



# NATIONAL RELOCATION & REAL ESTATE

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## Nikita, She's Back and This Time It's Personal

By Upward Motion

**Y**ou remember Nikita don't you? She is the key to your success. Nikita, short for "New Kind of Agent," is a composite of the trends that many brokers are seeing in today's labor market. Earlier this year, we talked about what you needed to do to recruit Nikita.

But, after you've recruited her—that is once you've got Nikita's attention—you'll want to interview her. But, making that interview a complete success means that you're going to need to do things a little differently than you may be used to.

### Who is Nikita?

Let's quickly review some key things we know about Nikita. She is 23 to 35 years old. She's not looking for the 9-to-5 desk job. She's interested in real estate because it's the type of career that can give her the lifestyle she wants: opportunities to make a large income but maintain a flexible schedule. Not only is she aware of new technologies but they are second nature to her. In the same way that most of us take the traditional telephone for granted, Nikita feels at home with the Internet, e-mail, simulations, pagers, cell phones, wireless laptops and MP3 players.

### The Nikita-Friendly Interview: Nikita's Agenda

Because Nikita's generation of real estate agents is a new breed, the Nikita-friendly interview isn't our typical interview. We can't fall back on our tendency to "pitch ourselves," "close the sale" or successfully address objections. To interview Nikita successfully, we need to focus on building a rapport. And, just like in sales, that means honing in on what's important to the target audience.

Fortunately, we know Nikita's hot buttons. Nikita wants to know: 1) What it's really like to be an agent; 2) What it's going to take to be successful in real estate; and 3) What you, as her broker, will do to help her succeed. Answer these questions in sincere and fun ways and you'll begin to build the rapport that Nikita expects from her employer. Using some of the current leading-edge technologies, we can help her answer all of these critical questions.

### The Nikita-Friendly Interview: Brokers' Agenda

But, Nikita isn't the only one looking for specific information during the interview. While building rapport with Nikita, brokers need to collect information that will indicate if she is a good "fit" with the firm. After all, hiring the wrong person at the wrong time can be expensive. In fact, according to Barbara Corcoran—cited by CNN as one of the most powerful brokers in the country—hiring the wrong real estate agent can cost as much as \$40,000. And, that's just the quantifiable cost (i.e. not counting the cost of damaged client relationships and lost opportunities).

While building rapport with Nikita, brokers need to get the answers to six critical questions. The first three can best be answered using cost-effective and easily administered assessment tools that can accurately evaluate and compare responses across potential candidates.

**1) Does this potential recruit have the aptitude to learn?** Regardless of Nikita's resume, if she has the intelligence to learn easily, she can be trained to develop many of the skills required to become a successful real estate agent.

**2) What is this potential recruit's personality make-up?** Nikita will be successful in real estate if she has a temperament that allows her to ride the highs and lows of sales—as well as sustain a solid book of business over time. In other words, Nikita needs to have a good balance of emotional resilience, sociability, assertiveness and achievement.

**3) Does this potential recruit have sales skills?** No agent is successful without strong sales skills. If Nikita has a strong set of sales skills—e.g. building rapport, listening and comprehension and the ability to close—she can be a strong performer sooner than if she needs time to develop these skills.

The last three questions can best be answered through one-on-one interviews that either delve into past behaviors or likely future situations:

**4) What is this potential recruit's track record?** One indication of Nikita's possible success in real estate might be her previous successes, particularly in the face of significant challenges. Questions to ask:

**Tell me about a time when you put your foot in your mouth. How did you handle it? What would you have done different to avoid this situation?**

**5) What support systems does this potential recruit have in place?** Question to ask:

**Who do you typically get advice from about your career decisions?**

**6) How motivated is this potential recruit?** Most brokers want their firms stocked to the rafters with Nikitas who are driven to achieve financial prosperity. Questions to ask:

**What does achievement mean to you?**

**Where do you see yourself in two years?**

**How will this job help you reach these goals? If you don't get this job, how will you achieve your goals?**

Nikita is looking for the right employer and the right career, right now. You just might be that employer. The Nikita-friendly interview is about building rapport so that you can determine just how good a fit Nikita is with your firm. If you answer Nikita's three questions and get the answers to your questions—at the very least, you will have gone a long way to achieving these goals. And, who knows? Before too long, you may find yourself fighting-off hordes of Nikitas.

Next Time: Nikita On the Job: She's Back and This Time It's Personnel.

*Upward Motion Inc. is the home of the Real Estate Simulator™ - the real estate profession's only web-based assessment tool that helps brokers recruit, select and train agents. The Real Estate Simulator has helped brokers increase the number of recruits by as much as 500%.*