RightAlly

INDEPENDENT BROKERAGE COMPETITIVE READINESS ASSESSMENT

Are You Ready to Win the Agents Who Are Leaving Mega-Brokerages Right Now?

A 10-question self-assessment across 5 dimensions — score your independent brokerage against what top producers say they want.

Broker-owner name: ________________________________ **Brokerage:** _________________________ **Date:** __________

How to use this assessment: Answer each question based on your brokerage as it exists today — not as you plan it to be. Two questions per dimension. Score each answer 1–3 using the options provided. Add your dimension scores for the total. The result guide tells you where your brokerage stands and what to address first.

DIMENSION 1 — Personal Leadership Accessibility

Top producers say this is the #1 reason they left

Q 1 When an agent needs a real decision — on a deal, on a conflict, on a client issue — how quickly can they reach you directly?

Score ___/ 3

[ ]	I am genuinely hard to reach — agents often wait days or go through layers	1
[ ]	I try to be available but agents sometimes struggle to reach me quickly	2
[ ]	Agents can reach me same-day almost always — I am personally accessible	3

Q 2 How well do you know the specific business goals and market challenges of each of your top five producing agents?

Score ___/ 3

[ ]	I know their production numbers but not much about their individual goals	1
[ ]	I have a general sense but have not had a structured conversation recently	2
[ ]	I could describe each top producer's goals, challenges, and next steps accurately	3

DIMENSION 2 — Collaborative Culture

Agents leaving mega-brokerages are searching for this

Q 3	Do agents at your brokerage actively refer clients to each other, cover for each other, and collaborate on deals?		Score ___/ 3
[ ]	Agents mostly operate independently — collaboration is rare	1	
[ ]	Some collaboration happens informally between a few agents	2	
[ ]	Collaboration is a visible part of how agents at my brokerage work	3	

Q 4	When a newer agent struggles, do experienced agents at your brokerage step in to help — or do they stay focused on their own production?		Score ___/ 3
[ ]	Experienced agents focus on their own production — mentoring is not a pattern	1	
[ ]	Some agents help occasionally, but it depends on the individual	2	
[ ]	Helping newer agents is part of the culture — experienced agents do it regularly	3	

DIMENSION 3 Fee Transparency

Agents report this as a deciding factor in brokerage choice

Q 5	Can you explain your brokerage's complete fee and split structure to a prospective agent — including all fees — in under five minutes without needing to look anything up?		Score ___/ 3
[ ]	Our structure is complex and I often need to check the details	1	
[ ]	I can explain it but some agents find it confusing or unclear	2	
[ ]	Our economics are simple, clear, and I can explain them completely in five minutes	3	

Q 6	When an agent joins your brokerage, how confident are they that they understand exactly what they will pay and keep from their first transaction?		Score ___/ 3
[ ]	Agents often have questions or surprises in the first few months	1	
[ ]	Most agents understand it, but a few are surprised by specific fees	2	
[ ]	Agents arrive knowing exactly what to expect — we confirm it in writing up front	3	

DIMENSION 4 — Local Brand and Market Presence

The independent brokerage's strongest natural advantage

Q 7 When a homeowner in your market thinks of a real estate brokerage, how likely are they to think of yours?

Score ___/ 3

[ ]	We are not well known outside our existing agent and client relationships	**1**
[ ]	We have some local recognition but are not consistently top-of-mind	**2**
[ ]	Our brand is genuinely well recognised in our core market	**3**

Q 8 When a producing agent in your market is evaluating brokerage options, does your brokerage come up in their consideration without being prompted?

Score ___/ 3

[ ]	Agents typically hear of us through a direct referral — not unprompted	**1**
[ ]	Some agents know of us, but we are not consistently on the shortlist	**2**
[ ]	We are on the shortlist for most serious agents evaluating options in our market	**3**

DIMENSION 5 — Financial Architecture

The gap most independent brokerages have not yet filled

Q 9 Does your brokerage have a structured programme that gives agents a financial stake in the brokerage's growth — beyond their commission split?

Score ___/ 3

[ ]	No — we have not built a structured retention incentive programme	**1**
[ ]	We have discussed it or have an informal arrangement, but nothing documented	**2**
[ ]	Yes — we have a clear, documented revenue share or equivalent programme	**3**

Q10	When recruiting a top producer who has experienced revenue share at a previous brokerage, what is your financial architecture answer?		Score ___/ 3
[ ]	We do not currently have a financial answer for this — the split is our offer	1	
[ ]	We can describe something but it is not formalised or compelling yet	2	
[ ]	We can show them a documented programme with specific passive income potential	3	

SCORING YOUR ASSESSMENT

Dimension	Questions	Your Score
1 — Personal Leadership Accessibility	Q1 + Q2	___ / 6
2 — Collaborative Culture	Q3 + Q4	___ / 6
3 — Fee Transparency	Q5 + Q6	___ / 6
4 — Local Brand and Market Presence	Q7 + Q8	___ / 6
5 — Financial Architecture	Q9 + Q10	___ / 6
TOTAL SCORE		___ / 30

READY TO WIN	**Score: 24–30**	Your brokerage offers what top producers say they are looking for. If Dimension 5 (Financial Architecture) is your only gap, adding a documented revenue share programme immediately completes the value proposition. The agents evaluating options right now are ready to choose a brokerage like yours.
PARTIALLY READY	**Score: 15–23**	You are competitive in some dimensions but have identifiable gaps. Review your two lowest-scoring dimensions — these are the specific areas a top producer will notice when they evaluate your brokerage. Address the financial architecture gap (Dimension 5) first — it is the easiest to close and the most immediately impactful.
FOUNDATION REQUIRED	**Score: 10–14**	Several dimensions need attention before your brokerage can win the conversation with a top producer who is actively evaluating options. Start with culture (Dimensions 1 and 2) and financial architecture (Dimension 5) — these have the highest impact on a top producer's decision. The agents moving right now will not wait — but the next movement cycle will come.

Close the financial architecture gap: rightally.io/roi-calculator **Revenue share launch checklist:** rightally.io/revenue-share-checklist **Book a call:** rightally.io/book-a-call