

THE 29 POINT RECRUITING FRAMEWORK



Grow the team of your dreams
with this comprehensive checklist...

SUNEET AGARWAL

1. Online Job Ads

The digital landscape offers numerous platforms where potential recruits frequent. You need to make sure you're maximizing the reach and effectiveness of your job ads!

a. Indeed:

- **Benefits:** Cost-effective and one of the most frequented job boards in the U.S.
- **Tip:** Ensure that your job ad's description is keyword optimized to attract relevant candidates.

b. Wizehire:

- **Overview:** A recruitment software tailored for real estate agencies.
- **Consideration:** The monthly fee might be a hurdle, but if you're after quality and industry-specific tools, it might be worth the investment.

c. Write Attention-Grabbing Subject Lines:

- The subject line is the first thing potential candidates will see. Ensure it immediately communicates the value you're offering. Examples include: i. **"Hot Web Leads for Agents"**: Indicates lead generation support. ii. **"Company Provided Leads and Appointments"**: Highlights the benefits of company support. iii. **"Appointments Set for You"**: Speaks directly to the convenience offered to agents.

d. Change It Up Weekly:

- Freshness matters. Regularly updated ads might have better visibility, and changing it up also allows you to reach different segments of your target audience.
- **Pro Tip:** Rotate between different benefits and job requirements to see what resonates most with potential recruits.

e. Test Different Copy:

- Not all job ads are created equal. Different phrases or descriptions might resonate better with potential agents.
- A/B test different job descriptions and track which ones get more clicks, more quality applicants, and eventually, more hires.

2. Weekly Emails to Your Local Agents

Reaching out to your local agents doesn't need to be spammy! Send them check ins, provide necessary updates, and position yourself as a **resource**. Here's how you can make the most of it:

a. Content:

- **Purpose:** Deliver value to your agents by offering actionable insights, news, and tips related to the real estate industry.
- **Suggestions:**
 - Market updates: A snapshot of the current real estate market trends.
 - Success stories: Share the journey of successful agents in your team to inspire and teach.
 - Tools and technology: Introduce new tools or platforms that can aid agents in their roles.

b. Strong Educational Copy:

- **Goal:** Offer content that not only educates but also engages and is easy to comprehend.
- **How to Achieve:**
 - **Create with Hot Button Topics:**
 - **Reading Level:** Keep the language simple and concise. Aim for a 3rd-grade reading level to ensure maximum comprehension.
 - **Research Hot Topics:** Stay updated on what agents are talking about and interested in.
 1. **Lab Coat Agents:** Visit this community to gauge what's trending among agents. a. **How to Get an Offer Accepted:** A guide that provides strategies to ensure offers stand out in a competitive market. b. **How to do a CMA (Comparative Market Analysis):** A step-by-step guide to conducting an effective CMA, highlighting best practices and potential pitfalls to avoid.

3. 5 calls a day to the Agent population

Engaging directly with the agent population allows for more personalized connections and a better understanding of their needs and concerns.

a. send out emails/posts, you'll see who's engaged.

Get Comfy:

- Establishing rapport and trust is easier when you're comfortable in your approach.
- Speak authentically, listen actively, and ensure you're in a quiet, distraction-free environment when making calls or sending messages.

b. "Did You Get It" Script:

- **Purpose:** This approach ensures agents have received and understood the information you've sent. It's also a non-intrusive way to initiate a conversation.
- **Suggested Script:** "Hi [Agent Name], just making sure you received our latest email on [Topic]? It's packed with information just for *you*."
- Approach via phone or messenger...doesn't have to be calls. It can be texts, fb messages, etc

Note: While calls can be more personal and effective, it's essential to gauge the agent's preferred mode of communication. Texts, Facebook messages, and other platforms can sometimes be more convenient and less intrusive.

4. Multi-Channel Marketing Machine

Diversifying your communication methods ensures a broader reach and caters to agents' varying preferences.

a. Post on All Channels:

- **Why:** Agents frequent different platforms. By being present on multiple channels, you increase your visibility and accessibility.
- **Why don't you try...:**
 - **Social Media:** LinkedIn, Facebook, Twitter, and Instagram.
 - **Email Newsletters:** Weekly or bi-weekly updates.
 - **Webinars and Virtual Meetups:** Engage with the agent population in real-time.

5. Outcoach the Agent Population's Current Broker

To be a go-to resource and leader for your agent population, you should aim to provide more value than they currently receive. Out work everyone in your area. Be the TOP resource...

a. Post More to Your Personal Social Channels:

- **Frequency:** Aim for at least once a day.
- **Benefits:** Regular posting establishes you as an active industry figure, keeps agents engaged, and showcases your expertise.
- **Content Ideas:**
 - Daily tips or hacks related to real estate.
 - Market updates or news commentary.
 - Personal anecdotes or lessons learned in the industry.
 - Engaging questions to stimulate conversation and gather feedback.

