

# Brokers:

## You are in the business of marketing real estate services.

By Jon Cheplak

That's right, you are really marketing a service—your product is your ability to empower others to achieve their goals. To serve, lead, and inspire.

You need to get very good at getting agents interested in the value you can deliver to them. Let me be brutally honest:

You can be the most knowledgeable broker/manager in the world, but if you don't have a steady flow of recruits, you'll go broke!!

I know this may ruffle some feathers, but the fact is that knowledge is not the most important thing you need to be successful.

*"But what about all my brokerage experience?  
What about my incredible skills as a deal doctor?"*

Yes you need to be knowledgeable and take care of your agents.

Yes, you need to know what you're doing. Being knowledgeable and helpful is a given – you will never enjoy lasting success without both.

But the most important knowledge you can possess is knowing how to attract recruits/agents.

I hear it all the time: *"I'm a great broker/manager and can really help agents. If I could just recruit some agents."*

### **Fact: No Recruits = No Profit**

So, how are you marketing your real estate services? How are you marketing your value proposition to agents? What are your real estate services and how are you communicating them?

The most compelling & valuable real estate service is you and your ability to serve, lead, and inspire people that want to have a positive life experience in the real estate business. Makes sense, doesn't it?

© 2006 The Real Estate Recruiters

*Jon Cheplak, ABR, GRI, CRS, CRB, CLHMS is the President of The Real Estate Recruiters, The Management and Recruiting Solutions Experts. He can be reached at 866.558.4632 or email him at [recruit@therealestaterecruiters.com](mailto:recruit@therealestaterecruiters.com). Visit his website at [www.therealestaterecruiters.com](http://www.therealestaterecruiters.com).*