REAL ESTATE TEAMS

START A TEAM

Build Your Own Team at List n Show™. Lead – Mentor – Grow

Are you ready to grow your business by leading others? Whether you're mentoring one new agent or managing a full production group, List n Show™ gives you the tools, structure, and freedom to lead confidently and grow profitably.

Why Build a Team?

- Building a team can transform your career and lifestyle. You'll be able to:
- Leverage your time and delegate admin tasks
- Increase your production through collaboration
- Earn more from shared success
- Focus on leadership and growth

What We Provide

- Operational Guidance – Get help with setup, compensation models, and workflows.
- Technology & Tools – Enjoy full supervisory access, built-in CRM, e-signatures, transaction management, and our proprietary List n Show™ Forms Library.
- Marketing & Branding – Professional templates, logos, and ad guidance to keep your team compliant and on-brand.
- Broker Support – Direct access to experienced broker assistance for contracts, compliance, and operations.

How It Works

- Meet with Broker Support – Discuss your goals and structure.
- Select Your Members – Choose licensed assistants or agents who fit your vision.
- Define Roles & Compensation – Use our sample Team Agreement for clarity.
- Launch Your Team – With full access to tools, systems, and ongoing support.

Build Your Future

Leadership starts here. With List n Show™, you'll have everything you need to lead, mentor, and grow on your own terms—while we handle the compliance, systems, and support. Empower your future. Elevate your brand. Grow your legacy.

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1. TEAMS

1.1 Real Estate Teams

A **real estate "Team"** is defined as a group of **two or more licensed real estate salespersons or brokers** affiliated with **List n Show™** who work collaboratively and market their services under a shared team name.

While real estate teams may differ in structure, size, and internal processes, they generally operate around several core principles:

- Collaboration and mutual support among team members
- Shared branding and marketing efforts
- Division of labor to improve efficiency and responsiveness
- Collective accountability for client service and performance

In today's fast-paced real estate environment, it is not feasible for a single agent to be physically present in multiple locations at once. Teams address this limitation by allowing members to support one another. For example:

- Multiple team members can host open houses simultaneously, increasing exposure and buyer engagement.
- Team members can step in to cover appointments, showings, or client communications when another member is unavailable.
- Clients experience continuity of service and are less likely to feel neglected due to scheduling conflicts.

Most teams are led by a **Team Leader**, who typically serves as the **Rainmaker**—the individual primarily responsible for generating new business, leads, and opportunities for the team.

Although the descriptions in this section provide meaningful insight into how teams function, no single definition fully captures the complexity involved in building and sustaining a successful real estate team. In general, teams exist to provide **lead generation, operational support, training, leadership, and accountability** to help agents perform at a higher level.

There are many variations of real estate teams throughout the industry. The structures discussed in this Manual reflect the most common and effective models.

1.2 Why Build a Team

There are many reasons a real estate agent may choose to form a team. When properly structured and led, a team can significantly enhance both individual and collective performance. Common benefits include the following:

Increased Productivity

A team allows tasks to be delegated based on skill and role specialization. Activities such as lead generation, marketing, transaction coordination, and administrative work can be handled by designated team members, freeing agents to focus on income-producing activities such as client consultations, negotiations, and closings. This division of labor often results in higher transaction volume and sustained business growth.

Expanded Market Presence

Teams can serve more clients simultaneously and operate across broader geographic areas. Individual team members may specialize in specific neighborhoods, price points, or client types (buyers, sellers, investors, relocations, etc.), allowing the team to capture opportunities that a solo agent might miss. Expanded reach leads to increased visibility, brand recognition, and referral opportunities.

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Enhanced Expertise
A well-built team brings together professionals with complementary strengths. Common roles may include buyer agents, listing specialists, transaction coordinators, marketing staff, inside sales agents, and administrative support. This diversity of expertise creates a more comprehensive service offering for clients while allowing team members to learn from one another and continuously improve.

