

10 Questions Every NYC Agent Should Ask When Choosing a Broker



**Set Yourself Up For Success By
Choosing The Right Home For Your
Real Estate Business**

ALLISON DEUTSCH



Hello!

In 2015, I left my career in theatre and became a real estate agent in NYC. I was seeking freedom and flexibility. I wanted to be my own boss and direct my own future while making a difference in people's lives by helping them find a home.

I didn't expect it to be easy. I was prepared to work hard to learn everything I could in real estate school.

Then I realized that you don't actually learn how to be a real estate agent in real estate school - your broker teaches you that. But you have to choose this broker, who trains you AND decides how you will be paid, BEFORE you know anything about the work?!?!?

There are over 800 new real estate agents in NYC every MONTH and 70% don't last 1 year in the business because of the lack of information and transparency available to new agents. I've found satisfaction and success in training other agents in person, but I can only help a few at a time.

I created this checklist of the 10 Questions Every Agent Should Ask When Choosing a Broker to give more agents the opportunity to succeed. I hope it helps you choose a home for your business.

Please let me know if this checklist is helpful and tell me what information I can provide for you on your journey to becoming a successful real estate agent in NYC!

Allison Deutsch



10 Questions to Ask Brokers



What are the start up costs?

Expenses can include: joining fee, headshots, business cards, REBNY fees, association fees, E&O Insurance



What is the company culture like?

Do most agents work solo or in teams? In office or from home?



How many agents do you have? How many offices?

You may prefer a smaller group setting, but multiple offices can be convenient.



What is the commission split?

Most brokers start new agents at around a 50% split.



Are the majority rental, sales, or hybrid agents?

It's usually a good idea to choose a broker that has both rental and sales agents to give you flexibility.



Do you have a mentorship program?

A mentor can help you with the learning curve, but they can sometimes get an additional cut of your deals.



What is the training like?

Some brokers offer large group training and some offer 1 on 1 training. Some have a formal training program. We all learn differently.



Do you supply leads to agents? How are they distributed?

Brokers with a lot of exclusives often supply more leads, but there are other ways for brokers to generate leads.



What support staff is available to help me?

You need to know who will be available to answer questions, whether it is qualifying a client or navigating the software.



Is there a marketing department?

Not all brokers will have marketing departments. Some will only be available to help with listings, some will be able to help with branding.