



“Modeling Production and Recruiting in Challenging Times!”

By David Layne, PCMS Consulting

In communicating with hundreds of brokers throughout the U.S. over the past few months, some related, very real issues repeatedly surface that are affecting the profitability of brokers all over the country: agent retention, keeping agents engaged in productivity when sales are down, and attracting more agents. The more profitability gets challenged, the bigger these problems become.

Some of our clients are successfully tying all of these often stressful challenges into one uplifting solution...

Agents are open now, more than ever, to listen to what someone else might be doing that might help them than we have ever witnessed before. These challenging times ironically bring with them the greatest opportunity for experienced agent recruiting to expand market shares.

Some companies put on Top Producer Panels, and then follow-up with the agents they would like to recruit by offering a complimentary “consultative coaching” session. We are finding that “inviting” Realtors to events they will benefit from brings out more numbers, helps all of us with call reluctance issues (this is very real for both agents and recruiters), and gives companies a great opportunity to recruit potential talent.

Some panels are done through Realtor Boards, some utilizing Top Producer panels with Realtors from many firms, and some larger firms and regions have just their own agents on these panels. It is really a two step process:

1. Offer “Productive Modeling” of what is working in your markets even during challenging times.
2. Connect with and coach agents to get to their next level in their production.

Some firms have dynamic teachers and coaches on staff or in their market to put on display as well. In these cases the events can become somewhat of a workshop too. Often there are affiliates, including lenders, title companies, builders and home warranty companies interested in participating and inviting Realtors.

All of this helps our own agents to be excited and more productive, can get our agents inviting people to events, and puts us in situations that lead to potential recruiting opportunities.

To learn more about this and our “Pilot Recruiting Services” program contact David Layne at DLayne@pcmsconsulting.com.

David E. Layne is a Growth Coach for PCMS Consulting. PCMS Consulting is a “one stop” *solution center* for Residential Real Estate Brokers’ growth priorities whether Recruiting, Mergers and Acquisitions, Cost Cutting and Efficiency Analysis, Franchising, or International Business Development. Please visit the PCMS website at www.pcmsconsulting.com.