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## **Recruiting: Successfully Incubating -- Create a 'Recruitment Culture' (Part 2)**

*By Upward Motion*

If you're like most brokers you're always recruiting. But, are you building a recruiting culture in your firm where incubating recruitment leads is what everyone does and does well?

To build a recruitment culture you need a plan. Here are some steps that you can take in the short-term to introduce effective systems that will build your recruitment culture.

- 1) Begin by letting your managers/recruiters/agents know that you expect them to take an active part in recruitment.
- 2) Create a checklist outlining the order and timing of activities required for keeping leads warm.
- 3) Provide training for building rapport with recruits and reward efforts for building rapport.
- 4) Provide your managers and/or recruiters with the technology that allows them to easily track the frequency and type of communications targeted for recruits.
- 5) Once a month review your managers'/recruiters' efforts and successes. Identify and address the obstacles they're facing to keep leads warm.

### **Successfully Incubating: How to Communicate**

Most successful brokers live and breathe one simple truth: incubating recruits successfully begins with communicating effectively. Follow some simple guidelines to help keep your leads warm.

- 1) Respond quickly to any communications from recruits
- 2) Customize your communications for each recruit-don't send a form letter
- 3) Personalize your communications-include some detail about yourself

In addition, be on the lookout for "contact communication triggers" - i.e. reasons for you to reach out to the recruitment lead. For example, if a lead is about to take an exam or upgrade their real estate certification, send them a good luck card. Then, send an e-mail congratulating them on their success or invite them to a seminar on trends in the profession.

Finally, the positive results that come with keeping leads warm don't have to be limited to recruitment leads. You can do the same with your current agents. When was the last time you took one of your agents out to lunch just to find out how they see their career developing over the next two years? Or, when did you ask top producers for input on the company?

Start incubating recruitment leads (and existing agents) today and you will find that you're hitting all your important business targets.

*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%.*