

Brokerage Teams.... Trend or Substance?

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Introduction / Session Overview

I. Team vs.
Individual Brokerage

II. Why Teams

III. Team Structure

IV. Team Roles

V. Teams as Training Method

VI. Teaming for Broker Retention

VII. Team Compensation

VIII. Rewards



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I. Individual Brokerage:

- Traditional Model
 - Clear Definition
 - 100% of Commission Income
 - Accountable Only To Yourself
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- ***Doing what doesn't work, harder, stronger and longer won't get you to prosperity!***



I. Team Brokerage:

The Collective Alignment of Intention Provides Clarity and Direction...

- Collaborative Approach - CHANGE
- Increased Earning Potential
- Combine Skills, Styles & Personalities
- Improved Service To Clients
- Expanded Spheres of Influence

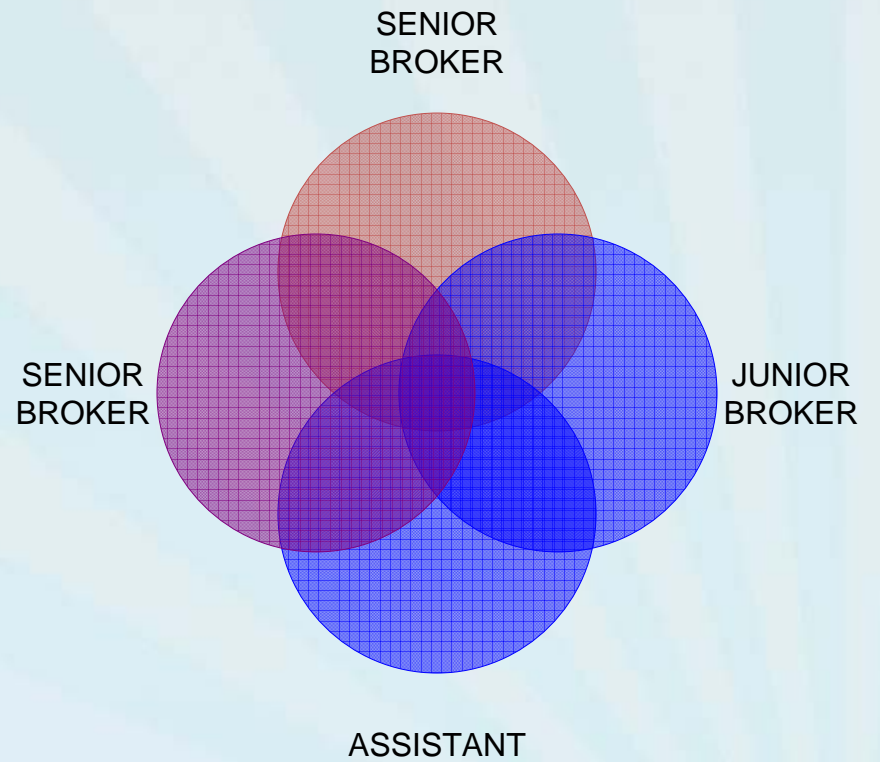
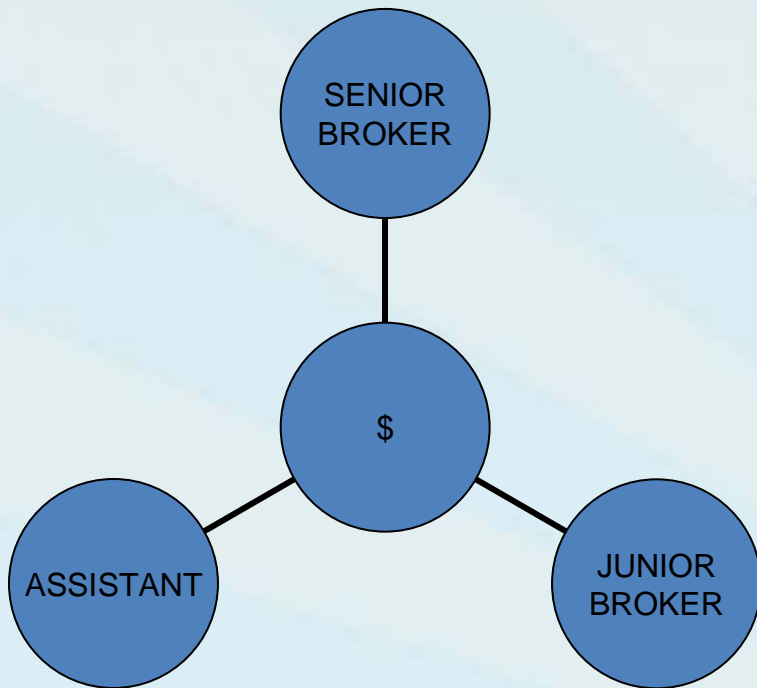
The whole is greater than the sum of the parts!



