

# Creating a Standard Operating Procedure

All real estate brokerages should have a Standard Operating Procedure manual for their businesses. This is to create transparency about how they deal with issues that may arise during the course of business. The goal is to ensure consistency when dealing with matters both internal and client-facing.

## HOW TO GET STARTED

### Step 1 Brainstorm Session

Take a day or two in a company-wide brainstorming session (depending on how large your company is, you can even consider getting a mortgage lender or other vendor to sponsor your meetings) and hear from those who work for you.

### Step 2 External Customers

List all those moments where agents interact with buyers and sellers. How should those moments be addressed? What are all the issues that might come up? How should they be handled? Brainstorming potential strategies for handling difficult situations and getting your team members on the same page helps create solutions before you even need them.

### Step 3 Internal Customers

Just like you need to understand the moments of truth for your buyers and sellers, you need to know the moments of truth for the agents in your brokerage. How will you manage agents? How will issues be handled? What about support staff like your assistants and reception?

### Step 4 Going Public

Having this manual and posting it on your website for the general public to view can create a sense of consistency from one brokerage to another. Everyone outlines how they do business and makes your clients comfortable knowing exactly how they will be taken care of.

There have been many challenges surrounding Fair Housing recently that need to be addressed. There is power in being consistent, especially when brokerages are clear on how they will handle certain situations. While New York requires that this manual is in place, it is still a good idea to create one for your brokerage no matter where you are, as this can benefit your business in many ways.

