

Questions For Brokers

A guide for new agents to help find the perfect fit.

The Money-Motivated Agent

This agent cares most about keeping more of their commission, minimizing fees, and understanding the real cost of being at the brokerage.

Most important questions:

- What is your commission split?
- What is your cap?
- Is it possible to earn 100% commission?
- What is the brokerage's commission structure?
- What fees are agents responsible for?
- What are the office fees?
- What is included in the office fees?
- Are there additional office fees?
- Are there franchise fees?
- Are there desk fees, technology fees, or other monthly expenses?
- How fast are agents paid?
- Does the brokerage cover my E&O?
- Does the brokerage/team cover my MLS dues and/or franchise costs?
- Is anything for business start-up covered by the brokerage?
- For teams: Is there an additional split after my brokerage split?

Why this matters:

This is the agent who wants the best financial model. They are comparing brokerages based on take-home pay, hidden costs, and whether the brokerage is actually profitable for them.

The New Agent Who Needs Mentoring

This agent is less concerned with a huge split right away and more concerned with learning, guidance, accountability, and not drowning.

Most important questions:

- What type of training does the brokerage offer?
- Does that come at an extra cost?
- Does the brokerage offer a mentoring program?
- Does that come at an extra cost?
- What kind of training and mentorship do you offer new agents?
- How often do these sessions occur?
- How accessible is the broker?
- What type of support do the admins provide?
- Is there support throughout the transaction, such as a transaction coordinator?
- How long does it typically take for a new agent to close their first deal here?
- What legal resources are available to agents?
- Does the brokerage provide legal counsel or assistance with contracts?

Why this matters:

For a newer agent, mentorship can easily matter more than split. A higher split means very little if they are not getting closings because they do not know what they are doing yet.

The Agent Who Wants Strong Broker and Admin Support

This agent wants a brokerage that helps keep them organized, compliant, and supported behind the scenes.

Most important questions:

- What type of support do the admins provide for agents?
- How accessible is the broker?
- Is there support throughout the transaction, such as a transaction coordinator?
- How is the office managed?
- Who are the support staff, and what roles do they play?
- What legal resources are available?
- How does the brokerage handle conflicts of interest or disputes between agents?

Why this matters:

This is the agent who does not want to be left figuring everything out alone. They value responsiveness, compliance help, contract support, and having a broker who is actually available.

The Lead-Hungry Growth Agent

This agent wants business opportunities, pipeline support, and a brokerage that helps them generate income faster.

Most important questions:

- Are leads provided?
- If so, is there an additional referral fee?
- For teams: Are leads offered? How often and what is the split?
- How does the brokerage handle lead distribution?
- What system is in place for assigning leads to new agents?
- What technology tools and platforms does the brokerage offer?
- Are CRM systems, lead generation tools, or other software available?
- What is the average sales volume of agents within the brokerage?
- Can you provide examples of recent successes within the brokerage?
- What is the client retention rate?
- How does the brokerage ensure client satisfaction?
- How does the brokerage handle market downturns or slow periods?

Why this matters:

This agent is asking, “Can I grow here?” They want to know whether the brokerage just hangs a license or actually helps agents build business.

The Brand and Marketing-Focused Agent

This agent wants help looking polished, marketing listings, building a personal brand, and standing out.

Most important questions:

- What types of marketing support do you provide?
- Does the brokerage assist with personal branding, online advertising, and print media?
- Is anything for business start-up covered by the brokerage, such as business cards, marketing, signs, and headshots?
- How does the brokerage support agent listings?
- Are there professional photographers, stagers, or other resources available?

Why this matters:

This is a great category for agents who care about image, listing presentation, social media, print pieces, and whether the brokerage helps them look like a pro.

The Culture-First Agent

This agent wants the right vibe, community, relationships, and environment. They are looking for a place where they feel like they belong.

Most important questions:

- Can you describe the brokerage's culture?
- What are the core values and mission of the company?
- Are there ever office meetings?
- Are they required or optional?
- Does the brokerage host any broker/open house caravans?
- Are there agent appreciation events?
- What networking opportunities does the brokerage provide?
- Are there regular events, training sessions, or meetings?
- What community involvement or charitable work does the brokerage participate in?
- Can you describe the brokerage's vision for the future?

Why this matters:

Some agents will take a slightly lower split to be in a place with strong culture, collaboration, energy, and good humans.

The Independent Agent Who Wants Freedom

This agent wants flexibility, autonomy, and the ability to run their business their way.

Most important questions:

- Are there minimum expectation requirements?
- Is there a probationary period?
- Am I allowed to use my own lenders and title company?
- Do you require agents to do floor time?
- What are the working hours and expectations for availability?
- Is there office space available for agents?
- What are the policies regarding office usage?
- What is the policy on working with other brokerages for joint deals?

Why this matters:

This is the agent who does not want to be micromanaged. They want to know how much freedom they really have inside the brokerage model.

The Career Builder / Long-Term Vision Agent

This agent is thinking bigger than just their next few deals. They want to know if the brokerage can grow with them.

Most important questions:

- Are there opportunities for growth within the brokerage?
- Can agents move into leadership or specialized roles?
- What is the average sales volume of agents within the brokerage?
- How does the brokerage measure performance?
- What metrics are most valued?
- Can you provide examples of recent successes within the brokerage?
- Can you describe the brokerage's vision for the future and how it plans to grow or evolve in the next few years?

Why this matters:

This agent is not just looking for a desk. They are looking for a place to build a long-term career.

The Team-Oriented Agent

This agent is joining a team or considering one, so they need clarity on what the team structure looks like inside the brokerage.

Most important questions:

- For teams: Is there an additional split after my brokerage split?
- For teams: Are leads offered? If so how often and what is the split?
- How does the brokerage handle lead distribution?
- What system is in place for assigning leads to new agents?
- Are there opportunities for growth into leadership or specialized roles?

Why this matters:

A team agent needs to understand whether they are getting squeezed from both directions: team split plus brokerage split, and whether that tradeoff is worth it.

Questions For Team Leads

- What is the commission split, and are there any fees?
- How are leads generated and distributed?
- What kind of training and mentorship do you provide?
- What are your expectations for new agents?
- What does the onboarding process look like?
- How is the team structured, and what support staff do you have?
- What tools, systems, and technology does the team use?
- How are administrative tasks handled?
- What is the team culture like?
- Are there opportunities for growth within the team?