives Workman a significant competitive advantage in consulting, coaching, and developing teams at every level of production.

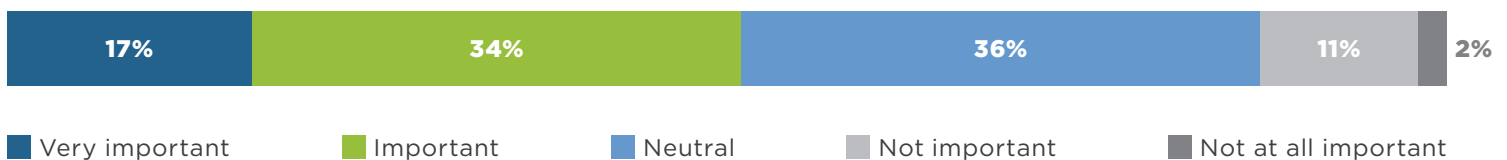
89% OF REAL ESTATE PROFESSIONALS BELIEVE MAJOR REAL ESTATE COMPANIES/BRANDS SHOULD SUPPORT A TEAM MODEL.

This discovery is one of the most impactful and unexpected findings in the national study. The reason is that there is a popular belief among many large companies and brands that teams are a fad and it is a minority of agents who want to start or join a team. The study shows that this could not be further from the truth. As most real estate leaders know, recruiting and retaining agents is critical to the success of any brokerage or brand. When 89% of agents report that they want their brokerage to support a team model, this is a clear and compelling message that leaders at

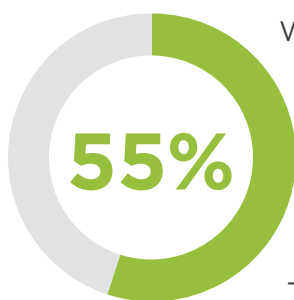
these organizations should not just tolerate teams or view them as temporary, but rather support, expand, and provide the tools, training, and systems that teams need to reach their greatest potential.

This is true for any brand or brokerage in real estate that wants to continue growing today and one of the core reasons that Workman Success Systems continues to grow in service to real estate leaders and their stakeholders through consulting, training system licensing, and coaching. We've seen the impact and importance of teams in our work with clients, but there has not been a national study to uncover the importance of teams—until now.

HOW IMPORTANT IS A BRAND TO THE SUCCESS OF YOUR REAL ESTATE TEAM?



55% OF REAL ESTATE PROFESSIONALS BELIEVE BEING ON A TEAM HAS HAD THE EFFECT ON THEIR PERSONAL LIFE THAT THEY HOPED FOR.



While the national study data clearly shows that being on a real estate team is proven to enable team members to be more productive and allow them to earn a greater income, it turns out the benefits go beyond professional. The national study uncovered that more than half of team members (55%) said that being on a team has had the effect on their personal life. This is great news! However, this means that 45% of all agents believe that being on a team has not delivered the benefit they had hoped for in their personal life.

To deliver on the potential of a high-performing team, including the personal benefits, teams need the right structure based on a set of core values and intentionally created culture as well as having the right processes and systems. While this research finding offers great promise, it also shows that there is a lot of room for improvement.

Many team leaders start a team because they want a better professional and personal life. Sometimes they achieve those goals at the expense of the team members. In our experience at WSS, being able to delegate tasks successfully is a sign of the right processes, systems, trust, and teaching for other team members to be able to deliver the results. The worst outcome: they hire people to take on the work but then they don't train or delegate well. The team leader ends up doing the same work as before but also having to manage others.

Developing team leaders as well as team members is a huge opportunity in the industry. Workman's focus on teams has proven that well coached teams have a significantly more positive impact than reflected in the study. Leaders who reflect a servant leadership style where they view their role as business development and people development have discovered they get the life they want by helping team members find balance in their own lives. This key discovery uncovers the opportunity for growth in developing team leaders.

POOR COMMUNICATION AND POORLY DEFINED ROLES AND RESPONSIBILITIES ARE SEEN AS THE BIGGEST THREATS TO ESTABLISHING A STRONG REAL ESTATE TEAM.

In the national study, real estate team members ranked poor communication #1 and poorly defined roles and responsibilities #2 as the biggest challenges to strong real estate teams. In essence, real estate professionals overwhelmingly say they want clarity from leadership on the direction they are headed. This includes clarity in job descriptions, responsibilities, and communication. But all too often this does not happen. Why not? Team leaders say they don't have the time to do so, or it is simply faster to do the task themselves rather than developing or training someone else. Whether this is investing the time to learn the skills they need to better lead or creating time on their calendar to be a more effective leader, the "not enough time" excuse is one that hampers so many leaders. According to real estate professionals from the national study, poor communication (32%) and poorly defined roles and responsibilities (29%) are the top two biggest barriers to establishing a strong real estate team.

