

THE TEAM BUILDING REALITY CHECK WORKBOOK



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Edmund's Mastermind Series - Building Real Estate Teams That Actually Work

COMPLETE IMPLEMENTATION GUIDE

Your Blueprint to Building Teams That Create Freedom, Not Frustration

WELCOME TO YOUR BUSINESS TRANSFORMATION

This comprehensive manual is your complete companion guide for implementing the proven Team Building Method covered in Edmund's Mastermind sessions. Use it during the sessions for notes, after the sessions for implementation, and ongoing for optimization and AI-powered personalization.

COMPLETION INSTRUCTIONS - READ FIRST!

This workbook is designed to create your personalized business transformation plan through AI integration:

- **Complete ALL sections** - Fill in every blank, rate every area, answer every question
- **Take detailed notes** - This becomes your implementation roadmap
- **Use the AI prompts** - These will customize solutions to your specific situation
- **Implement immediately** - Knowledge without action is worthless



PRE-SESSION PREP: THE HONEST ASSESSMENT

Before we dive in, let's get real about where you are:

Your Current Situation

Rate yourself on a scale of 1-10 (1 = "I'm drowning" / 10 = "I've got this figured out"):

Solo Production Mastery: _____ /10

- Can you consistently close 15+ deals annually without burning out?
- Do you have systems that work when you're not working?

Financial Stability: _____ /10

- Do you have 6+ months of expenses saved?
- Are you profitable, not just busy?

Systems & Processes: _____ /10

- Could someone else handle your business for a week using your documented processes?
- Do you have written procedures for your top 5 activities?

Management Appetite: _____ /10

- Do you enjoy coaching and developing others?
- Are you comfortable having difficult conversations?

Total Score: _____ /40



REALITY CHECK:

32-40: You might be ready for team building

24-31: Work on systems first, team later

16-23: Focus on solo success before adding complexity

Below 16: Teams will probably make your life worse



SECTION 1: THE PROS & CONS DEEP DIVE



THE UPSIDES OF TEAM BUILDING

Complete this exercise honestly:

1. Lifestyle Benefits I'm Hoping For:

- ☐ Take vacations without business stopping
- ☐ Focus on relationships instead of paperwork
- ☐ Handle more transactions without working more hours
- ☐ Build something bigger than just personal production
- ☐ Create passive income through others' work
- ☐ Other: _____

2. Business Benefits I Want:

- ☐ Increased market share in my area
- ☐ Ability to handle luxury listings that require team support
- ☐ Multiple revenue streams from different team members
- ☐ Brand recognition beyond just my name
- ☐ Protection if I get sick or need time off
- ☐ Other: _____

THE DOWNSIDES (The Stuff Nobody Talks About)

Check all that apply to your situation:

- ☐ **Management Hell:** Constantly answering questions, solving problems, mediating conflicts
- ☐ **Profit Squeeze:** Giving away commission splits while still paying all the overhead
- ☐ **Quality Control:** Your reputation suffers when team members underperform
- ☐ **Legal Liability:** Responsible for other people's mistakes and professional conduct
- ☐ **Recruiting Nightmare:** Constantly interviewing, onboarding, and replacing people
- ☐ **Personality Management:** Dealing with egos, drama, and interpersonal conflicts



REFLECTION SPACE:

Write your biggest fear about building a team:

Write your biggest hope:

SECTION 2: COMMISSION STRUCTURES THAT WORK

The Math That Matters

CHALLENGE: Calculate Your Team Breakeven Point

Your Current Solo Numbers:

Annual gross commission: \$ _____

Annual business expenses: \$ _____

Annual personal expenses: \$ _____

Net profit needed: \$ _____

Team Scenario Planning:

If you hired 2 agents at 60/40 splits, they'd need to generate:

\$ _____ in gross commission just to match your current net profit.

That's \$ _____ per agent annually.

Divided by average commission per deal: \$8,000 = _____ deals per agent

 **Reality Check:** Can you realistically find, train, and support agents who'll close that many deals in their first year?

