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## Incubate Your Recruitment Leads—Part I

By Upward Motion

**Incubate (Definition):** To sit on (eggs) to provide heat, so as to promote development and the hatching of young; To maintain (eggs, organisms) at optimal environmental conditions for growth and development or promote a particular reaction.

As a busy broker, what would you do if you discovered that one of your agents didn't keep a lead "warm"—a lead that would have led to thousands of dollars in commissions for your office? Could you really stop yourself from shaking them by the collar and saying "Don't you get it? Our success relies on building strong relationships and knowing how to maintain them?" Or, would you take a different approach: print their picture, place it on a dartboard in your office's lunchroom, and hand out ripe tomatoes ideal for throwing?

The truth is however, that many brokers/managers often neglect incubating, or keeping warm an important target group. The group you might be overlooking isn't customers, it is potential employees, specifically recruitment leads.

### **The Downside of Letting Your Recruitment Leads Go "Cold"**

Is there a downside to letting your recruitment leads go cold? If you fail to incubate your recruiting leads, you could find yourself quickly:

- 1) Losing high-performers to competitors who are committed to building rapport with leads.
- 2) Giving leads the wrong impression that you don't really care about them or aren't organized enough to follow-through.
- 3) Wasting much of your recruitment time and resources, whether you spend it on advertising or seminars.

The result is clear: let your leads go cold and your recruitment won't be as effective.

## **The Upside of Keeping Your Recruitment Leads Warm**

Some of the positive outcomes common to brokers/managers/recruiters who incubate recruitment leads, include the following:

- Brokers increase the likelihood (and speed) of converting recruits to agents
- Leads tell other potential recruits of their positive experience with brokers
- Brokers are seen to have a significant competitive advantage

This isn't too surprising because by consistently keeping leads warm, brokers spend time to get to know their potential employees. This commitment leads to agents staying longer as well as reducing agent turnover.

*Watch for Part II in the November issue of NRRE.*

*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%.*