

Attracting New Agents and Getting Them Productive

By Jon Cheplak

In the last update, I talked about the future of your office. New agents are critical to your plan delivering profitability, mortgage capture, and finally, the injection of energy into your environment. Right now everyone wants to get into the business, so why is there a need to focus on new agents? Simple, if you don't have a plan in place today while agents are knocking down your door to get into the business, you won't execute when the time comes to go out and find the new agents. Don't let your behavior be a product of the market. Let your results be a product of your actions.

So where do you find new agents and how do you get them productive?

Finding and Attracting New Agents.

1. Constantly Run Advertisements for Agents.

How does the public know that you are hiring new agents? How does the public know that you sell homes? Advertisement is the simple answer. Makes sense, doesn't it? Run an advertisement for new agents every day. You will find that a few experienced agents will actually call on this ad as well.

2. Host Career Events.

I personally managed a first year branch manager who held eight career events a month. He started in an empty start-up office with zero agents. How many agents did he have at the end of the year in that office? 95!! Career events work. Due to the rapid growth of the office, experienced agents started to call because they wanted to be a part of something that had a strong growth trajectory.

3. Closing Surveys.

Does your company mail out customer service surveys after closings? If not, you need to change that immediately. On the customer survey, you need to have a box that they can check. The question is quite simple: "Have you considered a career in real estate?" In some large companies, I have found that nearly 20% of the agents were past clients. Image clients joining your company as an agent because of the great experience they had with your company.

4. Real Estate Schools.

Create a relationship with the local real estate school so that you can do a presentation for the future licensees.

5. Pass List.

Many states will provide you with a list of people who pass the state licensing examination. Harvest those names and numbers, and then get them into your database immediately.

6. Create a List.

Get the name of every new member application to your local board of realtors. By the time you receive this list, enough time has passed where the agent has determined if the company they chose is as good as they thought it would be. These are still new agents and may not be having the experience that they expected. Meet with them and determine if there's a value match.

These are just a few ways to find and attract new agents. Call me and I can share a few more resources that you may have not thought about. "How about For Sale by Owners?"

Moving New Agents into Production.

I could get real creative and tell you about amazingly complex ways to get agents productive. Don't kill yourself over this, it's actually quite simple.

1. Either They Want to be Productive or They Don't.

You can be the best trainer, coach, mentor or manager; however, does that mean everyone will be productive? No, it depends on the individual combined with the value that you are delivering. Are you attracting productive people? If you're not, then take a look at your hiring process. Here's a tip: create an expectation of production for the new agent within the first 30 days that they are with your company. Stop telling people it will take 6 months. Non-productive agents will tend to join the competition when you create an expectation of production within 30 days.

2. Stop Getting Them Ready to Get Ready.

That's the oldest saying in the industry. Here's the scenario of the new agent: "I'm not going to work with a buyer or seller until I know the listing agreement and purchase agreement backwards and forwards." Well good for you Mr. Agent, good luck listing or selling something. Go out and find a buyer or seller, we will help you with the contracts. I work with experienced agents today that still have questions on the listing agreement and purchase agreement. Heck, I still have questions! There is a balance in there, but do the new agent a favor and don't let them fail by way of "analysis to paralysis."

3. Train on Activities that Will Produce a Result.

Do you want a bunch of agents that know the contracts inside and out but can't sell a house? This is simply a continuation of my commentary in the previous paragraph. Train your agents on how to get a client, and then hold them accountable to specific actions.

4. Accountability.

Tell me about the accountability systems in place in your office?

Without accountability, there will be no substance to your relationships with agents, and unfortunately no production either. Don't beat people up if they don't perform! Don't make them right or wrong if they don't sell a house! Just make sure that there is a measurement device in place and create awareness for the agent of what is getting done or not getting done.

Best of luck in your new agent recruiting. Are you someone that doesn't believe in new agent recruiting? Look around your office and ask yourself, "How many of your agents were new in the business at one time?"

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