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Common Practices that Can Actually Cripple Team Growth

...and what to do instead

- 1 Leaving revenue to the will of the real estate market**
Real estate is unpredictable. You shouldn't let your revenue stream be unpredictable too.



What to do instead

Add other potential revenue streams!
You could capture more real estate-related transactions.

- Mortgage
- Insurance
- Title

- 2 Sticking with old-school recruiting tactics**
Phone calls and mailers used to be *all that*, but times have changed – and agents have too.



What to do instead

Consider fostering relationships in the places where agents already spend their time:

- Social media – Facebook, Instagram, TikTok, LinkedIn, Twitter
- Video messaging
- Text messaging

- 3 Relying on stale technology**
Real estate technology has come a long way in the past few years. Using tech of the past may hinder agent retention and client engagement.



What to do instead

Compare your current systems with other offerings. Realtor.com offers a helpful variety of suggestions and these types of tech tools could be very beneficial:

- Marketing automation
- Customer management system
- Project management
- Video communications

- 4 Forgetting about office staff**
It's easy to get caught up in pleasing your agents – but your office staff may very well be the heart of your business.



What to do instead

Treat your on-staff team like gold. They likely interact with your agents and/or their customers daily. Consider enhancing your staff's:

- Benefits, including health, dental and PTO
- Work culture (think stress reduction and improved well-being)
- Recognition and rewards

- 5 Falling into the “generic” trap**
Marketing your team – whether for recruiting or client purposes – as a generic real estate business could be your downfall.



What to do instead

Determine what sets your team apart. Do you provide a unique service to your real estate agents? Have a particular affinity for a type of home sales? Or, maybe it's something about your office culture? Double down on what differentiates your business and broadcast it in:

- Your recruiting materials
- Homebuyer and seller advertisements
- Your website
- Your emails
- Your social media

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