

# Dynamics of High Wattage Teams



**Panelist: Tom Berger Jr.,**  
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Multiple Listing Service Inc.

**Panelist: Kyle Whissel,**  
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# Moderator: Eric Bryn

## Strategic Consulting





A person is shown from the chest down, wearing a red and black plaid shirt under a pair of grey denim overalls. The overalls have several items tucked into the pockets: a small figurine of a person in a red helmet, a glue stick, a pen, a yellow ticket with the number 700587, and a pair of red-handled scissors. A pair of black-rimmed glasses is hanging from the bottom of the overalls. The background is a blurred, light-colored wall.

# Why we're here.

Photo courtesy of [gratisography.com](https://gratisography.com)





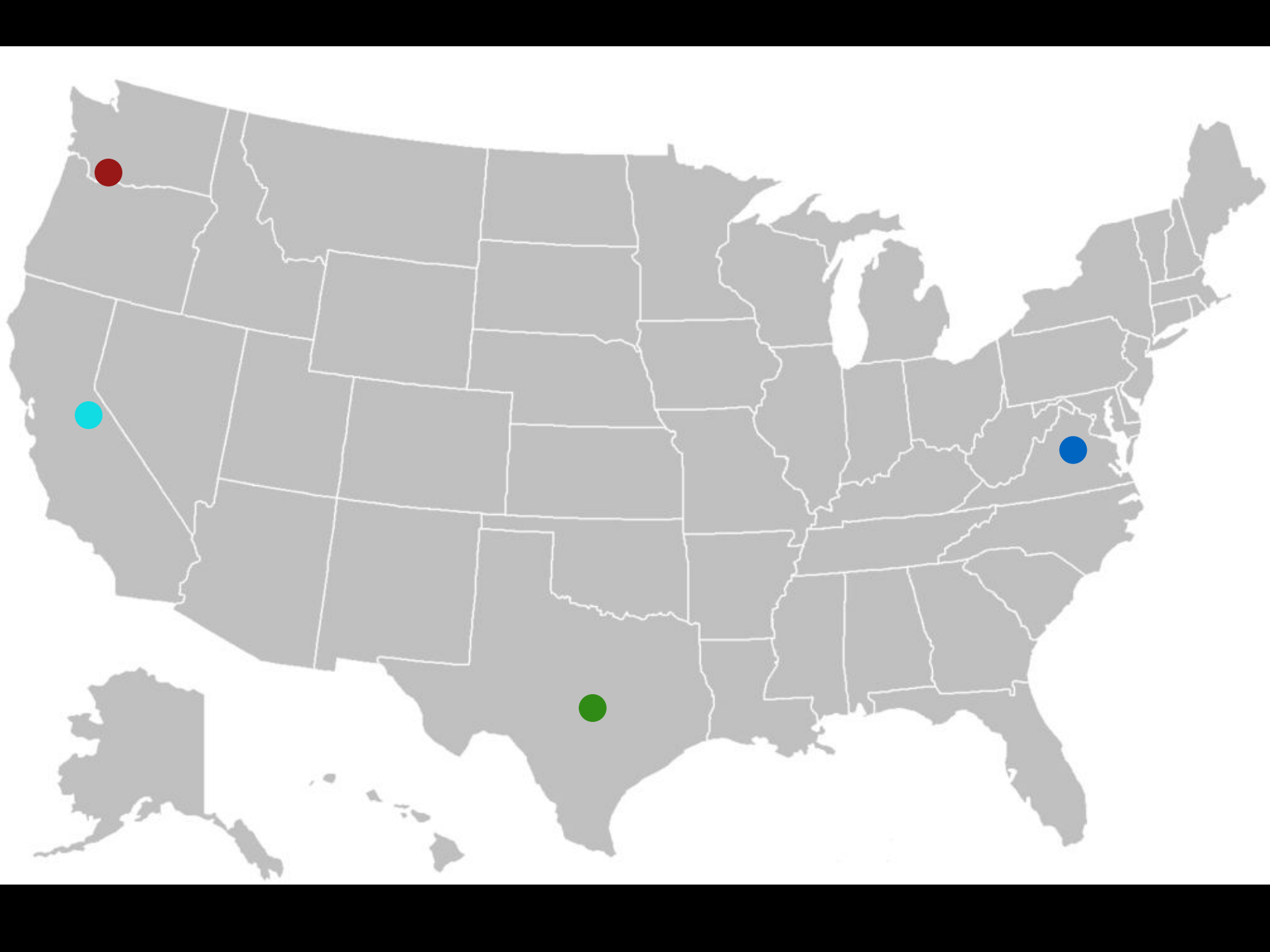
# What's been happening with agent teams?