Improved Client Experience
With multiple team members available, clients receive faster responses, greater availability, and more consistent communication. Responsibilities can be assigned strategically so that no single individual becomes overwhelmed. The result is a smoother transaction experience, higher client satisfaction, and an increased likelihood of repeat business and referrals.

Scalability and Long-Term Growth
A team provides a framework for scaling a real estate business. As demand increases, additional team members can be added without sacrificing service quality. With documented systems, training protocols, and defined roles, teams can expand transaction volume, enter new markets, or handle more complex transactions that may be difficult for an individual agent to manage alone.

Important Note:
Building a team requires intentional planning, strong leadership, effective communication, and ongoing training. Success depends on clearly defined roles, a collaborative culture, and alignment around shared goals and values.

1.3 "Brokerage Within a Brokerage" Concept
A real estate team is a group of individuals with defined roles and complementary skill sets working toward a shared objective while remaining under the supervision and compliance framework of the brokerage.

Although a rigid hierarchy is not required, every effective team has a **clearly identified Team Leader**. The Team Leader is responsible for:

- Providing training, guidance, and accountability
- Generating or overseeing lead flow
- Implementing systems and processes
- Creating an environment that supports professional and personal growth

When properly structured, a real estate team can function as a **"brokerage within a brokerage."** This means the team may internally recruit, train, and support newer or less-experienced agents while maintaining alignment with brokerage policies, state law, and broker supervision requirements.
Typical team roles may include, but are not limited to:

- Team Leader / Rainmaker
- Buyer Specialists
- Listing Specialists
- Showing Specialists
- Inside Sales Agents (ISA)
- Transaction Coordinators
- Administrative or Marketing Support

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Teams

High-performing teams place strong emphasis on **team development**, recognizing that well-trained and supported agents create better client outcomes and a stronger reputation in the marketplace.

A critical component of team building is understanding individual strengths and weaknesses. Successful teams are intentionally assembled with members who complement one another rather than duplicate skill gaps. Careful recruiting is essential, and many teams implement a **trial or probationary period** to ensure mutual fit before making long-term commitments. An incorrect hire can increase workload, reduce morale, and negatively impact client experience.

Support staff, such as a **personal assistant or transaction coordinator**, can be especially valuable. Whether licensed or unlicensed, these individuals play a key role in managing workflow. Unlicensed assistants must not perform activities requiring licensure, such as providing real estate advice or handling negotiations. Their role is to support operations, freeing licensed agents to focus on client-facing, revenue-generating activities.

1.4 Key Rules for New Real Estate Teams

Lead Generation Is Non-Negotiable

A successful real estate team must function as a **consistent lead-generation engine** from day one. Without a steady flow of opportunities, teams cannot sustain momentum or attract quality agents. Talented agents will not join—or remain on—a team unless they receive more opportunities than they could generate independently. Additionally, teams with paid staff must maintain reliable revenue to cover ongoing expenses.

Operations Matter More Than You Think

Most teams consist of two primary components:

- **Sales** – agents, showing specialists, and client-facing roles
- **Operations** – administrative staff, transaction coordinators, and systems support

A common mistake new team leaders make is prioritizing sales hires before building operational support. While agents are commission-based and only paid when deals close, administrative staff require consistent compensation. However, it is the operational backbone that allows sales agents to perform efficiently and at higher volume.

Build Operations Before Expanding Sales

Operational support is the foundation of a productive team. Administrative staff remove paperwork, compliance tasks, marketing execution, and lead management from agents' plates. This enables agents to focus on what they do best—serving clients and closing transactions—while increasing capacity and profitability.

Lead Like a Leader

Some agents form teams primarily to increase their own production. While understandable, this approach often leads to high turnover. A successful Team Leader must shift from an individual-producer mindset to a leadership mindset by:

- Regularly distributing leads to team members
- Providing training and skill development
- Setting performance expectations, goals, and accountability standards

Teams thrive when agents feel supported, challenged, and fairly rewarded.