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Team Brokerage:



II. Why Teams – Business & Personal Advantages:

- Increased Earning Potential \$\$\$\$
- Collaborative Approach
- Combine Skills, Styles & Personalities
- Capitalize on Strengths & Focus on Unique Capabilities
- Overcome Individual Weaknesses
- Recruiting
- Branding
- Cover Each Other – Complimentary Parts



II. Why Teams – Business & Personal Advantages:



When team members work to lift each other, we accelerate learning and ultimately increase our ability to compete and WIN!



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II. Why Teams – Business & Personal Advantages:



“I don’t play my eleven best, I play my best eleven!” *Vince Lombardi*



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III. Team Structure

Definition – A group of people with an aligned intention to bring about a particular future. ARE YOU A BELIEVER?

What – Determine a clear purpose for existing “Mission”

Who – Determine required members to do the “What”

How – Determine clearly defined roles for the “Who”

Vision = Articulation of The Ultimate!



III. Team Structure

Goal: Accelerate Transactions to Create Prosperity!

By Focusing on the team's intention, you will generate more "No's" as you turn down opportunities that don't fit within the intention.

Trying to be all things to all people will lead to doing nothing well. Chasing Butterflies...

Strive to be an inch wide and a mile deep, BE AN EXPERT.

Failure is the refusal of giving up what we don't need!



IV. Team Roles

A perfectly functioning team understands each team members style and identity and then allocates specific tasks, roles and responsibilities accordingly.

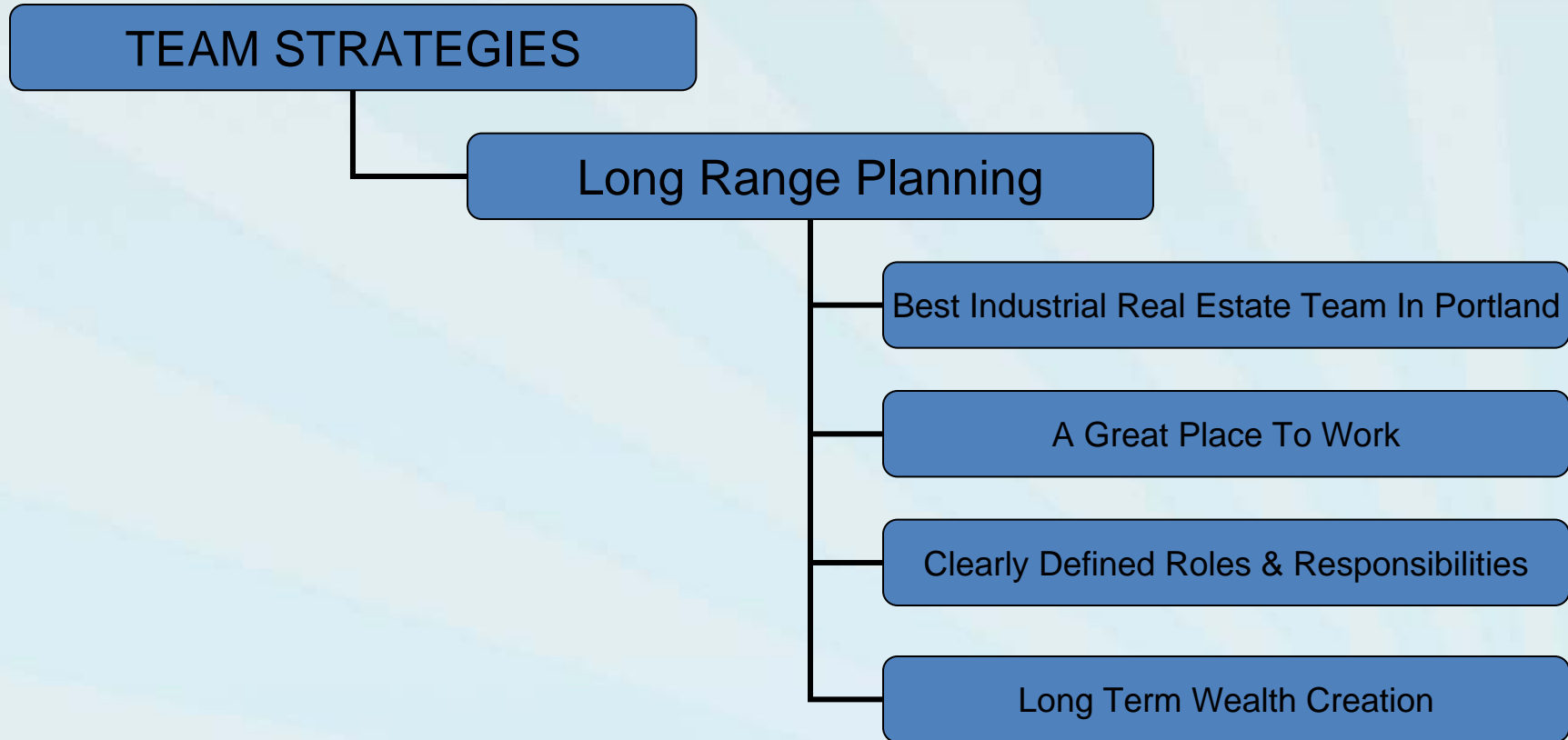
The Ability To LET GO!