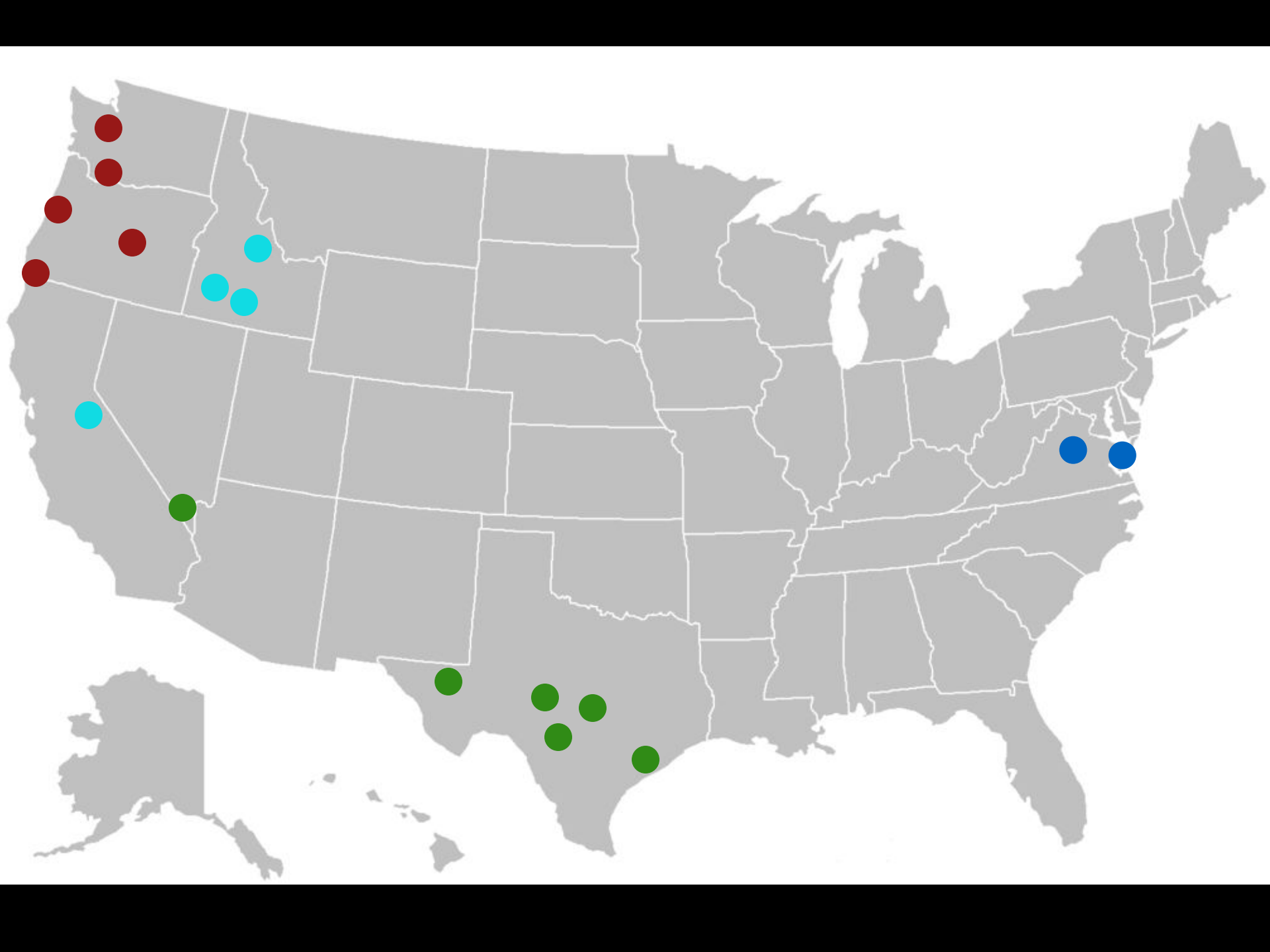
Photo courtesy of [gratisography.com](https://gratisography.com)

# Let's expand.











**“It’s easy. Just ‘rent’  
a broker.”**





A man in a green t-shirt and blue jeans is lying on his back on a paved surface, with his legs raised in the air. A bicycle is upside down in the background. The scene is outdoors with trees and a fence in the background.

# What's going on?

Photo courtesy of [gratisography.com](https://gratisography.com)



**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.”**



A fluffy, light-colored dog, possibly a Shetland Sheepdog, is shown in profile, looking to the left. The dog is wearing black-rimmed glasses and a dark plaid collar. The background is a dark, textured wooden surface. The text "What's going on?" is overlaid in white, bold, sans-serif font across the middle of the image.

# What's going on?

Photo courtesy of [gratisography.com](https://gratisography.com)



# Team structure: MCST





**Mission.**  
**Culture.**  
**Specialization.**  
**Technology.**



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