

Your team should not have to guess on such important items as performance standards, office etiquette, client service, broker cooperation, and overall professionalism. These items should be expressed verbally, written, and lived.

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## Clarity



A standard that is not enforced is worse than no standard at all. Recognize the behaviors that support your culture and put a stop to violations.

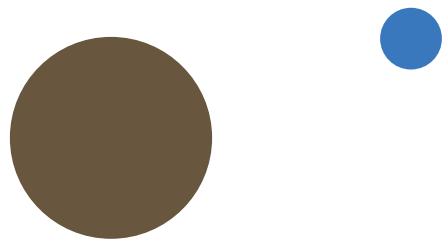
**Consistency**



The worst kept secret in any office; compensation should be based on performance and tenure. Guidelines for splits and support should be objective.



# Compensation



# Caring

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Caring for your team is not a popularity contest. It is about providing guidance and support at every stage of their career – from rookie to senior.



# Challenge

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Money is a very limited and poor long-term motivator for most people. Human Beings want to feel a consistent sense that they are learning and growing into a better version of themselves. The best offices are incubators for advancement at all levels.

