Dynamics of High Wattage Teams
Panelist: Tom Berger Jr., Chair, California Regional Multiple Listing Service Inc.

Panelist: Kyle Whissel, Broker/Owner, Whissel Realty
Moderator: Eric Bryn
Strategic Consulting
Why we’re here.
What’s been happening with agent teams?
Let’s expand.
“It’s easy. Just ‘rent’ a broker.”
What’s going on?

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17% decrease single agent business (2016).
42% increase team business (2016).
35,000 - 50,000 U.S. teams.
41% 4 to 9 team members
37% formed 1 - 3 yrs.
26% formed < 1 yr.
90 second Internet lead response times.
Closed deal conversion rates above 4%.
8+ years = 156 transactions.
< 3 years = 60 transactions.
2016 Top 250 = 108,353 transactions (433 to 315 transactions/team).
“We kick the shit out of complacency.”
“We manage to conversion.”
“We love what we do.”
What's going on?
Team structure: MCST
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