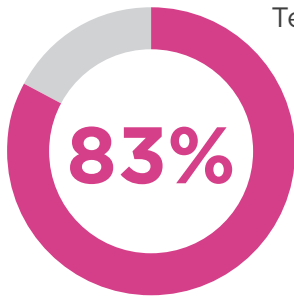
In our experience at WSS, there are straightforward but not easy fixes to the critical threats of ineffective poor communication and poorly defined roles and responsibilities. These include implementing a daily huddle with a clear agenda and using resources we provide for clearly defining roles and responsibilities for every position on the team. Without clarity we find teams end up with interpersonal conflict, which only leads to decreased performance and high turnover. In other words, every team has a culture either intentionally or accidentally created. The right coaching and processes can take a low-performing team to high-performing and take a high-performing team to breakthrough performance. This study's finding highlights one key area all team leaders need to be on the lookout for and solve: ineffective poor communication and poorly defined roles and responsibilities.

BIGGEST BARRIERS TO ESTABLISHING A STRONG REAL ESTATE TEAM

(By Total, Ranked #1/#2/#3)



83% OF REAL ESTATE PROFESSIONALS SAY HAVING A TEAM MAKES ONGOING LEARNING AND PROFESSIONAL DEVELOPMENT EASIER.



Teams not only create community and accountability but also make ongoing learning and professional development easier. This is a useful discovery because many agents may claim that they learn better by themselves at their own pace, but the study found this is not true for the vast majority of agents. People often learn better together whether that is on a team through accountability or in a group learning environment. If agents want to grow and be great at the business, it is clear that joining or starting a team that provides training and learning opportunities is one of the great benefits and drivers of growth.

ALL GENERATIONS REPORT A POSITIVE EXPERIENCE WORKING ON REAL ESTATE TEAMS.

The national study uncovered that all generations have very positive experiences working on real estate teams; however, older generations report having even more positive experiences working on real estate teams. Specifically, Gen X (ages 45-56) (83%) real estate professionals have had a significantly more positive experience working on real estate teams compared to younger Millennials (26-35) (75%) and older Millennials (36-44) (73%).

This is exciting because it shows that the power teams in real estate work across generations as well as years of experience. In addition, it also shows that those who have the most experience also find the most value in teams! This unexpected result uncovers the myth that millennials both younger and older are not the primary drivers of teams, rather Gen Xers with more experience have the greatest experience because they have learned where to focus their time and energy to get the highest return on time. The study reveals that regardless of a team leader's own age or generation, or that of those on the team, providing a team experience is a very high driver of positive experience.

OVERALL, WHAT IS YOUR EXPERIENCE WORKING ON A REAL ESTATE TEAM?

Younger Millennials (26-35)



Older Millennials (36-44)



Gen X (45-56)