Commission Structure Considerations

Commission splits within a team should reflect the level of support provided. Generally, the more robust the back-office and operational support, the lower the agent's commission split—because a portion of gross commission income is used to fund salaries, systems, and infrastructure.

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The trade-off is increased capacity. Agents with strong operational support can often manage significantly more transactions, resulting in higher overall earnings despite a lower percentage split.

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2. TEAM MEMBER JOB DESCRIPTIONS

This Section defines the primary roles commonly found within a real estate team and outlines the expectations, responsibilities, and accountability standards associated with each position. While not every team will utilize every role, these descriptions establish a clear framework for building, scaling, and managing a high-performing team.



2.1 Team Leader

The **Team Leader** is responsible for establishing culture, building systems, and creating an environment in which team members can consistently generate, convert, and close business at a high level. The Team Leader's role is not simply to sell real estate, but to **lead people, design processes, and drive growth**.

A successful Team Leader focuses on building a **systems-driven business** that simplifies:

- Lead generation
- Lead conversion
- Client servicing
- Contract negotiation
- Transaction flow

While servicing existing business is unavoidable, the Team Leader must deliberately protect time for the activities that directly produce income and fuel future growth. Even with administrative support, leadership responsibilities such as hiring, training, and managing others can become distractions. Purposeful focus on business generation remains essential to the long-term success of the team.

Core Income-Producing Responsibilities

Top-producing Team Leaders maintain discipline around the following three activities, even when business volume increases:

A. Lead Generation

Lead generation includes any intentional activity designed to create new business opportunities. Common methods include, but are not limited to:

- Prospecting and outbound calls
- Sphere of Influence (SOI) and referral business
- Geographic farming

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- Drip marketing campaigns
- Digital marketing systems and productivity platforms

While most agents desire more business, relatively few commit to consistent, structured lead-generation activities. Team Leaders distinguish themselves by leading from the front—demonstrating discipline, consistency, and accountability. Team systems should reinforce this focus and hold the Team Leader accountable to sustained lead-generation activity.

B. Listing Appointments

Listings are the **engine of a scalable real estate business**. Converting listing appointments into signed listing agreements is a critical responsibility of the Team Leader.

Top-performing agents and teams are primarily listing-focused because:

- One listing agent can effectively manage far more listings than buyer clients simultaneously
- Listings create leverage, visibility, and additional buyer opportunities
- Listings generate team-based leads through signs, online exposure, and open houses

The listing appointment is often the first formal engagement with a client and sets expectations for the entire relationship.

C. Contract Negotiation

Writing, countering, and accepting offers are the activities most directly tied to commission income. These negotiations involve high-stakes decisions and require availability, skill, and experience.

While administrative staff may support documentation and compliance, the Team Leader must remain directly involved in:

- Pricing strategy
- Offer presentation
- Counteroffers
- Inspection and repair negotiations
- Final acceptance decisions

2.2 Real Estate Assistant (Operations & Support Roles)

Operational support roles are essential to a scalable and professional team environment. These positions remove administrative burden from licensed agents and ensure consistent execution of systems and client experience.

A. Listing Manager (Listing to Contract)

The **Listing Manager** oversees all seller-side activities from initial engagement through execution of the purchase agreement.

Key responsibilities include:

- Managing seller transactions from listing to contract
- Preparing listing materials, including presentations, CMAs, disclosures, MLS research, and property profiles
- Coordinating photography, video, staging, repairs, cleaning, signage, lockboxes, and access
- Obtaining all required signatures and documentation
- Coordinating showings and collecting feedback
- Providing weekly seller updates on marketing and activity
- Managing broker and public open houses
- Entering and updating MLS and marketing platforms
- Submitting files for broker compliance
- Maintaining CRM and transaction management systems

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B. Transaction Coordinator (Contract to Closing)

