

Power Unit Launches Platform Helping Small Real Estate Brokerages Compete

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Power Unit Coaching has launched a new tool that helps small real estate teams grow like big ones but without hiring more staff or using outdated coaching programs.

In 2024, 71% of active real estate agents didn?t close a single home sale. This alarming trend is pushing small and midsize brokerages to find smarter ways to grow without wasting resources. Brokerages are losing money and time training people who don?t stick around. Coaching programs that used to work don?t seem to help anymore. Power Unit?s Broker Alliance Performance Suite is designed to solve exactly that.

The Broker Alliance Performance Suite comes with tools that are ready to use right away. It includes onboarding that runs automatically, so brokers don?t have to repeat the same things over and over. It has agent scoreboards that show how everyone is doing. Smart tools help track who?s putting in the work. There?s also a full training campus, and even an AI role play simulator to help agents practice what to say on calls. It?s everything a small team needs to start strong.

"This isn't just another training program," says Chastin J. Miles, CEO and co-founder of Power Unit Coaching. "It?s a full system that helps brokers build teams that perform, even when they?re not watching over them every day."

Early users are already seeing big results. One group said their agents stayed 32% longer. Another group said new agents got results 40% faster.

What makes this platform different? It doesn?t just give real estate agents ideas. It gives them a system they can use every day. They can even make it match their own brand, with their own training and style.

Many brokers feel stuck. They want to grow, but don?t want to keep repeating the same lessons, chasing underperforming agents, or losing good ones. This tool was made to help with that. It lets agents learn and succeed on their own, with less pressure on the broker.

"Small teams have had to work harder with less," says Miles. "Big-box brokers and franchise offices have big systems and lots of tools. We wanted to give small and mid-size brokers the same power?without all the cost and complexity."

The suite is a direct answer to problems brokers talk about all the time. Many lose agents after only a few months. Others spend too much time training. Some feel like they have to do everything themselves, and many struggle to grow without losing the quality of their work.

This is an industry disruptor because now, brokers can finally focus on what really matters?growing their business and planning for the future. Instead of being pulled in a hundred directions or stuck handling small daily problems, they can think about the big goals they have for their team. The platform takes care of all the little things that usually slow them down. It helps keep agents on task, makes sure no one falls behind, and shows who is doing the work. With agents staying organized and on track, brokers don?t have to micromanage or constantly check in. This gives them more freedom to focus on long-term growth, smart decisions, and big-picture strategy.

With the Broker Alliance Performance Suite, here?s what real estate professionals get: a 30-day plan that gets agents producing fast, automated onboarding that runs by itself, dashboards that track every agent?s performance, and tools that grow alongside their brand.

In a world where every minute counts, this suite saves time, keeps agents focused, and helps teams work better?without needing more hands.

To see how it works, go to www.powerunitcoaching.com/demo

About Power Unit Coaching LLC

Founded by real estate entrepreneur Chastin J. Miles, Power Unit Coaching gives agents and brokers tools they can use right away to grow their business. Based in Miami, FL, Power Unit focuses on real-world results, not just ideas. Their mission is to help teams win by providing training, support, and systems that work in today?s market.

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CJM International, LLC

CJM International, LLC is an umbrella company for the most innovative companies that at their core help real estate professionals grow their businesses through coaching, consulting, training and technology.

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