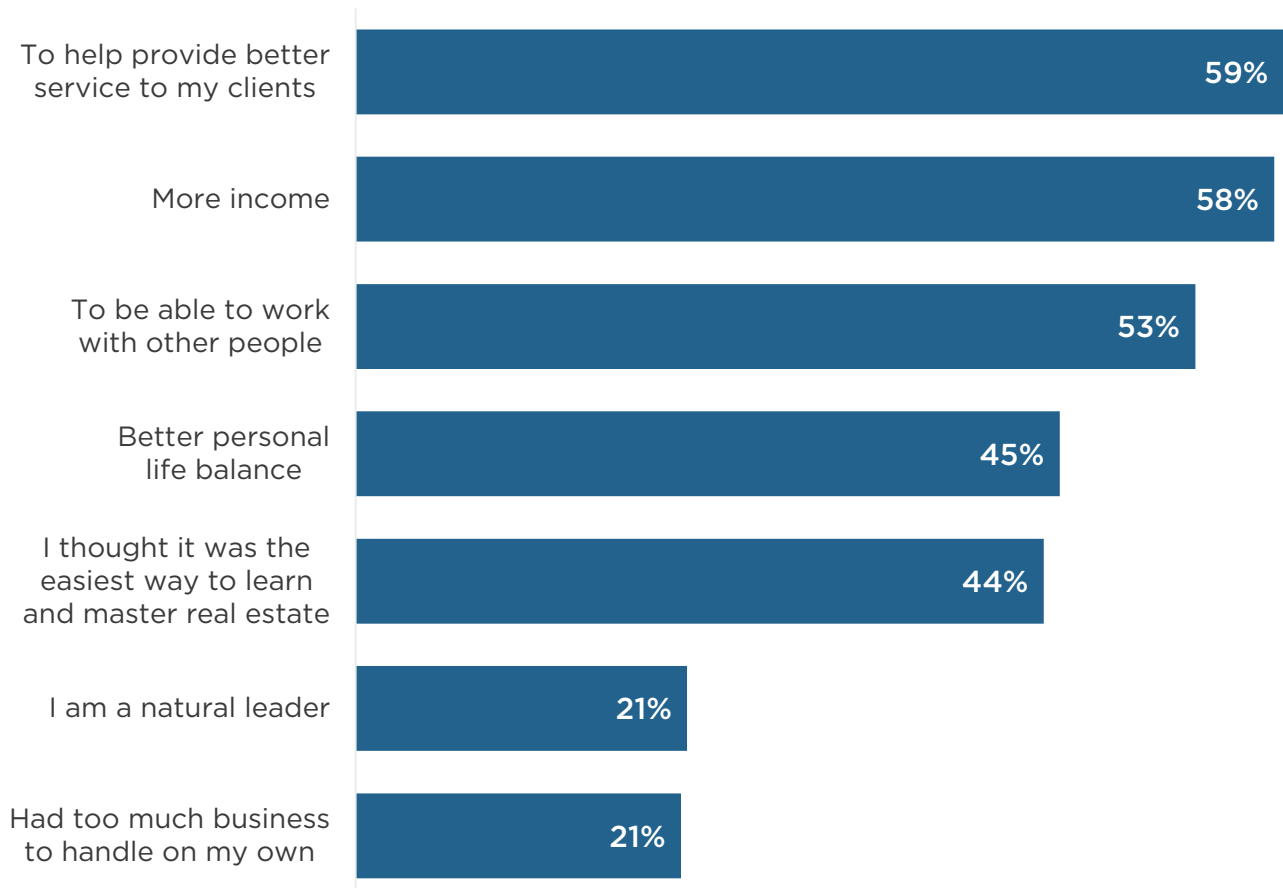
■ Very positive
 ■ Positive
 ■ Neutral
 ■ Negative
 ■ Very negative

THE PRIMARY REASONS AMERICAN REAL ESTATE PROFESSIONALS STARTED OR JOINED A TEAM WERE TO PROVIDE BETTER SERVICE TO CLIENTS (59%), GAIN MORE INCOME (58%), AND TO WORK WITH OTHERS (53%).

In our analysis, this is the most exciting and important finding in the study. The study found that most real estate professionals who started or joined a team did so because they most wanted to service clients! This was more important than their motivation to gain more income or work with other people. This really speaks to the mission and passion of real estate professionals as well as the realization that being on a team allows them to create more of the experiences they believe their clients want and need. When you look at these findings in context, it is clear that the industry really wants to make a difference. Agents definitely are in this industry to help people first and then reach their own financial and personal goals. Close behind these three critical discoveries, the next statistic reveals that having life balance to do and enjoy the success they gain in real estate is a massive driver of forming or joining a team.

WHAT WERE THE PRIMARY REASONS YOU STARTED OR JOINED A TEAM?

(By Total, Ranked #1/#2/#3)



