

SO YOU WANT TO OPEN YOUR OWN BROKERAGE?

Here are the **TOP 5 TIPS** from Cathy Whatley, 2003 president, National Association of Realtors, 1996 Florida Realtors president and principal broker-owner of Buck & Buck Inc. in Jacksonville.

- 1. WRITE DOWN EVERY POTENTIAL EXPENSE**
- 2. TALK TO THE VETERANS IN THE INDUSTRY**
- 3. CREATE A POLICY MANUAL**
- 4. WRITE OUT A TRAINING PLAN FOR NEW AGENTS**
- 5. BE PREPARED TO MAKE TOUGH DECISIONS**

*Source: Florida Realtors® 2020 Take The Lead Brochure
Women in Real Estate Conference*

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