6. Postcards for New Agents

Sending postcards is an old but effective method to personally reach out and create a lasting impression on new agents. Timing is crucial to ensure the postcard doesn't get lost in the shuffle of their new venture.

a. Where to Find Agent Lists:

It's vital to have an up-to-date and accurate list of new agents to ensure your efforts yield maximum results.

i. **Call Dept of Real Estate**: - **Benefits**: This is often the most official source to obtain a list of new licensed agents. - **Tips**: Know the regulations around obtaining this information, and there might be a fee involved.

ii. **Buy the List from Market View Broker**: - **Overview**: Market View Broker can offer more filtered and specific lists based on your needs. - **Consideration**: Cost is a factor, but the convenience and specificity might justify the expense.

iii. **Call Your Favorite Escrow/Title/Lawyer**: - **Advantages**: These professionals often have contacts in the industry and can provide or guide you to a fresh list of new agents. - **Relationship Building**: Regular communication with these professionals can lead to mutual referrals, further benefiting your business.

b. Worst case scenario...

Copy someone else's card!

7. Postcards and Calls to Agents on the Other Side of the Deal

Engaging with agents who have collaborated on the other side of a transaction can be a HUGE move. These interactions can foster mutual respect, share insights, and potentially lead to a deeper professional relationship, trust me, I'm still in contact with agents I met *years* ago!

a. The Approach:

- **No Hard Sell:** It's essential to come off as genuine and not overly aggressive. The goal is to build relationships, not necessarily recruit right away.

b. Postcards:

- **Content Ideas:**
 - **Reflect on the Deal:** "It was great working with you on [property address]. Looking forward to more successful collaborations!"
 - **Open Invitation:** "If you're ever in the neighborhood or want to discuss the market trends over coffee, let me know!"
 - **Provide Value:** "Based on our recent deal, here's a market insight I thought you might find useful."
- **Design:** Keep it professional and in line with your branding. A photo of the property you worked on together can be a nice touch.

c. Calls:

- **Opening:** Start by thanking them for their cooperation during the deal.
- **Share Insights:** Discuss any challenges or successes you both faced and what you learned. It can be an excellent way for both of you to gain a fresh perspective.
- **Networking:** Express your interest in meeting up for coffee or attending industry events together. This can pave the way for future collaborations and even referrals.
- **Feedback:** Politely ask for any feedback on your team's collaboration. This can provide valuable insights and show that you value their opinion.

d. Follow-Up:

- **Respect Boundaries:** If they're not interested in further engagement, respect their decision and thank them for their time.
- **Stay in Touch:** If the initial conversation was positive, consider sending occasional market updates, greetings during festive seasons, or relevant industry news.

Engaging with agents on the other side of a deal is not only about expanding your network but also about enhancing your industry reputation and learning from each interaction. Guys, a genuine approach can go a *long* way in building lasting professional relationships.

8. Agent Accolade Posts on Social Media

Publicly recognizing and celebrating your agents' achievements not only boosts their morale but also showcases the success and supportive culture of your team. Plus it's a great way to show off how good you are. Here's how to execute agent accolade posts effectively:

a. Objectives:

- **Motivate Agents:** Regular recognition can boost performance and commitment levels among agents.
- **Branding:** Showcases a culture of appreciation and success, potentially attracting prospective agents.

b. Content Ideas:

- **Milestone Achievements:** Celebrate when agents hit specific sales targets, close a challenging deal, or achieve personal bests.
- **Anniversaries:** Highlight when agents reach significant milestones with the team, such as 1-year, 5-year anniversaries, etc.
- **Testimonials:** Share positive feedback from clients about specific agents. It showcases their effectiveness and enhances their reputation.
- **Behind-the-Scenes:** Highlight an agent's dedication, like working late hours, going the extra mile for a client, or their teamwork.

c. Engagement:

- **Call to Action:** Encourage other team members and followers to congratulate the agent, fostering a sense of community.
- **Shareable:** Design the posts so that they can be easily shared by the agent, their friends, or other team members. It amplifies the recognition.

d. Consistency:

- **Regular Recognition:** While big achievements are essential, recognizing consistent effort and smaller victories can maintain morale.
- **Schedule:** Plan a regular schedule, like "Agent Spotlight Fridays," so followers and team members anticipate and engage with the content.

e. Authenticity:

- **Genuine Praise:** Ensure that all accolades are genuine and based on real achievements. Overhyping or not being genuine can lead to mistrust.

