



# NATIONAL RELOCATION & **REALESTATE**

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## **New Technology Leads to More Qualified Recruits**

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### “Do I have what it takes to be successful?”

This is often the burning question in every recruit's mind. Answering this question is the key to recruiting a successful sales force.

Using Real Estate Simulator, Rick Hasse of, Prudential Gardner, Realtors, is now able to answer this question. The result: he gets over a hundred new recruiting leads every month, and has increased his hiring by 20%.

Real Estate Simulator, by Upward Motion, uses the Internet to deliver a video-based simulation of a career in real estate. It recreates the common challenges that real estate agents encounter every day. The Simulator allows a recruit to "talk" and interact with "virtual" customers, handle their objections, and finally close the sale.

The Simulator records how a recruit responds in typical job situations, and compares those responses to top performers. This comparison forms the basis of an evaluation of the recruit's skills, and allows the recruit and the hiring manager to determine if the

recruit has the skills necessary to perform well in the position.

Hasse's hiring managers use the report generated by Real Estate Simulator to guide their interview process. They find they spend less time asking "tell me about yourself" type questions, because the report allows them to dive in, and speak confidently about the recruits' strengths and weaknesses. This consultative approach in interviewing, allows the manager to get a more detailed picture candidate, and outline a plan of action with the recruit during the first interview.

Hasse finds that the recruits his company hires are more energetic, committed and passionate about success. Since his offices are spread over a larger geographic area, he takes full advantage of the fact the simulation is delivered online. He is now able to standardize the process by which every recruit comes into contact with his organization, and are all treated equally and fairly.

- Beth Bresnahan

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