

# LOW COST RECRUITMENT TACTICS

Industry Experts Weigh-In



Contributors:

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SkySlope

The Milestone Group

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# Introduction

At iBroker, we understand the multitude of challenges facing brokerages today. Recruiting and retaining agents is certainly one of the most important, given the direct correlation with growth. Successful brokers know that an effective recruitment and retention strategy is absolutely essential to realizing their growth potential. While some brokers have the means to invest heavily in tools, services and systems to support this effort, others may not be in a position to do so – at least not to the same extent. Instead, they are constantly on the lookout for cost-effective means to the same end; but can low cost recruitment strategies be as effective?

We reached out to seven industry experts ranging from business coaches to recruitment agencies, and asked *“What is the most effective recruitment tactic that doesn’t break the bank?”*. We received a number of insightful tips and four common themes emerged: 1) invest in the right technology, 2) leverage social media, 3) enhance your online presence, and 4) optimize your value proposition. We hope you’ll find this resource to be valuable when planning for recruitment.

If you’d like to discuss your unique challenges and how iBroker can help, please contact us.

Thank you,  
The Team at iBroker  
[goibroker.com/contact-us](http://goibroker.com/contact-us)







We asked seven industry experts:

“What is the most effective  
recruitment tactic  
that doesn't break the bank?”

And this is what they said...





## AGENTC™ Real Estate Recruiter

By Aiman Attar  
Co-Founder, AGENTC™ Recruitment Bureau Inc.  
[agentc.com](http://agentc.com)

*Aiman Attar, a former REALTOR®, is the Co-Founder of AGENTC; a recruitment agency specialized in real estate that understands the staffing needs of real estate teams and brokerages.*

### Take One Extra Step to Make Sure Your Real Estate Hires Stick Around

It may seem a step too far for many REALTORS®, but we insist on it because it works!

When we take on a new real estate client to help them with their recruiting and hiring, we have a process. This process is the same for every client and it has a proven record of success. There is one step in the process that almost every client resists! We deem it to be essential to be sure that your hire is going to work out and, more importantly, stick around. What is this miracle process? It's a paid onsite assessment.

#### Interviews Aren't Enough

While interviews—usually more than one—are essential, they don't give the full picture of what a person can do, what they're about, how they think on their feet, or how they respond in a crisis situation. An interview can give you the basics of the person you're considering hiring, but as the saying goes: the devil's in the details.

#### Make the Final Interview an Assessment

Getting to see first hand how your candidate functions in the office, interacts with others, and deals with situations that come up, is an essential step in determining if they're going to be a good fit.

It works both ways too, because while you're interested in making sure she's a good fit for your realty office or real estate team, she is interested in making sure your office is a good fit for her! The culture of an office is a big reason why people leave jobs and the only way to truly get a sense of it—is to be a part of it, even for a day.

How does it work? Your candidate will spend the day (or half day) getting paid to actually work with your team. Treat this day as if it is the person's first day at work. Give them things to do. See how they type on the computer, how they answer the phone, how they write an offer or produce a feature sheet with content. This also gives the candidate an opportunity to examine how YOU work, how you give instructions, and how organized/disorganized your office is.

#### Hiring is Expensive so Skip the Revolving Door

Whether you use the skills of a recruiting agency or go at it alone, hiring is an expensive proposition and a revolving door ever more so! Finding the candidates, interviewing/testing them, training them... It all adds up in terms of time and money. Invest the time upfront, so you can save the costs later. ■



By Robert Love  
Head, Training & Communications, GryphTech  
gryphtech.com

## Consider Two Economical and Effective Strategies to Recruit & Retain Talent

### It Pays to Train Agents on Tech Tools

Invest in providing high quality training on agent technology tools (even creating your own shortlist of suggested tech tools), including best practices on how to effectively deploy your CRM, how to create a content-rich lead generating website, and how to cultivate leads. Doing so will not only help strengthen your value proposition to prospective agents, but it will also result in referrals from agents who rave about your leadership in leveraging technology to build a successful business.