Commission Structure Workshop

EXERCISE: Design Your Ideal Split Structure

Option A: Flat Split System

- All agents get the same split regardless of production
- Pro: Simple, easy to explain
- Con: Top producers may leave for better deals elsewhere

Your flat split would be: _____ % to agent, _____ % to you

Option B: Tiered Production System

- Splits improve as production increases
- Motivates higher performance
- Retains top producers

0-5 deals: _____ % to agent

6-10 deals: _____ % to agent

11-15 deals: _____ % to agent

16+ deals: _____ % to agent

Option C: The Edmund Bogen Model

Based on relationship investment:

Based on relationship investment.

- St. Andrews deals: 70% Edmund, 30% agent (high relationship investment)
- Outside St. Andrews: 50/50 split (lead generation focus)

Your protected territory: _____

Your split for protected territory: _____ % you, _____ % agent

Your split for other areas: _____ % you, _____ % agent



AI PROMPT FOR COMMISSION ANALYSIS

Copy this prompt into ChatGPT or Claude:

I'm a real estate team leader considering commission structures. Help me analyze this scenario:

- My current annual GCI: \$[YOUR NUMBER]
- My current net profit: \$[YOUR NUMBER]
- Considering hiring [NUMBER] agents
- Average deal commission in my market: \$[YOUR NUMBER]
- My target market: [DESCRIBE YOUR MARKET]

Create a detailed analysis showing:

1. How many deals each agent needs to close for me to maintain my current net profit
2. Three different commission structure options with pros/cons
3. A breakeven analysis for the first 12 months
4. Red flags to watch for in this plan

Be brutally honest about the risks.

Notes from AI Analysis:



SECTION 3: CHOOSING THE RIGHT PEOPLE

The Cultural Fit Assessment



PERSONALITY TYPES: Know What You're Getting

Rate each trait 1-5 for your ideal team member:

The People Pleaser (High agreeableness, seeks approval)

- Pro: Easy to manage, follows directions
- Con: May struggle with tough negotiations

Rating: _____ /5

The Prima Donna (High confidence, demands attention)

- Pro: Great with luxury clients, commands respect
- Con: Difficult to coach, may create team drama

Rating: _____ /5

The Workhorse (High discipline, consistent effort)

- Pro: Reliable production, follows systems
- Con: May lack creativity or client relationship skills

Rating: _____ /5

The Relationship Builder (High emotional intelligence)

- Pro: Generates referrals, client loyalty
- Con: May struggle with prospecting or closing

Rating: _____ /5



THE INTERVIEW FRAMEWORK



CHALLENGE: Create Your Interview Question Bank

For each category, write 2-3 questions you'd ask:

Cultural Fit Questions:

Work Ethic Questions:

Problem-Solving Questions:

Ambition & Goals Questions:

► RED FLAGS CHECKLIST

Check any of these warning signs during interviews:

- ☐ Badmouths previous broker or team leader
- ☐ Unrealistic income expectations for their experience level
- ☐ Asks about splits before asking about training or support
- ☐ Can't explain why they left their last position
- ☐ Expects leads without proving they can convert them
- ☐ Shows up late or unprepared to the interview
- ☐ Talks more than they listen
- ☐ Makes excuses for past performance
- ☐ Seems more interested in your business than building their own

The Agent Assist Program

EXERCISE: Design Your Development Pipeline

Phase 1: Agent Assist (Months 1-6)

What specific responsibilities would you give a new agent?

- ☐ MLS listing preparation
- ☐ Showing coordination
- ☐ Open house management
- ☐ Feedback collection
- ☐ Client communication follow-up
- ☐ Transaction paperwork support
- ☐ Other: _____

Commission split during Agent Assist phase: _____ %

Phase 2: Supervised Independence (Months 7-12)

What would they need to prove before getting full agent status?

- ☐ Closed _____ transactions independently
- ☐ Generated _____ leads from personal efforts
- ☐ Demonstrated proficiency in _____
- ☐ Completed training in _____
- ☐ Other: _____

Phase 3: Full Agent Status (12+ months)

What does graduation look like?

