

15 Reasons Why Agents Leave the Real Estate Business



Russell Realty Group and **Evan Russell** have successfully coached and trained over 500 agents in several states.

In this guide, **Evan** has highlighted the 15 most common reasons why agents leave the business. **Evan** has compiled the feedback he has gotten over the years from different agents, including some on his own team, and is sharing them with you here.

This is how the **Russell Realty Group** created their business model, which is designed to help support the individual agents succeed and eliminate the hurdles which causes agents to leave the business.

Join the team: [**www.jointherussellteam.com**](http://www.jointherussellteam.com)

“

Didn't give
it enough
time to
develop
their position
in the
market.

REASONS WHY
AGENTS LEAVE
THE BUSINESS

#1



“

Didn't
give it
enough
effort to
establish
a brand.



**REASONS WHY
AGENTS LEAVE
THE BUSINESS**

#2

“

Wasn't able to understand lead flow and how to prospect for people to talk to.



**REASONS WHY
AGENTS LEAVE
THE BUSINESS**

#3



“

Didn't understand that this is a sales job, even if you are only working with friends and family.



**REASONS WHY
AGENTS LEAVE
THE BUSINESS**

#4

“

Didn't
make an
effort to
understand
technology
that their
prospects do.



**REASONS WHY
AGENTS LEAVE
THE BUSINESS**

#5



“

Didn't understand how to use technology effectively.



“

They didn't
have a
marketing
budget
to grow
their
business.



**REASONS WHY
AGENTS LEAVE
THE BUSINESS**

#7



“

Was unable to overcome their fear of the phone.



REASONS WHY AGENTS LEAVE THE BUSINESS

#8

“

Didn't understand the process of deal progression.



REASONS WHY
AGENTS LEAVE
THE BUSINESS

#9



“

Didn't understand how to market themselves.



REASONS WHY AGENTS LEAVE THE BUSINESS #10



“

Didn't think
constant
contact
with friends
and family
was
necessary.



REASONS WHY
AGENTS LEAVE
THE BUSINESS

#11

“

Expected
a retail
type
of sale.



REASONS WHY
AGENTS LEAVE
THE BUSINESS

#12



“

Didn't understand they needed a daily routine or plan.



REASONS WHY AGENTS LEAVE THE BUSINESS

#13



“

Lack
of entry
level
business
plan.



REASONS WHY
AGENTS LEAVE
THE BUSINESS #14

“

Not taking
advantage
of FREE
training and
resources
available
to them.



REASONS WHY
AGENTS LEAVE
THE BUSINESS

#15

“

Real estate is a profession that is easy to get into. The struggle is generating business and providing great customer service. That's where we can help!

- *Evan Russell*
Broker/Owner of Russell Realty Group

