

Finding tomorrow's top producer today!

Most brokers and managers agree that there are few, if any tasks more important to the health and future of their office than recruiting. Yet, most brokers and managers will also agree that they don't spend enough time recruiting because they're spending too much time "putting out fires" and taking care of daily tasks. Here are some ideas that can allow you to recruit very actively, yet take very little time out of your daily work schedule.

As I teach my seminars around the U.S., I often ask salespeople how it came about that they entered the real estate business. It's amazing how many came into the business accidentally because of their own experiences as homebuyers. The specific reasons can be broken down into one of two categories: 1. They were so impressed with the professionalism of the Realtor® that sold them their house that they felt they would enjoy a career where they could help people just like their Realtor®. 2. They thought that their Realtor® was so unprofessional and was apparently making so much money while still being incompetent that they could make a fortune selling real estate. Either way, many salespeople enter the real estate business based on their personal experiences as a buyer and working with Realtors®.

With this in mind, brokers and managers should look at all of their buying prospects as potential recruits and perhaps their next top producer. As a broker, you can easily capture this market in a number of ways.

- Every buying prospect that registers with a sales agent in your firm should receive a letter from you, the broker, thanking them for the opportunity to work with them in their endeavor to find a new home. Include in the letter that regardless of whether your company or another company is successful in helping them with their search, that you are seeking to expand your sales staff. If they found their search for a home to be an enlightening experience, then perhaps they are a good candidate for a career in real estate. Once you have the letter all done, your secretarial staff can make sure that it is printed out and mailed to all new buying prospects either daily or weekly.
- Another idea is to have an acrylic display case with flyers on a career in real estate on top of the reception area so that is in full view of anyone, including all potential home buyers when they enter your office.

- Have these career flyers available for all of your salespeople to put on display in all of their public open houses.
- Mail a career invitation letter to all purchasers who bought from your firm over the past five years.
- Have a congratulations letter and invitation to interview sent out routinely to all new purchasers immediately after their closing.
- Remember that most new purchasers start off their search on the Web today. Have a recruiting page on your web site and a link to www.realestatesimulator.com . This way, they will remember you for a career in real estate, regardless of which company sells them a home. Many salespeople entered the real estate business with companies other than the one they bought from.

Recruiting is a daily function of any Real Estate Broker/Manager. Your buying customers are more than potential commissions. They may be potential top producers. Ask your own agents if they came into the business as a result of their past experiences as a buyer. As you meet other salespeople at Board functions, open houses, etc. ask them the same question as well. If your company has a licensing school, ask the instructor to make this inquiry for you the first day of class. You'll be amazed at how many salespeople decide on a real estate career because of their experiences. You'll also be amazed at how many new recruits will join your firm this year as well.

The author of this article, Joe Meyer, is one of real estate's most respected and sought after national speakers. His seminars have helped tens of thousands of brokers and salespeople reach new heights in productivity. He can be reached through his web site at www.joemeyer.com or toll free at 1-888-863-5951.