



# NATIONAL RELOCATION & REAL ESTATE

## Can Nikita Find you?

If Nikita went looking for you, would she find you-and if she did, would she like what she sees?

Who is Nikita and why is this important? "Nikita," you see, is short for a "new kind of agent." **She's a composite of the trends that many brokers are seeing in today's labor market.**

And it's very important for the success of your brokerage that you have a chance to recruit Nikita. Why is Nikita so special?

Nikita is 26 and recently graduated from university. She's interested in real estate sales because it's the type of career that can offer her the lifestyle she desires: the potential to earn a large income while maintaining a flexible schedule.

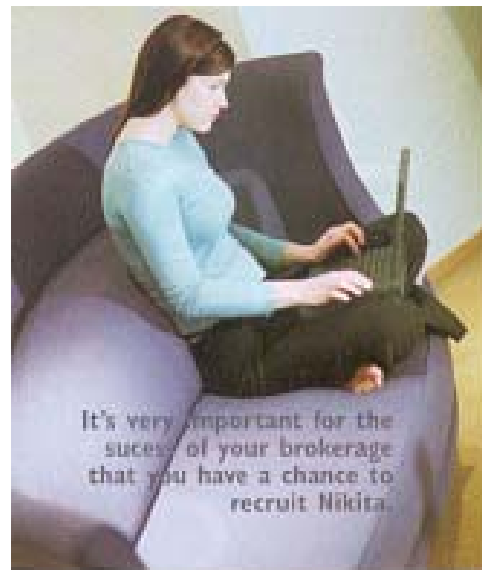
So if you want to recruit Nikita, you have to be where she's going to look, right? And that's probably not in a newspaper.

Like her friends, Nikita is wired. She has a personal website and stays in touch through e-mail and online chat. Adept at a wide range of communication technologies, Nikita easily juggles inputs from her cell phone, Blackberry, landline and Wi-Fi enabled laptop computer.

If Nikita's looking for a career in real estate then she'll naturally look on the Web, so it's important that you have a Web presence and that your site tells her what she needs to know about your company.

Go a step further and give Nikita a chance to actually experience a career in real estate. She'll like this, because a simulation is what she's used to from years

of video games. So, some kind of interactive assessment of her sales ability will impress her and let her know that as an employer, you understand her needs.



Best of all, give her some kind of feedback on her performance and some ideas on how she can do better. That's what she values most-a chance to learn.

If you want to meet Nikita, you need to be where she's looking and give her what she wants. She could be your most important hire in a long time. – Kim Ades

*Kim Ades is president of Upward Motion Inc., which uses simulation technology to help real estate companies recruit, select and develop high performing sales agents. She can be reached at (800) 260.7212 ext. 24.*