



Internet-Based Recruiting: A Quick Test

By Upward Motion

The agents you want are online right now looking for job opportunities. If you're like most brokers you know this. But, are you really taking advantage of the Internet when you're recruiting? **Take the Internet-Based Recruiting Test below to see how well you're using the Internet to identify and attract your greatest source of future revenue—new recruits.** For every question you answer "Yes" to, give yourself one point.

- 1) Do you have a career section on your Web site? ____
- 2) Is your career section easily identified from your Web site's homepage? ____
- 3) Does your career section contain content that is targeted for each type of recruit that you want (i.e.: non-real estate students; real estate students; newly licensed agents and experienced agents)? ____
- 4) Do you update the content of your career section more than once a month? ____
- 5) Does your career section contain information on relevant real estate industry and training events? ____
- 6) Do you provide the opportunity for candidates to send your Web site pages to friends? ____
- 7) Have you distinguished your Web site from your direct and indirect competitors? ____
- 8) Do you advertise job opportunities in the online career section of your local newspapers? ____
- 9) Do you place job opportunities on local search engines? ____
- 10) Do you list your agent opportunities with local associations' job boards or specialized search engines? ____
- 11) Do you list your job opportunities on national job boards? ____
- 12) Have you made reciprocal link arrangements with other businesses to promote your current job opportunities? ____
- 13) Do you drive people to your Web site from your hardcopy literature? ____
- 14) Do you have any online mechanism to capture candidate information? ____
- 15) Do you have any online tools to manage candidate information? ____
- 16) Do you have technology that will help you evaluate candidates' sales track record or potential performance? ____
- 17) Do you contribute to job-related BLOGS, bulletin boards or chat rooms? ____
- 18) Do you use your Web site usage statistics in planning the nature/timing of your Web content? ____
- 19) Do you conduct online recruiting seminars or events? ____
- 20) Do you have an e-mail management system? ____

Scoring

0 to 4 points—You need to move, now! You're probably relying too heavily on traditional recruiting methods. You could be at risk of missing out on reaching any new recruits.

5 to 9 points—You need to move faster! You're getting comfortable with the Internet or haven't built on your original investment in the technology.

10 to 14 points—Good for you, but, for you, "good" probably isn't good enough! While you're comfortable with the Internet, you haven't explored the newer ways to use the technology. You may be ahead of your competitors but, this advantage won't last long.

15 or more points—Congratulations! You're a rare breed who probably gets excited by leading-edge technologies. You've recognized the link between your growth objectives, recruiting and technology.

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%. Check out www.RealEstateSimulator.com for more details.