

Developing a Recruitment Plan

FOR REAL ESTATE
AGENTS

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Follow this guide to discover and enlist
the best talent for your business.

A REAL ESTATE EBOOK FROM



The Recruitment Process

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The biggest concern amongst our partners is finding and nurturing new recruits. Most other industries don't have to worry about a shrinking recruiting pool. If anything, they have too many candidates. On the other hand, real estate agents are independent contractors; they call the shots when it comes to choosing their brokerage. It's why the competitive landscape for recruiting is so cutthroat.

Most, if not all, recruits choose their brokerage based on what's best for them. While it would be impossible to cater to every potential and available agent, understanding the basic difference between your two audiences (new agents and experienced agents) will lay the groundwork of your recruitment plan.



NEW AGENTS VS. EXPERIENCED AGENTS

How Do Their Needs Differ?





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Hire
Character.
Train
skill.

— PETER SCHUTZ

..... ”



Recruitment Plan:

WHO, WHAT, WHEN,
WHERE, AND WHY

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Devising a recruitment plan that strategically defines the type of agent you want and how you'll attract that talent is essential for recruiting. Having a unified strategy will keep everyone on the same page and help you to discover the best recruits. Following the Who, What, When, Where, and Why principles dictated on the next few pages can help you get started on this recruitment plan for your brokerage.

WHO do you want to bring on?

Knowing the type of agent you want to bring on is important for recruitment targeting. Without a solid aim for your recruiters, it will be difficult for them to hone in on specific candidates. Before beginning your next cycle of recruitment, ask the following questions:

- What are the expectations of this position?
- Do I want an experienced agent or a brand-new recruit/agent?
- What traits do I desire in an agent that will mesh well with the brokerage's culture?
- What exactly does a top producer at my firm think like?
- Does this agent have the ability to be a top producer?
- What backgrounds are we looking for in an agent?
- Does the agent have a good understanding of our real estate market?
- How big is their client network?

WHAT goals will they need to achieve for success?

Not having achievable production goals for specific agents could dissuade them from joining your firm. This can be both a good and bad thing; expecting high standards can attract the best agents when the compensation is worth it but could diminish the overall number of recruits you bring in. Reassessing your expectations requires taking a step back and putting yourself in an agent's shoes. If you were them, what would be fair to you?

Taking this a step further, something that can give you an advantage over competing brokerages is providing agents a wide selection of different goal structures from which they can choose. These choices will have their own unique positives and negatives. By following this methodology, you extend your recruiting net to meet the needs of many, attracting more potential recruits, while also honing in on the best candidate for your firm.

WHEN do you need to meet your recruitment quota?

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Setting a date will help define your recruitment cycle and force your team to create a timely game plan. In order to meet your goals, you'll need to create a schedule that fits into this time frame and provides ample room for any unforeseen delays.

Finding new recruits is already a difficult task. You'll want to coordinate with different departments and make sure the entire team contributes to and understands the schedule. When everyone is on board, you'll be able to execute a cohesive strategy.



WHERE do you find your recruits?

Utilizing traditional avenues like job fairs can produce success when it comes to finding suitable recruits. However, with the evolution of social media, there are more effective ways to reach more people with less effort. When creating your plan, make sure to list out both traditional and digital ways you can find your recruits. Use this quick list to get started:

SOCIAL MEDIA

Searching across LinkedIn, Twitter, Facebook, Instagram, and TikTok will help you garner a well-rounded list of potential recruits. Knowing the type of agent you're looking for (background, characteristics, interests, etc.) is essential for this strategy to work.

For example, if your plan is to target teachers looking to leave their current role due to monetary concerns, social distancing issues with in-person teaching, or just someone who is looking to move on to the next best thing, search for local Facebook groups revolving around a school district in which you would like to have an agent working. This group will have plenty of contacts who your recruiter can reach out to and converse with to gauge their interest in making the leap to real estate.

