



Four Strategies to Supercharge Your Recruiting for 2017

A Special Presentation for
First Monday Real Estate Training
From David Knox

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About Your Presenter, Carla Cross, CRB

Specialties: business planning; 'people development for management; training programs and 'train the trainer'

Wrote only internationally published book for real estate agents on business planning

National and Washington Realtor Educator of the Year

Performance coach for largest real estate companies in the world

Former master level CRB instructor

More of her published resources endorsed and recommended by CRB and CRS than any other trainer/coach

Has written 6 internationally published books and 20 programs for real estate professionals





What is a recruiting plan?

A recruiting plan is a series of *processes* that form an identifiable *system* –part of your business plan

A business plan is an *integration* of your systems (Gerber's definition)

Read Michael Gerber's The E-Myth and The E-Myth Revisited



Fog the Mirror....



Recruiting mistake
Hiring 1 of 1, or even 1 of 3

New rule:
Hire 1 of 5 or 1 of 10

What's your ratio?


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Get Picky





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Get Picky

Truism: You can't train or coach your way out of a bad hire!

What are your Knock-Out Factors?

Examples:

- Works full/part-time
- Wants to 'hang license'
- Unwilling to meet standards
- Wants to know about commissions first

**save these for your screening 'phone' questions

Why meet with someone who doesn't meet your standards?



Envision your ideal agent

Skills

Talents

Qualities

Meets consumer needs

Do your interview questions reflect what you're looking for?

No matter how you total success in the coaching profession, it all comes down to a single factor—talent...no coach can win without it.

John Wooden, famed UCLA basketball coach

Beware your Interview Questions!

Are they:

Leading?

Future-focused?

'Require 'yes-no'
answers?

Unrelated to what
you're looking for?



The 'Behavioral Predictor' Question



Principle: How you behaved in the *past* predicts how you will behave in the future



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Use the Best Interview Question You Can Ask

Creating a 'Behavioral Predictor' Question

Process:

- Pick a talent/value you want in an agent
- Ask a 'past based question'
"Was there a time in your past when...."
Stay on that question
- Probe until you are SURE they have sufficient amounts of what you're looking for
- Evaluate sufficiency

See your handout for process and examples

Excerpted from [Your Blueprint for Selecting Winners](#), an online, comprehensive guide to interviewing and selecting the right people for you.



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Ask a 'past-based question!



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Develop
New
Magnets

Best magnets for *your* desired recruits?
Do you have those magnets now?

What Gen X and Gen Y Want

- Community Involvement
- Flex space
- Education
- Belonging/significance
- An inclusive, participative environment
- Want to be listened to
- Not impressed with 'vice-presidential' status
- Value diversity
- Like entrepreneurship
- All-inclusive commissions not so important



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Develop
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**Update Your Training Delivery Methods

Are you training to match your new hire expectations?

Go interactive! (Stop lecturing!)

Group work (task force/case study)

Dyads (idea exchange/role play)

Individual activities (action plans)

Student-led learning (research/report)

****the average age of a pre-license student in SW is now 26, down from mid-30s 5 years ago**



YOU are the biggest magnet!

- Develop your 'theme'
- Who
- Relevant history
- What you learned
- Why
- Relate to candidate—how can you help

Sales are not made or unmade inside the prospect's office. They are made or unmade inside you.

Brian Azar

Putting These Ideas to Work



*Man who say it cannot be done should not interrupt man doing it.
Chinese Proverb*

7 Point Action Plan

1. Write your recruiting plan
2. Don't fall for 'fog the mirror'. Make a goal for ratios of interviews to hires.
3. Scour your interview questions for those that 'lead', project future, etc.
4. Create interview questions that indicate whether the candidate has what you want.
5. Create and practice 'behavioral predictor' questions (past-based) until you're killer!
6. Create magnets to attract your best future 'hires'; update your training methods.
7. Polish YOU as magnet-- the key to hiring the best agents.



Thank You!

It's been a great pleasure to work with you. I hope you got lots of great ideas—along with some inspiration—to help you recruit.

Carla Cross



My recruiting, training, and coaching programs and systems make it easy to find, hire, and develop great agents. No need to re-invent the wheel!

Find them and contact me at www.carlacross.com