

Sponsor Due-Diligence Questions

What to ask any sponsor - including Grant - before attaching your business to theirs.

A DECISION TOOL, NOT A SPONSOR PITCH

Thirty questions. A comparison scorecard. One written decision record.

The sponsor choice deserves real diligence.

A sponsor can influence your understanding, access, support environment, and long-term experience.

OFFICIAL DEFINITION

The sponsor is not simply the person with a link.

Real describes a sponsor as the licensed agent who introduced you to Real, explained the business model and potential benefits, and - in your determination - most influenced your decision to join.

WHY THIS MATTERS

- 1 Real states that sponsor names are identified in onboarding documents and cannot be changed after signing. Ask questions before that point.
- 2 A sponsor is encouraged to support the agents they introduce over the long term, but support quality, structure, access, and experience vary.
- 3 Official brokerage supervision, compliance, compensation, and program rules come from Real - not from a sponsor's personal promise.
- 4 Real's attraction rules prohibit coercion and incentives offered in exchange for naming a sponsor. Evaluate the relationship without inducements.

USE THIS GUIDE

Interview at least two possible sponsors. Ask the same core questions. Request examples, names, calendars, documents, or demonstrations where appropriate. Write down what was actually promised, what is official, and what depends on the individual.

WHAT MUST YOUR SPONSOR RELATIONSHIP MAKE EASIER OR BETTER?

Relationship and intent

Start with how the person thinks about you, the role, and the responsibility after onboarding.

01

Why do you believe Real may fit my business specifically?

02

What have you learned about my goals, constraints, brand, market, and operating model?

03

What do you believe a sponsor owes the agents they influence to join?

04

How do you define the line between sponsorship, brokerage supervision, coaching, and friendship?

05

What would make you tell me that Real - or you as sponsor - is the wrong fit?

06

Who else should I speak with before I make this decision?

EVIDENCE, FOLLOW-UP, OR CONCERN TO VERIFY

Operator credibility and model fluency

Separate firsthand operating knowledge from enthusiasm, borrowed stories, and memorized talking points.

07

What business do you personally operate today, and how involved are you in production or leadership?

08

Which parts of the Real model have you personally used, built around, or helped others implement?

09

What did you misunderstand when you joined, and what would you explain differently now?

10

Which questions will you answer yourself, and which will you route to Real or another specialist?

11

How do you keep your explanations current when official program terms change?

12

Can you distinguish what is in official materials from your own interpretation or local practice?

EVIDENCE, FOLLOW-UP, OR CONCERN TO VERIFY

Support, access, and accountability

Ask for an operating cadence, not a vague promise that someone will always be there.

13

What happens between signing and my first thirty days, and who owns each step?

14

What standing meetings, office hours, communities, or working sessions can I actually attend?

15

How quickly do you normally respond, through which channel, and what qualifies as urgent?

16

What support is available for production, technology, brand, attraction, leadership, and transition planning?

17

What support comes from you, your broader network, Real, or a separate paid provider?

18

How do you notice when a sponsored agent is stuck, disengaged, or building in an unhealthy way?

EVIDENCE, FOLLOW-UP, OR CONCERN TO VERIFY

Culture, ethics, and attraction standards

The behavior around growth is part of the environment you are selecting.

19

How do you describe the kind of agent you want in your network?

20

What do kind, driven, and coachable look like in observable behavior?

21

How do you handle disagreement, poor conduct, exaggeration, or a sponsor conflict?

22

How do you teach agent attraction without cold outreach, coercion, disparagement, or income hype?

23

What is your policy when another sponsor is the person who genuinely influenced the agent?

24

Can I participate in your community and learn before deciding whether to name you as sponsor?

EVIDENCE, FOLLOW-UP, OR CONCERN TO VERIFY

Economics, continuity, and optionality

Treat official economics and the personal sponsor relationship as two separate diligence tracks.

25

Which official materials should I read before relying on any compensation, ownership, or revenue-share statement?

26

Which eligibility, production, fee, tier, vesting, or payment conditions could change my assumptions?

27

What part of the business model requires my continued production, attraction, leadership, or support work?

28

How does your network help agents build durable value without presenting revenue share as passive or guaranteed?

29

What happens to support and relationships if you reduce production, leave Real, change roles, or reorganize your business?

30

If I never attract another agent, would you still believe this is the right brokerage and sponsor decision for me?

EVIDENCE, FOLLOW-UP, OR CONCERN TO VERIFY

Sponsor comparison scorecard

Use the same evidence standard for every candidate. A warm relationship is not a substitute for a working model.

Score 1-5 only after the conversation. Use N/V when the answer still needs verification.

Understands my business Can describe my goals, constraints, brand, and intended operating model.	A	B	C
Operator credibility Has relevant firsthand experience and is clear about the limits of that experience.	A	B	C
Model accuracy Separates current official terms from interpretation, history, and personal opinion.	A	B	C
Support structure Offers a visible cadence, access path, resource map, and appropriate escalation.	A	B	C
Culture and ethics Uses truthful, non-coercive attraction practices and respects sponsor choice.	A	B	C
Network depth Can connect me to useful operators, peers, and specialists beyond one personality.	A	B	C
Long-term continuity Has a credible plan if roles, production, availability, or company programs change.	A	B	C
Mutual fit Can name poor-fit conditions and would support a thoughtful no as readily as a yes.	A	B	C
STOP SIGNALS Pressure to sign now. A promise that official rules cannot support. Incentives tied to naming the sponsor. Evasion about poor fit. Disparaging competitors. No support structure beyond the sponsor's personal availability.			

Sponsor interview and decision record

Write the decision you are making, the evidence you relied on, and what remains unverified.

CANDIDATE SPONSOR / CO-SPONSORS

CONVERSATION DATE AND PARTICIPANTS

STRONGEST EVIDENCE OF FIT

LARGEST CONCERN OR UNANSWERED QUESTION

OFFICIAL TERM OR CONDITION STILL REQUIRING VERIFICATION

SPECIFIC SUPPORT CADENCE DESCRIBED

DECISION AND REASON

Official references and next step

Read current official materials before signing. Program terms, policies, and processes can change.

OFFICIAL REAL RESOURCES

What is a Sponsor?

OPEN

Definition, role, support expectations, restrictions, and sponsor designation.

How to Join Real

OPEN

Application sequence and sponsor or co-sponsor selection before onboarding documents are signed.

Sponsor and Attraction Overview

OPEN

Official index for sponsorship, attraction, eligibility, sponsor changes, and network questions.

Agent Attraction Code of Conduct

OPEN

Current rules addressing outreach, coercion, inducements, and attraction conduct.

How Does Revenue Share Work? - United States

OPEN

Current high-level mechanics and sponsor responsibilities; verify regional applicability.

Revenue Share and Attraction

OPEN

Official library for producing status, tiers, payments, co-sponsorship, retirement, and beneficiaries.

PRESSURE-TEST THE SPONSOR DECISION

Ask Grant the same questions in this guide.

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BOOK A SPONSOR CONVERSATION

therealgrowthcollective.com

IMPORTANT

Educational decision tool only. This guide is not an official Real program, brokerage, legal, tax, financial, employment, or compensation document. Program terms, policies, eligibility, payments, and processes change. Verify current information with The Real Brokerage, Inc., the applicable responsible broker, your onboarding contact, and your own advisors before acting. Real Growth Collective is independently led and is not an official program of The Real Brokerage, Inc. No sponsorship, income, production, recruiting, ownership, or business result is promised or guaranteed.