By regularly celebrating and spotlighting your agents on social media, you're not only boosting team spirit but also creating an attractive environment for potential recruits who see value in being recognized and celebrated for their work.

9. Instagram Tags Strategy

Utilizing Instagram tags is an efficient and cost-effective method to grow your network and recruit potential agents. Here's a structured approach:

a. It's FREE:

- Engaging with Instagram tags doesn't require any financial investment, only time and consistency.

b. Hashtag Research:

- **Local Relevance:** Focus on hashtags that local agents in your market use. This ensures you're reaching the right audience.
- In my market, Sacramento, tags such as #sacrealtor and #sacramentorealtor are popular.

c. Follow Relevant Tags:

- **Stay Updated:** By following these tags, you'll be updated with posts under these hashtags directly in your feed.
- **Consistency:** Regularly check these tags to stay engaged.

d. Engage Actively:

- **Interactions:** Whenever a post under these tags appears on your feed, make sure to like and comment.
- **Commenting Strategy:** Given that many agents receive minimal engagement, your comments can be impactful. Keep them positive, friendly, and encouraging.

e. Content Posting:

- **Importance:** Engaging with others is just one part; you also need to have valuable content on your profile.
- **Content Types:** Videos, especially those offering insights or value, can be particularly engaging. Additionally, acknowledging agents' achievements can showcase a supportive team environment.

f. Results & Perspective:

- **Incremental Growth:** This strategy can lead to a steady influx of agents showing interest every month.
- **Holistic View:** While this approach might not bring massive numbers immediately, it's an integral part of a broader recruitment strategy, akin to "one spoke in the KFR wheel."

10. Attending Open Houses

Open houses are not only a staple in real estate for potential buyers but also an excellent networking opportunity for team leaders looking to recruit. By attending, you get firsthand interaction with active agents, observe their sales techniques, and gauge their potential fit for your team.

a. Objectives:

- **Networking:** Connect with real estate agents in a non-formal setting, creating relationships that can later be leveraged for recruitment.
- **Assessment:** Observe agents in action, getting a sense of their sales techniques, professionalism, and interaction with potential buyers.

b. Approach:

- **Introduce Yourself:** When appropriate, introduce yourself to the agent, mentioning your role and your genuine interest in the property.
- **Engage in Conversation:** Discuss the property, the market conditions, and any other relevant topics to gauge the agent's knowledge and skills.
- **Avoid Disrupting Sales:** Remember that the primary goal for agents during open houses is to interact with potential buyers. Respect their time and don't overshadow their sales efforts.

c. Post-Visit:

- **Follow-Up:** If you found an agent particularly impressive, follow up with a personal note or a call. Express your appreciation for their time and potentially broach the subject of opportunities at your agency.
- **Track:** Maintain a list or database of agents you meet. Include notes about your impressions and any follow-up actions.

d. Regular Attendance:

- **Stay Updated:** Keep a pulse on the local market by attending open houses regularly. This not only helps in recruitment but also keeps you informed about market trends and competing listings, which **you should be doing anyways!**
- **Diversify:** Don't limit yourself to high-end listings or specific neighborhoods. Agents with potential can be found across different market segments.

11. Attend Industry Events

Industry events provide a **fertile** ground for recruitment, networking, and staying updated with the latest trends in real estate. They bring together professionals from all over, offering team leaders an excellent opportunity to scout talent and grow their teams the right way.

a. Objectives:

- **Networking:** Engage with a broader spectrum of real estate professionals outside of your immediate circle.
- **Talent Scouting:** Identify potential recruits who stand out in their knowledge, presentation, or networking skills.
- **Knowledge Gathering:** Stay updated with the latest industry trends, tools, and best practices.

b. Choosing the Right Events:

- **Relevance:** Opt for events that align with your business goals and where the likelihood of finding suitable agents is high.
- **Diversity:** Attend a mix of local, regional, and national events to get diverse perspectives and meet professionals from different markets.

c. During the Event:

- **Engage Actively:** Participate in discussions, attend workshops, and engage with speakers and attendees.
- **Set Up Meetings:** If possible, schedule one-on-one meetings with professionals you're keen on discussing opportunities with.
- **Collect Contacts:** Network extensively and ensure you collect business cards or contact information.

d. Post-Event Strategy:

- **Follow-Up:** Reach out to the contacts you made during the event. Personalized emails or calls can make a significant difference.
- **Evaluate:** After each event, assess the value it brought in terms of recruitment leads, knowledge, and networking. This will help you refine your strategy for future events.
- **Database:** Maintain a database or CRM system to track contacts, potential recruits, and any follow-up actions.

12. Involvement in Real Estate Associations

Engaging actively in real estate associations can be a catalyst for recruitment and networking.

