



The 13 Rules to Team Success

Real Estate is a dynamic business. Policies, procedures, laws, interest rates, and technology are always changing. Not to mention the turnover of Agents, clients administrative staff, and everyone related to the Real Estate profession.

It is imperative that when you hire your first assistant or an assistant for a new task explain that the job is a work in progress. It will change and grow from day to day until it does what you want it to do. And then it will change again.

Explain that you will look for feedback from the assistant to make sure the changes work best for your team and your clients, with the understanding that the decisions are yours.

Below is a guideline that you as a Primary Agent should review with your team.

It not only will eliminate problems in the future it will make it clear to your team of what your expectations are and what is required of them. Keep this list in mind, in fact print it off and use it when you are interviewing, hiring, and supervising your Assistants.

1. Be extremely competent.
2. Create business at every opportunity, on the job and off.
3. Create good will for the team, on the job and off.
4. Understand the Agent's Vision. Learn the Agent's priorities and expectations.
5. Trust the Agent, always inform the Agent of anything that may present a problem now or in the future. Secrets are poison to the team. If you are asked to keep something from the Agent, refuse.
6. You have the same fiduciary responsibilities to the Agent as you and the Agent have to the client: care, confidentiality, loyalty, obedience, accounting, and disclosure, plus fairness and honesty to all parties.
7. Control expenses and expenditures.
8. Complete all tasks (no continuous piles). If you get behind, communicate with the Agent.
9. Solve problems first. Keep records of your decisions. If a problem must be brought to the Agent, bring at least two (three is better) potential solutions.
10. Under-promise and over-perform.
11. Be positive. The glass is half full. Life is good.
12. Take responsibility for errors.
13. Watch for new ideas and opportunities.

The underlying theme to this list is communication. You can not have an effective team if there is not constant open communication. You must lead by example and be open to all communication with your team and your clients.

Now you can add to this list as you see fit. These are main areas that are often disregarded or breezed over quickly during the interview and hire process but are the areas that are most often the cause for stress and later team problems if not addressed.