

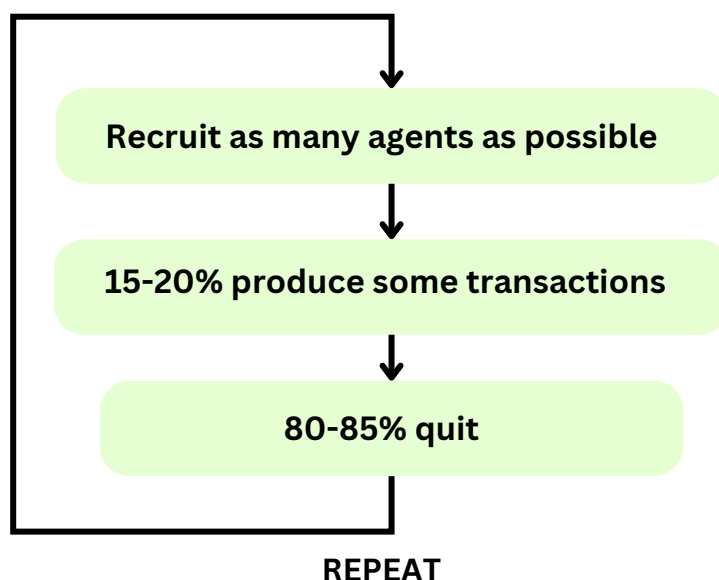
Generational opportunity for real estate firms in the post-lawsuit market

The real estate industry has changed more in the last year than it has since being formally founded in 1908. Over the last 28 years, the real estate industry has been playing the “numbers game”. Simply increasing the agent count was enough to grow market share. Agent productivity and retention took a backseat to recruiting and agent count growth.

This year home sales dropped to their lowest level since 1995, with 4.09 million homes sold. Home sales will inevitably bounce back, however, the way real estate brokerages and teams operate will not be the same. Real estate is about to become a more professionalized market due to regulatory changes and increased consumer expectations.

Speed-based market

100 agents doing 100 deals



From speed-based market to skills-based market

In 2023, 49% of all REALTORS® reported to have closed 0–1 transactions. This is just the beginning. The NAR changes coming into effect on August 17th will require agents to:

- clearly communicate their value to clients
- have real expertise and market knowledge to deliver what they promise
- develop strong negotiation skills

These changes will challenge the existence of most agents. Real estate is about to become a professionals' market.

Entering a “skills-based” market creates a generational opportunity for professionally run teams and brokerages to take even more market share from part-timers and hobbyists leaving the industry.

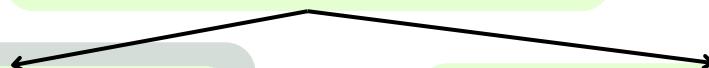
Skills-based market

10 agents doing 100 deals

Recruit as many agents as possible



Provide initial training to all



Identify high-potential agents



Prioritize per-agent productivity & development



Recognize & proactively retain top-producing agents

Filter out underperforming agents



Re-activate underperforming agents

FOCUS

The 5-step system to thrive in skills-based market

Getting
licensed

GAP

Succeeding
in real estate

Agently CEO at NAR Summit 2021

At Agently, we've been pioneering agent productivity tools for over 6 years. We used the first-mover advantage to get a head start and develop the ultimate agent productivity solution for real estate. We're now serving teams as small as five and brokerages with over 4000 agents to automate agent onboarding, training, accountability, recognition and retention.

Based on our experience of working with hundreds of real estate teams and brokerages we developed a 5-step system for increasing per-agent productivity and production in the skills-based market

1. Retention Starts with How You Onboard
2. Holding Agents to a Productivity Standard
3. Driving Actions and Activity
4. Productive Accountability
5. Retention is The New Recruitment

1. Retention Starts with How You Onboard

Onboarding is not about sending your agents a long checklist of to-do items. Onboarding is about getting agents into production as fast as possible.