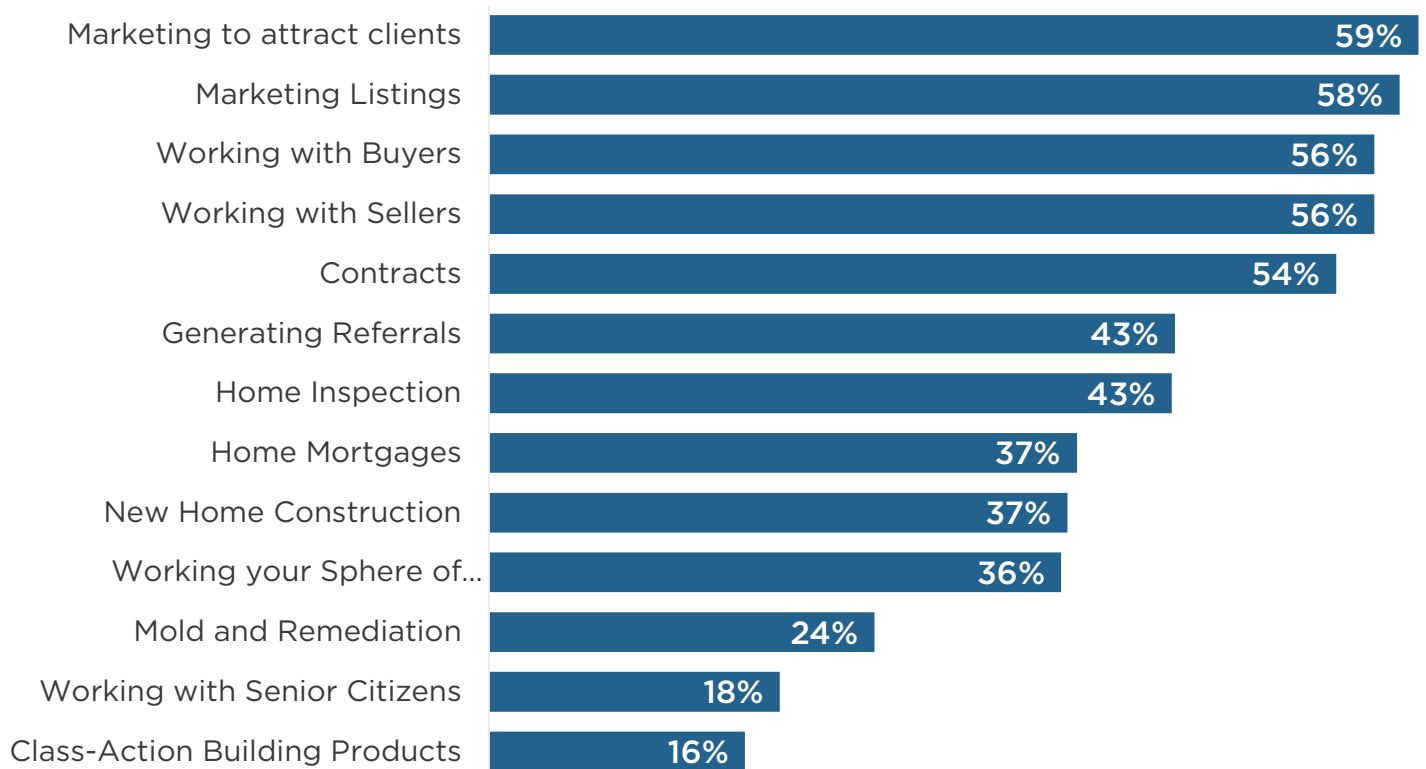
THE REAL ESTATE TRAINING OR EDUCATION THAT IS MOST VALUABLE TO REAL ESTATE TEAMS ACHIEVING THEIR GOALS IS MARKETING TO ATTRACT CLIENTS (59%), MARKETING LISTINGS (58%), WORKING WITH BUYERS (56%), WORKING WITH SELLERS (56%), AND CONTRACTS (54%).

The top five training and education agents report is lacking in today’s real estate teams is *shocking* because these are taught in most brokerages, but clearly, agents believe even more training and importance should be placed on these areas. Placing these training or education needs in order of priority for additional training would lead to the following training pathway:

1. Marketing to attract new clients
2. Marketing to sell listings and attract buyers
3. Working with buyers before, during, and after going under contract
4. Working with sellers before, during, and after the listing and contract
5. Mastering the local contracts

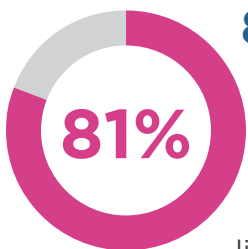
Providing advanced training in these areas will likely drive more agent engagement and results, potentially reduce turnover, and lead to greater client satisfaction and reviews.

WHAT REAL ESTATE TRAINING IS THE MOST VALUABLE TO YOUR TEAM ACHIEVING ITS GOALS?



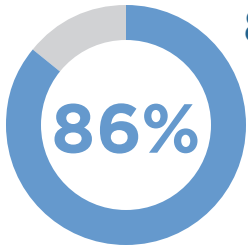


AND FIVE MORE DISCOVERIES TO CLOSE THE STUDY'S FINDINGS WITH...



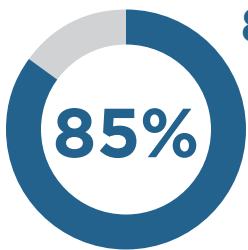
81% OF AGENTS THINK THAT BEING ON A REAL ESTATE TEAM MAKES YOU MORE LIKELY TO STAY IN THE INDUSTRY.

