



# The REAL ESTATE PROFESSIONAL

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*Focus: Careers*

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## Being The Best Can Get Even Better With The Right Strategy

*By Kim Ades*

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There is someone out there who wants to work for your real estate brokerage. But the old standard lines such as "We're the best," or "We're the cream of the crop," don't work for this "Me" generation. They want to know what your firm can do for them. So tell them and show them!

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**Y**ou're simply the best...better than all the rest..." The words to that familiar Tina Turner song could be your company's motto -- your firm is tops, you're the cream of the crop, you are number one! And, because you're the best, potential top sellers are lined up around the block to join your team, right?

Chances are, the answer to that question is no. It's not because you aren't the best, but because potential recruits hear that same tune from every other real estate firm out there. They hear it so often that, frankly, they don't care if you're the best. What they really want to know is, "What can your firm do for me?"

Yes, the "ME" generation is alive and well and looking out for its future. This generation has the mindset that says, "live life now" because they're not sure what tomorrow holds. They are interested in working to live not living to work. They are interested in a firm that is genuinely interested in them.

### **WHAT CAN YOU OFFER?**

So what can you offer that will lift your firm above all the "white noise" they hear out there? How about an opportunity to become the best they can be? "Join our team and we will help you to reach your maximum potential. We will help you develop your skills so that you may earn the level of income you desire. We

will use the latest technology to assess your skills and create a training program customized to your needs." In other words, position your recruitment strategy to appeal to this younger, technologically savvy, grab-life-by-the-horns generation.

There are many budding "mega-sellers" out there who would find the prospect of company-provided career development very attractive, if not unique. Such a position could be the uncommon denominator your firm needs to distinguish itself.

## **BUT IS IT WORTH THE INVESTMENT, YOU ASK**

Well, look at it this way -how many agents do you currently have that do not produce? Have you ever considered the costs associated with all that dead wood? These costs can include loss of time, training, reputation, lost opportunity costs, low morale and legal fees.

Am I suggesting you offer your time, energy and money to mold every potential recruit that walks through the door into the best he or she can be? Absolutely not. You need to be very selective because not everyone has what it takes to work for your firm and you only want to invest in the best. You know that one top seller can produce more for your firm than 10 poor sellers. Therefore, tapping the potential of a recruit that shows promise can have a significant impact on your bottom line.

## **BETTER SELECTION**

Fortunately, the process of sorting out the recruits with the highest potential is not as difficult as you might think. It involves gathering as much information about this person as possible and measuring this information against the known traits of a successful salesperson. For example: What are his or her strengths in the areas of personality, intelligence and selling skills?

- In what areas is he or she in need of development?

The more you can learn about who you are dealing with, the better idea you will have about what kind of investment you will be making should you hire this

person - or if he or she is worth the investment at all.

## **TECH ASSESSMENTS**

A well-structured interview process can reveal a great deal about a person's abilities as can the other traditional techniques for measuring characteristics such as resumes, references and background checks. But there are new computer tools available that can add the kind of rigor to your interview that can help you make

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better selections. In less than an hour, an Internet software program can assess a person's suitability for a career in real estate sales, and pinpoint the areas in need of further development. This information can be used not only to select those recruits with a penchant to succeed in real estate, but also to create a personalized training program and chart a direct course to a new recruit's success within your firm.

It's a known fact that top performers are very strategic when it comes to their success. They build strategies to leverage or overcome their weak areas and invest time in further developing their strengths. Offering an opportunity to help a potential top performer become more strategic about his or her success is a good investment and could be the key differentiator for your firm.

Those future top sellers are out there waiting to hear what you

have to offer and having them choose your firm above the others may be as simple as changing your tune.

Kim Ades is President of Upward Motion Inc., home of the Real Estate Simulator. The Real Estate Simulator is a Web-based assessment tool that evaluates real estate selling skills, personality and IQ and is used by real estate companies to recruit, select and develop high-performing sales agents. She can be reached at 416-740-1333 ext. 24 or at [kim@upwardmotion.com](mailto:kim@upwardmotion.com)