The **Transaction Coordinator** manages all buyer and seller transactions from executed contract through closing.
Responsibilities include:

- Coordinating lender, appraisal, and closing timelines
- Scheduling inspections and repair negotiations
- Maintaining communication with clients, agents, attorneys, and lenders
- Ensuring file compliance and documentation accuracy
- Managing CRM and transaction records
- Scheduling post-closing client follow-up and referral requests

C. Marketing Director

The **Marketing Director** manages the team's brand presence, content, and client communication systems.
Responsibilities include:

- Managing the client database and CRM campaigns
- Preparing buyer and seller consultation materials
- Creating listing, open house, and marketing collateral
- Managing websites, blogs, online listings, and social media presence
- Tracking inbound leads from digital platforms
- Coordinating client and vendor appreciation events
- Collecting and deploying client testimonials
- Producing and distributing marketing and property videos

D. Administrative Assistant

The **Administrative Assistant** oversees the internal administration of the Team Leader's business.
Responsibilities include:

- Managing systems for buyers, sellers, lead tracking, and office administration
- Maintaining financial systems, budgets, bill payment, and reporting
- Coordinating purchasing of office equipment and materials
- Maintaining operations manuals and job descriptions
- Recruiting, hiring, training, and managing administrative staff
- Holding agents accountable to agreed lead-generation standards
- Ensuring agents remain focused on licensed, income-producing activities

2.3 Buyer Specialist

The **Buyer Specialist** focuses on representing buyer clients from initial consultation through closing.
Core Responsibilities

- Prospect for buyer and seller leads
- Convert leads into buyer consultation appointments
- Conduct buyer needs analysis and consultations
- Ensure buyers are pre-qualified with a lender
- Schedule and conduct property showings
- Write and negotiate offers and counteroffers
- Attend inspections and negotiate repairs
- Maintain communication and responsiveness
- Educate buyers on market conditions and process

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- Maintain CRM updates and communication transparency
- Collaborate with administrative staff and attend team training

Production Expectations & Lead Sourcing

Buyer Specialists are expected to generate a volume of business from personal efforts equal to the volume of business provided by the team.

Lead Definitions

- **Team-Generated Leads:** Leads that would not exist "but for" the team's listings, brand, or presence (e.g., sign calls, listing inquiries, open houses).
- **Buyer-Agent Generated Leads:** Leads generated from the agent's own COI, FSBOs, expired listings, prospecting, or personal referrals.

A Buyer Specialist closing 40 transactions annually should aim to generate approximately half independently if the team provides the remainder.

Accountability & Empowerment

Clear sourcing definitions empower Buyer Specialists to control their income while maintaining accountability. Performance should be reviewed using scorecards tracking:

- Pending and closed transactions
- Lead source attribution
- Activity metrics

This framework shifts conversations from commission splits to productivity, growth, and goal achievement.

2.4 Showing Assistant

The **Showing Assistant** enables Buyer Specialists to service more clients simultaneously by handling the most time-intensive activity: showing homes.

Role Purpose

- Increase buyer-side transaction capacity
- Provide a leadership and income growth path for Buyer Specialists
- Create a training pipeline for future Buyer Agents

Compensation Model (Illustrative)

Showing Assistants are typically compensated from the Buyer Specialist's split. For example:

- Buyer Agent at 50% split shares 25% with Showing Assistant
- Allows Buyer Agent to close significantly more transactions overall

Duties & Responsibilities

- Schedule and conduct property showings
- Assist with inspections and access
- Communicate with buyers and vendors
- Provide pricing and market information
- Maintain CRM updates and communication logs
- Promote team involvement and coordination

Growth & Training Path

Showing Assistants are trained through:

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- Shadowing Buyer Agents
- Attending office training
- Learning buyer consultations, offers, and negotiations

Upon demonstrating proficiency and meeting standards, Showing Assistants may advance to Buyer Specialist roles.

2.5 Listing Specialist

The **Listing Specialist** focuses exclusively on securing and converting listing opportunities.

