

Shifting Your Brokerage Online

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FATHOM REALTY



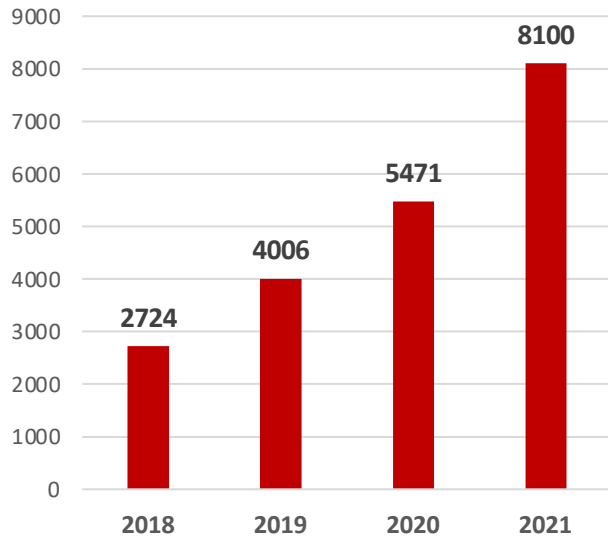


Can you build a successful
virtual brokerage?

Proof That It Can Be Done!



AGENTS ~50% Growth



THE REALTRENDS FIVE HUNDRED

# 6	# 10
LARGEST INDEPENDENT	LARGEST OVERALL

One of the largest brokers in the U.S.

TOP 100 PLACES TO WORK

The Dallas Morning News

2017 #3 2018 #1
2019 #2 2020 #2
2021 #3

glassdoor

4.7 ★★★★★

97% Recommend a Friend

99% Approve of CEO

The background consists of several overlapping, wavy, organic shapes in various shades of teal and blue, creating a sense of depth and movement. The colors transition from a lighter, almost greenish-teal on the left to a darker, deep blue on the right.

How “virtual” is a
virtual brokerage?

How Virtual?

Q: What are you trying to accomplish?

How virtual depends on your goals and size!



How Virtual?

Levels of being virtual

1. All agent and brokerage tools are online
2. Office for your support staff (no agent offices)
3. No offices of any kind (not realistic for large brokerage)



Benefits of Virtual

Biggest benefits to being virtual

- Reduce costs associated offices and personnel
- Reduce liability associated with an office
- Easier to expand across current market
- Easier to expand into new markets
- Increase investments in tech and training
- Improve profit margins



Negatives of Virtual

Biggest negatives to being virtual

- Culture requires more effort
- Compliance requires more effort
- Initial agent objections to lack of office
- Overcome false stigma touted by competition



What **technology**
do you need?

Technology Needed





Culture | Training
Retention | Recruiting

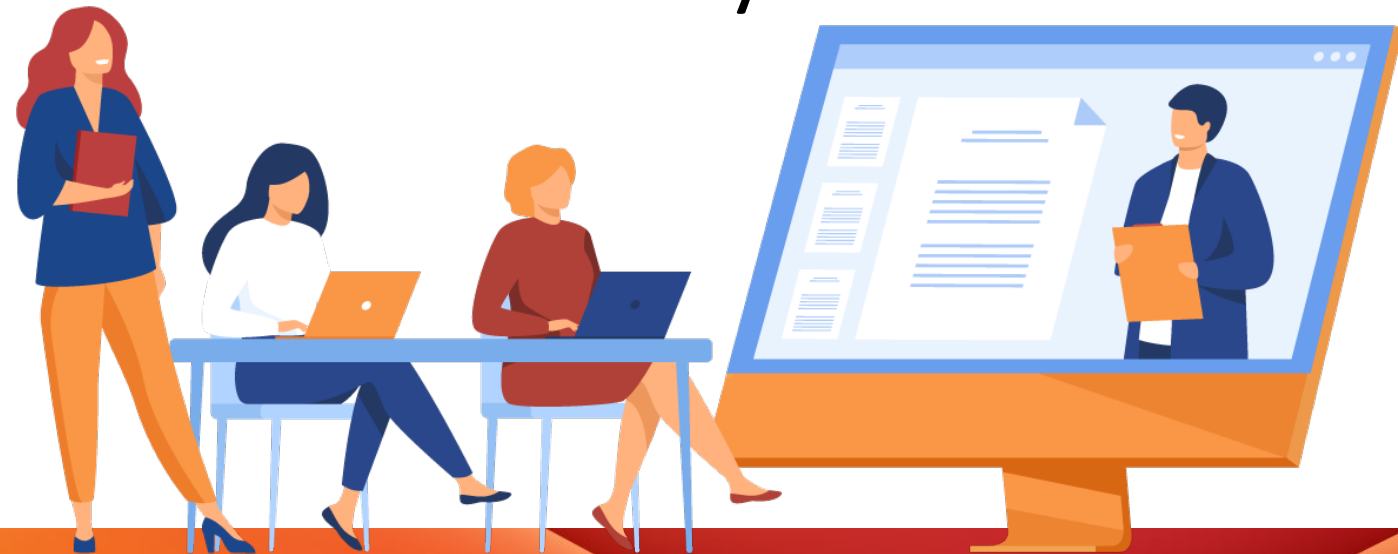
Culture in a Virtual Brokerage

1. You do not need offices to create culture
2. Be proactive with agents -vs- reactive
3. Have regular in-person meetings
 - Trainings, masterminds, socials, charitable events
4. Hire the right agents, not just any agent



Training in a Virtual Brokerage

1. You do not need to own offices for training
2. Zoom or Facebook Live works great for agents who cannot attend in person
3. Record training events to create a library of trainings



Retention in a Virtual Brokerage

1. Retention starts with culture
2. Be proactive with agents -vs- reactive
3. Be accessible- Virtual often means flexible “office” hours
4. Virtual should not mean a lack of agent interaction



Recruiting in a Virtual Brokerage

1. Recruiting also starts with culture
2. Turn your agents into evangelists
3. Bring up your virtual environment first
 - Play offense vs defense
 - Demonstrate how not having offices means more agent tech and services



You Can Build a Successful Virtual Brokerage!

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