
The Agent Attraction Blueprint

How Top Team Leaders Fill Their Pipeline Without Cold Calling All Day

By **Suneet Agarwal**



\$100 MILLION

of production walked out...

In one week.

YOU CAN'T CONTROL

- ✗ The market
- ✗ Interest rates
- ✗ Inventory
- ✗ Your competition's desperation
- ✗ Agents chasing shiny objects

YOU CAN CONTROL:

- ✓ How hard you RECRUIT
- 



RECRUITING SOLVES ALL PROBLEMS

K.F.R.

Keep. Effin'. Recruiting

The 4 LEVERS





01

ATTENTION

Agents can't
join you,
if they don't
see you.

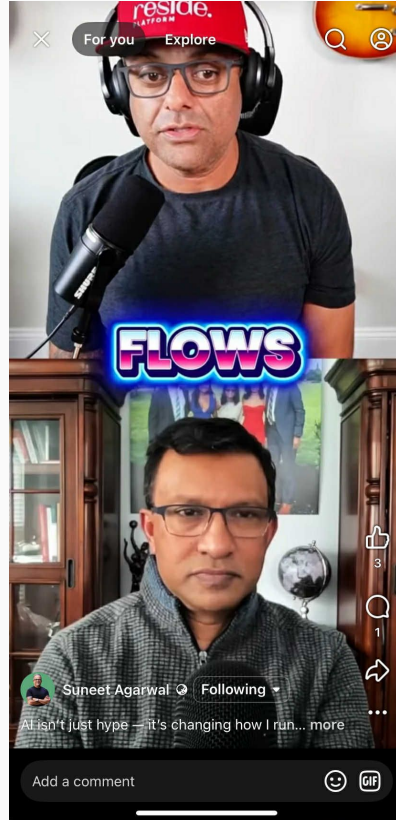
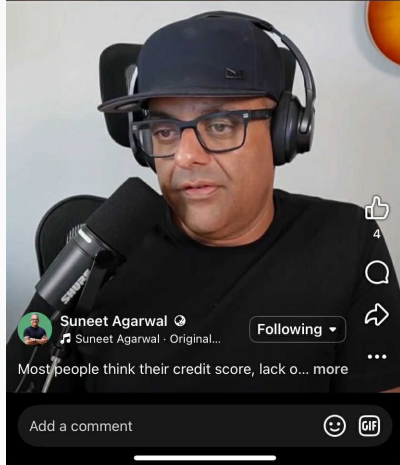
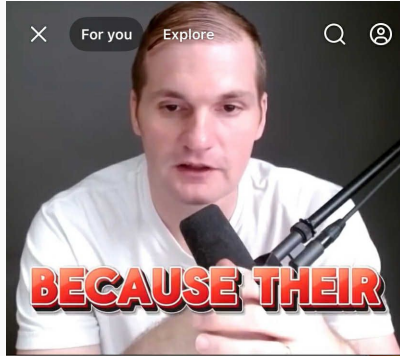




Everybody Should Know...

YOU ARE RECRUITING

Does your aunt know?



POST WAY MORE THAN YOU'RE COMFORTABLE WITH

- Reels
- Long-form videos
- Thought leader content
- Agent accolades
- Threads
- Testimonials
- Behind-the-scenes

AGENT ACCOLADES POST

Celebrate everything:

- Milestone achievements
- Google reviews
- Anniversaries & birthdays
- Testimonials
- First sale / big sales

Always add a CTA. They WILL share it.



THE VIRAL THREAD POST FORMULA

- ✓ 118-character hook max
- ✓ Creates curiosity + tension
- ✓ Line break + "↓" arrow
- ✓ 3-10 short paragraphs
- ✓ No emojis, no hashtags
- ✓ End with clear CTA

These are ALL written by AI.

AI PROMPT

COPY/PASTE THIS INTO CHATGPT:

"You are a high-performance social media copywriter trained in the proven Threads-style post format that consistently goes viral on Facebook.

Write me a Facebook post using the exact style below:

FORMAT RULES:

1. 118-character hook max
 - Must stop the scroll
 - Must create open loops + emotional tension
 - No clichés — punchy, specific, scroll-stopping"

AI PROMPT *cont.*

- "2. Add line break + '↓' arrow after hook
3. BODY: 3-10 short paragraphs, 1-3 sentences each
 - Drive curiosity, tension, or payoff
 - No fluff, no teaching mode
 - Use strong verbs, specificity, micro-details
4. VOICE: Conversational, simple, human
 - No emojis, no hashtags
5. END WITH CTA:
 - 'DM me [WORD] for the free guide'
 - 'Follow for more insights'
 - 'Comment below if you want it''



The SIMPLEST Post That Works

Take out your phone.

