

Revenue Share Readiness:

10 Questions

Every Brokerage Owner

Must Answer Honestly

Before you decide whether revenue share is right for your brokerage —

use these 10 questions to find out where you actually stand.

WHAT YOU'LL DISCOVER INSIDE

- Whether your brokerage has a structural retention advantage — or just goodwill
- How your recruiting pitch compares to what cloud brokerages actually offer
- Whether your growth model scales without you personally in every market
- The exact signals separating brokerage owners ready to act from those still deciding

After 10 questions, score yourself:

1–3 Yes

Building your foundation

4–6 Yes

Ready to accelerate

7–10 Yes

Move now — window is open

No sales pitch. No product promotion. Just the questions that matter.

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How to use this checklist

This is not a quiz to show your team. It is a private audit — designed to be answered alone, honestly, without the pressure of performing confidence you may not fully feel.

Each of the 10 questions targets a specific dimension of brokerage readiness: retention, recruiting, expansion, operations, and competitive positioning. Beneath every question is a short insight explaining why that dimension matters and what separates brokerages that handle it well from those that don't.

Work through each question in order. Use the reflection prompts to write your honest answer — not the one you'd give in a recruiting pitch, but the one you'd give at midnight when nobody is listening.

At the end, use the scoring guide to calibrate where your brokerage stands right now — and what that means for the next 12 months.

What counts as a confident Yes answer?

- **Retention:** You have a structural financial reason for agents to stay — not just culture or goodwill.
- **Recruiting:** Your pitch answers the long-term income question, not just the split question.
- **Expansion:** Your growth model works without requiring your personal presence in every new market.
- **Operations:** Your core systems connect and give you real-time visibility into brokerage health.
- **Competitive edge:** You have a specific financial advantage over cloud brokerage models in your market.

Remember: The value of this checklist is not the final score. It is in the questions where you pause — where you feel the gap between the answer you want to give and the answer that is actually true. Those pauses are where the most important decisions in your brokerage's next chapter are hiding.

PART I — RETENTION & RECRUITING

01

AGENT RETENTION

If one of your top three producers received a revenue share offer tomorrow — would staying with you be the financially obvious choice?

Reflect: What structural financial reason do your best agents have to stay beyond this year?

Your answer:

WHY THIS MATTERS

High-producing agents run quiet calculations. They know their income is capped by their own transactions. When someone shows them a model where recruiting their network builds compounding income, the split percentage conversation becomes almost irrelevant. If your answer to this question relies entirely on culture and commission — you are one conversation away from losing someone you cannot afford to lose.

HOT SIGNAL: If you hesitated answering this, your retention is more fragile than it feels right now.

02

RECRUITING DIFFERENTIATION

When a producing agent asks 'why should I join your brokerage over the cloud model down the road?' — what do you say that they haven't already heard?

Reflect: Is your answer genuinely different from every other independent brokerage competing in your market?

Your answer:

WHY THIS MATTERS

Culture, splits, and leads are table stakes now. Every brokerage says some version of the same thing. The brokerages winning the recruiting battle today are offering a different answer to a different question: not 'what do you earn per deal' but 'what do you build here over the next ten years?' If you cannot answer that question with something structural — not just motivational — your recruiting pipeline is working harder than it needs to.

GROWTH SIGNAL: Brokerages with a structural long-term recruiting answer close 2-3x more agent conversations.

03 AGENT CHURN COST

In the last 24 months, how many producing agents have you lost — and have you calculated what that actually cost you in GCI, referrals, and team momentum?

Reflect: Write down a number. Most brokerage owners underestimate this by 40-60% when they factor in the full picture.

Your answer:

WHY THIS MATTERS

The visible cost of losing an agent is their commission. The invisible cost is everything else: the referrals they would have sent, the agents they would have recruited, the institutional knowledge they took with them, the recruiting spend to replace them. One mid-producing agent exit typically costs 3-5x their annual GCI contribution when the full picture is tallied. Most brokerage owners have never done this calculation — and most are dramatically underspending on retention as a result.

