Are expansion teams the emerging superpowers of real estate?

“To see what is in front of one’s nose needs a constant struggle.” - George Orwell At a recent Inman conference, an innovative indie broker was musing about shrinking broker margins. He recommended that company owners leverage their agent relationships as distribution channels for technology companies to provide and sell software and services.The sell-through strategy is a fresh version of the classic broker and franchise affiliate model or the lender and title company joint marketing programs.An opportunity, yes, but this model has proven to be limited because no true marketplace exists to create a flywheel of economic activity.But an alternative has entered the picture -- expansion teams (ETs) -- a new platform for independent contractors (agents) to get business, akin to Airbnb and Uber. They represent a marketplace that taps the power of agents without the liability and the cost of the old broker model.Like all successful technology platforms, they offer lead...

Source: click here