Responsibilities include:

- Prospecting for listing appointments
- Converting inbound listing leads
- Conducting CMAs and listing presentations
- Securing listing agreements
- Managing price adjustments
- Negotiating offers through acceptance

Compensation Overview

- With ISA support: typically 30–35% of listing-side commission
- Without ISA support: typically 40–45% of listing-side commission

2.6 Inside Sales Agent (ISA)

The **Inside Sales Agent (ISA)** converts inbound and/or outbound leads into qualified appointments.

ISA Models

1. **Outbound ISA:** Prospecting FSBOs, expireds, SOI, farms
2. **Inbound ISA:** Responding to internet and sign-call leads
3. **Hybrid ISA:** Handling both roles (more demanding)

ISAs may be in-house staff or third-party providers.

Core Responsibilities

- Daily prospecting and follow-up
- Responding to inbound leads
- Scheduling appointments
- Managing CRM records
- Nurturing long-term prospects

Skills & Traits

- Strong communication and rapport-building
- Script mastery and objection handling
- Organization and discipline
- Results orientation
- Accountability mindset

Performance Expectations

- Track contacts, appointments, and conversions
- Maintain response-time standards
- Participate in role-play and training
- Prospect daily and follow up consistently

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Teams

- Report metrics during team meetings

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3. HOW TEAMS ARE STRUCTURED

Real estate teams can be structured in many ways. Some teams are informal and relationship-based, while others operate as fully systemized businesses with dedicated operations staff, inside sales, and multiple specialists.
This Section outlines common team structures and the typical traits of each model, including leadership, staffing, lead sources, operational support, scalability, and common risks.

3.1 Informal Team (Referral-Based)

An **Informal Team** is the simplest team structure and is often not a "team" in the full operational sense. In this model, a lead agent primarily **refers business to other Agents** in the company using a **referral agreement** or informal arrangement.
This structure may include:

- Two licensed Agents collaborating periodically, or
- A licensed broker with a licensed or unlicensed assistant, or
- Two Agents who cover showings, open houses, or client needs for each other

Key characteristics

- Collaboration is often based on convenience rather than a shared mission
- Minimal or no shared systems (CRM, lead routing, service standards, accountability)
- Limited administrative support, unless an assistant is involved
- Usually focused on a single area or small client segment

Common limitation

Because the relationship is typically driven by the individual goals of one person (often the lead agent), the group may lack:

- A clearly defined collective goal
- A unified culture or shared standards
- An incentive to stay together long-term beyond convenience

This structure can work well for agents who want occasional support or coverage, but it is typically **not durable or scalable** without formal systems and leadership.

3.2 Partnership or Family Team (Co-Leader Model)

A **Partnership or Family Team** is a collaborative structure with **two or more co-leaders** (often spouses, family members, or long-term business partners). These teams may also include buyer agents and shared support staff as they grow.

Key characteristics

- Multiple primary producers working together under a shared brand
- Duties divided by skill set (e.g., one excels in marketing, another in operations, another in client care)
- Shared resources such as an admin, marketing assistant, or transaction support
- Often relies heavily on the **personal spheres** (SOI) of each partner

Common limitation

A partnership team may struggle with:

- Clear decision-making authority
- Consistent accountability
- Unified direction and "one voice" leadership

In many partnerships, leadership is shared—but not clearly defined—so the team can lack a single person responsible for driving:

- standards,

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- training,
- recruiting,
- performance expectations, and
- long-term growth strategy.

Example

Three licensed Agents market together, each represents buyers and sellers, and they share staff for marketing/transaction/admin support. Everyone contributes, but no one is clearly responsible for leading the team overall.

3.3 Mentor Model (Lightweight Training Structure)

The **Mentor Model** is a lower-risk structure often used by experienced agents who want to support newer agents without building a full operational team or hiring employees.