PAIN SIGNAL: If you've lost even one agent to a cloud brokerage, you've already paid more than readiness would have cost.

04 RECRUITING NETWORK EFFECT

Do your agents currently refer other agents to your brokerage — and if so, what do they personally gain financially from doing it?

Reflect: Are you leaving a natural recruiting engine unactivated because there's no financial incentive attached to it?

Your answer:

WHY THIS MATTERS

High-producing agents know other high-producing agents. This is one of the most underleveraged assets any brokerage owns. When an agent refers a colleague who closes 30 deals a year, your brokerage benefits significantly. The referring agent gets nothing. That asymmetry, compounded across your entire team, represents an enormous amount of latent recruiting energy that never converts — because there is no structural reason for it to.

OPPORTUNITY SIGNAL: Your agents' existing networks are your fastest path to organic growth. Most brokerages never unlock it.

PART II — EXPANSION & OPERATIONS

05 EXPANSION READINESS

If you opened a second or third office in a new market tomorrow — how confident are you that your model would scale there without you personally driving every relationship?

Reflect: Is your growth dependent on your presence — or does your model grow independently of you?

Your answer:

WHY THIS MATTERS

Many independent brokerage owners are the single point of failure in their own growth model. When they are present, culture holds and recruitment flows. When they step back, momentum slows. This is not a leadership problem — it is a structural one. Brokerages that scale successfully into multiple markets do so because the financial model itself becomes the recruiting engine, not the founder's personal brand. Culture doesn't travel at scale. Financial participation does.

SCALE SIGNAL: If your expansion answer involves 'I'd have to be there personally' — your model is you, not your brokerage.

06 TECHNOLOGY & OPERATIONS

Are your transaction management, accounting, and recruiting operations connected — or are you running disconnected systems that don't give you a clear view of brokerage health?

Reflect: How many hours per week does your team spend moving information manually between tools that don't talk to each other?

Your answer:

WHY THIS MATTERS

Operational disconnection is the hidden tax on brokerage growth. It creates administrative overhead that consumes time your team should be spending on recruiting and retention. It creates visibility gaps that make it impossible to see brokerage health at a glance. And it creates the false impression that modernizing requires rebuilding everything from scratch — which is why most brokerage owners delay it indefinitely. In almost every case, the infrastructure is already there. What's missing is the connective layer.

EFFICIENCY SIGNAL: Disconnected operations cost more in time and missed visibility than the tools to fix them.

07 COMPETITIVE POSITIONING

When agents in your market compare you to cloud brokerages in private conversations — what specific financial advantage do you offer that the cloud model doesn't?

Reflect: Not culture. Not brand. Not leads. A specific, structural financial advantage. What is it?

Your answer:

WHY THIS MATTERS

Independent brokerages have genuine advantages: community, leadership accessibility, local market expertise, culture. But these are not financial. When an agent evaluates a 10-year horizon, culture doesn't compound. The brokerages successfully competing with cloud models are not trying to out-culture them. They are matching the financial story while keeping the cultural advantages that cloud models structurally cannot offer. Both. Not either/or.

COMPETITIVE SIGNAL: You don't need to become a cloud brokerage. You need to make their financial model yours.

PART III — VISION & COMPETITIVE EDGE

08 AGENT CAREER VISION

Can you describe, in specific terms, what a 10-year financial future looks like for an agent who chooses to build their career at your brokerage?

Reflect: If you struggled to answer clearly, your agents are struggling to see it too — and someone else is already showing them a clearer picture.

Your answer:

WHY THIS MATTERS

Agents who can clearly see their financial future at a brokerage stay. Agents who cannot — even if perfectly happy day-to-day — remain vulnerable to anyone who shows them a clearer picture. This is one of the most underappreciated dynamics in agent retention. It is not about dissatisfaction. It is about narrative clarity. The brokerage that says 'here is exactly what you build here over ten years' creates an anchor that purely operational or cultural advantages cannot match.

