



2017 Recruiting Plan

GROW YOUR BUSINESS. **ATTRACT** TOP TALENT.

Compliments of **HOMESMART**

2017 Sample Recruiting Plan

1. Shop the Competition: Tips & Strategies

Objective: _____

Who: _____

Due Date: _____

Budget: _____

- **Identify your 2-3 main competitors**
- **Pull reports from MLS data or systems like Real Data Strategies or TerraDatum**
 - Identify agent activity/production
 - Sales volume (annual)
 - Transaction sides (annual)
 - Average sales prices vs. list prices
 - Average days on market
 - Agent's longevity in MLS
 - Competitor's number of agents
 - Compare to your percentage of attrition
 - Compare average number of transactions per agent
- **Research competitor's existing fee structures**
 - Splits vs. Flat fees
 - Monthly fees
 - Transaction fees
 - Marketing fees (charged to agent)
 - Technology fees (charged to agent)
- **Compare your fee structures to competitor fee structures to show difference to potential recruits' bottom line**
 - Establish general differences for your main competitor
- **Compare your value offering (i.e.: what do you offer agents to help them with their businesses?)**
 - Training
 - Marketing
 - Coaching
 - Online tools
 - Systems
 - Brokerage support
 - Websites
 - Market share
 - Brand identity
 - (CRM, CMA, Transaction management)
- **Request information from agents with your company for less than one year**
- **Aggregate feedback from exit interviews**
- **Create a system to track your competitive analysis and keep it updated**

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2. Establish Your Office Identity: Tips & Strategies

Objective: _____

Who: _____

Due Date: _____

Budget: _____

- **Define messaging to communicate value of your company**
 - o Document your mission (brand promise)
 - o Document your value proposition (brand pillars: specific qualities that differentiate you from your competition)
 - o Document “elevator statement” (something you can communicate in 60 seconds or less)
- **Create/refine marketing pieces to reflect messaging from mission, value proposition**
- **Communicate value of your company to potential recruits**
 - o Embed into phone conversations
 - o Embed into face-to-face communication
 - o Email marketing campaign
 - o Print drip campaign (postcards, flyers, etc.)
 - o Brokerage website
 - o Include with recruiting materials
 - o Advertising (industry magazines, local real estate schools)

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3. Establish Ideal Agent Profile(s): Tips & Strategies

Objective: _____

Who: _____

Due Date: _____

Budget: _____

- **Review your value proposition**
- **Identify traits from that value proposition which will help you identify ideal recruits (i.e. productive, ethical, positive attitude, etc.)**
- **Establish production benchmarks to evaluate recruits**
 - New to the real estate business (needs education/training/coaching)
 - Moderate producers (ability to improve production)
 - Top producers (mavens who will attract other good agents)
 - Teams
- **Identify if there are additional profiles that you would want**
 - Young, tech savvy professionals in related industries (mortgage, title, escrow)
 - Strong sphere of influence
 - Seasonally productive part time agents (retirees, teachers, etc.)
- **Document the traits of your ideal profile(s)**
- **Communicate ideal profile(s) to everyone involved in lead generation**
- **Communicate ideal characteristics to potential recruits**
 - Insert into phone conversations
 - Insert into face-to-face communication
 - Email marketing
 - Print campaigns (postcards, flyers)
 - Brokerage website
 - Advertising (industry magazines, local real estate schools)

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4. Identify Your 'Hot List': Tips & Strategies

Objective: _____

Who: _____

Due Date: _____

Budget: _____

- **Review the information you gained from reports pulled from MLS data or systems like Real Data Strategies or TerraDatum**
 - o Top 20% of agents in your market place
 - o Make sure this still fits your defined production range & adjust accordingly
 - o Eliminate top 3-5% (often less receptive to making a move & may have significant ego)
 - o Many brokerages have a 'hot list' that equals 10% of the total size of their MLS, however not necessarily the top 10%
- **Scrub this list to remove any agents who do not fit your company culture (I.e.: unethical, negative attitude)**
- **Scrub this list to add any agents who may fit another profile (I.e.: newer agents, teams)**
- **Identify criteria to assess agent as A, B, C (examples listed below)**
 - o Likelihood agent will make a move
 - A = likely to move in next 30 days
 - B = may make a move in next 90 days
 - C = not likely to move but stay in touch
 - o Generational groups
 - A = people who prefer face-to-face or phone contact (Boomers)
 - B = people who prefer email contact (Gen X/Gen Y)
 - C = people who prefer text communication (Millennials)
- **Enter all potential recruits into your database & sort by A, B, C**
- **Create a system to track agents on 'hot list' and keep it updated**
- **Pull reports regularly to help you manage your 'hot list' (weekly, monthly, quarterly)**

2017 Sample Recruiting Plan

5. Establish Lead Generation Activities & Frequency: Tips & Strategies

Objective: _____

Who: _____

Due Date: _____

Budget: _____

- **Identify lead generation activities for each group**
 - Face-to-face (open houses, REALTOR events, local board events, cross sales....)
 - Contact directly at least once a month (phone, face-to-face)
 - Send monthly recruiting e-mails through CRM
 - Send monthly print piece (postcard, newsletter, letter....)
 - Identify potential advertising & PR sources with call-to-action
 - Establish social media networking opportunities (LinkedIn, Facebook, Twitter, Instagram, Blogs)
- **Identify appropriate person(s) for each lead generation activity**
- **Identify frequency, consistency for each lead generation activity by group**
(I.e.: contact every person in your A group by phone at least once a month vs. contact your B group every other month...)
- **Create 30 day calendar to schedule routine contact for each group**
- **Create lead generation marketing/campaign plan based on A, B, C groups**
 - Create custom messaging for each group
 - Create/refine marketing pieces or communications for each group
- **Create filing/tracking/communication system that works for you to track potential recruits**
 - Name
 - Their contact information (phone, email)
 - Category
 - Type of contact (phone, face-to-face, email, print...)
 - Frequency of contact by type
 - Individual making contact
 - Feedback from potential recruit
 - Results
 - Notes
- **Revise lead generation activities & frequency based on results**
- **Revise your 30 day calendar every month to reflect lead generation changes**

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6. Create Bullet Proof Recruiting Presentation: Tips & Strategies

Objective: _____

Who: _____

Due Date: _____

Budget: _____

- **Define content to be presented for recruiting presentation**
- **Create/refine marketing pieces for recruiting presentation to be consistent recruiting messaging (office identity)**
- **Develop good initial approach (some of this will have been done through the lead generation process)**
- **Determine interview questions (you will vary this based on candidate and you may not use it in meeting but it is good to have key questions identified in advance)**
- **Establish methods for recruiting presentation (electronic, print, video)**
- **Identify take-away pieces**
- **Identify individual(s) to present formal recruiting presentation**
- **Practice recruiting presentation**
 - Cross-train so that more than one individual can perform for consistency
- **Develop good negotiation and closing tactics**
 - Know what you are willing to offer and what you are not
- **Identify their needs/desires and demonstrate how you can fill that gap**
- **Demonstrate the tools and systems**
 - Customer Relationship Marketing
 - Transaction Management
 - Broker Support
 - Technology Support
 - Comparative Market Analysis
 - Agent Listing Tools
 - Agent Buyer Tools
 - Agent Websites
 - Marketing Support
 - Local advertising
 - Public relations
 - Dedicated marketing/advertising companies
 - Training and Coaching
 - Education