Go to Facebook.


Post this.

Do it right now.

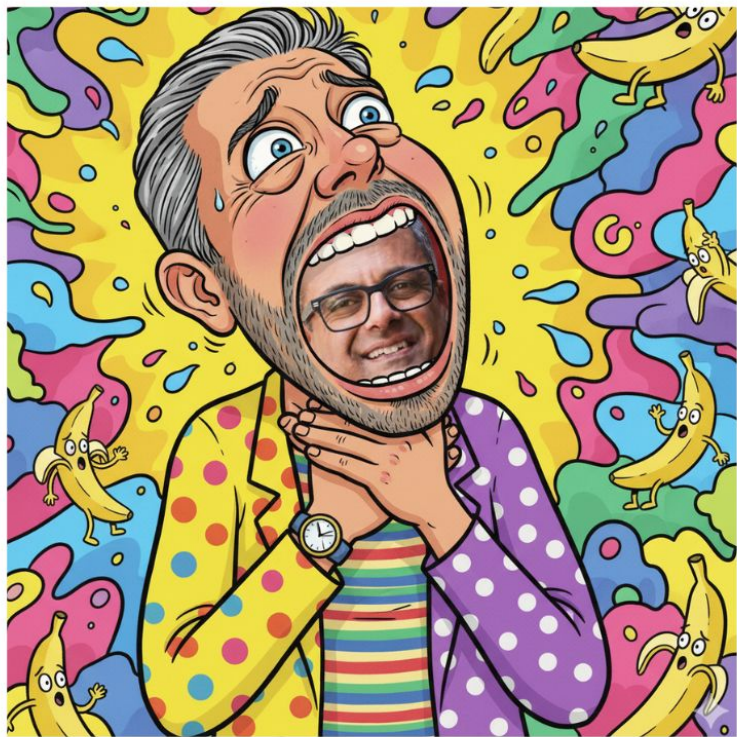
More FREE Visibility Tactics

 Put a "Now Hiring" sign in front of your office

 Cross-post everything to LinkedIn
(Local agents see it MORE there)

 Film everything — meetings, trainings, calls
(Content bank for later)

 Be LOUD. Be SHAMELESS.



Visibility = Authority

The goal:

Every agent in your market
should **CHOK** ON YOUR FACE.

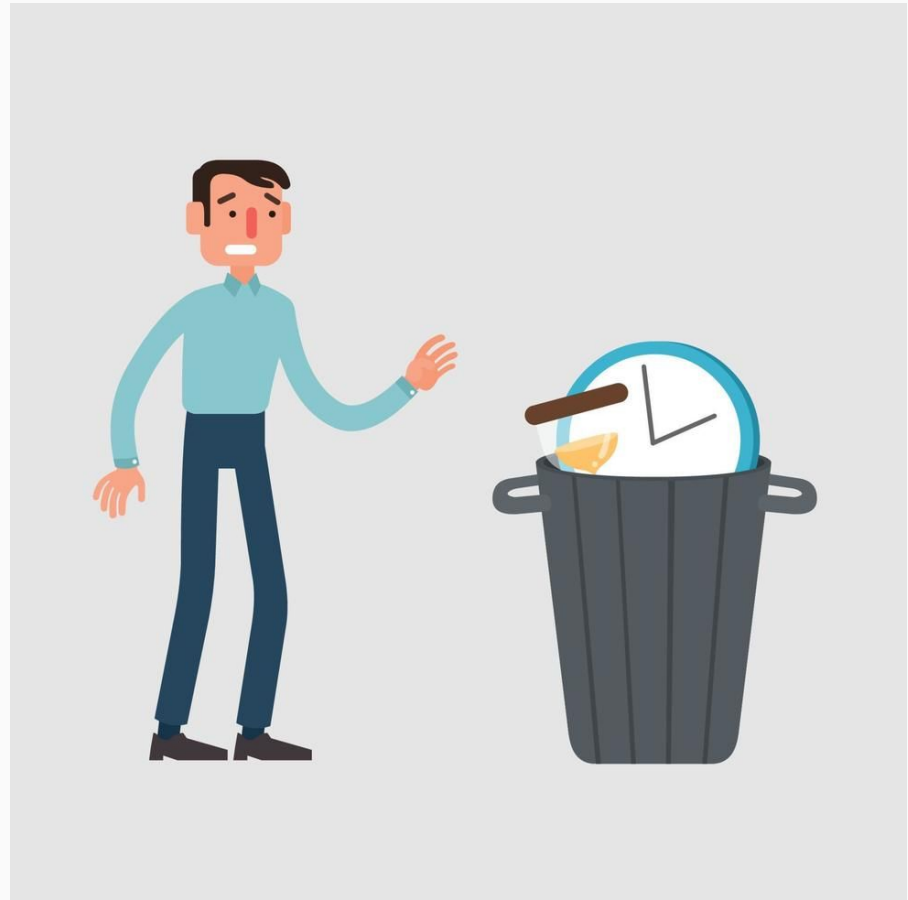
If they're not thinking about you,
they're going to **SEE** you.

