

The Pros and Cons of Hiring a Licensed Assistant

THE PROS

1. Assistant allows agent to focus on lead generation by having the business knowledge, experience, and the ability to do other tasks.
2. Assistant has already made a career decision to be in real estate.
3. Assistant understands the commission business.
4. Assistant is already trained in the business.

THE CONS

1. Assistant may cost more.
2. Assistant tends to bring his own clients and wants to work with them. It can get messy.