

The image features a red rectangular logo with the text 'BRICKELL BROKERS' in white, bold, sans-serif font, with a horizontal line separating it from 'REAL ESTATE' below. The background is a dimly lit interior of a modern apartment with large floor-to-ceiling windows. A grey sofa with a blue cushion is on the left, and a low wooden coffee table with various items is in the foreground. The windows offer a view of a city skyline at dusk or dawn.

**BRICKELL  
BROKERS**  

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**REAL ESTATE**

**THE 7 BENEFITS  
EVERY REAL  
ESTATE COMPANY  
MUST OFFER**

## **THE 7 BENEFITS EVERY REAL ESTATE COMPANY MUST OFFER**

Whether you are new, experienced, or a top agent, these are the 7 benefits every real estate agent **MUST** look for in a real estate company.

Yes, the one thing all agents need in order to sell real estate is a brokerage company, but, sadly not all brokerage companies are created equal. With so many companies, a multitude of commission split plans, and a variety of services how do you decide which company is the right one for you?

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# 1. COMPENSATION PLAN

While it is important to know how much you make, even more important is how much you get to keep. The more you keep, the more you can invest in marketing, education, and getting assistance to grow your business. The broker you choose to align yourself with, should be able to guide you on how to invest and grow your business successfully .

At BRICKELL BROKERS, we believe you should not pay any monthly fees, namely those typically charged in the real estate industry. Why should you pay a monthly service fee if you are not using any services during a particular month?

BRICKELL BROKERS COMPENSATION PLAN IS  
SIMPLE AND EASY TO UNDERSTAND:

**COMPENSATION PLAN**

**90/10**

**COMMISSION SPLIT ALWAYS**

GET PAID **30** DAYS  
FASTER

**NO**

**MONTHLY FEES**

**E&O**

**PAID BY BRICKELL BROKERS**

## 2. COMMISSION ADVANCES



**GET PAID 30  
DAYS FASTER**

ADVANCED COMMISSIONS AT  
NO COST TO OUR AGENTS

The real estate market has seen many ups and downs, which have affected not only the economy, a number of companies, and many small businesses, but especially real estate agents. Most agents enter the industry with very little in cash reserves, which puts a tremendous amount of stress on the performance of the real estate agent.

Many real estate agents often overlook or ignore the value of liquidity when entering the business. Many are happy just to get their license and start working, believing they will make money quickly and easily. However, because of the nature of the business, fast cash is not guarantee even if the agent has a written contract to sell or has made an



offer on behalf of his/her client. In many cases, properties take months to sell and buyers delay their closing dates. It is simply the nature of the business. At BRICKELL BROKERS, we understand the business and want to help our agents ease the burden created by ONE OF THE BIGGEST PROBLEMS IN THE REAL ESTATE BUSINESS, **the lack of liquidity.**





## 3. NEGOTIATE YOUR COMMISSION RATE WITH CUSTOMERS



### NEGOTIATE YOUR OWN COMMISSION RATE WITH CUSTOMERS

We all know the importance of negotiation in business, just as we know technology advances rapidly in the business world. And even though changes come, some facts will always stay the same including the truth that the art of negotiation

is an important business skill, one that is as important as today as it was in the past. Strong negotiation skills can be the difference between getting a listing and keeping it or losing a listing which can represent thousands of dollars in commission and free advertising.

What are the essential ingredients for getting ahead in real estate? Hard work, communication skills, and luck, of course, they play a role, but there is another important key ingredient, and this key ingredient is often overlooked, especially in real estate — the ability to negotiate commissions with your buyers and sellers and capitalize on opportunities to negotiate for your future business success.

The importance of commission negotiation in real estate can't be overstated. Good negotiations contribute significantly to your business success, because negotiations:

- Help you build better relationships
- Get you more listings
- Provide Free advertising
- Deliver lasting, quality solutions for you and your clients.

In your negotiations, you should aim to create a situation that is a win-win for both parties. Remember a six percent commission is not always the best for your client and may not be best for you.

Sometimes less is BETTER. A good negotiation surrounding your commission leaves each party satisfied and ready to do business with each other again.





## 4. CUTTING-EDGE TECHNOLOGY



### CUTTING-EDGE TECHNOLOGY

We are a technology powered company. We offer CRM Platform, Google G suite Account, Dootloop Account and Cloud CMA

G Suite



Nothing stays the same forever, and the best real estate agents are those who are agile and flexible enough to change for the better.

Without the ability to adapt, real estate agents risk becoming obsolete, or at the very least, face a gradual reduction of market share, profit, and cash flow.

The real estate industry has had to adapt quickly to changes in technology – integrating new tools in order to keep pace with the rapidly changing requirements of buyers and sellers.

The growth of the internet has vastly empowered buyers and sellers with vast amounts of information now available with just the click of a mouse. Agents



have to be at their best and use the most powerful tools to compete in the new space.

The average agent spends 80 percent of their business day doing administrative tasks, not the more significant work of marketing, negotiating, and closing deals. Technology allows you to invert the statistic to your advantage, so 80 percent of a professional's time is spent negotiating and closing deals and only 20 percent is spent on administrative tasks.

BRICKELL BROKERS provide all its agents with the necessary technology tools to make work more valuable, and free up time to concentrate on business-generation activities to boost the agent's bottom line.

Tools included as part of the package:

- Round-the-clock accessibility
- CRM Platform
- Self-service portals
- Google G suite Account
- Dotloop
- Account & Cloud CMA
- Free Agent Website

## 5. FREE TOOLS & BENEFITS

Buying behavior has changed, marketing has changed, and sales has changed. However, have you adapted and changed your marketing and sales tools to become a better and more productive real estate professional? We know without the right tools it is very difficult to maximize the real estate agent's potential.

