



# NATIONAL RELOCATION & REAL ESTATE

## Mirror Image Recruiting

Real Estate Simulator helps Arizona broker hire dozens

**W**ith his 19 Arizona offices already surpassing their incredible 2004 sales figures of \$1.1 billion, Century 21 Metro Alliance President Charles McLean knows that it will become increasingly more challenging to recruit and retain the best and most well-suited individuals to bolster the ranks of his 850 current agents.

That is why in recent months, he has tapped the talents of Career Development and Recruiting expert Rachele Brooks, who is utilizing an innovative Internet-based tool, the Real Estate Simulator™, to help qualify the best and brightest prospects for possible spots on the Metro Alliance team.

“Coming off a relatively long period where we were seeing median prices hovering around \$170,000 for an average of about 20,000 to 25,000 active listings, we were more than a little shocked when we started experiencing prices jumping up to a quarter-million dollars and our number of listings drop to below 5,500,” McLean says.

During that intense period, it wasn't unusual for 30 or 40 offers to come in on each single property within 24 hours of listing, McLean said. And while that trend has slowed measurably, it still takes a special kind of talent to manage the level of volume and service McLean requires from each and every agent.

Right about the time Brooks transitioned to her current post from the position of Metro Alliance's general manager, she was approached by Allison Lewis, an account manager with the Real Estate Simulator. Lewis demonstrated to her how Metro Alliance could generate more recruiting leads and hire more productive sales associates by using her product.

“As of today, we've been using the Real Estate Simulator for exactly one year,” Brooks says. “And I'm about to send out a renewal of our contract. In fact, we're expecting to broaden our use of the system significantly now that we've seen how well it is working for Metro Alliance.”

While there are several effective ways to generate recruiting leads through the Simulator, Brooks prefers to simply run an ad in local papers directing interested prospective agents to her company's Web site, which connects them directly to the interactive, video-based simulation.

“Once the simulation is completed, the results are immediately posted to me so I can contact those candidates whose results indicate they are well suited for the field,” she says, adding that it's easy for her to recommend the Real Estate Simulator after taking the full program herself a little over one year ago.

“Once I saw the results from my own full profile, I was sold on it,” she says. “It was like looking in the mirror. I couldn't believe how accurately it captured my personal strengths and weaknesses.”

So far in 2005, Century 21 Metro Alliance has already recruited and trained almost three-dozen agents who were hired on the strengths of their Real Estate Simulator program results, and Brooks is certain that that number will be growing exponentially in the coming weeks and months as her company enters into its second year working and recruiting with the Real Estate Simulator.

Lewis is also pleased with Metro Alliance's performance. She states: “Rachel is an excellent recruiter, and I look forward to continuing closely working with her to expand the scope of the Real Estate Simulator in their recruitment success.”

—John Voket

For more information, visit [www.c21metroalliance.com](http://www.c21metroalliance.com) or [www.realestatesimulator.com](http://www.realestatesimulator.com).