

THE **TEAMS** REPORT

Cheat Sheet

Essential Growth Insights for High-Performance Real Estate Teams & Brokerages

In 2024, RealScout, Tom Ferry International, and T3 Sixty launched the inaugural Teams Report — the most comprehensive study of high-performance real estate teams to date. Drawing insights from hundreds of team leaders nationwide, this landmark research reveals the strategies, structures, and systems driving today's most successful teams.



Unlock the Strategies of Top-Performing Teams

Discover the proven systems, structures, and growth tactics driving today's most successful real estate teams. Essential insights for teams ready to scale and brokerages positioned to support them.



Spending for Growth: The Economics of High-Performance

High-performance teams approach financial decisions differently than their competitors. Rather than solely focusing on profit margins, top teams make strategic investments to drive growth and scale. The data reveals a clear pattern: larger teams consistently allocate more resources toward lead acquisition, talent, and support infrastructure to fuel their expansion.

Larger teams invest more to scale faster:

- Teams with 6+ agents spend a median of \$2,500-\$4,999 monthly on lead generation (vs. <\$1,000 for smaller teams)
- Larger teams willingly pay higher cost-per-lead and higher referral fees (30-34% vs. 25-29%)
- Despite higher acquisition costs, larger teams offer better compensation for agents and support staff
- **Key Insight:** High-performance teams strategically trade lower margins for increased transaction volume and revenue growth





Organizational Diversity: Building Your Winning Structure

Team structure emerges as one of the most varied aspects of successful real estate organizations. The survey confirms there's no universal blueprint that guarantees success. Instead, high-performance teams adapt their organizational structure to their market dynamics, growth stage, and strategic objectives, while incorporating key specialized roles that create competitive advantage.

No one-size-fits-all approach to team structure:

- The median team size is 6 licensed agents, with most teams (91%) having at least one non-agent role
- Most essential support positions: marketing, transaction management, and administration
- 85% of teams operate with a formal legal entity (LLC and S-Corps most common)
- **Key Insight:** As teams grow, they develop more specialized roles (ISAs, operations, coaching) to increase efficiency and scale





SOI Marketing: The Overlooked Opportunity

Despite the industry's growing emphasis on paid lead generation, sphere of influence (SOI) marketing remains the most powerful transaction source for teams of all sizes. Yet paradoxically, it's also the area where teams invest the least systematically. This disconnect between importance and investment represents one of the largest opportunities for teams seeking to boost conversion rates and ROI.

Nearly 80% of teams generate most transactions from Sphere of Influence, yet:

- Only 39% believe they have an advanced nurture system in place
- Only 24% rate satisfaction with their nurture system 9-10 out of 10
- **Key Insight:** Despite SOI being teams' most valuable lead source, it's consistently underinvested in and underoptimized

"I've added a little over six hundred contacts to the database. I've set them up on Home Value and Market Activity Alerts. From the past month, I've had two listings come from that."



Gigi Lopez
Miami Realtor





Optimistic Outlook: Navigating Industry Change

While the real estate industry faces significant headwinds, high-performance teams demonstrate remarkable confidence about their future growth. This optimism isn't just wishful thinking—it reflects a fundamental truth that teams are structurally better positioned to adapt to market shifts and regulatory changes than individual agents, creating opportunities to capture market share during periods of disruption.

Teams are bullish on their growth prospects:

- 74% expect greater than 10% year-over-year growth in the next 12 months
- 45% believe recruiting will be easier in the coming year
- 68% anticipate minimal or no impact from the NAR settlement
- Key Insight: High-performance teams are positioned to capture market share as industry changes accelerate

"RealScout gives us a really good opportunity to revive those leads without the agent having to really do anything. It's just automatically happening for them. And it's a win-win."



Christopher Fordinal

President and Co-founder of Rise Real Estate,
#1 Team in Los Angeles





Actionable Strategies for High-Performance Teams

Converting insights into action separates market leaders from the competition. The following strategies distill the collective wisdom of hundreds of successful teams into practical steps that can be implemented immediately. These approaches are designed to leverage the strengths revealed throughout The Teams Report while addressing the most common opportunity areas.

