



Increasing Agent Productivity

Tacoma brokerage uses the **Real Estate Simulator** to improve its training program

Mike Bastian, team leader at Keller Williams Realty in Tacoma, Washington, was interested in finding an application that could assist him in assessing the needs of his agents from a training and development perspective. During his search, Bastian discovered an online assessment tool that apparently could help with agent training.

Interested to learn more, Bastian asked his colleague to send him the company's Web site address and quickly saw the benefits of the application.

"It was unique," says Bastian, "There's nothing else out there like this on the market."

The product was Upward Motion's Real Estate Simulator™, which uses Web-based simulation technology to recreate the real-life challenges that real estate agents encounter on a daily basis. The person being assessed plays the role of a real estate agent and must interact with virtual clients who are interested in buying or selling property.

Although his agents have only been using the simulator for just over three months, Bastian says there's already a difference in productivity.

"Overall productivity in our office has already increased by about 10 percent," he says. "Our agents use it as a training tool to see where they need to improve and then begin the proper training in that area." The Real Estate Simulator consists of a skills assessment, a cognitive assessment and a personality assessment.

Bastian explains that it is mandatory that every agent in his office take the assessment, which he then reviews and evaluates the results. "I then send them back to the agents so that they can look over the results and see what they need to improve on. The agents then focus their attention on the problem or areas needing improvement and then take the test again."

The assessment tool, he says, helps Bastian's group zero in on the problem areas and tailor an education program that fits for each individual. "There is no blanket training here," he says.

For the most part, Bastian says, scores are up. Before his office began using the simulator, about 50% of agents were writing at least one contract a month. The ROI being that his agents have increased their monthly business by about 10% across the board.

Bastian says that in addition to the great improvement he's seeing in his agents, he also is impressed with Upward Motion's customer service.

"I've been working with the same person since we started with the company," he says. "[Upward Motion] has been great. They don't just leave you with a situation and tell you to run with it. They've really trained us on how to use the system for what we've needed."

The customer service department is very hands-on, according to Bastian, even providing his team with a model of what's been successful in the past. "We don't have to reinvent the wheel," he says. "They've helped us in our training, recruiting, and saved us on money and time, just by showing us what's worked in the past."

—Stephanie Andre

For more information, visit www.upwardmotion.com or www.realestatesimulator.com.