

# The Power of the Boutique Real Estate Team



## INTRODUCTION

# Boutique teams are taking the real estate industry by storm.

While just a decade ago, many questioned the long-term viability of teams in general, we are now seeing that boutique teams outperform the rest. **That's for good reason.**

### Recent studies have shown that:

- Agents on teams transact **2X** the sales volume of the average agent at the nation's largest brokerage firms. <sup>1</sup>
- Teams take home **8X** more gross commission revenue than brokerages. <sup>2</sup>
- **76%** of real estate agents on teams say being on a team has increased their income. <sup>3</sup>
- **89%** of real estate agents believe major real estate companies should support the team model. <sup>4</sup>

Today, it's widely recognized that being on a real estate team is a smart path to increased production, better work/life balance, and professional growth.

But teams are not one-size-fits-all. Some teams are affiliated with traditional, big-box brokerage brands, while others are part of boutique real estate companies that are agent owned.

We polled over 100 agents across multiple states, demographics, and sales histories who either lead or are members of a boutique team. As you will see, the results clearly indicate: **Agents seeking growth should consider starting or joining a boutique team.**

### WHY ARE TEAMS DOMINATING?

Agents on teams transact **2x** the average sales volume

Teams take home **8x** more gross commissions than brokerages

**89%** of agents want brokerages to support the team model

**76%** of agents on teams say being on a team has increased their income

**Here's what we found.**

FINDINGS

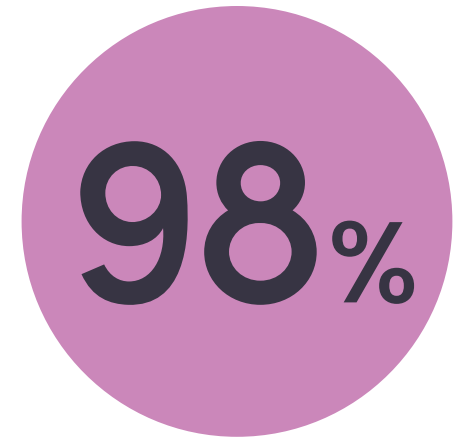
01.

# Agents on boutique teams report higher satisfaction.

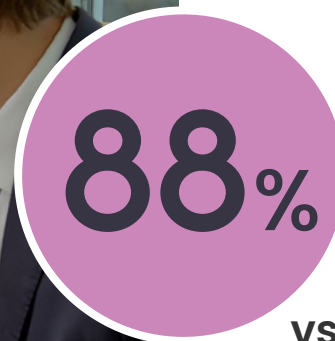
Agents enjoy being a part of a real estate team. A 2022 study from Workman Success Systems found that **77%** of agents currently on a team have had a positive or extremely positive experience.<sup>5</sup>

By comparison, **88%** of respondents currently on boutique teams reported a positive or extremely positive experience. And when narrowing to focus only on agents who join (rather than lead) a boutique team, that number shoots up to **98%**.

The vast majority of agents who join a boutique team are satisfied with the decision.

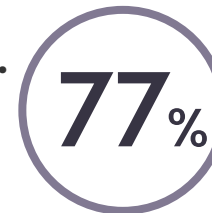


of agents who join a boutique team have a positive or extremely positive experience



of agents on boutique teams report a positive or extremely positive experience

vs.



of team agents in general



Jason Wang, Christopher Smith, Nate Gainey, Three Real Estate – Charleston, SC

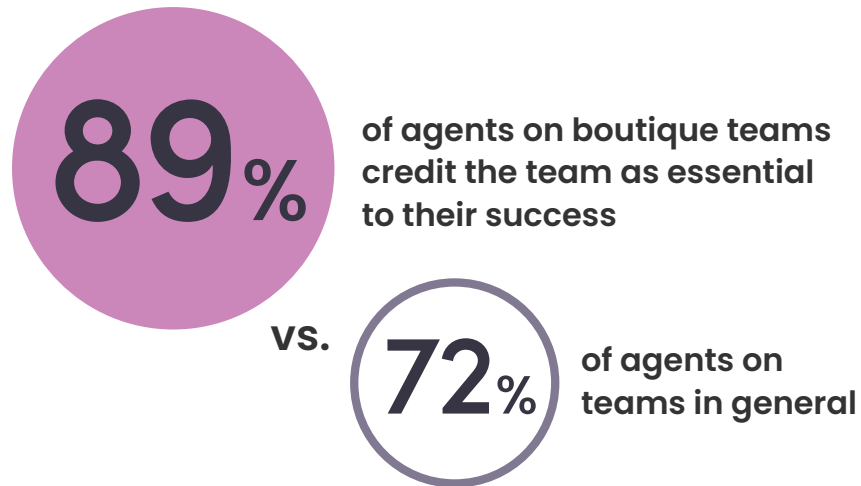
# 02.

