

ROYAL LEPAGE ESTATE REALTY: CASE STUDY

How Royal LePage Estate Realty Supported Building a Team and Growth of Business

TERESITA LINK



“ I knew that Royal Le Page Estate Realty was the brokerage for me because it felt right like home
- Teresita Link ”

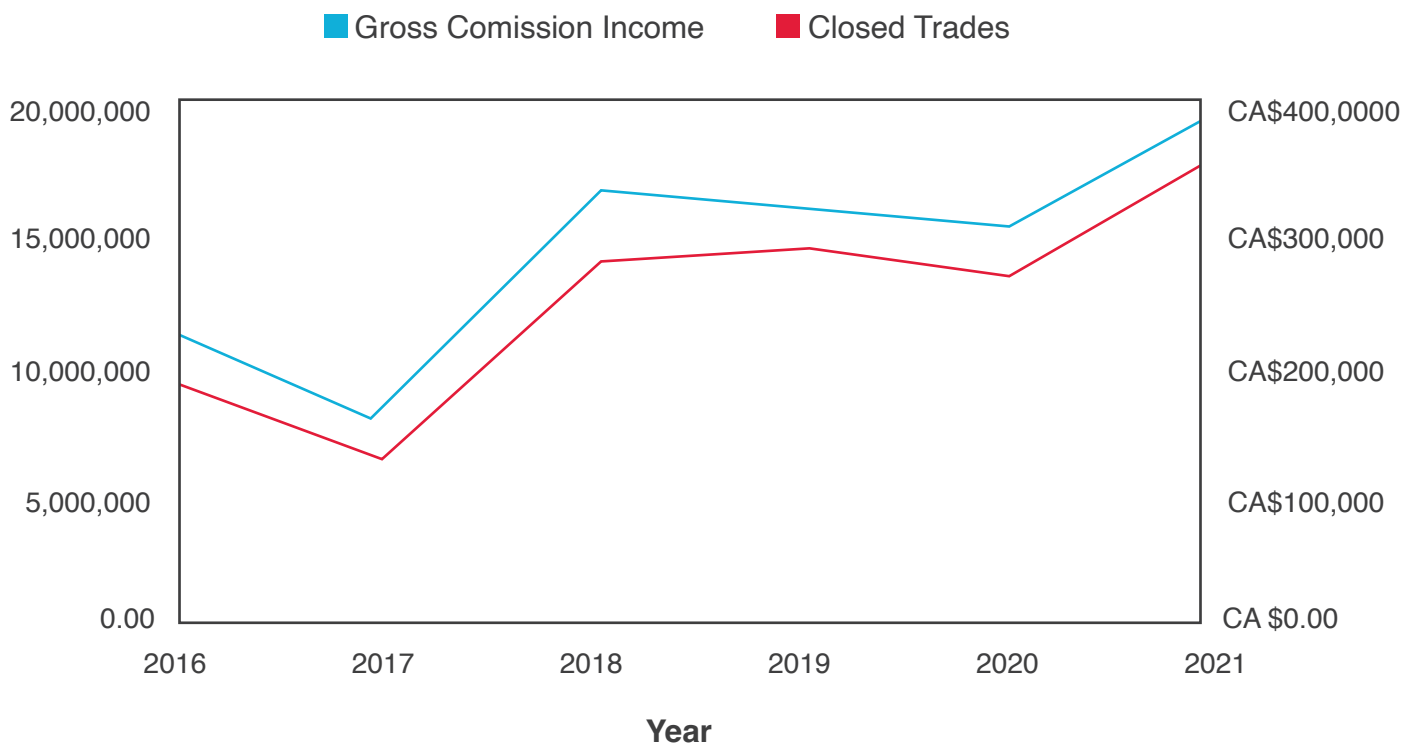
Teresita joined Royal LePage Estate Realty from another Brokerage over 10 years ago and has achieved great success since joining the team. Starting as an individual agent, she is now the leader and partner of a successful team here at Estate Realty. Teresita's decision to join Royal LePage Estate Realty was prompted by her desire to be part of a Brokerage backed by the power of a trusted Canadian brand, as well as one with a strong and supportive culture.

Challenge: Brokerage and Leadership Support

While Teresita was a successful agent at her previous brokerage, she wanted to take her business to the next level and build a team. There came a point in Teresita's business where she realised she couldn't do this job on her own. She was in need of hiring an assistant and looking to grow her team with other agents, and needed the back end support from her Brokerage.

'I've felt a lot more supported instead of feeling like I was left out on my own. The people really make a huge difference in terms of how we choose to learn and grow and how we've all supported each other.'
- Teresita Link

Gross Comission Income & Closed Trades 2016-2021



Solution: With the support of the brokerage leadership team, training, and the accountability between other agents, Teresita was able to successfully build a team. From hiring an administrative assistant to a buyer agent, Teresita was well supported throughout her entire journey and has successfully brought her business to where she aspired it to be. Within the last five years, Teresita has had strong brokerage support and guidance to keep her business on the upward track.

"The best thing about Royal LePage Estate Realty is that everyone gets to see others grow. My success doesn't have to hamper someone else's success, that's the best thing about being here, the competition is so fierce in this industry and this is our house, there is no competition in our house." - Teresita Link

Results: Since leaving her previous brokerage, her business has grown exponentially, thanks to the available resources at Royal LePage Estate, such as back-end support from the administrative front desk staff and the in-house marketing department. Also, thanks to the support from the Broker of Record/Owner in hiring new team members and successfully joining a partnership, Teresita is looking forward to growing her business even more.

Helping you is what we do.

