

Team Edelstein- St. Paul, MN



History of Team Edelstein

- Tom started solo - 1974
- Hired first administrative staff - 1979
- Brought on first buyer agent - 1995
- Henry - licensed in 2008
- 2017 - 10 team members:
 - 5 Administrative Staff
 - 5 Licensed agents



Team Composition

Partners / Team Leads

Tom | Henry

Sales Team- Licensed Agents

Scott (21 years)

Joe (13 years)

Gretchen (12 years)

Client Care Team:

Greer- Henry's Administrative Assistant

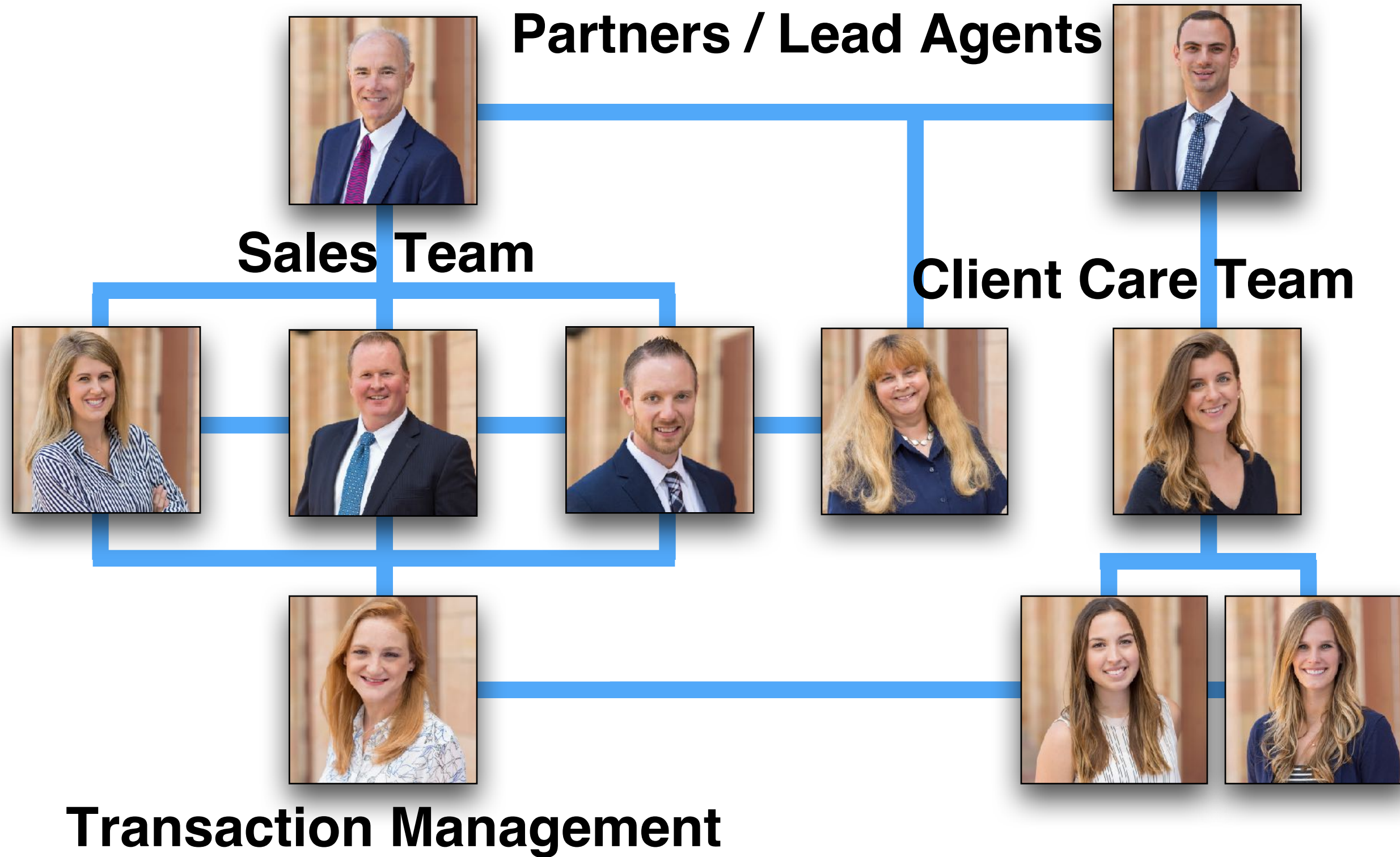
Merri- Listing and Marketing Coordinator

Kathleen- Transaction Management

Jessica- Listing and Buyer Management

Mackenna- Gifting and Runner

Team Edelstein Structure



Roles and Responsibilities

Partners | Lead Agents

Prospect, Negotiate, Secure New Business

Sales Team (Listings and Buyers)

Prospect, Negotiate, Secure New Business, Team Leads

Roles and Responsibilities

Client Care Team


- Answer all phones
- Conduct daily team meetings
- Communicate with clients
- Follow-up emails with clients
- Write home descriptions
- Enter listing data on MLS
- Coordinate transaction management
- Coordinate client events
- Organize client gifting



Risks as a Team Lead

- Not all admin licensed
- Answering phones
- Showing Homes
- Employees writing offers
- Employee communication
- Employee compensation
- Employee tax implications
- Employee benefits
- Employee handbook
- Leaving for better opportunities
- Team culture / collaboration
- Wrong data on MLS
- Confidentially report





Q & A | Team Edelstein