

THE ONE RECRUITING BLUEPRINT THAT CHANGED TEAMS FOREVER

**HOW TO ATTRACT AND RETAIN TOP AGENTS WITH
SCHOLARSHIPS AND SMART RECRUITING.**

BY NICK MCLEAN

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INTRODUCTION

INTRO

First, thank you for choosing to invest your time here. By opening this guide, you've already shown you're serious about building a **successful, high-performing real estate team.**

I wasn't always in real estate. My first career was as a commercial airline pilot, trained to make critical decisions at 30,000 feet—where there's no room for guesswork. Aviation runs on proven systems, consistent training, and precise teamwork. When I transitioned into real estate, I realized many agents were operating **without a clear strategy, relying solely on instinct and luck.**

I took the disciplined approach from aviation and applied it directly to my real estate business. The result? The Nick McLean Real Estate Group has closed over 4,000 transactions and become one of the **top-performing teams in the Pacific Northwest.**


This ebook shares the exact methods I've used to recruit, train, and retain top talent. **If you're tired of chasing talent and ready to start attracting agents who align with your vision, this blueprint will transform your recruiting strategy.**

Let's get to work.

Nick McLean

CEO of the Nick McLean Real Estate Group and Co-Founder of Reside Platform

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Nick McLean

AVOIDING COMMON RECRUITING MISTAKES

PART 1

Scaling your real estate team requires clarity and strategy. Here are three common mistakes that hold teams back—and how to avoid them

✗ **Mistake #1: Hiring Without a Plan**

Recruiting out of desperation instead of through a system attracts the wrong candidates, wasting valuable time and resources.

- **Define Your Ideal Agent:** Know exactly who you're looking for, including experience level, personality, and goals.
- **Create an Automated Recruiting Funnel:** Consistently attract and filter candidates using social media, referrals, and targeted ads.

✗ **Mistake #2: Lacking Clear Leadership**

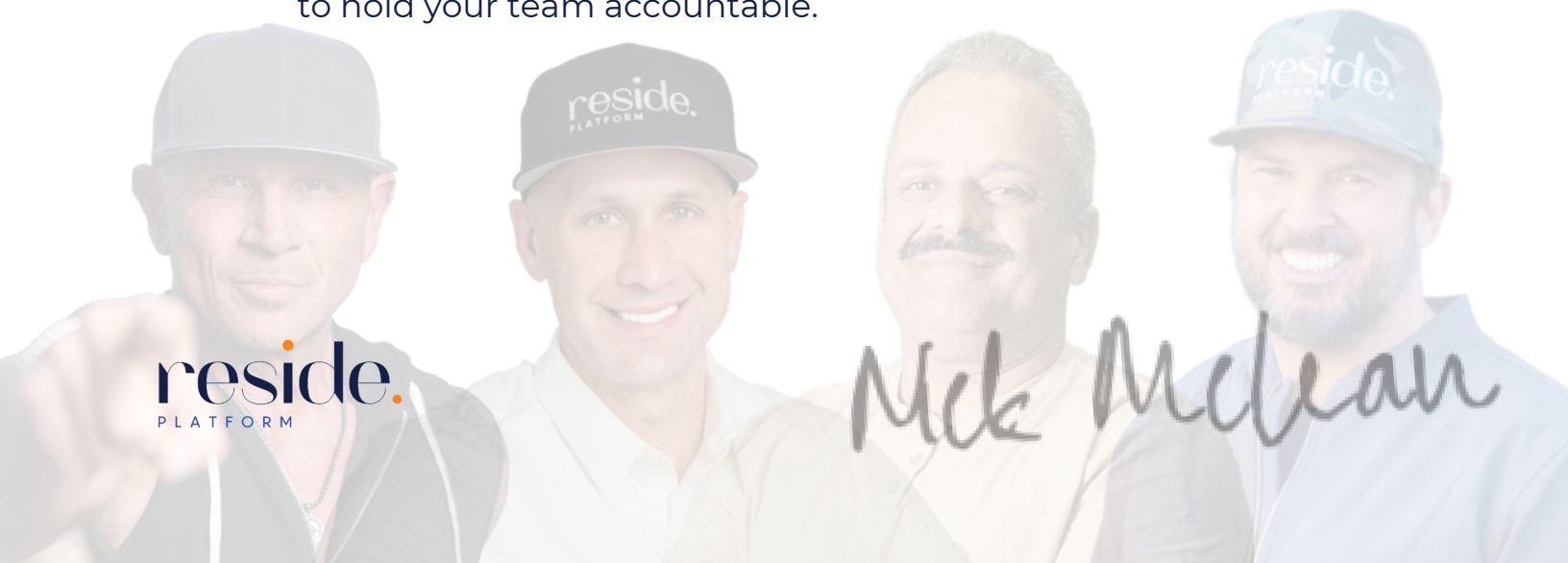
Many leaders still operate with an agent mindset instead of stepping into the role of CEO.