### Support Agents with Professional Photography and Video Services

Producing quality photography and video is often frustrating for agents who think they can go from zero to hero by buying a nice camera or drone and opening up a YouTube account. Developing skills in photography and videography takes work, and it can be months or even years before agents are able to produce quality content (if they don't get discouraged and quit first!). So consider offering these services as part of your membership fees, or collect a "premium promotion" fee in exchange for professional listing photos and/or video. Another consideration is to bring in a local photographer to teach your agents how to take great listing photos. Photographers will often do this for free in exchange for an opportunity to sell their services at the end. Not all agents will want to do it themselves, so it's a win-win. Photographers win because they will likely get some new business from agents who'd rather pay a professional, and agents win because they get some expert advice on how to take great photos of a listing.

Another option is to hire a film student from a local school – they are usually very talented and motivated to get content for their promo reel so they can start bringing in paid clients. If you find them through a partnership with a local film school or program you can often pay very little – minimum wage or a small salary – for the same work established production companies would charge thousands for! It's a great deal for them, as they get that real world experience and it's a great deal for you because you'll pay a fraction of what your agents would pay to do these videos professionally. ■



*Robert Love has over 15 years of experience training and advising global real estate brands on how to leverage technology to excel.*

“Hiring the best is your most important task.”

Steve Jobs



*Shami Sandhu is a former top producing Broker/Owner and is now the President and Regional Director for Realty ONE Group of Western Canada.*

## REALTYONEGROUP OF WESTERN CANADA

By Shami Sandhu  
Regional Director, Realty ONE Group of Western Canada  
[realtyone-western.ca](http://realtyone-western.ca)

### Social media is the best tool for creating awareness when recruiting real estate agents.

We have leveraged social media to create an awareness of our company culture, training, social events, etc. Essentially, we are telling our story: “a day in the life of one of our agents”. Agents want to belong to an organization that meets their emotional and social needs. It is easy for someone to figure out the office fees and the tools an office offers. The greatest unknown and the scariest part is knowing if they will fit in. For many agents it feels a lot like the first day of school.

The two social media tools that help us most are Facebook and Instagram. These sites are where you can easily find real estate agents and tell your brokerage’s story with video, pictures, articles, and links. We focus on video and pictures because they tell the story better than any narrative. Many of the agents that decided to join my office did so after watching our Facebook and Instagram pages for months.

This is also where we are finding our own agents are spending their time. In this day, many agents rarely come into the office themselves. Social media allows us to share with them what is happening at the office when they aren’t there. This is a big part of the retention plan.

If you can provide a lens into your organization and provide insight on who you are, then you quickly remove the scariest, and sometimes the hardest, part of selecting a real estate office. And this makes recruiting new agents and retaining your existing agents that much easier. ■



By dotloop  
[dotloop.com](http://dotloop.com)

### Market Your Online Presence

Customers aren’t the only prospects canvassing the Internet for brokerages with a strong marketing presence. Promising agents looking to make their next move are also focusing attention on your online profile. Make sure you’re using strong SEO keywords in your online content so when agents and customers search for homes for sale in your community, your brokerage or team name will pop up on the first page.

One easy way to spread the word quickly is by using the branded communication feature within dotloop, the industry’s leading transaction management platform. Dotloop is favored most by admins, agents, team leads and brokerages, and many ask for it by name when contemplating a move to a new team or brokerage. Brokerages and teams who use dotloop enjoy the added benefit of branding within document sharing to help build effective word-of-mouth advertising that targets your local agent community. ■



By Tyler Smith  
Founder & CEO, SkySlope  
[skyslope.com](http://skyslope.com)

## Provide The Best Value Proposition

In the current market, I would definitely leverage social media. On most platforms, you can specifically target REALTORS® and get in front of them with your value proposition. That said, I think most brokers are leery and apprehensive of social media.

A somewhat unconventional method would be to take advantage of the data I have available to me. For instance, if I was using SkySlope, I would call or text every REALTOR® that my agents get into a deal with. I would introduce myself and let them know I was there to help get the deal to the finish line. I would also write them a personal note and text them when the deal closed. And, if I had a better than average commission split, I would text them what they would have made if they were with my brokerage.

