



Real Estate Recruiting - The Unique Window of Opportunity

Industry Advisor by Rich Rector

RISMEDIA, August 5, 2008 - There is a unique window of opportunity in today's market to recruit experienced real estate agents. More than ever, real estate professionals are looking for guidance and solutions to their business challenges. In many markets, agents are looking for a skilled leader to emerge; the question is, who will that be? As a leader, you need to be viewed as a business strategist and consultant for real estate professionals.

So, are you? How are you perceived among your agents, peers and the competition?

When communicating with recruits, your message and marketing should convey that agents are winning from your guidance, your support and tools. Using third-party testimonials makes a big impact in this area.

The initial recruiting interview has to be perceived as an agent consultation and business strategy meeting. Recruits will meet with you more often if the meeting is going to be worth their time. They need to believe their meeting with you will result in receiving ideas, strategies and solutions.

The goal is to determine their motivation, challenges and needs. Remember, if they don't have a compelling need or don't have the motivation to change their results, the fears of "change" will prevail and they will stay put.

The agent consultation should consist of a list of questions-strategically positioned and worded-to break down their defenses and help them face the reality of the current state of their business.

As leaders, we must get them to realize that if they do not change their activities, strategies and environment, their results won't improve. The brokers who can get the agents to recognize this will prevail in today's market.

Rich Rector is a leading authority in agent recruitment in real estate.

For more information, visit <http://www.pcmsconsulting.com>.

About PCMS

PCMS is a full service consulting, sales, and management organization formed in July 2007 by industry veteran Jose Perez. PCMS's goal is to become the "one stop shop" for consulting services in the real estate and franchising industries. PCMS professionals are experts in their specific lines of business and are available hourly, daily, or on a project basis. For more information please visit www.pcmsconsulting.com or e-mail info@pcmsconsulting.com.