- **Develop a Leadership Identity:** Shift your focus to strategy and growth.
- **Establish Clear Vision and Values:** Inspire your team through shared goals and strong leadership.

✗ **Mistake #3: No Systems for Agent Productivity**

Your business will stall without structured onboarding and productivity systems.

- **Implement Structured Onboarding:** Quickly integrate new agents with clear expectations.
- **Use Performance Metrics:** Track productivity with scorecards and KPIs to hold your team accountable.



THE SUPERSTAR STRATEGY

DART 2

Finding and attracting talented agents doesn't have to be difficult. Use proven strategies to target high-performing individuals:

★ **Craft Superstar Ads:**

Clearly outline the qualities you seek—drive, passion, resilience, strong communication skills, adaptability, and an unstoppable hunger for success. Highlight unique selling points such as your innovative training programs, supportive environment, cutting-edge technology, leadership opportunities, and clear pathways for career advancement.

👜 **Interview Strategically:**

Conduct challenging interviews to evaluate candidates' resilience, adaptability, and problem-solving capabilities under pressure. Employ role-playing exercises, scenario-based questioning, and objections handling to test their real-world readiness and ability to manage rejection effectively.

🔍 **Promote Transparency:**

Offer transparent information regarding role expectations, compensation structure, growth potential, ongoing support mechanisms, and company culture. Clear communication attracts candidates who are genuinely aligned with your organization's mission and long-term objectives.

📞 **Follow-up System:**

Develop a robust follow-up system to nurture relationships with prospective agents, regularly sharing insights, updates, and testimonials from current team members, keeping your opportunities top-of-mind.

WINNING THE TALENT COMPETITION

To attract and retain exceptional agents, your real estate business must stand out prominently, just like technology giants competing fiercely for elite talent:

- ✔ **Offer Competitive Incentives:** Provide attractive, flexible compensation packages, including lucrative commissions, bonuses, healthcare benefits, retirement plans, wellness programs, and continuing education allowances.
- ✔ **Create a Positive, Supportive Culture:** Cultivate a collaborative, inclusive work environment built on mutual respect, transparency, and ongoing support. Host regular team-building activities, recognition events, and mentorship opportunities to foster engagement, loyalty, and reduced turnover.
- ✔ **Continuous Development Opportunities:** Commit to regular training, professional development workshops, industry-specific seminars, and advanced certifications. Encourage attendance at conferences and networking events to enhance personal growth and keep agents ahead of industry trends.
- ✔ **Highlight Agent Success:** Utilize authentic employee testimonials, success stories, and case studies in various formats such as videos, blogs, social media posts, and newsletters. This reinforces your brand credibility and emphasizes your commitment to agent success.

TRANSFORM RECRUITMENT WITH A SCHOLARSHIP PROGRAM

Many potential agents perceive real estate as risky, limiting your talent pool. A structured scholarship program can help overcome this obstacle:

➤ **Comprehensive Scholarship Benefits:**

Fully subsidize expenses for required training, licensing exams, and initial onboarding to significantly reduce financial barriers, appealing to talented individuals from diverse backgrounds.

