



## Technology tests agent potential

### Computer recruiter assesses aptitude for real estate sales

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ERA Real Estate has become the first national real estate franchise company to add Upward Motion's real estate simulator technology to its Web site. The simulator uses video and role-playing technology to assess an individual's aptitude for a career in real estate.

Brenda Casserly, president and COO of ERA Franchise Systems, called the technology "a valuable resource" that can be used to recruit "highly motivated sales associates" and train existing staff.

"The Simulator offers a fast and easy career exploration tool for visitors to our site who are interested in pursuing a career in real estate," she said in a statement.

The simulator will be added to ERA's ERA.com consumer Web site and its internal intranet.

Upward Motion's The Real Estate Simulator uses technology to recreate real-life challenges that sales associates encounter on a daily basis. The prospective sales associate pretends to be a real estate agent and interacts with virtual clients by selecting responses each given situation. The simulator challenges the participant's ability to cold-call a new prospect, negotiate contracts, deal with personality clashes, understand client needs and handle periodic rejection, according to ERA's statement.

After the prospect completes the assessment, the technology compares his or her responses with those of the industry's top performers to evaluate selling skills, intelligence and personality. It then provides comprehensive information about the prospect's strengths and weaknesses. The results will be sent to local-area ERA brokers, who then can contact promising candidates and set up interviews to discuss a career in real estate.

The Real Estate Simulator can also be used to evaluate current sales associates to aid in career development and increase office productivity, ERA's statement suggested.

ERA is a subsidiary of Cendant Corp. The ERA network includes approximately 28,000 brokers and sales associates throughout the United States and 31 other countries and territories.

Upward Motion is headquartered in Toronto, Canada. The company provides technologies for assessment and training using simulation technology to recreate real-life business challenges.