Here's how I do it:

a. Benefits:

- **Visibility:** Active participation increases your profile within the real estate community.
- **Networking:** Associations regularly host events, offering ample opportunities to connect with potential recruits.
- **Insight:** Stay updated with industry trends and regulations.

b. Strategies:

- **Committees:** Join committees or working groups to demonstrate leadership and commitment.
- **Attend Meetings:** Regularly attend association meetings, ensuring your presence is felt and recognized.
- **Offer Expertise:** Share your knowledge through panels, workshops, or mentorship programs.

c. Post-Engagement:

- **Follow-Up:** After association events, reach out to new contacts, fostering relationships for potential recruitment.
- **Feedback:** Provide constructive feedback to the association, positioning yourself as a proactive member.

13. Do you have an incentive program for your agents to refer people to?

When someone asks you if you have an incentive program, you should only have one answer...

a. YES! DUH! - REMIND THEM OFTEN:

Leverage internal communication channels to periodically remind agents about the benefits of the referral program:

- **Team Meetings:** Briefly mention the program at regular intervals during team meetings.
- **Email Blasts:** Send periodic emails spotlighting successful referral stories and their benefits.
- **Bulletin Boards:** Use office bulletin boards or digital equivalents to highlight the program.
- **One-on-One:** Discuss the referral program during individual agent reviews or meetings.
- **Intranet or Internal Portal:** Feature the incentive program prominently, so it's always top of mind for agents.

14. Scholarship Program

Offering a scholarship can be an excellent way to attract budding talent into your team, especially those who are newly venturing into the real estate industry and eager to make sales and make a splash in the market.

a. Geographic Cost Specific:

- **Local Focus:** Tailor the scholarship for individuals in your specific region, ensuring the beneficiaries are likely to work in your market.
- **Cost Analysis:** Determine a scholarship amount that's generous yet sustainable, considering local living and education expenses.

b. Lookup Agent Scholarship Programs:

- **Research Existing Programs:** Investigate other scholarship programs in the real estate sector to gauge what's offered and how they're structured.
- **Eligibility Criteria:** Based on your findings, establish clear criteria for applicants. This might include academic performance, a demonstrated interest in real estate, and local residency.
- **Promotion:** Collaborate with local educational institutions, especially those offering real estate courses, to promote the scholarship.
- **Evaluation:** Periodically assess the effectiveness of the scholarship program in attracting potential recruits and adjust as necessary.

Introducing a scholarship program not only serves as a recruitment tool but also showcases your company's commitment to supporting education and professional growth in the community.

15. Monthly Happy Hour for Your Team

Regular informal gatherings can not only boost team morale but also serve as a subtle yet effective recruitment tool.

a. Invite Agents You Want to Recruit:

- **Strategic Invites:** Use the happy hour as an opportunity to introduce potential recruits to your team in a relaxed setting.
- **No-Pressure Environment:** Casual settings can be less intimidating, allowing prospective agents to get a genuine feel for the team's culture.

b. Agents Get Tighter with Each Other:

- **Strengthen Bonds:** Social events foster camaraderie, helping agents to connect on a personal level and strengthen professional ties.

i. Create a Meet-Up Group:

- **Naming:** "City Name Real Estate Mastermind Happy Hour" is catchy and specific, hinting at both the fun and professional aspects of the gathering.
- **Promotion:** Share the meet-up on social media, within industry groups, and through word-of-mouth to attract a wider audience.
- **Networking:** Encourage your agents to invite their contacts, expanding the event's reach and potential recruitment pool.

By blending networking with relaxation, monthly happy hours can subtly bolster your recruitment efforts while promoting team unity.

16. LinkedIn AI Bot

Utilizing AI-driven bots on platforms like LinkedIn can be a strategic approach to identify and engage potential recruits for your real estate team. These bots can automate certain tasks, making the recruitment process more efficient.

a. Identify Prospective Agents:

- **Profile Scanning:** Use AI to scan LinkedIn profiles for keywords specific to successful real estate agents, such as "top seller," "real estate specialist," or "property expert."

b. Automated Outreach:

- **Initial Contact:** Automate a friendly message to introduce your agency, express interest in their background, and perhaps invite them for a conversation.
- **Follow-ups:** Ensure the bot sends periodic reminders or follow-up messages to those who've shown interest but haven't responded yet.

c. Monitor Engagement:

- **Track Interactions:** Assess how many potential agents engage with the bot, respond to messages, and express interest.

d. Here's where the magic happens...The Personal Touch!:

- **Transition from Bot to Human:** After the initial automated messages, it's super crucial to shift to a more personalized interaction. This can involve setting up a call or meeting.

e. Compliance and Ethics:

- **Respect Privacy:** Ensure the bot doesn't violate any platform rules or user privacy. Always make sure users know they're interacting with a bot and give them the option to opt-out of messages.
- **Transparency:** Make it clear from the outset that an AI bot is initiating the conversation, ensuring potential recruits don't feel deceived.
- "Hi I'm Alfred, the Big Block AI Bot! I'm here to help get you to the right person..."

