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IS IT BETTER TO JOIN A REAL ESTATE TEAM, OR GO IT ALONE?

Whether you are just starting out as a real estate agent or have years of experience under your belt, you may be trying to decide whether it's better to work solo or join a team.

Working as an independent real estate agent, you have control – over your schedule, your branding, your business strategy and your commissions. However, this also means you are truly on your own when it comes to generating leads, establishing credibility and doing all the administrative work.

T.K. Butler, Broker at Frank Leo & Associates, RE/MAX West Realty Inc. in Toronto, says the advantages of working with the right team outweigh the freedoms of working alone: “You’re working for one common goal that’s bigger than you, and it’s rewarding.” Having run his own team for six years before joining the Frank Leo team, Butler has a unique perspective on both sides and offers the following pluses of teamwork:

YOU’LL BE BACKED BY A TEAM OF EXPERTS

In a team model, real estate professionals with different strengths and expertise work to help each other succeed. Typically, tasks involving generating leads, following up, and offering all the services clients need to get their properties sold are delegated in a support system that is “effortless” for the agents. “Everybody understands that our goal is to be the number 1 team, and we have to work together,” says Butler.

For example, in recent years agents have had to increase their online presence and market themselves through digital tools in addition to traditional means in order to compete. This can be daunting for solo agents who don’t have advanced marketing skills, or the time or money to devote to it.

But on the right real estate team, you’ll have marketing professionals working for you who know how to reach your ideal audience and help you stand out across different forms of media. According to Butler, Frank Leo has more than 30 years’ experience in promoting his business and invests an enormous amount of resources into marketing clients’ properties.

YOU CAN FOCUS ON YOUR PASSION

When you have a team of experts behind the scenes making sure everything else goes well, you’re able to focus on connecting with clients – which is likely why you chose to be-

come a real estate agent in the first place.

After joining the Frank Leo team, Butler says, “I’m still doing all the same things that I used to do as far as taking care of people, helping them buy and sell, helping them reach their goals – all the fun stuff of real estate.”

YOU’LL HAVE YOUR EXPENSES TAKEN CARE OF

When you join the right team, you won’t have to reach into your own pockets for certain expenses such as brokerage fees, advertising, support staff, office supplies or other shared resources.

The Frank Leo team is special, says Butler, because all agents’ expenses are taken care of. Team members get an “infinite return,” because they don’t have to find the money upfront for costs.

YOU CAN BE SUCCESSFUL WHILE ACHIEVING WORK-LIFE BALANCE

Solo work requires a significant time commitment. Often, independent agents realize that while they’ve been chasing success, they haven’t been able to enjoy the rewards from all their hard work.

“The secret that a lot of real estate agents are not aware of, and that they really don’t get the benefit from, is enjoying life at the same time,” says Butler. Because he has a team taking care of the small details, he is able to spend quality time with his family and also has more time for other activities outside of work.

WHY JOIN THE FRANK LEO & ASSOCIATES TEAM?

“Taking care of people” is the team’s motto. This sentiment applies not only to their clients but also to fellow team members. Frank Leo fosters a work culture where agents are not in competition with each other, and are therefore free to support one another.

“You’re in an environment where you’re making an unlimited amount of income; you’re in an environment at the highest level of training and support that there is; and you’re around like-minded people who all want to help you succeed,” says Butler. “Frank takes care of finding the buyers and sellers. Frank takes care of marketing the properties. Frank takes care of everything. Ninety per cent of the stuff I had to do as a team lead, Frank is taking care of – and footing the bill.”

Frank Leo & Associates is looking to expand their reach across Ontario. Contact them to learn more – and to find out how you can join the team. Visit getleo.com.