



How to Interview a Brokerage

A STRATEGIC DECISION GUIDE FOR REAL ESTATE AGENTS

Choosing a brokerage is one of the most important business decisions you will make. Not every brokerage is built for every personality, work style, or long-term goal. This guide is designed to help you ask smart questions and protect your career.

Created by Danna Aaron | Simply West Texas Real Estate Group - REAL Broker

Start With Self-Reflection

Before choosing a brokerage, evaluate your personality, work style, and long-term goals.

- Do I need daily structure and in-person accountability?
- Am I self-motivated working remotely?
- Do I want hands-on mentorship or autonomy?
- What are my 1–3 year income goals?
- Do I want to build a team or expand long-term?

Questions to Ask Any Brokerage

- What does onboarding look like? Is there a written training plan?
- Who reviews contracts and what is broker response time?
- What are ALL monthly and transaction-related fees?
- Is there a commission cap? What happens after I cap?
- Are there additional income opportunities beyond transactions?
- Is the culture collaborative or competitive?
- Is the model brick-and-mortar or cloud-based - and what does that mean for me?

Red Flags to Watch For

- Vague answers about mentorship or training
- Pressure to sign immediately
- Promises of leads without specifics
- No clear commission breakdown
- Limited broker accessibility

You deserve clarity, alignment, and long-term opportunity — not pressure.

If you ever want to talk through your options, I am happy to be a sounding board — with no expectations.

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