➤ **Rigorous Candidate Selection Process:**

Implement extensive pre-screening through structured interviews, aptitude tests, behavioral assessments, and motivation analysis to ensure recipients possess the drive and aptitude required to succeed.

➤ **Structured Group Training and Integration:**

Use cohort-based training approaches that foster camaraderie, teamwork, and peer-to-peer support. Streamlined onboarding processes enhance efficiency, build strong team connections, and maximize training effectiveness.

➤ **Clear Career Progression Paths:**

Clearly communicate opportunities for growth, leadership roles, and career advancement within your organization, reinforcing your commitment to the professional growth of scholarship recipients.

➤ **Robust Mentorship Framework:**

Assign experienced mentors who provide ongoing guidance, support, and real-world insights to new recruits, enhancing their onboarding experience and accelerating their path to success.

THE FIRST 90 DAYS: SETTING AGENTS UP FOR SUCCESS

PART 5

A comprehensive onboarding system effectively transitions new hires into successful, productive agents, ensuring long-term retention:

Structured Training Roadmap:

Offer a detailed plan outlining daily, weekly, and monthly objectives, performance expectations, training activities, and key milestones to guide new agents clearly through their initial months.

Regular Coaching and Mentorship:

Schedule frequent one-on-one sessions, regular feedback meetings, and performance reviews. Utilize seasoned mentors to help new agents navigate challenges, celebrate achievements, and build essential confidence and skills.

Immediate Performance Tracking:

Integrate new hires promptly into your existing performance measurement systems, utilizing detailed scorecards, KPIs, and regular evaluations. Early intervention and support help correct issues proactively, promoting continuous improvement.

Team and Community Integration:

Encourage active participation in team activities, community involvement, and social events. Building relationships early fosters a strong sense of belonging, boosts morale, and increases agent retention rates.

EXAMPLE!

EXAMPLE OF SCHOLARSHIP PROGRAM LETTER

Dear (Name),

We are thrilled to inform you that you have been accepted into our real estate scholarship program and onto our team here at the Nick McLean Real Estate Group. Your hard work and dedication to learning and growing in the industry have not gone unnoticed, and we believe that you have the potential to be a valuable addition to our team.

As a member of our team, you will have access to all of the resources and training opportunities that we have to offer, including reimbursement for your real estate course and one test attempt. We take our commitment to the overall quality and service of the industry very seriously, and we believe that our team members are the key to our success.

We have high expectations of all of our team members, and we believe that the program that you are entering will provide you with all of the skills, knowledge, and support that you need to be successful. The program includes required online licensing training, weekly progress reports, and a 6-week onboarding and productivity training. After the onboarding period, you will be expected to meet specific criteria, including prospecting and following up with a minimum of 25 contacts per week, role-playing with team members, providing leads for the listing department, maintaining a buyer inventory, and supporting our admin staff and listing department.

We are confident that with your dedication and hard work, you will thrive in this program and become a valuable team member. Please sign and date the agreement in the spaces provided and return it to us as soon as possible to acknowledge your acceptance of the terms of this scholarship agreement.

Sincerely,



Nick McLean
Co-Founder of Reside Platform and
CEO of the Nick McLean Real Estate Group

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FINAL THOUGHTS

PART 5

Building a successful real estate team requires intentional strategy, disciplined execution, and a strong focus on continuous growth. Investing proactively in your team and **attracting top talent will position your business for lasting success**. A truly effective real estate team does more than just sell houses—it builds communities, shapes careers, and creates **meaningful impacts for both agents and clients**.

As you apply the strategies outlined in this guide, **stay adaptable**. Regularly review your processes, solicit feedback, and adjust accordingly. Every challenge offers a valuable lesson for improvement. **Prioritize your agents' development** by setting clear goals, providing consistent support, and recognizing their accomplishments. This fosters loyalty, enhances performance, and strengthens your team's cohesion.

Ultimately, your goal is to build a team that not only achieves professional excellence but also provides personal fulfillment. **Lead intentionally, stay true to your values, and watch your business and team flourish together**.

Now, it's time to put this blueprint into action and start building the real estate team you've envisioned!

Nick McLean
Co-founder of Reside Platform





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