

Where Is the “Future” Success of Your Office?

~New Agents~

By Jon Cheplak

This can be quite a complicated question when considering technology, higher expenses, and different streams of revenue necessary to be profitable in this industry. Well, the future success of your office is actually sitting in their miserable job today, punching a time card, wondering if their watch will be gold or silver when they retire, and are continually uninspired in the “top-down” environment of corporate America. Many are not even fortunate enough to be concerned about the watch; their focus is on whether they will even survive the next round of cutbacks. Then there are also the more fortunate folks representing the future success of your office who have enrolled in real estate school with a great career ahead. Why are they so critical to your future success?

1. Our industry has a natural attrition which must be fed from the front end; the back end is taking care of itself. Maybe your office has little to no turnover. Look again, what is the average age of your agent today? Are they going to sell real estate forever? I don't think so. Do you have a steady stream of experienced agents joining your office? If you do, please call me because I'd love to congratulate you. A huge part of your company's growth is from the bottom-up. What kind of push are you generating into your environment with new agents?
2. There is a great opportunity to increase your retained company dollar through productive new agents. The fair and equitable financial relationship with a new agent is a lower split. This is the most simplistic solution for increasing company dollar when you have a productive training program that supports new agents. Many brokers don't want new agents because of the time and energy involved in support and training. However, you must ask yourself a few questions. Were you ever a new agent? Did someone support you when you started this wonderful career you have today? Isn't it your responsibility to do the same for others; pay it forward? Real estate isn't a job; it's a lifestyle that I know has been wonderful to many of you reading this article. You have a responsibility to pass that on to others. Remember, “abundance vs. scarcity” is the concept that will ultimately determine the success of your business.
3. New agents drive conversion rates in mortgage, title/escrow, and other services your company offers out to the consumer. Wasn't it great when your company rolled out mortgage, title/escrow, and other services? I bet all of your agents couldn't wait to end their current affiliate-relationships and start using the company services. Only in our dreams! You won't pull agents from their existing business relationships just because you now have a similar service. When was the last time you told an agent they had to do something and they did it? Growing capture rates doesn't quite work that way. You have to make this part of the new expectation when interviewing new agents by educating them that this is what the consumer expects. Over time, you will create a subculture that will take over the existing culture, driving capture rates through the roof.
4. Highly productive new agents will inspire the experienced agents. Have you ever seen the new agent who comes in and sets the world on fire? Of course you have. Let me tell you what this does for the rest of your office. Naturally there is jealousy from the non-productive agents, but this is good. If you manage the non-productive agents appropriately through this process and use this as a vehicle for inspiration, you will have a more productive office because of one new successful agent. If managed inappropriately, you are going to end up with a “red ant,” or a group of “red ants” because their lack of productivity has been discovered by the new agent. How about the productive agents? How will they feel? You'll be their hero because top producers aren't inspired by non-productive agents who complain all of the time. Bring a couple new agents into your office and get them productive now. Notice the respect you will gain from your top producers and the increasing productivity level that your office will experience.

“Sounds great Jon, now what?” Hold tight, next I will bring you the systems that will attract the new agents and get them productive immediately. Stay tuned...

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