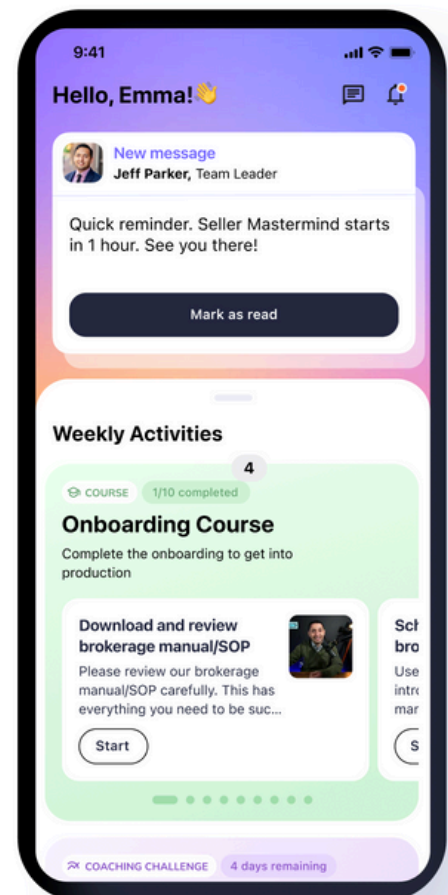
Your entire onboarding process should be designed around minimizing back-and-forth follow-ups and focusing on reducing the number of days it takes an agent to get their first client under contract.

Do not invest personal time and resources into coaching agents until they have demonstrated their proactive approach. For example, contacted 50 people from their sphere. Use such benchmarks to identify high-potential agents and filter out unprofessional ones early on.

HOW TO IMPLEMENT

At Agently, we developed a productivity app that is white-labeled with the client's colors, logos, and branding. When new agents join they simply install the app and self-onboard using a custom-built onboarding process designed by the broker or team leader. This allows us to get agents into production up to 8x faster. Such an approach allows large brokerages to reduce costs while onboarding agents at scale and gaining full visibility.

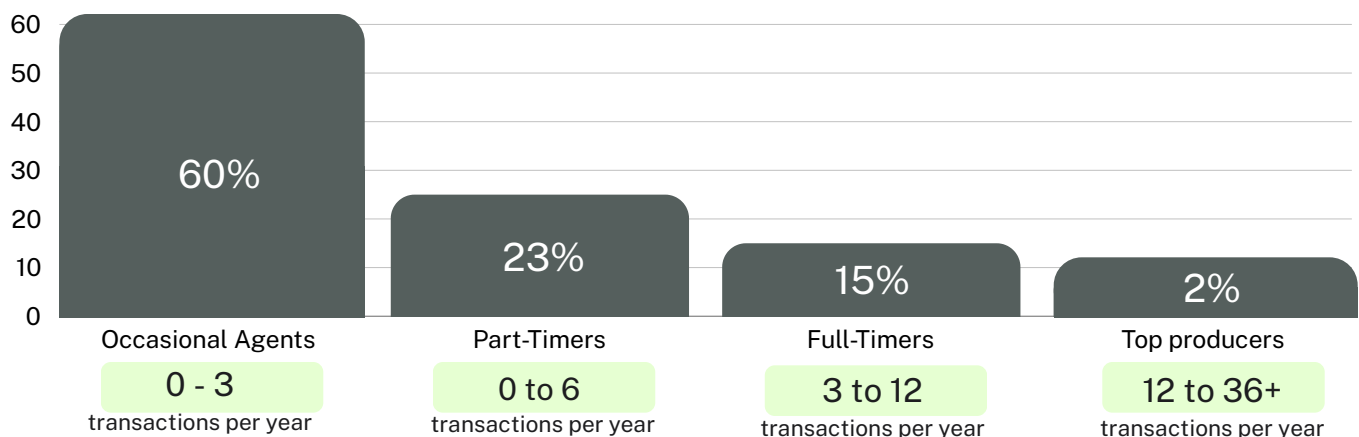
Immediately after onboarding completion agents are assigned 30-, 60- or 90-day coaching bootcamps to get their first clients under contract.



2. Holding Agents to a Productivity Standard

Every team and brokerage must have clear productivity standards that agents agree to when they join. Agents who do not meet the productivity standards would be less likely to generate meaningful production volume.

Set realistic expectations from the start by providing a blueprint that breaks down agent's annual GCI income goal into weekly action items (contacts made, appointments set, contract signed, transactions closed) .



In the post-lawsuit market, it will be more challenging for non-professional agents to generate business. Take this into account when recruiting part-time agents. Make sure you prioritize your time, resources, and support for seasoned and growing agents. Apply different productivity standards for agents with different levels of experience.