In this model:

- The mentor supports a small group of newer agents
- Newer agents typically generate their own leads, manage their own paperwork, and close their own deals
- The mentor provides coaching, guidance, and goal-setting—not administrative infrastructure

Key characteristics

- Minimal overhead (often no employees or payroll)
- Informal structure with limited systems and limited back-office support
- High independence for each agent
- Often functions as a stepping-stone for newer agents

Common limitation

Because new agents receive limited operational support and may not see enough value long-term, they often leave after they gain confidence—especially if another team offers:

- more leads,
- better training systems,
- stronger admin support, or
- a clearer growth path.

Typical split (industry example)

Because the mentor provides limited operational input and agents handle their own admin, a common arrangement is **10/90 (mentor/agent)**.

3.4 Traditional Team – Small (Leader + Operations + One Buyer Agent)

This is the most common "first real team" structure. It begins with a single Team Leader producing leads and listing business, then adds support and a buyer agent as capacity demands increase.

How this typically grows (recommended order)

1. Hire an admin/listing manager to handle listing paperwork, file preparation, contracts, deadlines, and documentation
2. Once leads exceed what the leader can handle, add the first buyer agent
    - The Team Leader stays listing-focused
3. Add a transaction coordinator when volume increases further
    - Often does not need to be licensed (subject to state law and company policy)
4. Add additional buyer agents as lead flow grows
    - Team Leader continues handling listings

Key characteristics

- Strong reliance on the Team Leader as the primary rainmaker
- Operations staff are essential to increasing capacity and consistency

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- Scales steadily over time (typically takes years to build properly)

Commission structure consideration (industry norm)

Because this model is operations-heavy, teams often use a **~50/50 split** (or equivalent fee structure) to fund admin and transaction support. For agents to view this as a good deal, the team must deliver real value through:

- consistent leads,
- strong systems,
- admin leverage, and
- training/accountability.

3.5 Traditional Team – Expanded (Separate Listing & Buyer Leadership)

Once a small traditional team reaches high volume—especially if listings exceed what the Team Leader can personally manage—teams often expand by adding a **dedicated listing agent** or **listing specialist**.

At this stage, the team typically has two sales tracks:

- **Listing side** (listing specialist(s))
- **Buyer side** (buyer specialists supported by showing assistants)

Showing assistants as a talent pipeline

A common expansion strategy is pairing each buyer agent with a **showing assistant**, who:

- handles showings (time-intensive),
- allows the buyer agent to handle more clients,
- receives training and experience,
- may advance into a buyer agent role over time.

This creates a strong internal recruiting funnel and supports long-term scale.

Commission structure consideration

Similar to the small model, this structure often requires a **~50/50 split** (or comparable fee model) to fund:

- operations staff,
- transaction support,
- and team infrastructure.

3.6 Traditional Team – Large (Specialized Departments)

A large traditional team is a **fully systemized business** with specialized functions for each phase of the transaction lifecycle. At scale, the team may include:

- **Inside Sales / Lead Conversion**
- **Sales Agents (listing and buyer specialists)**
- **Operations (TCs, listing managers, compliance/admin)**
- **Marketing support and brand execution**

How the machine works

- Inside sales generates and nurtures leads
- Sales agents convert clients and negotiate contracts
- Operations closes the file efficiently and compliantly

This structure can handle a high volume of transactions because each function is staffed and measured.

Cost consideration

This model requires budgeting for:

- ISA compensation and tools,
- additional admin support,
- and more management oversight,

  but increased production should support the overhead when systems are strong.

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3.7 Team Manager Model (Lead Engine + Agent Capacity)

In a **Team Manager** structure, the team's main value is lead flow and assignment. The inside sales function advertises, qualifies leads, and routes appointments to buyer agents.

Key characteristics

- Strong inside sales function drives volume
- Agents receive a high volume of leads and focus on selling
- Agents often handle their own paperwork and admin (less operational support)
- Highly scalable due to lead volume, but can be operationally demanding for agents

Common limitation

Because agents carry more administrative workload, this model is often best suited for:

- newer agents who want opportunity volume, and/or
- agents willing to trade administrative burden for steady lead flow.