It's all about providing the best value proposition to agents. Technology, flexibility, and commission splits are all assets but fostering relationships and culture will always win when it comes to attracting talent. ■



By Thomas Williams  
Founder, The Milestone Group  
[milestone100.com](http://milestone100.com)

## Leverage Tech Trends for Recruiting Success

One of the most cost-effective and time-saving recruiting methods is online webinars. We offer compelling topics such as: "How to get more commission from the buyer/seller?", "How do you double the number of your listings in the next 12 months?", "Top 3 closing tactics"... and much more. After the webinar, we use an automated email follow-up process to maintain communication. Automating and pre-recording these webinars ensures they are available to prospects 24/7. We also use "ChatBots" for even greater candidate engagement. ■



*Tyler Smith is a former top-producing agent who founded SkySlope, the leading digital transaction management software for brokers and agents.*



*Thomas E. Williams has more than 20 years of industry experience. Together with his team, he sold more than 220 million euro in real estate volume.*



By Peter Mueller  
Founder, The Profit Centre  
[theprofitcentre.com](http://theprofitcentre.com)

*Peter Mueller is an accomplished industry expert and coach, who has helped thousands of real estate professionals, including agents, teams, brokers and executives reach their profitability goals.*

#### USE AN AGENDA WITH PROSPECTIVE RECRUITS

*Here is what I recommend the agenda look like:*

- ▶ About You
- ▶ About Us
- ▶ Your Value Proposition
- ▶ Unanswered Questions
- ▶ Mutual Decision

## When Recruiting, Stop Selling Price

Often when I ask a Broker to role play and try to recruit me as an agent, I find the following fundamental challenges in their approach:

- ▶ They do not have an agenda.
- ▶ They do not ask any (or enough) questions.
- ▶ They try to tell me too much, which is overwhelming.
- ▶ They focus on price primarily.
- ▶ If they discuss value, it is not focused on what I want or how it benefits me.

## Put Prospects at Ease with an Agenda

It is important when meeting someone for an appointment that you create an environment that puts your prospect at ease. An agenda does this. (see sidebar)

## About You

Start with learning a lot about what is important to your prospect. Assemble a list of 20+ questions to ask when discussing what is important to them. This is not the time to sell, it is the time to listen. I would recommend taking notes to demonstrate that you are listening and genuinely interested.

It is also an opportunity to pinpoint the items of value you offer that will resonate most with them. Everyone is different and what is very important to you may not be as important to them. Do not short cut the process by making assumptions.

## About Us

There is nothing more powerful than someone speaking clearly and succinctly about their organization and what their Mission Statement is. Being a powerful leader with clarity of vision and having a culture of success is very attractive. We can all talk about our values, however when we practice them on a regular basis it becomes easy to articulate. Consider focusing on five key values:

- 1 **Honesty.** Speaks for itself, however it begs to be addressed that you have zero tolerance for deceit.
- 2 **Integrity.** If you say you are going to do something, follow through with it.
- 3 **Professionalism.** Follow and adhere to the rules of engagement.
- 4 **Financial Responsibility.** You are responsible for your bills and invoices. You are not a bank.
- 5 **Productivity.** Just because you are honest, have integrity, are professional and financially responsible does not give you a pass on producing results. I would address and articulate your minimum production standards as one of your core values. This is a dicey area. If you truly have minimum production standards, what are they?

In the future, should any of these values be compromised, you can always revert back to the interview at the beginning of the hiring process.



“It takes skill to sell value.  
Anybody can sell price.”

Peter Mueller

Too many brokerages lack management and accountability in maintaining productivity. The main reason for the lack of accountability points to the #1 purpose of a business – to be profitable. If you are not profitable you cannot fulfill the second purpose of a business which is leverage. If you are not leveraged, you will not find the time to promote accountability. Without accountability we lose control of our intention to manage a company that maintains the value of productivity. Without profit or a profitable model, we cannot serve to the level of our intentions.

### Your Value Proposition

Just like a good listing agent, a recruiter needs a powerful presentation with effective collateral material to support the value proposition being offered. Every great listing agent has a powerful presence and presentation to substantiate the commissions they charge. The method I advocate in this process is called “Quantifying Your Points of Distinction.”