HOW TO IMPLEMENT

At Agently, we let agents set their personal income goals and automatically generate actionable blueprints that breaks down a big goal into weekly actionable items. This helps set the right expectations on what it takes to reach the GCI commission goal.

Set Your Financial Goal

Set your Gross Commission Income (GCI) goal for the next 12 months. The app will help you stay on track to reach your goal.

To reach your goal

\$150 000

you need to close

18 deals

and generate

1368 leads

Calculator parameters: Avg home price: \$450,000, Commission: 3%, Commission split: 80%

3. Driving Actions and Activity

You can't manage what you can't measure. In this market, you can't achieve measurable growth unless you track key agent metrics and constantly improve them.

Every agent at any point in time should know exactly what their goal is today, this week, this month, this year.

Use Action-Based Goals instead of Result-Based Goals. If you only set Result-Based goals you will have no data and insights into which agents are executing and which aren't, so if the goal is not achieved you won't know why.

Action-Based Goals

- Contacts made
- Appointments set
- Leads added to CRM
- Open houses
- Social media posts/comments

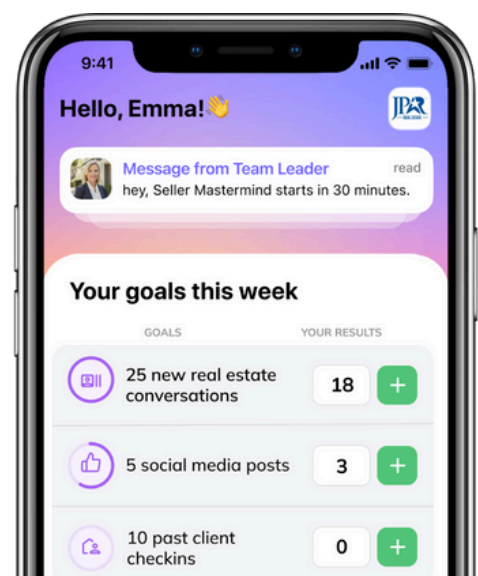
Result-Based Goals

- Gross commission income
- Total sales volume
- Units closed
- Listings taken
- Contracts written

Setting Action-Based Goals allows you to track individual agent performance and identify exact actions and strategies that have led to closing. You can then share those best practices with other agents to achieve measurable and repeatable business growth in any market.

HOW TO IMPLEMENT

Agently provides brokers and team leaders with unique technology for setting actionable goals and focusing agents' attention on execution. Automated in-app reminders and push notifications ensure that all agents know what their individual goals are. This creates healthy real-time competition and helps build a culture of success.



4. Productive Accountability

Accountability is critical for success in real estate. Surprisingly, very few industry leaders know how accountability impacts their production volume. As a result, accountability remains an abstract concept with no practical business application. In professionally run teams accountability is the foundation of the team's productivity standards.

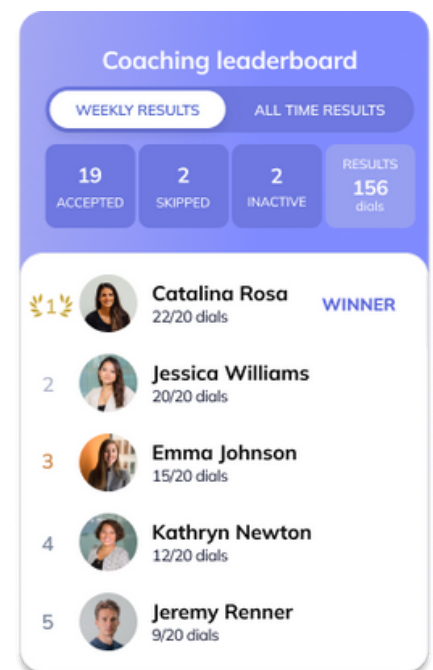
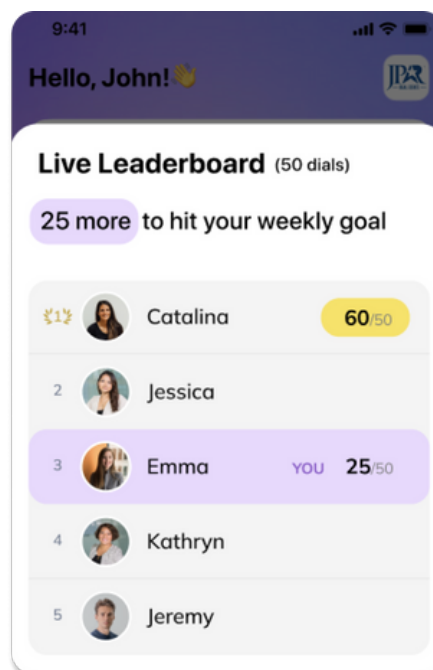
The average attendance rate for broker-organized training sessions is 32%. The average adoption rate of CRM systems by agents is only 17%. Showing up to training, updating CRM, and reporting weekly progress should all be part of your productivity standards.

