Are You Running to Stand Still? Calculate Your Treadmill Cost.

A 6-question self-assessment for independent broker-owners who keep recruiting — but can't seem to grow.

Broker-owner name: ______________________________

Brokerage name: ______________________

Date: __________

How to use this audit: Answer each question based on your last 12 months. Be honest — even approximate numbers reveal the pattern. Use the calculation boxes on the right to build your Treadmill Cost. The result guide at the bottom tells you where you sit and what to do next.

Q1 **How many agents did you recruit into your brokerage in the last 12 months?**

Write your number here:

Include all agents who joined, regardless of how they were recruited.

Agents recruited (A):

$ __________________________ or # ______________

Q2 **How many agents left your brokerage in the last 12 months?**

Write your number here:

Include resignations, departures to other brokerages, and retirements.

Agents lost (B):

$ __________________________ or # ______________

Q3 **What was the estimated average annual GCI of the agents who LEFT?**

Estimate if you don't have the exact figure:

GCI = total commission income before brokerage split. A rough estimate is fine — $75K, $150K, $200K, etc.

Avg GCI of leavers (C): $

$ __________________________ or # ______________

Q4 **What was the estimated average annual GCI of the agents who JOINED?**

Estimate based on first 6–12 months of production:

New agents are often less productive in year one. Be honest — this gap is the treadmill's core cost.

Avg GCI of joiners (D): $

$ __________________________ or # ______________

Q5 **How many hours per month do you personally spend on recruiting activity?**

Include calls, interviews, follow-up, events:

Estimate: prospecting calls, coffee meetings, event attendance, follow-up conversations.

Hours/month on recruiting (E):

$ __________________________ or # ______________

Q6 **Do you currently have a structured retention incentive — such as revenue share, profit share, or a formal loyalty programme — for your agents?** *A structured incentive is a defined, documented programme, not informal goodwill.*	**Answer** [ ] Yes — we have a structured programme [ ] No — we have no formal retention incentive

YOUR TREADMILL COST CALCULATOR

Net agent change	**A (recruited) – B (left) = ___**	*If negative or zero, you are on the treadmill.*
Annual productivity gap cost	**(C – D) × B = $ _______________**	*This is the estimated annual revenue impact of replacing productive agents with less productive ones.*
Broker-owner time cost	**E (hours/month) × 12 × your estimated hourly value = $ ___________**	*Use $150/hr as a conservative broker-owner hourly value if unsure. This is what your recruiting time actually costs the business.*
TOTAL ESTIMATED TREADMILL COST	**Productivity gap + Time cost = $ _______________**	*This is the approximate annual cost of running on the treadmill without a structured retention incentive.*

TREADMILL LOW	**Total cost under $75,000/year**	Your treadmill is manageable but still real. Every month without a structured retention incentive is a month of preventable attrition. Revenue share would accelerate growth and protect the agents you already have.
TREADMILL ACTIVE	**Total cost $75,000–$200,000/year**	Your treadmill is costing real money and real time. The productivity gap between incoming and outgoing agents is suppressing your growth. A structured revenue share programme addresses both the retention problem and the recruiting volume problem simultaneously.
TREADMILL HEAVY	**Total cost above $200,000/year**	Your treadmill is a significant drag on growth. The combination of agent attrition, productivity loss, and broker-owner time cost is compounding. This is the situation where revenue share — properly structured — pays for itself many times over within 12 months.

See what revenue share generates for your brokerage: rightally.io/roi-calculator **Launch checklist:** rightally.io/revenue-share-checklist **Book a call:** rightally.io/book-a-call