

From Broker to a Brokerage House



Surat, Gujarat Jun 1, 2023 ([Issuewire.com](https://www.issuewire.com)) - Surat is one of the most progressive cities in India, with a thriving business environment and high purchasing power. The real estate industry is a crucial aspect of this city's growth, but it has historically been an unorganized sector, particularly in the realm of real estate consulting and brokerage.

Karma Realtors was established with a vision to bring organization to this sector and create a hub of brokers. Tarun Bhagat, the Founder, and Director of Karma Realtors, embarked on this journey alone but quickly realized that building a team was necessary for sustainable growth in the real estate business. It takes time to convert clients, and even after a client selects a property, they may not necessarily buy it from the same person.

The brokerage industry thrives on customer databases and relationships, which is why many brokers do not hire team members out of fear that they may leave and start their own businesses. However, Karma Realtors saw this as a challenge and set out to build a competitive team. Training the team to have expert knowledge of finance, technology, and trust in the company was a challenge, but it was essential to the success of the brokerage house.

Technology played a vital role in building and controlling the sales process, allowing the company to track inventory and monitor the team's performance. With the aim of acquiring more customers and expanding its reach, Karma Realtors deals in all verticals of real estate, including residential, commercial, industrial, farmhouses, land, and leasing. Building a competitive team that has expert knowledge and offers competitive rates is crucial to this expansion.

Today, Karma Realtors boasts a network of more than 120 brokers who work with the company to establish it as a leading brokerage house in the region. The company is still in the process of building more teams, and it welcomes anyone who shares its vision to join the Karma Group.

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