If you just rattle off all the benefits of your brand and office randomly, prospects can become overwhelmed. The notes you take in the “About You” phase should allow you to zero in on the items of value you offer that relates to them. For example, let’s say that during the “About You” discussion he/she mentioned the importance of building a business and having an annual plan. Are you armed with collateral material to effectively articulate your related method, approach, and how it will benefit them?

Notice how we lead them to giving us the answer? Review the three suggested questions in the Script below. For the last question, let’s say the recruit answers “five transactions”. If the average gross commission income is \$5,000 per end, then we effectively just quantified our value in just this one area at \$25,000. If this is done effectively, then how can anyone argue about price? If they want to haggle, then it means only one of two things:

- 1 You didn’t do a good job on communicating your value proposition.
- 2 They do not appreciate your value.

We cannot be all things to all people. You need to be clear about who you want and cater to that target specifically.

### Unanswered Questions

Be sure to ask if there are any questions and take the time to answer to ensure clarity.

### Mutual Decision

The mutual decision goes both ways. Some people want it all. However, it is important to realize that we should not be a Cadillac at Chevy prices. We are not all the same. Do not compete with everyone else even if they share the same brand. If you do not offer anything unique or substantial, you will always have to sell price. ■

### SCRIPT ON QUANTIFYING YOUR POINTS OF DISTINCTION

*Would you agree with me that after showing you what we do and how we do it (as per attachment/collateral material) that we could help you create a detailed business plan?*

*Is it fair to say that you would generate more transactions annually with that clarity and having the accountability to it on a regular basis?*

*How many additional transactions do you think you could generate if you have this?*

*“Having a presence on social media is as important today as having a business card was in the past.”*

Brian Buffini

## Tenure of REALTORS® at Their Present Firm

(Percentage Distribution)

	ALL REALTORS®		LICENSED AS		MAIN FUNCTION IN FIRM						
	2017 Survey	2016 Survey	Broker/ Broker Associate	Sales Agent	Broker-Owner (no selling)	Broker-Owner (with selling)	Associate Broker	Manager (without selling)	Manager (with selling)	Sales Agent	Appraiser
1 year or less	39%	34%	26%	47%	27%	18%	34%	26%	21%	45%	8%
2 years	9	12	7	10	*	5	9	14	8	9	*
3 years	7	8	6	7	*	4	7	5	7	7	3
4 years	5	6	6	5	*	5	5	9	7	5	6
5 years	3	4	4	3	3	3	4	*	4	3	2
6 to 11 years	25	25	31	21	23	37	28	33	27	22	27
12 years or more	13	12	21	7	47	27	14	14	26	8	55
Median (years)	4	3	7	3	20	9	5	5	6	3	16

\* Less than 1 percent

Source: 2017 NAR Member Profile (National Association of REALTORS® - Research, 2017)



# iBROKER



## iBroker Offers Recruitment Relief

iBroker is the simplified office management solution for real estate. This powerful, easy-to-use and mobile-friendly software offers much needed relief when it comes to one of the most critical aspects of operating a brokerage – recruiting talent.

iBroker helps manage the recruiting process from end-to-end by tracking every candidate as they pass through your process – from initial application through to offer acceptance. By recording every key engagement and document in your process, you can check on the status of a candidate in seconds. Say goodbye to sticky notes and spreadsheets. With iBroker, you can be confident no resumé, meeting invite, or offer letter will be lost again!

### iBroker Features

- ✓ Manage Listing Inventory
- ✓ Track Transactions
- ✓ Record Payments & Deposits
- ✓ Automated Agent Billing
- ✓ Detailed Office & Franchise Reports
- ✓ Flexible Commission Plans
- ✓ Automated Commission Calculations
- ✓ Generate 1099s (U.S.)
- ✓ Manage Recruiting
- ✓ Goal Setting (coming soon)

iBroker integrates with leading software:







*Thank you*

Thank you to our valued contributors:

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The Milestone Group  
The Profit Centre