02

CAPTURE



Attention
without
capture
= **wasted
effort.**





GOAL: GET AGENTS INTO A SYSTEM YOU CONTROL

- ✓ Email list
- ✓ Text/SMS list
- ✓ Dedicated Recruiting CRM

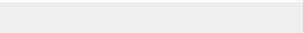
Do NOT just segment your main CRM.
Use a separate system or domain.



EVERY POST NEEDS A CTA

A Call to Action (CTA) is a prompt that encourages your audience to take a specific, immediate step.

Examples:

- "DM me 'GUIDE' for the free download"
 - "Comment 'YES' if you want this"
 - "Click the link in bio to apply"
 - "Book a confidential call"
- 

LEAD MAGNETS THAT CONVERT:

E-books & guides

- "27 Ways to Generate Leads"
- "Social Media Post Ideas for Agents"
- "Weekly Open House Checklist"

Free webinars

"Join my insider list"

Single-page recruiting funnel website

Excellence, Integrity, Knowledge and Tenacity

Do you have what it takes to be on the #1 team in Sacramento and the #2 team in California?

If you think you do please fill out the form for a no commitment discovery call with somebody from our team.

It might just change your life.

- I Consent to Receive SMS Notifications, Alerts from Best Sac Home's Group. Message frequency varies. Message & data rates may apply. Text #618 to 816-543-2888 for details. You can reply STOP to unsubscribe at any time.
- By checking this box, you agree to receive occasional marketing messages from Best Sac Home's Group.

Get Started!

Our team has been recognized as the #1 Mega Team in the State of California in 2020 for most homes sold. (Realtrends/Washington Journal)

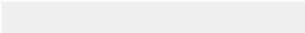
RECRUITING WEBSITE RULES:

- ✓ Standalone site or funnel page
(Not buried on your main website)
- ✓ Keep it simple
- ✓ Mobile-friendly
- ✓ Clear CTA + form to capture info
- ✓ Include a testimonial video



INDEED ADS

The #1 recruiting lead source
most leaders get wrong.

- Free or paid (you get what you pay for)
 - HEADLINE is everything
 - Do your market research first
- 

HEADLINES THAT BOMB:

- ✗ "Hiring Realtors"
- ✗ "Real Estate Agent"
- ✗ "Join Our Team"
- ✗ Generic corporate job posts

HEADLINES THAT CONVERT:

- ✓ "Company-Provided Leads"
- ✓ "Hot Web Leads for Agents"
- ✓ "Appointments Set for You"
- ✓ Features + Benefits

THE INDEED SECRET SAUCE:

1. Test different hooks weekly
2. Track what works
3. Double down on winners
4. Scale spend on what converts

Start free → Minimum spend
→ Scale up





02

ENGAGEMENT

Frequency wins.

They may not open every email...
but they'll remember your name.



EMAIL MULTIPLE TIMES PER WEEK

- 1-2 emails minimum per week
 - Mix it up:
 - Quick tip with video
 - Success stories & testimonials
 - Value/education content
 - Market insights
 - Keep it meaningful
 - Always include a CTA
- 



BUY A LIST...

But do **NOT** just blast it!

BUILD SMART THROUGH:

- ✓ Co-brokers from transactions
- ✓ Indeed applicants
- ✓ Opt-ins from lead magnets
- ✓ Small segments of purchased lists

Warm them up before mass emailing.



CO-BROKER NURTURE SEQUENCE:

1. Escrow opens:

"Looking forward to doing business with you!"

2. Contingencies cleared:

"See you at the finish line!"

3. Close of escrow:

"It was a joy working with you.
Let's meet up sometime."

→ Then add to main recruiting list

(They've now received 3 emails from you)





TRACK OPENS, CLICKS & ENGAGEMENT RELIGIOUSLY

- How many times have they opened?
- When did they last open?
- What did they click on?

Create an engagement score.

High opens + recent activity = HOT LEAD



YOUR LIST COMPOUNDS.

Social reach can disappear tomorrow.

