REAL GROWTH COLLECTIVE
OWN MORE THAN YOUR SALES

FIELD GUIDE | CALIFORNIA

Brokerage Transition Field Guide

A practical readiness workbook for agents, team leaders, and brokerage owners evaluating a move.

BUILT FOR A SEQUENCED DECISION

Contracts. Compliance. Clients. Brand. Data. People. Day-one readiness.

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REAL GROWTH COLLECTIVE

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A transition should be sequenced, not improvised.

Use this workbook before notice is given, systems are disconnected, or clients receive a message.

HOW TO USE IT

- [ ] Complete the decision snapshot before discussing timing.
- [ ] Confirm obligations with your current and prospective responsible brokers and qualified advisors.
- [ ] Assign one owner and due date to every unresolved item.
- [ ] Do not announce a move until active business, licensing, data, and communication are sequenced.
- [ ] Use the scorecard to decide whether you are ready to move, need a controlled pause, or require specialist review.

What this guide is

A planning tool that exposes dependencies, assigns ownership, and makes the transition conversation more productive.

What it is not

Legal, tax, employment, brokerage, insurance, MLS, or compliance advice - and not a substitute for current written guidance.

DECISION SNAPSHOT

WHAT MUST BE BETTER 12 MONTHS AFTER A MOVE?

WHAT IDENTITY, CONTROL, OR CLIENT EXPERIENCE MUST BE PRESERVED?

WHAT IS THE COST OF GETTING THE SEQUENCE WRONG?

Contracts and obligations

Create a written fact base before choosing a date or communication plan.

GOVERNING DOCUMENTS

- [ ] Collect every signed independent contractor, employment, team, commission, equity, loan, advance, and separation agreement.
- [ ] Identify notice, termination, cure, confidentiality, non-solicitation, dispute, repayment, tail-fee, and property-return provisions.
- [ ] Confirm whether any promise is only verbal, in a policy manual, or in a document incorporated by reference.

MONEY AND OBLIGATIONS

- [ ] Reconcile earned but unpaid commissions, pending bonuses, fees, deductions, advances, chargebacks, and vendor commitments.
- [ ] Document who pays for marketing, portals, assistants, transaction coordination, equipment, insurance, and software through the cutover.
- [ ] Have qualified counsel or an appropriate advisor review any unclear obligation before notice is given.

BUSINESS OWNERSHIP

- [ ] Determine who controls listings, buyer agreements, referral agreements, databases, websites, domains, phone numbers, creative work, and client records.
- [ ] Do not assume an agreement, listing, client, data set, or digital asset can be transferred.

UNRESOLVED TERM, DECISION OWNER, AND REVIEW DATE

Licensing and affiliation

The license sequence controls what can happen - and when licensed activity can resume.

CALIFORNIA DRE READINESS

- [ ] Verify the license record, legal name, mailing address, public contact details, renewal date, continuing education status, and eLicensing access.
- [ ] Confirm the exact prospective responsible broker entity and license identification information.
- [ ] For a salesperson change, confirm the current DRE process and whether RE 214 is needed. Broker-associate affiliations use RE 215.
- [ ] Coordinate new responsible broker certification. The online effective date is the certification date, not the date the salesperson initiates the request.
- [ ] Plan for any period shown as not broker affiliated. A salesperson cannot perform licensed acts while unaffiliated.

CONNECTED COMPLIANCE

- [ ] Confirm MLS, association, lockbox, local board, E&O, transaction-platform, and required training steps.
- [ ] Map which items can be completed before affiliation and which must wait until the DRE record updates.
- [ ] Save receipts, confirmations, updated license records, and written broker approvals in one transition file.

DRE, MLS, ASSOCIATION, OR INSURANCE DEPENDENCY

Active business and client continuity

The client should experience clarity and service - not your internal transition.

INVENTORY EVERY LIVE MATTER

- [ ] List every active listing, buyer agreement, escrow, referral, lease, prospect under agreement, and commission expected after the proposed move date.
- [ ] For each file, record the current broker, client, stage, key dates, assigned staff, transaction platform, and required decision.
- [ ] Identify trust-fund, deposit, disclosure, record-retention, supervision, and E&O dependencies.

BUILD CONTINUITY INSTRUCTIONS

- [ ] Obtain written broker-to-broker direction for any matter that may change hands. Do not make unilateral promises to clients.
- [ ] Assign responsibility for amendments, disclosures, signatures, document migration, transaction coordination, and post-closing records.
- [ ] Draft client communications only after the responsible brokers agree on the permitted sequence and language.
- [ ] Create a same-day escalation path for client, escrow, title, lender, inspector, vendor, or compliance questions.

PROTECT THE CLIENT EXPERIENCE

- [ ] Test phones, email, calendars, file access, e-signature, disclosures, and transaction coverage before any client-facing cutover.
- [ ] Schedule a 48-hour and seven-day audit of every live file after the transition.

