

Seminar Series

Recruiting Part 2:

The Recruiting Program

<http://riog.biz/fbsrecruit2>



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**Recruiting:
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Professional:

- You must be highly visible in the real estate community.
- You must appear knowledgeable and professional in the real estate community.
- You must appear to be extremely active within the real estate community.



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Social:

- Most agents are expressive and are social creatures.
- They like to belong.
- They like to have fun.
- They crave social interaction and gravitate towards those with social status.



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Institutional:

- Agents want to work for a SUCESSFUL company.
- Agents want to work for a well-known company.
- Agents want to work for a respected company.
- Agents want to work for a company that is going somewhere!



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**Professional:
Stand out in the real estate
community – be a leader**

- Realtor Board positions.
- Teach classes.
- Don't just attend events – be a part of them, host, organize, and speak at them, participate on panels, etc.
- Appear to be "in the know" and part of the elite – an "insider".



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Institutional:

- Have a strong corporate presence at all industry events
- Appear to advertise heavily for your agents
- Constant drip campaigns
- Constant E-flyers for your company and your listings
- Strong branding
- Agents want to work for a professional company that is going somewhere and doing something!



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The Recruiting Budget:

- At least \$1000 per month for the next 12 months. More is even better.
- Must be consistent every single month!
- The more hours you put in – the more successful you will be and the faster your office will grow and make money!



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The Recruiter: Who will it be?

- 80% of a manager's job (time) should be recruiting!
- It is a full time job!
- "Managing" your office is the part time job.
- If you can not fully commit to being the full time recruiter than find someone who will!



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The Recruiting Plan:

- Most of this will be done for you automatically through the RIO Genesis Recruiting module.
- Exposure and broad marketing.
- 2-4 Flyers per week.
- Combination of recruiting “flyers” (ads) and new agent announcements.



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Office Events

- 2 per month minimum – one per week is best
 - One educational
 - One social
- Be wary of using sponsors – Ok for Educational – but not social – also remember that your sponsors - especially title companies don't lie you recruiting too hard as it angers their other brokers.



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Office Events

- Training – always CE credit if possible – more agents will show.
- Social – cocktail parties, charity auctions are great, fundraisers for an agent in the community who has had a problem are also great!
- With all – promote each event three weeks prior – one email blast per week for each event.



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Outreach

Stay in contact and establish relationships with as many agents from other companies as possible

- Call every agent who puts in an offer on one of your company's listings.
- Call every agent who gets and offer accepted with your company.
- Call every agent midway through and escrow with your company.
- Call every agent upon a successful closing with your company.



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Outreach

Establish a drip type campaign to stay in touch with each agent you have been in contact with.

This includes:

- All who have done deal with your office.
- Those who have attended your training classes.
- Those who have attended your social events.
- Those who you have met at other events.
- Basically any and every agent you have ever had contact with.

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Get Face Time

- Try to meet up with two or three potential recruits each week.
- Coffee is fine – Lunch if you think they are getting closer.
- Unless they are ready and indicate they are looking for a change – do not meet them at your office. Don't even suggest it.
- Neutral territory, and not near their current office where they can be seen – it will make them nervous and uncomfortable.
- Start with agents that are in office closest to your - they are most likely to come to your office.

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Be patient!

- 14+ contacts for a top producer.
- 6-8 contacts for an average agent.
- Don't push them too hard!
- Remember, you are there to build a relationship so that they call **you** when something happens.
- Become their Destination Broker.



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New Agents:

- Recruit and do presentations at the schools.
- Remember to be fun and friendly, and show them that you are all about them and their success.
- They are starting a new career and a new chapter in their life – yes they are excited – but they are also very scared!
- They are looking for a new home and the support and training they need. (present your office as a **“FUN” place to work** – that is more important than the money to most of them).

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New Agents:

- Track all new licensees and build an email and contact list.
- 50% of all new agents will change offices within the first year!
- It is imperative you stay in touch with all of them.
- When you see their name on their first MLS closing – call and congratulate them give them some recognition – newbies don't get any.
- Keep them on all of your mailing and marketing lists as they are the most likely to make a change.



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New Agents: First 90 days are CRITICAL

When you get a new agent you have 90 days to get them involved and into your culture and more importantly making money!

When you get a new agent, stay close to them and pay them lots of extra attention – help them and show a genuine interest in making them successful.



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Tips & Tricks: Walkovers

- There are more newer and smaller offices open now than ever before, and most will not survive.
- An easy way to pick up 5-10 agents at a time.
- Same concept as destination broker – except you want to be the one they call when they give up their dream.



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Tips & Tricks: The office break-up

- Whenever you recruit or interview an agent from a specific office – immediately call every agent in that office!
- If one agent is looking to leave, then others are also – something has happened (or not happened as it should).
- Agents travel in packs and leave in packs – high percentage play.
- You can even help this along.



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Tips & Tricks: Buy agents

- Offer all new agents a bonus if they bring others to your company – literally send them back to their old company to go and get their friends for you.
- Work-off – many agents are afraid to leave because their former broker won't pay them on their escrows – offer to compensate them.



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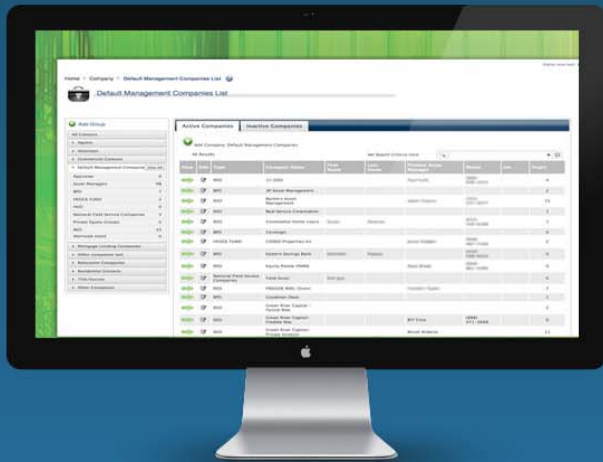


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