## Agents on boutique teams see the team as pivotal to their success.

Roughly 7 out of 10 (**72%**) agents on teams nationwide think that being on the team is essential to their success in real estate.<sup>6</sup>

When focusing on agents who are part of boutique teams, nearly 9 out of 10 (**89%**) credit the team as essential to their success.

Drilling down further, agents who have been on both a traditional brokerage team and a boutique team throughout their careers report experiencing increased learning and development (**89%**), productivity (**85%**), sales results (**84%**), and mentorship (**83%**) on the boutique team.



### AGENTS WHO JOIN BOUTIQUE TEAMS REPORT INCREASED

**89%**  Learning & Development

**85%**  Productivity

**84%**  Sales Results

**83%**  Mentorship

This underscores how boutique teams are uniquely able to provide agents with the guidance, systems, and training necessary to grow their careers.

FINDINGS

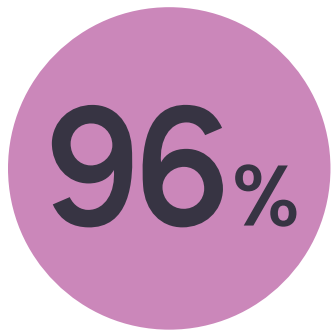
03.

## Agents earn more money as part of boutique teams.

Many agents on teams (76%) report that their income has increased since joining the team.<sup>7</sup> For agents who join boutique teams, that number is significantly higher at 96%.

One of the myths surrounding real estate teams is that associate agents (i.e., team members who are not the team leader) will be at a financial disadvantage. However, these findings show that the vast majority of agents actually increase their income as a result of joining a boutique team.

This increase can be attributed to an overall increase in productivity as a result of being on a boutique team. On average, agents who join boutique teams grow their production volume 67%, which positively impacts their take-home pay even if, as a team member, they receive a smaller share of each commission than they would as a solo agent.



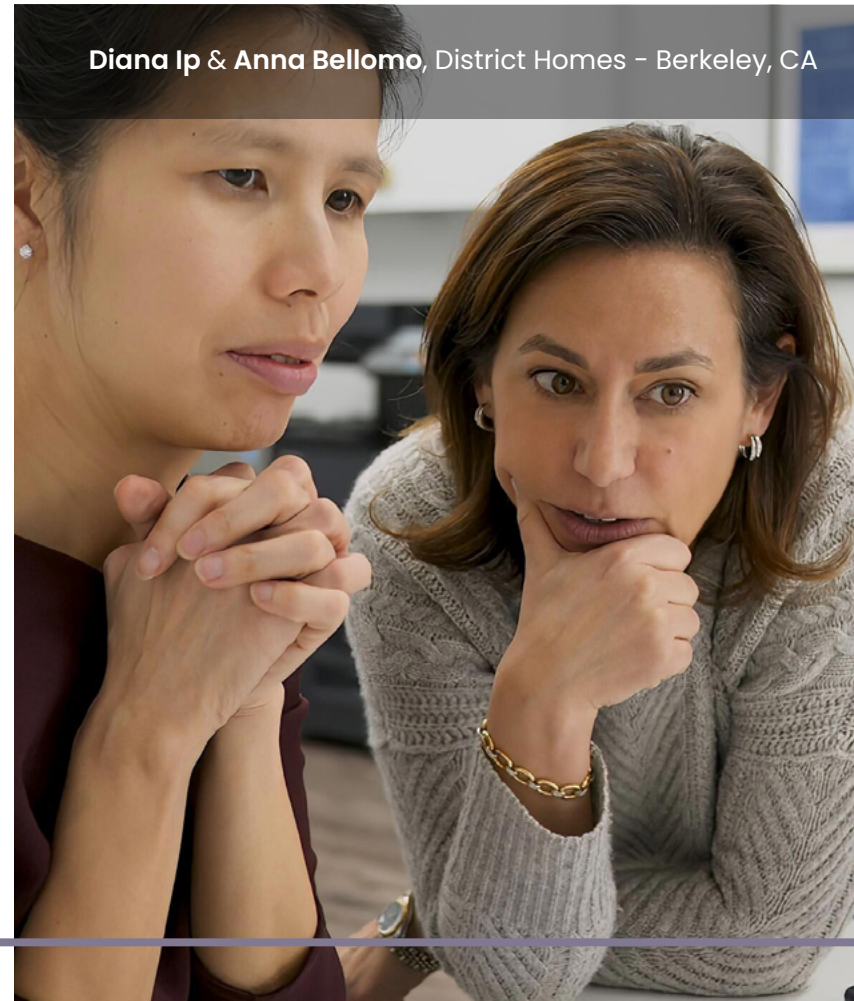
of agents who join boutique teams report increased income since joining