This is critical when it is common knowledge that most agents don't renew their license after 2 years in the business. Teams can have a massive impact and solve the retention issue facing the entire industry.



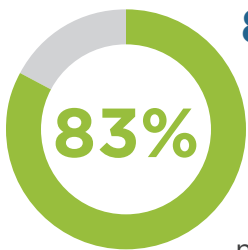
86% OF REAL ESTATE PROFESSIONALS SAY BEING ON A TEAM MAKES IT EASIER TO HAVE A SENSE OF COMMUNITY, COLLABORATION, AND ACCOUNTABILITY.

From private offices to collaborative workspaces to work-from-home, the national study uncovered that almost 9 out of 10 agents seek, value, and appreciate the sense of community, collaboration, and accountability they get from being on a team.



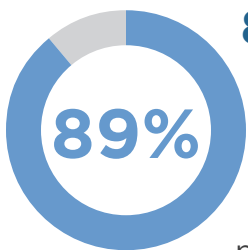
85% OF REAL ESTATE PROFESSIONALS SAY BEING ON A TEAM HELPS KEEP THEM MOTIVATED TO CONSTANTLY IMPROVE SALES RESULTS.

Motivation is one of the most important factors for a real estate agent to consistently take the actions that build their business. Being on a team helps almost 9 out of 10 real estate professionals stay motivated to constantly improve their sales results without sacrificing service.



83% OF REAL ESTATE PROFESSIONALS SAY HAVING A TEAM MAKES ONGOING LEARNING AND PROFESSIONAL DEVELOPMENT EASIER.

Real estate is constantly changing and with that are ever-present education needs in order to stay not only up to date but to be able to lead and drive innovation. More than 8 out of 10 real estate professionals say having a team makes ongoing learning and professional development easier. This is a win for agents, brokers, brands, and, most importantly, clients!



89% OF AGENTS STUDIED STATED THAT THEY BELIEVE THEIR MAJOR BRAND OR COMPANY SHOULD SUPPORT TEAMS.

This critical discovery sets the stage for transformational leadership, new programs, compensation structures and training specifically designed to develop team leaders as well as team members. Many if not most companies tolerate teams and adjust their actual models to accommodate teams, but true support is lacking in most major companies. Opportunities to recruit, retain and create mutually beneficial relationships with teams from a brokerage perspective will be critical to growth, profitability and retention for years to come.

NATIONAL STUDY CONCLUSIONS

Real estate leaders are navigating unprecedented change, challenge, and opportunity: new technology advancements, multiple generations of clients, multiple generations of agents and brokers, the Great Resignation, rapidly changing interest rates, and so much more. Leading through this period of time requires real estate leaders to understand not only the marketplace dynamics, but the motivations, preferences, attitudes, and behaviors of their internal stakeholders, especially agents and brokers. The purpose of this national study was to uncover the missing findings and to gather accurate insights into the role, importance, and performance drivers of teams in real estate. This first-of-its-kind study separates myth from truth and sheds light on many unexpected insights.


The study illustrates that now is the time to integrate and scale teams across the real estate industry to best serve the needs of agents and brokers. **It also demonstrates teams drive better performance across generations, genders, and geographies. This further amplifies the urgency of adopting and supporting teams as well as the stability that the team model brings to real estate in a time of great transition.** In fact, the study found that across all major variables, being on a team drove a better outcome for real estate agents and brokers which in turn creates a better outcome for their clients. Adopting a team approach to real estate not only brings out the best in agents and brokers, but also creates a virtuous cycle of being able to deliver better results to clients who in turn can drive growth, referrals, loyalty, and more.


The need to offer a team approach clearly resonates and should be viewed as a trend that will become the norm as more agents of all experience levels recognize the value of a team for reaching their professional goals. As more uncertainty comes to the market, the value of teams and the connection, community, growth, and resources they provide will likely only increase.

THE BOTTOM LINE FOR REAL ESTATE LEADERS:

Teams and a team-based approach are the future of real estate organization structure and the key to overall performance. A significant majority of all 500 study participants wanted to work on teams, said they delivered better results when on a team, and found being on a team was critical to achieving goals for their clients, both buyers and sellers. **This study shows a clear path for real estate leaders to successfully navigate the challenge facing the market on all sides: create, strengthen, and scale-up teams.**

What actions can you take now to start or advance your result when it comes to leading teams in real estate? Read on for four actions you and your team can take right now...

