RightAlly

REVENUE SHARE AGENT CONVERSATION GUIDE

How to Introduce Revenue Share to Your Existing Agents — and Get Them Excited About It

Four sections. One conversation. The script, the questions, the one-page programme summary, and what to do in the 48 hours after.

Your name: ____________________________ **Brokerage:** ____________________ **Meeting date:** ____________

How to use this guide: Read it before the conversation. Use the script openers as a starting point — adapt them to how you actually speak. Print the one-page programme summary (Section 3) and hand it out at the meeting. The agents who leave with a document understand the programme is real, not hypothetical. Follow the 48-hour plan in Section 4 immediately after the meeting.

SECTION 1

The Opening

How to start the conversation without it sounding like a policy announcement

The biggest mistake broker-owners make when introducing revenue share is framing it as a new rule or a company update. It is not. It is an opportunity you are giving your agents. Open with that framing and stay in it.

SCRIPT — GROUP MEETING OPENER

"I want to share something with you that I've been working on. I'm launching a revenue share programme at the brokerage — which means that when you introduce a colleague who joins and starts producing, you earn a percentage of the company dollar their transactions generate. It's ongoing income that builds over time, and it belongs to you. I want to walk you through exactly how it works and give you a chance to ask anything you want."

SCRIPT — ONE-ON-ONE OPENER (for your top 3–5 advocates first)

"I wanted to talk to you personally before the group meeting. I'm launching a revenue share programme — and based on your network and your relationships in this market, I think you're one of the agents who could benefit from it most. I'd love to walk you through it and hear your thoughts."

Tone note: Neither opener uses the words 'policy', 'programme rollout', or 'effective immediately'. Both sound like the broker-owner sharing an opportunity they are personally excited about — because that is what it is.

SECTION 2

The Three Questions Agents A

Answer these confidently and the conversation moves forward

Every agent will have variations of these three questions. Have the answers ready before the meeting. Hesitation on any of these reads as uncertainty about the programme.

Q1: "Does this cost me anything?"

Your answer: No. The programme is funded from new company dollar generated by new agents you introduce. Your existing split, your existing income — none of that changes. This is additional income that didn't exist before.

Why this answer works: Agents fear that 'new programme' means someone is taking a cut of their commission. Address this immediately and completely. The answer is factually correct — revenue share is funded from new production company dollar, not from existing agent income.

Q2: "What if the agent I introduce doesn't produce?"

Your answer: Payouts are tied to actual closed transactions. If the agent you introduce doesn't produce, there's nothing to share — and no cost to you or the brokerage. The programme rewards productive introductions, not just any introduction.

Why this answer works: Agents worry about being responsible for someone else's performance. This answer removes that worry completely and reinforces that the programme is merit-based and fair.

Q3: "Why are you doing this now?"

Your answer: Because agents at other brokerages have had this for years — the ability to build passive income through the colleagues they introduce. I want our agents to have the same opportunity. We don't need to be at a large national platform to offer this. We can build it here, inside our own brokerage, right now.

Why this answer works: This question is often a subtle check: 'Is something wrong? Are we struggling?' The answer reframes the decision as proactive and competitive — not reactive or defensive. It positions the broker-owner as a leader who is ahead of the curve, not behind it.

Bonus Q — if it comes up: "How much can I earn?"

Show them the ROI Calculator at rightally.io/roi-calculator — let them model their own network. An agent who inputs their own contacts and sees a real number becomes an advocate in the room before the meeting ends.

SECTION 3

One-Page Programme Summa

Print and hand out at the meeting — agents who leave with a document believe it is real

Fill in the blanks before the meeting. Do not hand out a blank template. An agent who receives a completed document with your brokerage's name and specific payout percentages understands the programme is real and ready to launch. A verbal description alone rarely has the same effect.

BROKERAGE NAME	________________________________
PROGRAMME NAME	________________________________ Revenue Share Programme
LAUNCH DATE	________________________________

HOW IT WORKS	When you introduce a licensed agent who joins our brokerage and closes transactions, you earn a percentage of the company dollar their transactions generate. Automatically. On every transaction. For as long as they are producing at our brokerage.

YOUR PAYOUT	_____ % of company dollar per transaction closed by agents you introduce directly.
ELIGIBILITY	You must be an active, producing agent at our brokerage. Introduced agents must be licensed and in good standing.
PAYMENT SCHEDULE	Payouts calculated monthly. Distributed on the _____ of each month.
WHAT IT COSTS YOU	Nothing. Your existing commission split is unchanged. This programme creates new income — it does not reduce existing income.

QUESTIONS?	Speak directly with ________________________________ (broker-owner). Or email: ________________________________

***Before you print:** Have your lawyer or compliance adviser review the payout percentage and eligibility language for your state. Requirements vary. This template is a starting point, not legal advice.*

SECTION 4

The 48 Hours After

What to do immediately after the meeting to build momentum

The meeting creates awareness. The 48 hours after create advocates. What you do immediately after the meeting determines whether the programme gains momentum or quietly fades.

Within 4 hours — identify the 2–3 agents who engaged most

During the meeting, note which agents asked the most questions, seemed most engaged, or made comments about colleagues in their network. These are your first advocates. Do not wait for them to come to you.

Within 24 hours — send a personal follow-up to each advocate

Not a group email. A personal message: "I noticed you were interested in the programme today. I'd love to walk through your specific network and model what the earnings could look like for you. Would 15 minutes work this week?" An agent who has a personalised conversation becomes a recruiter faster than one who only attended the group meeting.

Within 24 hours — send the programme summary to all attendees

Even agents who seemed quiet. A follow-up email with the one-page summary attached keeps the programme visible and gives agents something to share with colleagues who ask about the brokerage.

Within 48 hours — identify the first introduction opportunity

Ask your two or three advocates directly: "Is there anyone in your network you've been thinking about who might be a good fit for the brokerage?" Agents who have a specific person in mind are more likely to act quickly. The first introduction — even if informal — validates the programme for every agent watching.

Ready to launch? Book a 20-minute call — we will design your programme structure, model the economics, and get you live in 14 days. **rightally.io/book-a-call ROI Calculator:** rightally.io/roi-calculator