

# 6 Tips To Build Your Real Estate Dream Team



# Team building is an essential part of any organization.

When you have a strong real estate team on your side, your business is equipped to handle any industry challenges. Current agents will be happier, more productive and loyal. Prospective agents will notice the culture you provide and aspire to become a part of it. A strong team is a win for everyone involved — invest quality time and energy into creating it. **Follow these six tips and build your real estate dream team.**



# 1 Set Clear Expectations

- ✓ Set a **clear vision** for your team with short-, mid- and long-term goals.
- ✓ Support team members to develop individual goals and maintain **production standards** so each team member knows what they need to work toward.
- ✓ Keep the **team's goals** front and center. Review progress regularly to make sure everyone stays on the same page.



## 2 Be Consistent

- ✓ **Lead by example.**  
Embody the good habits you expect of your team.
- ✓ **Be the leader your team wants to follow.** Simply do what you say you are going to do.
- ✓ **Create a positive culture.**  
Start by projecting the attitude you want your team to embrace.



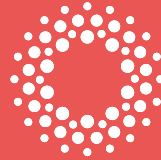
# 3 Hold People Accountable

- ✓ **Keep your team invested** in achieving their individual goals so that the team crushes the collective goal.
- ✓ **Conduct quarterly or mid-year reviews** with each team member one-on-one to support their progress.
- ✓ **Cultivate a rock-solid team** and help each member connect to their “why” so they stay motivated to succeed.



# 4 Know Your Strengths

- ✓ Uncover your team's professional strengths with a **personality assessment tool**.
- ✓ Place team members in roles that **match their strengths**.
- ✓ Workshop types of **communication styles** to increase productivity and decrease misunderstanding.



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**REALStrengths**

## **REALStrengths<sup>®</sup> Assessment**

Take this free, online quiz to reveal your communication, selling and serving styles. Then, share it with your team so you can better understand each other.

→ Take the free assessment at [www.realstrengths.com](http://www.realstrengths.com)

# 5 Invest Your Time Wisely

- ✓ Invest energy and resources to become a leader and not a motivator.
- ✓ Spend time to train and mentor team members who are eager and motivated. Remember, it's easier to build skills than it is to shift an unmotivated mindset.
- ✓ Reserve time to understand “why” a team member is underperforming. Then, put together an actionable plan with milestones to help them succeed.



# 6 Build Your Culture

- ✓ **Create a positive, safe and fun culture** with your words, actions and leadership style.
- ✓ **Grow together** with team-building activities and training.
- ✓ **Be selective** to attract and retain people with a mindset that complements your team.





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