17. Targeting Agents Using Flex and Zillow Leads

Reaching out to agents who are investing in lead generation platforms, like Zillow, can be a strategic recruitment approach. These agents demonstrate a proactive attitude and willingness to invest in their career.

a. Identify and Analyze:

- **Utilize Flex:** If you have access to Flex (a platform connecting agents with buyers and sellers), you can gauge which agents are active and potentially seeking more business.
- **Spot Zillow Investors:** Look for agents who are prominently displayed on Zillow listings or who frequently advertise, signaling they are paying for leads.

b. Craft Your Pitch:

- **Highlight Value:** Emphasize how joining your team might offer better ROI for their marketing spend, provide more organic leads, or support them with quality in-house lead generation.
- **Personalize:** Tailor your pitch based on the agent's unique strengths or the type of properties they typically list.

c. Outreach Methods:

- **Phone Call:** A direct call can convey sincerity and offer an immediate feedback loop.
- **Email:** Send a concise yet compelling email if direct calls are not feasible, but always follow up.

d. Demonstrate Difference:

- **Provide Stats:** Share statistics or testimonials showcasing the success rate of your in-house leads versus third-party platforms.
- **Tools and Training:** Highlight any unique tools, training, or support you offer, which might be more beneficial than solely relying on paid leads.

e. Respect and Sensitivity:

- **Acknowledge Their Efforts:** Recognize the drive and investment they're putting into their career by purchasing leads. This approach ensures the agent feels valued from the outset.
- **No Pressure:** Ensure your outreach is informative and consultative rather than overtly salesy.

18. Google AdWords for Real Estate Recruiting

Using Google AdWords (now called Google Ads) can be an effective way to target potential agents searching for real estate teams, brokerage opportunities, or professional development in the real estate sector. Here's how you can make the most of it:

a. Keyword Research:

- **Relevant Phrases:** Identify keywords that potential agents might use, such as "real estate team opportunities", "best real estate brokerage to work for", or "real estate career growth".

b. Craft Compelling Ads:

- **Clear Value Proposition:** Highlight the unique benefits of joining your team, like top-tier training, superior lead generation tools, or an unmatched commission structure.
- **Strong Call to Action (CTA):** Encourage clicks with clear CTAs like "Discover Your Potential" or "Join Our Winning Team".

c. Landing Page Optimization:

- **Relevant Content:** Ensure the ad directs to a landing page that offers pertinent information about joining your team, not just a generic home page.
- **Lead Capture:** Include an easy-to-complete form for interested agents to leave their details, ensuring quick follow-up.

d. Geo-Targeting:

- **Localize Ads:** If you're looking for agents in a specific area, make sure to set your ads to display only to those in your chosen region.

e. Monitor & Adjust:

- **Analyze Performance:** Regularly review which keywords are driving the most traffic and which ads have the best conversion rates.
- **Budget Management:** Adjust your bids based on the performance, ensuring you get the best return on investment.

f. Remarketing:

- **Stay Top-of-Mind:** Target individuals who have visited your recruitment page but didn't convert. Reminding them of your proposition might entice them to reconsider.

19. Leveraging Your Current Agents

Your existing team members can be one of the most powerful tools in recruiting new talent. They can provide valuable insights, connections, and referrals. After all, who better to promote your agency than those who experience its benefits daily?

a. Peer Recommendations:

- **Direct Question:** Simply asking, "Who would you love to work with?" can yield some unexpected and high-quality referrals.
- **Encourage Reflection:** Let your agents think about former colleagues, classmates, or other professionals in their network who might be a great fit for the team.

b. Referral Program:

- **Incentivize:** Consider implementing a referral bonus for agents who recommend candidates that end up joining and staying with the team for a specified period.
- **Feedback Loop:** Always ask, "Who can you refer us to?" during team meetings or one-on-ones.

c. Testimonials and Success Stories:

- **Promote From Within:** Highlighting the success stories of your current agents can serve as compelling evidence for prospective recruits.
- **Encourage Sharing:** Request your agents to share their positive experiences on professional platforms like LinkedIn or even personal social media channels, widening your recruitment net.

d. Collaboration and Team Spirit:

- **Group Discussions:** Organize brainstorming sessions where agents can discuss the type of professionals they feel would complement the existing team.
- **Culture Ambassadors:** Make every agent feel like an ambassador of your company's culture, ensuring they're always ready and willing to vouch for the team's values and benefits.

