

# Get more *juice* from your real estate *squeeze* with this business addition



Traditional brokerages face increasing profit pressure as commission rates continue to drop and splits in favor of agents rise.<sup>1</sup>

## Problem:

Your real estate commission is being

# SQUEEZED

## Solution:

Add another revenue stream

Bringing outside offerings in-house can set your team apart, enhance your clients' experience and expand your revenue opportunity.



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benefits of adding a second revenue stream to your real estate team



### 1 *Added income potential*

In a highly competitive market, an additional revenue stream has the potential to move the dial. Clients are likely to seek the advice of their real estate agent – especially when it comes to selecting a mortgage professional.

According to Fannie Mae, when shopping for a mortgage,


 **77% of homebuyers** consulted with their real estate agent as part of their decision-making process.<sup>2</sup>

### 2 *Differentiation among real estate professionals*

With 106,548 real estate brokerage firms operating in the United States<sup>3</sup>, any opportunity to differentiate your team could potentially benefit business. So, how do you stand out to homebuyers and sellers? You offer a better experience.


Offering additional services that complement your real estate business can help provide more opportunity for positive reviews and referrals from buyers already in the pipeline, while simultaneously drawing in potential new business.

### 3 *Better customer experience*

 In 2019, **86% of consumers** reported that knowing an agent's firm offered one-stop shopping had a positive impact on their selection of an agent<sup>4</sup>.

By streamlining multiple home ownership services under one roof, transactions may be completed more smoothly and swiftly. Without the complication of an unrelated third party, you could also have much more control over the level of care your customers receive.

More importantly, customers want more convenience. PwC's customer experience survey found that

 **43% of consumers** would pay more for greater convenience. And, for an overall better experience, they would be willing to **pay up to 16% more**.<sup>5</sup>

### *A Motto Mortgage franchise as a potential growth solution*

You're likely already referring mortgage business elsewhere. Why not use it as a potential revenue stream? Your agents refer numerous mortgage customers every year – get more juice from that squeeze!

Motto Mortgage offers a valuable solution for real estate brokers and teams seeking to add potential revenue, enhance agent recruiting and differentiate themselves in the competitive housing market.



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<sup>1</sup> <https://www.t360.com/insights/articles/a-guide-to-real-estates-future/>

<sup>2</sup> <https://www.fanniemae.com/media/19491/display>

<sup>3</sup> NAR Realtor, 2020

<sup>4</sup> National Association of Realtors (NAR), The Harris Poll, 2019

<sup>5</sup> <https://www.pwc.com/us/en/services/consulting/library/consumer-intelligence-series/future-of-customer-experience.html>

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