HIGHEST-RISK FILE AND ITS CONTINUITY OWNER

Brand and advertising

Preserve identity without creating ambiguity about supervision or brokerage affiliation.

NAME AND IDENTITY

- [ ] Confirm whether the intended team name satisfies current California requirements and has responsible broker approval.
- [ ] For a team name, verify membership, surname, descriptor, and no implication of an independent brokerage.
- [ ] Make the responsible broker identity prominent and conspicuous wherever required.

DISCLOSURE SWEEP

- [ ] Update license identification and responsible broker disclosures across websites, landing pages, signs, cards, flyers, presentations, email signatures, social profiles, video, portals, IDX, QR destinations, and recruiting materials.
- [ ] Remove outdated brokerage marks only when authorized and preserve required transaction records.
- [ ] Confirm current first-point-of-contact advertising rules for each format and channel.
- [ ] For images altered in a manner that changes the property appearance, verify the 2026 disclosure requirements before publishing.

LAUNCH QUALITY

- [ ] Create a controlled asset list with one approved wordmark, color set, disclaimer block, and responsible-broker lockup.
- [ ] Test mobile layouts, link destinations, accessibility, phone routing, forms, tracking, and old-brand search results.

ASSET, DISCLOSURE, OR APPROVAL STILL MISSING

Technology, data, and digital ownership

A smooth move depends on knowing what is yours, what is portable, and what must be rebuilt.

INVENTORY AND OWNERSHIP

- [ ] List the CRM, transaction system, email, calendar, cloud storage, domains, DNS, website, IDX, phone, texting, ad accounts, pixels, social profiles, design files, automations, and reporting tools.
- [ ] For each system, record the legal owner, administrator, billing owner, data owner, renewal date, export method, and transfer restrictions.
- [ ] Separate personally controlled assets from broker-owned, team-owned, vendor-owned, and client-confidential information.

AUTHORIZED MIGRATION

- [ ] Export only information you are authorized to possess and move. Do not take broker-owned data or records.
- [ ] Preserve required transaction records and privacy controls; document the source, date, scope, and destination of each approved export.
- [ ] Rebuild users, roles, permissions, integrations, automations, templates, routing, consent records, suppression lists, and tracking with least-privilege access.

CUTOVER AND RESILIENCE

- [ ] Back up approved data, test restoration, and create rollback steps before disconnecting any system.
- [ ] Run end-to-end tests for inquiry, assignment, notification, appointment, document, reporting, and opt-out workflows.
- [ ] Remove former access and rotate credentials only at the agreed point in the sequence.

SYSTEM, OWNER, EXPORT DECISION, AND CUTOVER DATE

People and communication

A transition is a human event. Clarity, autonomy, and accountable support matter.

ROSTER AND AGREEMENTS

- [ ] Build a roster of agents, broker associates, licensed and unlicensed assistants, employees, contractors, vendors, and shared-service partners.
- [ ] Confirm license status, written agreements, compensation, payroll, benefits, supervision, access, and notice requirements for each person.
- [ ] Do not assume another person's move. Give each licensee the information and space required to make an independent decision.

COMMUNICATION SEQUENCE

- [ ] Define who must know first: current broker, prospective broker, counsel, leadership, staff, agents, vendors, clients, and public audiences.
- [ ] Prepare separate messages for operational decisions, individual choices, client continuity, and public brand updates.
- [ ] Create a live FAQ, decision log, escalation channel, and one source of truth for approved information.

DAY-ONE ENVIRONMENT

- [ ] Assign onboarding, training, compliance, technology, marketing, transaction, and culture owners.
- [ ] Schedule first-week meetings, system access, production support, and 30-day checkpoints before launch day.
- [ ] Define what kind, driven, and coachable looks like in observable behavior for future team-supported recruiting.

PERSON, MESSAGE OWNER, DELIVERY DATE, AND OPEN QUESTION

A practical transition timeline

Adjust the dates to written obligations and broker guidance. The order matters more than the speed.

T-30+	**DISCOVER**	Collect agreements, verify ownership, inventory active business, validate the target operating model, and surface legal/compliance questions.
T-21	**DESIGN**	Choose the responsible broker path, decision rights, brand structure, systems architecture, transition owners, and no-go conditions.
T-14	**PREPARE**	Draft approved communications, map every live file, stage authorized data, prepare affiliations, configure systems, and assign day-one support.
T-7	**TEST**	Run inquiry-to-appointment, transaction, phone, email, file, advertising, disclosure, access, reporting, and escalation tests.
T-1	**CONFIRM**	Reconfirm written directions, effective dates, contacts, system readiness, client coverage, public assets, and rollback steps.
DAY 0	**EXECUTE**	Follow the approved notice and affiliation sequence. Activate access, confirm DRE status, communicate by audience, and monitor live business.
DAYS 1-7	**STABILIZE**	Audit every live file, resolve access issues, correct disclosures, complete onboarding, record decisions, and communicate changes.
DAY 30	**OPTIMIZE**	Review client continuity, production, adoption, recruiting, costs, data quality, brand consistency, and the next operating constraint.