Algorithm changes. Account bans. Platform shifts.

But your email list?

That's YOURS forever.

Keep building it every single day.





SEND TEXTS. SEND DMS. SEND VIDEO TEXTS.

But be smart about it:

- No mass texting (legal risk)
- Personal, one-to-one messages
- Use engagement data to prioritize

Text the people who are opening your emails.

THE TEXT THAT WORKS:

"Hey [Name], this is [You] with [Company].

I know you're probably happy at your current company. But to put it bluntly, we are super busy.

We have way too many appointments set with buyers and need more agents to help.

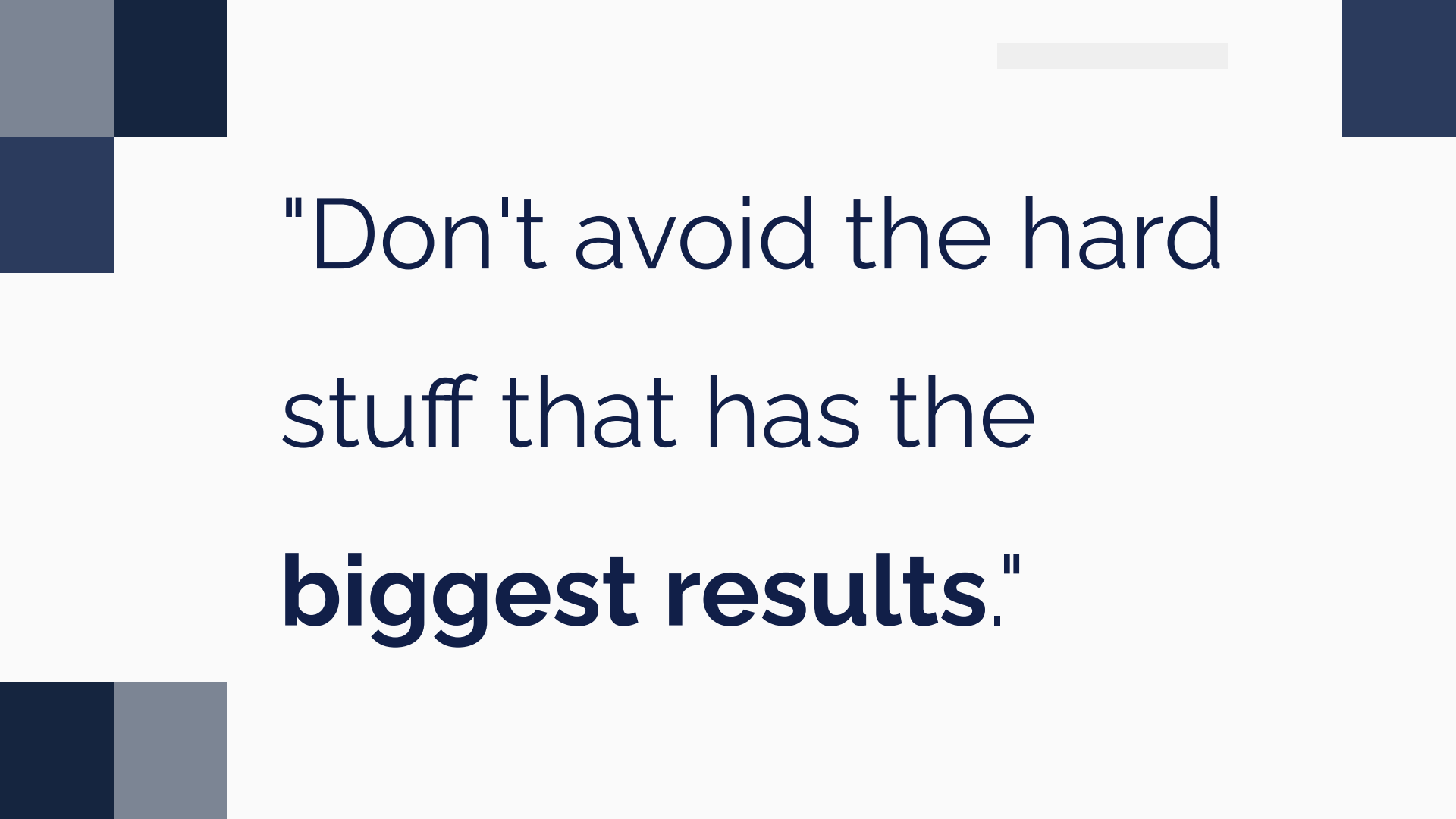
Let me know if you'd like to hop on a call to discuss."



