



HomeSmart Realty Franchisee Explains How to Have a Profitable Real Estate Brokerage

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HomeSmart Realty West, based in Carlsbad, CA, discussed with RISMedia the importance of why a real estate broker should focus strongly on agent retention if they want to see growth year after year. They believe this is the backbone of having a profitable brokerage. In fact, RISMedia released an article after the interview with further details. HomeSmart Realty West commitment to agent retention is evident as they currently employ more than 535 agents, who all praise the company's supportive culture and open communication as the main reasons for its continuous and sustainable growth.

Abe Hamideh, the company's CFO, says: "Retention is the absolute key to our success. Once an agent joins our ranks, we look after them as if they are family. We focus on support and service, offering our agents an affordable, successful model, while always looking out for their best interest at the same time."

Roger Lee, the broker/owner of HomeSmart Realty West, worked with Hamideh to provide an overview of three key tips to grow a successful brokerage. Two of the three tips focus specifically on putting agents first.

Roger Lee explains: "It is absolutely vital that support is always available and that responses are timely.

Efficient communication is crucial to overall success, so that no time is lost. One of the things we take great pride in is that we answer agent emails and calls the very same day, so that they do not experience any down time. Abe and myself believe in treating each agent as family and making sure that we are always available whenever they need us."

Further details about the HomeSmart franchise model and tactics are available by clicking [here](#). Prospective brokers can learn about how they can ensure their agents are always put first, which includes placing a focus on education. For instance, Lee and Hamideh believe that it is vital to offer discussions and classes on a regular basis covering various important real estate topics. These include negotiation skills, contract writing, marketing, and lead generation. Hamideh adds: "By giving your agents the resources and skills that they need, you are providing the foundation to be sure each agent can be successful, which makes the brokerage successful too."

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HomeSmart Realty West

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