20. Call Agents on Other Teams

Reaching out directly to agents on other teams can be a proactive approach to recruiting. However, it's essential to do this with tact, respect, and professionalism to maintain a positive reputation in the real estate community.

a. Do Your Research:

- **Know the Agent:** Before making a call, ensure you're familiar with the agent's track record, specializations, and accomplishments. This helps tailor your pitch and shows you've done your homework.

b. Craft a Respectful Pitch:

- **Position as an Opportunity:** Instead of making it sound like you're poaching, present your call as offering an opportunity for growth, better support, or advanced tools and training.
- **Listen Actively:** Let them talk about their current situation, aspirations, and challenges. Your pitch should be more of a conversation than a monologue.

c. Confidentiality:

- **Assure Privacy:** Let the agent know that your conversation will remain confidential. This builds trust and allows for more open communication.

d. Highlight Unique Benefits:

- **Showcase Your Team:** Share success stories, training opportunities, and any unique benefits your team offers that their current team might not.

e. No Pressure:

- **Casual Conversation:** Frame the call as a casual chat about potential opportunities, rather than a high-pressure sales pitch.

f. Be Ready for Rejection:

- **Stay Gracious:** Not every agent will be interested, and that's okay. Yes, really! Thank them for their time and ask if they'd be open to staying in touch for future opportunities.

21. Smart Setter - SMARTSETTER.IO

Smart Setter is a platform designed to facilitate lead generation and appointment setting. For real estate team leaders, it can be a useful tool in their recruitment strategy. Here's how to maximize the potential of Smart Setter for real estate recruiting:

a. Understand the Platform:

- **Features & Benefits:** Familiarize yourself with what Smart Setter offers. Does it integrate well with your CRM? How can it streamline your recruitment process?

b. Targeted Campaigns:

- **Segmentation:** Use Smart Setter to target specific segments of agents, whether based on experience, specialization, or other criteria.
- **Personalized Messaging:** Create custom messages tailored to each segment, highlighting the benefits and opportunities your team offers.

c. Appointment Scheduling:

- **Automation:** Utilize the platform's automation tools to schedule calls or meetings with potential recruits.
- **Calendar Integration:** Ensure Smart Setter is synced with your calendar to avoid scheduling conflicts and to allow for adequate prep time before each meeting.

d. Track & Analyze:

- **Engagement Metrics:** Monitor which campaigns or messages yield the highest engagement or response rates.
- **Feedback Loop:** After each scheduled meeting, use Smart Setter's tools to note feedback or comments about each prospective agent.

e. Continuous Engagement:

- **Drip Campaigns:** Create a series of follow-up messages or emails to keep your proposition top-of-mind for potential recruits, even if they're not immediately ready to make a move.
- **Educational Content:** Share valuable content, such as industry trends or insights, to position your team as knowledgeable and supportive.

22. Recruiting Contests

Recruiting contests are an excellent way to motivate and engage your team. By offering appealing prizes, you spark interest and encourage a competitive spirit among your agents.

a. Quarterly Recruiting Contests:

- **Duration:** We hold these every year, runs for a quarter.
- **Criteria:** Set parameters for what qualifies as a successful recruit. This could be based on retention, performance, or other metrics.
- **Prize:** For us, it's usually a weekend in Tahoe, providing agents a chance to relax and rejuvenate.

b. Annual Contest:

- **Duration:** We used to do this, and it spans the entire year with monthly or quarterly check-ins.
- **Criteria:** Given the magnitude of the prize, criteria should be more rigorous. This could involve the number of recruits, their subsequent performance, or other standards.
- **Prize:** A friggin' car, a huge incentive bound to grab attention and drive efforts throughout the year.

23. Utilizing Job Platforms: Google Jobs & LinkedIn Jobs

a. Platform Overview:

- **Google Jobs:** This is a job search tool from Google. It aggregates listings from various sources, including direct company listings and multiple job boards. Your post can appear directly in search results when someone looks for relevant roles.
- **LinkedIn Jobs:** This platform is particularly powerful due to its vast network of professionals. Your job listing can reach both active job seekers and passive candidates who might be interested when they see the opportunity.

b. Strategy:

- **Uniformity:** To maintain consistency and brand integrity, post the same Indeed ad on both Google Jobs and LinkedIn Jobs.
- **Optimization:** Ensure that your job ad is optimized with relevant keywords so that it appears in search results. This is especially crucial for Google Jobs, where SEO plays a significant role.
- **Engagement:** On LinkedIn, engage with those who show interest in your post. It's an interactive platform, so quick responses can make a difference.
- **Cost-Efficiency:** Both platforms offer opportunities to post job listings for free, helping to maximize your recruitment efforts without additional financial strain.

