



Follow-up Recommendations for Brokerage Owners

Keep market share within your brokerage by helping agents sell their books of business when they're ready to move on. Don't let that revenue slip out the back door!

Retaining the market share of retiring agents is more important today than ever. You can accomplish this by helping agents structure an exit strategy to include a succession plan. The attraction of this strategy is that you help two agents in the transaction – the agent retiring and the agent looking to grow their business – while protecting your company's revenue.

Team Approach

It is highly recommended that you take a team approach when coaching agents on succession planning. Involve your management team, company trainer, and admin staff. Create a plan, identifying who in the company can help the agents with each task.

Start With the End in Mind

The first part of a successful agent succession plan is starting with the end in mind, no matter when that *end* will be. And that means helping agents and teams structure their businesses from the beginning in a way that will be worth something later.

Spark & Logic offers dozens of learning sprints and [workshops](#) to help with business and skill building. Make sure to check out our [Video](#) and [Resource](#) Libraries for ideas.