REFERRAL PROGRAM

Instituting a referral program takes away the grunt work of finding new recruits. Your agents already have a large network that they constantly tap into on a regular basis. They likely have a good feel for whether a potential candidate can do the job. By incentivizing them to bring on talent that they know can succeed, you're setting up your brokerage's recruiting efforts for long-term success.

WHERE do you find your recruits?

JOB FAIRS

Whether it is an in-person or virtual event, job fairs work but require having the correct representatives in place to help bring candidates into your brokerage's recruiting funnel. These representatives should center on the benefits of your brokerage, not necessarily the features that your company presents.

As an example, if your brokerage provides marketing support, tell the recruit that your brokerage eliminates extra stressors, such as marketing, so that your agents can concentrate on bringing in clients. The feature (marketing support) produces the benefit (time freed up to focus on clients) and better illustrates why they should choose your brokerage.

RECRUITING AND JOB SITES

Posting in these places is a great way to get your brokerage's name out there. It provides a fishing line to reel in those who are already interested in becoming an agent, as well as those who may not have thought about making the switch into the career. This is a less targeted approach since you're simply putting your name out there rather than addressing specific candidates but could also attract the talent you might not have thought about before. Just make sure the job description provided explains their job responsibilities, expectations, and how they'll benefit from joining your company.

WHY should they choose you as their brokerage?

You need to ask yourself two big questions: What does your brokerage provide agents that others don't, and what are brokerages doing that you are not?

Answering both of these questions can provide you the edge you need when creating your recruitment plan. Your competitive advantage(s) should become the focal point of your recruitment pitch. For example, if your brokerage offers access to industry-leading real estate education that helps your agents at every stage of their career, make sure to share that information with potential candidates. It's also worth noting that you'll need to seriously evaluate if your "advantages" actually will bring in recruits. If your team does not think it's enough to overcome what your competitors are offering, you'll need to strongly reconsider your value proposition and formulate it to be better than the rest.

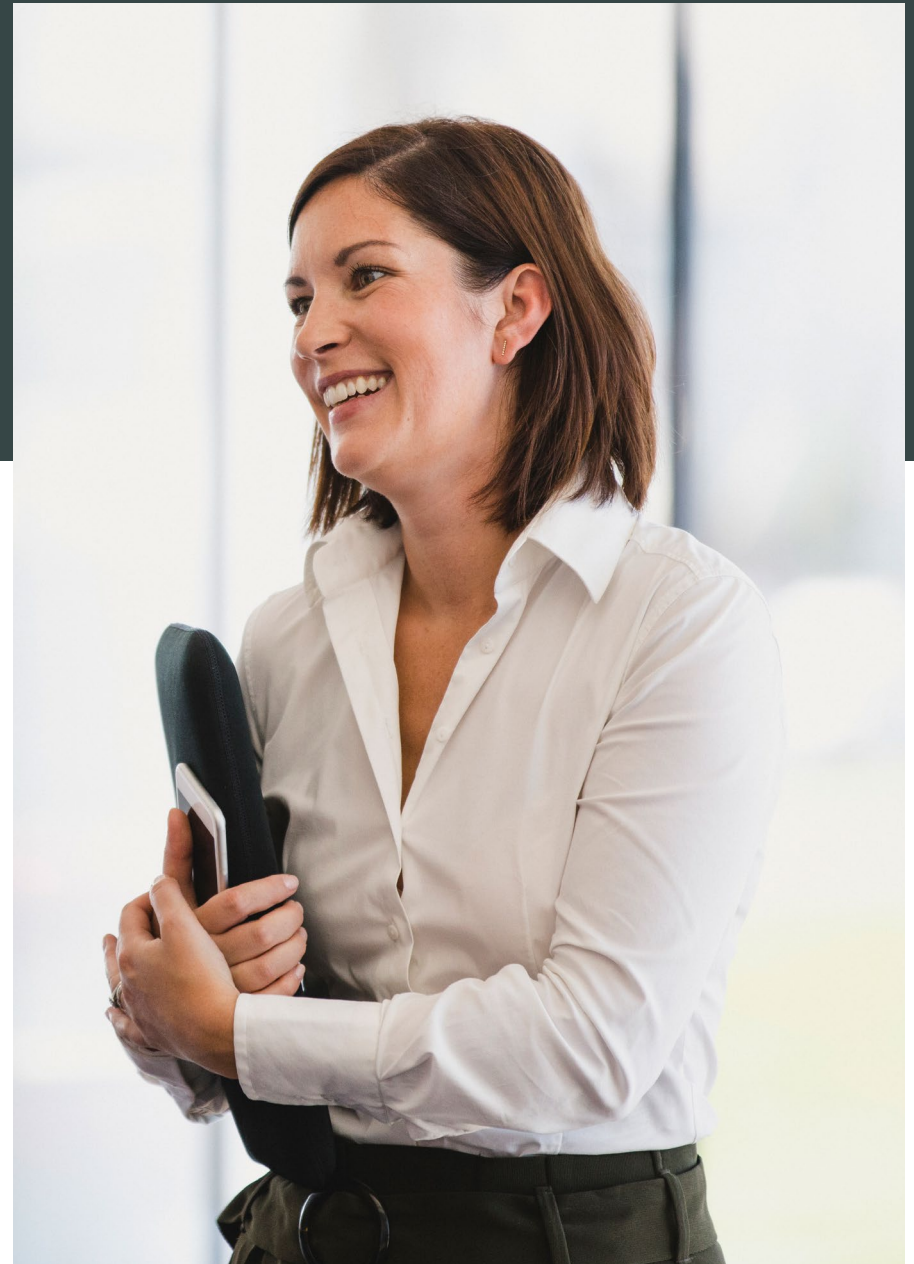
Branching off of that idea, the brand identity you currently own and grow has a significant impact on how agents see your brokerage. That's why having proper marketing pieces that sell what you do best (i.e., why candidates should choose you) is extremely important for every recruitment cycle. And even more importantly, you need to constantly update these pieces to keep them fresh and build off of them as needed to increase your long-term brand value. Recruits sometimes take time to funnel into your brokerage; what they see one cycle should never be the same as the next. Having a marketing team or an education provider like The CE Shop is critical to converting potential recruits into your brokerage's newest agents.