At Brickell Brokers we want to provide all our agents with the right tools to maximize their potential. Here is a short list of tools and free benefits designed to help you be more efficient and effective.

# FREE BENEFITS

## POWERFUL REAL ESTATE PLATFORM

- ✓ PERSONALIZED WEBSITE WITH IDX & LEAD CAPTURE
- ✓ PERSONALIZED CRM PLATFORM
- ✓ PERSONALIZED MOBILE APP
- ✓ PERSONALIZED CMA PLATFORM
- ✓ SYNDICATION PLATFORM
- ✓ GOOGLE G-SUITE ACCOUNT
- ✓ DOTLOOP ACCOUNT

## 6. MENTORSHIP PROGRAM

It is not a secret that most agents have two problems:

### PROBLEM #1

#### HOW TO GENERATE LEADS

### PROBLEM #2

#### HOW TO CONVERT LEADS INTO CLIENTS

Why are these the biggest problems for agents? They have never been taught the necessary skills to get leads and convert them into clients.

There is a price to be paid for both good and bad education. Either way, you are always going to pay

a price. You pay a small price for good education and a huge price for bad education. The most expensive information in the world is bad information.

BRICKELL BROKERS understand the need for **GOOD EDUCATION**, which is why we offer an amazing mentorship program for new agents who want to jump-start their career.

## **OUR PRACTICAL APPROACH WORKS BETTER THAN ANY CLASSROOM TRAINING.**

Whenever one of our new agents feels he or she needs help with a particular transaction, we assign



one of our senior agents, someone with more than 10 years' experience in real estate to assist them with all the aspects of the transaction, from A to Z.

These benefits include: helping our new agent with the purchase contract, negotiating the purchasing price, dealing with the inspection company, dealing with the title company, and any other issue that may arise from the transaction.

We also offer support through our support chat where hundreds of agents are always willing to help and to share their experiences.

## 7. OFFICES

Pay attention to the physical exterior and interior of each real estate company you visit. If the space or atmosphere of the office does not make you feel comfortable, it is likely your clients will feel the same way.

A few things to consider about the offices you visit:

- **Commuting Time.** Consider how long it would take to commute to your prospective office. (Although technology makes it easier to work from anywhere in the world, still many like

working in an office environment rather than from home.)

- **Free and Ample Parking.** Remember, you and your clients will need to park there as well as all the other agents and their clients.
- **Space.** Is there enough space for you to work comfortably?
- **Conference Rooms.** Are there private meeting and presentation rooms?
- **Atmosphere.** Are you greeted immediately upon walking in the door? Do you feel welcome on entering the office?

- **Culture.** Does the culture of the office align with you?

Does the Office Provide:

1. Transaction coordination
2. In-house mortgage broker
3. In-house title company
4. In-house attorney

Brickell Brokers is conveniently located in Aventura which is centrally placed and easily accessed for both Broward County and Miami-Dade County.

We also have an office in New York City.

Agents are welcome to come to our office and use our facilities any time they want.

We have meeting rooms and individual working stations for our agents to use for their convenience.

Our Aventura office has plenty of free parking for our agents and customers.

Our office in NYC is located in Midtown, in easy walking distance to the Union Square Train Station. We also have meeting rooms and working stations for our agents there.

**OUR MOST IMPORTANT OFFICE ADVANTAGE  
(VIRTUAL SPACE)**

By using our platform, we provide our agents with the necessary tools needed to work virtually from any location.

Our agents gain access to:

- Dotloop for contract management system
- Personalized web site and mobile app with IDX, which means our property database from the MLS is updated every three hours
- ACH or direct deposit of salary



## 8. PERSONALIZED REAL ESTATE APP

Maximizes the power of technology and your mobile connection.

Your broker should provide you with the ability to access your clients' most used tools, their phones, and knowing when they search for a home via their phone. As one of the most powerful tools, no agent should work without it.

Brickell Brokers provides you with exactly that, a free app allowing your clients to search for properties, which informs you when they open the app and search for homes. The app is a huge asset for agents because it automatically creates a connection between you and your clients.

Our mobile app not only allows you to keep in contact with your clients, by knowing all their searches, but also provides real time property updates for the property searched from a direct MLS feed.

## SUPPORT

1. Does the broker have enough time to help you?
2. Does the broker have enough experience? The experience level of the manager or broker is a very important factor. Ultimately, the quality and presence of a seasoned broker, in many cases, is more valuable to you than any commission split.
3. Does the broker help you upload your listings to MLS?

4. Does the broker offer transaction paperwork processing? The accounting department will also be important to you; ask how long after a closing you can normally expect to receive your commission.

### DO YOUR HOMEWORK

Make sure you interview with many different brokerages. Unlike a traditional job where the employer is interviewing you, you should be interviewing the brokerage firm as well.

As you can see from the list above, choosing the right real estate company to align with can be one of the most important decisions you make in your business. Your broker can become the best partner for your real estate business. Take your time and

make sure the broker you choose fits your specific needs in terms of finances (splits), education, marketing, office location, administrative support, and culture.

A background image of a city skyline at sunset or sunrise, with buildings reflected in the water. A dark grey rectangular overlay covers the upper and middle portions of the image, serving as a backdrop for the text.

# BECOME A **SMART** BROKER TODAY

[WWW.BRICKELLBROKERS.COM](http://WWW.BRICKELLBROKERS.COM)