



4 WAYS

TO GROW A REAL ESTATE TEAM

1 **7 LEVEL SYSTEM FROM THE MILLIONAIRE REAL ESTATE AGENT BOOK**

The most recognizable way to grow a real estate team. In Gary Keller's book, *The Millionaire Real Estate Agent*, he walks you through step by step on how to go from an individual agent to owning a real estate team that essentially runs on its own.

2 **4 LEVEL HYBRID FROM MREA AND INVESTOR CENTRIC AGENTS**

Level 1 – New agent being mentored by Level 2 (newbies to the team)

Level 2 – Agent becomes a mentor and uses Level 1 as leverage. Level 2 also starts to learn about investing, investing strategies & starts to look into building a plan for long-term investing.

Level 3 – Mentoring agent teaches Level 1 to become a mentor (bringing them to level 2) & this agent now becomes a “manager” on the team. Overseeing operations in that specific side of the business while using their capital to start investing.

Level 4 – Becomes an investor with enough cash flow to stay on the team or jump off.

3 **NO SPLIT/ ONE BRAND**

This structure is brand heavy. As team lead you identify a brand that you'll grow and bring team members on board. Team members are put in a buyer or listing roll, but they are aloud to work all sides of the business. The agents on the team **MUST** use the brand on the team on all marketing.

4 **THE TRIPLE L (100% LEVERAGED, 0 LIABILITY, LOW OVERHEAD)**

1. Cant be attracted to putting your branded signs in people's yards.
2. Build out the database with a system of follow-up.
3. Agent who runs the deal gets to build their own brand.
4. Once the deal closes, you'll get the referral fee (20%-30%+).