

Chapter 1

POINTS TO REMEMBER

- The brokerage-centric model is the old-school model, offering low commission splits to the agent, with the broker controlling every aspect of the business.
- The agent-centric model is the newer way of making money in real estate; it empowers agents to keep most, if not all, of their pay, and puts them in the driver's seat.
- Big box realties are dying out because of the high franchise fees and overhead, rigid red tape and control, conflicting goals, and lack of customization and individual branding.
- Big box realty franchises are too heavily vested to change their brokerage model to one of 100% commission, and are therefore forced to upsell, using “smoke and mirrors” to stay afloat.
- There's immense opportunity for both brokers and agents to embrace the 100% commission model to achieve greater financial success by keeping more money in each of their pockets.