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Inman Innovator Award nominee

Upward Motion reveals whether licensee will succeed in real estate

Tuesday, July 16, 2002

Inman News Features

Upward Motion's Success Profiler for Real Estate Sales is a simulation-based technology that aims to allow individuals considering a career in real estate to "try on" the role and virtually experience the challenges and rewards of the career before jumping in.

But even better than that, the application also provides brokers with an evaluation of a candidate's likelihood of success in the business.

The profiler is administered by a computer connected to the Internet and uses video stimulation technology to measure a candidate's responses to on-the-job situations. The candidate assumes the role of an agent, and then virtual clients appear onscreen and talk to the agent, who must choose from a series of responses. The application also includes a personality profile and a general cognitive ability test.

After the candidate completes the series of profiles, the application generates a report that scores the candidate's ability to build rapport, acquire information, listen, comprehend, and manage the sales and closing process. The candidate's overall general cognitive ability, extraversion, conscientiousness and emotional resilience also are rated.

Upward Motion's Success Profiler for Real Estate Sales was nominated for an Inman Innovator Award in the most innovative use of the Internet category. The awards will be presented May 24 at [Real Estate Connect](#), which is produced by Inman News.



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