The transition working session

Use these questions to convert assumptions into decisions, owners, and written next steps.

1. **What exactly are we changing - affiliation, team structure, entity, brand, systems, or all five?**
2. **Which current agreement or active matter has the greatest power to change the timeline?**
3. **What must remain uninterrupted for clients and producing agents?**
4. **Who is the responsible broker before, during, and after each transition step?**
5. **Which assets and data are portable, which require consent, and which must remain behind?**
6. **What approvals must exist in writing before notice, advertising, transfer, or migration?**
7. **What does day-one readiness mean for compliance, transactions, people, technology, and leadership?**
8. **What would make us pause the transition, and who has authority to make that call?**
9. **What decision is still being avoided because the answer may affect the model?**

DECISIONS MADE, DECISIONS DEFERRED, AND NEXT MEETING

Transition readiness scorecard

Score each category 0, 1, or 2. Evidence beats optimism.

0 = unknown or blocked   1 = partially resolved   2 = documented, approved, assigned, and tested

Contracts and obligations

All material terms, balances, notice duties, and reviews are documented.

☐ 0 ☐ 1 ☐ 2

Licensing and affiliation

DRE and broker sequencing is confirmed with no unplanned affiliation gap.

☐ 0 ☐ 1 ☐ 2

Active business

Every live matter has written continuity instructions and a named owner.

☐ 0 ☐ 1 ☐ 2

Brand and advertising

Identity, disclosures, approvals, and channel updates are staged and tested.

☐ 0 ☐ 1 ☐ 2

Technology and data

Ownership is known; authorized migration, access, testing, and rollback are ready.

☐ 0 ☐ 1 ☐ 2

People and communication

Agreements, individual decisions, messages, support, and escalations are mapped.

☐ 0 ☐ 1 ☐ 2

Financial and vendor continuity

Costs, billing, insurance, payroll, fees, and vendor changes are reconciled.

☐ 0 ☐ 1 ☐ 2

Day-one execution

Owners, timeline, no-go conditions, checkpoints, and working-room coverage are active.

☐ 0 ☐ 1 ☐ 2

INTERPRETATION

13-16 READY TO SEQUENCE   **8-12 CONTROLLED PREP**   **0-7 PAUSE AND RESOLVE**

Any zero in contracts, licensing, or active business is a stop signal regardless of total score.

One-page transition action plan

Turn the scorecard into a short list of owned, dated, verifiable next moves.

TARGET OUTCOME

PRIORITY / REQUIRED DECISION	OWNER	DUE	STATUS

NO-GO CONDITION - WHAT MUST BE TRUE BEFORE EXECUTION BEGINS?

FIRST 48-HOUR AUDIT - WHAT WILL WE INSPECT AND WHO SIGNS OFF?

Official references and next step

Requirements and forms change. Use official sources and confirm the current process before acting.

CALIFORNIA DRE

Updating Your License
License and responsible broker changes; access to RE 214 and RE 215.

OPEN

Salesperson Changes Responsible Broker
Online change process, new broker certification, and effective date.

OPEN

RE 214 - Salesperson Change Application
Current salesperson change form and instructions.

OPEN

RE 215 - Broker-Associate Affiliation Notification
Current broker-associate affiliation form and written-agreement reminder.

OPEN

RE 27 - Advertising Guidelines
License disclosure, team-name, responsible-broker, and first-contact guidance.

OPEN

Team Name FAQs
DRE guidance on team names and responsible broker identification.

OPEN

RE 559 - Advertising Disclosure Charts
Quick reference for common advertising disclosure scenarios.

OPEN

2026 AI Advertising Advisory
Current advisory on altered real-estate images and required disclosure.

OPEN

READY TO PRESSURE-TEST THE PLAN?

Bring the facts. Leave with the sequence.

(626) 888-1540 **@grantstar** **BOOK A TRANSITION CONVERSATION**

therealgrowthcollective.com

IMPORTANT

Educational planning tool only. This guide is not legal, tax, employment, brokerage, insurance, MLS, or compliance advice. Requirements, forms, and broker policies change. Verify current obligations with your current and prospective responsible brokers, the California Department of Real Estate, counsel, CPA, insurer, MLS, association, and relevant vendors. Real Growth Collective is independently led and is not an official program of The Real Brokerage, Inc. This guide does not promise eligibility, approval, compensation, savings, revenue, ownership, or results.