Goals to achieve: _____

New commission structure: _____



SECTION 4: SYSTEMS BEFORE PEOPLE

The Documentation Challenge

URGENT TASK: Document Your Top 5 Processes

Before you hire anyone, you need written procedures for:

1. Listing Preparation Process

- ☐ Photography scheduling
- ☐ Staging coordination
- ☐ MLS entry requirements
- ☐ Marketing material creation
- ☐ Pricing strategy development

Write your 10-step listing prep checklist:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

2. Buyer Consultation Process

- ☐ Initial interview structure
- ☐ Needs assessment questionnaire
- ☐ Market education presentation
- ☐ Showing preparation protocol
- ☐ Offer presentation system

3. Transaction Management Process

- ☐ Contract to closing timeline
- ☐ Communication schedule with all parties
- ☐ Inspection and repair negotiation protocol
- ☐ Closing coordination checklist
- ☐ Post-closing follow-up system

4. Lead Follow-Up Process

- ☐ Response time requirements
- ☐ Touch sequence for new leads
- ☐ CRM tagging and categorization
- ☐ Conversion tracking methods
- ☐ Nurture campaign structure

5. Client Communication Process

- ☐ Preferred communication methods
- ☐ Update frequency expectations
- ☐ Problem escalation protocol
- ☐ Satisfaction survey process
- ☐ Referral request system

 AI AUTOMATION OPPORTUNITIES

AI PROMPT FOR PROCESS OPTIMIZATION:

```
I'mbuilding a real estate team and need to optimize these processes using
AI tools. For each process below, suggest:

1. Which steps can be automated with AI
2. Specific AI tools that would help
3. Templates or prompts I could create
4. Time savings potential

My current processes:
- [LIST YOUR TOP 5 PROCESSES FROM ABOVE]

Focus on practical, implementable solutions that don't require technical
expertise.
```

AI Suggestions Notes:

The "Lazy Questions" Problem

 CHALLENGE: Eliminate Dependency

List the top 10 questions your team members ask you repeatedly:

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____
- 9. _____
- 10. _____

9. _____
10. _____

For each question, write where they should find the answer instead:

- ☐ Written SOP document
☐ CRM system
☐ Training video
☐ FAQ document
☐ Team resource folder
☐ Other: _____



SECTION 5: FINANCIAL REALITY CHECK

The Profit vs. Revenue Trap

EXERCISE: Build Your Team P&L

Current Solo Business:

Annual Revenue: \$ _____

Business Expenses: \$ _____

Personal Expenses: \$ _____

Net Profit: \$ _____

Projected Team Business (Year 1):

Revenue Projections:

Your production: \$ _____

Agent 1 production: \$ _____

Agent 2 production: \$ _____

Total Gross Revenue: \$ _____

Team-Related Expenses:

Agent desk fees: \$ _____

Additional marketing costs: \$ _____

Training and development: \$ _____

Management time cost: \$ _____

Additional insurance/liability: \$ _____

Technology upgrades: \$ _____

Total New Expenses: \$ _____

Reality Check Calculation:

Projected team revenue: \$ _____

Minus commission splits: \$ _____

Minus additional expenses: \$ _____

Your net from team: \$ _____

Is this more or less than your current solo net profit?

The Hidden Costs Nobody Mentions

💰 **CHALLENGE:** Calculate the Real Numbers

Time Investment Analysis:

Hours per week managing team: _____

Your hourly rate as producer: \$ _____

Weekly management cost: \$ _____

Annual management cost: \$ _____

Risk Assessment:

Cost of bad hire (training, lost deals): \$ _____

E&O insurance increase: \$ _____

Legal risk increase: \$ _____

Reputation risk: Priceless but real

Opportunity Cost:

Deals you might lose due to management time: _____

Revenue impact: \$ _____

SECTION 6: MANAGEMENT WITHOUT MICROMANAGEMENT

Weekly Accountability Systems

 **DESIGN YOUR TEAM RHYTHM**

Monday Team Meeting Agenda (15 minutes max):

- ☐ Weekend activity review
- ☐ Weekly priorities alignment
- ☐ Resource needs identification
- ☐ Quick wins celebration
- ☐ Obstacle identification

Your Monday meeting structure:

Wednesday Check-In Protocol:

- ☐ Pipeline review
- ☐ Deal status updates
- ☐ Problem-solving session
- ☐ Skill development needs
- ☐ Motivation check