Commission structure example

A common model is:

- Buyer agents earn ~50%
- Inside sales earns ~25% (or equivalent)
- Remaining portion supports the team leader/overhead

This model can also work well with flat-fee structures because agents can capitalize on lead volume.

3.8 Hybrid Team (Agents Handle Both Buyers and Listings)

A **Hybrid Team** is a structure where agents operate as both buyer and listing agents rather than being limited to one side.

This model often becomes attractive when:

- experienced agents want access to listing opportunities,
- the team has strong listing lead flow,
- and the team wants improved retention and motivation.

Key characteristics

- Agents are more rounded and can serve clients end-to-end
- Better retention of experienced agents who want listing opportunities
- Requires strong lead distribution rules and management discipline

Common limitation

This model requires active oversight to ensure:

- fairness,
- role clarity,
- consistent service standards, and
- predictable lead routing.

Commission structure consideration

Hybrid teams often still target **~50%** (or comparable fee structure) to fund operations—however, experienced agents may expect more favorable terms, so this model sometimes pairs well with:

- performance tiers, or
- a flat-fee / capped-fee option.

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4. COMMISSION

4.1 Team Member Commission Split

Team Members working within a real estate team must evaluate compensation based on **total production and annual net income**, rather than focusing solely on headline commission split percentages.

While Team Members typically receive a **lower percentage split than solo agents**, they also benefit from:

- Team-provided leads
- Administrative and transaction support
- Marketing systems
- Training and accountability
- Increased capacity to handle more transactions

As a result, Team Members are often able to close **significantly more transactions** and earn **greater total income** than the majority of independent agents operating alone.

Standard Commission Splits

Most real estate teams operate on a **50% / 50% commission split** between the Team Leader (or team entity) and the Team Member. This structure is designed to fund:

- Administrative and transaction staff
- Lead generation systems
- Marketing, technology, and overhead
- Training and management

Variable Splits Based on Lead Source

Commission splits may be adjusted to reflect **who generated the business**, which encourages Team Members to actively prospect and develop their own sphere of influence.

A common structure includes:

- **Lower split on Team-generated leads** (e.g., 40%)
- **Higher split on Agent-generated leads** (e.g., 60%)

Teams may also implement **performance-based increases**, where commission splits improve once specific production or activity benchmarks are achieved.

Lead Sourcing Accountability

To ensure fairness and sustainability:

- Teams should track the source of every transaction
- Closings should be clearly categorized as Team-generated or Team Member-generated
- Totals should be reviewed and shared regularly

Many teams require Team Members to generate a volume of business from their own prospecting and sphere of influence **equal to the number of leads provided by the Team**. This expectation:

- Reduces over dependence on team-provided leads
- Encourages professional growth and long-term income stability
- Prevents commission disputes driven by underperformance

By focusing on activity and production rather than commission percentages, Team Members are empowered to increase income through lead generation rather than negotiating splits.

4.2 Team Commission Distribution

All commissions earned by Team Members shall be:

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- Calculated, received, and disbursed by the Company
- Paid strictly in accordance with:
    - the Team Member's Independent Contractor Agreement, and
    - the applicable Team Agreement

Distribution Rules

- Team Members may not receive compensation directly from other Team Members
- All Team Members must be enrolled in the same commission plan with the Company
- Responsibility for Company transaction fees, monthly agent fees, or caps shall be addressed in the Team Agreement
- All referral fees associated with team transactions are due and payable to the Team Leader upon commission disbursement by the Brokerage

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5. TEAM REQUIREMENTS

5.1 List n Show™ Team Requirements

Independent Contractors interested in forming, leading, or joining a team must notify and coordinate with the Company.