VISION SIGNAL: The clearest 10-year story wins. In most markets, that story is still unwritten by any independent.

09 IMPLEMENTATION REALITY

If launching a modern growth model required zero disruption to your current systems and could be live in under 30 days — what would actually stop you from doing it?

Reflect: Is the real barrier operational — or is it the belief that meaningful change has to be harder than it actually is?

Your answer:

WHY THIS MATTERS

The most common reason brokerage owners delay modernizing their growth model is not budget — it is the assumption that change requires rebuilding. This assumption is wrong in almost every case. The technology and operational infrastructure to layer a revenue share model onto an existing brokerage is available, proven, and far simpler than most owners expect. The cost of exploration is one honest conversation. The cost of indefinite delay is measured in agents who left while you were deciding.

READINESS SIGNAL: If the only honest answer is 'I just haven't done it yet' — the window to act is right now.

010 THE HONEST AUDIT

Five years from now, if your brokerage looks exactly the same as today — same agent count, same markets, same model — will that feel like success, or like a missed window?

Reflect: This is the question beneath all the other questions. Answer it with nobody watching.

Your answer:

WHY THIS MATTERS

This question is not about strategy. It is about whether your ambition matches the opportunity in front of you. The residential real estate market is in a structural transition. The brokerages that will define the next decade are being built right now — not by the largest national operators, but by ambitious independent owners who looked honestly at what was changing, decided they wanted to be on the right side of it, and moved before their market was saturated. That window is still open. For most independent brokerage owners reading this, it will not be open indefinitely.

AMBITION SIGNAL: The brokerage owners acting now are not the most ready. They are the most decided.

Score Your Results

Count the questions where you answered with a confident, structural yes — not a 'mostly' or 'kind of'. Be honest with yourself. The score is only useful if the inputs are true.

1–3 Yes answers

Building your foundation

Use the reflection prompts to identify the 1–2 gaps most urgent for your current stage. Focus there first — trying to solve everything at once produces no change.

4–6 Yes answers

Ready to accelerate

You have the foundation. A few structural additions could significantly shift your recruiting and retention in the next 12 months. One honest conversation will show you where.

7–10 Yes answers

Move now — window is open

Your market, your agent base, and your ambitions are aligned. The cost of waiting is already accruing in agents you haven't retained or recruited yet.

What to do with your score

1–3: Pick the question where you felt the gap most sharply. Make that gap your operational focus for the next 90 days. Trying to solve everything at once produces nothing.

4–6: You have the foundation. The next step is identifying which 2–3 structural changes create the most leverage on your recruiting and retention. A single honest conversation about your specific market will tell you more than any generic framework.

7–10: You are in the window. The conditions are right, the opportunity is real, and the cost of delay is already accruing. The brokerages defining your market in five years are making decisions right now. You are one of them.

One last thought: The brokerage owners who act on this material are not the ones with the perfect score. They are the ones who read a question, felt something, and decided that feeling was worth following. If you're reading this sentence, you are already in that group.

WHAT COMES NEXT

You've done the honest audit.

Now what?

If any of these 10 questions made you pause — if you felt the gap between where your brokerage is and where it could be — that feeling is the most valuable output of this entire exercise.

You don't need a perfect score to have a useful next conversation. You just need one honest question you couldn't fully answer.

That question is exactly what a 30-minute call is designed to explore. No pitch deck. No pressure.

Book a Free Discovery Call

30 minutes · No obligation · Independent brokerages only

We'll look at your market, your agent count, and your growth goals — and give you an honest answer on whether the timing and conditions are right for your brokerage.

rightally.io/book-a-call

Or email Srinu directly:

srini@rightally.io

Co-founder, RightAlly

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They are the most decided.

rightally.io | srini@rightally.io

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