

## Making the dream work: How teams fit into brokerages

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A savvy agent knows the time may come when they need to take on some extra help to ensure their business will keep growing. They may plateau at a point where they can't take any more listings or any more referrals on their own. At that point, they have to decide whether it's time to form a team.

It's easy to check off the benefits of bringing more agents and administrative help on board to form a team. More agents can reach more clients. Back-end staff can handle tasks like marketing and paperwork, taking those chores off the agents' plates. Team members may be well-experienced in handling certain types of properties, or they may be familiar with markets where the team wants to deepen its presence.

Patti Junger of Dorsey Alston, Realtors started her team in 1994, while she was with Coldwell Banker. "They gave me my first assistant, and shortly after gave me a second assistant," Junger said. "I have always hired licensed Realtors so I don't have to be concerned with restrictions on what they can and cannot do. However, my primary need was and still is administrative assistance."

Junger, who describes herself as a "very hands-on person" with a high level of energy, initially had a difficult time turning real estate tasks over to her first assistant. She quickly realized that having an assistant was a great way to improve her work-life balance.

"You can't do what I do at this level of real estate if you don't have a balance and if you don't have people to help you, Junger said. "I wanted to do well in my business. I saw that I needed to keep that balance with my business if I was going to do this seriously."

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