The following requirements apply to all List n Show™ teams:

- Teams must have a written **Team Agreement** between all members
- Teams must be **registered with the Connecticut Department of Consumer Protection (DCP)**
- A sample Team Agreement is available through the Company's transaction management system (RBO)
- Team Members may perform services only within the scope of their license
- The Team Leader is responsible for:
  - Team Member performance
  - Day-to-day guidance and support
  - Responding to technical and transactional questions
- The Team Leader must be listed as a collaborator on all team transactions in the Company's transaction file system (RBO)

5.2 State of Connecticut Team Requirements

All teams operating in Connecticut must comply with state law, including Public Act No. 21-167.

Minimum requirements include:

- A team must consist of **at least two licensed members**
- All Team Members must:
  - Hold active Connecticut real estate licenses
  - Be sponsored by the **same broker**
- A sponsoring broker **may not** be on the same team as a salesperson they sponsor
- Only **individual licensees** may be Team Members
  - Brokerage entities may not be team members

5.3 Connecticut Team Registration Requirements

For purposes of Connecticut law:

- **"Team"** means a group of at least two licensed real estate brokers or salespersons affiliated with the same sponsoring broker and advertising together under a team name
- **"Team name"** means the name used in team advertising

Registration

- Each team must register annually with the **Department of Consumer Protection (DCP)**
- Initial registration is valid for **one year** and must be renewed annually
- Fees:
  - Initial registration: **$565**
  - Renewal: **$375**

Required Registration Information

Each registration must include:

1. The team name, which must:
   - Include the full name of at least one licensed team member **OR**
   - Be immediately followed by "at" or "of" the full name of the sponsoring broker
   - Not include the name of any unlicensed individual
   - Not include prohibited terms implying a business entity (except "team")

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2. The name and contact information of the sponsoring broker, who:
    - Serves as the team's primary contact
    - Ensures compliance with advertising and registration requirements
3. The name and contact information of each Team Member

Updates

- Any changes to registration information must be reported to DCP **within 12 days**
- Teams must comply with all broker advertising laws and prominently disclose the sponsoring broker in all advertisements

5.4 Advertising Requirements

All team advertising must:

- Prominently display the **name and contact information of the sponsoring broker**
- "Prominent" means:
    - Easily readable font, size, and color
    - Visually distinct from other graphics
    - Placed in a clearly visible location

Teams must comply with all advertising laws and standards applicable to real estate brokers.

5.5 Team Name Requirements

The Department of Consumer Protection does **not pre-approve team names**. Teams are responsible for ensuring compliance.

Required Elements

- Must include the full name of at least one licensed team member **OR**
- Must be immediately followed by "at" or "of [full name of sponsoring broker]"
- "At" or "of" must be spelled out (no "@" symbol)
- Must include the word **"Team"**

Prohibited Elements

Team names may **NOT**:

- Include prohibited terms implying a business entity, including but not limited to:
  affiliates, associates, company, corporation, group, LLC, partnership, real estate, realty, professionals, enterprise, firm, or similar
- Include the name of any unlicensed individual
- Include a business entity name before the "at/of" broker disclosure

Permitted Descriptors

Team names **may include** service-related terms such as:

- homes
- rentals
- leasing
- commercial
- property management

5.6 Examples of Permitted Team Names

- Jane Smith Team
- Allyson Jones Team
- Jane and Allyson Team at List n Show™
- Team Smith-Jones at List n Show™

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- Smith/Jones Team of List n Show™
- Sunrise Team of List n Show™

5.7 Examples of Prohibited Team Names

- **Jane Smith Real Estate**
  (Implied business entity; missing “Team”)
- **Allyson Jones Associates**
  (Uses prohibited term; missing “Team”)
- **The Jane and Allyson Group at List n Show™**
  (Uses prohibited term; missing “Team”)
- **Jane Smith Team powered by List n Show™**
  (Must use “at” or “of”)
- **Sunrise Team with List n Show™**
  (Must use “at” or “of”)

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