

THE STATE OF THE BROKERAGE

What's going on in today's brokerages? In our latest market research survey, we asked brokerages the important questions—what attracts agents, what they want to do better, and more.

HERE'S WHAT WE LEARNED.

WHERE BROKERAGES EXPERIENCE GROWING PAINS

81%

of brokerages plan to grow by adding agents, but only

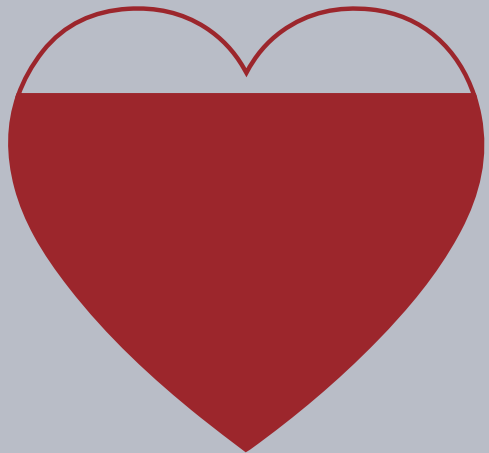
56%

actually do



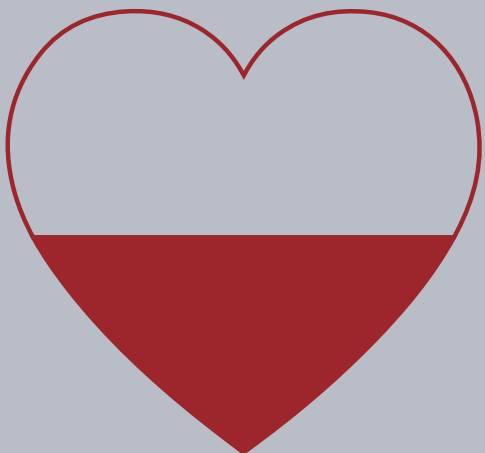
Quick Tip: Recruiting may not be enough for growth. Try focusing on multiple aspects, like **efficiency**, **retention**, and **performance**, along with recruiting!

WHAT REALLY ATTRACTS—AND KEEPS—AGENTS



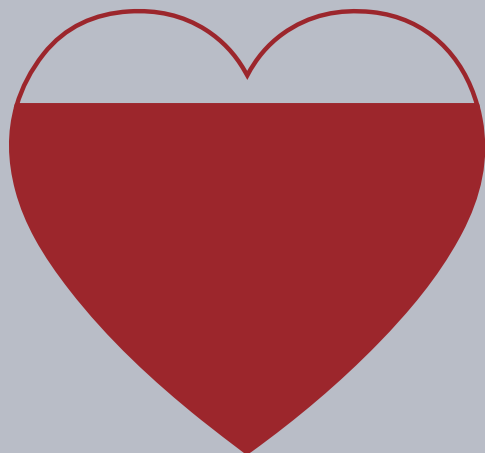
COMPANY CULTURE

80% of brokerages believe company culture is the most attractive factor for agents



FRANCHISE BRAND

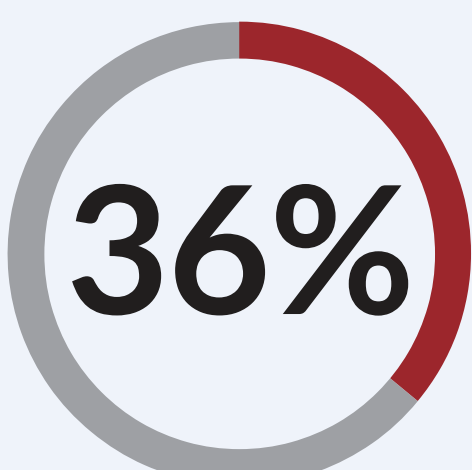
49% of brokerages believe franchise brand is the least attractive factor for agents



TECH AND RESOURCES

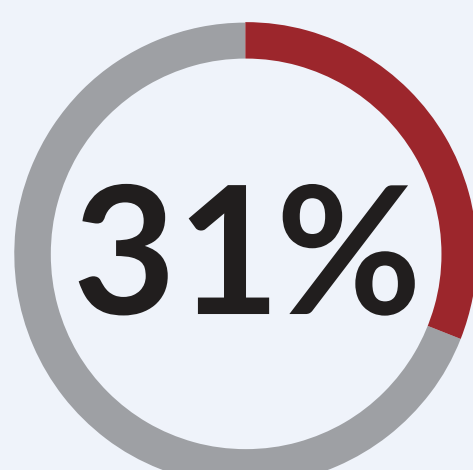
79% said tech and resources attract agents—but 45% of agents want to see more

WHERE INEFFICIENCIES HAPPEN



of brokerages say
DATA ENTRY
is their biggest inefficiency

MORE THAN HALF
will hire new staff to fix it.



of brokerages say
AGENT ADMINISTRATION
is their biggest inefficiency

ONE IN FOUR
will hire new staff to fix it.

WHAT DATA ENTRY REALLY COSTS

Almost

50% of brokerages

spend up to or over ONE HOUR on a single transaction

What does this cost your broker - age?

Makes
\$52,500/yr
(\$25.24/hr)

Handles
30 transactions
every month

Spends
1 hour
on each

That means your brokerage spends
\$757.40/mth (9,090/yr)
on data entry alone.

Quick Tip: Transaction management software like Lone Wolf Transactions can cut the time spent to as low as 30 seconds per transaction, instead of an hour—saving up to **99.7%** in data entry costs and freeing up your administrator for more important tasks.

SOURCES

NAR Real Estate in a Digital Age 2017 Report

Lone Wolf Technologies Brokerage Market Research Survey 2018

Glassdoor: National Average for Real Estate Office Administrator Salaries in the U.S.