 That both challenges and opportunities lie ahead for real estate professionals is undeniable.

This national study has proven that teams can be the foundation upon which real estate leaders, organizations and brands can build stability and growth for years to come. 

— Verl Workman, CEO and Founder

FIVE ACTIONS AGENTS, BROKERS, AND REAL ESTATE LEADERS CAN TAKE RIGHT NOW

1. **Embrace teams with a servant's heart.** The most profitable and happy team members are led by those who want others to succeed, based upon everyone's unique definition of success, and those who are willing to provide tools, resources, and coaching while creating a culture of productivity through people development and business development. Successful teams thrive because of the team leader's focus on creating great lives for others. By helping others get what they want, the best leaders are able to gain what they want in the process.
2. **Incorporate key systems.** These systems are the backbone of any team and are critical to producing the desired outcomes. Critical systems include but are not limited to:
 - How and when to build a team
 - Hiring process, missing persons evaluation, success probability index
 - Onboarding and training the first 30-60-90 days for each position on the team including buyers agents, listing partners, and administrative staff
 - Lead generation, including conversion and benchmarks for expected success
 - Daily Huddle agenda, role play and scripting interaction
 - Lead tracking
 - Transaction Tracking
 - Prioritization of projects and tasks (Agile)
 - Daily Success Habits
 - CRM strategies with clearly defined action plans and work flows
 - Gamification for real results
3. **Download key resource:**
 - Top 10 things every brokerage must know about teams including:
 - When to start a team assessment
 - Daily Success Habits Tracker
 - 10 things to be on my team document
4. **30-60-90 Onboarding process** for key positions on the team
 - Clearly outlined processes for hiring, onboarding and developing team members in each speciality position
5. **Contact us today** for your free, Team Strategy Consultation Call
 - This exploratory session is to evaluate current team structure, and offerings, identify gaps and provide real solutions to begin the process of creating a team structure and culture.
 - Discuss next steps and uncover opportunities to develop and a clear path forward or improve your company's team solution
 - For Team Leaders wishing to build or grow a team, brokers and owners who understand they need to build their team solution and brands whose team programs may need a refresh or restart

For more tools and resources, visit WorkmanSuccess.com

ABOUT THE STUDY'S AUTHORS



Workman Success Systems (WSS) is focused on helping real estate professionals reach and exceed their goals. A leader in real estate coaching and training, with a specialty focus on teams, the organization delivers virtual and in-person learning and leadership opportunities to elevate the next generation of real estate professionals.

WSS' tech-forward and tech-first mindset deliver an industry-leading, online coaching and training platform. The company provides a far-reaching network of expert coaches and customized content specific to client needs. WSS's acclaimed events bring together the best and brightest minds in the industry for learning, knowledge share, and community. Workman Success Systems has helped thousands of real estate leaders and we'd like to be your trusted resource when it comes to developing teams in your organization too.

Workman Success specializes in consulting with brands and broker owners as well as large and medium size independents assisting in team dynamics, compensation strategy and leadership development. You can hire Verl Workman as a Keynote speaker and his A team of speakers or request a consultation by email Irene@WorkmanSuccess.com or by going to WorkmanSuccess.com



The Center for Generational Kinetics, LLC (CGK) is the leading research and speaking firm focused on key emerging trends, generational change, and behavioral insights.

CGK's team leads original research around the world to solve important consumer, investor, and workforce challenges. The firm uncovers new and unexpected, statistically accurate insights for innovative, market-leading clients. CGK's team has worked with over 700 companies around the world, from the biggest global CPG brands to governments, technology pioneers, financial services, retailers, banks, and automotive manufacturers. The firm's latest bestselling book is *Zconomy: How Gen Z Will Change the Future of Business*.

CGK's team and discoveries have been featured on more than 200 TV shows and hundreds more media outlets around the world. Learn more about CGK's pioneering insights at GenHQ.com.

NATIONAL STUDY METHODOLOGY

The national study included 500 U.S. participants ages 22-65. All participants are currently working real estate agents and currently work with at least one other person on their real estate team such as an assistant, colleague, or another real estate agent. The sample is aligned with the current gender representation in the current real estate industry in the U.S. Figures are statistically significant at the 95% confidence level with a margin of error of +/-4.38 percentage points. The national study was weighted to the 2020 U.S. Census for region and conducted online from January 21, 2022, to February 14, 2022.





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