1 Optimize Your Spending Mix

- Analyze your lead acquisition costs against conversion rates to find your optimal margin/volume balance
- Invest in higher-quality talent with competitive compensation to drive better results

2 Develop Your Organizational Advantage

- Build specialized roles as you scale to increase efficiency and effectiveness
- Establish proper legal structure to protect your growing business entity

3 Double Down on SOI Nurture

- Implement advanced automated nurture systems for consistent engagement
- Focus on database health with regular cleanups and segmentation
- Deliver relevant, personalized content that drives engagement





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Prepare for Scalable Growth

Create systems that enable 10%+ growth without proportional effort increases:

- Implement dedicated lead routing software that automatically assigns leads based on agent performance metrics, not just round-robin
- Develop standardized processes for everyday tasks (transaction management, listing presentations, buyer consultations)
- Invest in automation tools for repetitive tasks like email follow-ups, listing updates, and client milestone celebrations
- Create a centralized knowledge base accessible to all team members that documents best practices, scripts, and processes

Anticipate industry changes with training and compliance preparation:

- Establish a quarterly compliance review process with your broker or legal counsel
- Create standardized buyer representation agreements that align with post-NAR settlement requirements
- Develop clear compensation scripts that articulate your value proposition to justify commissions
- Implement a "test and learn" approach to new tools or processes with small pilot groups before full-team rollouts





Design your team structure for competitive advantage:

- Create specialized roles for seller and buyer leads rather than having all agents work both sides
- Consider a "pod" approach where mini-teams of 3-4 people operate semi-autonomously within your larger team
- Build surge capacity with floating roles that can pivot to high-demand areas during market fluctuations
- Develop clear career progression paths within your team to retain talent through changing market conditions

"Within the last couple months, we've been able to close just over four million dollars in volume of leads that otherwise might have just been sitting there... Just in the last couple months, the volume that we've closed has more than paid for our investment, three times the amount."



Cat Flanagan

Director of Listing Procurement,
Robert Slack Team





For Brokerages Supporting High-Performance Teams

Forward-thinking brokerages recognize that teams represent the future of real estate productivity. Brokerages that create team-friendly environments and provide targeted support for high-performance teams gain significant recruiting and retention advantages. These strategies help brokerages position themselves as the preferred partner for ambitious teams looking to scale.

1 Empower Team Growth

Provide competitive compensation structures that enable reinvestment:

- Offer tiered commission structures that decrease broker split as team production increases
- Create enhanced value-add services teams can purchase (compliance support, recruiting assistance, technology packages) rather than simply reducing splits
- Offer lead-sharing opportunities where the brokerage and team co-invest in lead generation
- Develop "launching pad" programs with temporarily favorable splits for new teams



Support autonomous business models with flexible options:

- Provide technology stipends teams can apply to their tools of choice rather than mandating specific platforms
- Create operational support packages teams can opt into rather than building all services into splits
- Offer co-branded marketing resources that maintain brokerage identity while highlighting team brands
- Develop training specifically for team leadership roles, not just individual agent development

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Enable Operational Excellence

- Offer specialized training for team admin, ISAs, and other support roles
- Develop systems and resources teams can leverage for recruiting and onboarding

3

Support Advanced Nurture

- Provide enterprise-level nurture technology and training
- Facilitate database growth and health management

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Create Advantage Through Change

- Help teams navigate regulatory changes with training and resources
- Position your tools and support as competitive advantages for teams

"RealScout fills critical gaps in our tech stack with powerful home valuations, listing alerts, and a mobile experience our agents love. It's exactly what we needed to engage our database."



Tania Moore

Broker/Owner, ERA Live Moore



Take Your Team to the Next Level

The insights in this report have helped hundreds of high-performance teams transform their operations, achieve scalable growth, and maximize ROI from both their existing database and new leads.

"RealScout is one of those tools that as soon as you implement, it automatically pays back. It's the best ROI that I've seen on real estate tech in over a decade."



Melissa Sofia

Founder of The Avenue Home Collectiv

Ready to implement these strategies in your business?

- 1. Download the full Teams Report** for comprehensive data and in-depth analysis at theteamsreport.com
- 2. Schedule a consultation** with our team specialists to identify your biggest growth opportunities based on the report findings
- 3. Experience RealScout's lead nurture platform** — see how the #1 lead nurture solution in real estate can automate engagement, eliminate guesswork, and drive higher conversion rates for your team

[BOOK YOUR GROWTH STRATEGY SESSION TODAY](#)

The Teams Report was developed by RealScout, the #1 lead nurture platform in real estate. RealScout combines marketing automation with deep MLS integrations and market data to unlock growth for high-performance teams and brokerages. Over 100,000 agents nationwide trust RealScout to turn their existing database into a consistent source of transactions.