



REACTIVE CHASERS VS. STRATEGIC ENTREPRENEURS

In the real estate industry, there are two distinct types of agents. Reactive chasers tend to be swayed by shiny objects and quick fixes, while strategic entrepreneurs approach their business with a long-term vision and proactive mindset.

Choosing the Brokerage you work with is a critical decision for your real estate sales business.
“You’re the average of the 5 people you spend the most time with” – Jim Rohn



It’s important that you find the right fit for YOU and YOUR goals. There are a variety of business models and options available in the market that serve all types of Associate’s businesses, from part time, virtual only, independents, boutiques and large franchises. There’s a place for all of them, your goal is to find the right place for you to accomplish your goals in this competitive industry.

Here are some important questions to ask any Brokerage before deciding if it’s right for you.

Contact John or Shane
780-439-7000
www.joinrivercity.ca



John Carter
Broker/Owner



Shane Parent
Associate Broker/Owner

Old Strathcona Branch
South Edmonton Branch
St. Albert Trail Branch

Each REMAX office independently owned and operated



BROKERAGE INTERVIEW QUESTIONS

Brokerage:

Interviewer:

Their Role:

Location:

Date:

Most important to determine fit for your goals:

1. What's the average income of agents in your office last year?
 - a. What's the average commission per transaction in your brokerage?
 - b. Is there any incentives or discounts I am required to provide to clients?
2. How do you support joining or growing a team? Who is your most successful team?
3. What are the fees I'm expected to pay the brokerage? What services are included?
 - a. Monthly
 - b. Annual
 - c. Per deal
 - d. Is there a cap?
4. How does your brokerage benefit my clients?
 - a. Help market listings – as an example, remax.ca is the 2nd most visit website in Canada after realtor.ca
 - b. Referral network / Relocation - to other agents clients and promotion of listings
 - c. Client packages/resource materials – Listing or buyer presentations, client packages
 - d. In office marketing departments or systems
5. What is the reputation of your brokerage within Edmonton and within the industry?
 - a. Who's recently joined your brokerage that I can speak to as a reference?
 - b. Where can I find online reviews from your brokerage's clients?
6. How do I access the broker or managers when I need deal support? How and what hours?
7. Does the Broker compete with me as a selling agent?
8. How many leads should I expect to receive from the office per month or year?
 - a. How are they distributed?
9. What staff are available to help me and my clients?
 - a. How long have they worked with the office and what's their experience/knowledge?
 - b. How/where do I contact them?
10. How often do you pay agents their commissions and how? (cheque only or EFT auto deposit)

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11. What's the culture of the office?
 - a. Events
 - b. Recognition/awards
 - c. Charitable involvement
 - d. Social committee
12. What technology/systems do you provide to agents? What is the added cost?
 - a. CRM, website, social media, advertising, AI automations etc
13. What training is provided to help me improve my practice and stay current on trends and opportunities in the market?
 - a. Where/how? Are they hybrid and recorded?
 - b. When is your next scheduled training and topic? Can I attend a future event as a guest?
 - c. What level of professional are learning opportunities geared towards?
 - d. Can you provide a few examples of past training session recordings that are relevant to my business goals?
14. Locations – Collaboration and client meeting spaces
 - a. What physical office spaces are available for me to meet clients, attend training, or get support from staff?
 - b. What are the staffed hours for clients dropping of deposits, picking up keys or documents?
 - c. Do you offer private office space rental? What is the cost?
15. What is the process for joining the brokerage? – How much notice do I need to provide to my existing brokerage? How will you assist me with transferring my listings and client files?

In Alberta, RECA also provides a great resource on Questions to ask when interviewing a real estate brokerage. You can find it here: <https://www.reca.ca/wp-content/uploads/2018/07/Questions-for-Interviewing-RE-Brokerages.pdf>

It's a critical business decision who you align with to support you and your clients. Take your time, make sure to do your homework and speak to other agents before you decide. Remember, it's a business decision as a business owner.

Learn why so many successful REALTORS® choose RE/MAX RIVER CITY at www.JoinRiverCity.ca

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BROKERAGE MOVE CHECKLIST

1. Pick a “moving day” keeping in mind notice period to your current brokerage, your current listings and any pending deals.
2. Give notice to your current broker. Check your contract, commonly is 60 days.
3. Discuss the move with all your active clients and assure them of an easy transition and the benefits to them of the change.
4. Have your rebranding organized with new marketing materials so you’re ready to go on move day.
5. Meet with your new Broker to move your RECA license
 - a. They will also assist you with the RAE, AREA and CREA membership updates
6. Relist any properties for sale after your membership status is updated to the new brokerage with RAE.
 - a. If switching between common law brokerages, you simply need an amendment to change seller brokerage name, signed by BOTH your former broker and new broker.
 - b. If switching designated agency to common law, need to terminate any listings and relist. Best way to do this is have your seller clients sign the terminations and new listing paperwork but leave effective dates blank until confirmed. Then ensure they receive finalized copies and initial where needed.
7. Remind yourself this is a business decision to take your business to the next level! Make sure to celebrate after too... have your new Broker take you for dinner.



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