You can no longer afford to provide technology, resources, and support to agents who don't utilize it. Agents without appropriate training can no longer compete for business in a skills-based market. The spray-and-pray approach no longer works.

HOW TO IMPLEMENT

Accountability should not be a burden. At Agently we use gamification to create healthy competition between agents. Agents enter their progress throughout the week, so they don't have to manually fill in outdated progress reports.

At the same time, brokers and team leaders gain real-time visibility into their agents' performance without having to chase agents and collect data across multiple platforms.



5. Retention is The New Recruitment

Competition for professional agents will intensify. Up to 25% of real estate firm's annual volume will exit each year in the form of agents leaving.

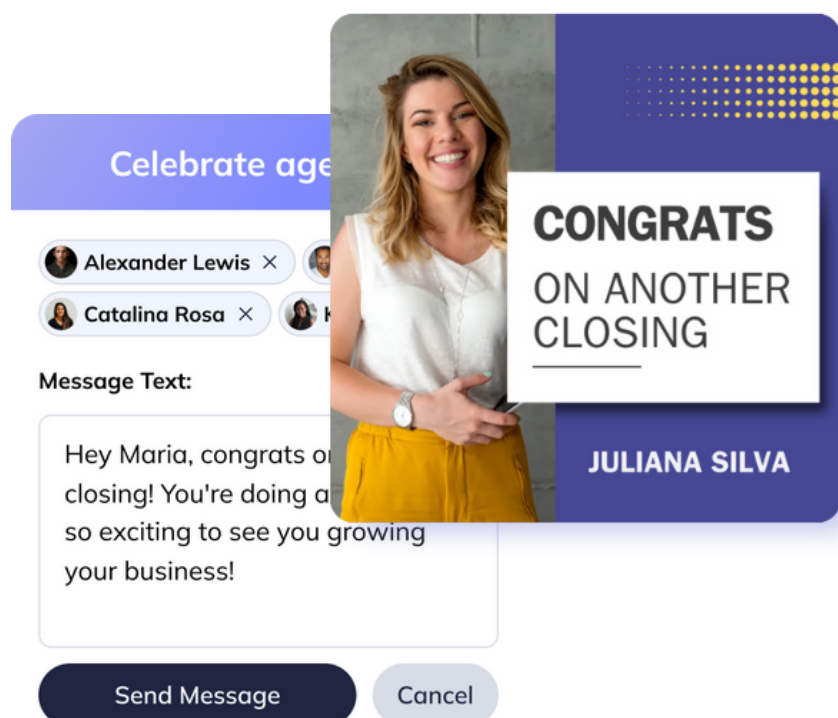
In the “Skills-based” market “skills” become the commodity that every real estate firm is looking for. Quality over quantity. The ROI on retaining your top producers is now significantly higher than the ROI from recruiting new agents.

It's not just about higher splits or flat fee commission structure. Upcoming NAR changes made agent reassess their priorities with most agents now looking for better support, training, and team culture.

HOW TO IMPLEMENT

At Agently we developed a system for proactive retention. The platform identifies agents who are more likely to leave based on performance trends.

Proactively engage agents instead of reacting after the notice is given. Additionally, we developed a system that automatically celebrates individual agents on behalf of the broker (birthdays, anniversaries, new agents joining the team, closings, capping etc). Recognition helps build stronger relationships and drive retention, especially for remote-first teams.





Want to put these steps into action?

In just 20 minutes, you'll discover how Agently will help your real estate team automate agent onboarding, training, accountability, recognition, and retention to increase per-agent productivity & transactions by up to 83%.

[Schedule a demo](#)

