

REAL GROWTH COLLECTIVE

OWN MORE THAN YOUR SALES

FIELD GUIDE | INDEPENDENT BUILDER

Real Network Expansion Map

A plain-language map of sponsorship, direct relationships, depth, builder development, and the support required to make a network durable.

SEE THE SYSTEM BEFORE YOU BUILD IT

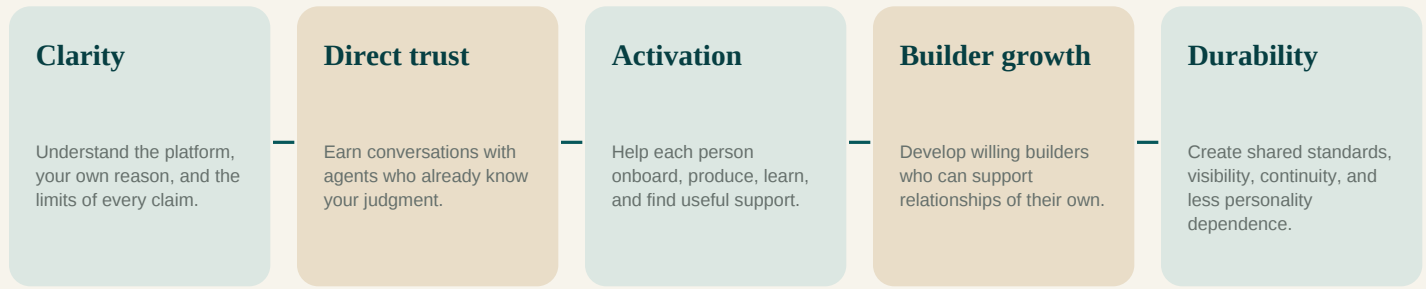
Relationships first. Support second. Structure follows. Official economics stay official.

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A network is a relationship system, not a contact list.

The value is created by supported people who can make sound decisions and help others do the same.

THE BUILDER PATH



USE THE MAP

- 01 Start with the improved agent business and platform fit; do not lead with revenue share.
- 02 Treat the sponsor relationship as a responsibility to explain, connect, and support over time.
- 03 Use official materials for all program terms; a diagram is not a compensation agreement.
- 04 Measure activation, production, support quality, and retention - not only sign-ups.

WHAT KIND OF ORGANIZATION ARE YOU ACTUALLY TRYING TO BUILD?

Direct relationships and sponsor responsibility

A first relationship should be strong enough to survive an honest no.

BEFORE AFFILIATION

- ☐ Can the agent explain why their current business may or may not fit Real without relying on hype?
- ☐ Has the agent read current official materials and distinguished platform facts from your interpretation?
- ☐ Did the relationship exist before the recruitment conversation, or is it based only on outreach volume?

AFTER AFFILIATION

- ☐ Is there a written first-30-day support path covering onboarding, production, technology, and escalation?
- ☐ Does the agent know which questions belong to the sponsor, Real, the responsible broker, or another specialist?
- ☐ Can you maintain support if attraction accelerates faster than your personal availability?

DIRECT-RELATIONSHIP STANDARD TO DOCUMENT

Depth, duplication, and builder development

Depth is created when good judgment and useful support can repeat without becoming a script factory.

BUILDER READINESS

- ☐ Does the person want to build, or are you projecting a builder identity onto a producer?
- ☐ Can they explain the model accurately in their own words and name who is a poor fit?
- ☐ Have they developed a stable agent business before adding network-building work?

WHAT DUPLICATES

- ☐ A weekly support cadence that helps agents solve real production and operating problems.
- ☐ A short, official-source-first explanation that avoids outdated screenshots and program-number promises.
- ☐ A culture where recognition, introductions, and useful resources are not restricted by sponsorship tree.

BUILDER DEVELOPMENT GAP TO SOLVE FIRST

Operating cadence and network visibility

The organization should become easier to understand as it grows, not more dependent on private messages.

WEEKLY AND MONTHLY

☐

Track new conversations, decisions pending, onboarding status, first transactions, support risks, and builder readiness.

☐

Hold a weekly working session for production and operating questions, not only attraction announcements.

☐

Review a monthly network health score that includes retention, engagement, and support coverage.

GUARDRAILS

☐

Never present recurring income as passive, automatic, or guaranteed.

☐

Never use coaching, leads, CRM, trips, currency, or another valuable inducement in exchange for sponsor designation.

☐

Never allow growth targets to outrank kind, driven, coachable behavior or current official policy.

ONE OPERATING RITUAL TO INSTALL NOW

Independent builder readiness scorecard

Score the operating system before adding more conversations.

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

Model clarity

Can explain the business model accurately without leading with compensation jargon.

☐

0

☐

1

☐

2

Direct trust

Has a credible relationship-based audience and a permission-based conversation path.

☐

0

☐

1

☐

2

Agent-business value

Can help agents improve production, operations, judgment, and platform use.

☐

0

☐

1

☐

2

Support capacity

Has visible cadence, specialist routing, follow-up, and escalation coverage.

☐

0

☐

1

☐

2

Builder development

Can identify, prepare, and support willing future builders without pressure.

☐

0

☐

1

☐

2

Ethical attraction

Uses current official materials and follows non-coercive attraction standards.

☐

0

☐

1

☐

2

Network visibility

Tracks activation, production, support risks, retention, and next actions.

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0

☐

1

☐

2

Continuity

The system can function when the founder is unavailable or priorities change.

☐

0

☐

1

☐

2

LOWEST-SCORING CATEGORY AND THE NEXT OPERATING DECISION

Ninety-day network operating plan

Choose fewer actions, assign ownership, and make the support system visible.

PRIORITY / DECISION	OWNER	DUE	STATUS

WEEKLY SUPPORT CADENCE AND AUDIENCE

STOP RULE - WHAT WOULD MAKE YOU PAUSE ATTRACTION AND REPAIR SUPPORT?

Official references and next step

Use current official materials before relying on any program, policy, eligibility, or migration statement.

OFFICIAL SOURCES

What is a Sponsor?

Current sponsor definition, responsibility, designation, and restrictions.

OPEN

Agent Attraction Code of Conduct

Current attraction standards, prohibited conduct, coercion, and inducements.

OPEN

Revenue Share and Attraction

Official library for tiers, eligibility, payments, sponsorship, and policy changes.

OPEN

Real Corporate Overview

Public company overview and investor materials; verify the latest filings and news.

OPEN

BUILD WITH THE MODEL IN VIEW

Map the network before you scale it.

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BOOK A BUILDER CONVERSATION

therealgrowthcollective.com

IMPORTANT

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