

If you've spent years as an agent and are being asked to step into a broker role, it's likely because you bring experience, judgment, and the ability to motivate and mentor others. Those are exactly the qualities a strong real estate company needs in a broker.

At its core, a broker's role is to help agents succeed. When your agents are making money, they're happier, more productive, and more likely to stay with your brokerage. Increased productivity leads to more transactions, which creates more connections and opportunities—essentially a snowball effect. Your job is to help build and sustain that momentum.

Our system is designed to support buyers, sellers, and agents alike, with a focus on helping agents grow their careers. By consistently promoting clear, accessible information and making it easy for people to learn about your agents, you eliminate confusion and remove barriers. Over time, this builds strong awareness and credibility for each agent—which is exactly what you want as a broker.

One of the most effective steps you can take right now is implementing the use of badges on your agents' signage. While in the future these badges may be printed directly onto signs, today they can be easily added using stickers. They're inexpensive—roughly \$80 for 100—and simple to distribute.

Make sure your agents have access to these badges and actively encourage them to use the system. Small, consistent actions like this can significantly increase visibility, generate more leads, and ultimately drive more transactions across your team.