When It Comes to Recruiting, Be Genuine and Keep Engaging

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Creating your recruitment plan means nothing without true sincerity behind your efforts. Recruits want to know that they will be taken care of by their brokerage. And more importantly, their sales instincts know how to spot a schmoozer a mile away.

Commit to what you can provide for them while being clear about what you can't. Being transparent with potential recruits will set up your recruiting efforts for success. You'll also want to consider including tactics in your recruitment plan that center on engagement. Over time, recruits lose interest or find themselves distracted by life's bigger issues. Increase your talent pool for the long haul by finding ways to check in and keeping them committed to your brokerage.



How Can The CE Shop Help Your Brokerage Recruit?

We've spent years investing in our online real estate education to create an optimal experience that caters to all students. Whether it's our mobile-friendly courses, our world-class customer support, or our industry-leading pass rates, we have everything your recruits and agents need to start their career and succeed in the industry.

We understand the importance of inclusive recruitment and have catered our education to reflect that. We constantly update our educational offerings to improve and keep agents on the cutting edge of all things real estate, leading to courses that are more informative than those of brick-and-mortar schools and other online education providers.

There's a reason why over 1,925 brokerages and affiliates partner with us: Our education helps them better recruit and retain agents. In turn, this benefit has allowed our partners to generate more money than they spend while growing their enterprises for the long haul.

If you would like to learn more about what our award-winning education can do for you, please reach out to your Account Manager or email Sales@TheCEShop.com.

About Us

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Founded in 2005, The CE Shop has become the leading provider of online real estate education through an encyclopedic knowledge of the real estate industry.

Our ever-expanding course catalog of Pre-Licensing, Exam Prep, Post-Licensing, and Continuing Education products are trusted throughout the industry and offer agents across the country the education they rely on.

With courses available in all 50 states and D.C., we're driven by a desire to constantly improve, both for ourselves and our students.

