



## Recruiting Experienced Agents in a Changing Market



Today's challenging real estate market may seem like a difficult time to recruit. This can actually be the best time to recruit experienced agents. To increase your recruiting success, understanding the mindset and psychology of the experienced real estate agent is critical.

Remember for most humans, our biggest fear is change - the majority of agents didn't wake up today wanting to "change" companies. Therefore you must appeal to a desire that is more compelling than the fear of making a change. A key point in recruiting is that you cannot make targeted sales agents feel that their initial meeting with you is about "moving and changing companies", rather it is an opportunity for a "business strategy meeting".

The "hot button" in today's market for most experienced agents is to make more money and work less hours. The key proposition recruits are looking for is that your company leadership has the ability to help agents create additional business or systems to do their business more efficiently. When calling agents to set an appointment you must create curiosity relating to their "hot button" in your dialog and you have less than 10 seconds to do so.

Other motivations are generally spin offs of money and time. It's important in both your approach and dialog to make it about them and their goals and not about you. They don't care if we have a new office or that we want to meet with all the agents in the area.

Executed correctly, these are the building blocks that can guarantee your success as a recruiter. Gino Blefari, President and Founder of Intero Real Estate Services has benefited from these ideas and says "Using these recruiting strategies and techniques our management team recruited over 1,500 agents our first 3 years in business! We continue to find this methodology critical to recruiting success and hold our managers accountable for its implementation, especially given the current market conditions."

### About the Author

Mr. Rector is a leading authority in agent recruitment in real estate. He has led over 15,000 coaching sessions and has personally recruited over 2,500 real estate agents. He recently affiliated himself with PCMS Consulting, a full service real estate industry consulting company. For more information about Mr. Rector or PCMS Consulting, please go to [www.pcmsconsulting.com](http://www.pcmsconsulting.com) or e-mail [info@pcmsconsulting.com](mailto:info@pcmsconsulting.com).