Friday Results Review:

- ☐ Numbers analysis
- ☐ Goal achievement assessment
- ☐ Next week planning
- ☐ Success recognition
- ☐ Course correction needs

The Coaching Conversation Framework

ROLE PLAY EXERCISE: Practice These Scenarios

Scenario 1: Underperforming Agent

Agent has closed 2 deals in 6 months, goal was 6 deals

Your approach:

Scenario 2: Prima Donna Problem

Top producer is creating team drama, affecting others

Your approach:

Scenario 3: Training Request

Agent wants expensive training, unclear ROI

Your approach:

AI PROMPT FOR DIFFICULT CONVERSATIONS

```
I'm a real estate team leader who needs to have a difficult conversation
with a team member. Help me prepare:

Situation: [DESCRIBE THE ISSUE]
Team member personality: [DESCRIBE THEIR STYLE]
Desired outcome: [WHAT YOU WANT TO ACHIEVE]
Relationship importance: [HOW VALUABLE THEY ARE]

Provide:
1. A conversation framework with key points to cover
2. Specific phrases to use and avoid
3. Potential responses they might have and how to handle them
4. Follow-up actions to take after the conversation

Keep it professional but direct.
```

Conversation Prep Notes:



The 90-Day Launch Plan

 MONTH 1: FOUNDATION BUILDING

Week 1-2: Documentation Sprint

- ☐ Document top 5 processes
- ☐ Create interview framework
- ☐ Build financial projections
- ☐ Set up tracking systems

Daily tasks:

- Monday: _____
- Tuesday: _____
- Wednesday: _____
- Thursday: _____
- Friday: _____

Week 3-4: System Testing

- ☐ Test documented processes
- ☐ Refine procedures based on gaps
- ☐ Create training materials
- ☐ Establish team technology needs

MONTH 2: RECRUITMENT & SELECTION

Week 5-6: Candidate Search

- ☐ Post job descriptions
- ☐ Network for referrals
- ☐ Screen initial applications
- ☐ Conduct first-round interviews

Week 7-8: Final Selection

- ☐ Second-round interviews
- ☐ Reference checks
- ☐ Cultural fit assessment
- ☐ Offer negotiation

MONTH 3: ONBOARDING & LAUNCH

Week 9-10: Team Integration

- ☐ Comprehensive training program
- ☐ Shadow existing processes
- ☐ Practice role-playing scenarios
- ☐ Establish communication protocols

Week 11-12: Live Launch

- ☐ First client interactions
- ☐ Real transaction support
- ☐ Daily coaching sessions
- ☐ Performance tracking

Success Metrics Dashboard

 TRACK THESE NUMBERS WEEKLY:

Individual Performance:

Contacts made: _____
Appointments set: _____
Listings taken: _____
Deals closed: _____
Commission generated: \$ _____

Team Performance:

Total team production: \$ _____
Your net after splits: \$ _____
Management hours invested: _____
Team satisfaction score: _____ /10

Leading Indicators:

New leads generated: _____
Conversion rate: _____ %
Average days on market: _____
Client satisfaction score: _____ /10

30-60-90 Day Goals

30 Days:

- ☐ Complete documentation of core processes
- ☐ Identify and interview 5 potential team members
- ☐ Create commission structure and contracts
- ☐ Set up management systems and technology

60 Days:

- ☐ Hire first team member
- ☐ Complete comprehensive training program
- ☐ Establish weekly meeting rhythms
- ☐ Track initial performance metrics

90 Days:

- ☐ Evaluate first team member performance
- ☐ Refine processes based on real experience
- ☐ Decide on expansion or optimization
- ☐ Celebrate wins and address challenges



BONUS CHALLENGES & ACTIVITIES

Challenge #1: The Team Building Decision Matrix

Score each factor 1-5 for your situation:

Readiness Factors:

Solo business stability: _____ /5

Management skills: _____ /5

Financial reserves: _____ /5

Systems documentation: _____ /5

Market opportunity: _____ /5

Total Readiness Score: _____ /25

Risk Tolerance:

