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## 2026 Broker/Owner Growth Snapshot — Before Event Worksheet

### 1. Quick Data Snapshot (2025)

Don't overthink this — approximate if needed. We'll use these numbers as a starting point for discussion.

- Net Agent Count Change (2025): \_\_\_\_\_

(How many agents did you gain or lose this year? Net = total recruited – total lost.)

- Average Units per Agent: \_\_\_\_\_

(Divide total closed units by the number of producing agents.)

- Retention Rate: \_\_\_\_\_%

(Of the agents you started 2025 with, what % are still with you today?)

- Total Office GCI: \_\_\_\_\_

(Gross commission income for the office — before expenses.)

- Net Profit (after expenses): \_\_\_\_\_

(What's left after you cover your operating expenses.)

### 2. Growth Levers (Where Will 2026 Growth Come From?)

Every brokerage's growth comes from a mix of three levers. Estimate the % of growth you expect from each in 2026. Add notes where applicable.

- Recruiting agents:
  - New licensees \_\_\_\_\_% (Notes: Where will they come from?)
  - Established agents \_\_\_\_\_% (Notes: What value proposition will attract them?)



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- Teams \_\_\_\_\_% (Notes: What systems/resources will appeal to them?)
- Retaining & developing current agents: \_\_\_\_\_% (Helping your current agents stay and produce more.)

Notes: \_\_\_\_\_

- Raising productivity of mid-tier agents: \_\_\_\_\_% (Turning your “middle performers” into higher performers.)

Notes: \_\_\_\_\_

### **3. Reflection Prompts**

Use these prompts to prepare for table discussion. Come ready to share 1 highlight with your peers.

1. Which agents are poised to grow most in 2026, and what support do they need?

Agent/Team	Support Needed	Notes/Commitments



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2. Where are you overspending or under-investing for the return you're getting?

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3. What's one system or touchpoint that could make accountability easier in your office?

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4. What's one initiative you want to commit to in January to lift per-agent production?

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