04

CONVERSION





"Don't avoid the hard
stuff that has the
biggest results."



LET'S BE HONEST...

This is what most of you are avoiding.

- You don't need another funnel
- You don't need a new brand
- You don't need a better CRM

You need to pick up the damn phone.



88 CALLS = 1 APPOINTMENT

Real data from 3,900+ appointments:

- Calls: 47,556
- Contacts: 7,212 (15.2%)
- Appointments: 546 (7.6% of contacts)

This is a VOLUME game.





START BY CALLING YOUR HIGHEST EMAIL OPENS

These prospects should already know you based on engaging with your emails.

High engagement = Warmer conversation

THE "GET COMFY" SCRIPT

The framework:

1. Pattern interrupt
2. Permission-based opening
3. Acknowledge they're probably happy
4. Create curiosity
5. Set the appointment

"I know you're probably comfortable where you are..."

(Full script in your download)

THE "DID YOU GET IT?" SCRIPT

For calling your engaged email list:

"Hey [Name], this is [You].

I sent you [resource/email] recently and wanted to make sure you got it.

Did you have a chance to check it out?"

- Opens natural conversation
- They already know who you are

(Full script in your download)

THE APPOINTMENT:

DON'T "PRESENT."
HAVE A CONVERSATION.

Opening questions:

- "What are you looking for in your next real estate opportunity?"
- "If you could wave a magic wand for your ideal team, what would it look like?"

30 minutes MAX.



YOU MUST GO FOR THE CLOSE.

When they say "I need to think about it":

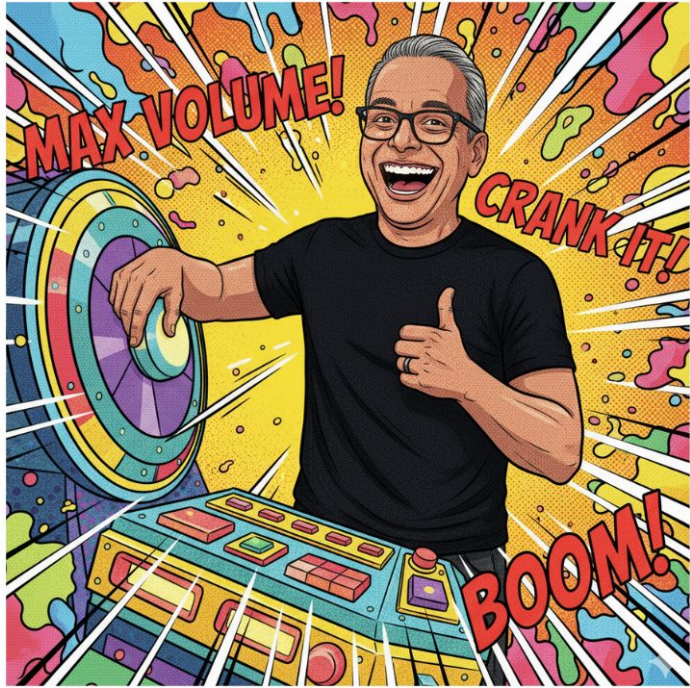
1. "Got it. What's your decision-making process look like?"
2. "Of course — if I didn't talk to my spouse, she'd kick my ass." (lightens the mood)
3. Set specific follow-up: "I'll call you Thursday at 11am."
4. "I'll send the contract via DocuSign so you can review it together. If you're ready, just sign it and we can get started."

Closed mouths don't get fed.

CHEAT CODES:

- ✓ Get your Indeed ad live TODAY
- ✓ Boost your best organic posts (\$5)
- ✓ Call the people who engage with your marketing
- ✓ Podcast = Content multiplier (Film once, cut 10 ways)
- ✓ Recruiting is a PIPELINE — start filling it now





YOU DON'T NEED THE FANCIEST TECH.

YOU NEED: **VOLUME & CONSISTENCY**

EVERY DAY YOU WAIT,
SOMEONE ELSE IS RECRUITING
THE AGENT WHO SHOULD'VE BEEN
YOURS.

FREE BUSINESS AUDIT

Schedule **your FREE** call, to **discover**
the **3 bottlenecks** in your business.

reside.
PLATFORM





DOWNLOAD THE RESOURCES

- Recruiting Call Script & Framework
- The Get Comfy Call Framework
- Indeed Replies: Licensed v. Unlicensed Prospects
- Suneet's Recruitment Strategy - Facebook Video
- Setting up Ads in Ads Manager Video
- The 27 Point Recruiting Framework E-Book

BONUS: Your Exclusive Discounted Offer....





Thanks

Do you have any questions?

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