

2015 REALTOR® BROKER SUMMIT



CHARLOTTE, NORTH CAROLINA
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The Insomniac Broker

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How This Job Was Described



- Recruiting
- Retention
- Education
- Camaraderie



What It Really Feels Like

- Adult DayCare
- Cat herding
- Referee
- The Middle Child





Emotional Baggage

- Bull vs Bear
- Generational Differences





Profitability



- Why is this a bad word?
- Agents want it all for nothing.



The Crystal Ball

- 1099 going away
- Obamacare effects
- Minimum wage
- Changes in education
- Mentorship
- Declining Commissions
- Home Agent vs Office Agent





Liability

- Who's on the hook here?
- Future of available insurance
 - Security issues



Who's On First?

- Managing teams alongside solo agents
 - Ego over substance
 - Consumer confusion
 - Parity



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