vs.



of agents on teams in general

Diana Ip & Anna Bellomo, District Homes - Berkeley, CA



On average, agents on boutique teams see a 67% increase in production volume.

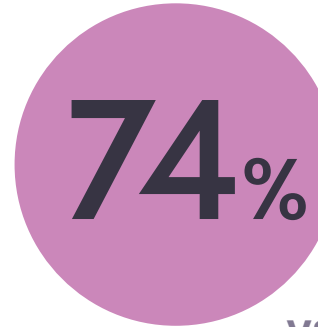
FINDINGS

04.

# Agents on boutique teams prioritize customer experience.

When asked why they decided to join a team, **59%** of agents reported they wanted to provide better customer service to their clients. When agents on boutique teams were asked the same question, **74%** cited customer service as a key reason.

Quality of the customer experience is more important to agents on boutique teams than the average team agent. And with **96%** of consumers saying customer service is an important factor when choosing brand loyalties, boutique teams – which prioritize the consumer experience – are well-positioned to attract lifelong customers.<sup>8</sup>

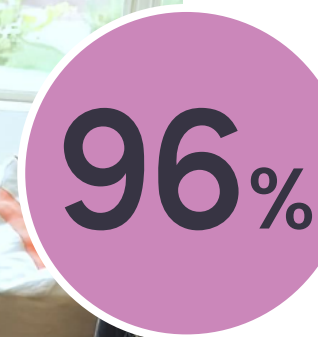


**of agents on boutique teams cite customer service as a key reason they joined**

vs.



**of agents on teams in general**



**of consumers say customer service is important when choosing brand loyalties**



Samantha Tov & Judy Cuong, Portfolio Real Estate - Elk Grove, CA

## TAKEAWAYS

# Top-producing agents ready for leadership should consider forming a boutique team.

Starting a team is a great way for high-performing agents to take their business to the next level without having to operate a brokerage.

Per the RealTrends 2021 Team Profitability Study, teams are more profitable than brokerages, securing on average 2X the gross commission income.

This study demonstrates that the benefits of starting a team — high satisfaction, increased income, etc. — are even greater for agents running boutique teams.

Further, boutique teams are better positioned for long-term success than teams at traditional brokerages, for the following reasons:

- Agents on boutique teams have higher satisfaction, indicating boutique team leaders will have fewer struggles with agent retention than their counterparts at traditional brokerages.
- Most agents join boutique teams out of a desire to provide a better customer experience. This customer-centric ethos across all members of the team will help build loyalty and referrals among buyers and sellers.

This presents a compelling argument that agents wanting to lead a high-performing team should explore doing so as part of a boutique.



**Tiffany Pantozzi**, ALIGN Real Estate – Orlando, FL

## TAKEAWAYS

# High-potential agents seeking significant career growth should consider joining a boutique team.

Joining a team can significantly boost your career by providing accountability, mentorship, training, and community.

This study demonstrates that joining a boutique team, rather than a team at a traditional brokerage, can amplify those positive effects.

Agents who join boutique teams consistently report:

- Higher satisfaction
- Higher income
- Increased productivity
- More opportunities for learning and development
- Better access to mentorship

Agents evaluating their next move should keep these benefits of joining a boutique team in mind.



**Marcell Neri, kinoko** – San Francisco, CA



Want to learn more about how you can create  
and grow your own boutique company without  
the cost, time, or risk of operating a brokerage?

**Schedule a call with Side to see what's possible for you.**