Comfort with reduced control: _____ /5

Tolerance for people problems: _____ /5

Ability to have difficult conversations: _____ /5

Financial cushion for mistakes: _____ /5

Time available for management: _____ /5

Total Risk Score: _____ /25

Opportunity Assessment:

Market demand for your services: _____ /5

Competition level in your area: _____ /5

Available talent pool: _____ /5

Growth potential: _____ /5

Personal motivation level: _____ /5

Total Opportunity Score: _____ /25

OVERALL TEAM BUILDING SCORE: _____ /75

- 60-75: Green light for team building
- 45-59: Yellow light - proceed with caution
- 30-44: Red light - work on fundamentals first
- Below 30: Focus on solo success

Challenge #2: The Personality Matching Game

Match team member types to client types:

Client Types:

- A. First-time homebuyers (nervous, need hand-holding)
- B. Luxury clients (high expectations, want expertise)
- C. Investors (numbers-focused, efficiency-driven)
- D. Relocating families (time-pressed, need full service)

Team Member Types:

1. The Relationship Builder
2. The Prima Donna
3. The Workhorse
4. The People Pleaser

Your matches:

A → _____ B → _____ C → _____ D → _____

Explain your reasoning:

Challenge #3: The Crisis Scenario

You're on vacation in Europe when:

- Your top client's deal is falling apart
- Your newest team member made a major mistake
- Your best agent just got a competing offer from another brokerage
- The MLS system is down and you have 3 listings going live

Write your crisis management protocol:

Step 1: _____

Step 2: _____

Step 3: _____

Step 4: _____

Step 5: _____

Who would you call first and why?



SESSION NOTES & ACTION ITEMS

Key Takeaways from Today:

Most Important Insight:

Biggest Surprise:

Immediate Action Items:

This Week:

☐ _____

☐ _____

☐ _____

This Month:

☐ _____

☐ _____

☐ _____

Next 90 Days:

☐ _____

☐ _____

☐ _____

Questions for Follow-Up:

[illegible]

Accountability Partner:

Name: _____

Contact: _____

Check-in Schedule: _____



POST-SESSION COMMITMENT

I commit to:

- ☐ Completing the financial analysis within 7 days
- ☐ Documenting my top 3 processes within 14 days
- ☐ Making a go/no-go decision on team building within 30 days
- ☐ If proceeding, hiring my first team member within 90 days

Signature: _____

Date: _____



AI PROMPT LIBRARY FOR TEAM BUILDING

Copy and customize these prompts for your specific situation:

Prompt #1: Job Description Creator

Create a compelling job description for a real estate agent position on my team. Include:

Market: [YOUR MARKET]

Experience level sought: [ENTRY/MID/SENIOR]

Commission structure: [YOUR STRUCTURE]

Team size: [CURRENT SIZE]

Unique selling points: [WHAT MAKES YOUR TEAM SPECIAL]

Make it attractive to quality candidates while setting realistic expectations.

Prompt #2: Interview Question Generator

Generate 15 behavioral interview questions for real estate agent candidates that reveal:

- Work ethic and self-motivation
- Client service orientation
- Ability to handle rejection
- Team collaboration skills
- Problem-solving approach
- Integrity and professionalism

Include follow-up questions for each main question.

Prompt #3: Training Curriculum Designer

Design a 30-day onboarding program for new real estate team members covering:

- Company culture and values
- Systems and technology training
- Market knowledge development
- Client service standards
- Lead generation techniques
- Transaction management
- Compliance and legal requirements

Include daily activities, learning objectives, and assessment methods.

Prompt #4: Performance Review Framework

Create a quarterly performance review template for real estate team members that evaluates:

- Production metrics (deals, volume, income)
- Activity metrics (calls, appointments, listings)
- Quality metrics (client satisfaction, repeat business)
- Team contribution (collaboration, culture, training)
- Professional development (skills, knowledge, certifications)

Include improvement planning and goal-setting sections.

Remember

The best teams aren't built by accident. They're designed, documented, and developed with intention. Use this workbook as your blueprint for building a team that creates freedom, not frustration.

Keep this workbook handy and refer to it often. Success in team building comes from consistent application of proven principles, not hoping things will work out.