



NATIONAL RELOCATION & REAL ESTATE

Seven Steps to Increase Your Pool of Recruits

By Upward Motion

Over the last few months, I've spoken to hundreds of brokers about tools, methods and obstacles to recruiting effectively. I am going on the record: many brokers have lost sight of the importance of recruiting. It's understandable. Brokers are busy professionals trying to balance building revenue and managing independent contractors.

The simple truth remains: building business means getting people who can fit into your organization and perform well. And, that means recruiting. But, what should brokers focus on when recruiting?

The vast majority of brokers believe that for every one person they want to hire, they only need to see between one and three people. There is no profession on the planet that consistently has that kind of hiring ratio—and, according to most accounts, in real estate that number is somewhere between seven and twelve recruits for every one person that could “fit” within your firm.

Since you need to see “More, Better People”, you will need to spend efforts building candidate flow. Seven steps can help you do this:

1. Implement a recruiting strategy that uses the power of the Internet. Distribute your messages frequently with consistency through your Web site, e-mail campaigns, search engines, referred links, bulletin boards, instant messaging, blogs and webinars.
2. Use your existing network and build a recruiting culture. Make it easy, fun and rewarding for your current clients, colleagues and suppliers to identify potential candidates. Make available a realistic job preview that can be used to educate and entice candidates.

3. Provide some value. The sooner that you can demonstrate value to recruits the better. Use tools that can answer recruits' most critical questions: (a) "What's it really like to be an agent?" (b) "Will I be successful?" and (c) "What will you, as a broker, do to make me successful?"
4. Go where people "hang-out." Try community events or meetings and establish a rapport with real estate schools and licensing boards. Develop a presence on relevant Internet sites, bulletin boards and informal gathering places.
5. Focus on related professions. Look to those professions that have historically yielded good performers (i.e. teachers, nurses and social workers).
6. Set yourself apart. Clearly articulate why recruits should come to your organization—as opposed to your competitors—in terms that are important to recruits.
7. Manage recruit information. Plan for the influx, maintenance and updating of a wealth of candidate information. Worthwhile recruits typically require on-going, meaningful and personal communications.

Regardless of how many agents you have or your plans for growth, apply these steps consistently and you will swim in your pool of strong candidates rather than sinking.

Upward Motion Inc. is the home of the Real Estate SimulatorTM – 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%.