24. White Label a RE School

a. What is a White Label RE School?:

- White labeling involves using the services or products of a third-party provider and branding them as your own. In the context of real estate, this means partnering with an established real estate school like Kaplan and offering their courses under your brand name.

b. Benefits:

- **Credibility:** Kaplan is a renowned name in real estate education. By associating with them, you instantly gain credibility and trust.
- **Seamless Onboarding:** Instead of agents looking elsewhere for their real estate education, they can get started right within your ecosystem. This facilitates smoother transitions for new recruits.
- **Revenue Stream:** While primarily a recruitment tool, this could also serve as an additional revenue stream if you decide to charge for the courses.

c. Implementation:

- **Branding:** Ensure that the courses reflect your brand's look and feel, even though the content is provided by Kaplan.
- **Integration:** Incorporate these courses into your onboarding process. Make them easily accessible to new recruits.

d. Continuous Improvement:

- **Feedback Loop:** Regularly collect feedback from agents who take these courses. It ensures that the courses meet their needs and allows for continuous improvement.

Collaborating with a reputed institution like Kaplan can *significantly* boost your recruitment efforts by adding value to what you offer potential agents. Best of all, it presents you as an entity that cares about their education and professional growth.

25. Lead Magnet to Training

a. What is a Lead Magnet?: A lead magnet is a marketing term for a free item or service that is given away to capture potential clients' contact details, such as email addresses. In the context of real estate recruiting, it could be a piece of valuable content or tool designed to attract agents to your training programs.

b. Benefits:

- **Attracts Potential Agents:** Provides an incentive for agents to engage with your brand.
- **Builds Credibility:** Showcases your expertise and the value of your training programs.
- **Data Collection:** Allows you to gather contact details of potential recruits for future communications.

c. Lead Magnet Ideas:

- **eBooks:** Detailed guides on real estate best practices, market analysis, or other relevant topics.
- **Webinars:** Offer a free introductory webinar on a hot topic in the real estate world.
- **Tools & Templates:** Provide useful tools, like a CMA template or a property checklist.
- **Case Studies:** Demonstrate the success of your training with real-world examples.

d. Integration with Training:

- **Seamless Transition:** Once agents engage with the lead magnet, ensure there's a clear path to sign up for your full training programs.
- **Special Offers:** Consider giving discounts or special deals on your training programs for those who engage with your lead magnet.

e. Promotion:

- Share your lead magnet across all your digital platforms, from social media to your website, to maximize visibility and engagement.

26. Humaniz: Modernized Agent Recruitment

a. Introduction: Humaniz is a trailblazing platform that capitalizes on the modern trends in real estate recruiting. By recognizing that numerous agents are seeking new opportunities online, Humaniz offers a comprehensive solution to capture and convert these potential recruits.

b. Key Features:

- **All-in-One Solution:** Humaniz provides everything you need for agent recruitment, from initial sourcing to final conversion.
- **Automation-Driven Recruitment:** Advanced automation techniques streamline the recruitment process, enabling the rapid sourcing of qualified agents tailored for your team's growth.
- **Local Candidates:** Simply specify your target market and let Humaniz's intelligent automation find the best local agents for you.
- **Warm Introductions:** By the time candidates reach you, they've already been vetted by Humaniz's robust automation, ensuring your initial meetings are both productive and promising.
- **In-House Expertise:** Humaniz isn't outsourced. With over 20 years of high-tech brokerage experience, the platform's model knows exactly what qualities to seek in agents. This ensures a shift from the "what can you do for me?" mindset to an enthusiastic "I'm excited to join you!" approach.
- **Smart Coaching:** Humaniz believes in empowering every brokerage with top-tier recruiting capabilities. Benefit from their expertise through talk tracks, scripts, and mock interviews, designed to elevate your recruiting team's performance.

c. About the Founder: Tom Ferry, the visionary behind Ferry International, is the driving force of Humaniz. Renowned for leading one of the most influential coaching and training companies in real estate, Tom Ferry brings his rich experience and industry know-how to the table. His expansive influence in the industry, ranging from his popular YouTube channel offering invaluable real estate advice, engaging training sessions, best-selling books, and unforgettable keynote speeches, ensures that Humaniz stands out as a trusted solution for brokerages aiming for excellence.