Internally teams will struggle, but to the market they appear unified.

Key to success = accountability and trust.



IV. Team Roles



IV. Team Roles

TEAM STRATEGIES

Senior Broker (Don)

Business Development
Set Up Joint Meetings w/Nick & Clients

Focus On Top 200 Companies
Own Relationships w/25%

Motivate & Train Younger Teammates

Manage Network Relationships
SIOR & CORFAC

Quality Touches With Users, Owners,
Influencers, Investors, Lenders



IV. Team Roles

TEAM STRATEGIES

Senior Broker (Nick)

Business Development

Create Deals That Don't Exist
Don't Simply React To Market

Manage Robbie Prospecting Process

Focus On Sales & Investments

Pace Setter For The Team
Push Prospecting & Meeting Programs



IV. Team Roles

TEAM STRATEGIES

Junior Broker (Robbie)

Full Service Tenant Rep Broker

Manage Database of Prospects
Goal: 2,000 Tenants

Set Up Meetings For Senior Brokers

Source New Clients
\$300,000 Gross Revenues

Manage Long Range Client Touch Program



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IV. Team Roles

TEAM STRATEGIES

Assistant (Mitch)

Direct Marketing

Document Preparation

Marketing Collateral Materials

Client Relations/Reporting

Transaction Management
Post Closing Client Summary



V. Teams As A Training Method:

Training Future Partner – Not Competitor

Schedule Team Meetings For Strategic & Tactical Thinking

Open & Honest Feedback With Long Term Outlook

Collaborative Approach With Mutual Mission

Build Consistent Style & Theme



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V. Teams As A Training Method:

Credibility To Young Team Member By Association

Training Program Aids Recruiting Talent

Focus On Specific Segment of Team's Mission

BECOME AN EXPERT! - - - FASTER!!!



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VI. Teams As a Tool For Retention:

Why Would You Leave?

Hire Slow – Fire Fast!

Get The Right People On (& Off) The Bus!!!



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VII. Team Compensation (% Of Gross Fee):

A. Client Sourced By One of The Senior Brokers

Senior Broker 47.0%

Senior Broker 47.0%

Junior Broker 5.0%

Assistant Base Salary Plus 1.0%



VII. Team Compensation (% Of Gross Fee):

B. NEW Client Sourced By The Junior Broker

Senior Broker	29.5%
Senior Broker	29.5%
Junior Broker	40.0%
Assistant Base Salary Plus	1.0%



VII. Team Compensation:

Based on \$1.5 Million Gross Fees With \$300,000 allocated to New clients sourced by Junior Broker:

C. Gross Commissions Before Split w/ House

Senior Broker	43.5%	\$652,500
Senior Broker	43.5%	\$652,500
Junior Broker	12.0%	\$180,000
Assistant Bonus	1.0%	\$ 15,000



VIII. Reward:

Defined: Personal Satisfaction or Benefit
Resulting From Some Event or Action.

Identity
Freedom
Structure
Accountability

Time
Prosperity
Clarity
Fun

Balance

“Next to Love, Balance is the Most Important
Thing in Life” . . . John Wooden



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