27. Conversion Ads for Recruitment

a. Understanding Conversion Ads: Conversion ads are designed specifically to drive a user to take a specific action, whether it's signing up for a newsletter, attending a webinar, or in the context of real estate, expressing interest in joining a team.

b. Benefits:

- **Focused Targeting:** These ads are shown to individuals more likely to convert based on their online behavior, interests, and other factors.
- **Trackable ROI:** Conversion ads allow for easy tracking of how many users complete the desired action, giving clear insight into the ad's effectiveness.
- **Cost-Effective:** By targeting only those likely to convert, you often get more bang for your buck.

c. Key Strategies for Real Estate Recruitment:

- **Define Your Audience:** Know who you're targeting. Whether it's new agents, experienced agents looking for a change, or agents with specific specialties, make sure your ad speaks to them directly.
- **Clear CTA (Call to Action):** Be direct about what you want them to do. Whether it's "Join Our Dynamic Team" or "Discover Opportunities with Us", make it compelling.
- **Visually Appealing:** Use high-quality images or videos that reflect the culture and energy of your team. This can be team photos, success stories, or even snippets from training sessions.
- **Highlight the Benefits:** Clearly communicate what sets your team apart. This could be training programs, a supportive team environment, access to top-tier tools, or other unique selling points.
- **Retargeting:** Consider retargeting ads for individuals who clicked on your ad but didn't complete the desired action. This gives them another nudge and increases the likelihood of conversion.

d. Monitor and Optimize: Always keep an eye on the performance metrics. Monitor click-through rates, conversion rates, and overall ROI. If something's not working, adjust your targeting, messaging, or visuals based on the data.

28. Invitations to Meetings for Recruitment

a. The Power of Personal Invites: Inviting potential recruits to meetings allows them to witness firsthand the culture, teamwork, and ethos of your company. A direct, personalized invitation can significantly impact a prospective agent's decision-making process.

b. Key Components of an Effective Invitation:

- **Clarity:** Clearly mention the purpose, date, time, and venue of the meeting. Outline what they can expect, whether it's a training session, team discussion, or an open house.
- **Personal Touch:** Address the recipient by name, and if possible, mention something specific about them. This shows that the invitation isn't just a generic mass email.
- **Benefits:** Highlight the advantages of attending the meeting. Will there be networking opportunities? Will they learn something new that can benefit their career?
- **RSVP:** Include a method for them to confirm their attendance. This not only helps in planning but also adds a layer of commitment.

c. Types of Meetings to Invite Prospective Agents:

- **Training Sessions:** Allows prospects to see the kind of support and learning opportunities your team offers.
- **Team Huddles:** Demonstrates teamwork, camaraderie, and how challenges are tackled collaboratively.
- **Strategy Meetings:** Gives a glimpse into the forward-thinking nature of your company and how plans are formulated.
- **Celebration Events:** Showcases team achievements, milestones, and the lighter, rewarding side of being part of your team.

d. Follow-Up:

- **Reminder:** Send a gentle reminder a day or two before the meeting. This can improve attendance rates.
- **Feedback:** After the meeting, reach out to see what they thought, answer any questions they might have, and gauge their interest in joining.
- **Thank You Note:** Regardless of their decision, thank them for their time. This leaves a positive impression and keeps the door open for future opportunities.

29. Agent Panels - Web and In-Person for Recruitment

a. Key Components for Effective Panels:

- **Diverse Representation:** Ensure that the panel includes agents from various backgrounds, experiences, and areas of expertise to offer a holistic view.
- **Moderation:** Have a skilled moderator to guide the conversation, keep the discussion on track, and field questions from the audience.
- **Structured Format:** While allowing for spontaneous discussion, it's helpful to have a structured format. This could include an introduction, a Q&A session, and a networking opportunity at the end.

b. Web Panels:

- **Accessibility:** Enables a wider audience to participate, even those who may be geographically distant.
- **Recording:** Sessions can be recorded and shared later for those unable to attend live.
- **Interactivity Tools:** Utilize polls, Q&A features, and chat to engage participants.

c. In-Person Panels:

- **Personal Connection:** Offers a more personal, face-to-face interaction that can be more impactful.
- **Networking:** Attendees can mingle before and after the panel, fostering connections and potential recruitment opportunities.
- **Physical Collateral:** Distribute brochures, business cards, or other materials that can act as a reminder of the event and your team.

d. Promotion and Outreach:

- **Event Platforms:** Use platforms like Eventbrite or Meetup for promotion and registration.
- **Social Media:** Share the event on your company's social channels, and encourage panelists and team members to do the same.
- **Email Campaigns:** Send out invitations to your mailing list and consider segmenting to target specific groups.

BONUS CONTENT

But wait! There's more!

Dive into my powerhouse content strategy.

The one I use to flood my biz with top-tier leads and killer conversions through content and ads.

No B.S., pure gold.



Ready to play big? Step up and see the results for yourself.

Click [here](#) to get instant access to this video.

The 29 Point Recruiting Framework